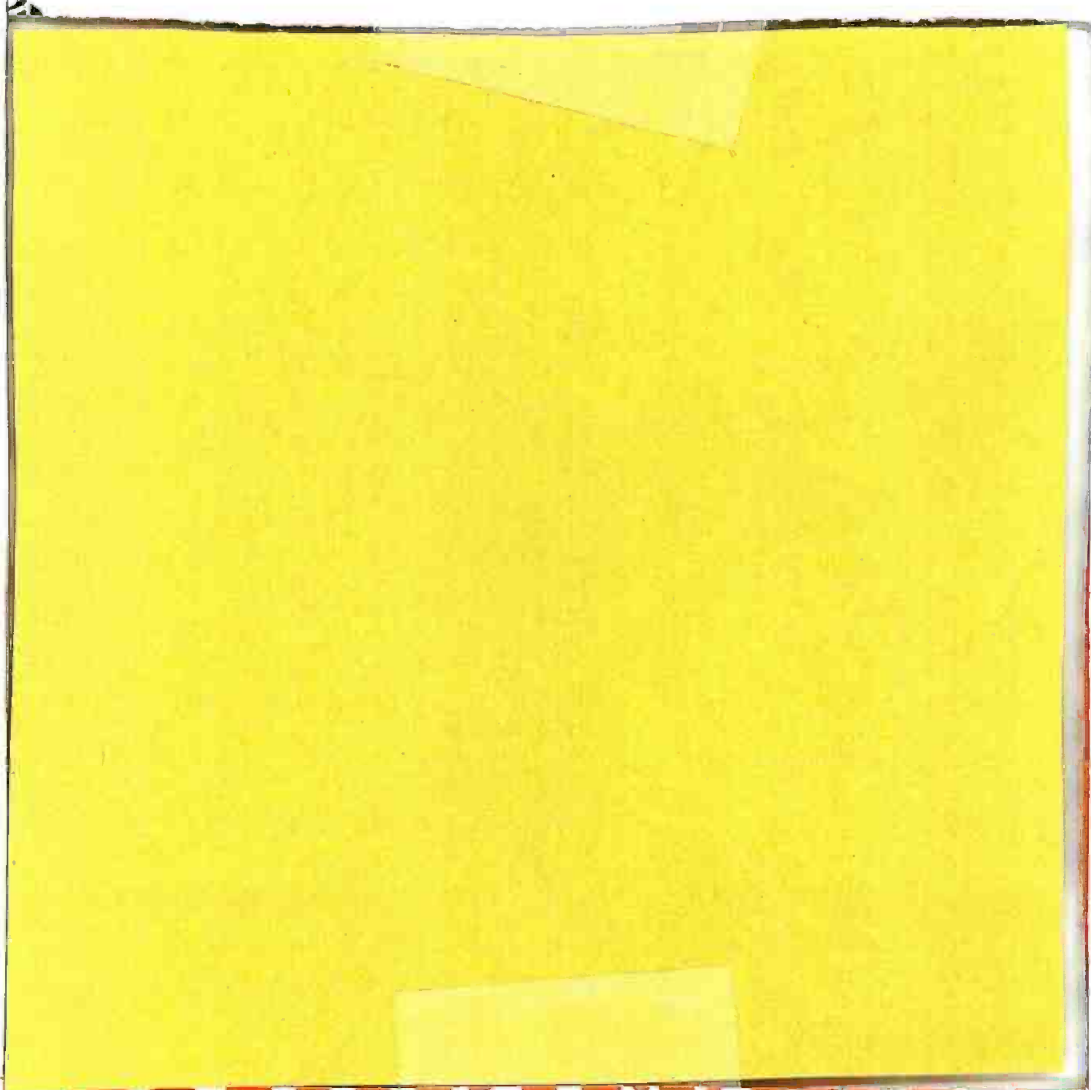


TV reps: Expanding their role
with the medium's horizon

Broadcasting Jun 4

The newswEEKly of broadcasting and allied arts

Our 48th Year 1979



SUMMERS:

TANDEM PRODUCTIONS'

"All in the Family"



Television's new

WNEW-TV New York

WTCG Atlanta

KTTV Los Angeles

WFLA-TV Tampa-

WF

WF

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KB

WC

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WIXT Syracuse

KTVX Salt Lake City

Top 50 markets.

**WVEC-TV Norfolk-
Portsmouth-
Newport News**
WTVR-TV Richmond
WDHO-TV Toledo
WJXT Jacksonville
**WLSL-TV Roanoke-
Lynchburg**
WLUK-TV Green Bay
KMJ-TV Fresno
WDEF-TV Chattanooga
**WPEC West Palm Beach-
Ft. Pierce**
**WITN-TV Greenville-
N. Bern-Washington**
WYTV Youngstown
WPTA Ft. Wayne
**KRDO-TV Colorado
Springs-Pueblo**
WIFR-TV Rockford
**WEAU-TV LaCrosse-
Eau Claire**
WCIV Charleston

KVAL Eugene
WECT Wilmington
**WOAY-TV Beckley-
Bluefield-Oak Hill**
KSHO-TV Las Vegas
KBCI-TV Boise
WBBH-TV Ft. Meyers



Tandem Productions'
**"All in the
Family"**



A Success Story in the Making.

Starting June 1, 1979,

WPHL-TV, Philadelphia

the first television station of
The Providence Journal
is represented nationally by

Petry Television, Inc.

It's the beginning of a great success story.

PETRY

Petry Offices:

New York • Chicago • Atlanta • Boston • Dallas • Detroit • Los Angeles
Minneapolis • Philadelphia • San Francisco • St. Louis

The Week in Brief

DANCING AROUND DIGITAL □ Bosch Fernseh enters the race, and now the push will be toward standards that are compatible internationally. Digital telecines also make news at Montreux conference. **PAGE 29.**

LIGHTING A FIRE UNDER 9 KHZ □ Henry Geller asks Ferris for the FCC's cooperation in allowing stations to participate in testing various aspects of NTIA's plan to reduce channel spacing. NRBA, meanwhile, urges the commission to go slowly with plan and initiate an inquiry rather than a rulemaking. **PAGE 32.**

STOPPING A HOT STREAK □ After 19 weeks of prime-time ratings dominance, ABC is ousted by CBS for the week ended May 27. What does the trick are the *Blind Ambition* miniseries, *Dummy* and *The Body Human*. **PAGE 32.**

THE SKYROCKETING WORLD OF TV REPS □ Since 1975, the rep business has grown dramatically—both in billings and competition. Not only is the TV rep a salesman, but in

many cases, he has become a consultant in almost every area of the station's operation. A "Special Report" on the business begins on **PAGE 37.**

CONVENTION TIME □ This week has the Broadcast Promotion Association gathering in Nashville for its 24th annual meeting and the American Women in Radio and Television convening in Atlanta. **PAGE 64.**

ON THE SPOT □ First quarter '79 figures from TVB show spot advertising climbed 7.3% to \$643.7 million with all of the top 10 advertisers posting gains. At the top, once again, was Procter & Gamble with \$39 million. **PAGE 67.**

STICKING TOGETHER □ The BBC and Time-Life renew their development-distribution partnership and announce \$50 million worth of programs in production through 1985. **PAGE 69.**

LOAN HELP □ The Department of Agriculture adopts new procedures designed to simplify and speed up loans to cable systems and telephone companies to provide broadband services to rural areas. **PAGE 72.**

RENEWAL REJECTED □ FCC law judge denies renewal to KDRG(FM) Deer Lodge, Mont., on grounds the licensee illegally transferred control of the station. **PAGE 73.**

DELEGATION SET □ The State Department announces the 64-member U.S. delegation to this September's World Administrative Radio Conference in Geneva. **PAGE 74.**

WORKING FOR AWRT □ Wilma Kriner has always given full-time attention to her agency work, and in the last year added the full-time responsibility of AWRT president. She has aimed for increased visibility for the organization and on the eve of the group's annual convention in Atlanta, has seen its membership to 3,000, a stepped-up public affairs program and job support activities. **PAGE 97.**



PGW President Charles Kinney makes a point about the TV rep business in this conversation with BROADCASTING editors. It was one of a series of in-depth interviews and investigation that led to this week's Part One special report on the state of the art in station representation. Part Two, on the radio rep business, is scheduled July 2.

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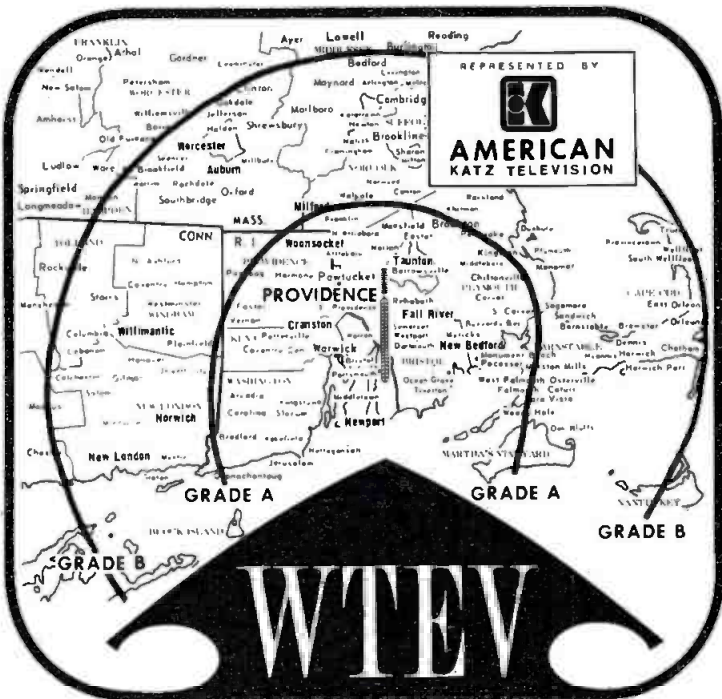
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To cover the Providence DMA - use WTEV



An impressive addition to your WTEV summer audience - more than half a million persons missed by all ratings. Money-spending seasonal residents and vacationists visit daily on Cape Cod, in Newport, Nantucket, Mystic Seaport and other resorts along the 547 miles of Southern New England shoreline. When you buy WTEV you get a growing Providence DMA plus this prosperous summer influx. Don't miss these prospects.

WTEV 6

STEINMAN TV STATION

PROVIDENCE, R.I.
NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.



A CBS AFFILIATE

Vance L. Eckersley, Manager

STEINMAN TELEVISION STATIONS

WTEV Providence, R. I./New Bedford-Fall River, Mass.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit®

Insider report: behind the scene, before the fact

So far so good

Radio business in 18 markets where stations report billings to central accounting firms was up, for first quarter, about 10% from first quarter last year, according to sources at Radio Advertising Bureau. Last year's growth rate in those markets was 11% for first quarter and 18% for year. But there are more question-marks this year, including increasing talk of economic downturn.

RAB says that in last two recessions—1971 and 1974—radio fared better than its rivals, growing average of 8.6% as compared with 6.1% for all other media. But it's advising stations to take nothing for granted, to go all-out in selling and promoting.

Old story

ABC-TV researchers figure network's affiliates will be glad to learn that ABC made clean prime-time sweep of May local rating sweeps, its 11th consecutive sweep-period win. For 29-day period embracing both Arbitron and Nielsen measurements, ABC has prime-time average of 17.8 rating and 32.0 share, against CBS's 16.4 and 29.4, and NBC's 14.1 and 25.3.

Counting ties, ABC people say, ABC won 20 of 29 nights, CBS 6, NBC 4. They also give ABC 32 of top 40 shows (including all of top 12), with CBS taking rest, while NBC had two first-place ties with ABC. In average ratings for period, ABC is up 5% from May 1978, CBS up 8%, NBC down 12%.

Dissidence

Some FCC members are accusing Chairman Charles D. Ferris of manipulating meetings to run through midday in hope that members who oppose him on some votes will leave for lunch dates. (Chairman himself prefers brown-bag lunch in office, with staff or with visitors who are willing to sacrifice gustatory standards for audience at top.) High-handed conduct of meetings, however, has passed point of mere irritation among some commissioners. There's serious criticism of chairman's general administration.

Show and tell

American Bar Association is arranging elaborate demonstration of television coverage of court proceedings at its next annual meeting, Aug. 9-15 in Dallas. ABA "president's showcase" will include five different courtroom sets with mock proceedings under way, appellant

argument in one, criminal trial in another, for example, with television present. National Association of Broadcasters and Radio Television News Directors are among cooperating organizations.

ABA officials promise no change of mind about TV coverage so soon after ABA House of Delegates last February rejected resolution to admit cameras. Participating media, however, will be out to prove that courtroom coverage can be done unobtrusively.

Ups and downs

Who's hot in Hollywood? Paramount Television leads list of production companies with network series next fall—seven ABC-TV shows and three CBS-TV, compared to six series set for airing at beginning of last season. Universal also moved up from eight last fall to nine next September (seven on NBC-TV and one each on CBS and ABC). Warner Bros. also moves up this season from two to three.

On down side, TAT/Tandem and Aaron Spelling/Spelling-Goldberg drop one each and keep five shows for 1979-80 season. Lorimar is down one to three, and 20th Century-Fox drops one to two. MGM had two shows last fall, but is down to one this season. MTM holds own with four shows, and Q-M Productions keeps two on fall schedule. New entrants in fall include Columbia Pictures Television and Filmways TV/Rosner TV.

Around and around

Ripple effects continue from Metromedia's decision to shut down its in-house rep, Metro Radio Sales (BROADCASTING, April 16). Eastman has signed Metromedia's KLAC(AM) and KMET(FM) Los Angeles, necessitating Eastman's leaving KHS-AM-FM, which are slated to go to Selcom, which in turn must relinquish KJOI(FM) Los Angeles. Torbet Radio has captured WOMC(FM) Detroit but must surrender WDRQ(FM) there. Katz Radio earlier snared nine Metromedia stations, involving numerous trade-offs. Still apparently up for grabs: Metro's WMET(FM) Chicago.

Converted

Pioneer Yiddish-language WEVD(AM) New York (for late Eugene V. Debs) is being sold for \$1.1 million to brothers-in-law who specialize in Christian religious broadcasting from Boston to California. Purchasers, subject to FCC approval, are Stuart Epperson and Edward G. Atsinger, III. WEVD(FM) is being retained by Forward Association, Inc., which publishes *Jewish Daily Forward*, nation's largest Yiddish daily. Debs was early union

organizer and five-time Socialist candidate for President.

Worldwide access

Broadcast engineers whose news assignments make them international electronic vagabonds have special designs on this year's World Administrative Radio Conference. Highest on their list of priorities: assignment of spectrum space for transportable earth stations. Next highest: international agreement on frequencies for electronic news gathering that would permit news teams to go to any subscribing country with walkie-talkies and wireless microphones without need for special licenses.

As things stand today, such teams often operate illegally, as present bureaucratic red tape often can't be unwound before news turns to history.

Better sets

Technological futurists are beginning to talk again about improving quality of world's TV sets—perhaps up to 1,000-line resolution. Opportunity, they feel, comes with prospect of direct satellite service in 12 ghz band. There would have to be transition period in which countries operated both ways—as in England, where BCC still maintains 405-line black-and-white system alongside now-predominant 625-line standard.

Ground regained?

U.S. journalists watching proceedings of International Commission for Study of Communications are holding breath as it prepares for meeting in Acapulco, Mexico, this week. They have no idea what is likely to emerge from meeting, which will focus primarily on Latin American communications problems. But if Paris meeting last month is any guide, Americans may have some reason to be optimistic. One U.S. participant described himself as "encouraged but not complacent" after meeting of commission, under UNESCO auspices, on issue of international press freedom.

Indications were that proposals for mandatory code of ethics for journalists of all nations and proposed "licensing" of journalists were losing their appeal. And Sean MacBride, Irish recipient of both Lenin and Nobel prizes, who heads commission, appeared to be taking more conciliatory line. U.S. participants in Paris conference included George S. Beebe, on leave from *Miami Herald*, as president of World Press-Freedom Committee, and Elmer Lower, retired head of ABC News, representing broadcasters.

Business Briefly

RADIO AND TV

Bic Pen □ Six-week network TV and spot radio push in more than 200 markets will highlight \$3 million back-to-school campaign starting in mid-August.

Television will use all three TV networks during prime and late fringe periods and marks return of Bic's "torture test" commercials after absence of five years. Target: women, 21-49, and children.

Agency: Wells, Rich, Greene, New York.

California Federal Savings & Loan □

Seven-week campaign begins in early June in California markets including San Diego, Los Angeles, Santa Barbara, Palm Springs, San Francisco and Sacramento. TV spots will be placed in early and late news and selected prime times. Target: adults, 50 and over.

Crocker Bank □ Five-week TV and four-week radio campaigns begin in mid-July in California markets. Agency: Needham, Harper, Steers, Los Angeles. Target: adults, 25-49.

U.S. Postal Service □ Four-week TV and three-week radio campaigns for Express Mail begin June 11 in five and 15 markets, respectively. Agency: Young & Rubicam, New York. Target: men, 25-64.

American Dairy Association □ One-month campaign for milk and milk bi-products begins in early June in more than 100 markets in Midwest and East. TV spots will be placed in prime, weekend and early fringe times. Agency: D'Arcy, MacManus & Masius, Chicago. Target: total family.

Midas □ Two-week campaign for mufflers starts in mid-June in more than 150 markets. Agency: Wells, Rich, Greene, New York. Target: men, 25-54.

GM □ Two-week campaign begins for Cadillac division June 18 in 38 markets including Atlanta, Baltimore, Boston, Dallas, Harrisburg, Pa., Milwaukee, Nashville, New Orleans, New York, San Francisco, Seattle and Washington. TV spots will be placed in late news time.

Rep Report

WVOL(AM) Nashville: To Bernard Howard from HR/Stone.

KFIG(FM) Fresno, Calif., and WWDE-AM-FM Norfolk, Va.: To CBS/FM National Sales from Buckley Radio and Savalli/Gates, respectively.

Blair/Northwest Radio Representatives has moved to new Seattle address: 2323 Eastlake East, Suite 403, Seattle 98102. Phone number remains (206) 223-5224.

Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: men 35 and over.

Firestone □ Two-week TV and one-week radio flight for tires begins in early July in 90 TV and the top 35 radio markets. TV spots will be placed in early fringe through late night times. Agency: Sweeney & James, Cleveland. Target: men, 25-54.

Cooks United □ One-week campaign of ongoing "Yes You Can" awareness and identification campaign for discount store chain begins June 10 with radio spots going into 42 eastern markets and TV spots going into several larger markets during all dayparts. Agency: Lang, Fisher, & Stashower, Cleveland. Target: adults, 25-49.

TG&Y □ Three-day campaign for discount department store chain begins July 1 in 35 TV and 24 radio markets in southern U.S. TV spots will be placed in prime, news, late fringe, fringe and day times. Agency: Grey-North, Chicago. Target: adults, 18-34.

RADIO ONLY

Amalie □ Sixteen-week campaign, new segment of continuing campaign, for motor oil begins in early June in 25 markets in Northeast, Southeast and Southwest. Agency: The Bloom Agency. Target: men, 18-49.

Johnson & Johnson □ Eight-week campaign for baby powder starts June 18 in four markets. Agency: Young & Rubicam, New York. Target: adults, 18-49.

Food Enterprises Inc. □ Eight-week campaign for Elegant Crust Pizza starts in early July in San Francisco, Sacramento

Radio only

MASLA MEANS BUSINESS

Ask Lloyd Melton
KUPD/KKKQ, Phoenix

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

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

Trident Television Limited

in association with

ELLIOTT ABRAMS and ARTHUR ZEIGER

are pleased to

announce the formation of

TRIDENT TELEVISION ASSOCIATES, INC

for the worldwide television distribution
of television programming and motion pictures

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Chief Executive Officer

WARD THOMAS
Chairman of the Board

ELLIOTT ABRAMS
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Households in the Odessa-Midland-Monohans have Texas size buying power. In terms of per household total retail sales, this boom market ranks within the top ten of the nation's 200 DMA's.

Overall effective buying income is on the rise at the rate of 16% per year.

KOSA-TV, a member of the Forward Group, is on top of the boom, maintaining a strong lead in the weekly cumes through astute local coverage and good solid station management.

Buy into that tremendous Texas buying power with KOSA-TV.

You're ahead when you buy Forward.

KOSA-TV
ODESSA - MIDLAND, TEXAS
Represented by Meeker

MEMBER... FORWARD GROUP



WTRF-TV Wheeling
KOSA-TV Odessa-Midland
KCAU-TV Sioux City
WRAU-TV Peoria
WMTV Madison
WSAU-TV Wausau

and Modesto, Calif. Agency: Martin D. Rockey, San Francisco. Target: adults, 18-34.

Wrangler Jeans □ Four-week campaign begins in early August in 12 western markets including San Francisco, Seattle, San Diego and Phoenix. Agency: Doyle, Dane, Bernbach, Los Angeles. Target: teens.

7-11 Stores □ Two-week campaign for hot dogs starts in late June in about 12 Texas markets and two-week push for Slurpies drink begins in early July in about 50 markets. Agency: Stanford Dallas. Target: men, 18-34, and teens.

Hickory Farms □ Two-week radio campaign for Father's Day gifts from gourmet food shop chain starts in early June in about 30 markets. Agency: Blair, Rochester, N.Y. Target: women, 25-54.

TV ONLY

Stokley Van Camp □ Thirteen-week campaign begins in mid-July for Gatorade in 60 markets in fringe and prime times. Agency: Clinton E. Frank, Chicago. Target: teens, adults, 18-34.

Dy-Dee □ Nine-week campaign for diaper service starts in early July in Detroit during early fringe and weekend times. Agency: Howard Marks, New York. Target: women, 18-49.

Kal Kan □ Six-week campaign for Crave cat food begins in early July in 18 western markets during all dayparts. Agency: Honig-Cooper & Harrington, Los Angeles. Target: women, 25-54.

Frito-Lay □ Campaign for Tostitos begins in mid-June in approximately 12 markets in the Southwest during day, prime and late fringe times. Agency: Tracy-Locke, Dallas. Target: total family.

BAR reports television-network sales as of May 6

ABC \$562,936,700 (36.4%) □ CBS \$503,925,500 (32.5%) □ NBC \$482,350,500 (31.1%)

Day parts	Total minutes week ended May 6	Total dollars week ended May 6	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	157	\$ 1,399,300	2,849	\$ 21,444,900	\$ 18,833,900	+13.9
Monday-Friday 10 a.m.-6 p.m.	996	17,976,500	17,995	319,520,400	295,834,500	+8.0
Saturday-Sunday Sign-on-6 p.m.	339	10,561,200	6,300	183,512,200	162,778,300	+12.7
Monday-Saturday 6 p.m.-7:30 p.m.	97	4,939,300	1,767	88,902,700	78,258,800	+13.6
Sunday 6 p.m.-7:30 p.m.	23	1,191,600	427	28,850,700	24,130,000	+19.6
Monday-Sunday 7:30 p.m.-11 p.m.	418	50,133,000	7,415	806,781,700	701,875,400	+14.9
Monday-Sunday 11 p.m.-Sign-off	235	6,395,300	4,197	100,200,100	82,576,100	+21.3
Total	2,265	\$92,596,200	40,950	\$1,549,212,700	\$1,364,287,000	+13.6

... as of May 13*

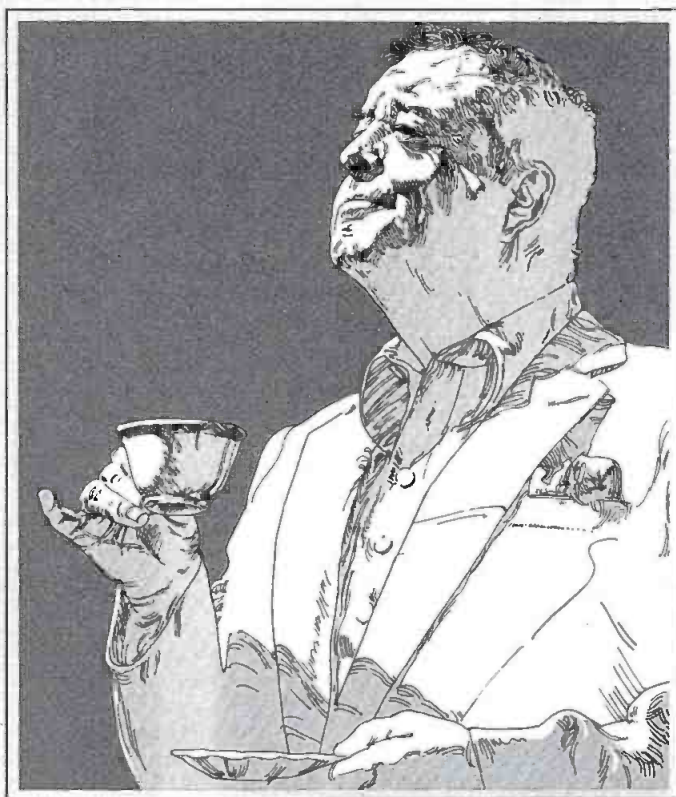
ABC \$595,551,500 (36.3%) □ CBS \$533,824,200 (32.6%) □ NBC \$510,351,800 (31.1%)

Day parts	Total minutes week ended May 13	Total dollars week ended May 13	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	158	\$ 1,417,100	3,007	\$ 22,862,000	\$ 20,142,200	+13.5
Monday-Friday 10 a.m.-6 p.m.	1,013	18,286,200	19,009	337,806,600	312,861,000	+8.0
Saturday-Sunday Sign-on-6 p.m.	340	8,958,300	6,640	192,470,500	170,504,200	+12.9
Monday-Saturday 6 p.m.-7:30 p.m.	102	5,172,300	1,869	94,075,000	82,513,300	+14.0
Sunday 6 p.m.-7:30 p.m.	25	1,148,800	453	29,999,500	25,018,200	+19.9
Monday-Sunday 7:30 p.m.-11 p.m.	424	48,846,300	7,841	855,628,000	745,570,200	+14.8
Monday-Sunday 11 p.m.-Sign-off	246	6,685,800	4,444	106,885,900	87,823,900	+21.7
Total	2,308	\$90,514,800	43,263	\$1,639,727,500	\$1,444,433,000	+13.5

Source: Broadcast Advertisers Reports

*May 13 chart inadvertently appeared in May 28 issue.

The greatest of The Great One.



100 half hours of The Jackie Gleason Show.

How sweet it is!

The best of Gleason is now in production for first run syndication. Reginald Van Gleason III. The Poor Soul. Mother Fletcher's Pitchman. Rumdum. And Joe the Bartender. A half-hour series of classic comedy sketches that will always be remembered for their visual hilarity and great success.

At NATPE '79, everybody was talking about it.

In eight years on the CBS network, the Jackie Gleason shows averaged a 37 share. His recent Honeymooners prime time specials averaged a 33 share—with strong young adult appeal.

One of the hottest television properties of all time—and now you can book it for your station. It'll be one of the greatest things you ever did.

Available this fall.



Monday Memo[®]

A broadcast advertising commentary from G. Arthur Henkens, president/chief executive officer, Frederick & Nelson, Seattle.

Making a radio convert out of a print user

It may have taken a long time, but the Frederick & Nelson stores in Seattle are finally, and fully, committed to an ever increasing use of television as a more efficient means of marketing our products.

Like many other retailers around the country we have been aware of the potential of television and a more versatile media mix, but we were not what you might call media experts in the sense that a more active user of TV and radio might be, thanks largely to the traditional print-oriented advertising concept with which we had lived for so long.

However, in the fall of 1978, we were treated to a presentation by the vice president and director of marketing for a local broadcast company, Fisher Broadcasting Inc., on the potential value of utilizing a combination of television-radio-newspaper to pinpoint our potential customers for specific products and to provide us with sophisticated media analyses by which we might determine the best use of media for various products or departments for our own promotional purposes.

The interesting part of the presentation was the complete objectivity on the part of marketing people from KOMO-TV Seattle and KATU(TV) Portland, Ore., who dealt with us. Phelps Fisher, who made the presentation, made it not from a partisan standpoint of what the Fisher Broadcasting stations could do for us, but really what the proper use of combined advertising could do for us in terms of more efficient and effective media planning.

As a matter of fact, Fisher told us his aim was not to sell us but rather to make us aware of the marketing help they could offer Frederick & Nelson and Kraft-Smith, our advertising agency, in coordinating a full spectrum of media available to us for better communication with our target customers.

The presentation included a market audit, an extensive market research telephone survey conducted by the GMA Research Corp., Seattle/Portland, for the Fisher stations. It included 2,000 telephone interviews with persons 18-plus in an 11-county survey area of the Seattle/Portland markets broken down equally between male-female, all demographically representative of the population in the survey area. From this data, a chief shopper profile was projected with details showing media habits, where they made their last purchase, why they bought there and what they bought there.

With the target customer profiled, Fisher Broadcasting was able to access the Katz Probe/Arbitron AID computer system via on-line terminals at both KOMO-



G. Arthur Henkens was appointed president and chief executive officer of Frederick & Nelson stores in September 1978. He had been president and chief operating officer since March 1978. A graduate of the University of Washington, Mr. Henkens moved to Portland to join Meier & Frank's executive training program in 1966. During his 12 years there, he moved through several managerial positions in merchandising prior to his appointment as executive vice president and general merchandising manager of Meier & Frank.

TV and KATU to develop very sophisticated analyses projecting reach and frequency against chief shoppers for various merchandise.

This presentation, despite Fisher's noble claim about "not trying to sell us," sold us completely. Armed with research, focus group results and the marketing data, we proceeded to launch a promotion aimed at the junior market—young persons aged 13-24. We named the concept "PZAZ" and launched an all-out campaign with one major difference from our earlier efforts. Based on the highly sophisticated market data that the Fisher stations had made available to us, we put 75% of our budget into broadcast advertising. Over a four-week period we spent about \$125,000 and sat back to see what would happen.

What happened was sufficient to turn us on to this new marketing approach with a vengeance. The PZAZ promotion tripled our volume and Kraft Smith Advertising estimated we reached about 97% of the 13-24-year-olds in the market during the promotion.

We were so impressed with the PZAZ results that we decided to follow the Fisher Broadcasting recommendations for both the Thanksgiving and Christmas sales in 1978 and the results, although not quite as spectacular as those from the PZAZ pro-

motion, were sufficiently superior to previous results to cement our feelings that the data supplied to us had proved out.

During those periods we had doubled the amount of money normally allocated to broadcast from 15% to 30% of our budget and it was well worthwhile. We produced and ran 35 separate commercials on various products with outstanding results.

To say that we are committed to the new marketing approach would be an understatement. We are not only committed to that approach but we are definitely committed to an increased use of broadcasting in our media mix.

At present we are projecting a number of special advertising promotions for Mother's Day, Father's Day and the like. In these, our budgets for broadcast will be increased to about 30% from the normal 10% we used to allocate, and a large share of it will be in television.

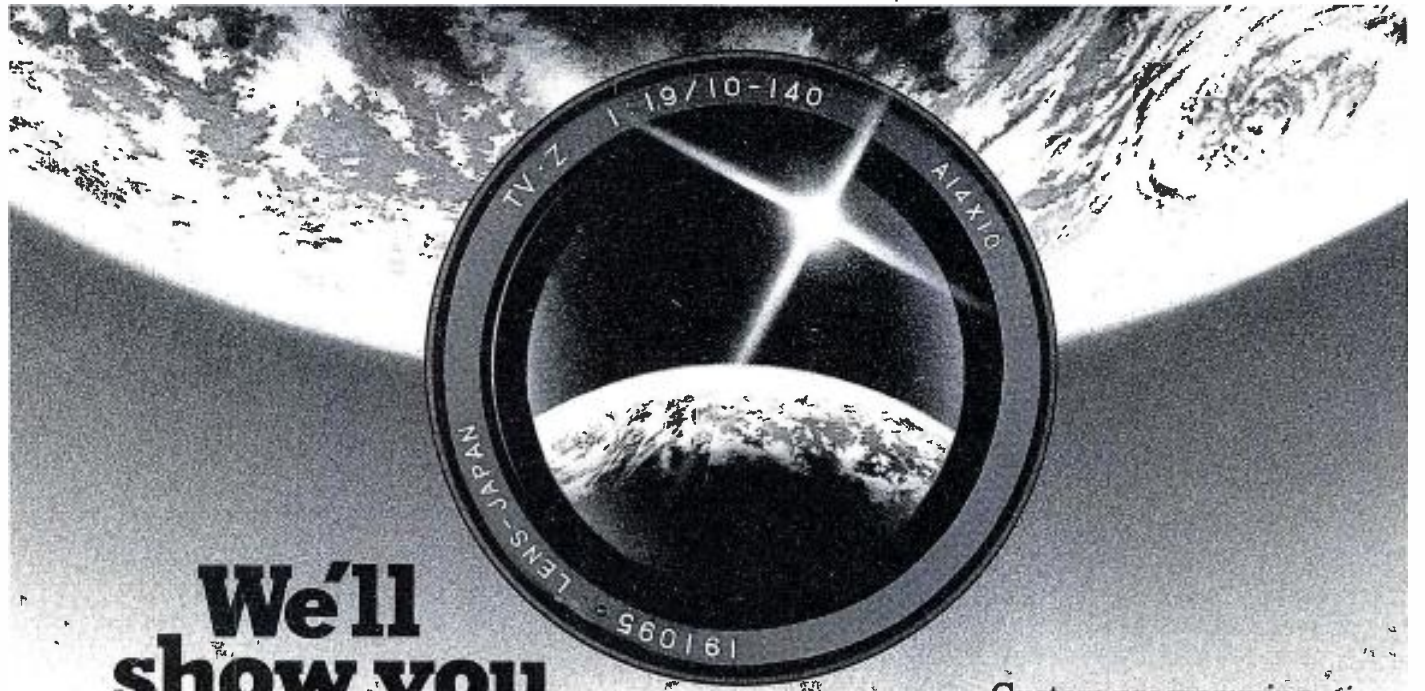
The consistency of success of the concept projected by the Fisher people in cooperation with our agency and advertising manager, Gary Feider, has been an economic revelation. The results, in some cases, have bordered on the phenomenal and as one of the major full-line department stores in the country we're putting our money where our mouth is and putting the expertise of our advertising department and the marketing tools available to good use.

If I were crystal-balling it, I wouldn't hesitate to say that somewhere down the road, perhaps within the next five years, broadcast will be receiving up to 50% of the retail advertising dollars available. And it will be well worth it.

The reasons for our optimism are based on a startling array of changes that have taken place in marketing over the past few years. The rapid development of computer technology and its application to market research and development projects has provided retailers with not just new concepts, but new tools with which to shape these concepts.

Archa Knowlton, executive vice president of Vitt Media International Inc., New York, and former director of media for General Foods, sounded perhaps the strongest signal on the changing aspects of retail marketing recently in a talk to the Financial Management Workshop of the Association of National Advertisers when he said: "The aggressive local and regional advertiser, not the national marketer, is the power that calls the shots with local media, especially TV."

The winds of retailing change are blowing rapidly and we will continue to utilize the tools and techniques of today's instant communications to stay abreast of these changes in the markets in which we are represented.



We'll show you how to see things our way.

Needs for video support vary.

Which is why we design **COMPLETE VIDEO SYSTEMS** around those needs. To solve problems. Some you may not see, but we can. In all areas of surveillance, broadcasting, audio visual centers, security, training, or monitoring.

Communications is our specialty.

We start with conversation and appraisal. Followed by a clear and concise recommendation which covers exactly what equipment you will need, your options, as well as whether you should rent or buy. We'll discuss personnel and their necessary qualifications. And installation deadlines. A lot of things concerning costs.

Total package service.

Once your requirements have been determined, we focus on the installation. The initial engineering and design of a video system are critical. They're the key to efficiency and effectiveness. They're something our clients consider us expert at.

We take on communication jobs of all sizes. From single cameras to complete broadcast installations with transmitters, towers and antennas

Flexible equipment specification.

A total system is only as good as its parts. We purchase from a wide range of equipment suppliers, allowing full latitude for the needs of your system. Unarco/Midwest represents and installs the products of RCA, Sony, Conrac, Rohn, Digital Video, 3-M, Jerrold, Hitachi, Ikegami and other fine manufacturers.

Expert installation and training.

Precision installation with a keen eye to timetables is our forte. From the simplest one-camera set-up, to the most sophisticated and complex job, we do it right the first time. After installation, we provide in-depth operational training, including complete maintenance procedures.

Custom programming.

If you don't want to invest in 'video hardware' or if you are not staffed to meet production requirements, we can produce programming from script development through the final product. From video taped instructional programs to video sales aids. In the studio or in the field.

Our people have it.

Years and years of industry experience. Since the first private TV camera came on the market.

From coast to coast, the Unarco/Midwest Experts have helped to make us the largest company in the nation doing what we do.

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Communication Systems Division



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MIDWEST Corporation
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4700 Boston Way
Lanham, MD 20801

B

The Professional

David Shoup is a Mover

These days, instead of following beach buggies, David jogs behind diplomats' limousines. His career has kept him moving.

Raised in Oregon, David was managing editor of the *Daily Californian* at Berkeley, a disc jockey in Carmel, California, a newscaster for the Armed Forces Network in Korea and news director of a radio station in Anchorage, where he won an Alaska Press Club Award—twice.

Now David handles general assignments and acts as a newscaster for AP Radio. He also writes and produces documentaries. We like that. We're like David Shoup.

Professional.

AP Radio

Associated Press
Radio Network



Datebook

■ indicates new or revised listing

This week

June 3-6—*Association of Media Producers* third annual executive forum. Representative William Ford (D-Mich.) will be keynote speaker. LaCosta Resort, Carlsbad, Calif. Information: AMP, 1707 L Street, N.W., suite 515, Washington 20036.

June 3-6—*International Summer Consumer Electronics Show*, sponsored by Electronic Industries Association/Consumer Electronics Group, McCormick Place, McCormick Inn and Pick-Congress hotel, Chicago.

June 4—Special meeting, *engineering committee, Association of Maximum Service Telecasters*, in conjunction with Institute of Electrical and Electronics Engineers session on consumer text display systems. Arlington Park Hilton, Arlington Heights, Ill.

June 4-5—20th annual spring conference on consumer electronics, sponsored by *Institute of Electrical and Electronics Engineers*, with special session on consumer text display systems. Arlington Park Hilton, Arlington Heights, Ill.

June 4-5—*Society of Cable Television Engineers* Region Two meeting and workshop. Holiday Inn Central, Colorado Springs.

June 4-8—*National Religious Broadcasters* "Practicum in Religious Broadcasting." Former FCC Chairman Richard Wiley and pollster-George Gallup will speak. Nyack College, Nyack, N.Y.

June 5—*Radio Advertising Bureau* Idearama-Plus for local radio sales. Registry hotel, Bloomington, Minn.

June 5-6—*American Association of Advertising Agencies* media seminar. Fairmont hotel, San Francisco.

June 5-7—Canadian satellite earth station symposium sponsored by *Scientific-Atlanta* and *LeBlanc & Royle*. Toronto Airport Holiday Inn. Information: Danny Cornett (416) 677-6555 or Jim Wilson (416) 844-1242.

June 5-7—*Ohio Association of Broadcasters* spring convention. Stouffer's, Dayton, Ohio.

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

June 6-9—*Broadcast Promotion Association* 24th annual seminar. Opryland, Nashville.

June 6-9—*Broadcasters Designers Association* second annual seminar, in conjunction with Broadcast Promotion Association. Nashville. Reservations: Bob Regler, KOLN-TV, Box 30350, Lincoln, Neb. 68503.

June 7—*Radio Advertising Bureau* Idearama-Plus for local radio sales. Quality Inn, Madison, Wis.

June 7—Second annual Frank E. Gannett memorial lecture, under auspices of *Washington Journalism Center*. Julian Goodman, who retires from NBC May 31, will speak on "The First Amendment as an Absolute." Dinner: State Room, Mayflower hotel, Washington.

June 7—*Television Bureau of Advertising* regional sales meeting. Hyatt O'Hare, Chicago.

June 7-8—*National Association of Broadcasters* license renewal workshop. Rock Land Lodge, Table Rock, Mo.

June 7-8—Fifth annual Northeast CATV technical seminar, sponsored by *New York State Commission on Cable Television*, *Society of Cable Television Engineers*, *State University of New York* and *New York State CATV Association*. Empire State Plaza Convention Center, Albany, N.Y.

June 7-9—Upper Midwest Communications Conclave, sponsored by the *Brown Institute*. Radisson Inn

Plymouth, Minneapolis. Information: Dick Hansen, (612) 720-2481.

June 7-9—*Alabama Broadcasters Association* spring convention. NAB President Vincent Wasilewski will be keynote speaker. Holiday Inn, Pensacola Beach, Fla.

June 7-9—*Kansas Association of Broadcasters* convention. Hilton Inn, Wichita, Kan. Convention chairman: Frank Gunn, KAKE(AM) Wichita.

June 7-9—*Associated Press Broadcasters* convention. New Orleans Hilton. New Orleans.

June 7-9—*Arizona Broadcasters Association* spring convention. Westward Look, Tucson, Ariz.

June 7-10—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Branson, Mo.

June 8-10—1979 national conference of *Investigative Reporters & Editors*. Mike Wallace of CBS will be keynote speaker. Also on agenda is address by Federal Trade Commission Chairman Michael Pertschuk. Boston Plaza hotel. Contact: Norita Lee, (617) 523-6611.

June 9-13—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

Also in June

June 10-11—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs, Anaconda, Mont.

June 10-12—*National Association of Broadcasters* public affairs programming conference. Mayflower hotel, Washington.

June 10-13—*Western States Advertising Agencies Association* 29th annual conference. Doubletree Inn in Fisherman's Wharf, Monterey, Calif.

June 11—New deadline for comments to FCC on FM quadrasonic broadcasting (Docket 21310). Previous deadline was May 16. Replies are now due July 11.

June 11—*National Association of Broadcasters* legal workshop. Airport Hilton, Indianapolis.

June 14—*Radio Advertising Bureau* Idearama-Plus for local radio sales. Sheraton Motor Inn, Birmingham, Ala.

June 14—*Radio Advertising Bureau* Idearama-Plus for local radio sales. Holiday Inn, Muscatine, Iowa.

June 14—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Airport Inn, Nashville.

June 14-15—*Oregon Association of Broadcasters* spring meeting. Bowman's Resort, Wemme, Ore.

June 14-15—*Broadcast Financial Management Association/BCA* board of directors meeting. Sir Francis Drake hotel, San Francisco.

June 14-16—Annual convention, *International Broadcasters Idea Bank*. Airport Hilton Inn, Memphis.

June 14-16—*South Dakota Association of Broadcasters* annual meeting. Sylvan Lake in Black Hills, S.D.

June 14-17—*Mississippi Broadcasters Association* annual convention. Sheraton-Biloxi Motor Inn, Biloxi, Miss.

June 15-16—*Vermont Association of Broadcasters* annual meeting. The Topnotch at Stowe.

June 15-16—*North Dakota Broadcasters Association* spring convention. Lake Metigoshe, Turtle Mountain Lodge, Bottineau, N.D.

June 15-16—*Radio Television News Directors Association* board meeting. New York.

June 15-17—Meeting of *Radio Television News Directors Association of the Carolinas*. Tim O'Brien, ABC News, will speak. Santee, S.C.

A COST-EFFECTIVE VTR SHOULD GIVE YOU MORE STANDARD FEATURES TO BEGIN WITH. MORE OPTIONS TO GROW WITH.

The TR 600A has built-in cost-effectiveness

With an RCA TR-600A quad recorder, you don't have to buy extra options.

Chrominance amplitude correction and automatic color framing are standard. So is a velocity error corrector, a color dropout compensator feature, and more.

What costs extra on other VTR's is built into the TR-600A, and included in the base price. That's cost-effectiveness. And greater production efficiency. Right at the start.

New built-in features in the TH-200, too.

The new RCA TH-200 Type-C helical recorder offers several new features for video confidence, including previewable editing.

In addition to a whole package of standard features: dual audio, sync channel, and bi-directional search control. All included in the standard price you pay.

RCA quality, TechAlert service, parts support.

Cost-effectiveness in a VTR, or any other piece of equipment, depends on many things.

Quality. RCA has a reputation that can't be matched for reliable, enduring products and systems.

Service. Famous TechAlert service, and RCA parts support,

can add years to the life of your equipment.

See your RCA representative, or write: RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, N.J. 08102.



**Cost-effective
broadcasting: we make
what it takes.**



The Blair Perspective lets Steve Murphy anticipate station problems. Blair TeleForce helps him solve them.

Steve Murphy is Blair Television's V.P. Management Services Director. Station managers like working with him because he's a knowledgeable, tough-minded, research trouble-shooter. He can size up a station's competitive situation, pinpoint current or potential problem areas, and come up with an action plan that keeps the station on a leadership course. Steve's consistently effective because he's got a special edge—the Blair Perspective.

The Blair Perspective

Blair Television represents more stations in key must-buy markets than any other rep. That keeps us in the mainstream of the industry's hottest competitive situations, and gives us a depth of experience no other rep comes close to. Blair knows what's working for stations competing in all types of markets, for affiliates as well as independents, in every region of the country—and we're in position to see trends as they develop.

Blair's unique industry-wide perspective enables Steve to track emerging trends and give Blair stations important lead time to spot growth opportunities or head off problems. And when it comes to developing and recommending the right solutions to station management, Steve's got another special edge—Blair TeleForce.

The TeleForce Advantage

Blair TeleForce is the most advanced use of operations research in television. It's an arsenal of current, concise, actionable data that can be tapped to provide analytical insight into

programming, audience flow, market profiles, promotion, and sales strategies.

TeleForce is also people, and because of the unrivaled wealth of specialized talent at Blair, Steve has access to a remarkable panel of colleagues who are specialists in marketing, sales, research, and programming. Steve can galvanize the force of their collective expertise into action on specific station problems and consistently and quickly, come up with the right answers for station management. And that gives Blair stations a very special edge.

The Blair Station Advantage

We've grown because we've helped our stations grow. And it is our very size and stature that has enabled Blair to assemble an organization with the scope of operations, people and resources necessary to consistently deliver maximum performance for our represented stations in the growth of audience, sales, and profits. The Blair Station Advantage is access to people like Steve Murphy, sophisticated resources like TeleForce, and the best and biggest sales organization in the business. That's quite an advantage—from any perspective.



Blair TeleForce

We serve you today, as we plan for tomorrow.

Blair Television

A division of John Blair & Company
Reliable people, reliable data.



Major Meetings

June 17—*Television Critics Association* seminar, Century Plaza hotel, Los Angeles.

June 17-19—*New Jersey Broadcasters Association* 33d annual convention. Speakers include FCC Commissioner Robert E. Lee and TV meteorologist Joseph Witte. Playboy Resort and Country Club, Great Gorge, N.J.

June 17-23—Eighth sales manager seminar of *National Association of Broadcasters*. Harvard Business School, Boston.

June 18-19—*Society of Cable Television Engineers* regional technical meeting. Radisson South, Minneapolis.

June 18-20—*California Community Television Association* annual spring meeting, Sacramento Inn, Sacramento, Calif.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Americana Inn, Cincinnati.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton Old Town Inn, Albuquerque, N.M.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, Greensboro, N.C.

June 19—*Radio Advertising Bureau* Idearama-Plus for local sales. Sacramento (Calif.) Inn.

June 19-20—*American Association of Advertising Agencies* media seminar. Biltmore hotel, New York.

June 19-20—*Southern Cable Television Association* financial seminar. Host hotel, Tampa International Airport. Information: Ed Frazier, (813) 877-1144.

June 19-21—*Armed Forces Communications and Electronics Association* 33d annual convention. Sheraton Park hotel, Washington.

June 19-22—Annual convention of *National Broadcast Editorial Association*. Richard Salant, president of CBS News and vice chairman designate of NBC, will receive association's Madison Award. Menger hotel, San Antonio, Tex.

June 20-21—Regional meeting, *Mutual Black Network* affiliates. Holiday Inn City Center, Kansas City, Mo.

June 20-22—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 21—*Federal Communications Bar Association* luncheon. Speaker: Robert R. Bruce, general counsel. FCC. Capitol Hilton, Washington.

June 21—*Radio Advertising Bureau* Idearama-Plus for local sales. Airport Holiday Inn, Los Angeles.

June 21—*Radio Advertising Bureau* Idearama-Plus for local sales. Hyatt Regency, Phoenix.

June 21—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton Inn-Shenango, West Middlesex, Pa.

June 21-23—*Wyoming Association of Broadcasters* convention. Hilton hotel, Casper, Wyo.

June 21-24—*Oklahoma Association of Broadcasters* meeting. Western Hills Resort, Wagoner.

June 22-24—*Association of North American Radio Clubs* 15th annual convention. Agenda will include discussion of clear-channel issue and feature Gordon Mikkelsen of WCCO(AM) Minneapolis. Radisson Downtown hotel, Minneapolis. Contact: ANRC, (612) 825-6405.

June 22-26—South Carolina Broadcasters Association meeting. Cancun Real, Cancun, Mexico

June 23-27—*Georgia Association of Broadcasters* 45th annual convention. Speakers will include Jane Pauley of NBC-TV and Dennis James, game show host. Callaway Gardens, Ga.

June 24—*Southern Educational Communications Association* board of directors meeting. Century Plaza hotel, Los Angeles.

June 24-27—*Public Broadcasting Service's* annual membership meeting. Century Plaza hotel, Los Angeles.

June 25—Hearings throughout week on public broadcasting sections of Communications Act rewrite, before *House Communications Subcommittee*. Rayburn House Office Building, Washington.

June 25-29—*National Association of Broadcasters* joint board meeting. NAB headquarters, Washington.

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

June 6-9—*Broadcast Promotion Association* 24th annual seminar. Nashville. Future seminars: June 1980, Montreal; June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

June 7-9—*Associated Press Broadcasters* convention. New Orleans Hilton. New Orleans.

June 9-13—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

June 24-27—*Public Broadcasting Service's* annual membership meetings. Century Plaza hotel, Los Angeles.

June 25-29—*National Association of Broadcasters* joint board meeting. NAB headquarters, Washington.

Sept. 6-8—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas. 1980 conference will be Dec. 3-5 at Diplomat hotel, Hollywood-by-the-Sea, Fla.; 1981 conference will be Sept 10-12 at Marriott, New Orleans.

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

Sept. 16-19—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria, New York. 1980 convention will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 24-Nov. 30—Start of World Administrative Radio Conference for U.S. and 153 other member nations of *International Telecommunication*

Union. Geneva International Conference Centre and ITU headquarters, Geneva.

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

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

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

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

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

Feb. 16-21, 1980—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conference: March 13-18, 1981, New York Hilton.

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

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn Chicago West, Melrose Park, Ill.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Thruway House, Albany, N.Y.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, Dallas.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Seville Inn, Pensacola, Fla.

June 26—*Radio Advertising Bureau* Idearama-Plus for local sales. Red Lion Motor Inn, Portland, Ore.

June 27-30—*Florida Association of Broadcasters* 44th annual convention. Boca Raton hotel and club.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn, Cheektowaga, N.Y.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton International Airport, Orlando, Fla.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Hospitality Inn, Grand Rapids, Mich.

June 28—*Radio Advertising Bureau* Idearama-Plus for local sales. Airport Hilton, Seattle.

June 28-July 1—Second annual convention of *National Federation of Local Cable Programers*. Austin, Tex. Information: Austin Community Television (host), Box 1076, Austin 78767.

June 29-30—*Tennessee Associated Press Broadcasters Association* eighth annual convention. Mountain View hotel, Gatlinburg.

July

July 6-10—*Television Programers Conference*. Hyatt Regency, Lexington, Ky. Information: Bill Logan, Cosmos Broadcasting, Columbia, S.C. (803) 799-8446.

July 8-11—Summer convention of *National Association of Farm Broadcasters*. Billings, Mont.

July 8-11—*New England Cable Television Association* annual convention. Wentworth by the Sea,

Portsmouth, N.H. Contact: Bill Kenny, NECTA, (863) 286-4473.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn-Airport, Atlanta.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn-Airport, Denver.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Howard Johnson's Downtown, Indianapolis.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. New Orleans Marriott.

July 10—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn-Downtown, Portland, Me.

July 10—New deadline for filing comments to FCC on AM clear channel rulemaking proposing to limit the coverage range of existing 25 class I-A stations to make room for additional AM's. Reply comments are now due Aug. 13.

July 11-14—*Virginia Association of Broadcasters* meeting. Cavalier Inn, Virginia Beach.

July 11-14—*Colorado Association of Broadcasters* summer convention. Tamarron, Durango, Colo.

July 12—*Radio Advertising Bureau* Idearama-Plus for local sales. Carolina Inn, Columbia, S.C.

July 12—*Radio Advertising Bureau* Idearama-Plus for local sales. Arlington hotel, Hot Springs, Ark.

July 12—*Radio Advertising Bureau* Idearama-Plus for local sales. Cranston Hilton Inn, Cranston, R.I.

July 12—*Radio Advertising Bureau* Idearama-Plus for local sales. Ramada Inn, Billings, Mont.

July 12—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, St. Louis.

July 12—*National Association of Broadcasters* license renewal workshop. Tamarron, Durango, Colo.

July 14-15—*UPI Broadcasters of Louisiana* annual meeting. Maison Dupuy hotel, New Orleans.

June 14-16—*National Gospel Radio Seminar*. Holiday Inn-Clayton Plaza, St. Louis. Contact: Dave Wort-



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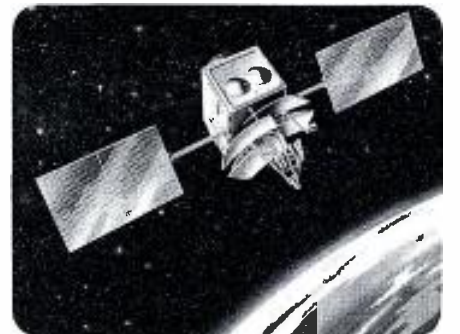
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RCA's made bird-watching a big national pastime.

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RCA American Communications

man, P.O. Box 22912, Nashville 37202; (615) 256-2241.

July 15-18—Community Antenna Television Association annual convention. The Abbey on Lake Geneva, Fontana, Wis.

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

July 15-19—CATA Cable Operators Seminar '79, sponsored by Community Antenna Television Association. The Abbey on Lake Geneva, Wis. Registration: CCOS '79, 429 N.W. 23rd, Suite 106, Oklahoma City 73107.

July 17—Radio Advertising Bureau Idearama-Plus for local sales. Hilton Inn, Des Moines, Iowa.

July 17—Radio Advertising Bureau Idearama-Plus for local sales. Alameda Plaza, Kansas City, Mo.

July 17—Radio Advertising Bureau Idearama-Plus for local sales. Sheraton Inn, Scranton, Pa.

July 17—Radio Advertising Bureau Idearama-Plus for local sales. Red Lion Motor Inn, Spokane, Wash.

July 19—Radio Advertising Bureau Idearama-Plus for local sales. Little America, Salt Lake City.

July 19—Radio Advertising Bureau Idearama-Plus for local sales. Commodore Perry Motor Inn, Toledo, Ohio.

July 19—Radio Advertising Bureau Idearama-Plus for local sales. Hilton Inn West, Oklahoma City.

July 19—Radio Advertising Bureau Idearama-Plus for local sales. Holiday Inn, Fargo, N.D.

July 19—Radio Advertising Bureau Idearama-Plus for local sales. Hilton hotel, Philadelphia.

July 22-24—California Broadcasters Association annual meeting. Del Monte Hyatt House, Monterey, Calif.

July 23—Deadline for reply comments on FCC inquiry into future role of low-power television broadcasting and television translators (Docket 78-253).

July 25—Radio Advertising Bureau Idearama Plus for local sales. Captain Cook hotel, Anchorage.

■ **July 25-26**—Wisconsin Broadcasters Association annual summer meeting. Pioneer Inn, Oshkosh.

July 25-29—Rocky Mountain Broadcasters Association convention. Hyatt Lake Tahoe hotel, Incline Village, Nev.

August

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

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

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

Aug. 22-25—Michigan Association of Broadcasters annual convention. Hidden Valley Resort, Gaylord, Mich.

Aug. 23-26—West Virginia Broadcasters Association meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 24-Sept. 2—International Radio and TV Exhibition 1979 Berlin, promoted by the Society for the Promotion of Entertainment Electronics of Frankfurt-on-Main with executive handling by the AMK Company for Exhibitions, Fairs and Congresses Ltd. Berlin Exhibition grounds.

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

Aug. 28-Sept. 2—National Association of Broadcasters sales management seminar. Harvard University, Boston.

September

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

Sept. 6-8—Radio Television News Directors Association international conference. Caesar's Palace, Las Vegas.

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

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

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

Sept. 13-14—Pittsburgh chapter of Society of Broadcast Engineers regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monteville, Pa.

Sept. 15—Deadline for entries in 14th annual Gabriel Awards of UNDA-USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla, (317) 635-3586.

■ **Sept. 16-18**—Nebraska Broadcasters Association convention. Old Mill Holiday Inn, Omaha.

Sept. 16-19—Broadcast Financial Management Association's 19th annual conference. Waldorf-Astoria, New York.

Sept. 17-18—Society of Cable Television Engineers regional technical meeting. Marriott Twin Bridges-National Airport, Arlington, Va.

Sept. 19-20—Regional meeting, Mutual Black Network affiliates. Peachtree Plaza hotel, Atlanta.

Sept. 19-21—Annual broadcast symposium of IEEE Broadcast, Cable and Consumer Electronics Society. Washington hotel, Washington. Contact: George Jacobs, (202) 254-8040.

Sept. 19-21—Forum '79, sponsored by International Telecommunication Union for telecommunications executives and investment bankers. Geneva.

Sept. 20-22—Western area conference of American Women in Radio and Television. Washington Plaza hotel, Seattle.

Sept. 21-22—Maine Association of Broadcasters

meeting. Sebasco Estates, Bath.

Sept. 21-23—West Central area conference of American Women in Radio and Television. Clayton House, Lincoln, Neb.

Sept. 20-26—Telcom 79. Third world telecommunications exhibition, sponsored by the International Telecommunication Union. Palais des expositions, Geneva.

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

Sept. 26-29—Tennessee Association of Broadcasters annual convention. Opryland hotel, Nashville.

Sept. 27—National Association of Broadcasters license renewal workshop. Holiday Inn, Fairmont, Minn.

Sept. 27-29—Northeast area conference of American Women in Radio and Television. St. Moritz hotel, New York.

Sept. 27-30—National meeting of Women in Communications Inc., Sheraton-Dallas hotel, Dallas.

■ **Sept. 28**—Society of Broadcast Engineers regional convention and equipment show. Syracuse Hilton Inn, Syracuse, N.Y. Information: Gary Hartman, WSyr-TV Syracuse; (315) 474-3911.

October

Oct. 2-4—International Electrical; Electronics Conference and Exposition, sponsored by the Canadian region of Institute of Electrical and Electronics Engineers. Exhibition Place, Toronto.

Oct. 4-6—East-Central area conference of American Women in Radio and Television. Hilton hotel, Columbus, Ohio.

Oct. 5-7—Southern area conference of American Women in Radio and Television. Opryland hotel, Nashville.

Oct. 5-7—Annual convention of Mutual Broadcasting affiliates. Washington Hilton.

Oct. 7-10—National Radio Broadcasters Association national convention. Washington Hilton.

Oct. 9-13—Inter-American Association of Broadcasters meeting. Mayflower hotel, Washington.

Oct. 10-11—Regional meeting, Mutual Black Network affiliates. Holiday Inn Downtown, Jackson, Miss.

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

Oct. 14-18—Texas Association of Broadcasters fall convention. Marriott hotel, Austin, Tex.

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

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

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

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

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

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

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

Oct. 24-26—Kentucky Broadcasters Association fall convention. Hyatt Regency, Louisville, Ky.

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

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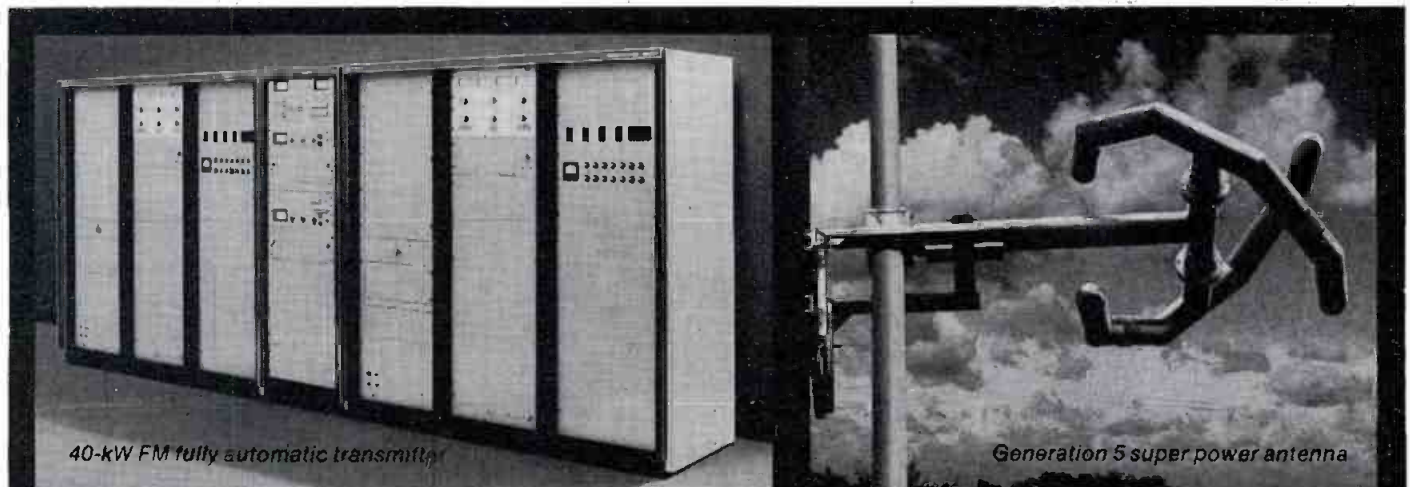
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Where Things Stand

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

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□
AM allocations. FCC has initiated rulemaking that could result in addition of 125 or even more AM stations in clear and adjacent channels. Commission decided against higher power for clear channel I-A stations as means of providing service to areas without nighttime radio service (BROADCASTING, Jan. 1). That action is coupled with increased discussion about converting daytime radio operations into full-time operations, with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytimers. Communications Act rewrite would require FCC to do something about it. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels. Joint board of National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but

without diminishing operation of existing full-time stations. Board of National Radio Broadcasters Association has called for industry-government committee to study 9 khz proposal.

□
AM stereo. FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding were filed last month (BROADCASTING, May 28).

□
Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary

inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Dec. 18, 1978).

□
AT&T rates. FCC has rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued last spring, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

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

The Original Network Radio Series

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The Original Network Radio Series
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BACK ON THE AIR!

ADVERTISING AGENCIES... All series are available for barter or sponsorship... all well-known "Famous Themes" are also available for advertisers commercial intros... recent national accounts include: Oldsmobile, Stauffer Foods, Pioneer Electronics, Bell Telephone System.

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Then in January, commission issued public notice saying that until July 1, it will issue no advisory notices or notices of apparent violation for blanking in excess of standards. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

Broadcasting in Congress. House of Representatives has been on live television feed since March (BROADCASTING, March 26), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country. Network news departments, having lost their battle to control feed, grudgingly say they will use pieces of it, but only during big events and with "super" that identifies material as being House-produced. Senate is expected to open its chamber to television in wake of House's action, but no bills have been considered yet.

Cable deregulation. FCC is embarked on course that will take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation of industry (BROADCASTING, May 7).

Carter use of broadcasting. President has held 50 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy, to his appearance in March at National Association of Broadcasters convention (BROADCASTING, April 2).

Children's advertising. Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington in March 5. Next phase is disputed-issues hearings. Schedule is tentative, pending discretion of hearing judge Morton Needelman, and pending achievement of commission quorum. FCC, meanwhile, has received reply comments in its inquiry into children's programming and advertising (BROADCASTING, Jan. 22). And Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that his unit will be looking into matter.

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing im-

paired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) At end of March, Joseph Califano Jr., secretary of health, education and welfare, announced initiation of program by ABC, NBC and Public Broadcasting Service to operate captioning project which will get under way early next year (BROADCASTING, March 26). ABC and NBC will eventually caption about five hours a week (mostly prime time) and PBS more than 10 hours. Sears, Roebuck & Co. will manufacture and distribute decoding equipment for home sets. Adapter for set will cost about \$250, while 19-inch color set with one built in will sell for about \$500. CBS declined to participate, saying it wants to work with teletext process to provide not only captioning, but other services as well (BROADCASTING, March 12).

Communications Act. Hearings are being held in both houses this week on bills to rewrite or revise Communications Act of 1934. Rewrite II, H.R. 3333 by Representatives Lionel Van Deerlin (D-Calif.), James Collins (R-Tex.) and James Broyhill (R-N.C.) takes broadcast deregulation great deal further than leading Senate measure, S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.). H.R. 3333 calls for complete deregulation of radio immediately, for TV after 10 years. It also has retransmission consent plan that cable industry opposes. Both bills contain spectrum fee that broadcasters oppose. Other bill under consideration in Senate is S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.). Van Deerlin and Hollings say they will move bills to vote quickly.

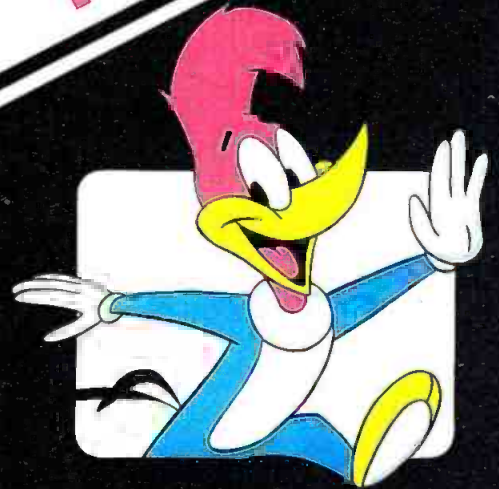
Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19, 1978).

Crossownership (television broadcasting-cable television). FCC has obtained remand from U.S. Court of Appeals in Washington of case involving April 1976 order adopting rule requiring divestiture of cable television system co-owned with television station that is only commercial outlet to place city-grade contour over cable community (BROADCASTING, April 26, 1976). National Citizens Committee for Broadcasting had appealed, arguing rule should be broader. Two affected system owners appealed on appropriate grounds. Commission, whose Cable Television Bureau is now reconsidering rule, obtained remand after studying Supreme Court decision in newspaper-broadcast crossownership case.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has promulgated new cable EEO regulations anyway (BROADCASTING, Oct. 22, 1978). In broadcast EEO area, commission has tentatively voted to amend Form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING,

Continues on page 25.

THE KIDS OF AMERICA FLOCK TO HIM.



Woody Woodpecker & Friends.

This sassy little bird is number one* in pretty nearly every market he flies into. More than ever before he brings the kids' market home to roost.

*Source: ARB, February 1979. Subject to survey limitations.

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One household can hurt you more in the courtroom than it ever could in the ratings.

As a broadcaster you worry about each household where ratings are concerned. But let one household take you to court with a libel suit and you may have something to really worry about. A typical settlement today could cripple your business.

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Continued from page 23.

Nov. 6, 1978). However, after that action generated considerable criticism, commission decided to issue further notice of rulemaking to obtain comments on various options (BROADCASTING, Jan. 1).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing.

Appeals have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has adopted report and order providing for refund of fees in excess of \$129 for radio stations and \$121 for television facilities. It expects to begin making refunds this summer. (BROADCASTING, Feb. 5).

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic techniques. Comments were filed over year ago (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early this year (BROADCASTING, Jan. 15).

Format changes. FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976); oral argument was held last February at U.S. Court of Appeals in Washington.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$9 million from networks and other broadcast organizations for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for

direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations. All-black firm has received approval for purchase of VHF WAEQ-TV Rhinelander, Wis., under commission's distress-sale policy (BROADCASTING, April 3).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23).

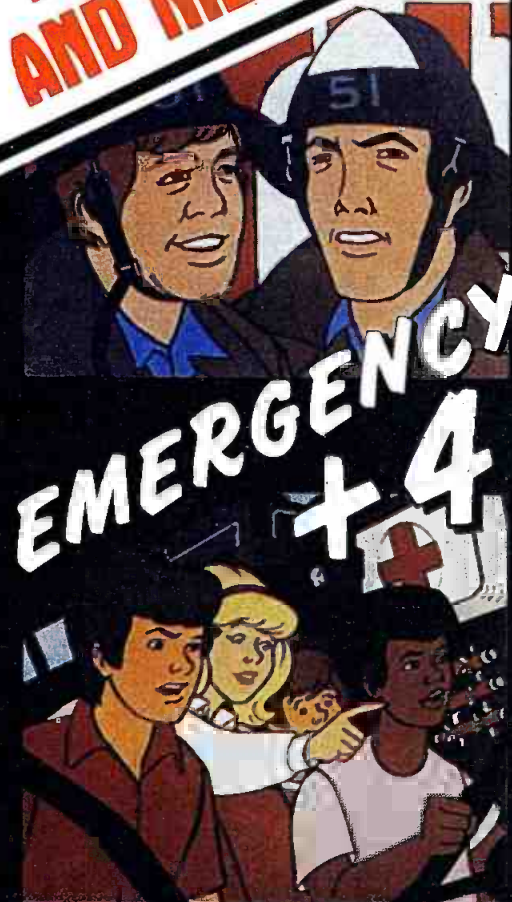
Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime-time TV ratings averages, Sept. 18, 1978-May 27: ABC 20.5, CBS 18.4, NBC 16.6.

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, changes in FM table of allocations for educational assignments and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees. Some comments have already been filed by public TV radio groups (BROADCASTING, Nov. 27, 1978).

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (BROADCASTING, Jan. 1). Commission has not yet acted, however, on proposal calling for dual license structure—one series four routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

WIN POINTS WITH
KIDS, PARENTS
AND NIELSEN.



These animated network cartoons combine the excitement of the popular "Emergency" series' paramedic rescues with valuable lessons in safety.

In syndication for the first time, "Emergency +4" features the voices of stars Kevin Tighe and Randolph Mantooth and four young characters that kids really like. 26 Half Hours available Fall, 1979.

MCA TV

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reaches 4.5 million subscribers (BROADCASTING, May 28). There are four over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., WBSG-TV Corona, Calif., WOTV(TV) Boston and KWHY-TV Los Angeles.

□

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and

manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.). Although bill made little progress in last Congress, broadcast representatives in Washington are bracing themselves for more activity this year. Bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet. It's entirely possible that Senate Judiciary Committee under new chairman, Edward Kennedy (D-Mass.), who voted for measure in 1974, will get involved again after inactivity in copyright area for last two years.

□

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broad-

casting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programming. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5).

□

Retransmission consent. National Telecommunications and Information Administration's proposal has been included in Communications Act rewrite bill now pending in House (H.R. 3333), although in modified form. Bill would apply retransmission consent requirement to all cable systems; existing systems would not be grandfathered under present rules, as in original proposal. FCC, in its cable deregulation rulemaking, is seeking comments on retransmission consent and other means of involving copyright owners in bargaining for cable's use of their programming.

□

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29). After *Stanford Daily* decision, House Government Operations Committee has endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation (BROADCASTING, Jan. 1). Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has announced draft legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9). It underwent hearings in House (BROADCASTING, May 28). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26) and Supreme Court's *Herbert vs CBS* decision opens journalists' thought processes to scrutiny in libel cases (BROADCASTING, Apr. 23).

□

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20, 1978). Commission also has

Northern Michigan listeners still prefer... WWAM/WKJF-FM 49% Total audience share, 12+



■ 13 County ADI
 ▨ Survey Coverage Area

DAY-PART SHARES*

7 AM-10 AM	10 AM-3 PM	3 PM-6 PM
48.1%	46.5%	37.5%

Radios tuned-in (respondents listening at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
46.3%	14.8%

Respondents preference (not tuned-in at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
49.5%	18.6%

Overall average (tuned-in and not tuned-in)

WWAM/WKJF-FM	CLOSEST COMPETITION
49%	17.8%

*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during nineteen survey hours (7 AM-6 PM) Monday through Friday, Feb. 20-Mar. 9, 1978...four county survey area: (Wexford, Missaukee, Osceola and N.E. Lake)... 1554 calls attempted with 744 completed calls, a 51% completion factor.



A Felzer Station

WWAM/WKJF(FM)

CBS RADIO FOR NORTHERN MICHIGAN
 Buckley Radio Sales, Inc., National Representatives

adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to \$610,000 on project (BROADCASTING, Jan. 8).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Commission had matter on agenda in one of last meetings of last year, but postponed action (BROADCASTING, Jan. 1).

WARC. U.S. and 153 other member nations of International Telecommunications Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979 (BROADCASTING, Dec. 11,

1978) WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals were due to be submitted to ITU in January (BROADCASTING, Jan. 1).

WESH. FCC renewal of license for Cowles Communications's WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22). Two weeks ago Cowles announced it and Central had agreed to stipulation of dismissal of appeal and had invited FCC to join in stipulation (BROADCASTING, May 28). Commission's decision was expected late last week.

Open Mike®

Clash over clears, cont.

EDITOR: I would be interested to learn how many of the AM clear-channel stations, including WSM(AM) Nashville, have ascertained the needs of our city of license. Unless some of the clears plan to provide Espanola, N.M., with local news, weather and a Spanish-music format (our city is 73% Spanish), I'm all for breaking down the clears in the hope of allowing my daytime 24-hour status.—*Daniel E. Kelley, operations director, KDCE(AM) Espanola.*

EDITOR: If the commission restricts the power and range of the nation's clear-channel stations in order to allow smaller stations to stay on the air longer, there will be vast areas of this land with radio programming, news and information services far below the quality of that which they are now enjoying.

It is a fact that the clear-channel stations enjoy larger revenues than the smaller stations and are able to provide better services to greater areas than the smaller markets are able to provide.

Another drawback to the power reduction is the effect on travelers (especially truckers) who tune into a clear-channel station and carry them for many hundreds of miles. It would be specifically against the public interest in this case to force a power reduction.

If the commission is to be allowed authority to reduce the power of the clear-channel station, isn't then a possibility that the commission could call for a power reduction of the 10 kw or 5 kw stations to allow even more stations space to broadcast or extend hours?

It is becoming more and more difficult

each day for the commercial broadcaster to show a profit. To continue to add stations to an already overcrowded broadcast band, and to force a power reduction and reduction in the service area of the stations that have always shown innovation, creativity and leadership as well as a deep concern for protection of the public trust, would be the real absurdity here.—*Bob Young, consultant, University System of Georgia Public Radio Stations, Augusta.*

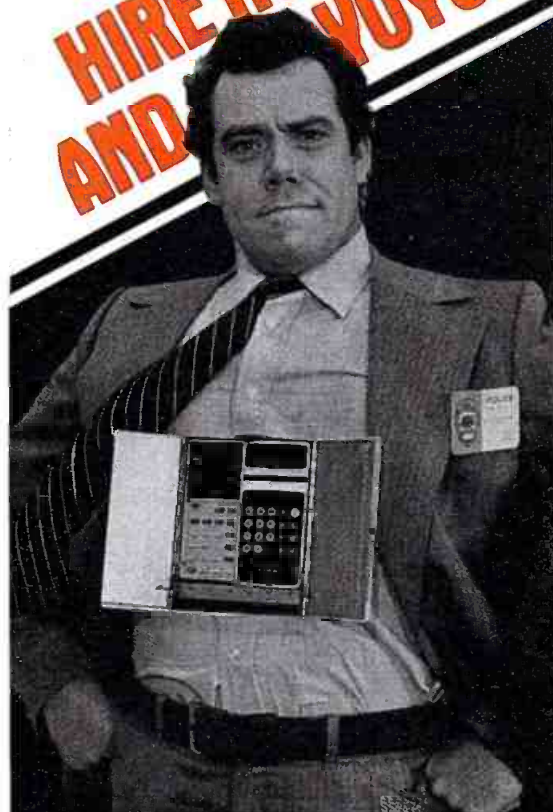
Fitting the shoe

EDITOR: Taxing commercial broadcasters to benefit public broadcasting, letting public broadcasting advertise and putting federal money into public broadcasting should be defined as Webster says: "Socialism: a political and economic theory of social organization based on collective or governmental ownership and democratic management of the essential means for the production and distribution of goods."—*John A. Goeman, general manager, KJAM-AM-FM Madison, S.D.*

Talking up, speaking out

EDITOR: I continue to believe that the business community should encourage, not evade, discussion of problems which arise when the activities of business, however legitimate, conflict with the needs and concerns of society. Publications with enlightened and interested editors are the only way to make this possible, and I am very grateful to you for giving me the chance to speak to the top people in the industry through your well-read pages ("Monday Memo," April 9).—*Kenneth Mason, president, Quaker Oats, Chicago.*

**KIDS AND TEENS
FORCE KCOP-TV,
LOS ANGELES TO
HIRE HOLMES
AND YOYO!**



No wonder. HOLMES AND YOYO collared the network's winning share* of children and teens against "The Jeffersons" and "Mary Tyler Moore" and even "Emergency."

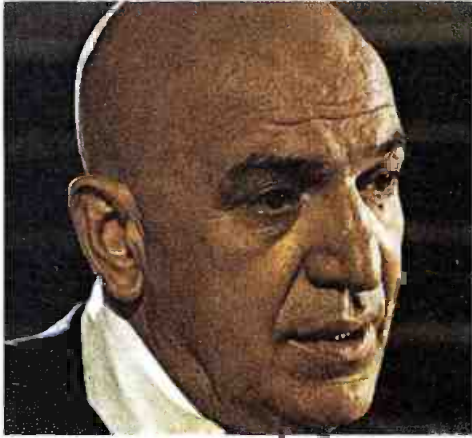
TVQ† further reinforces the popularity of the robot cop and his partner with preteens and teens. HOLMES AND YOYO, a perfect summer treat. Half hours available this July. First time in syndication.

*NTI 9/25/76, 12/11/76. †TVQ, Fall 1976.

MCA TV

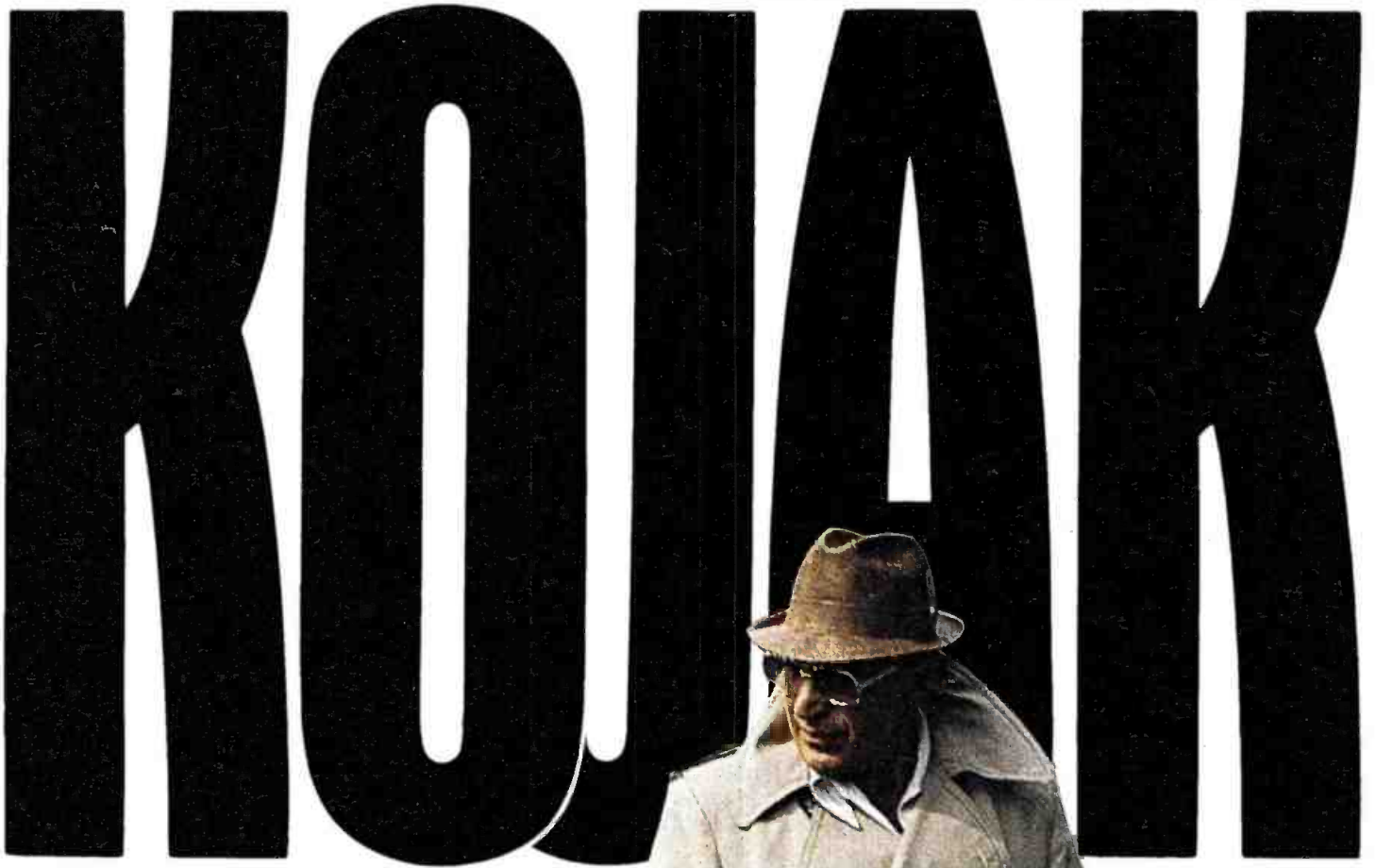
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BIG CITY COP. SMALL TOWN COP.



To quote a Wall Street Journal editorial,* "The truth is that Kojak was one of the best series ever on television...the program's pedigree was first class." And so were its ratings, in markets of all sizes. In its five year network run, "Kojak" averaged a 33% share. Now that's a cop for all cities.

Source: NTI, NSI, Sept., 1973 to Feb., 1978. Subject to survey limitations. *April 11, 1978.



118 Hours Available Fall 1979.

MCA TV

TOP OF THE WEEK

Digital VTR: not whether, but what kind

At Montreux, Bosch-Fernseh enters the manufacturers' reluctant race; the push now will be for standards that are compatible internationally

An engineering inevitable came a step closer last week. In Montreux, Switzerland, at the 11th International Television Symposium and Technical Exhibition, Bosch-Fernseh became the third in a technological triumvirate to introduce a prototype digital videotape recorder (DVR). It did so in the same reluctant posture of the earlier participants—Ampex and Sony—but its entry, nevertheless, assured not only that this would be a multinational contest but that the finish line was drawing ever closer.

With all three of the anticipated players now in, the immediate focus of DVR development shifts from hardware to standards. Not only are the present manufacturers nonanxious to rush to market with digital, but the engineering world at large is apprehensive about a repeat of the B versus C competition that marked the introduction of the one-inch helical video recorders. In the best of all possible worlds, the participants would hope for an agreement on standards that would apply to all digital signals in the television universe, not simply to DVR's. Such prior agreement would assure not only that NTSC, PAL and SECAM would all interface digitally in the same way, but that analog-to-digital conversions could be avoided within each component of the television system. A pioneering forum for that negotiation also began at Montreux last week—on Friday, when representatives of the European Broadcasting Union's working party on digital TV, under the chairmanship of Y. Guinet of Telediffusion de France, met to decide the next step. Their conclusion: that component encoding (see below) is the way to go.

All three of the manufacturers have taken different approaches to the DVR solution—in the process confirming what all have said about it: that any number of digital formats are feasible and that none of the present methods may be the eventual choice. (They were also demonstrat-



Ampex



Bosch-Fernseh



Sony

State of the arts in digital VTR's. The three manufacturers now in the open with digital videotape machines all proceed down different paths, with different results. These are the major parameters (all in terms of the PAL models shown in Montreux):

Ampex □ Two-inch tape on quadruplex chassis but using eight recording heads (and thus termed an "octoplex" design). Linear tape speed of 6.6 inches per second (ips). Transverse scanning system with two parallel data channels. Track width 0.10 mm, guard band of 0.015 mm. Track length of 1.6 inches. Twelve lines per dual head pass. Linear packing density of 33,000 bits per inch. Sampling rate at four times the frequency subcarrier (fsc) in both recording and playback. Eight bits per sample. Total bit rate of 135 megabits per second.

Bosch-Fernseh □ One-inch tape using the BCN type B segmented helical system. Single bit stream at 80 megabits per second. Head to tape writing speed of 48 meters per second. Video track width of 40 mm with a 10 mm guard band. Tape speed of 12 centimeters per second, approximately half that of the BCN analog version, thus producing three hours playing time from a standard 90 minute tape. Sampling rate at two times fsc.

Sony □ One-inch tape using the type C nonsegmented helical system. Sampling rate at four times fsc with internal word rate conversion to two times fsc. Eight bit sample. Three parallel tracks, two for video, one for audio. Writing speed of 21.39 meters per second. Head drum rotation 50 rpm. Tape speed 239.8 mm/sec. Recording data rate of 80 megabits per second. Sony's system also employs digital audio.

ing—whether or not intentionally—that there was still a long way to go to a digital format consensus.) Sony was using one-inch nonsegmented helical. Bosch-Fernseh was using one-inch segmented helical. Ampex was using two-inch octoplex (an eight-head, transverse writing system on a standard quadruplex chassis).

(When Ampex became the first out of the closet with digital—at the winter meeting of the Society of Motion Picture and Television Engineers in San Francisco [BROADCASTING, Feb. 12]—it employed a modified AVR-3 quad machine. Last week, in Montreux, it was using a modified AVR-2 quad machine. The company insisted there was no significance to the choice of two-inch. Among considerations: Ampex says it is back-ordered on one-inch machines and doesn't want to waste them in the experimental process. Others suggested Ampex could achieve better head-to-tape contact in two-inch than one-inch).

While both Sony and Bosch are beginning with sampling at four times the frequency subcarrier (fsc) and then coming down to two times fsc in their PAL versions, Ampex—which was at three times fsc in San Francisco—was up to four times fsc in the PAL version shown in Montreux.

Ampex also was demonstrating a slower writing speed—6.6 inches per second (the Ampex NTSC version was 14 ips). Packing density was up to 135 megabits per second. According to Charles Steinberg, Ampex vice president for audio-video products, the progress in all three major specification areas was "frankly, beyond our expectations."

Neither Ampex nor Bosch had yet attacked the audio dimension; Sony, on the other hand, was boasting digital audio in stereo.

Sony was the only company with two machines on hand, thus permitting multigeneration copies. It demonstrated



Man of the hour. The Montreux Gold Medal, considered among the highest international honors for technological prowess, was presented this year to Joseph A. Flaherty, vice president for engineering and development for CBS-TV, "for the development of the concept and the operational implementation of electronic news gathering." He is the first American to be so honored by the Montreux symposium.

50th generation copies with no discernible loss in picture resolution.

□

All of the machines shown in Montreux employed composite encoding—that is, the luminance and chrominance signals are recorded together. Bosch had intended to have a component encoding model ready for Montreux, but missed its target by a month. That company, however, is committed to component encoding, and it is likely that all three of the major contenders will go that direction in the future.

Composite encoding—much simpler to accomplish—is the most economical approach in the NTSC countries (primarily North America and Japan) while the more complicated component method is essential in SECAM countries (primarily France and the Eastern bloc). Those engineers who hope for the emergence of a truly international digital standard are holding out for the component approach, thus simplifying program exchange among all parts of the world.

The EBU group working toward sampling frequency compatibility recommended four times fsc for composite and two times fsc for component.

John Baldwin of Britain's Independent Broadcasting Authority, who pioneered in DVR research and demonstrated the first

such machine in Montreux two years ago (at that time capable of producing only a half-screen still picture), appeared disappointed by the reluctance of the manufacturers to get on with it. "It seems we are getting rather doubtful answers from the manufacturers on digital," he said, taking note of their "large financial commitment in analog." Nevertheless, he was predicting that some manufacturer would produce a working DVR in the next three to four years. Manufacturers, on the other hand, were saying it would take five to seven.

□

The prospect of digital VTR's was only one element in the quickening digital pace evident in Montreux last week. Most conspicuous in other areas were developments in digital telecine. Both Rank Cintel, with its Digiscan option for the Mark III flying spot telecine, and Bosch-Fernseh, with its FDL 60 digital telecine, were attracting wide interest.

Bosch also exhibited a prototype version of its multicassette videotape machine—a development it had shown only in photographs at the NAB convention in Dallas this year. Designated the BCN 100, it provides random access to 32 cassettes with up to 30 minutes playing time each and a choice of up to three tape decks. Among

InBrief

Ten-year struggle over WPXI(TV)'s right to operate on channel 11 New York is said to be **heading for settlement**. Word circulating last week was that WPXI, part of Tribune Co. media complex, had reached agreement with its challenger, Forum Communications Inc. According to one report, Forum would receive **\$9 million** to drop out of contest. Commission last June granted WPXI's renewal and denied Forum's competing application (BROADCASTING, June 19, 1978). But Forum has appealed.

□

FCC, Cowles Broadcasting and Central Florida Enterprises on Friday filed with U.S. Court of Appeals in Washington **stipulation of dismissal of Central's appeal of commission decision in WESH-TV Daytona Beach, Fla., case** (BROADCASTING, May 28). But at same time, commission filed motion suggesting that court should vacate commission order renewing WESH-TV license and **remand that portion of case dealing with Cowles's basic qualifications to remain licensee**. This includes allegation of mail fraud leveled against Cowles during comparative hearing. Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown, in joint statement, said they recognize commission's obligation "to review and determine the issues raised by the court as to the Cowles's basis qualifications..." The court has issued two decisions in case overturning commission decision renewing Cowles and denying Central's application, but neither became effective because of petition for review Cowles filed with Supreme Court.

□

FCC Friday adopted **revised rules and procedures aimed at expediting processing of contested broadcast applications**. Commission's action—which grew out of recommendations of former FCC General Counsel **Max Paglin**, who studied commission procedures on contract basis—repeals existing cut-off list procedures and notices and substitutes system of publication of applications tendered and accepted for filing, eliminates practice of sending "deficiency letters" to mutually exclusive applicants as part of processing procedures, restricts right of filing voluntary amendments of applications, and eliminates predesignation issue pleading procedures in all pending and future cases. Commission also said that applicants would only be required to make threshold showing of compliance with commission

policies regarding community ascertainment and surveys and financial qualifications.

□

Federal Trade Commission-sponsored study says **ban on certain TV ads aimed at children would have small impact on network revenues** in terms of dollars coming in. Michigan State University researcher Dr. John Abel, for three-month study period in 1977, concluded that if advertising for toys, hobbycraft, highly sugared cereals, candy and other cereals, along with restaurants and drive-ins, were banned in network programs which have 50% or more children in audience, only 2.2% of total network ad revenues would be lost. If cutoff was 20%, 3.6% of total network ad revenues would be affected. In dollar amounts, this comes to **\$2.1 million and \$3.5 million respectively**.

□

VideolIndiana Inc., licensee of **WTHR(TV) Indianapolis**, filed **antitrust suit Friday seeking \$33 million damages from ABC, McGraw-Hill and McGraw-Hill Broadcasting**, after network switched its affiliation from WTHR to McGraw-Hill's **WRTV(TV) Indianapolis**. Suit is for \$33 million against three firms collectively or \$11 million singly against McGraw-Hill for allegedly interfering with WTHR's affiliation agreement with ABC. In Columbus, Ohio, where suit was filed in federal court, Eugene D'Angelo of VideolIndiana's Columbus-based parent, Dispatch Printing Co., charged that ABC affiliation switch stemmed from earlier agreement between network and McGraw-Hill resulting in McGraw-Hill's station in San Diego, **KGTV(TV) affiliating with network**. Switch in Indianapolis took effect last Friday (June 1), WTHR becoming NBC affiliate.

□

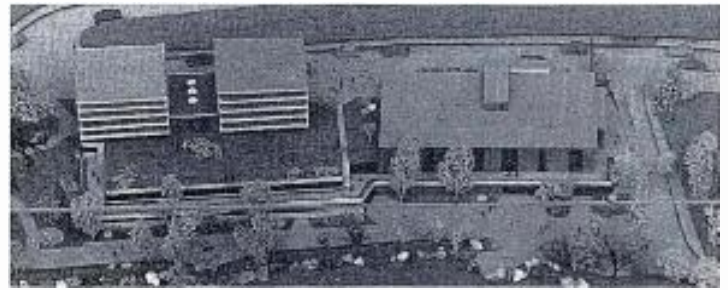
Press spokesmen continued to **hammer away at Supreme Court's decision in Stanford Daily case** on first anniversary of that decision last week. Four groups testified Thursday before subcommittee of House Judiciary Committee on administration's bill to boost press protection—Sigma Delta Chi, American Newspaper Publishers Association, American Society of Newspaper Editors and Reporters Committee for Freedom of the Press. **All were generally supportive of bill, but urged it should be extended to protect doctors, lawyers and other third parties** from surprise police searches. Charles Bailey, editor of *Minneapolis Tribune* and chairman of ASNE's Freedom of Information Committee, said his paper has reacted to court's decision by removing reporters' confidential notes and working papers to another building. Point of that, he said, is to "buy time" to reach lawyer and get to court

The more things change in Montreux

One of the more important stories of the Montreux symposium and exhibition last week was backstage. It concerned the future of that event itself, which—perhaps typically for a neutral Switzerland surrounded by major and competing nations—was caught up in controversy.

A number of manufacturers, principally the Americans and particularly RCA, have become increasingly unhappy about the location, costs and timing of Montreux. (One major American company—Harris—decided not to exhibit this year.) Its every-other-year appearance is just weeks after the U.S.'s major annual show, the NAB convention, making it both difficult and tiring to put best feet forward in both parts of the world. Montreux also alternates as an international show with the International Broadcasting Convention in England every other September. Thus, in the view of many, it is too close to NAB and either too close to the preceding IBC or too far away from the next one.

Montreux's facilities also had become a problem as success overwhelmed the exhibition hall and forced erection of temporary quarters to house the ever growing exhibit. That problem was solved just before this year's meeting began,



Architect's model of the new exhibit center

when residents of the city voted two-to-one to tear down the Lorius hotel adjacent to the present hall to permit a major expansion that will be ready for the 1981 event. A new hotel also is under construction near the exhibit center, and the Montreux Palace, the prestige location for delegates, is considering adding another 100 rooms.

It had been suggested that Montreux move its date to September, away from the NAB and in sync with the IBC meeting. To the surprise of many, that initiative was turned down in a special meeting last week. Montreux '81 will open under a new roof, but at the same time of year.

other uses for such a device would be the recording, in nonprime time, of television programs distributed via satellite.

That major European manufacturer also made news on its western and eastern flanks. It announced an OEM (original

equipment manufacture) agreement with France's Thomson-CSF for the full range of BCN type B (segmented) one-inch helical tape recorders. It was considered significant that the companies had also agreed to cooperate in further research and

development of the BCN format as a digital VTR. And, looking eastward, it announced that the Soviet Union had purchased 39 BCN type B's for use in coverage of the 1980 olympics that will originate from Moscow.

when police search threatens. Typical comment about Supreme Court's ruling was that of Jack Landau, director of Reporters Committee: "It is particularly damaging to the independence of the news media because it converts every reporter and photographer into an investigative arm of law enforcement," he said.

Preliminary figures show **National Association of Broadcasters posted \$211,000 surplus for fiscal year ended March 31**. Its expenses totalled \$5,646,000, its income, \$5,857,000. Association did far better on interest income than anticipated, bringing in \$131,400 (budget was for \$48,000), and its income on publications—NAB legal guide and engineering handbook, for example—at \$75,000 also surpassed expectations (\$25,000). Figures aren't out yet on revenues from this year's convention in Dallas, but it's estimated association had total convention income of \$1.5 million and will have net income of \$500,000.

Joseph Amato is buying Nebraska television station and its three satellites know as **NTV Network for \$8.5 million** and selling his KOTV(TV) St. Joseph, Mo., to pay for it. Nebraska stations, principally owned by John Payne and Alan Oldfather and family, are ABC-affiliate KHGI-TV Kearney (ch. 13) and its three satellites: KCNA-TV Albion, KWNB-TV Hayes Center and KSNB-TV Superior. ABC-affiliate KOTV, ch. 2, purchased by Amato in 1973 for \$3.6 million, is being sold to Malcolm Glazer for \$9 million. Both deals are subject to FCC approval. Glazer purchased WRBL-TV Columbus, Ga., last September (BROADCASTING, Sept. 18) and also owns WTWO-TV Terre Haute, Ind. Amato also owns KKSS(FM) St. Louis and KMJQ(FM) Clear Lake City (Houston), Tex. No broker was involved in deal for Nebraska stations; Edwin Tornberg & Co. handled KOTV.

Two-thirds (66%) of country's 74.5 million TV homes can receive programs from **at least seven stations, over half** (56%) can tune in **eight or more**, 96% can receive at least four and virtually all (99%) at least three, Television Information Office reported Friday based on Nielsen data. TIO said 47% can tune nine or more, 38% ten or more, 22% eleven more and 11% twelve or more. Tabulations include stations received on cable but do not include channels that originate cable programming.

Daily television home viewing in April topped previous monthly high in April 1975 by six minutes, **rising to six hours 26 minutes**. This

marked fourth consecutive month of all-time monthly highs, with January at seven hours 20 minutes; February, seven hours 11 minutes and March, six hours 41 minutes, according to Nielsen figures.

Joint survey by National Association of Broadcasters and Association of Independent Television Stations shows that **vast majority of TV stations will have one-inch video tape recorders in next three years**. Study reveals 23% of stations now use one-inch VTR, 26% have ordered them, 8% expect to order machines in 1979 and 34% plan to order them within next three years.

Clifford Alsberg, vice president, dramatic program development, ABC Entertainment, Los Angeles, has been named senior vice president of Filmways TV Productions Inc., which will have new show, **240-Robert**, on ABC this fall. Alsberg moves in wake of major executive shuffle at division (BROADCASTING, May 21, 28). His most recent projects at network included **Battlestar Galactica** and **Salvage**, neither of which is returning in fall. Alsberg's move becomes effective mid-June.

Plans for **additions to staff and facilities of Television Information Office** were announced by Peter Storer, president of Storer Broadcasting Co. and chairman of National Association of Broadcasters' Television Information Committee. Storer, speaking after committee meeting in Washington, said membership growth and **"need for an even broader range of TIO services to broadcasters and the public"** dictated expansion.

FCC has created **new post of deputy chief of Office of Plans and Policy**, and has named **Douglas W. Webbink**, 36, its first occupant. Webbink, Ph D in economics, has been with OPP since July 1978.

B.R. Schaafsma, chairman of Mutual Broadcasting's executive committee, has been named to National Association of Broadcasters radio board. He replaces C. Edward Little, former Mutual president.

Jack G. Thayer, former president of NBC Radio division, later NBC executive VP, special projects, broadcasting, until he resigned in April (BROADCASTING, April 9), appointed VP and general manager of WNEW(AM) New York. He replaces in that position Mel Karmazin, who had been VP and general manager of WNEW-AM-FM and now continues as head of FM operation.

Geller tries to get things going on 9 khz

He goes to Ferris with request that FCC allow stations to participate in several studies of channel-spacing reduction

The National Telecommunications and Information Administration has formally disclosed plans for three studies aimed at resolving questions raised by its proposal to reduce AM channel spacing from 10 khz to 9 khz, and is seeking FCC cooperation on the project.

The studies themselves were known to be under way at NTIA's Institute for Telecommunications Sciences in Boulder, Colo. ("Closed Circuit," April 30). They are focusing on the effect of the proposed change on existing protection ratios, the cost of adjusting directional antenna arrays, and on the possibility of interregional interference if Region II (the Western Hemisphere) remains with 10 khz spacing while the rest of the world operates on 9 khz.

What is new, in a letter to FCC Chairman Charles Ferris from Henry Geller, assistant secretary of commerce for communications and information, is the request for cooperation.

The commission's help would be needed specifically in connection with NTIA's plan to ask station owners to make voluntary measurements of a 1 khz to 4 khz change of operating frequency on the pattern of their antennas for comparison with theoretical calculations. The aim is to provide a better estimate of the size of the antenna adjustment problem than is now available. Geller said the commission's "encouragement" of station owners to undertake such an experiment "would be welcomed." He also noted the necessary measurements would require commission authorization.

What's more, Geller said, NTIA may need the commission's assistance if NTIA finds it necessary to seek information regarding the service areas of selected stations currently receiving protection against adjacent channel interference. NTIA plans to measure the decrease in adjacent channel protection afforded some 50 contemporary receivers when the channel spacing is reduced, and to determine the number of current adjacent channel assignments for which a significant reduction of protection would occur.

Geller also said information that the commission staff obtained last summer when it examined the effects on California stations of radio signals that originated in the South Pacific "would be helpful" to NTIA's efforts.

Geller said the potential for interference between distant stations operating on 9 khz spacing and stations in the Western Hemisphere operating on 10 khz spacing is likely to increase in several years when the

sunspot activity is low.

NTIA plans to analyze available data on medium-frequency nighttime propagation over very long paths at various phases of the sunspot cycle and to make more comprehensive effort than it has made thus far to determine the validity of the available methods of predicting signal strengths for those conditions.

Geller said NTIA's plans call for completing the studies concerning the potential effect of channel-spacing reductions on adjacent channel interference and on the cost of adjusting directional antenna arrays by late summer, and the study of interregional interference by the fall.

Meanwhile, FCC staffers are puzzling over the apparent lack of response NTIA's petition for rulemaking has generated. Although the proposal—offered as another means of squeezing more AM stations out of the spectrum—has generated considerable debate, only some half-dozen comments have been filed with the commission. And some of those, including those submitted by the Association of Broadcast Engineering Standards and ABC, have recommended that the commission consider in a single proceeding the various proposals that have been offered for increasing the number of AM and FM stations that could be carved out of the spectrum. The National Association of Broadcasters, in a letter to the commission, suggested a joint-industry committee be created to conduct such a study.

Presumably, a commission notice of proposed rulemaking on the 9 khz matter would attract more attention.

In any event, Geller stressed what he said was the need for prompt consideration of the matter. The proposal—first made by NTIA in a petition filed on Jan. 10—would have to be approved by the nations of Region II before it could be adopted, and a regional conference is scheduled for next year. "We hope you will not delay action because of this letter," Geller wrote. "Better use of spectrum is a pressing need, which deserves prompt implementation."

CBS sweep shows put it on top in final week

ABC, after 19 weeks in first, is second, though its programs were a majority of the top 10

CBS-TV topped the Nielsen ratings for the week ended May 27, unseating ABC-TV after 19 consecutive prime-time wins. What made the difference was special programming for the May ratings sweeps.

Buoyed by *The Body Human: The Sexes, Dummy*, and three episodes of the *Blind Ambition* miniseries, CBS-TV came up with a 17.2 rating and a 31.5 share for the week. Eight of the top-10 shows came from ABC-TV but over-all ABC was out-

paced at 16.8/30.7. While CBS-TV and ABC-TV fought it out, NBC-TV continued to limp along at 13.5/24.9.

That week, from 9-11 p.m. Monday through Wednesday, *Blind Ambition* episodes took 12th, 13th and 11th places respectively among the 59 prime-time programs. Adding in part one, counted in the previous week's ratings, CBS-TV claimed a cumulative four-night audience of 60 million for the miniseries, averaging out to a 20.5 rating and 34 share.

While *Body* ranked eighth (21.7/39) and *Dummy* ninth (21.7/38), it wasn't until 14th place that a regular CBS-TV series showed up: *Dukes of Hazzard* (19.6/38). Following that from the CBS-TV line-up were *60 Minutes* at 17 (19.0/45); *Barnaby Jones* at 20 (17.3/31); *All in the Family* at 22 (16.9/37); *Dallas* at 25 (16.4/31), and *One Day at a Time* at 26 (16.3/33).

Even though CBS-TV averaged out the best for all of prime-time, ABC-TV kept its lock on the top-10, with *Three's Company* first (25.3/42) and *Laverne & Shirley* second (24.9/44), then *Eight is Enough* (24.7/43); a *Vacation in Hell* movie (24.6/39); *Mork & Mindy* (23.3/44); *Taxi* (22.1/36), and *Happy Days* (21.7/42). CBS-TV then cut in with *Body* and *Dummy* but it was back to ABC-TV with the *3d Barry Manilow Special* (21.6/34).

For the top-20 programs, ABC-TV took 11; CBS-TV, eight, and NBC-TV just one, for the first part of its *The Best Place to Be* movie at 19 (17.6/31). NBC-TV picked up three more in the top-30: *A Cry for Justice* movie at 23 (16.9/27); *Diff'rent Strokes* at 28 (14.9/33) and *Real People* at 29 (14.8/26).

NBC-TV faced particular disappointment with *A Man Called Intrepid*. The second episode, against *Vacation in Hell* and *Blind Ambition*, garnered only an 11.6/19 for 51st place. NBC-TV also lost, though not as badly, with *Intrepid's* conclusion. Again against *Blind Ambition* but also ABC-TV's *Three's Company*, *Taxi* and a *Helen Reddy Special*, it pulled a 13.7/23 for 38th place.

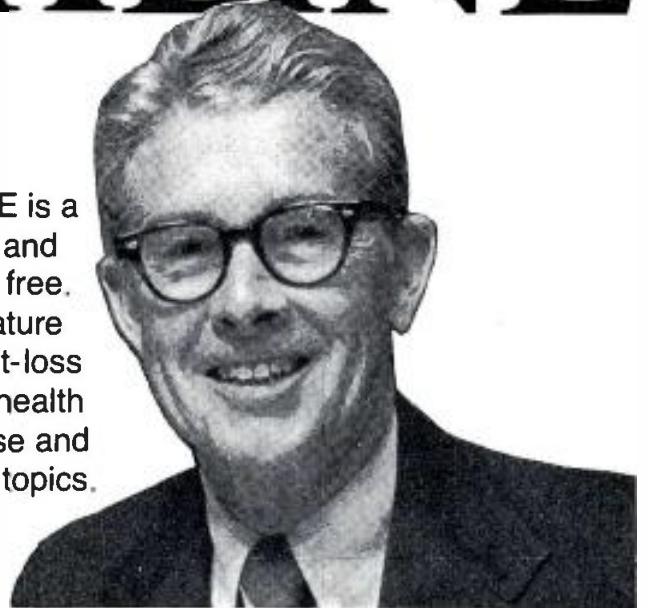
In her special, which originally had been planned for NBC-TV but later switched to ABC-TV, Reddy came up 21st (17.2/29). *Alan King's Third Annual Final Warning* was 24th for ABC-TV (16.6/30) and the network, with an outing of *Young Guy Christian*, wedged between *Mork & Mindy* and *Barney Miller*, took 15th place (19.5/36).

CBS-TV had the lowest ranking special of the week: *Rocky's People* at 56 (9.1/16). Worst-rated of all programs was *Hizzoner* at 59, bringing NBC-TV only an 8.1/15; then *The Osmond Family Hour* (ABC: 8.1/19); *Good Times* (CBS: 8.6/15); *Rocky's People*; and *Welcome Back, Kotter* (ABC: 9.5/21).

While the CBS-TV over-all win improved its position, ABC-TV still was claiming a "healthy" lead for the first 26 days of the May sweeps: ABC-TV, 17.8/32.2; CBS-TV, 16.4/29.7, and NBC-TV, 13.7/24.8.

HEALTHLINE

...free to your station. HEALTHLINE is a vital, informative medical commentary and it's available to your station free. This daily 2½ minute radio feature deals with food fads, phony weight-loss plans and other health schemes. Cancer, heart disease and alcoholism are frequent topics.



Co-hosted by Dr. Fredrick Stare and Dr. Elizabeth Whelan of Harvard's Department of Nutrition, HEALTHLINE is meaningful public affairs programming.

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O'CONNOR
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NAB ups profile in area of First Amendment

Lawyer-newsman is hired as specialist; new committee set

The National Association of Broadcasters, increasingly active in First Amendment controversies, last week decided to hire a legal staffer to work exclusively on First Amendment litigation and research.

The decision by the association's executive committee, meeting in Washington last week, further establishes NAB as a leader in the defense of newsmen's privilege, an area in which the association has been a watcher from the sidelines for the most part. But in the last two years, NAB has increasingly taken part, filing amicus briefs with other press organizations fighting against adverse First Amendment court rulings, including newspaper cases. Among those were the *New York Times* challenge of the jailing of *Times* reporter M.A. Farber for refusal to reveal confidential information; the *Stanford Daily* case involving newsroom searches, and most recently, the *Progressive* magazine case involving publication of government secrets (see page 65).

A lion's share of the credit for heightening NAB's profile in the First Amendment area is given to Erwin Krasnow, NAB senior vice president and general counsel. "It's one of my areas of major interest," he said. In addition, the NAB board has established a First Amendment committee, which, under the leadership of Herbert Hobler, Nassau Broadcasting, Princeton, N.J., is participating in preparations with other associations such as Sigma Delta Chi and the Radio Television News Directors Association of a pair of First Amendment "congresses" early next year ("Closed Circuit," April 23).

"I think we're just continuing the pace," said Krasnow of the NAB executive authorization last week for a new legal staff member to be First Amendment counsel. The man picked for the job is Stephen Nevas, a May graduate of Northeastern University law school, who has 16 years experience in broadcast news. Currently anchorman and producer of *Sunday Open House*, a news program on WCVB-TV Boston, Mr. Nevas's previous posts have included anchorman and investigative reporter on WGBH-TV Boston, investigative reporter for WBZ-TV Boston and, from 1965 to 1966, correspondent covering the Vice President for NBC News.

His job as described by Mr. Krasnow will include work on First Amendment litigation, preparation of membership resources such as the research now under way on libel and slander insurance for news operations in different states, and brochures on cameras in the courtroom and lawyer advertising. Though he doesn't start until June 15, Mr. Nevas is already involved in some of these projects; he

served a year as a legal intern in the NAB legal office prior to being hired full-time.

His duties will also include coordination with other press associations such as the American Society of Newspaper Editors and the American Newspaper Publishers Association. One of Krasnow's goals is to organize a "roundtable" of legal representatives of the various organizations active in the First Amendment area for sharing resources and joining forces when press freedom comes under attack.

Officials of NAB, including Krasnow, said it is not their aim to establish NAB as the primary leader in the First Amendment area. Politics among the groups are such that no one wants to concede leadership to others, they say. "The last thing we want to do," added Krasnow, "is to duplicate what anybody else is doing."

GE, Cox state case to FCC

\$500 million merger would benefit public, say filings; minority opportunities cited

Applications whose approval would result in the largest transaction in the history of broadcasting—General Electric Co.'s takeover of Cox Broadcasting—were filed with the FCC on Thursday. The thousands of pages of documents seek the transfer of four television, three AM and five FM stations to GE in a merger valued at some \$500 million and that, in GE's view, would serve "a compelling public interest."

Nor were those the only applications resulting from the merger that were delivered to the FCC. Applications involving four of the nine spin-offs required because of the commission's multiple-ownership and one-to-a-market rules were also filed.

Under the merger agreement, Cox shareholders are to receive 1.3 shares of GE stock for each share of Cox, subject to some adjustments based on the closing price of GE common. But in no event would Cox shareholders receive less than \$65 nor more than \$72 worth of GE stock for each share of Cox.

The merger would not only make GE one of the largest broadcasting companies, it would also make GE a major power in cable television; with the addition of Cox's 600,000 subscribers on 90 systems, added to its own 170,000, GE would rank as third largest cable company in the country.

The Cox stations that would become GE's property are WHIO-AM-FM Dayton, Ohio; wsoc-TV Charlotte, N.C.; KFI-AM-FM Los Angeles; WLIF(FM) Baltimore; WWSH(FM) Philadelphia; WIIC-TV Pittsburgh; WSB-TV Atlanta; KTVU(TV) San Francisco, and WIOD(AM)-WAIA(FM) Miami.

The spin-off applications that were filed involve the proposed sale of three Cox stations and two owned by GE: Cox's WSB(AM) Atlanta would be swapped for

Metromedia Inc.'s WCBM(AM) Baltimore plus \$8.65 million, and its WSOC-AM-FM would be sold to Charlotte Broadcasting Co. for \$2.6 million. And GE's WNGE(TV) Nashville would be sold to Nashville Television for \$25 million, and WRGB-TV Schenectady, N.Y., to Group Six Television, for \$24 million.

Applications for the remaining spin-offs are expected to be filed within the next two weeks.

Nashville Television and Charlotte Broadcasting are both subsidiaries of North Carolina Mutual Life Insurance Co., which is controlled by blacks. Four of the other stations being spun off would also be sold to groups with substantial minority participation.

And that is one of the factors GE says approval of the merger would serve a "compelling public interest" and thus satisfy the top 50 policy. The policy, which has not in its 15 years on the books served to bar a station sale, requires an applicant seeking to acquire a fourth television station, or a third VHF, in the top 50 markets to make a "compelling public interest showing" that the benefits of the acquisition would outweigh the benefits of more diversified ownership.

Besides increasing minority ownership of broadcast properties, GE said the approval would:

- "Significantly" diversify ownership of mass media. Co-located newspaper-television and television-radio combinations would be broken up. And that would be accomplished in several cases by the sale of stations to local groups and new entrants to broadcasting.

- Serve as the vehicle for establishing a foundation that would provide "significant assistance" to minorities interested in careers in communications. GE would donate some of the proceeds from the sale of five stations to the foundation, which would be "autonomous." GE said its initial donations would have a par value of \$7 million.

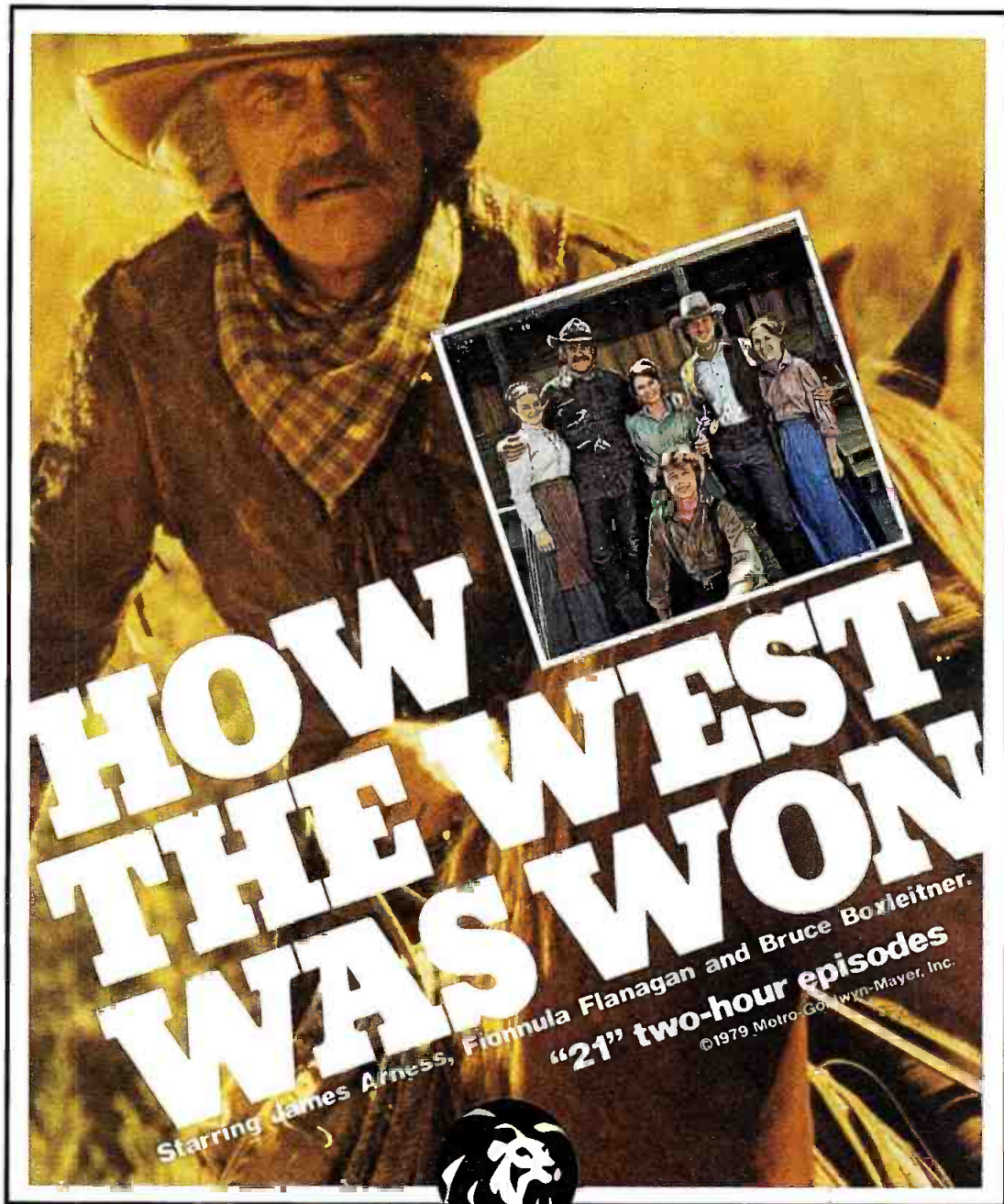
- Result in improved programming by the stations it would own. GE listed weekly public affairs programs, "access spots" by member of the public and a minimum of 160 public service announcements weekly by the television stations, 85 by the radio stations.

Both parties to the merger report some pending litigation in which they are involved. GE is the defendant in several civil antitrust suits, and among Cox's problems is a three-year-old petition to deny filed by the Atlanta branch of the NAACP and the American Civil Liberties Union against WSB-AM-FM-TV. Cox also noted that the subsidiary operating its WIIC-TV was subpoenaed by the U.S. district court in Pittsburgh to produce documents for a grand jury. The grand jury had subpoenaed time-sale records since Jan. 1, 1974, of all three stations in the city (BROADCASTING, Feb. 5).

The FCC isn't the only government agency that will deal with the merger; the Justice Department Antitrust Division is expected to scrutinize it also.

The TV Reps

State of the Art 1979



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But you'll never know it if you place your faith in Nielsen or Arbitron. For 18 years SIN's audience has been understated by the major ratings services. The methodology exists. They know how to do it. Isn't it time for an honest count?

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SIN delivers sales. That's why we've grown from a single station to a coast-to-coast satellite-interconnected TV network. The only national advertising medium in Spanish USA.

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The competition gets keener as the pie gets larger

The \$2.6 billion-a-year national television station rep field was relatively quiet last week, but it's had its share of shake-ups lately.

It is a field that has had enormous growth—and all signs promise more to come. That in itself creates volatility and sharpens already-sharp competition. The figures aren't precise, but the top of a ranking of rep firms (see table) suggests the kind of growth and the kind of competition that exists: Since 1974, Blair stations up 25% and billings up 146%; Katz stations up 51% and billings up 180%; TeleRep stations up 12.5% and billings up 186%; Petry stations up 7% and billings up 165%; Harrington, Righter & Parsons stations down 8% but billings up 83%.

The year got off to a fast start.

The dwindling number of independent television representatives dwindled again in January—or did it?—when Fuqua National, a part of the far-reaching J.B. Fuqua family interests that

include television and radio stations, acquired a major interest in HR Television (BROADCASTING, Jan. 15). Reps generally consider HR to be group-owned now. HR officials, however, say the ownership structure has nothing to do with the Fuqua station ownerships and that HR therefore is still independent.

The number of independents dwindled, for sure, a week after the Fuqua-HR deal, when group-station owner Corinthian Broadcasting Corp. acquired Peters, Griffin, Woodward and moved Corinthian's five TV stations under the PGW banner (BROADCASTING, Jan. 22). A rather loud echo from that transaction was heard within another week, when Combined Communications Corp. announced it was moving its seven stations out of PGW to other reps (BROADCASTING, Jan. 29).

These episodes are some of the more visible developments in a chain of changes that in recent years have drawn the national

The Twenty-Two at the Top

Rep firm	Estimated coverage of U.S.	Number of stations		% change	Estimated billings		% change
		1979	1975		1979	1975	
Blair	52.5%	90	72	25.0	\$311,245,000	\$126,365,000	146.3
Katz	47.7	115	76	51.3	243,500,000	86,869,000	180.3
TeleRep	32.8	18	16	12.5	176,300,000	61,559,000	186.4
Petry	29.9	32	30	6.6	170,100,000	64,166,000	165.1
HRP	17.6	22	24	-8.3	128,617,000	70,456,000	82.6
ABC Spot	22.3	5	5	—	120,991,000	66,982,000	80.6
PGW	21.3	51	54	-5.6	120,346,000	79,835,000	50.7
CBS Spot	22.2	5	5	—	95,273,000	55,481,000	71.7
MMT Sales	13.4	16	8	100.0	90,521,000	34,109,000	165.4
NBC Spot	21.3	5	5	—	84,673,000	53,523,000	58.2
TVAR	10.7	5	5	—	82,923,000	52,560,000	57.8
Metro TV	20.1	7	6	16.7	70,751,000	32,550,000	117.4
Storer	10.3	8	8	—	67,485,000	37,659,000	79.2
RTVR	21.7	9	8	-12.5	53,276,000	32,119,000	65.9
H-R	13.9	58	65	-10.8	49,714,000	28,975,000	71.6
Avery-Knodel	10.5	61	**	—	44,205,000*	**	—
TMT	4.8	4	4	—	41,723,000	23,856,000	74.9
Field Spot	14.0	5	6	-16.7	36,583,000	17,123,000	113.6
WGN Continental	5.8	4	3	33.3	29,361,000	12,923,000	127.2
Meeker	4.8	25	**	—	24,836,000*	**	—
Adam Young	9.0	23	**	—	18,998,000*	**	—
Spot Time	11.3	30	**	—	6,201,000*	**	—

A difference of four years. These estimates of billings by national TV station sales representatives were prepared by Telerep Inc. and made available to BROADCASTING. Telerep officials emphasized that they "should be regarded only as indicative of the relative position of the reps to one another, not as a tabulation of exact billing figures." The formula by which the figures were derived is described in more detail in the footnote, but it starts with the assumption that a station's share of market revenues would normally approximate its share of audience. The figures, Telerep noted, add to \$2,067,352,000, 5.5% less than the Television Bureau of Advertising's estimate of \$2,187,567,000 in rep billing for 1979. By these estimates, the top five firms account for almost half (49.8%) of the total. (Further footnotes are on page 38.)

** [Not reported in 1975.]

television rep closer and closer to his represented stations, involving him in virtually all phases of their operations, making him not only a salesman but a management consultant, an extension of the stations themselves. As a group-station operator, who uses independent reps, put it, "We count on them for a hell of a lot of things."

In the process, the reps' own operations have necessarily changed—and have grown, and become more expensive.

Many reps have been lengthening their station lists—or trying to—to help, they say, cover the mounting costs. Some have not. A few can't: The network-owned TV rep firms are limited by FCC rules to representing only the stations their networks own. A few group-owned reps, like Westinghouse Broadcasting's Television Advertising Representatives, have cut back to only their own stations, or are representing only a handful of outsiders.

Of the independents, several are owned by employees—a factor

they emphasize as giving them extra incentive to do well. Among them: Katz; Petry; Harrington, Righter & Parsons; MMT Sales, Avery-Knodel. Blair, considered the biggest in billings but second to Katz in number of stations, is publicly owned.

Reps are credited with the bulk of last year's estimated \$2,645,000,000 in TV spot billings. Business this year is good, though some reps say it seems slow in comparison with last year, when spot billings rose approximately 20%. There are the inevitable and often unaccountable variations from market to market and station to station, but in general spot TV business this year is expected to exceed last year's boom level by 8%-10%. Through April it was up about 8%.

To assess not only the state of business but also, and more extensively, some of the changes in—and attitudes toward—the way the business is conducted, BROADCASTING editors spent time among the reps over the past few weeks. The findings follow.

“We don't think the number of stations you represent is as important as whether you represent them well,” says Art Scott, president of Petry Television, which represents 31. Most reps would probably agree, though the two sides distinctly don't agree on whether the rep with the long list of stations, or the one with a “limited” list, can do the better job.

The long-list rep says he needs the long list—to pay for all the services he provides. The short-list rep says he can serve the short list better, give it more personal attention—and still provide the services.

James L. Greenwald, president of the Katz Agency, whose television divisions represent 116 stations, says that “we made the conscious decision several years ago” that, while the salesman—or salesperson—would always be the key, he would need a lot of back-up.

“How,” he asks, “does a representative get enough money to provide those services? It's enormously expensive. One way is by getting larger—in fact, it's the easiest way. But how do you get larger? You have to be attractive to clients. How do you become attractive? By providing the services. Which comes first, the chicken or the egg?”

“We made the decision then that we couldn't go out on the street and solicit new clients without having something to offer them. And we were fortunate to have good financial credit and some money in the bank. We advanced the money up front to provide those services, gambling

that when we did that, and built up a superior sales organization, the clients would fall in line. And they did.”

To which the limited-list advocates, such as President Al Masini of Telerep, reply: “Here's the problem. You can't talk to a hundred and some stations. I have trouble talking to 18, to be honest with you. Any time you get into that many stations, it's very difficult, because you've got general managers, you've got sales managers, national sales managers, program directors, and then you've got all these industry functions and things. You can hardly get to talk to everybody. So what really happens is you decentralize 100% and it's the middle management that runs the long-list rep.”

Privately, some long-list reps concede that, as one put it, “it's easier to remember 25 clients and see them on a regular basis than it is to see a hundred.” But they also argue, as Katz's Greenwald did, that “if you do your job, then you don't need the personal social relationship on an every-day basis that you used to have.”

But President Robert Kizer of Avery-Knodel Television, which represents 61 stations, argues that “if you lose the personal touch in this business, you've lost it all.”

John J. Walters Jr., president of Harrington, Righter & Parsons, which has 22 stations, puts it this way:

“We all provide similar services. We all provide programing help, we all provide research help, which are the two basic

helps, but I think we can do it with more management attention and concern, and therefore in much greater depth, than a long-list rep can. It's a business of small differences, and by providing these services in greater depth, I think we provide more significant service, and that's what some stations look for. Not all stations, but many.”

James P. McCann, president of Top Market Television, which is owned by and represents the Post-Newsweek stations and would like to add a few others, says this ability to concentrate extends down to the sales people, at least at his shop: “When a salesperson comes to work for us, he or she has two to three times as much time to make the sales.”

President Gary Scollard of MMT Sales Inc., an independent with 17 stations, stresses the quality of “personalized” service. He notes that MMT has added five stations in the past year through acquisitions by its corporate clients, and says he's willing to take on a limited number of others if “good” opportunities arise. But he emphasizes that “the supermarket approach is not for us.”

It can be a rough business. Telerep's Masini spoke matter-of-factly about having put a rep out of business by signing away a major station. “You have to,” he said. “It's a business. They're all my friends, I like them all. But we play the game. We all know: You do your best, I do my best. Somebody's going to win. There's nothing you can do about it.”

Though many reps want to be in the major markets, not all do. One that deliberately steers clear of them is one of the pioneers, Avery-Knodel Television. Formed in 1945, it set its sights on medium-sized markets some 17 years ago after losing a couple of big ones.

“That,” says Chairman J.W. Knodel, “was when we determined we were not going to get caught in a situation that might cost us a third or 40% of our billing. So the largest individual market we have is the 38th market, Kalamazoo-Grand Rapids, Mich. Any group that we have with three or four stations—they're not going to start their own rep firm.”

“We believe we're probably in the best strategic position of any independent rep-

Further footnotes to rep billings chart on page 37

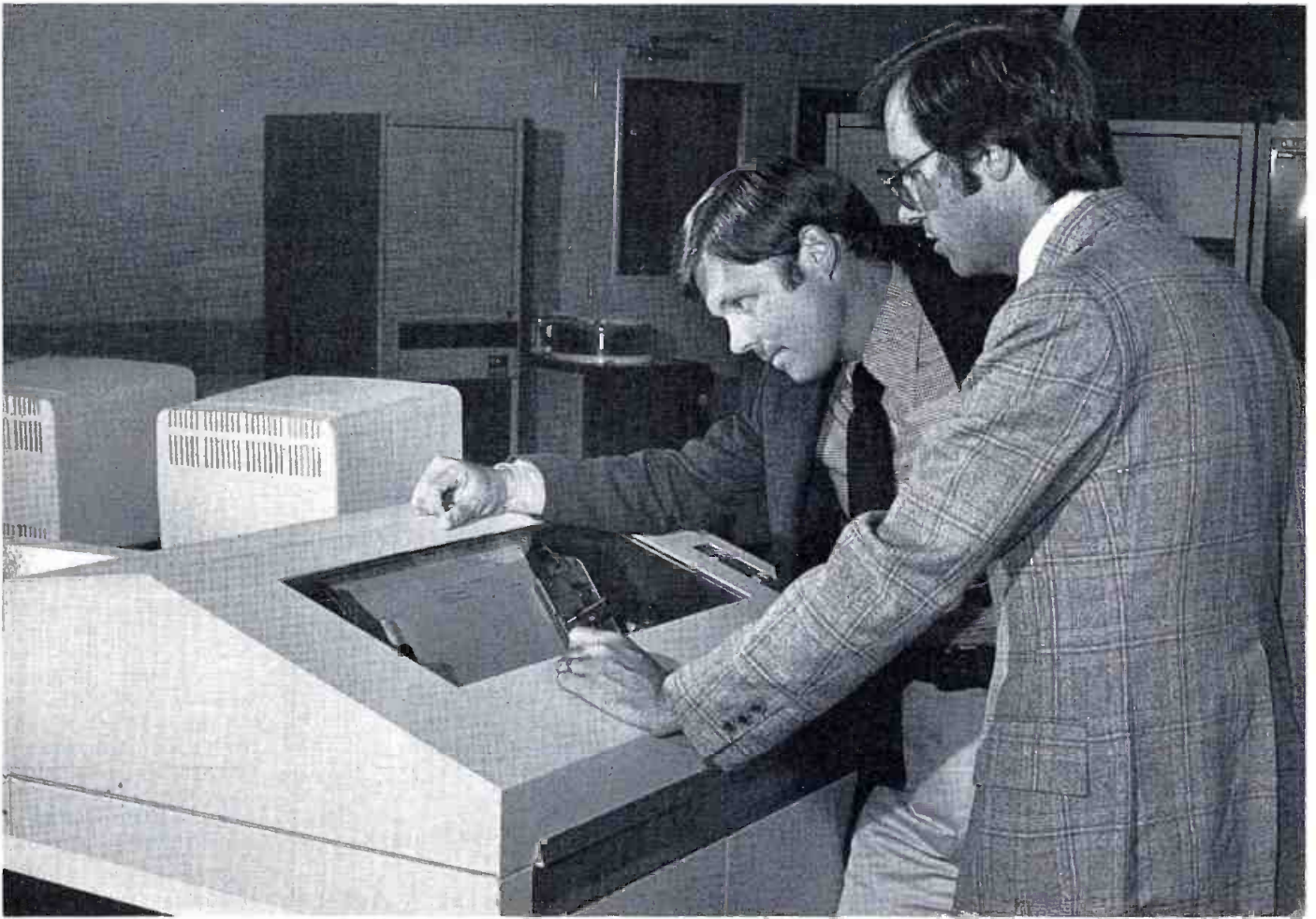
The 1979 estimated billings were derived as follows: Billing for each represented station was calculated by applying its average 9 a.m.-midnight NSI share for the November 1976 and February and May 1977 reports to the market's estimated spot TV revenue for 1979. Revenues estimates for 1979 were developed by taking latest FCC published figures (for 1977), or estimated market billing where FCC data was not available, and raising them by the estimated national spot TV revenue increases for 1978 (20%) and 1979 (9%). Totals were then adjusted to reflect subjective general performance factors. Other adjustments were necessary in calculations for five markets. In New York, Chicago and Los Angeles, station totals were adjusted to reflect that portion of the market's reported national billing which would be commissionable to the representative. In Detroit and San Diego, respectively, there are a Canadian station and a Mexican station, whose figures are not reported to the FCC. For those markets, FCC figures were increased by the percentage that these stations were judged to represent.

For a variety of other reasons—including markets with fewer than three stations, for which FCC publishes no figures; stations reaching areas comprising only part of a Nielsen DMA and stations for which meaningful shares could not be ascertained from a rating book—other estimates also had to be made, primarily in four cases. These four were said to be much more subject to error than others; these figures are designated by asterisks.

Finally, Telerep said it should be noted that RTVR represents WTCG(TV) Atlanta outside of New York and Atlanta, but that the station's superstation status makes it impossible to determine its “market” or “share.”

Number of stations and their estimated coverage were as of the date the estimates were compiled in early May, and the estimates assume these station lists will remain the same throughout 1979.

The 1974 figures were also prepared by Telerep, using a similar formula (BROADCASTING, July 14, 1975). Estimated coverage figures for that year are not available. Some reps ranked in 1979 were not in 1975.



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Comp-AK's just one of the tools that makes Avery-Knodel a leading television sales representative. For 12 years, our computer system has provided the specialized research and marketing information that helps us sell better.

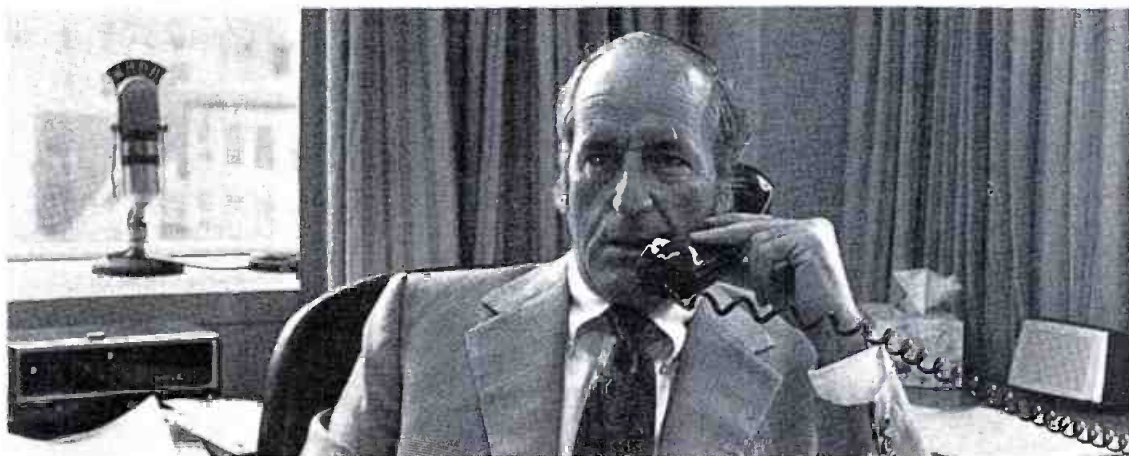
Now Comp-AK is better than ever. Now there's Mini-Pak.

Now there's a system for all sales needs: instant avail retrieval; contract processing and modification; billing and rate analysis; rating reports, trends and projections; account analysis. And a system for the specialized research and marketing needs of the stations we represent.

If you'd like to know more about Comp-AK, talk to Avery-Knodel Television today. We've made it our business to know your business better than anyone else.

New York, Chicago, Atlanta, Dallas, Denver, Detroit, Los Angeles,
Minneapolis, Philadelphia, Portland, San Francisco, Seattle, St. Louis.

 **Avery-Knodel
Television**



John Blair & Co.'s television division is regarded as the rep field's biggest in billings. Blair is also the most diversified rep company of all, and publicly owned. Principal executives include Jack Fritz (top), president of parent company; Harry Smart (bottom left), chairman of Blair Television division, and Walter Schwartz (bottom right), president of Blair Television.

representative in the business today. We decided to go right down the middle, because there was nobody concentrating exclusively on medium-sized markets."

Another company that specializes in medium-sized and smaller markets is also the newest rep firm in New York, Spot Time Ltd., formed by Carmine Patti when he acquired the television division of Savalli-Gates last November. Patti, who had been executive vice president of Savalli-Gates for close to 10 years, has been adding stations, now has the list up to 31, several of them in single-station markets.

HR Television's President Philip L. Corper says his firm, which currently represents 60 stations, has both large and middle-sized markets on its list but that it, too, puts the accent on the middle-sized.

What the rep business all comes down to, of course, is sales. A lot of other things feed into selling—computers, endless research, program counseling (see separate story, page 56), rate counseling, sales development, even counseling on potential changes in network affiliation. Says Frank J. McCann, Katz Agency executive vice president for client services: "I think we have to be involved with our stations in some way or another in everything but their technical aspects." But it's the sales people who are on the front line, and reps invariably emphasize the quality of their own.

"We feel our first obligation," says Harry Smart, chairman of Blair Television, "is to recruit and keep the best sales force in the business. We are doing constant stud-

ies to make sure that in our 15 offices, our salesmen are the very, very best. If you wanted to know who the 15th best salesman in New York is, I could tell you. We hire research companies to research it from an agency standpoint—just about every year. Number one, it helps us police our own sales force. Number two, it helps us in recruiting. Number three, if some other company comes up with a good idea, we know about it right away."

Blair also did some research, among 1,600 timebuyers across the country, to find out what makes a good salesman. "The amazing thing," Smart reports, "was the consistency of the answers. Number one, as you might imagine, is hard work and service. Number two is honesty—credibility. And number three is knowledgeability."

Other reps are equally eloquent and forceful in praise of their own sales people—and the back-up they provide them.

"We always return to the fact that it's sales, sales, sales," says Petry Television President Art Scott. "Others tend to talk services, services, services. We say we supply services equal to or better than. What it really gets down to is: Who is out there selling that time? How well prepared and trained have they been, and what is the motivation you give them. What are the controls you have on their performance?"

Sales people, by their management's standards, are well paid. Four years ago it was estimated that the "average" salesman—if there is such a thing—was in the \$25,000-\$35,000 range. Today it's probably \$35,000-\$40,000 in New York.

Top Market Television, in a presentation soliciting stations to join its list, estimates that a sales unit—consisting of a salesperson and an assistant—costs over \$68,000 a year in pay and fringe benefits plus over \$9,000 for entertainment and transportation expenses, for a total exceeding \$77,000. "And we have 19 such units," President Jim McCann adds. He and Executive Vice President Henry J. O'Neill estimate that at the average rep firm, 64% of the cost goes for people.

Petry Television's Art Scott says that "the way we look at it, the first full year [a salesperson] should be making \$30,000, and if you're here in your third or fourth year and you're not making \$50,000, we really can't afford you. You have to be worth that to us."

Blair's Harry Smart says a "good" salesman can make \$65,000 to \$75,000 a year in a market like Los Angeles. The competition, he says, is fierce. He tells of a 23-year-old man who went through the Blair training program and went back to the company's Los Angeles office making about \$30,000 a year—and was hired away almost immediately by a local station that guaranteed him \$60,000 a year.

"Our rule of thumb," he says, "is that if we pay a man \$60,000 a year, it costs us twice that when office space, sales assistant, expense account when he's out in the field, et cetera, are taken into account. Which means it costs us \$120,000 to hire an additional salesman. Last July we added 14 salesmen in our New York office—it added nearly two million dollars to our annual payroll."

Along with basic compensation, usually

HRTV:

The pros on spot



television

A Fuqua Media Company

New York, Chicago, Los Angeles, Atlanta, Boston
Charlotte, Dallas, Des Moines, Detroit, Minneapolis
Portland, San Francisco, Seattle, St. Louis



The Katz Agency's television divisions together represent more TV stations than any other rep—currently 116. Officials like to say "no piece of spot TV business can happen without our knowing about it." Leaders include James Greenwald (top left), president; Frank J. McCann (top right), executive vice president, client services; Victor R. Farranto (bottom left), president, Katz Television Continental, and Richard Goldstein (bottom right), president, Katz Television American. David S. Abbey (not pictured), is president of the Katz TV Broadcast Group.

salary plus commission, some reps offer bonuses or profit-sharing plans and many hold contests that hand out still more money. They usually stress low rate of turnover to point up the desirability of working at their shops, but they also recognize that salespeople offer are, as TeleRep's Masini calls them, "a restless group, moving, trying to get somewhere."

To help fill the holes when they occur, some reps offer training programs. Some do not, and at least one, Top Market Television, thinks the idea of training programs is costly and wasteful, if not silly.

"Major reps are going the wrong way when they go into training programs," says TMT's McCann. Training programs emphasize "role playing," he says, and in role playing "you don't get the sweaty palms that you do in reality." The best salesmen, he contends, are those who've sold locally—and particularly local radio—where they've learned how to "prospect" for business as well as sell it.

TMT will find no agreement at the firms that have training programs, and particularly not at Petry Television, which has the oldest and one of the most respected. Executive Vice President David Allen estimates Petry spends around \$400,000 a year on training, and says "it's the best investment we make." Adds President Scott: "70% of our sales force was trained by us. In fact, our clients have asked us to train people for their local sales staffs—and paid for it."

Scott estimates that one out of every 100 candidates interviewed is accepted for training. Allen says those selected are given psychological tests and must also

pass a special test to get into the program, which averages six to eight months. "To get in," he adds, "they also have to have a proved, successful sales background." And even after extensive training, "they're not allowed to join a sales team until their performance has been approved by sales managers in New York."

Candidates must contract to remain with Petry for three years, and they're paid from the beginning. Allen tells of one "successful salesman" who wanted to go through, but needed a minimum of \$30,000 a year. Petry paid him at that rate, only to discover, eight months later, that the man didn't measure up and had to be let go.

One of the relatively few major independent reps without a training program is Katz. "We have a way of training people but I wouldn't call it a training program," says Frank McCann. He says Katz had one, but gave it up. Richard Goldstein, president of Katz Television American, explains why: "One of the reasons it was senseless to have it was there was no turnover [on the sales-force]. What are you going to do with trainees once they finish the program if salesmen aren't leaving? Those that have a training program have a need for one."

TeleRep's Masini sees it differently. "We've developed good people, and we've gone out and bought good people. You can't do one or the other. There are times you have to go out and buy talent, but you've got to supplement that with a system of developing talent, and we have a combination." Now, in addition to a program for salespeople, TeleRep is setting up

separate programs for managers and for sales assistants.

One thing the reps seem to have found is that the rep business is attracting more bright young people than it used to. Initially, Harrington, Righter people say, they had to go out and recruit candidates. Now, says HRP's Tom Comerford, vice president for special projects and planning, "there seems to be a very, very good supply, not only for us to pick from but the entire community. I think the business is held in a little more esteem than it had been in the past."

□

Diversification, like the long-list/short-list question, finds ardent pros and cons. John Blair & Co., which owns a graphics operation as well as two radio and two TV stations and has acquired a third TV subject to FCC approval, is easily the most diversified—as well as one of the biggest. It represents 90 stations. Says President Jack Fritz:

"I think it helps us from a number of standpoints. It gives us a base to do some things that we could not do if we were just a rep company.

"For instance, in the middle of 1977, when business looked as though it was going to be soft all summer, we went out and added 50 people. You can't do that if you're just a rep—there's not enough money there. And I doubt that we would have had the research and development money to do the testing we're doing now on transmitting commercials by satellite to stations."

Programming, Fritz said, is another exam-

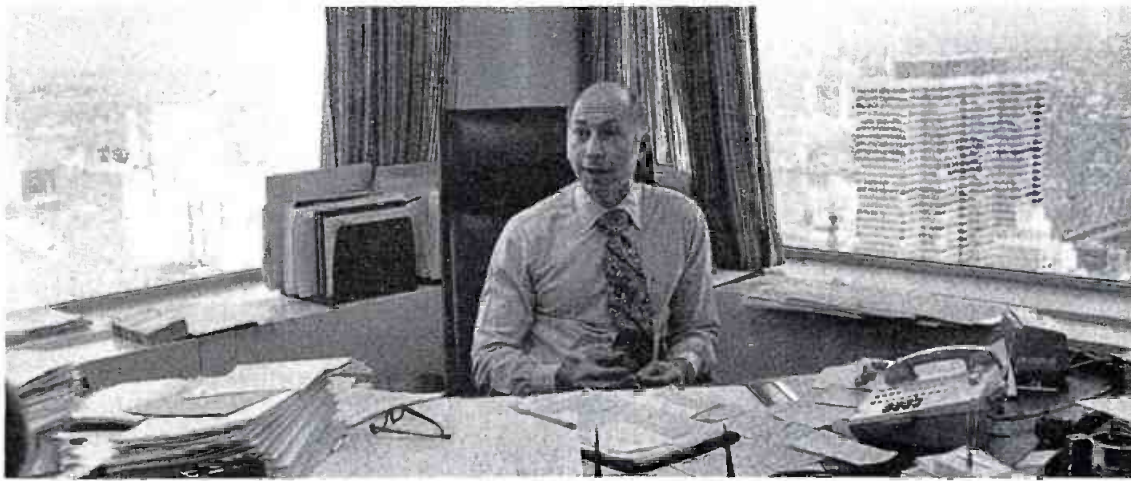
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TeleRep Inc., formed by Chris Craft and now principally owned by Cox Broadcasting, will be under its third ownership when Cox's acquisition by General Electric goes through, but it's still under its founder-manager, Al Masini (left), who now also owns a minority interest.



One of the key routines at TeleRep is a Monday morning sales and strategy meeting attended by key executives. Seated at the conference table (counterclockwise from Masini, at extreme right): Dick Brown, vice president and general sales manager of the Lions group; Steve Herson, director of operations; Jack Steng, New York sales manager for the Lions; Dan Kelly, Lions' director of research; Phil Benblatt, research director for the Tiger group; Larry Goldberg, New York sales manager for the Jaguar group, and Tom Delviso, vice president and general sales manager of the Tigers.

ple of innovation that comes from diversification. Blair is covering rodeos, selling the shows to advertisers and putting them on ad hoc line-ups. It plans to do three this year, six or eight next year. The first ran on 73 stations in March, with Coors beer, Dodge trucks, Wrangler clothes and the Coleman Co. among its sponsors and had an average rating of about 18, according to Fritz.

He thinks Blair will get into other programming too: "Everything I hear from all of the folks I talk to is programming, programming, programming. That's where it's going to be, with all of the channels we're going to have, whether it's cable, STV, over-the-air free television or what. I'd like to do some programming in connection with our stations. We hope to have a seminar with them some time this summer—I've talked to them individually and they're interested in sitting down and talking."

As for further diversification, Fritz says that "we certainly plan to continue to look for radio and television stations."

Petry Television formerly owned WPTY-TV Memphis but sold it to Petry's former management, headed by Martin F. Connelly. If the opportunity came to own a station again, says President Art Scott: "Well, you never say never, but in all likelihood we'd pass on that. We want to say to our clients, your business is our business and our only business."

Scott returned to it a little later: "How in heaven's name can you do this business to the best of your ability if you take part of your resources and spend it on something

else? Yeah, you may make yourself a little more profit and say you'll return it, but no, you'll expand in those areas. We say there's only one thing to really do: spend it on your own business."

One thing Petry is spending money on—about \$150,000, according to Scott and Executive Vice President David Allen, who is overseeing the project—is a study of what the broadcasting business is apt to be like five years down the road. Petry hired the Management Analysis Center at Cambridge, Mass., to interview agencies, stations, other reps. Final findings are expected this month or next. "We receive very good commissions from our stations," Scott says, "and we think we owe them good results down the road. If we can get some input about our business and can use it to better sell our stations, we'll make more income too."

Harrington, Righter's Jay Walters is one of those who tend to favor diversification. "In the past," he says, "we held a very minor ownership position in a TV station [WMTW-TV Portland, Me.] and were rather significantly involved in cable at one point. We're not now in either, but we love the business and see ownership as a terrific thing. The entry fee to television is pretty large right now. We're looking at that, and we're looking at radio. It could be down the line, as well as other areas of the business. As long as it doesn't divert management attention: That's one of our main concerns."

TeleRep's President Masini also thinks his company "might get into other areas,"

but said "I don't see us going too far afield." Programming for cable, he says, might be a possibility.

The Katz Agency is just beginning to diversify into station ownership. It's signed for WSIX-AM-FM Nashville, one of the properties being spun off in the projected acquisition of Cox Broadcasting by General Electric.

Katz President Greenwald says that "we had great trepidation about buying a broadcast property," for fear of what Katz-represented stations might think. He's satisfied now that it was the right thing to do and that relationships with Katz client stations won't suffer. "If we're smart in our business, and we are," he adds, "the rep company will have nothing to do with running the radio stations. It's a business, but we'll understand our business a little bit better, because we'll have an ancillary relationship. Our clients have been very complimentary."

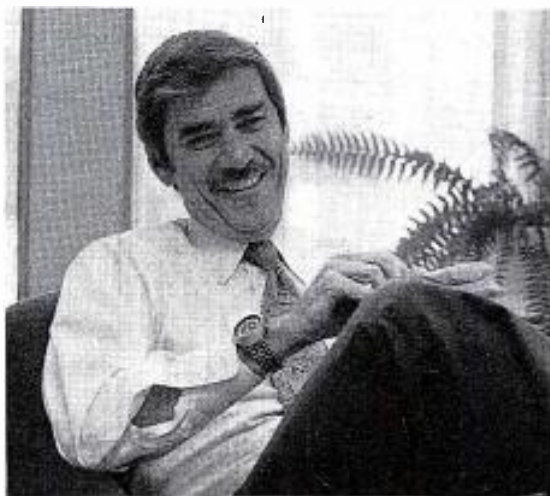
(No rep will lose WSIX-AM-FM as a result of Katz's purchase. The stations already are represented by Katz Radio.)

A potential area of diversification is in representation of cable systems, and on this question reps are divided.

Most think cable's development has not reached the point where representation would be worthwhile, but several concede they have at least thought about the question.

In fact, cable representation exists. The Katz Agency's Katz Radio Sports division, for one, is into it. The Katz unit represents Time Inc.'s Manhattan Cable Television





Harrington, Righter & Parsons, which likes to call its list of stations a "select" list, is 30 years old this year and well into its second generation of both ownership and management. Leaders: John J. Walters Jr. (left), president, and Peter Ryan, executive vice president.

Inc. for the sale of sports events, but Katz officials say special circumstances were involved—a long-time association of Time Inc. and the TV stations it used to own, and the fact that Katz does not represent a New York station. But the sales operation, they say, has been "very, very successful," and they concede that when the timing is "propitious," they'll take a look at getting deeper into cable representation.

Carmine Patti's Spot Time Ltd. is a newer entry into cable representation. It took on Cox Broadcasting's big Mission Cable of San Diego—where Spot Time has no TV station—a couple of months ago, and Patti says he's getting some sales. He counts the deal a good experience, especially if he decided eventually to set up a cable division.

Blair's Jack Fritz, on the other hand, says the chances are "slight" that his company will get into selling cable. He says Blair was approached nearly 15 years ago by a cable system but concluded that "it sure as hell [would be] a conflict with our representation contracts if the cable system happened to have some homes in the coverage area of one of our stations—and that's just about everywhere." He adds: "I guess we could represent a cable system in Chicago, where we don't have a television station, but there's no cable system in Chicago."

Different reps do things differently. Katz, for instance, splits stations into two divisions according to market size. Blair used to, but recently consolidated the two divisions. Peters, Griffin, Woodward and Harrington, Righter don't represent independent stations. Other reps think this is wrong. Blair divides its sales force according to network affiliation. Others think this, too, is wrong.

Frank J. McCann, Katz Agency executive vice president for client services, notes that the two-division system was put into effect in 1976, with Katz Television American representing stations in approximately the top 50 markets and Katz Television Continental representing the rest.

"What that has meant," McCann says, "is that the people on whom we call are getting more attention, and the stations are getting more thorough attention—and

as a matter of fact, their needs are different.

"A buyer who's spending \$20,000 a week in Cleveland might take a week or a week and a half to spend that money, while the buyer in the next office might be buying Youngstown, and she might spend an hour buying her time. If the salesman has to call on both buyers, he'd better be living with the person buying Cleveland, but at the same time he has to find time to go over to the next office to sell Youngstown.

"These two divisions don't exist only in New York. They exist throughout our 18 offices."

But that arrangement, to Blair, is outdated. Says Blair Television President Walter Schwartz: "The separation of the smaller markets and the larger markets had really outlived its usefulness. Years ago, when this was conceived, it was entirely different selling television in Boise, Idaho, as compared with selling it in Detroit. Today, with the marketing approaches of advertisers, it's pretty much the same. So we felt it was an obsolete structure and eliminated it."

At the same time, however, Schwartz says the structure of the sales teams has remained basically the same, but adds: "If you look at the makeup of the teams, you've got some of the middle-sized markets mixed in with the smaller markets, so it's not a total small-market list."

Harry Smart, chairman of Blair Television, explains the division of sales people according to the network affiliation of the stations they're selling: "We just don't think a man can switch his hat four or five times during a presentation to an agency and maintain credibility."

Others think it's better to mix them up. TeleRep's Masini, for one, says segregating them by affiliation may let the salesman be consistent, all right, but "that's only about 20% or 25% of the sell, and a salesman really should know how to sell all kinds of stations."

Harrington, Righter's Walters says HRP "by choice" does not represent independent stations, but adds that "I don't know that that is carved, necessarily, in stone."

"We felt," he explains, "that there were many areas where the independent and

the affiliate conflict, whether in research or programing or wherever. So we feel we can do more justice to representing affiliated stations if we did not have independent stations, and did not have to sit on the board of the Association of Independent Television Stations or get involved with that kind of thing where they were diametrically opposed to what the affiliate was doing. But I can't tell you that that's going to last forever. We currently feel that way."

Peters, Griffin, Woodward's President Charles Kinney says PGW has represented independents in the past and, though it has none on its list now, is "not actively not representing independents." But he leaves no doubt that he has some philosophical differences with them:

Independents now are saying they're an alternative to affiliates. That's what they say in the top part of the ad. In the bottom part they say [independents and affiliates] are all the same—that they all have the same demographics. Now wait a minute: What are you? Call your shots—you're either fish or fowl.

"I think they're trying to say, 'we can [undersell] your high-rate stations.' Well, they can, because they don't have high ratings. When it comes to a high rating, they're just as high in cost. I don't think they're on the right track in their present concept."

A rep from the early radio days wouldn't recognize the business now, unless, like Bill Knodel, he had stayed in it. Katz's Jim Greenwald recalls: "In the early days, what did you sell them? You sold them the Hooper [ratings]. And it was a two-page book—that's all it was. I didn't know the word demographics when I came into this business. Psychographics I thought had to do with a psychology course. Dayparts, averaging, ADI's, TMI's—all these things—they never existed then.

"So research that was being demanded by the advertiser and the agencies forced companies' research departments to become more sophisticated. You needed more research to analyze the data available and to create new ways of measuring data.

"Then there was increased competition from other media. In the early days, when

MGM





Peters, Griffin, Woodward went from independent rep to group-owned when Corinthian Broadcasting Corp. acquired it from PGW employes earlier this year. The management corps includes Charles Kinney (left), president, and Dennis Gillespie, executive vice president.



Two agency buyers are the subject of rep attention at this PGW presentation. Clockwise around the table from Kevin Murphy (facing camera, with moustache), vice president and New York sales manager of the American team, are Jim Foley and Jim Bisagni, salesmen on the team; Ben Newman, a buyer from William Esty, and an unidentified agency buyer.

it was radio only and no television, it was no problem. Then television came along, FM became a separate and viable commodity, and now all of a sudden you have cable and video disks, video cassettes—all kinds of things. How do you prepare for that? How do you compete with these other media in the marketplace, unless you have more people with greater technology and a greater ability to work with the other media and find alternate ways of finding advertising?"

HRP's Jay Walters adds other thoughts: "In the poor old days, growth in business was so spectacular that every year was a record year. We were sold out virtually all the time. We were a one-minute medium and we didn't have prime access, so we didn't have a hell of a lot of time to sell, and we sold out rather quickly. It wasn't negotiated.

"The research was not nearly as expensive as we have today. We dealt with longer-term schedules as well. The major changes, then, are that we have more availabilities, we have more competition and we have more research—and more accountability. It's more difficult to analyze your market properly, position yourself

properly—it takes a lot more people, services and systems."

One trend that is still going on, and that has already made a lasting difference in the way rep firms operate, is the regionalization that started in the early 1970's when agencies started opening up offices around the country.

Blair's Harry Smart recalls that broadcasting had just lost cigarette advertising and networks had dropped their rates and were taking money away from spot. "Agencies thought they had us over a barrel," he says, "and that they could decentralize their buying—this was an effort to buy locally as much as anything else.

"Before 1970, New York and Chicago accounted for 85% of all the spot business placed in the U.S. Today, New York and Chicago account for 50%, or less than 50%. This doesn't mean that less money is coming out of New York and Chicago, but that the Atlantas and Dallases and Jacksonvilles and Los Angeleses have grown so rapidly that the New York-Chicago proportion has dropped."

In any case, as agencies opened offices in cities around the country, reps found—or felt—that they must open new offices

too. Katz apparently has the most—17, with plans to open an 18th in midyear in Kansas City, Mo. Blair has 16, HR Television has 14. The expense of opening and staffing new offices is credited—or blamed—by many reps as the main reason they need to take on additional stations. And the trend seems likely to continue: Katz and Blair, for instance, think they may in time need 25 or 30 offices.

TeleRep is a case in point. Masini recalls that when he started the company 10 years ago, he said it wouldn't take on more than 14 stations. "Then," he says, "we said it was 16 and now we're at 18 and we say, well, maybe we will go to 24.

"The truth is, the business changes and what was right eight years ago is not quite right today. Eight or 10 years ago you only needed six offices. Today, you need 14, 16, 18 [TeleRep has 14]. I think it's going to grow. You need computerization, you need programing, you need all these services, and if you make it too thin in the number of stations, you don't have the income to provide the services, and so we want the money."

Scollard of MMT adds another thought. When it was formed in 1972, MMT was

MGM



AN AMERICAN IN PARIS
 THE CAREY TREATMENT
 THE COMEDIANS
 DAY OF THE EVIL GUN
 THE DIRTY DOZEN
 DON'T MAKE WAVES
 GIRL HAPPY
 GOODBYE MR. CHIPS

GRAND PRIX
 HARUM SCARUM
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 HOW THE WEST WAS WON
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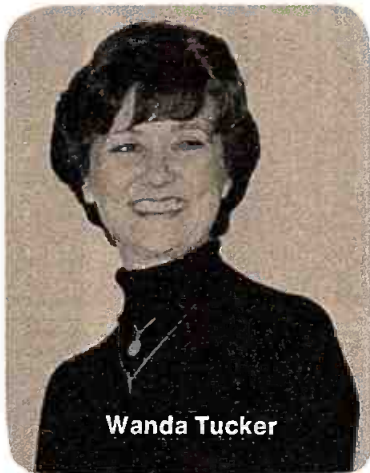
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 A PATCH OF BLUE
 PLYMOUTH ADVENTURE
 THE POWER
 THE SANDPIPER
 SEVEN BRIDES FOR
 SEVEN BROTHERS

SHOES OF THE FISHERMAN
 SHOWBOAT
 SPEEDWAY
 THEY ONLY KILL
 THEIR MASTERS
 THE 25TH HOUR
 WHERE WERE YOU WHEN
 THE LIGHTS WENT OUT?

If you stop counting at 170 sales executives, you're missing half of Katz sales staff.



Wanda Tucker

A sales desk at Katz is a complete communication center. It must be efficiently organized to smooth the flow of sales data between station clients and agency customers. When these tasks are under control it means that a Katz Sales Executive can be at a

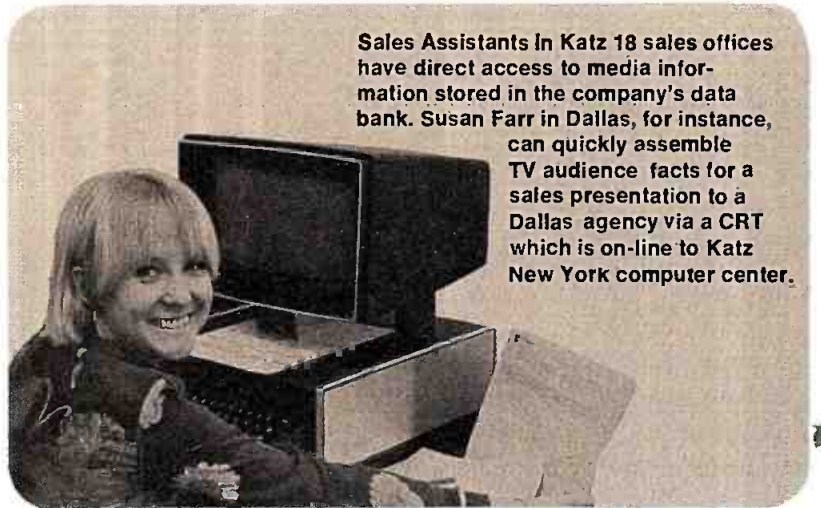
buyer's desk: selling.

Who makes all this happen? A Katz Sales Assistant, that's who.

"You'd best believe they are part of the Katz sales team," says Wanda Tucker, Sales Manager for Katz American Television in Dallas. Wanda knows whereof

she speaks. She started with Katz as a Sales Assistant 11 years ago.

"We invest a lot in communicating about Katz," says Wanda in her soft Texas drawl. "Most likely everybody has heard we have more sales people in more offices than any other rep. And they know



Sales Assistants in Katz 18 sales offices have direct access to media information stored in the company's data bank. Susan Farr in Dallas, for instance, can quickly assemble TV audience facts for a sales presentation to a Dallas agency via a CRT which is on-line to Katz New York computer center.

we have an on-line computer network linking all 18 Katz offices.

"Lots of people have seen a Katz PROBE presentation, or read a Katz F.A.C.T.S. report on TV programs, or used a Katz Radio Spot Planning Guide or read a trade press interview with our Farm Director.

"But nobody ever talks about one of our most important assets—the Katz Sales Assistant. We ought to," says Wanda. "In fact, it's a great topic for an ad." You're right, Wanda—and you're reading it.

Sales Assistants at Katz are just that: the people who assist Katz Sales Executives in day-to-day selling of station inventory. Their specific responsibilities in running

Devin Rambie became a Katz TV Continental Sales Assistant in Dallas shortly after graduating from the University of Texas with a degree in Advertising.



Sandra Meredith has been with Katz Radio since 1974. She manages a sales desk for Katz Radio's Dallas Sales Manager.



Janice Hudson worked for the in-house agency of a major Ft. Worth advertiser before joining Katz Radio's Dallas office as a Sales Assistant in 1976.



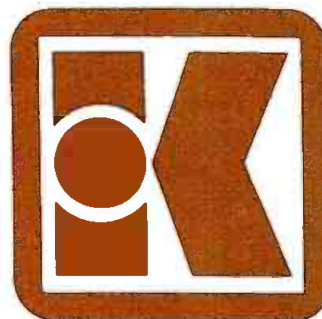
a sales desk include twxing orders to stations, writing up contracts, making revisions and modifications, handling discrepancies, answering buyer and station phone calls—and generally coping with myriad details involved in Spot sales.

Wanda Tucker is quick to point out that being a Sales Assistant is a tough and challenging job. "It demands competence in both details and diplomacy," she says, "but this is why it's such a great place to learn this business."

It's also why former Katz Sales Assistants, like Wanda Tucker, have grown into a variety of broadcast advertising positions—both at Katz and elsewhere—ranging from marketing to research to production, programming and media planning.

Katz Sales Assistants are personable, professional, promotable members of our selling organization. That's why Katz has a sales staff of 340, including 170 Sales Assistants.

Katz Sales Assistants... just some of the people who make us the best in the business of broadcast sales and marketing.



Katz. The best.



Petry Television emphasizes that "our business, and only business, is sales representation," with all of its services fashioned to advance that purpose. Occupying top management seats are (l to r) David Allen, executive vice president; Art Scott, president, and Bill Schellenger, vice president and chief financial officer.

the first independent rep to enter the field in over 20 years. Now it's up to 12 offices and, he says, plans to open several more in the near future. For reasons of those and other costs, he doubts an independent rep company could be formed today.

□

In the meantime, Smart says, the reason agencies went to regionalized buying—to get cheaper rates—no longer exists. "We

made a study on this," he says. "The agencies that are trying to buy locally are really living in the early 1970's, because the local advertiser today, on the average station, pays more for a given unit of time than the advertiser who works through a national representative."

□

The commission rates that reps charge are, for the most part, carefully guarded secrets. Loose estimates say that, on

average, it's probably in the 8%-10% range. Blair's Jack Fritz says he thinks most markets are represented at 15%, and that the figure drops lower "only when you talk about big group operators and major markets."

Whatever the figure is, some reps think it's going up—or that an increase is at least conceivable to cover mounting costs. Not all agree. Petry Television, for one, flatly rejects the notion: "We're rewarded very well," says President Scott.

Some new approaches are being tested—have been in effect, in fact, for some years. Katz's Jim Greenwald explains: "In several situations in radio, and a couple of situations in television, and maybe 10 situations entirely in the Katz Agency, we get paid on the billing of the entire station, whether it be local or national. There's no more haggling and disputing—the local guy and the national guy both work together, trying to get the same account, because they're both going to get paid for it."

Katz's McCann explains the rationale: As more and more local advertisers get into television, he says, they're going to demand more sophisticated information. "We have that information," he says, "The stations for the most part don't. Our view is, why not give the information to our stations to better sell the advertiser? By the same token, there are national accounts that occasionally need local attention. Why shouldn't the station in its own good interest nurture that kind of account? It becomes a kind of partnership.

"The arithmetic is very simple. Let's say a station does a million dollars nationally and pays us 15%, and does a million dollars locally. We say: Instead of paying us 15% on the million nationally, pay us 7.5% on the two million. It costs the station no more, but it eliminates any discussion between station and rep as to what is local and what is national. There's no longer any argument, because at the same time he's commissioning us on his local



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Dolphin Productions, Inc., world's leading producers of on air promotion graphics for television and radio, will be at Nashville during the BPA at the TM Hospitality Suite, Opryland Hotel.

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Avery-Knodel Television decided years ago to concentrate its representation in medium-sized markets. One reason: Any groups it might represent wouldn't be big enough to start their own rep firms and take away a big part of its billings. Management includes (l to r) Robert Kalthoff, executive vice president, and Midwest sales manager; Richard Bompane, vice president, research and programing services; J. W. Knodel, chairman, and Robert J. Kizer, president.



business, he's commissioning his local staff on the national business."

Smart says Blair has a similar deal with one station, "and it's proving to be very, very successful." He also is working on another idea that has intrigued Blair executives for several years—taking over a station's entire sales operation. "We're trying to get a station to go along with us,

where we will handle everything, from the local and national sales managers to the local salesmen." He says "three or four stations are extremely interested," but that no deal has been made.

□

Sales development is an area worked by all reps to a greater or lesser extent. Katz's

Greenwald calls it "the most exciting part of our job," creating "new dollars for broadcast advertising.

"We have a special marketing department," he continues, "whose only job is to develop new dollars for advertising. That's all they do. They in effect never write an order. When it gets down to the buyer level at the advertising agency, the

We're the new TV rep on the block, so we can't just say we're good.

We have to *prove* it. Every single day.

Working long. Driving hard. Fighting to build the biggest sales for our client stations. And the best name for ourselves.

Isn't this the kind of rep team you want selling for *your* station?

Carmine F. Patti

President

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WIVB-TV	Buffalo	CBS
WKRC-TV	Cincinnati	ABC
WTVN-TV	Columbus	ABC
KDFW-TV	Dallas	CBS
KMGH-TV	Denver	CBS
WTPA	Harrisburg	ABC
WRTV	Indianapolis	ABC
WJAC-TV	Johnstown	NBC
WATE-TV	Knoxville	NBC
WJIM-TV	Lansing	CBS
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WTMJ-TV	Milwaukee	NBC
WTAR-TV	Norfolk	CBS
KWTV	Oklahoma City	CBS
KOIN-TV	Portland	CBS
WXEX-TV	Richmond	ABC
KGTV	San Diego	ABC
KSLA-TV	Shreveport	CBS
WSYR-TV	Syracuse	NBC
WTSP-TV	Tampa/St. Petersburg	ABC

hrp



Top Market Television Inc. was formed by Post-Newsweek and represents P-N's four TV stations but says it's becoming more aggressive in its efforts to add to its list. Top men are James P. McCann (left), president, and Henry J. O'Neill, executive vice president.

salesman gets the order.

"It takes an unusual type of person to do this, because a rep salesman traditionally has to have his ego built up every day by writing lots of orders. But these guys create the desire. Then they step back and let the salesman go in and get the order. There isn't a small rep in the business that can afford to have a staff of people making [only] marketing calls."

Kenn Donnellon, Katz Agency vice president for corporate communications, supplies a one-man example: a salesman who 10 years ago "would have been fired," because he "spent all his time at a town in Pennsylvania." But out of that work with a Pennsylvania company, Donnellon says, the salesman eventually brought \$4 million into spot TV. He declines to identify the company.

Blair's Harry Smart estimates that his company's market development division, set up a year and a half ago, has "converted approximately \$13 million of network business into spot." He says the department has six or seven salesmen now and that he expects it to grow—maybe to 25 to 30 salesmen over the next four or five years. In addition, he says, more and more Blair-represented stations are setting up their own marketing departments and sending people to Blair to be trained.

Avery-Knodel's Knodel says his company was the first to start market development formally—out of necessity: "We knew that to sell those smaller markets and get them started, we had to have a marketing department. You'll notice on our door it says, 'Sales and Marketing Specialists,' and that's what we are. We're not time peddlers."

Much as they have gotten into sales development, however, many reps would agree with HRP's Walters. Asked to distinguish between developed business and that which comes from answering agencies' avails requests, Walters said:

"I think any rep who told you differently would be not telling you the truth: It's fairly obvious that an overwhelming majority of our sales come from agency-initiated requests. All of us are doing something in the development field, some better than others, and all of us would probably agree that collectively we're not doing enough of it.

"We're working hard collectively through TVB to that end. All of us call on

clients, all of us call on top-level people at agencies. But it's fair to say a majority of our business is generated by agencies—and there's nothing inherently wrong with that."

HRP Executive Vice President Peter Ryan adds that many of the HRP stations "do a lot of unique and special kind of programming," for which the rep develops sales. "There's that side of creating business, too," he says. "We do a hell of a lot of selling of specials."

□

The new technologies and their potential impact down the road don't seem to be giving reps great concern.

One who expresses more concern and uncertainty than most is TeleRep's Masini. Audiences, he says, are "going to be far more fractionalized—it will be much more of a problem, like radio, because we know for sure that [pay cable services] will be a major problem. Cable's penetration will be bigger. There's satellite transmission. All of these things are going to change our business."

But, he adds, "the biggest problem in making projections is that you can't predict what Washington will do. If you could predict what the government would do in a given situation, you could predict where our business is going.

"If you had said a long time ago that they would permit the distant transmission of signals from one market to another, totally disrupting the ADI and DMA structure that has been set up over the years, establishing local service and then [permitting] criss-crossing and screwing up all of that—in my mind it would have been incomprehensible if you had said that."

Programmer: a new role for the rep

A recent development in the business has rep firms more and more involved in looking for programming for stations

Station X has dropped in access-time ratings and is debating whether or not to start stripping at 7:30. Station Y has reservations about how well a first-run and unproved syndicated offering will do—and

HRP's Peter Ryan agrees the future is hard to read, but like other reps, he's optimistic: "We don't know where all the future technology is going to go. If it impacts on the rep business, I'm sure the rep business will change as much in the next 10 years as it has in the past 10.

"But we're very positive in our long-range view of the role of the representative, because we see all the technology that's spelled out now as making the station basically stronger rather than weaker.

"If the network [audiences] are fractionalized over a period of time through satellite communications or other sources of programming direct to stations, that's only going to make the stations that much more important. That, plus general marketing trends, says to us that market-by-market advertising will grow rather than diminish."

Although the trend currently runs the other way, Blair's Jack Fritz thinks self-representation eventually will wane. The need to maintain offices around the country, and the cost of maintaining them, will prove to be too much, in his opinion.

But he's bullish for the future:

"I can't believe that any broadcaster ought to be concerned about the future, as long as he is doing what he can do best.

"I don't believe that cable television, or subscription television, or video disks, or home television recorders or even satellite to home—I don't think any of those things are going to destroy the free broadcasting system.

"The only thing that can destroy our free broadcasting system, I think, is our government in Washington. Short of that, I don't think anybody should be pessimistic, not only about the next five years but about the next 15 or 20 years."

if it's worth the investment. Station Z has thrown its hands up and wants a whole new line-up and image. It's the old local TV story.

A new character, however, is the rep programmer, an expert whose job it is to help make sure the station's positioned strongly in the market.

It's not unusual today for a station to expect its rep to keep an eye out for new pro-

WTSP-TV

Tampa-St. Petersburg,
Florida

ABC Channel 10
announces the
appointment of
Harrington, Righter
and Parsons, Inc.
as national
representative
effective
June 4, 1979.



hrp

graming. Or, less frequently, even to negotiate a deal with a syndicator. Programming advice from a rep firm can range from the availability of a feature film package to what a certain producer has on the drawing board. Reps, however, stress their long-term involvement with stations, building long-range plans.

Given the right programming advice, it can mean more dollars in the pockets of both the station and the rep firm.

As Frank J. McCann, executive vice president, client services, for The Katz Agency, explained: "We were first in the business ever to have a programming department. It was born out of selfishness. Because we were aware of what the agencies were interested in buying, we could advise stations. . . ."

Katz's programming department, started in 1959, has grown. Other reps have joined the programming picture. But the bottom-line motivation remains the same.

"If the station moves into a dominant position. . . it's easier to sell," said Alan Bennett, Katz Television's programming vice president.

Michael Lambert, Petry Television's vice president, director of programming and promotion, said that, at basics, his job is to "insure that station schedules are salable."

Richard Bompane, Avery-Knodel's vice president, director of TV research/programming, summed it up: If he's able to help a station increase its rates, the rep firm makes more commission from the spots it is able to place there.

That's not to say that the rep programmers consider themselves salesmen. Lawrence J. Lynch, Blair Television's vice president, programming, said that one of the things he enjoys most about his job is his freedom. "I do not report to any sales people. . . . My position is pure programming," he explained. But he added: "Everything I do is

with sales in mind."

In describing their jobs, most rep programmers, like Lynch, break down their work into two areas: the gathering and dissemination of information, and consulting. The degree of attention a station pays to all the materials and advice varies.

Warren Ford, HR Television's director of programming, has found it rare when a station does exactly what a rep suggests all the time. Similarly, he hasn't found many who ignore it all the time. "The vast majority," he explained, "are somewhere in between."

Michael Levinton, TeleRep's vice president, director of creative services, said that the weight given to a rep's advice depends on how important the move is to the sales picture; how much confidence the station has in its own judgment, and how much access it has to other sources.

From their own vantage points, the reps not unexpectedly see themselves with a key programming role to play. Gene Swerdloff, vice president, programming services, for Peters, Griffin, Woodward, sees his job as a "program director with a national scope." He talked about the greater programming perspective that comes from dealing with many markets.

Seconding that was Bennett of Katz who claimed that local stations often have a "parochial view" that can be broadened from a rep's advice. Bennett, who joined Katz after chalking up station experience, said he "never believed" that a local programmer or general manager could have a narrow perspective "until I came here."

Bompane of Avery-Knodel pointed out that with all the markets he works in, "I've got a better track" on prices. In other words, he's in a position to let a station know just how relative a program's asking price is to other markets.

While calls and questions come in, reps

often claim to be the initiator in suggesting new programming to stations. PGW's Swerdloff said he examines and analyzes programming line-ups to see if there are any competitive weaknesses and to anticipate any fall-offs. On new availabilities, he said he would hope to "get to the station before they get to us."

Lambert of Petry explained that when an outstanding program or special turns up, "we will rally together a group of our stations who have similar needs and encourage them to make the acquisition." He sees a two-fold benefit. From an early buying decision, stations secure the property before their competitors; the Petry sales force then can secure advertisers. He also encourages stations to become involved in development with other stations.

The way Swerdloff of PGW sees it, "there is nothing we won't get involved in" regarding programming. That can mean coming up with the information for sales people to justify the advertising rates for a program. And it can prompt calls to a rep programmer asking who might be available to fill a program director's slot.

Levinton of TeleRep said that the "only consideration" his firm doesn't directly participate in is the cost of programming. However he admitted that "we can't divorce ourselves entirely" from it. As a rule, Levinton said, Telerep leaves price negotiation to its clients.

All the programming departments of rep firms send their stations support material. And there's no shortage of it from Katz Television. According to Bennett, Katz provides, among other things, track records during sweep periods; overnights with narratives; analyses of what's going on at the networks, for both local programming and counterprogramming purposes, and information on movies and specials.

Add to that a 14-point evaluation of

Men in the middle of TV programming: Consultants to a giant share of the station universe



Bennett



Lambert



Bompane



Lynch



Ford



Levinton



Swerdloff

A record breaking audience is waiting.

A 40 share! That was the average television audience for the Summer and Winter Olympic Games of the 1970's. And now there's a perfect way for your station to benefit from the worldwide excitement over next summer's Moscow Games.

It's "The Olympiad," a remarkable series that highlights the greatest Olympic athletes and events of all time through rare film footage and revealing interviews. The sheer joy of a Nadia Comaneci, set against the overpowering excellence of a triumphant Bruce Jenner in the latest Olympic Games. World chaos waiting in the wings, as Hitler snubs a victorious Jesse Owens



in Berlin, 1936. The agony, as Dorando Pietri collapses in the 1908 Marathon. An 80-year overview, with a fresh new perspective.



Already sold in many of the top U.S. markets, and in countries around the world, "The Olympiad" has a huge, blue chip audience waiting for you.

THE OLYMPIAD

The Olympics at their greatest: 18 one-hour specials
"The Olympiad"—written, directed and produced by Emmy winner Bud Greenspan.



Source: NTI 1972, 1976 Prime Time and Weekend. Estimates are subject to the qualifications of the ratings services.



feature films—ranging from their initial box office strength to their network performance. There are also detailed synopses of new syndicated product: market-by-market performance; demographics, and if there's no track record, then the scores of a comparable program.

In sending out their studies, rep programmers claimed to take special care not to go beyond the hard data. Since any given show can be a hit in one market and a bomb in another, reps, like Bompane of Avery-Knodel, avoid giving a "blanket recommendation." The individualized advice comes in the form of special reports, calls, station visits and what reps call an ongoing relationship.

TeleRep, in fact, claimed that all of its recommendations are made "on a committee basis." On that committee are Levinton; a representative of top management; the research director responsible for that area, and the general sales manager in charge. According to Levinton, "no one individual" knows all the considerations.

As station advisers, rep programmers see their role expanding. Lynch of Blair claimed that the "escalation of prices" and "shortage of product" has made his job "much more vital."

Levinton of TeleRep said that traditional program sources are "drying up." He cited as examples feature films becoming available after much more exposure than in the past, and series continuing on the network, but in new time periods, such as ABC and CBS late-night schedules.

And with program buys now often having to be made well in advance of a show's air date, rep programmers have found their recommendations becoming even more important.

Not only has the amount of research data increased tremendously, but with programming now, as Avery-Knodel's Bompane said, "so subject to change, you always have to be looking towards tomorrow."

Some reps also offer news program consultation beyond just new promotion and scheduling. Katz has its own formal unit, the Katz News Service. Unlike other programming services from the firm, this one requires a fee—\$10,000 a year plus travel expenses.

According to George Skinner, vice president who heads this separate operation, there currently are 13 clients who turn to Katz for advice on a range from story selection to packaging. The main goal, he said, is to get clients to "utilize all of the tools of television" rather than just coming off as a "distorted form of print journalism." The operation was set up in 1974; Skinner, who claims 30 years of news experience, joined a year later.

Dean McCarthy, Harrington, Righter and Parsons's director of program services, also involves himself in news, just as he does with other program consultation. Since he's joined HRP, he said, he's worked on news with about 12 of the firm's 22 clients. The service, like entertainment programming advice, is free and can begin with a station visit where he'll monitor the market's news programs and

make recommendations. If necessary, he'll recommend an outside news consultant. Why does he get involved in news? Basically, he said, it is because he has the "experience and expertise" he gained while working for Storer and ABC.

Other reps, however, claimed not to be heading in the news consultancy direction. Blair's Lynch, for example, explained, "Most of our stations already have it and it's been our company's philosophy not to get involved."

Where many may be stepping up their efforts, however, is in program development. According to Ford of HR Television, "virtually every rep has given it some thought."

Blair is one already on its way. This year, the rep firm signed with the National Professional Rodeo Association to televise three of its finals. The three one-hour shows, with Curt Gowdy as host, have been sold to advertisers and placed in the western part of the country. Blair may do six rodeo shows next time out, according to Lynch, and also is thinking about other vehicles.

Lynch explained that the motivation for reps to enter this field is "to make money." With a rep firm's income limited to the stations it represents and to the spot economy, he said, Blair is trying "to develop new profit centers."

Bennett of Katz said that "ultimately" his firm "will be in program development" and that Katz is close to a "whole new concept in syndication" which may be announced in the next couple of months.

Some reps, however, see possible conflicts developing as well. Ford of HR Television wondered what would happen if a rep firm had a show, offered it to a client, was turned down, and placed it with a competitor in the market. If it became a hit, he could see a problem with the client. Ford said that HR's program development, if it occurs, likely would be handled through the commonly-owned Fuqua Media.

Lambert of Petry had similar concerns. He said "we are looking very hard" but he added "we don't ever want to get into a position where we would produce a program that would turn up against us."

While Operation Prime Time isn't officially a TeleRep protect, it has been deep into programming through it. It also has formalized its programming activities under a new division: Television Program Enterprises.

Al Masini, TeleRep president, said "we are going to continue to experiment in the programming area," adding that is his "whole purpose" with OPT, which offers special programming to independents and affiliates.

OPT, Masini explained, has proved that independent stations "can get big numbers. . . . Agencies now look at independents and believe, with the right programming and the right promotion, they can be the equivalent of any network affiliated station."

In the future, rep programmers expect much more work. Assuming that cable and pay-cable become more competitive,

Lynch of Blair sees program scheduling becoming more complicated.

Lambert of Petry said that as cable grows, broadcast stations will have to be even more concerned with positioning and image because, with more channels coming into the home, it will be "harder to distinguish one from the other." Then and now, Lambert would recommend strong promotional support as well.

Bennett of Katz sees an increased role for himself and his colleagues because "I don't think networking is going to be the same." He expects a time when current affiliates will "no longer push one button" for their prime-time schedules. Through satellite transmission, he said, "you may have 25 choices to be picking from in prime time." That'll mean more research, in his view, as will the proliferation of video disks which he expects will lead television stations to become more specialized.

With all the research materials now available and the new tools to come, how much of the decision-making process still is left to gut feeling?

Rep programmers have different answers but none writes off intuition. Levinton of TeleRep explained that in dealing with individual stations, "there is no one way of doing it . . . there is no formula." Therefore he added, there is room for a lot of gut feeling. Nevertheless, he said, programmers are relying less on intuition "just like there's a lot less personality selling."

Bompane of Avery-Knodel admitted there are gut judgments; perhaps more, since original programming for syndication increases without benefit of a network track record. Swerdloff of PGW, however, talked about gut feeling supported by data. For example, if there's a new show, there's no guarantee, but a rep can investigate to see if the genre worked, who's the producer, who's the host, and if there are enough dollars behind it.

Ford of HR Television said that once you have the information, then it's time to "hone your intuition, polish your wits."

Whatever the case, there's the same goal in mind. As Lambert of Petry explained, the objective is to help the station have programming that will "maximize present and future audience delivery."

The advertising agency pipeline to the provinces

Madison Avenue needs and wants help from the reps, especially the ins and outs of local markets

The other middleman in the national spot television marketplace, the advertising agency, wants nothing more from the rep firm than service, with a capital S.

Simple as that may sound, it can be a tall order to fill.

A canvass of leading agency media ex-



Zingers from Zeigler

All is relatively calm in the media corridors of Ted Bates these days, but it wasn't always that way. In late March, Isabel Ziegler, senior vice president and director of spot broadcast buying at Bates, took the unusual step of inviting TV station representatives in New York to a meeting to discuss rep/agency relations. The urgency of her letter was underlined by the statement: "It is imperative that you attend this meeting since its purpose is to be mutually beneficial." What Ziegler had in mind

was to read the riot act to more than 100 TV rep salesmen and their managers. Right at the outset, she told the gathering that her staff had told her that "they often feel that they are doing your work and you have become lax in your performance as salesmen."

Ziegler said her criticism applied to about 50% of the sales force. As reported to her by a staff of 24 buyers, these sales people "don't pitch" their market; "don't package their merchandise" and "don't work at getting an order." She told the assembled reps that one of her buyers said, "I don't even ask for favors. I get a typed sheet with crazy ratings and unrealistic costs. About 50% of the time I work with the stations because the rep doesn't know the market, and he doesn't even volunteer to call the station. So I end up having to call." Ziegler zeroed in on this comment and told the reps: "You must realize it's ridiculous to submit unrealistic ratings and to base estimated ratings purely on

share times HUT or using a past rating book adjusted."

Among the other charges she leveled at reps: Some of them try to mislead assistant buyers, who are inexperienced and rely upon reps for authentic guidance, and some lack market knowledge. One of Bates's buyers told Ziegler: "We train salesmen; 50% of them never dealt with agencies before."

What Ziegler asked reps to do: give written confirmation of an order within 48 hours; in follow-up paperwork, often delegated to sales assistants, salesmen should supervise the work periodically to be sure assistants are performing up to the firm's standards; inform the agency of pre-emptions in advance or within the week of their occurrence; sell stations on the value of spot TV by reminding them that their competitors are not only their rival stations but also the TV networks.

The reps, who had been fortified with coffee and danish before Ziegler delivered her critique, were asked if they had questions. Ziegler reports that there were no substantive questions posed by the reps. "I suppose reps felt that if they asked questions they would be considered among the 50% of those our buyers said were not doing a good job," Ziegler said. "Today, more than two months after the meeting, I'm pleased to say that our buyers tell me that reps are doing a satisfactory job."

Ziegler, who thinks of herself as "a communicator," believes strongly in the direct, personal contact. Except for a short stint with Vitt Media International, New York, as a vice president in 1970-71, she has been with Bates since 1965 as an assistant vice president, vice president and senior vice president. In her present post she supervises a staff of more than 40 and is responsible for a spot broadcast buying outlay of more than \$50 million. Prior to her association with Bates she had been with N W Ayer in both Philadelphia and New York and had risen to associate media director before she left in 1965.

executives indicates they generally give reps high marks for cooperation in formulating and expediting a TV buy. But the same agency people stress that service varies from rep firm to rep firm, even within a rep firm, depending on the individual salespeople involved.

What types of services does an agency expect from reps? A listing would be open-ended, but a sampling would include: A detailed description of the stations and markets the rep house represents. Accurate rating information, with demographic breakdowns, and realistic cost estimates. Quick written confirmation of an order, preferably within 48 hours. Notice of pre-emptions in advance, or at least within the week of their occurrence. More information on product competition within a market. Ideas from reps on how a buy could be improved. Deeper involvement by rep sales staffs in agency buyer and client needs. More selling by reps in intervals between buys when media personnel are less hurried. Better rep sales training programs to improve the performance of the large number of junior sales personnel who have been added in recent years.

As to the last item, Dawn Sibley, senior vice president and director of media for Compton Advertising, noted that the large number of inexperienced salespeople engaged by reps is undoubtedly a reflection of higher costs incurred by computer, research and programing resources. Still, she feels that some of the lower-paid, young salesmen and saleswomen are enthusiastic and willing to learn from their

mistakes, and gave reps a vote of confidence when she said: "There's a lot more buying being done at the local level today, bypassing the reps. I don't think that's a good idea; reps perform valuable services that we could not do without."

There is nevertheless, a certain adversary relationship between agencies and reps, since reps serve both stations and agencies. Each is dedicated to furthering his particular sphere of influence. But Michael Moore, senior vice president and director of media management of Benton & Bowles, tends to discount the importance of this divided allegiance.

"My feeling is that if a rep does a good job for his station, he will do a good job for us," Moore maintained. "We are confident we can negotiate a good deal for our clients and expect the rep to negotiate well for his station. I cannot envision the TV business without a rep. I think stations would have to deal with so many people at the agency level they'd need extra help. A good rep is our best salesman at the station."

Walter Hart, senior vice president for spot radio-TV buying and account services and partner of Air Time Inc., said such factors as regionalization of TV buys and direct buying have intensified competition. And, he believes, many reps have met this challenge through expanded use of the computer, the availability of programing information and improved marketing information designed to sell spot TV as a whole.

"These additional resources, of course, have made it a lot more expensive for reps to operate," Hart observed. "Air Time is

also in the syndication business and the reps have provided help to us in getting word of our programs out to stations. Regionalization of buys has led to reps' opening branch offices in such places as Atlanta, Dallas and Miami."

Another costly investment that reps must make today, he said, deals with media accountability. He noted there was rarely post-analysis delivery 10 or 15 years ago.

"Clients have become more hard-nosed as media costs kept escalating," Hart continued. "We put constant pressure on reps today if commercials aren't delivered."

"In the future, it's going to be even more expensive for reps to operate. I think agencies and media buying services are going to press for more competitive information from reps on markets they represent. I think the increased competition from superstations and cable television is going to put even more pressure on reps to improve their services to advertisers and agencies."

Peggy Green, vice president and director of spot buying for Dancer Fitzgerald Sample, said Dancer enjoys an excellent rapport with reps generally, adding: "We demand good service, and we have been able to get it."

She pointed out that a rep-agency relationship is a two-way street. Dancer, a heavy spot TV agency, trains market specialists, who can talk knowledgeably about the markets they buy, and they expect the rep salespersons to be equally familiar with the areas they represent, according to Green.

Although most agency executives prefer

Representing the Madison Avenue viewpoint about representatives



Sibley



Moore



Hart



Green



Goldis



McDonald



Twyon



Toro



Baldwin

not to rank reps according to ability and service, Green feels that many houses are competent but the network-owned firms tend to be superior. She said she has found them to be particularly helpful in alerting Dancer, which is also active in syndication, to the availability of sports and program specials.

Sy Goldis, senior vice president and director of media services for Doyle Dane Bernbach, said that while increased use of the computer has provided agencies with more useful information on local markets, he is more positive about a development emerging at some of the larger reps: a desire to supply missing marketing data.

"We have had input from some reps indicating that in some instances our demographic requests are not on target," Goldis said. "Perhaps we shouldn't be aiming for a younger audience but for a more adult group.

"To get a better insight into what's happening in the marketplace, some reps have been bringing in general managers of TV stations. Our buying staff wants to learn more about the programming that's going on, the pricing structure in their markets, opportunities for test-marketing. We want to know if there's any unique programming that's being carried and the possibility of extending the program to other markets."

Goldis said there are growing numbers of women on the sales staffs of rep organizations and believes this development could be healthy since many media buyers also are women. He did express one concern: the average age of rep salesmen and saleswomen dropping and thus creating problems in experience.

Frank McDonald, senior vice president and director of media and marketing services for Cunningham & Walsh, commends representatives for the services they provide in processing buys and believes there is no saving to agencies in

buying direct.

McDonald said he and his buyers have a smooth relationship with reps, generally speaking, but would fault them in one area. "The reps don't often take the initiative in developing a sale," he said. "They tend to react, more often than not, to what agencies propose. With the 1980 Olympics and the national elections in the offing, perhaps it would make sense for a rep to come in and discuss buying spot TV upfront—make a long-term deal as the networks do. If they want to fight on the same ground as the networks, they should offer some of the same opportunities."

Jane Twyon, vice president and associate media director of N W Ayer, gives reps high praise for the assistance they offer but would like to see more marketing information on the grass-roots level.

"We would like to have more information on their local markets," she ventured. "Are there hills there that affect reception? Do they have cable superstation coverage, and what is their penetration? Who's spending heavily there and is there too much local business, sending prices upward? If so, would it make sense to hold back on a spot TV campaign?"

Twyon also is eager to get product usage information for local markets. She noted that magazines provide this dimension. For example, is the market good for coffee drinkers and which types of programs appeal to the coffee fans? "Of course," she added, "we would like to have information on what our competitive products are doing—are they coming in for a campaign?"

One final suggestion to reps from Twyon: "Why not go out and pitch advertisers on the use of one or more of a rep's markets for copy-testing? What could be helpful is the station's knowledge of supermarkets and the offer of cooperation."

Yolan V. Toro, vice president of BBDO and director of spot broadcast buying in New York, believes that computer and other support services have made the rep more valuable to buyers as the business has become more complex and sophisticated. But she suggested there are areas for improvement.

Toro also thinks that reps should call on agency media personnel in between buys when the pace is not so frantic and an interchange of information can be useful. She believes reps should maintain closer liaison with buyers once the availabilities are delivered and not wait for the buyer "to chase the rep." And she is convinced that rep managers should examine the share of business his salesmen are getting from specific agencies and if it doesn't seem adequate, he should ask the agency for an explanation.

"Let's face it—all salesmen are not for all buyers," Toro maintained. "In some instances the salesman may be inadequate. In others, the chemistry may be wrong. Perhaps a change of salesman is the answer. Recently I conducted a survey among our 10 buyers asking them to rate the reps. To my surprise, only one rep was rated 'outstanding' while most were rated 'good to average.'"

Gerald B. Baldwin, Young & Rubicam vice president and group supervisor, local broadcast and network radio, said the need for reps is stronger than ever today, pointing to the complexity of the buying-selling function and such factors as shorter lead time and shorter and more frequent flights. Without the reps, the situation would be "chaotic," according to Baldwin.

One suggestion that Baldwin considers critical: Stations should give the reps more authority to arrive at a price during negotiation so that the buying process can be speeded up and the transaction completed.

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Does the low price mean something is missing? You bet. Something is missing. Mainly a few hardware components that cost a lot of money, that now, thanks to a recent Marketron breakthrough, you no longer need to pay for. Everything, including maintenance is included for just \$850 per month on a 5-year lease for Marketron's new system 42F, the latest programming format in the ACT II family of computerized stand-alone traffic and accounting systems. Or, you can buy the entire system for \$28,000.

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So for the first time you can get full computer sophistication in commercial scheduling, log generation, billing, receivables, your choice of management reports and more, for just

\$850 a month. All these things considered, you can't lose. Clip the coupon, write us, or call collect (415) 854-2767. We'll send you a description of all our computer systems along with our client list. Feel free to check us out with any of them.

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415-854-2767

CONVENTIONS

BPA gathers this week in the land of country music

Promoters meet in Nashville; Wasilewski, Senator Baker among top speakers in otherwise nuts-and-bolts convention

Against a backdrop of Opryland U.S.A. and with its largest-ever cast of delegates, the Broadcast Promotion Association has set up its big act in Nashville this week.

It will be the BPA's 24th annual seminar, offering an agenda that reflects not only the promotion persons' preoccupation with their own specialty, but also their growing involvement in all spheres of radio and television.

As of last Wednesday, nearly 700 had registered for the June 6-9 sessions. That compares to the 569 delegates at last June's seminar in St. Paul. Within this year's four days, the new Broadcast Designers Association has scheduled a number of its sessions.

One of the late additions to the agenda is an appearance by National Association of Broadcasters President Vincent Wasilewski, who will address a general session Saturday (June 9) morning. Senator Howard Baker (R-Tenn.), Senate minority leader, is to speak at the Friday (June 8) luncheon, discussing recent legislative trends and their implications to broadcasters.

The nuts-and-bolts sessions from Wednesday through Saturday will explore new promotion ideas, relationships of promotion personnel to others at the stations, effective use of print aids, the complexities of audience measurements, a study of the basics of ratings, the use of promotion at independent stations and a myriad of other topics.

At the Saturday afternoon business sessions, BPA members will vote on the new slate of officers offered by a nominating committee, headed by President-elect Tom Dawson, CBS Radio, New York.

The proposed slate includes Gail Morrell, CFCF-TV Montreal, president-elect; Clarence Martin, KYTV(TV) Springfield, Mo., vice president; Jack Shaunessy, CFPL-TV London, Ont., treasurer; Gene Davis, WMAQ-TV Chicago, secretary.

Mr. Dawson assumes the top BPA post on Jan. 1, 1980; Morrell would become president on Jan. 1, 1981; Terry Simpson, WTTV(TV) Indianapolis, is the current president.

There are four three-year terms to be

filled on the board of directors. Nominees are Anne Coleman, KOCO-TV Oklahoma City; Kay Greaser, WFSB-TV Hartford, Conn.; Beryl Spector, WHMT-TV Schenectady, N.Y., and Al Batten, WFLV-TV Jacksonville, Fla.

To fill the remaining one year of the term being vacated by Shaunessy, who is running for treasurer, the nominating committee named Mary Bergerud, WEAU-TV Eau Claire, Wis. The nominee for a one-year associate position on the board of directors is W. Hunter Low Jr., Eastman Kodak Co., Rochester, N.Y.

Throughout the week, BPA delegates will be exposed to many of the entertainers, personalities and places associated with the Nashville area and country and western music.

One such event will be a Wednesday afternoon at Opryland Park for those arriving early plus a barbecue and musical entertainment there after the gates are closed to the public. On Friday evening delegates will be offered entertainment at the Grand Ole Opry.

But the climax will come Saturday night with the BPA/Michigan State Promotion Awards banquet plus the presentation of

the BDA Designer Awards. Host will be country music star Roy Clark and a lineup of unannounced guests.

Prior to the official opening Wednesday, the BPA board of directors meets today (Monday); CBS plans a dinner today and a daylong meeting tomorrow (Tuesday). And before getting into the heavy part of the formal agenda, there will be orientation and get-together sessions by BPA and BDA for members and first-time attendees.

Also, on Wednesday there will be a full-day workshop for promotion personnel and designers from independent stations.

Twila Clark, WSM-TV Nashville, and Richard Wright, WHNT-TV Huntsville, Ala., are the 1979 BPA seminar co-chairmen.

AWRT heads to Atlanta

Women broadcasters will deal with general industry topics and how they relate to them in three-day meeting this week

The new technologies, trends and issues of the broadcast industry will be the emphasis of the 28th annual convention of American Women in Radio and Television this week in Atlanta.

More than 600 members and guests are expected to participate in the June 5-9 sessions at the Atlanta Hilton.

Speakers and panelists will discuss a wide range of topics that apply to the industry over-all and to specific issues that touch on the women's role in broadcasting.

The formal agenda opens at a Wednesday evening banquet that will feature an address by TV actress Stephanie Edwards and include the presentation of AWRT's Silver Satellite Award for "outstanding achievement, contribution or accomplishment in the field of broadcast communications."

Keynote speaker at the Thursday morning opening session will be Jules Bergman, ABC News science editor. Workshops and panels throughout the day will be entitled "The Media Come Through," "Teaming Up for the 80's," "Unlock That Locker Room Door," "The Unmaking of a Station." A Thursday panel on "Tomorrow ... Tomorrow ... Is Only a Day Away" will be moderated by Robert Luff, vice president, engineering, National Cable Television Association, and will offer panelists from top broadcast, cable, programming and technical firms. The Thursday luncheon speaker will be Alex Kroll,

In the BPA suites

ABC-TV	1231
BPA Spouse House	3051
Broadcast Designers Association	3427
Broadcasting Magazine	3227
Busch Gardens	3131
Creative License	3449
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Group W	4201
HIS Marketing	2331
I.F. Studios	3151
Image Factory	3349
Image West Ltd.	4101
Independent TV Stations	1016
Jacobs & Gerber	3144
King Communications	TBA
Klein &	3344
Lexington Broadcast Services	3031
Mascasting	4122
MCA-TV	3033
Metromedia Producers	2231
NBC-TV	1031
Peters Productions	3444
Promotional Services Inc.	4126
SFM Media Services Corp.	3327
Telesound of San Francisco	4301
TM Productions	4401
TV Guide	3249
TV Log Inc.	2131
Twentieth Century Fox TV	3231
Viacom	4001
West-on-Letters	TBA

president, Young & Rubicam, USA.

Friday morning workshops will be "Ratings ... We Want Ratings," "Potomac Fever ... The Regulatory Process, Rewrites and Rulings," "Programming Creativity on the Local Level," "News—What's Happened to the Nose For?" and "Is There a General Manager's Job in Your Future?" Mark Austad, former ambassador to Finland and currently vice president, public affairs for Metromedia, will be the Friday luncheon speaker.

Friday afternoon's general session will be "What About Deregulation/Rewrite?" with Donald Thurston, board chairman of the National Association of Broadcasters, as moderator. Panelists: Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee; FCC Commissioner Tyrone Brown; Sis Kaplan, SIS Radio Inc.; Thomas Schattenfield, Washington communications attorney, and Erwin Krasnow, senior vice president and counsel, NAB.

At the Saturday morning business session, AWRT's national president, Wilma H. Kriner, will preside. She will turn over the reins of the organization to Timatha S. Pierce of NBC New York at the closing luncheon, when new officers will be installed.

Salaries and inflation of media women

The salary increases of women in the communications field have not quite been able to keep pace with inflation over the last few years. This is one of the findings of the 1978 Job and Salary Survey, conducted by Women in Communications Inc. of its membership.

Based on the 1977 data, the average incomes of members of the Austin, Tex.-based organization had increased 46% from \$9,967 to \$14,499 since 1973 when the first survey was conducted. Over the same period inflation rose 47%.

Analysis of the survey results also revealed:

- Public relations and public information directors and professors commanded the highest salaries.

- The federal government was the most generous employer of those mentioned in the survey. Commercial TV broadcasters were just above weekly newspapers at the bottom of the list.

- There has been a dramatic improvement in the number of members in higher income ranges, but the number in upper and mid-level newspaper jobs remained low.

Siding with 'Progressive'

The National Association of Broadcasters has entered the court fight in which *The Progressive* magazine is fighting a government effort to block publication of story dealing with the construction of a hydrogen bomb.

NAB has joined *The New York Times*



Forecaster facts. Contrary to Mark Twain, a TV station in Syracuse, N.Y., is doing more than talking about the weather. WIXT(TV) there and its weatherman, Bud Hedinger, aware that the weather extremes of recent years had whetted viewer interest in the elements, have published an 80-page oversized paperback in color, "Bud Hedinger's Weather Guide." WIXT's creative services director, Joseph Gould, says that the project was conceived solely as a public service promotion although at \$3 per copy the book may be self-liquidating. Of the first 20,000 copies printed, 12,000 have been sold or are in distribution. WIXT has been approached by nine other stations, including one

network O&O, about the possibility of syndicating parts of the book.

The guide contains charts, layman's explanations of the elements and histories of weather in upper New York State and the nation and gets into weather folklore. It explains how some old weather sayings are based on fact and some on superstition. WIXT's Gould may not be superstitious himself, but he does have his fingers crossed for luck next Saturday (June 9) when the Broadcast Promotion Association announces its annual winners. His efforts have made WIXT a finalist in the category of medium-market TV promotion.

and The American Society of Newspaper Editors in a friend-of-the-court brief filed in the U.S. Court of Appeals for the Seventh Circuit in Chicago. The brief seeks reversal of a court ruling which imposed prior restraint on the article's publication.

The most important issue in the case is not which side prevails, the brief said, but, rather, that what the Supreme Court has called a "virtually insurmountable barrier" against prior restraints on publication remain just that for the future."

Going to town

The National Association of Broadcasters has scheduled two town meetings next fall in Orlando, Fla., and Oklahoma City. Similar to meetings held the last two years, the town meetings give TV viewers an opportunity to ask questions and air complaints to members of the NAB TV and radio code boards, that make NAB code policy. The meetings are Oct. 23 in Orlando, Oct. 30 in Oklahoma City.

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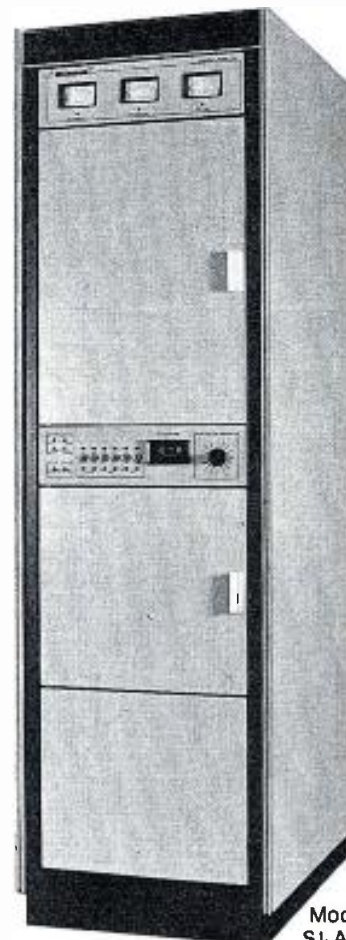
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PROPOSED

■ **KKLF(FM)** Conway, Ark.: Sold by Communications Media Corp. to Coastal Communications Ltd. for \$625,000. Seller is owned by Rick Osborne and Lloyd Stone (50% each), who also own **KVEE(AM)** Conway. Buyer is owned by Charles Hohenberg (15%) and his children—Mina Ryan, Charles and Alice (15% each)—and Charles Burroughs (26.6%) and his son, Richard (13.3%). Charles Hohenberg Sr. is principal in cotton and real estate company in Selma, Ala. His son is professor of physics at Washington University, St. Louis. Mina Ryan is housewife in Norfolk, Va., where Alice Hohenberg is potter. Burroughses are principals in Royster Co., real estate and fertilizer company in Norfolk. None has other broadcast interests. **KKLF** is on 105.1 mhz with 28.5 kw and antenna 320 feet above average terrain. Broker: Chapman Associates.

■ **WAGG(AM)** Franklin, Tenn.: Sold by Williamson County Broadcasting Inc. to London Broadcasting Inc. for \$390,350. Seller is owned by William R. Ormes and family, who have no other broadcast interests. Buyer is owned by Luther A. Weese (30%) and Starling D. Crabtree (70%). Latter's husband, David Crabtree, is president. Weese is director of public re-

lations for Tennessee Department of Transportation. Starling Crabtree is state social worker. David Crabtree is Nashville financial consultant. None has other broadcast interests. **WAGG** is 1 kw daytimer on 950 khz.

■ **WACM(FM)** Freeland, Pa.: Sold by Mountain Broadcasting of Pennsylvania to Edward F. and Robert S. Genetti, brothers and equal partners, for \$260,000 plus \$25,000 for agreement not to compete and \$25,000 for consultancy agreement. Seller is owned by Robert L. Purcell, half owner of **WBZY(AM)** New Castle, Pa., and **WFGM(FM)** Fairmont, W. Va. Genettis have real estate and other business interests in Hazelton, Pa., and are principals of applicant for new AM at West Hazelton, Pa. **WACM** is on 103.1 mhz with 530 w and antenna 730 feet above average terrain.

■ **KWOE-AM-FM** Clinton, Okla.: Sold by Rodney Worthen, George Bridges and Bill Shoemate to Moller Broadcasting Co. for \$252,000 plus losses incurred since Nov. 1, 1978, not to exceed \$40,000. Sellers, who purchased station in 1977, have asked for waiver for three-year rule because of financial difficulties. They have no other broadcast interests. Buyer is owned by F. Van Dorn Moller, Napa, Calif., realtor and businessman with no other broadcast in-

terests. **KWOE(AM)** is 1 kw daytimer on 1320 khz. **KWOE-FM** is on 106.9 mhz with 100 kw and antenna 285 feet above average terrain.

■ **WUEZ(AM)** Salem, Va.: Sold by Blue Ribbon Broadcasting Inc. to Blunt Broadcasting Enterprise for \$245,000. Seller is owned by William C. Triplett and Lester L. Williams (50% each). Neither has other broadcast interests. Buyer is owned by Roger R. Blunt and his wife, DeRosette (70% held jointly), and John E. Upston (30%). Blunts own construction, landscaping, paving and management services businesses in Washington. Upston is president of Caribbean Council, nonprofit organization, headquartered in Washington, created to generate economic aid for Caribbean countries. **WUEZ** is 5 kw daytimer on 1480 khz.

■ **WCNL-AM-FM** Newport, N.H.: Control (51%) sold by H.W. Livingston and family to Sugar River Broadcasting Inc. for \$200,000, subject to adjustments at closing. Sellers have also sold, subject to FCC approval, **wKFD(AM)** Wickford, R.I. (BROADCASTING, Dec. 11, 1978). They have no other broadcast interests. Buyer is owned by Philip M. Lowe, who already owns 49% of stations. Lowe has no other broadcast interests. **WCNL(AM)** is 250 w daytimer on 1010 khz. **WCNL-FM** is on 101.7 mhz with 2.8 kw and antenna 51 feet above average terrain.

■ Other proposed station sales include: **KNEX-AM-FM** McPherson, Kan.; **WBBS(AM)** Jacksonville, N.C.; **wwsf(AM)** Loretta, Pa., and **wswm(FM)** Memphis (see "For the Record," Page 77).

■ Approved station sales include: **KCKY(AM)** Coolidge, Ariz.; **WBFN(AM)** Quitman, Miss.; **KANA(AM)-KGLM-FM** Anaconda, Mont.; **KVYL(AM)** Holdenville, Okla.; **KICE(FM)** Bend, Ore.; **WTOY(AM)** Roanoke, Va., and **wwon-AM-FM** Woonsocket, R.I. (see "For the Record," page 77).



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6/4/79

Kingstip dissidents persist

Having failed to stop FCC approval of LIN Broadcasting's takeover of Kingstip Communications with a petition to deny (BROADCASTING, May 7), the group of dissident stockholders with 9% of Kingstip stock has asked the FCC to withhold the official order of its approval and to order LIN and the sellers of Kingstip "to rescind the transaction and restore the status quo." In a letter to the FCC, the group said consummation of the takeover took place immediately after the FCC's approval at an open meeting May 2 and was premature—occurring before public notice—and in violation of the rules. The group, composed of a family headed by Stanley Marsh, said that the consummation of the transaction "sets aside" its rights and prejudices further action against the transfer which the group may take before the FCC or in private litigation.

ADVERTISING

Spot's up

In first quarter of year, ad total hits \$643.7 million with gains posted by top-10 advertisers

Spot television advertising in the first quarter of 1979 climbed by 7.3% to \$643.7 million, according to Broadcast Advertisers Reports figures being released today (June 4) by the Television Bureau of Advertising.

TVB said that 1,625 companies advertised 5,646 brands via spot TV during the period.

All of the top-10 spot TV advertisers registered gains during the period, including Procter & Gamble, up 13% to \$39.1 million; General Foods, up 17% to \$18.2 million; Time Inc., up 124% to \$17.2 million; General Mills, up 23% to 12.4 million, and American Home Products, up 9% to \$12.0 million.

Advertisers showing the largest gains are Dodge Auto Dealers Associations, up 274%; National Liberty Corp., up 150%; Suffolk Marketing Inc., up 109%; Consolidated Foods Corp., up 75%, and Dante's Fashions Inc., up 71%.

The largest category gains were posted by publishing and media and household furnishings, each up 69%, followed by insurance, up 53%; jewelry, optical goods and cameras, up 28%, and soap, cleansers and polishes, up 24%. The top spot TV list:

1. Procter & Gamble	\$39,091,800
2. General Foods	18,248,800
3. Time	17,205,100
4. General Mills	12,355,300
5. American Home Products	12,044,200
6. Colgate Palmolive	11,988,300
7. A. H. Robins	11,673,900
8. AT & T	9,658,500
9. Lever Bros.	9,502,800
10. Ford	9,227,000
11. ITT	8,526,800
12. Nestle	7,994,500
13. William Wrigley Jr.	7,792,500
14. General Motors	7,075,400
15. Coca-Cola	6,274,900
16. Warner-Lambert	6,127,800
17. Chrysler	5,999,500
18. Suffolk Marketing	5,813,200
19. Mars	5,802,500
20. Pepsico	5,763,700
21. H&R Block	5,525,700
22. Kellogg	5,338,500
23. Kraftco	5,234,200
24. Esmark	4,960,000
25. Toyota	4,902,300
26. Nissan Motor	4,590,100
27. Triangle Publications	4,402,900
28. Bristol-Myers	3,995,400
29. CPC International	3,969,300
30. CBS	3,942,300
31. Quaker Oats	3,809,200
32. Beatrice Foods	3,657,300
33. Colonial Penn Group	3,586,700
34. Gillette	3,553,700
35. Fairway House	3,544,500
36. Richardson Merrell	3,502,400
37. Trans World	3,477,600
38. Nabisco	3,469,300
39. Alberto Culver	3,330,200
40. Dodge Auto Dealers	3,279,200
41. Audio Research	3,133,800

42. Ralston Purina	3,066,400	78. Chrysler-Plymouth Auto Dealers	1,628,400
43. Scott Paper	3,053,800	79. Faberge	1,591,600
44. UAL	3,052,700	80. Fuji Heavy Industries	1,570,900
45. Hershey Foods	3,032,200	81. American Can	1,527,000
46. National Liberty	2,988,300	82. Eastern Air Lines	1,526,400
47. Oldsmobile Auto Dealers	2,961,700	83. Schering-Plough	1,509,000
48. Ford Auto Dealers	2,808,300	84. Miles Laboratories	1,496,300
49. Consolidated Foods	2,799,900	85. Encyclopedia Britannica	1,492,900
50. Dante's Fashions	2,683,700	86. Copersucar	1,472,300
51. Tee Vee Records	2,679,600	87. M.B. Walton	1,456,100
52. Norton Simon	2,678,600	88. RCA	1,429,200
53. Ward Foods	2,623,400	89. Craftmatic Comfort	1,408,300
54. Toyota Auto Dealers	2,606,500	90. Hasbro	1,391,400
55. Schlitz	2,518,300	91. American Express	1,379,300
56. Walshe American	2,512,600	92. Exxon	1,362,000
57. Anheuser-Busch	2,481,700	93. Nissin Foods	1,327,700
58. Chevrolet Auto Dealers	2,403,800	94. IFI International	1,325,700
59. Campbell Soup	2,254,500	95. The Federal Co.	1,323,800
60. Philip Morris	2,237,900	96. Cadbury Schweppes	1,294,000
61. Standard Oil of Indiana	2,236,900	97. Squibb	1,284,100
62. Pillsbury	2,195,600	98. Nationwide Insurance	1,280,400
63. American Dairy Association	2,141,600	99. Estee Lauder	1,267,400
64. Revlon	2,136,600	100. G. Heilman Brewing	1,238,100
65. Mobil	2,089,700		
66. American Motors	1,991,400		
67. Margrace	1,960,500		
68. Pan American	1,931,000		
69. American Cyanamid	1,902,900		
70. Volkswagen	1,893,200		
71. North American Philips	1,874,100		
72. Pabst Brewing	1,871,800		
73. Coors	1,823,000		
74. K-Tel International	1,750,100		
75. Buick-Opel Auto Dealers	1,706,100		
76. Standard Oil of California	1,663,200		
77. American Airlines	1,643,000		

Y&R quits Bristol-Myers

Young & Rubicam has resigned about \$25 million in Bristol-Myers billings. Y&R's reason: It could not make "a reasonable profit."

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quished by Y&R includes such brands as Excedrin, Excedrin P.M., Datril 500, Vitalis, Windex window cleaner, Behold furniture polish and Short 'n' Sassy shampoo. The brands allot more than \$20 million to broadcast.

Bristol-Myers pays the traditional 15% commission to some of its agencies, but others are compensated by an 8%-8 1/2% fee when business is placed in the media through Bristol-Myers's in-house agency, Boclaro, New York. A Y&R spokesman said the agency's Bristol-Myers business was 90% fee and "simply was not adequate." He added, "We tried for two years to discuss it with the company's management."

A Bristol-Myers statement called Y&R's action "precipitous" and "surprising," and said no discussions had been held on the subject since last year.

Performance versus promise

NAB-commissioned study shows code limit on commercial time is exceeded rarely by AM's during drive time and less often yet by FM's

A study by the National Association of Broadcasters concludes that 13.4% of AM station hours and 5.3% of FM hours in drive time have 18 minutes or more of commercials, indicating, the association's research concludes, that the vast majority of radio stations keep their commercial load well below the FCC's recommended 18-minute limit.

The study, performed at the request of

the NAB radio code board, was the result of a survey of the broadcasts of 473 AM subscribers to the radio code and 304 FM subscribers from April 1978 to January this year.

The data generated shows that most of the time, the number of commercial minutes on AM stations is evenly spread over a range of eight to 18 minutes, with 8.6% of the hours during drive time carrying the accepted limit of 18 minutes. Nearly 5% of the hours had more than 18 minutes of commercials. In nondrive time 6.8% of AM hours carried the limit, and 2.6% went over the 18 minutes.

For FM stations, it was most common to carry three to 12 minutes of commercials. About 70% of the drive-time hours on FM contained 12 minutes or less. About 74% were in that range during non-drive time.

Bottom Line

Cooke's cable. Jack Kent Cooke, chairman of board and chief executive officer of Teleprompter Corp., has specified that his 1.7 million shares in that cable company are not involved in multifaceted sports-real estate sale last week. Cooke confirmed Tuesday (May 29) that he is selling his basketball Los Angeles Lakers, hockey Los Angeles Kings, Forum arena in Inglewood, Calif., and ranch holdings in that state for \$67.5 million. Buyer is Dr. Jerry Buss, California real estate executive who in past has been in other sports undertakings. Also not involved is Cooke's 83% interest in football Washington Redskins. Major portion of Cooke's holdings in Teleprompter, held through Cooke subsidiary corporations, was placed in escrow as part of divorce arrangement with former wife, but are to be returned to Cooke on July 2.

Not broadcasting's fault. Though Outlet Co. had net loss of \$553,000 in first quarter that ended April 30, finger is not pointed at its broadcast division. Bruce G. Sundlun, president and chief executive officer, explained that loss stemmed from deliberate markdowns to correct inventory imbalances in company's department stores and men's wear division. Broadcasting division in first quarter had profit of \$3,799,000, just 3.8% under last year's \$3,948,000. Sundlun said, without identifying source of figure, that broadcasting earnings industrywide are off 17% from year ago. He also told stockholders that future of Outlet lies primarily in broadcasting and that acquisition activity would be concentrated in that area. Outlet owns four television stations, five radio stations and has applications pending at FCC to purchase two other radio outlets. Outlet's first-quarter loss of \$553,000 was on sales and revenues of \$61,980,000 with a per-share loss of 31 cents as compared to profit of \$641,000 on sales and revenues of \$60,453,000 with per-share earnings of 17 cents in first quarter of 1978. Sundlun forecast this year's sales would reach \$340 million with earnings of \$11.5 million.

Movie momentum. Thanks to gains in rentals of movies-for-television, Reeves Teletape Corp. expects net earnings in its third quarter and nine months ended March 31 to double over comparable periods year ago. Marvin H. Green, chairman, president and chief executive officer, also anticipates net income for fiscal year ending June 30 will reach about \$2.3 million, or \$1 per share, compared with \$687,000 and 31 cents per share last year. Green said that would be on revenues of \$30 million, up from \$17.4 million in fiscal 1978. Upsurge of Reeves was helped by its acquisition last August of Alan Landsberg Productions which turned out seven TV movies in current fiscal year.

Playing catch-up ball. Answering concerns of MCA stockholders about some delays in manufacture of its video disks, Chairman Lew Wasserman explained that demand far exceeded original estimates of needs for Atlanta and Seattle, two cities selected for initial test marketing. He reassured annual meeting in Chicago last week that California-based entertainment giant has its Universal City production line operating seven days per week and that second production line is planned "hopefully before the end of year." Wasserman noted that many Seattle-Atlanta customers didn't have machines for play back; they wanted disks as souvenirs or in anticipation of buying complete video-disk unit. National distribution is targeted for 1980. MCA makes prerecorded disks and system is manufactured for consumer market by North American Philips's Corp.'s Magnavox unit. In other Chicago business, MCA shareholders approved raise of authorized limit for common shares from 35 million to 60 million. There now are about 23.3 million shares outstanding.

Silverman strokes

Wall Street types next to hear recurrent projection for NBC: out of the woods by end of 1980

NBC President Fred Silverman re-stated last week for New York security analysts the assertion he made to the network's affiliates three weeks ago: NBC will achieve steady progress over the next 18 months and will be in contention by Christmas 1980 (BROADCASTING, May 21).

He outlined for the analysts the high points of the 1979-80 schedule by dayparts, pointing to changes and shifts in schedules that have been made for the fall, and predicted that the network will show rating improvements in all sectors of the program day.

Among the points made by Silverman: NBC must emphasize comedy series development as the route to better ratings; NBC will cut down by one-third its new pilot development outlays, which are "very costly"; projections from advertising agencies indicate that NBC's next season "will not have a single night that is a disaster."

Asked to pinpoint the main problem he faced when he assumed the NBC presidency a year ago, Silverman replied: "I didn't realize the extent to which my predecessors had committed to a large inventory of programing, amounting to several hundreds of millions of dollars."

He told another questioner that up-front buying is proceeding slightly more slowly than last year, perhaps because of the relatively larger number of replacement programs for the new season. He also estimated that prices at the three TV networks are running about 15% higher than last year.

Silverman was asked if the competition for TV affiliates would continue. "I think the situation has stabilized," he answered. "I don't think we'll see any wholesale defections. There may be one or two stations shifting but I think that activity will slow down."

ENTERTAINMENT

Together still

BBC and Time-Life renew their development-distribution pact with \$50 million of programs in the works through 1985

BBC Television and Time-Life Television reaffirmed their partnership last week, claiming more than 200 hours of programming in development through 1985, amounting to a production budget of about \$50 million.

In announcing their upcoming schedule, Alasdair Milne, BBC Television's managing director, said that the co-production projects should dispel any thought that the BBC/Time-Life relationship has gone "limp."

Aside from co-production activity, Time-Life has been the BBC's sales agent in the U.S. and Latin America since December 1969. Milne said the distribution arrangement has been renewed.

Co-productions, with all said to have a financial investment from Time-Life and scheduled to run on the Public Broadcasting Service next season, include:

The Shakespeare Plays, a second year of six plays including two parts of "Henry IV," "Henry V," "Twelfth Night," "The Tempest" and "Hamlet," with underwriting from Exxon Corp., Metropolitan Life Insurance Co. and Morgan Guaranty Trust Co.;

Connections, a 10-hour documentary series on new technology and science (underwritten by AT&T); four "Family Classics": *Pinocchio*, *The Old Curiosity Shop*, *King Arthur* and *A Tale of Two Cities* (McDonald's Restaurants); *Prince Regent*, eight hours about "England's uncrowned ruler" (Mobil);

Three detective-mystery miniseries: *Plain Murder*; *Malice Aforethought* and *Rebecca* (a remake of the Hitchcock classic underwritten here by Mobil); *The Voyage of Charles Darwin*, a docudrama (Hoffman-LaRoche and Andrew Mellon Foundation).

In addition Time-Life is syndicating a 13-part series about English country life in the early 1900's: *A Horseman Riding By*.

Beyond next season and through 1985:

The Magic of the Dance, a six-hour survey of ballet and modern dance with Dame Margot Fonteyn; *Shock of the New*, eight hours on 20th century art; *Crime and Punishment*, four hours from the Dostoevski novel; *The Duchess of Duke Street II*, 16 hours picking up on this season's PBS series; *Penmarrie*, a 12-hour love story;

Wuthering Heights, a five-part story on



Advice from the captain. Bob Keeshan, known for the past 25 years on CBS-TV as Captain Kangaroo, last week praised the consumer movement "and its great influence in television." But he warned that "too many persons in the consumer movement and in government continue to seek simple answers to very complex questions" regarding children's television.

Speaking before the International Radio and Television Society in New York, where he picked up the organization's "Broadcaster of the Year" award (BROADCASTING, May 21), Keeshan said that while it may be easier to find a scapegoat, people should "focus on juvenile viewing habits as a component in the over-all parent-child and societal-child relationships."

Nevertheless he urged programers to offer "better programing that respects the intelligence of the child" and said that people should be "aware that we are a cultural influence." He praised his home network for that, claiming that "I would not be here today if CBS had not felt this way" and was willing to "put aside commercial interests to serve a minority audience."

Presenting the captain with a plaque is Giraud Chester, IRTS president. To Mr. Keeshan's right is Gene Jankowski, president of the CBS/Broadcast Group; to his left, James H. Rosenfield, president of the CBS Television Network.

the Emily Bronte novel; *Oresteia*, a three-part Greek tragedy; *The Camerons*, six hours based on the Crichton novel; *Nancy Astor*, nine hours on Lady Astor, an American who became the first female member of the British Parliament; *The Search for Man*, a six-part documentary

on man's origins, with Dr. Richard Leakey; and *All the World's a Stage*, an anthology of theater's history.

Beyond these, Milne said, the BBC is investigating the possibilities of doing a series on the life of the Borgias and a production of Dr. Jekyll and Mr. Hyde.

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Monitor

Teasers. Advertisements in BROADCASTING and elsewhere say simply: "Buy L.A.T.E.R."—lots of white space and logo of Columbia Pictures Television. Well, Metromedia did, and Columbia has gone ahead with planned 13-week schedule of new late-night strip, *Life and Times of Eddie Roberts*, created by husband-and-wife team of Ellis and Ann Marcus. (She's late of Norman Lear's organization and stint as co-creator of *Mary Hartman, Mary Hartman* and *All That Glitters* and more recently writing *Days of Our Lives* for Columbia.) Her association with *Hartman* was not lost on Columbia or Metromedia, either. Executives of both unabashedly refer to the critical success of Lear's show when discussing what they expect to come of L.A.T.E.R. Metromedia will begin running half-hour shows (11 p.m. NYT) in January on its stations in Los Angeles, Washington, Cincinnati, Minneapolis, Kansas City, Mo., and Houston. That's potential audience of 20% of nation—well on way to 50%-60%. Norman Horowitz, president of Columbia Distribution, says company will need to break even on venture. (Actual dollar figures are being held close to vests.) No other stations have signed on as yet, but it's understood Columbia will be asking top dollar for show.

□

The pitch. L.A.T.E.R. won't enter production until fall, but pilot has been shot and is being shown selectively. Briefly, show is about Roberts, college professor, with wife who leaves him because of his sexual problems. He has shapely student interested in improving her grades and equally shapely researcher who is after him to serve as guinea pig for new male contraceptive drug. "Metromedia was looking for something to duplicate the success of *Mary Hartman*," says Dick Woolen, group's vice president for programming. L.A.T.E.R. has "exactly that same potential." Show is thought to be first major effort to reopen late-night slot first entered by *Hartman* when it premiered in 1976. Ken Page, Columbia's executive vice president for sales, says he has no particular marketing strategy other than to "trade-off the success of *Mary Hartman*." Unlike that show, however, L.A.T.E.R. will be able to "bypass that stage of proving itself" to stations. Sales talks with other broadcasters were starting last week.

□

Megabucks. TAT Communications and Tandem Productions have allocated \$50 million for television production in 1979-80 season. Sum will cover firms' network shows as well as other projects such as *The Baxters* (syndicated program).

□

Magid on MBS. Mutual Broadcasting System has engaged Frank Magid research/consultant firm under exclusive pact to conduct benchmark research, recommend options for future. While Magid firm has done bulk of its work in news field, contract with Mutual covers all programming. Mutual officials say project is part of new management's over-all look at network. What it learns about audience's perception of radio network may be take-off point for change. It's anticipated first draft of Magid report will be ready by time of first Mutual affiliates convention in Washington, Oct. 5-7. Magid has done work in past for ABC Radio and AP Radio.

□

Old time radio returns. If all goes as producer Manheim (Manny) Fox plans, old radio series of Jack Benny, Burns & Allen and Bing Crosby will be back nationwide for September release. Under umbrella of *Masters of Radio*, and with wrap-around host Barry Farber of WMCA(AM) New York, Fox claims to have collected best 52 half hours of each series; likely to be added to package are Orson Welles and Abbott & Costello. It'll be barter. Fox says he's been test marketing at 17 stations with strong enough results that he doesn't expect problems getting national advertisers. One's for sure: his own "American Retrospective" line of records and tapes.

□

Persistence. Networks didn't go for it; Viacom almost did, but deal fell through. Now *Spartakiade*, summer games in Moscow prior to Olympics, is in distribution hands of Syndicast Services, which claims 67% of country and 27 of top-30 markets already locked up. Deal—by Lothar Bock of LBA Associates, who holds rights; Robert Wussler, whose Pyramid Enterprises is producing, and Syndicast—calls for 32 taped hours to be distributed by satellite. National advertisers so far are Anheuser-Busch (Budweiser), British Leyland and Bristol-Myers.

□

Half-hour 'Hour'. Beginning June 10, Robert Schuller's *Hour of Power* joins NBC Radio's Sunday morning schedule in slot formerly held by *Lutheran Hour*, 10:30-10:59 a.m.

□

Lucky? Operation Prime Time has announced its seventh production, *Condominium*, based on book by John D. MacDonald. Filming of four-hour, two-part production is slated to begin in August. November 1980 air date on OPT stations has been set. Robert A. Cinader, producer of three other OPT shows, will produce.

□

Mature programming. New satellite-linked cable television network will be devoted exclusively to material appealing to viewers over 50 years of age. It is being formed by Cinamerica Satellite Network Inc., New York, and is scheduled to begin operations on Jan. 1, 1980.

RTNDA gains access to court recordings

Petition is granted, releasing tape of confession of convicted killer of San Francisco officials

A successful court action by the Northern California chapter of the Radio Television News Directors Association last week allowed broadcasters access to taped confessions of Dan White, the former San Francisco city supervisor convicted of voluntary manslaughter in the shooting deaths of Mayor George Moscone and Supervisor Harvey Milk last Nov. 27.

RTNDA formed a committee to seek release of the tapes for broadcast after a pool reporter was denied access to them after they were admitted as evidence early in the trial.

According to Ed Heafey, attorney for RTNDA, the 48-page petition asking release of the tapes was based on three major points: (1) it is a common law right to inspect and copy court records; (2) it is a form of censorship to only allow access to those tapes by written transcript prepared by the court, and (3) it is the broadcast media that can best relay to the public taped exhibits.

In arguing his points, Heafey said a trial is a public event and the public therefore has a right to know what goes on in the courtroom. With the increased use of electronic equipment, he added, particularly by police departments, more and more cassette and video tapes are showing up in civil and criminal trials. To deny actual use of the tapes by broadcasters, he said, would be a form of censorship.

In his ruling, judge Walter F. Calcagno denied RTNDA actual copies of the tapes, but rather said one copy could be made for broadcast use. Calcagno expressed some fear that the court would be flooded with requests from people wanting copies of the tapes if total access was granted. The judge therefore rendered the legal issue on whether to release the tapes moot, and instead assisted broadcasters in securing copies for air use.

One copy was eventually made from the defense attorney's copy, and newsmen recorded off of that.

Heafey said he believed the case was important because it showed the rights broadcasters have if they are willing to assert them.

O'Brien's right again

ABC News's Tim O'Brien has proved to be correct again in a story reporting in advance a decision of the Supreme Court. The court last week, with Chief Justice Warren E. Burger writing the majority opinion, reversed a lower court's opinion holding that state prison inmates awaiting parole must be afforded certain due process protections. O'Brien reported last month that the chief justice was writing

that opinion (BROADCASTING, April 23). The court's decision in the Herbert v. Lando case, holding that public figures who are plaintiffs in libel cases may probe the thought processes of journalist defendants, confirmed O'Brien's first advance report of a court opinion.

Winning way with women

American Women in Radio and Television announced the recipients of its annual Certificates of Commendations, given to network programs for positive, constructive and sensitive portrayals of women. ABC, CBS, NBC and PBS were honored twice each. Mutual once. The awards will be presented to network representatives June 7 during the association's annual convention in Atlanta.

The winners:

ABC-TV □ *Who are the DeBolts ... and Where Did They Get 19 Kids.*

ABC-TV □ *Women, Work and Sexual Harrassment.*

CBS-TV □ *Lovey: A Circle of Children, part II.*

CBS-TV □ *Silent Victory: Kitty O'Neill Story.*

Mutual Broadcasting System □ *American Perspective: The Woman of the 70's.*

NBC Radio □ *The Woman's Program.*

NBC-TV □ *Battered.*

PBS □ *Consumer Survival Kit*

PBS □ *Turn About.*

Mideast matchmaker

Sandy Frank, the television program syndicator who already has the TV rights to Israeli Prime Minister Menachem Begin's books, "The Revolt" and "White

Qube, Texas-style. What Warner Cable Corp. and Houston Cable TV plan to do with the interactive Qube system remains to be seen. As majority stockholder in the company holding the franchise for the northwest quadrant of Houston and part of adjoining Harris county, Warner plans to begin operating there next year. "Qube will be tailored to the community," said Gustave M. Hauser, Warner Cable's chairman and chief executive officer. He wouldn't offer comparisons with the current Qube experiment in Columbus, Ohio. He said Qube itself is "a concept ... not a fixed set." And as for a possible next step after Houston, he "can't predict at this point."

What the expansion should show, Hauser said, is that "we've learned we can do it." That doesn't mean Columbus is in the black yet, but Hauser explained that "our profitability depends on how much research and development" money is invested. Furthermore, he questioned how many companies make it into the black after just 16 months of operation.

The last time that Warner would talk about subscribers, it was claiming 30,000 Qube hook-ups out of its 37,000 Columbus subscribers. Its system passes about 105,000 homes. What's been learned? At basics, Hauser said, "If you offer people more options, you cater to more audiences." He gave the Qube example not only of offering movie channels but a "drive-in movie" channel as well.

Nights," now has locked up the autobiography of Egyptian President Anwar Sadat.

At a press conference in Cairo, Frank announced that his firm had secured the rights to Sadat's "In Search of Identity." Sadat is said to be retaining right of approval on both the script and the actor playing his part.

According to a spokesman for Sandy Frank Film Syndication, both the Begin and Sadat TV projects probably would run on more than one night, perhaps three hours spread over two days. Although no deals have yet been made, Frank is hopeful for network play and no later than fall 1980, the spokesman said.

Working with Frank on the Begin project is EMI. A producing partner for the Sadat autobiography has not yet been signed.

Finch's cable 'Channel'

Edward E. Finch & Co., best known for its promotion of merchandise through such television shows as *Let's Make a Deal* this month is attempting to crack the cable programming market through *The English Channel*, a 13-week two-hour series provided free to cable operators and subscribers.

With most cable systems launching the series last week, Finch & Co. was claiming a line-up of 50 operators worth more than two million subscribers. Included are both New York's Teleprompter and Manhattan Cable systems. The two-hour blocks of programming come mostly from the British Granada Television and range in title from *Barenboim on Beethoven* to *British-American Pro-Celebrity Golf Tournaments*.

Law & Regulation

FINANCIAL INTERESTS

Who's worth what

An examination of the financial disclosure statements filed by FCC and FTC officials yields a somewhat vague accounting

FCC commissioners and members of the staff appear to be representative of a cross-section of America, in financial terms.

At least, that is the somewhat indistinct profile that emerges from a check of the financial disclosure reports that commissioners and staff members holding supergrades have filed in accordance with the Ethics in Government Act of 1978, which requires such disclosure by thousands of top-ranking government officials. The requirement is an annual one.

The profile is indistinct because the form, while designed to elicit data that would indicate whether the reporting in-

dividuals are complying with the act, including its ban on conflict of interest, is not designed to disclose an individual's net worth. What's more, the form requests information in ranges covering thousands of dollars.

For instance, Commissioner James H. Quello, vice president and manager of WJR-AM-FM Detroit when he joined the commission in April 1974, reported outside income, from stocks and bonds, of between \$20,446 and \$84,000 last year. He had not listed the value of the property because, he told BROADCASTING, he did not think it was required since he had reported all of his holdings in the income section. (However, the form requests the listing of property held for investment with a fair market value of more than \$1,000, and most of those who filed did list that information.) But Quello estimated the value at \$600,000.

Commissioner Abbott Washburn also reported substantial income from interest, dividends and capital gains last year—be-

tween \$30,000 and \$100,000. Like Quello, Washburn did not include the value of the stocks in his report. But unlike Quello, he declined to estimate their worth.

Commissioner Robert E. Lee's report provides another example of the problems one could encounter in attempting to use the form to assess an individual's resources. In a note accompanying the report, Lee says he does not believe a statement of his wife's separate interests is required—and they are not included. He said his wife, whom he married in 1974, sold a retail fabric business in the same year and that he had signed a prenuptial agreement waiving all rights to her assets.

Lee reported interest and dividend income of his own of between \$5,602 and \$13,500, and stocks and bonds of between \$90,000 and \$230,000.

Chairman Charles D. Ferris is among those who apparently await pay day with a certain amount of anticipation. His report shows dividend and interest income of between \$404 and \$4,000, and stocks and

real estate valued at between \$35,000 and \$110,000. He also reports three promissory notes, each between \$15,000 and \$50,000.

The only outside income Commissioner Joseph Fogarty said he received was between \$1,001 and \$2,500 in rent from a house in Middletown, R.I., which he values at between \$15,001 and \$50,000. He said his wife had interest and dividend income last year of between \$300 and \$3,000. However, he also reported a mortgage of between \$15,001 and \$50,000 on a building in Alexandria, Va.

Commissioner Tyrone Brown reported virtually no outside income. Other than \$3,000 he received as a liquidating distribution of the profit sharing plan of Caplin & Drysdale, the law firm he left to join the commission in November 1977, he had less than \$1,000 in interest from a savings account.

The seventh commissioner, Anne P. Jones, who joined the commission two months ago (BROADCASTING, April 9), had nothing to report beyond the financial data she submitted when she appeared before the Senate Commerce Committee for her confirmation hearing in February (BROADCASTING, Feb. 26). At that time, she owned stock in AT&T (\$5,500 common and \$195 preferred), Western Union (\$152 common) and Variable Fund (\$312) which she was obliged to dispose of to avoid a conflict of interest with her new duties. Her report refers to government securities and savings of between \$15,000 and \$50,000 each. Last year, Jones's income from interest on a savings account and from stock dividends was less than \$1,000 each.

Some members of the commission staff have more robust bank accounts than some commissioners. For instance, Lawrence Katz, a legal assistant to Fogarty, reported property in the form of stocks, bonds, bank statements and a residence owned for investment purposes, of between \$193,000 and \$526,000. His outside income, from dividends, interest and rent, ranged between \$5,620 and \$26,000. His liabilities were said to total between \$30,000 and \$100,000.

Several other staff members are in the same league:

■ Daniel R. Ohlbaum, a member of the review board, reported stocks, municipal bonds and treasury bills valued at between \$154,000 and \$495,000, and dividend and interest income of between \$5,223 and \$29,500.

■ Sebastian Lasher, Washburn's engineering assistant, reported interest, capital gains and dividend income of between \$7,820 and \$35,500 from property valued at between \$140,000 and \$390,000.

■ Stephen J. Lukasik, the new chief scientist, used a form that was later modified and that calls for some reporting in terms of a certain amount "or less." So the financial profile is even less distinct in his case. But his report indicates he earned as much as \$20,000 in rents, interests and dividends on property valued at as much as \$130,000.

■ And Daniel M. Armstrong, associate

general counsel, reported stocks and savings accounts of between \$56,000 and \$195,000, which produced income of between \$5,311 and \$18,000.

As for some other members of the staff who reported and are of interest to broadcasters, Philip Verveer, chief of the Broadcast Bureau, disclosed interest income of between \$101 and \$1,000; Robert Bruce, general counsel, dividends and interest of between \$101 and \$1,000 and a farm in Pennsylvania valued at between \$100,000 and \$250,000 (with a mortgage of between \$15,000 and \$50,000); Frank Lloyd, administrative assistant to the chairman, stocks and savings and loan accounts (with some of the savings in the names of his children), between \$30,000 and \$105,000; Nina Cornell, chief of the Office of Plans and Policy, savings accounts and other holdings, including her husband's retirement plan, totaling between \$70,000 and \$165,000, and Martin Levy, deputy chief of the Broadcast Bureau, bonds and saving accounts of between \$43,000 and \$145,000.

Another staff member who had only a modest amount to report—Richard Shiben, chief of the Renewal and Transfer Division—did not stop with noting that he had received rent last year of between \$2,501 and \$5,000 from a farm in Shepardstown, W.Va. He went on to state his resentment at having to make public disclosure of his finances—a resentment shared by some of his colleagues.

Filing on a nonconfidential basis, he said, "infringes my right of privacy." And while the statement is complete and accurate, he added, "I strongly object to its public disclosure. Indeed, if my resources permit, I intend to challenge the public disclosure requirements of the Ethics in Government Act."

■ Henry Geller, assistant secretary of Commerce for Communications and Information and head of the National Telecommunications and Information Administration, has also filed a financial disclosure report. It shows that he received interest income of between \$1,001 and \$2,500 last year, and that he owned shares in the Federal Employees Credit Union and in apartment property in Houston, whose total value was between \$30,000 and \$100,000.

■ Financial disclosure reports filed by top level Federal Trade Commission personnel reveal that the largest holdings left the commission with the resignation of Elizabeth Hanford Dole

Commissioners David Clanton and Paul Rand Dixon listed as assets small parcels of land, while Commissioner Robert Pitofsky listed shares of AT&T stock valued at somewhere between \$5,000-\$15,000. Dole listed assets totaling at least \$400,000, the bulk contained in a savings account and a qualified blind trust portfolio. Chairman Michael Pertschuk received a 20-day extension to file his report.

Neither Alfred Dougherty, director of the Bureau of Competition, nor Albert Kramer, director of the Bureau of Consumer Protection, listed any stocks as assets.

Agriculture Dept. to help cable ventures

It simplifies procedure for CATV and telcos to obtain REA loans for broadband services to rural localities

The Department of Agriculture has adopted a new procedure to simplify and speed up the establishment of rural cable television systems that are financed by the department. It said independent cable television systems and telephone companies can obtain loans simply by applying through the Rural Electrification Association, which provides power and telephone service to sparsely settled areas. Formerly, they were obliged to apply through both the Farmers Home Administration and REA.

The Department of Commerce estimates that one million rural homes do not have adequate television service and that four million receive only one or two channels.

The White House in February announced that the Commerce and Agriculture Departments would take the lead in implementing the administration's program of using telecommunications to overcome the "isolation" of rural areas. At the same time, the White House said Agriculture had developed a program to encourage telephone companies to provide television and associated broadband service to rural areas (BROADCASTING, Feb. 19).

Agriculture Secretary Robert Bergland last week said the new loan procedure would cut red tape and speed up the processing of loan applications.

REA Administrator Robert W. Feragen said the new authority would enable REA to finance the construction by telephone companies of broadband facilities to provide both voice and television services over the same coaxial cable and equipment.

He also said the authority enables REA to approve loans and loan guarantees for cable television systems which serve rural areas.

Still some left

FCC report lists number of V and U frequencies licensed, applied for and still vacant

A report released by the FCC last week, "Television Channel Utilization as of December 31, 1978," shows that although there are still plenty of open channels available for starting up new TV stations, the remaining allocations, to say the least, are not the best.

The new set of statistics reports the number of UHF and VHF (commercial and noncommercial) channels, allocated in each market. The numbers are broken down further to show the number of chan-

nels licensed, the number for which construction permits have been granted, the number for which applications have been filed and the number that remain vacant.

The report shows that all 267 commercial VHF channels in the top 100 markets are licensed. There are, however, 111 (out of 327 allocated) UHF channels still vacant. On the noncommercial side in the top 100, there are two VHF's and 76 UHF's vacant.

In markets 101-200, 90 UHF commercial channels are vacant. Of the 61 vacant VHF commercial allocations over-all, five are located in the second hundred markets and the remaining 56 are outside the first 200.

KDRG renewal denied

ALJ cites unauthorized transfer of station for five months

In an initial decision, an FCC administrative law judge has denied the renewal of KDRG(AM) Deer Lodge, Mont., on grounds that the station's licensee, Deer Lodge Broadcasting Inc., had transferred control of the station without FCC authorization.

In his order, Judge Daniel M. Head said the unauthorized transfer alone justified the action, but "when linked with the numerous violations, falsifications, fabrications and misrepresentations . . . the action clearly called for is to deny the renewal application."

The unauthorized transfer was the result of a lease agreement between Robert Fransen, sole owner of Deer Lodge Broadcasting, and John McPartlin, whom Fransen had hired as a local sales manager. Fransen explained to McPartlin, who wanted to buy the station, that the station could not be sold immediately because of the FCC's three-year rule, but that a three-year lease leading to eventual purchase was a way "to get around it." (Fransen assumed control of the station as a court-appointed receiver in early 1975 and was granted the license by the FCC in June 1976 as Deer Lodge Broadcasting.)

Under the agreement, which was signed Aug. 14, 1976, McPartlin believed he would have full use of the station's principal asset—its license—and assumed that the \$35,000 he paid Fransen on Sept. 1, 1976, as well as monthly payments of \$1,200 which he would begin to pay would be applied toward Fransen's purchase price of \$303,200 after three years.

The agreement began to crumble in October 1976 when Fransen accused McPartlin of defaulting on certain aspects of the agreement and asked that the agreement be terminated. In December, McPartlin countered with a law suit against Fransen, charging that Fransen had, among other misdeeds, breached their agreement. He won a restraining order barring Fransen from interfering with the operation of the station. On Feb. 1, Fransen, without any warning to McPartlin, who was still operating the sta-

tion, had the power company cut off all electricity to the station, causing it to go off the air.

Head concluded that Deer Lodge relinquished control of the station for five months—between Sept. 1, 1976, and the time the station went off. He said during this time McPartlin "paid the bills, hired the employees, set broadcast policy, handled tax matters, obtained insurance and otherwise assumed control of KDRG. . . It is hard to envision how control could have been transferred more completely than [Fransen] did to Mr. McPartlin, unless the station had been sold outright to him."

Head rejected Fransen's principal argument that the agreement with McPartlin did not include a lease of the license and that McPartlin was only a station manager—an employe of Deer Lodge. "It is not reasonable to conclude that Mr. McPartlin would pay \$35,000 to work for Deer Lodge," Head said.

Ironically, Head also ruled that Deer Lodge was responsible as the FCC licensee for a number of technical and logging violations which occurred during McPartlin's operation of the station as well as for violations that occurred before the McPartlin takeover.

Head dismissed charges that Fransen was unfit to be licensee because he failed to file quarterly tax returns and because he failed to report on his renewal application an embezzlement charge in California against him. Head said that the tax returns problem was insufficient cause and that at the time Fransen filled out his application he was under the impression that the embezzlement charge had been dropped.

Recall recollection

Howard Miller, a member of the Los Angeles school board who was facing a recall election last week, might have welcomed the support he received from KNXT(TV) Los Angeles—until the station followed the FCC's political editorializing rule. After broadcasting an editorial supporting Miller's efforts to retain his seat, the station offered time for reply to the six candidates who were seeking to replace him. And the commission said the station had acted properly.

Miller's campaign manager, Bill Zimmerman, had complained that the political editorial rule did not apply to the recall election. Zimmerman noted that the ballot contained a "yes" or "no" question as to Miller's recall and the names of seven candidates seeking the post if recall were voted.

The commission, in rejecting the complaint, said that in a previous case it had ruled that in recall elections in which the incumbent and those who would replace the office holder appeared on the ballot, all parties were legally qualified candidates under Section 315 and must be so considered under the political editorializing rule.

Cowan's paper chase

A UCLA law school professor has asked the FCC for the files of four present and former commissioners, records that bear on their off-the-record contacts with the White House, Congress and the networks.

The professor, Geoffrey Cowan, who said he is doing a study of contacts "outside the context of formal, on-the-record submissions," had originally asked for the files of all commissioners dealing with those matters dating back to the Roosevelt administration.

However, the commission informed Mr. Cowan that, at least until recently, it has been the practice of commissioners to take their personal papers with them. And the cost of searching the files of the present commissioners alone would cost \$2,000.

But the commission also told Mr. Cowan that "some" material from the files of former Commissioners Lee Loevinger and Robert Bartley and former Chairman Richard E. Wiley is available, while "some" papers of former Chairman E. William Henry are in the government archives.

Mr. Cowan has asked for the Wiley, Loevinger and Bartley papers, as well as those of Commissioner Robert E. Lee, whose service covers the last 25 years of the commission's history.

FDA squelches PSA

J. Walter Thompson has agreed to comply with a Food and Drug Administration request to recall a public service announcement distributed to more than 200 television stations.

The 60-second color spot, titled "Favorite Dish," which talks about microwave oven safety, was produced and distributed last year by PCS Film Productions, under contract to JWT. In the spot, the name "Tara Microwave Cookware" appears under the Food and Drug Administration's name and address, even though the FDA had no knowledge of the spot prior to its release.

FDA first learned of the PSA, which it claims gave the impression of dual sponsorship with Tara Products, as a result of an inquiry by Jane Cohen of the National Association of Broadcasters. In a letter to Al Rosland, president of PCS, FDA's associate commissioner for public affairs, Wayne Pines, said it is agency policy never to show or mention the name of a commercial firm or product in its PSA's, and FDA never would have authorized the spot as it was released.

"Professional courtesy and ethics and common sense should have led you to consult with us," Pines said.

He added that an FDA review of "Favorite Dish" found its technical content "false and misleading," and the film in general was "badly produced, reflecting poorly on the FDA as a credible communicator."

INTERNATIONAL

WARC scorecard

State Department announces 64-member U.S. delegation to September's conference

The U.S. delegation to the World Administrative Radio Conference to be held in Geneva for 10 weeks beginning Sept. 24 was announced by the State Department last week.

The 64-member delegation is heavily weighted with government representatives—many of them from the FCC. The 20 members from the "private sector" include a number representing citizen-group and minority constituencies.

Former FCC Commissioner Glen O. Robinson, will head the delegation to what is to be the first general WARC—one in which virtually all of the International Telecommunications Union's radio regulations will be subject to review and change—in 20 years. The delegation members follow:

Representative: Glen O. Robinson, Office of the Deputy Secretary of State, Department of State.

Alternate Representatives: Wilson P. Dizard, International Communications Policy, Bureau of Economic and Business Affairs, Department of State; Samuel E. Probst, Director, Spectrum Plans and Policies, National Telecommunications and Information Administration; Kaimann Schaefer, Foreign Affairs Adviser, FCC; Richard E. Shrum, International Communications Policy, Bureau of Economic and Business Affairs, Department of State; William R. Torak, International and Operations Division, Office of Science and Technology, FCC; Francis S. Urbany, Manager, International Communications, NTIA.

Senior Adviser: The Honorable William vanden Heuvel, United States Mission, Geneva.

Advisers: Dexter Anderson, Telecommunications Attache, United States Mission, Geneva; Lewis Bradley, Spectrum Management Division, NTIA; Charles Breig, Office of the Bureau Chief, Broadcast Bureau, FCC; Anna L. Case, Chief of the Frequency Division, Voice of America; William J. Cook, Assistant to the Assistant Secretary of Defense, Department of Defense; Anthony M. Corrado, Executive Secretary, Interdepartment Radio Advisory Committee, NTIA; Robert L. Cutts, Chief, International and Operations Division, Office of Science and Technology, FCC; Harry A. Feigleson, Director, Electromagnetic Spectrum Management, United States Navy; John Gilsenan, Policy and Rules Division, Private Radio Bureau, FCC; Wendell Harris, Policy and Rules Division, Common Carrier Bureau, FCC; Melvin L. Harrison, Office of International Communications Policy, Department of State; Earl J. Holliman, Chief, Frequency Management Staff, United States Coast Guard; Edward Jacobs, Chief, International Conference Staff, Office of Science and Technology, FCC; George Jacobs, Director, Research and Engineering, Board for International Broadcasting; Donald Jansky, Associate Administrator, NTIA; Raymond Johnson, Acting Chief, Spectrum Management Staff, Federal Aviation Administration; Jay Kenneth Katzen, Office of International Communications Policy, Department of State; Wayne Kay, Senior Policy Analyst, Office of Science and Technology Policy, White House; Harold Kimball, Chief, Communications and Frequency Management, National Aeronautics and Space Administration; Ronald Lepkowski, International and Satellite Branch, Common Carrier Bureau, FCC; Stephen J. Lukasik, Chief Scientist, FCC; William Luther, Chief, Engineering Division, Field Operations Bureau, FCC;

Robert May, Frequency Management Office, United States Air Force, Department of Defense; Robert Mayher, Deputy Chief, Spectrum Engineering and Analysis Division, NTIA; Robert P. Moore, Head, Microwave Radiometry, United States Navy, Department of Defense; Vernon I. McConnell, Frequency Manager, Department of Defense; Neal McNaughten, Assistant Chief, Broadcast Bureau, FCC; James E. Ogle, Director, Office of Radio Frequency Management, Department of Commerce; Lawrence Palmer, International Conference Staff, Office of Science and Technology, FCC; Richard Parlow, Acting Chief, Spectrum Engineering and Analysis Division, NTIA; Paul Phillips, Physical Scientist, Frequency Management, United States Army, Department of Defense; Richard M. Price, Astronomy Research Section, National Science Foundation; Thomas Tycz, International Conference Staff, Office of Science and Technology, FCC; Arlan van Doorn, Deputy Chief, Private Radio Bureau, FCC; Constantine Warvariv, Office of United Nations Educational, Scientific and Cultural Organization, Bureau of International Organization Affairs, Department of State; Francis Williams, Chief, Treaty Branch, Office of Science and Technology, FCC.

Private Sector Advisers: Perry G. Ackerman, Manager, Systems Engineering Laboratory, Hughes Aircraft Co.; Ann Aldrich, Professor of Law, Clevel-

and State University Law School, Cleveland; George Bartless, Vice President for Engineering, National Association of Broadcasters; Herbert Blaker, Manager, Communications/Regulatory Policy, Rockwell International; William Borman, Manager of Technical Programs, Motorola Inc.; Nolan Bowie, Executive Director, Citizens Communications Center; Charles Dorian, Director, Technical Planning, Comsat General Corp.; James A. Ebel, Chairman of the Satellite Transmission Committee, ABC, CBS & NBC Network Affiliates Association; E. Merle Glunt, Consultant, American Radio Relay League; Robert E. Greenquist, Assistant Vice President for Technical Policy and Standards, Western Union; David Honig, Assistant Professor, Howard University; Marion Hayes Hull, Associate Director, Booker T. Washington Foundation; Karyl A. Irion, Systems Analyst, Systematics General Corp.; Eugene Jackson, President, National Black Network; John J. Kelleher, Vice President, National Scientific Laboratories; Sharon Nelson, Legislative Counsel, Consumers Union; Edward Reinhart, Manager, CCIR and WARC Activities, Communications Satellites Corp.; Ronald Stowe, Assistant General Counsel, Satellite Business Systems; Hans Weiss, Director, Systems Studies, Communications Satellite Corp.; H. E. Weppler, Engineering Director, American Telephone and Telegraph Co.

InSync

Longer play. Videocassette recorder manufacturers are planning to introduce longer play machines. RCA was first to announce a six-hour VCR machine; others, including Quasar, have followed suit. RCA units are promised for distribution by late August. Also new for RCA is Dual Dimension Sound for color TV, which splits signal to resemble stereo. Magnavox and Zenith are among manufacturers adding larger amplifiers to TV sets to improve sound.



Split decision. E&O Systems, California corporation founded in March, is planning to distribute 16-picture TV mosaic display system developed by Barco Electronic of Belgium. System applies identical charged-couple devices technology and processes up to 16 nonsynchronous video signals, delivering one composite video signal for display on single monitor. E&O calls system especially good for cable operations; one designated channel would give viewer look at shows on all channels simultaneously. Also included is option for sound, moving automatically from

one channel to another, with display of channel that audio is coming from. In addition, system has broadcast applications, such as feeding remotes to master control unit. Company hopes to have system ready in next 12 months, with tentative price of \$50,000.

New dishes. Associated Press is planning to broadcast its radio network and some data services to 37 cities via Westar satellite. AP is asking FCC for permission to use 15-foot earth stations; system is similar to that already approved for use by National Public Radio, and AP expects commission approval with no problems. It hopes for satellite delivery before year's end. Antennas will be leased from California Microwave Inc., and AP has further signed contingency agreement to buy additional 400 earth stations from CMI with dish diameter of 10 feet or smaller. AP has FCC authorization for test of 10-foot earth stations, which will run for 6 months in 25 cities.

Both sides covered. Ampex Corp. is going to Moscow next summer. In addition to \$4 million worth of equipment it will be supplying NBC for Olympic coverage, Ampex has now signed contracts to supply USSR with videotape recorders and other equipment worth more than \$7 million. Package includes 12 AVR-3 and five VR-3000 quadruplex VTR's, 40 HS-100C slow motion disk recorders, two EDM-1 computerized editing systems and 15 BCC-14 portable cameras.

The Broadcasting Playlist™ Jun 4

Contemporary

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
1 1	<i>Hot Stuff</i> □ Donna Summer	Casablanca
2 2	<i>Reunited</i> □ Peaches & Herb	Polydor
12 3	<i>We Are Family</i> □ Sister Sledge	Cotillion
8 4	<i>Logical Song</i> □ Supertramp	A&M
4 5	<i>Shake Your Body</i> □ Jacksons	Epic
6 6	<i>Ain't No Stoppin'</i> □ McFadden & Whitehead	Phila. Int'l.
11 7	<i>Ring My Bell</i> □ Anita Ward	TK
7 8	<i>Goodnight Tonight</i> □ Wings	Columbia
3 9	<i>Heart Of Glass</i> □ Blondie	Chrysalis
5 10	<i>Love You Inside Out</i> □ Bee Gees	RSO
10 11	<i>Disco Nights</i> □ GQ	Arista
9 12	<i>In the Navy</i> □ Village People	Casablanca
22 13	<i>Bad Girls</i> □ Donna Summer	Casablanca
15 14	<i>Chuck E's In Love</i> □ Ricky Lee Jones	Warner Bros.
20 15	<i>Honesty</i> □ Billy Joel	Columbia
17 16	<i>You Take My Breath Away</i> □ Rex Smith	Columbia
19 17	<i>Love Takes Time</i> □ Orleans	Infinity
18 18	<i>Take Me Home</i> □ Cher	Casablanca
14 19	<i>Minute By Minute</i> □ Doobie Bros.	Warner Bros.
25 20	<i>Just When I Needed You Most</i> □ Vanwarmer	Warner Bros.
21 21	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
23 22	<i>Boogie Wonderland</i> □ Earth, Wind & Fire/Emotions	Col.
30 23	<i>Shine a Little Love</i> □ Electric Light Orchestra	Epic
29 24	<i>I Want You to Want Me</i> □ Cheap Trick	Epic
24 25	<i>Rock 'n' Roll Fantasy</i> □ Bad Company	Swan Song
28 26	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
31 27	<i>Ain't Love a Bitch</i> □ Rod Stewart	Warner Bros.
44 28	<i>Makin' It</i> □ David Naughton	RSO
36 29	<i>Gold</i> □ John Stewart	RSO
32 30	<i>Love Is the Answer</i> □ England Dan & John Coley	Big Tree
33 31	<i>Deeper Than the Night</i> □ Olivia Newton-John	MCA
38 32	<i>Dance the Night Away</i> □ Van Halen	Warner Bros.
- 33	<i>Days Goin' Down</i> □ Gerry Rafferty	United Artists
13 34	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
47 35	<i>Shake Down Cruise</i> □ Jay Ferguson	Allied
34 36	<i>He's the Greatest Dancer</i> □ Sister Sledge	Cotillion
41 37	<i>One Way Or Another</i> □ Blondie	Chrysalis
- 38	<i>Is She Really Going Out With Him</i> □ Joe Jackson	A&M
16 39	<i>Knock On Wood</i> □ Amlil Stewart	Ariola
26 40	<i>Renegade</i> □ Styx	A&M
45 41	<i>I Was Made For Lovin' You</i> □ Kiss	Casablanca
- 42	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
42 43	<i>Get Used To It</i> □ Roger Voudouris	Warner Bros.
49 44	<i>Does Your Mother Know</i> □ Abba	Atlantic
35 45	<i>Good Timing</i> □ Beach Boys	Caribou
48 46	<i>You Can't Change That</i> □ Raydio	Arista
- 47	<i>When You're In Love</i> □ Dr. Hook	Capitol
46 48	<i>Hot Number</i> □ Foxy	Dash
- 49	<i>I Can't Stand It No More</i> □ Peter Frampton	A&M
40 50	<i>Blow Away</i> □ George Harrison	Dark Horse

Playback

Elements and emotions. Two groups, Earth, Wind & Fire and the Emotions, have struck a winning combination with *Boogie Wonderland* (Columbia), a disco single that in only five weeks has risen without the help of an LP to number 22 on "Playlist." "It's the best record I've heard in two months," comments Jonathan Little, program director at WISM(AM) Madison, Wis. "They did so much layering in the studio—there must be at least 16 tracks—and the combination of the two groups is just brilliant." And Dale Andrews, program director at WFBR(AM) Baltimore, describes the single as "hook city: It's got a refreshing, summer sound with every ingredient for a top-five record." With the release early last week of the *Earth, Wind & Fire* LP including *Boogie Wonderland*, the single should, by the predictions of a number of program directors, get the added exposure it needs "to go top five." **Summer soul.** Among the many singles recently released, Elton John's *Mama Can't Buy You Love* (MCA), is eliciting the most enthusiastic praise from programers. "It's a total departure from his usual style," says Gary Jenson, program director at WVBF(FM) Framingham, Mass. "It's got a Motown sound almost like that of an old Supremes song." And Ron McKay, program director at WKIX(AM) Raleigh, N.C., says: "I've been a fan of Tom Bell, who produced the record, for a long time. It has a beat and a feel that makes you feel good when you hear it and should appeal to both black and white audiences. It'll be a great summertime record." With adds last week at WKTO(AM) Pittsburgh, WZGC(FM) Atlanta and WXLO(FM) New York, *Mama Can't Buy You Love* is only points away from debuting on "Playlist."

Country

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
4 1	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
2 2	<i>When I Dream</i> □ Crystal Gayle	United Artists
1 3	<i>Beautiful Body</i> □ Bellamy Bros.	Warner Bros.
3 4	<i>Sail Away</i> □ Oak Ridge Boys	ABC
6 5	<i>Red Bandana</i> □ Merle Haggard	MCA
5 6	<i>Nobody Likes Sad Songs</i> □ Ronnie Milsap	RCA
10 7	<i>Lay Down Beside Me</i> □ Don Williams	MCA
9 8	<i>Lying In Love With You</i> □ Brown & Cornelius	RCA
13 9	<i>September Song</i> □ Willie Nelson	Columbia
23 10	<i>Sweet Melinda</i> □ Randy Barlow	Republic
- 11	<i>I Just Want To Love You</i> □ Eddie Rabbit	Elektra
17 12	<i>How To Be a Country Star</i> □ Statler Brothers	Mercury
11 13	<i>Just Long Enough To Say Goodbye</i> □ Mickey Gilley	Epic
8 14	<i>Don't Take It Away</i> □ Conway Twitty	MCA
- 15	<i>Amanda</i> □ Waylon Jennings	RCA
24 16	<i>If I Give My Heart To You</i> □ Margo Smith	Warner Bros.
18 17	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
12 18	<i>Down On the Rio Grande</i> □ Johnny Rodriguez	Epic
- 19	<i>Just Like Real People</i> □ Kendalls	Ovation
14 20	<i>Back Side of Thirty</i> □ John Conlee	MCA
16 21	<i>Where Do I Put Her Memory</i> □ Charley Pride	RCA
- 22	<i>Me and My Broken Heart</i> □ Rex Allen Jr.	Warner Bros.
- 23	<i>Two Steps Forward</i> □ Susie Allanson	Warner Bros.
7 24	<i>Rockin' My Life Away</i> □ Jerry Lee Lewis	Elektra
20 25	<i>What a Lie</i> □ Sammie Smith	Cyclone

For the Record

As compiled by BROADCASTING based on filings, authorization, petitions and other actions announced by FCC during the period May 21 through May 25.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

TV applications

- Vallejo, Calif.—Bay Area Community Television Inc. seeks ch. 66; ERP: 1908 kw vis., 190.8 kw aur., HAAT: 1,596 ft.; ant. height above ground 242 ft. Address: 601 California St., San Francisco 94108. Estimated construction cost \$1,788,000; first-year operating cost \$300,000; revenue \$400,000. Legal counsel Mullen, Connor and Rhyne, Washington; consulting engineer Smith and Powstenko. Principals: Victor H. Sun (42%), John T. Sun (21%) (son), Wallace Lee (21%) and two others. Victor Sun is Hillsborough, Calif., real estate investor. John Sun is 11% owner of San Francisco international giftware and toy firm. Lee owns San Francisco restaurant. None have other broadcast interests. Ann. April 17.
- Vallejo, Calif.—Bay Area Telesystems seeks ch. 66; ERP: 1790 kw vis., 179 kw aur., HAAT: 1,609 ft.; ant. height above ground 259.8 ft. Address: c/o Perry Irvine, 2600 El Camino, Suite 309, Palo Alto, Calif. 94306. Estimated construction cost \$1,575,000; first-year operating cost \$526,000; revenue \$900,000. Legal counsel Fly, Shuebruk, Blume, Gaguine, Boros and Schulkind; consulting engineer Silliman, Moffet & Kowalski. Principals: Perry A. Irvine, George R. Fritzing, Anthony P. David, Leopoldo E. Guzman and Patrick A. Gerschel (20% each). Irvine and David are California attorneys. Fritzing is Los Angeles businessman with interests in real estate, TV programming and broadcasting. He owns 10% of ASI Communications, licensee of KFAC-AM-FM Los Angeles and McGovern-Guild Inc. radio rep firm. Guzman and Gerschel are New York investment bankers. Gerschel also has other New York business interests.
- Vallejo-Fairfield, Calif.—Golden State Television Inc. seeks ch. 66; ERP: 1141 kw vis., 224 kw aur., HAAT: 1592 ft.; ant. height above ground 234.7 ft. Address: 75 Robin Hood Dr., San Francisco 94127. Estimated construction cost \$1,338,617; first-year operating cost \$468,505; revenue \$500,000. Legal counsel Harry Becker, Washington; consulting engineer Raymond E. Rohrer. Principals: Leo H. Chen, Henlena Chen (wife), Nelson K Chen (son) and others. None has other broadcast interests. Ann. April 17.
- Ventura, Calif.—Asian International Broadcasting Corp. seeks ch. 16; ERP: 4570 kw vis., 457 kw aur., HAAT: 2010 ft.; ant. height above ground 97.4 ft. Address: 6601 Hollywood Blvd., Hollywood 90028. Estimated construction cost \$1,110,300; first-year operating cost \$580,000; revenue \$765,000. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Jules Cohen & Associates. Principals: Yoshinori Takamine (80%) and Church of Perfect Liberty (20%). Mr. Takamine is Los Angeles producer of Asian language television programming, food importer and director of Church of Perfect Liberty, nonprofit religious corp. Ann. April 17.
- Ventura, Calif.—California Broadcasting Corp. seeks ch. 16; ERP: 1000 kw vis., 200 kw aur., HAAT: 615 ft.; ant. height above ground 140.65 ft. Address: 223 E. Thousand Oaks Blvd., Suite 320, Thousand Oaks, Calif. Estimated construction cost \$1,166,384; first-year operating cost \$1,505,400; revenue \$1,540,240. Legal counsel Hogan and Hartson, Washington; consulting engineer Paul H. Lee. Principals: Harry L. Keiffer, who is Southern California real estate developer and financial consultant. Ann. April 17.
- Ventura, Calif.—Channel Islands Television Corp. seeks ch. 16; ERP: 1253 kw vis., 250 kw aur., HAAT: 1420 ft.; ant. height above ground 200 ft. Address: 10635 Riverside Dr., Toluca Lake, Calif. 91602. Estimated construction cost \$1,895,000; first-year operating cost \$631,500; revenue \$630,000. Legal counsel Dow, Lohnes & Albertson; consulting engineer Robert E. Bullock. Principals: Ralph H. Andrews (68.5%) and eight others. Ann. April 17.
- West Chicago, Ill.—Hispanic American Television-Chicago seeks ch. 60; ERP: 2090 kw vis., 316 kw aur., HAAT: 1469 ft.; ant. height above ground 1556 ft. Address: 5525A North Broadway, Chicago 60640. Estimated construction cost \$965,000; first-year operating cost \$855,000; revenue \$500,000. Legal counsel Fisher, Wayland, Southmayd and Cooper, Washington; consulting engineer A.D. Ring & Associates, Washington. Principals: Marcelino Miyares (10%) and 30 others, none of whom have more than 5%. Mr. Miyares owns Chicago advertising agency. None have other broadcast interests. Ann. April 30.
- Grand Rapids, Mich.—APW Enterprises Inc. seeks ch. 17; ERP: 1219 kw vis., 182.8 kw aur., HAAT: 1010

ft.; ant. height above ground 992 ft. Address: 135 South La Salle St., Suite 3500, Chicago 60603. Estimated construction cost \$1,749,051; first-year operating cost \$287,500; revenue \$100,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Williams Associates. Principals: Robert A. Podesta, Francis C. Woolard, John H. Altorfer and Robert S. MacClure (25% each). Mr. Podesta is Chicago investment banker. Mr. Woolard is securities dealer there. Mr. Altorfer has interest in real estate and bank in Peoria, Ill., and owns investment firm in Chicago. Mr. MacClure is chairman of oil refining company, based in Chicago. Group has also applied for new TV at Mount Clemens, Mich. (see below).

■ Mount Clemens, Mich.—APW Enterprises Inc. seeks ch. 38; ERP: 2140 kw vis., 214 kw aur., HAAT: 1073 ft.; ant. height above ground 1136 ft. Address: 208 S. La Salle St., Suite 220, Chicago 60604. Estimated construction cost \$2,116,350; first-year operating cost \$309,500; revenue not given. Legal counsel Pierson, Ball & Dowd; consulting engineer Steel, Andrus & Associates. Principals: APW has also applied for new TV at Grand Rapids, Mich. (see above). Ann. April 18.

■ Mount Clemens, Mich.—Macomb Broadcasting Co. seeks ch. 38; ERP: 2690 kw vis., 269 kw aur., HAAT: 450 ft.; ant. height above ground 485 ft. Address: 30215 Southfield Rd., Southfield, Mich. 48076. Estimated construction cost \$1,874,000; first-year operating cost \$645,000; revenue not given. Legal counsel Ginsburg, Feldman and Bress, Washington; consulting engineer Jules Cohen & Associates. Principals: Jerry L. Blocker (20%), president, and 10 others, none of whom has more than 10% interest nor other broadcast interests. Blocker is administrative assistant to president of Bell Broadcasting Co., licensee of WCHB(AM) Inkster and WJZZ(FM) Detroit, both Michigan. He also has public relations firms in Farmington Hills, Mich. Ann. April 18.

■ Mount Clemens, Mich.—Southeast Michigan Television Corp. seeks ch. 38; ERP: 2588 kw vis., 259 kw aur., HAAT: 613 ft.; ant. height above ground 643.4 ft. Address: 1411 Fourth Ave., Suite 1015, Seattle 98101. Estimated construction cost \$2,294,000; first-year operating cost \$550,000; revenue \$900,000. Legal counsel Fly, Shuebruk, Blume, Gaguine, Boros and Schulkind, Washington; consulting engineer Silliman, Moffet & Kowalski. Principals: Stanley B. McDonald (40%), M. Lamont Bean (20%), Ronald A. Murphy (20%) and Raymond E. Kusler (20%). McDonald is U.S. citizen living in Alberta, Can. He has many diverse business interests, most of which are headquartered in Seattle. Murphy is Seattle attorney. Kusler is Seattle financial consultant. Bean is Seattle banker. None has other broadcast interests. Ann. April 18.

■ Warren, Mich.—Trinity Broadcasting Corp. seeks ch. 38; ERP: 544 kw vis., 98 kw aur., HAAT: 1,462 ft.; ant. height above ground 1,498 ft. Address: 27007 Hoover Rd., Warren 48093. Estimated construction cost \$1,850,117; first-year operating cost \$582,000; revenue \$1,000,000. Legal counsel James A. Gammon, Washington. Principals: Joseph (90%) and Daniel Ninowski (10%) (brothers). They also own WBFG(FM) Detroit and insurance and leasing company and advertising agency, also in Detroit. Ann. April 18.

FM actions

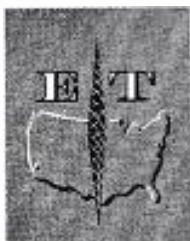
■ Kalkaska, Mich.—Broadcast Broadcast granted Kaltrim Broadcasting Co. 97.7 mhz, 3 kw, HAAT: 306 ft. P.O. address: 309 George Vth Ave., Crosswell, Mich. 48422. Estimated construction cost \$25,016; first-year operating cost \$10,000; revenue \$12,000. Format: C&W. Principals: Robert and George Benko (50% each). Benkos own WMIC-AM-FM Sandusky, Mich., and are also applying for AM in Kalkaska. George Benko owns WJEB(AM) Gladwin, Mich. (BP-20,329). Action May 16.

■ Malden, Mo.—FCC granted Tri-County Broadcasting Co. 92.7 mhz, 3 kw, HAAT: 182 ft. Address: Box 379, Malden 63863. Estimated construction costs \$28,633; first-year operating cost \$10,590; revenue \$18,000. Format: variety. Principals: Donald Ray Jones and

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family. They also own KTCB(AM) Malden. Action April 3.

TV action

■ *Minot, N.D.—Broadcast Bureau granted Prairie Public Television Inc. ch. 6; ERP: 100 kw vis., 20 kw aur., HAAT: 1,069 ft.; ant. height above ground 1,027 ft. Address: 4500 S. University Dr., Fargo, N.D. 58102. Estimated construction cost \$605,160; first-year operating cost \$45,050; revenue \$1,467,500. Legal counsel Marmet Professional Corp. Applicant is non-profit, educational corp. which also owns KFME(TV) Fargo and KGFE(TV) Grand Forks, both North Dakota. Neil Jacobsen is chairman. Action April 18.

Ownership Changes

Applications

■ KNEX-AM-FM McPherson, Kan. (AM: 1540 khz, 500 w-D; FM: 96.7 mhz, 3 kw)—Seeks transfer of control of McPherson Broadcasting Inc. from K.R. Krehbiel (deceased) to Kenneth R. Krehbiel Trust. Consideration: none. Dorothy B. Krehbiel is trustee and one beneficiary of Trust, which was implemented upon death of Kenneth Krehbiel last November. Rec. April 2.

■ WCNL-AM-FM Newport, N.H. (AM: 1010 khz, 250 w-D; FM: 101.7 mhz, 2.8 kw)—Seeks transfer of control of Green Apple Broadcasting Corp. from seven stockholders (51% before; none after) to Sugar River Broadcasting Inc. (49% before; 100% after). Consideration: \$200,000, subject to adjustments at closing. Principals: Sellers are H.W. Livingston, Gary L. Livingston, Georgianne Livingston, Mark Livingston, H.W. Livingston II, Gary Cusumano and Thomas Turley. They have also sold, subject to FCC approval, WKFD(AM) Wickford, R.I. Buyer is wholly owned by Philip M. Lowe, treasurer of movie theater management firm in Boston. He has no other broadcast interests. Ann. May 24.

■ WBBS(AM) Jacksonville, N.C. (1290 khz, 1 kw-D)—Seeks transfer of control of Sun Broadcasting Inc. from David A. Manko (100% before; none after) to Caleb Communications Inc. (none before; 100% after). Consideration: \$60,000 for stock, \$60,000 for consultancy agreement and assumption of \$302,539 in liabilities. Seller, who has applied for waiver of three-year rule, has no other broadcast interests. Buyer is owned by Raymond W. Frawley (90%) and Carl D. Chapman (10%). Frawley is Fayetteville, Tenn., attorney. Chapman is announcer at WBBS. Ann. May 24.

■ KWOE-AM-FM Clinton, Okla. (AM: 1320 khz; 1 kw-D; FM: 106.9 mhz, 100 kw)—Seeks assignment of license from Rodney Worthen, George Bridges and Bill Shoemate to Moller Broadcasting Co. for \$252,000 plus losses incurred since Nov. 1, 1978, not to exceed \$40,000. Sellers, who purchased station in 1977, have asked for waiver of three-year rule because of financial difficulties. They have no other broadcast interests. Buyer is owned by F. Van Dorn Moller, Napa, Calif., realtor and businessman with no other broadcast interests. Rec. May 16.

■ WWSF(AM) Loretto, Pa. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from St. Francis College of Loretto to Sherlock-Hart Broadcasting Inc. for \$95,000. Seller is college; Christian R. Oravec is president. It has no other broadcast interests. Buyer is owned by Edward J. Horak and Neil F. Rosenbloom. Horak is announcer and music director at WWSW(AM) Pittsburgh. Rosenbloom is chief engineer at WJPA-AM-FM Washington, Pa. Ann. May 24.

■ WAGG(AM) Franklin, Tenn. (950 khz, 1 kw-D)—Seeks assignment of license from Williamson County Broadcasting Inc. to London Broadcasting Inc. for \$90,350. Seller is owned by William R. Ormes (1.6%) and family. None has other broadcast interests. Buyer is owned by Luther A. Weese (30%) and Starling D. Crabtree (70%). Weese (Paul Allen) is director of public relations for Tennessee Department of Transportation. Crabtree is state social worker. Her husband, David, is Nashville financial consultant and president of London Broadcasting. None has other broadcast interests. Ann. May 22.

■ *WSWM(FM) Memphis (91.7 mhz, 165 w)—Seeks assignment of license from Southwestern at Memphis to Memphis State University for \$35,000 plus agreement by which Memphis State withdraws application for new FM that is mutually exclusive with Southwestern's application to increase the power of its other

Summary of broadcasting

FCC tabulations as of March 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,508	5	36	4,549	65	4,614
Commercial FM	3,032	2	75	3,109	159	3,268
Educational FM	949	0	44	993	72	1,065
Total Radio	8,489	7	155	8,651	296	8,947
Commercial TV						
UHF	215	0	3	218	54	272
VHF	514	1	1	516	8	524
Educational TV						
UHF	152	2	4	158	5	163
VHF	94	1	7	102	7	109
Total TV	975	4	15	994		
FM Translators	259	0	0	259	88	347
TV Translators						
UHF	1,161	0	0	1,161	266	1,427
VHF	2,423	0	0	2,423	199	2,622

*Special temporary authorization

**Includes off-air licenses

Memphis noncommercial station, WLYX(FM). Seller is private college; buyer is state university. Neither has other broadcast interests. Ann. May 22.

■ WUEZ(AM) Salem, Va. (1480 khz, 5 kw-D)—Seeks assignment of license from Blue Ribbon Broadcasting Inc. to Blunt Broadcasting Enterprise for \$245,000. Seller is owned by William C. Triplett and Lester L. Williams (50% each). Neither has other broadcast interests. Buyer is owned by Roger R. Blunt and his wife, DeRosette (70% held jointly) and John E. Upston (30%). Blunt owns construction, landscaping, paving and management services businesses in Washington. Upston is president of Caribbean Council, non-profit organization headquartered in Washington, created to generate economic aid for Caribbean countries. Rec. April 20.

Actions

■ KCKY(AM) Coolidge, Ariz. (1150 khz, 1 kw)—Broadcast Bureau granted transfer of control of Pinal County Broadcasting System to Grande Voz Inc. for \$262,000. Seller is principally owned by Craig E. Davids, who has no other broadcast interests. Buyer is owned by Jack Finlayson, president, and nine others, none of whom have other broadcast interests. Finlayson is manager of marketing for Broadcast Computer Services in Colorado Springs (BTC790402ED). Action May 17.

■ WBFN(AM) Quitman, Miss. (1500 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from A.C. Elliott Jr. to Clark County Broadcasting System for \$175,000. Mr. Elliott has no other broadcast interests. Buyer is owned by Lamar Williamson (98%) and his wife, Betty (2%). They also own WFHK(AM) Pell City, Ala. (BAPL790129EH). Action May 16.

■ KANA(AM)-KGLM-FM Anaconda, Mont. (AM: 580 khz, 1 kw-D; 97.7 mhz, 210 w)—Broadcast Bureau granted assignment of license from Radio Station KANA to Anaconda Broadcasting Inc. for \$300,000.

Seller is owned by Jack K. Boley and his wife, Jean, who have no other broadcast interests. Buyer is owned by Dale H. Fairlee, Rodger T. Bell, John O. Odegaard and Larry L. Wakefield (25% each). Fairlee is half owner of regional broadcasting network based in Billings, Mont. Bell has interest in fast food restaurants in Billings and Casper, Wyo. Odegaard is Billings, Mont., businessman, who owns drug store, hardware stores and pool hall. Wakefield is 13% owner of KATI(AM) Casper, Wyo. (BAL790329HC, BALH790329HD). Action May 14.

■ KVYL(AM) Holdenville, Okla. (1370 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Canadian River Broadcasting Co. to Victor W. Pryor Jr. for \$100,000. Seller is owned by Don Hopson, who has no other broadcast interests. Pryor is Holdenville attorney and banker with many diverse business interests (BAL790313HB). Action May 15.

■ KICE(FM) Bend, Ore. (100.7 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Paulina Broadcasting Corp. to Sequoia Communications Inc. for \$156,193 and assumption of liabilities. Seller is principally owned by Richard E. Gervais, who has no other broadcast interests. Buyer is owned equally by Richard J. Behrendt and his wife, Susan. They also own KYNG(AM) Coos Bay, Ore. (BALH790330HL). Action May 11.

■ WTOY(AM) Roanoke, Va. (910 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from T & H Broadcasting Inc. to Roanoke Valley Broadcasting Inc. for \$155,000 plus \$25,000 for agreement not to compete. Seller is owned by Barry L. Hausman, who also owns WWCN-AM-FM Brazil, Ind. Buyer is owned by Thomas Finnegan, Richard Strauss and Richard Via. Finnegan is principal in Richmond, Va., advertising agency. Strauss is Richmond real estate investor and Via is sales manager for WEZS(AM) Richmond (BAL790220FO). Action May 16.

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COMMUNICATIONS AND
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■ **WWON-AM-FM** Woonsocket, R.I. (AM: 1240 khz, 1 kw-D, 250w-N; FM: 106.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Woonsocket Broadcasting Co. from trustees to Susan and Nancy Hudson, and Drew and Merrett Palmer. Woonsocket is owned by The Evening Call Publishing Co. which is being reorganized to pass control to children of original owners. The company is owned by various trustees of Buell W. Hudson (Esther P. Hudson, Carl W. Christiansen, and Rhode Island Hospital National Bank) (50%) and trustees of Living Trust of Andrew Palmer (Andrew Palmer, his sons, Drew and Merrett, Carl W. Christiansen) (50%). Transfer is to Nancy and Susan Hudson (25% each), Drew (33-1/3%) and Merrett (16-2/3%) Palmer. In this way, each family retains 50% control (BTC781114EC, BTCH781114ED). Action May 15.

Facilities Changes

AM applications

- **KUXX(AM)** Palmdale, Calif.—Seeks CP to change hours of operation to unlimited by adding nighttime service with 500 w; install trans. and make changes in ant. system. Ann. May 21.
- **WRNG(AM)** North Atlanta, Ga.—Seeks CP to increase daytime power to 50 kw; install DA-2; install trans.; make changes in ant. system. Ann. May 21.
- **WKXA(AM)** Brunswick, Me.—Seeks CP to make changes in ant. system; increase height of tower to 500 ft. and decrease power to 606 w. Ann. May 24.
- **WFGL(AM)** Fitchburg, Mass.—Seeks CP to increase daytime power to 2.5 kw; install new trans. Ann. May 21.
- **WTCM(AM)** Traverse City, Mich.—Seeks CP to change freq. to 580 khz; increase powers to 2.5 kw, 500 w; install DA-2; change TL SW of Traverse City; make changes in ant. system. Ann. May 24.
- **KOFI(AM)** Kalispell, Mont.—Seeks CP to increase power to 50 kw; make changes in ant. sys. and install new trans. Ann. May 24.

■ **KAKC(AM)** Tulsa, Okla.—Seeks CP to increase powers to 2.5 kw; 1 kw; install new trans.; make changes in any system. Ann. May 24.

■ **WENA(AM)** Penuelas, P.R.—Seeks CP to increase power to 1 kw; install new trans. Ann. May 21.

■ **WADK(AM)** Newport, R.I.—Seeks CP to add nighttime power with 2.5 kw DA-N; increase daytime power to 2.5 kw; change hours of operation to unlimited and change type trans. Ann. May 21.

FM applications

■ **KKEG(FM)** Fayetteville, Ark.—Seeks CP to change TL to end of Dinsmore Trail, Fayetteville; increase ERP: 1.150 kw (H&V), HAAT: 455 ft. (H&V); make changes in ant. system (increase height); install new ant. Ann. May 21.

■ **KFIA(AM)** Carmichael, Calif.—Seeks CP to increase daytime power to 1 kw; install DA-2; install trans. Ann. May 21.

■ **KPOO(FM)** San Francisco—Seeks mod. of CP to make changes in ant. system; increase ERP: 0.270 kw; decrease HAAT: 542 ft. and change TPO. Ann. May 24.

■ **WIUM(FM)** Macomb, Ill.—Seeks CP to make changes in ant. system (increase height); increase HAAT: 672 ft.; change TL. Ann. May 21.

■ **WKFR-FM** Battle Creek, Mich.—Seeks CP to increase ERP to 50 kw (H&V). Ann. May 24.

■ **WJOX-FM** Jackson, Mich.—Seeks CP to change TL to Springport, Mich.; install new ant.; make changes in ant. system; increase ERP: 50 kw (H&V); HAAT: 500 ft. (H&V). Ann. May 24.

■ **KICS-FM** Hastings, Neb.—Seeks CP to increase HAAT: 260 ft. (H&V); install new ant.; make changes in antenna system (increase height). Ann. May 21.

■ **WHBI(FM)** Newark, N.J.—Seeks CP to make changes in ant. system; change TL to 350 Fifth Ave., New York; change type trans.; change type ant.; increase ERP: 1.58 kw (H) and 1.13 kw (V); increase HAAT: 1223 ft. (H&V) and change TPO. Ann. May 24.

■ **WMRF-FM** Lewistown, Pa.—Seeks CP to increase

ERP: 2.75 kw (H), HAAT: 172(H); install new trans.; make changes in ant. system (increase height). Ann. May 21.

■ **KCHU(FM)** Dallas—Seeks CP to make changes in antenna systems; change TL to Arlington, Tex.; change SL and RC to 4415 San Jacinto, Dallas; decrease HAAT: 593 ft. and change TPO. Ann. May 24.

■ **WMIL(FM)** Waukesha, Wis.—Seeks CP to change TL and SL to 12100 W. Howard, Greenfield, Wis.; make changes in ant. system; change type trans.; change type ant.; increase ERP: 20 kw (H&V); increase HAAT: 500 ft. (H&V) and change TPO. Ann. May 21.

AM action

■ **KWSL(AM)** Sioux City, Iowa—Granted CP to install new aux. ant. with 1 kw daytime (BP-21,126). Action April 26.

FM actions

■ ***WDLM-FM** East Moline, Ill.—Granted mod. of CP to make changes in ant. system; change TL to Belmont Road, Bettendorf, Iowa; change type trans. and ant.; ERP: 100 kw (H&V); ant. height: 500 ft. (H&V); conditions (BMPED781117AM). Action March 22.

■ **KRMD-FM** Shreveport, La.—Granted CP to install new aux. trans. at proposed AM trans. site: 1902 Park Ave., Shreveport; install new ant.; ERP: 8.7 kw (H&V); ant. height: 245 ft. (H&V); condition (BPH790112AG). Action May 2.

■ ***KPVU(FM)** Prairie View, Tex.—Granted mod. of CP to change TL and SL; change ERP: 9.8 kw (H&V), ant. height: 420 ft. (H&V); conditions (BMPED790109AG). Action May 2.

■ **WRVM(FM)** Suring, Wis.—Granted CP to make changes in ant. system; change type trans. and ant.; change ant. height: 550 ft. (H&V); change TPO (BPH790119AG). Action May 2.

In Contest

Procedural rulings

■ Washington (Sonderling Broadcasting Corp.) **Renewal proceeding:** (Doc. 79-115)—Chief ALJ Lenore G. Ehrig designated ALJ Thomas B. Fitzpatrick as presiding judge; scheduled prehearing conference for July 2 at 9 a.m. and hearing for Aug. 13 at 10 a.m. Action May 21.

■ Boston, Los Angeles and New York (RKO General Inc. and Multi-State Communications Inc.) **TV proceeding:** Office of Opinions and Review granted petition by RKO and amended its application to reflect termination of certain litigation in *Transit Company Tire Antitrust Litigation, City and County of San Francisco v. Goodyear Tire and Rubber Company, et al.*, U.S. District Court of the Western Division. Action May 15.

■ Vancouver, Wash. (Rose Broadcasting Co. et al.) **AM proceeding:** (78-209,211-12)—ALJ James F. Tierney scheduled hearing for Sept. 18 at 10 a.m. in Washington. Action May 22.

Allocations

Actions

■ Fort Walton Beach, Fla.—Broadcast Bureau has assigned UHF television ch. 35 there as its first TV assignment. Action was in response to petition by Joint Communications Co. Action May 15.

■ Beattyville, Ky.—Broadcast Bureau has assigned UHF television ch. 65 there in response to amended petition by Hour of Harvest Inc., whose original petition requested ch. 51, but when a question arose about assigning that channel to Beattyville, it said it was prepared to apply for ch. 65, if assigned. Action May 15.

■ Haskell, Tex.—Broadcast Bureau has proposed assigning 95.5 mhz there as its first FM assignment. Action was in response to petition by Kenneth Lane, who said he would apply promptly for channel, if assigned. Comments are due July 16, replies Aug. 16. Action May 15.

■ McAllen and Brownsville, both Texas—Broadcast Bureau has proposed exchanging UHF TV channels 23 and 48, assigned to Brownsville and McAllen, respectively. Action was in response to petition by Tesoro

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Broadcasting Co., permittee for ch. 48 at McAllen. Comments are due July 16, replies Aug. 6. Action May 16.

Fines

- **WXVI(AM)** Montgomery, Ala.—Notified of apparent liability for forfeiture of \$450 for repeated failure to make weekly inspection of transmitting system and required monitoring equipment for period Jan. 1, 1978, to June 25, 1978. Action April 10.
- **KUOA(AM)** Siloam Springs, Ark.—Notified of apparent liability for forfeiture of \$500 for repeated violation of rules in that transmitter operated with antenna input power greater than 105 percent of authorized power. Action March 13.
- **KLIP(AM)** Fowler, Calif.—Notified of apparent liability for forfeiture of \$750 for repeated violation of rules, in that remote plate voltage and plate current readings were not calibrated against corresponding instruments at transmitter site from approximately Sept. 1, 1976, to date of inspection. Action March 13.
- **KIIQ-AM-FM** Manitou Springs, Colo.—Notified of apparent liability for forfeiture of \$250 for repeated violation of rules, including failure to employ properly licensed operator. Action May 4.
- **WJAX(AM)** Jacksonville, Fla.—Notified of apparent liability for forfeiture of \$2,000 for repeated failure to log correct amount of time for commercial announcements on various dates. Action May 4.
- **KAIM-FM** Honolulu—Relieved of liability for forfeiture of \$1,000.
- **WLPO(AM)** La Salle, Ill.—Notified of apparent liability for forfeiture of \$500 for repeated failure to measure field intensity at monitor points described in station authorization at least once each seven days. Action May 18.
- **WSHY(AM)** Shelbyville, Ill.—Notified of apparent liability for forfeiture of \$200 for repeated failure to keep maintenance logs properly. Action March 13.
- **WGBF(AM)** Evansville, Ind.—Notified of apparent liability for forfeiture of \$500 for repeated violation of rules which state in part that person keeping log must make entries that accurately reflect operation of station. Action May 4.
- **WSVL(AM)** Shelbyville, Ind.—Notified of apparent liability for forfeiture of \$1,000 for repeated failure to observe terms of its station authorization on various dates. Action March 13.
- **WAKE(AM)-WLJE(FM)** Valparaiso, Ind.—Ordered to forfeit \$1,500 for repeated violation of rules, including failure to make logging entries of daily observations of tower lights on various dates. Action March 13.
- **KCFI(AM)** Cedar Falls, Iowa—Notified of apparent liability for forfeiture of \$500 for repeated violation of rules in that there was no evidence to indicate that partial or skeletal antenna proof had been done since Sept. 1976. Action April 19.
- **WCBL(FM)** Benton, Ky.—Notified of apparent liability for forfeiture of \$500 for repeated failure to maintain operating power between 90 and 105 percent of authorized power. Action April 3.
- **WREM(AM)** Jenkins, Ky.—Notified of apparent liability for forfeiture of \$300 for repeated failure to conduct equipment performance measurements. Action April 3.
- **WLKS(AM)** West Liberty, Ky.—Notified of apparent liability for forfeiture of \$250 for repeated failure to calibrate instruments of remote point against their corresponding instruments at trans. at least once a week, in each mode of operation. Action April 3.
- **WCVL(AM)** Crawfordsville, Ind.—Notified of apparent liability for forfeiture of \$250 for repeated failure to maintain antenna input power as close as practicable to authorized power and not less than 90 percent and not more than 105 percent of authorized power. Action April 30.
- **WBOS(FM)** Boston—Notified of apparent liability for forfeiture of \$200 for repeated failure to maintain maintenance log from Aug. 3, 1978, through October 30, 1978. Action April 10.
- **WFST-AM-FM** Caribou, Me.—Notified of apparent liability for forfeiture of \$1,000 for repeated violation of rules, including failure to make equipment performance measurements once each calendar year and not to exceed 14 month intervals. Action May 23.

■ **WAMM(AM)** Flint, Mich.—Notified of apparent liability for forfeiture of \$1,800 for repeated failure to make equipment performance measurements at least once each calendar year. Action April 10.

■ **WRBJ-FM** St. John's, Mich.—Notified of apparent liability for forfeiture of \$2,000 for repeated violation of rules, including failure to enter commercial announcements on program log. Action Feb. 2.

■ **KBXM(AM)** Kennett, Mo.—Notified of apparent liability for forfeiture of \$500 for failure to maintain the operating power within 105 percent of authorized power on various dates in February 1979. Action May 18.

■ **KPRM-AM-FM** Park Rapids, Minn.—Notified of apparent liability for forfeiture of \$1,600 for repeated violation of rules, including failure to make daily observation of tower lights on various days. Action March 13.

■ **WHUD-FM** Peekskill, N.Y.—Notified of apparent liability for forfeiture of \$2,000 for broadcast of announcements on behalf of IBM Credit Union, which constituted advertising for lottery. Action April 10.

■ **KRPT(AM)** Anadarko, Okla.—Notified of apparent liability for forfeiture of \$500 for repeated violation of terms of its station authorization. Action May 18.

■ **KEOR(AM)** Atoka, Okla.—Notified of apparent liability for forfeiture of \$300 for making equipment performance measurements more than 14 months apart. Action May 18.

■ **WCSV(AM)** Crossville, Tenn.—Denied request for reduction or cancellation of forfeiture of \$850 assessed for violation of rules.

■ **WMTN(AM)** Morristown, Tenn.—Notified of apparent liability for forfeiture of \$1,000 for repeated failure to operate with mode or power specified on station license. Action April 19.

■ **KORN(AM)** Mitchell, S.D.—Notified of apparent liability for forfeiture of \$500 for repeated failure to switch from low power nighttime operation to high power daytime operation at time specified by station's license on various dates. Action March 14.

■ **KPXE(AM)** Liberty, Tex.—Notified of apparent liability for forfeiture of \$500 for repeated failure to indicate or make an appropriate notation in operating log that power is being determined by indirect method. Action April 10.

■ **KTVX(AM)** Salt Lake City, Utah—Notified of apparent liability for forfeiture of \$350 for repeated violation of rules including failure to perform timely visual reflectometer power calibrations. Action March 20.

■ **WKAU-FM** Kaukauna, Wis.—Notified of apparent liability for forfeiture of \$1,000 for repeated failure to maintain operating power between 90 and 105 percent of authorized power. Action March 14.

■ **WKTY(AM)** Lacrosse, Wis.—Notified of apparent liability for forfeiture of \$3,000 for repeated violation of Rules. Action April 19.

■ **WMFM-AM-FM** Menomonie, Wis.—Ordered to forfeit \$300 for not making equipment performance measurements during calendar year 1977. Action March 13.

■ **WAAN(AM)** Waynesboro, Tenn.—Notified of apparent liability for forfeiture of \$500 for repeated failure to maintain antenna input power within 90 to 105 percent of authorized level as evidenced by operating log entries on various days. Action May 23.

■ **WNBI(AM)** Park Falls, Wis.—Notified of apparent liability for forfeiture of \$500 for repeated violation of rules, which requires that each remote reading ammeter be accurate within two percent of value read on its corresponding regular ammeter. Action March 20.

Cable

■ The following operators of CATV systems have filed service registrations:

- Clearview Cable Co., for Marshall and Mars Hill, all North Carolina (NC0176.8) new system.
- Harron Cable New Jersey, for Hamilton, N.J. (NJ0332) new system.
- New Bern Cable TV Inc., for Craven county, N.C. (NC0180) new system.
- Greenville Cable TV Inc., for Winterville, Pitt county and Axden, all North Carolina (NC0181-3) new systems.
- Kinston Cable TV Inc., for Kinston, N.C. (NC0184) new system.
- Beaufort Cable TV Inc., for Beaufort county, Washington and Washington Park, all North Carolina (NC9185-7) new systems.
- Houston Cable TV Inc., for Houston (TX0529) new system.
- UA-Columbia Cablevision of Texas Inc., for Shavano Park, Tex. (TX0528) new system.
- Storer Cable of Carolina Inc., for Mt. Pleasant, S.C. (SC0141) new system.
- Riverlands Cablevision Inc., for St. John the Baptist, La. (LA0151) new system.
- Ultracom of Montgomery County Inc., for Towamencin, Pa. (PA1748) new system.
- Ultracom of Pigeon Forge Inc., for Pigeon Ridge, Tenn. (TN0149) new system.
- Storer Cable Communications Inc., for Dawson and Donalsonville, both Georgia (GA0245.44) new systems.
- Texas Cablevision Inc., for Northwest Harris, Tex. (TX0530) new system.
- Humboldt Cable Co., for Humboldt, Tenn. (TN0129) new system.
- Micro-Cable Communications Corp., for Prospect Park, N.J. (NJ0333) new system.
- United Cablevision Corp., for Doraville, Ga. (GA0242) new system.
- Princeton Telecable, for Athens, W. Va. (WV0589) new system.
- Storer Cable of Carolina Inc., for Charleston AFB and Goose Creek, both South Carolina (SC0139-40) new system.
- United Cablevision Corp., for Chamblee and Dekalb, both Georgia (GA0241.3) new system.
- Alabama TV Cable Inc., for Fairfield, Homewood, Hueytown, Center Point, Midfield and Tarrant City, all Alabama (AL0001.5,6,8,9,13) add signals.
- Clark County Cablevision, for Sellersburg, Ind. (IN0084) add signal.
- Tip Top Cable TV Co., for Rollingstone, Minn. (MN0173) new system.

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■ Janney Cable TV Company, for Meadow Bridge, W.Va. (WV0588) new system.

■ Gays Cable TV Service, for Brutus, Ranco, Crane Branch, Size Rock and New Hope, all Kentucky (KY0371-5) new systems.

■ Salem Cable TV Co., for Salem, Ill. (IL0063) add signal.

■ Flora Cable TV Co., for Flora, Ill. (IL0025) add signal.

■ Warner Cable Corp., for Myrtle Point, Ore. (OR0133) add signal.

■ City TV Cable Service, for Lordsburg, N.M. (NM0062) add signal.

■ Communications Systems Inc., for Hoyt Lakes, N.M. (NM0131) add signal.

■ P J Cable Co., for Minford, Ohio (OH0589) new system.

■ Evangeline Cable Television Inc., for Ville Platte, La. (LA0143) new system.

■ Audubon Electronics Inc., for Gibbsboro, N.J. (NJ0334) new system.

■ Alabama TV Cable Inc., for Pleasant Grove, Ala. (AL0010) new system.

■ Kansas State Network Inc., for Tinker AFB, Okla. (OK0172) new system.

■ Micro-Cable Communications Corp., for Elmwood

Park and Lodi, both New Jersey (NJ0341-2) new systems.

■ Vision Cable Communications Inc., for Kannapolis, N.C. (NC0193) new system.

■ Mt. Ayr Cablevision, for Mt. Ayr and Leon, both Iowa (IA0086-7) new systems.

■ Big Sandy TV Cable, for Van Lear, Ky. (KY0011) new system.

■ Heritage Communications Inc., for Corning, Creston and Red Oak, all Iowa (IA0056,28,38) add signal.

■ Erie Communications Inc., for Northeast, Pa. (PA1749) new system.

■ Teleprompter Corp., for Sault St. Marie and Soo, both Michigan (MI0029,205) add signal.

■ Cablevision Systems Long Island Corp., for Floral Park, N.Y. (NY0774) new system.

■ Mount Union Antenna Co., for Shirleyburg, Pa. (PA1002) new system.

■ JRS Cable Television Inc., for Green Valley, Ariz. (AZ0100) new system.

■ Sammons Communications Inc., for Newport, Hamblen and Morristown, all Tennessee (TN0036,37,35) add signal.

■ Audubon Electronics Inc., for Pitman, N.J. (NJ0340) new system.

■ Vision Cable Communications Inc., for Rowan,

Concord, Cabarrus county and Kannapolis, all North Carolina (NC0194-73-4, 95) new system.

■ Satellite Cable TV Corp., for Little Rock AFB, Ark. (AR0116) add signal.

■ Cheshire Cable Corp., for Hinsdale and Winchester, both New Hampshire (NH0032,3) new system.

■ Tower Cable Inc., for Newark, Ohio (OH0224,654) add signal, new system.

■ Davis Cablevision, for Famers Valley, Rixford, Duke Center, Kenting and Otto, all Pennsylvania (PA1765-9) new system.

■ Zion Television Cable Company, for Walker, Zion, Mingoville, Hubbersburg, Snyderstown, Spring, Nittany Development, Jacksonville Road, and Jodon Acres, all Pennsylvania (PA1753-61) new system.

■ Donovan E. Queen, for Wood Valley Estates, Ohio (OH0657) new system.

■ Pennington Chrisley, for Leslie, Ky. (KY0377) new system.

■ UA-Columbia Cablevision of Texas Inc., for Hill Country Village and Kirby, both Texas (TX0532,3) new systems.

■ CPI of Louisville Inc., for Audubon Park, Kingsley, Strathmoor Gardens, Strathmoor Manor, Strathmoor, Wellington and Parkway, all Kentucky (KY0378-9,85,82,81,83,84) new systems.

■ Davis Cablevision, for Mt. Jewett, Hazelhurst and Hamlin, all Pennsylvania (PA1762-4) new system.

Addenda to the 1979 'Yearbook'

Following are additions and corrections to the BROADCASTING YEARBOOK 1979. They appear by page number in the same order as in the YEARBOOK.

Page A-9. Under FCC Executives & Staff Personnel delete the listing for Margita E. White under Commissioners and

Assistants and insert: Anne P. Jones, Mass. (632-7007). Room 808. Republican; assumed office April 2, 1979; term expires June 30, 1985. Harry Quillin, legal asst; Maurice P. Talbot, legal asst; Karen Deming, confidential asst; Ann Enoch, sec.

Page A-9. Under FCC Executives & Staff Personnel change personnel in the Office of Administrative Law Judges: Lenore G. Ehrig, chief admin law judge; Thomas B. Fitzpatrick, asst chief admin law judge.

Page A-9. Under FCC Executives & Staff Personnel delete Office of Chief Engineer and substitute a new listing:

Office of Science and Technology
Room 7002, 2025 M St. N.W., Washington

Stephen J. Lukasik, chief scientist (632-7060); (vacant), dep chief; Will McGibbon, assoc chief; Nona E. Heilmeier, admin off; Arkley Bridgforth, admin asst; Ramona M. Wallace, admin clerk; Audrey Spivack & Rebecca Dent, secs.

Page A-10. Under Group Ownership change the station ownership of The Liggett Broadcast Group to 1 AM, 4 FM. WHNN(FM) Bay City and WFMK(FM) East Lansing, both Michigan; WRRD(AM) and WL0L(FM) Minneapolis; and WBUF(FM) Buffalo, N.Y.

Page A-11. Under Group Ownership change the station ownership of Metroplex Communications to 1 AM, 3 FM. WHYI(FM) Fort Lauderdale and WWOK(AM) Miami, both Florida; KEZK(FM) St. Louis; and KOAX(FM) Dallas. (All 100% owned.)

Page B-9. Under the Binghamton, N.Y. market change WBJA-TV to WMGC-TV.

Page B-88. Under Fort Smith, Ark. insert a new listing for KLMN(TV): KLMN—ch 24, 2.510 kw vis, 251 kw aur, ant 1.040/499g, Nov. 12, 1978. Box 1867, 4624 Kelley Hwy, 72902. (501) 785-4334. TWX 910-723-7601. Licensee: MCM Bstg Co. Ownership: Melvin B. Caldwell, B.A. Conrad, John Cooper Jr., Gene George, Clark C. McClinton, David C. McClinton, George S. Perrin, William G. Underwood, Jim C. Walton and S. Robson Walton, 10% each. ■ CBS. Rep: H-R Television. Wash atty: Wilner & Scheiner. ■ Melvin B. Caldwell, pres & gen mgr; Lorelei Welch, gen sls mgr; Shirley Kennedy, prog dir; Joe Dempsey, prom dir; Bob May, prod mgr; Darrell Davis, news dir; Lloyd Frazier, dir of engrg; Ken Blevins, chief engr. ■ On 22 CATV's—52,157 subs.

Page B-95. Under Atlanta insert a new listing for WATL-TV: WATL-TV—ch 36, 2.300 kw vis, 310 kw aur, ant 1.170/1,174g, July 5, 1976. 1800 Peachtree Rd., 30309. (404) 355-0036. Licensee: Briarcliff Communications Group Inc. (acq 7-74). Ownership: D.R. Jones, 39%; Donald C. Kennedy, 22%; Bob M. Taylor, 16%; and others. ■ Wash atty: Wilner & Scheiner. ■ D.R. Jones, chmn; Donald C. Kennedy, pres, gen mgr & sls mgr; Terri Tingle, film buyer; Earl Maple, prod dir; Anna Mullin, prom mgr; Janet Boston, news dir; Andy Parsons, chief engr. ■ On 14 CATV's—88,000 subs. ■ Rates: \$100; 65; 40.

Page B-99. Under WREX-TV Rockford, Ill. change personnel to Jack McWeeny, gen mgr; Jack Mazzie, exec VP of opns; James Smith, natl sls dir; Warren Anderson, loc sls mgr.

Page B-106. Under Detroit change WWJ-TV to WOIV(TV).

Page B-107. Under Jackson, Mich. delete the listing for WWLO-TV. The station's call letters were deleted by the FCC on Sept. 22, 1978.

Page B-113. Under Hanover, N.H. change the ownership of WNE-TV to Paul E. Taft, 50.3%; Philip D. Taft, 12%; Jerry G. Bridges, 6%; and Paul E. Milling, 3%.

Page B-113. Under Newark, N.J. insert a new listing for WNJU-TV: WNJU-TV—(Linden)—ch 47, 380 kw max & 30 kw horiz vis, 6.6 kw aur, ant 1.182/1.465g, 1965, 1020 Broad St., Newark 07102. (201) 643-9100, Telex 13-8891. Licensee: WNJU-TV Bstg Corp. Ownership: See Columbia Pictures Industries Inc. ■ Sp full time. Wash atty: Fletcher, Heald & Hildreth. ■ Carlos Barba, VP & gen mgr; Dominick Cascio, bus mgr; Gene Sutorius, sls mgr; George Kraus, chief engr.

Page B-115. Under Syracuse, N.Y. change the licensee and ownership of WIXT(TV) as follows: Licensee: WIXT Television Inc. Ownership: Coca-Cola Bottling Co., 51%; Larry H. Israel, 34%; Stephen J. Kumble, 10%; Henry B. Silverman, 5%.

Page B-116. Under Charlotte, N.C. change the network affiliation of WSOC-TV to ABC.

Page B-122. Under WGAL-TV Lancaster, Pa. ownership should be listed as follows: See Steinman Sins, also Nwspr. Change the title of Harry J. Shaub Jr. to pres & gen mgr. Delete Harold E. Miller, who has retired.

Page B-122. Under Lebanon, Pa. add a cross reference: WGAL-TV—Licensed to Lancaster. See Lancaster.

Page B-125. Under Memphis delete the listing for WMTU-TV. The station's call letters were deleted by the FCC on July 31, 1978.

Page B-174. Under Superior, Wis. change WBJR-TV to KBJR-TV.

Page C-7. Under Troy, Ala. delete the listing for WRSM(AM). Under Alabama Radio add the heading "Sumiton" and list WRSM(AM) under Sumiton, Ala.

Page C-10. Under Phoenix change KHCS(AM) to KXEG(AM).

Page C-11. Under Phoenix delete "KUPO(AM)—See Tempe" and add a new cross reference: KKKQ(AM)—See Tempe.

Page C-12. Under Tucson, Ariz. change KOPO(AM) to KFLT(AM).

Page C-12. Under Window Rock, Ariz. insert a new listing for KHAC(AM): KHAC(AM)—1967; 1110 khz; 10 kw-D, 2.5 kw-CH. DA-D. Navajo Bible School (86515). (505) 371-5587. Navajo Bible School & Mission. Net: UPI. Format: Rel. ■ Laurence Harper, gen mgr; Al Ehrler, news dir; Paul Huebeck, chief engr. ■ Rates:

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Page C-18. Under **KFIA(AM)** Carmichael, Calif. delete "Not on air, target date unknown" and insert 1979 as the date the station first went on the air.

Page C-20. Under **KBIF(AM)** Fresno, Calif. change personnel in part to Linda Lopez, coml mgr; Webb Rodgers, mus. news & prog dir.

Page C-25. Under Pomona, Calif. change **KKAR(AM)** to **KLIT(AM)**.

Page C-26. Under Sacramento, Calif. insert new listings for **KXOA(AM)** and **KXOA-FM**: **KXOA(AM)**—Aug 1, 1945: 1470 khz; 5 kw-D, 1 kw-N, DA-2, 1017 Front St. (95808). (916) 446-4965. **KXOA Inc.** (acq 9-27-78). Rep: Torbet Radio Inc. Format: Rock & roll. ■ Willet Brown, pres; Michael J. Brown, VP; Phil Melrose, gen mgr; Art Schroeder, prog dir; Hank Schwartz, chief engr. **KXOA-FM**—Aug 1, 1945: 107.9 mhz; 27.5 kw. Ant 420 ft. Stereo. **KXOA Inc.** (acq 1-6-71). Format: Soft rock.

Page C-28. Under San Francisco change the address of **KSAN-FM** to 345 Sansome St. (94104).

Page C-29. Under **KNTA(AM)** San Jose, Calif. change rep to Lotus and personnel to Gene Hogan, gen mgr; Elvia Reyna, opns mgr; Wilfred Irizarry, Sp prog dir; Ron Thompson, chief engr.

Page C-36. Under Colorado Radio add the heading "Yuma" and the following station licensed to Yuma, Colo.: **KJCO(FM)**—100.9 mhz; 2.5 kw. Ant 340 ft. Cen-Ten Productions Inc.

Page C-41. Under **WQXM(FM)** Clearwater, Fla. change personnel in part to Ted Moore, coml mgr; Al Peterson, prog dir.

Page C-45. Under Miami delete the listing for **WFAB(AM)**. The station's license was cancelled and its call letters were deleted on Feb. 23, 1977.

Page C-46. Under Miami change **WIGL(FM)** to **WQBA-FM**.

Page C-48. Under Punta Gorda, Fla. change **WCCF-FM** to **WQLM-FM**.

Page C-49. Under South Miami, Fla. change **WFUN(AM)** to **WNWS(AM)**.

Page C-51. Under Atlanta change the prog dir of **WVEE(FM)** to Scott Andrews.

Page C-52. Under Augusta, Ga. change **WAUG(AM)** to **WHGI(AM)**.

Page C-55. Under **WDDO(AM)** Macon, Ga. change the president to Ben G. Porter Jr.

Page C-59. Under Honolulu change **KIKI-FM** to **KPIG(FM)**.

Page C-64. Under **WJJD(AM)** Chicago add: Bill Hart, prog dir.

Page C-64. Under **WJEZ(FM)** Chicago change prog dir to Ben Peyton.

Page C-64. Under Chicago change the personnel of **WMAQ(AM)** as follows: Robert Mounly, exec VP, AM radio, NBC; Burt Sherwood, VP & gen mgr; Bill Hennes, prog mgr; John Bibbs, sls mgr; Steve Krasula, prom mgr; Suzanne Benson, mus dir; Richard Rieman, news mgr; John Bailie, chief engr.

Page C-68. Under Morton, Ill. insert a new listing for **WTAZ(FM)**: **WTAZ(FM)**—Nov 28, 1976: 102.3 mhz; 3 kw. Ant 300 ft. Box 501 (61550). (309) 264-8457. Morton-Washington Bcstg Co. Net; NBC. Format: MOR. ■ Roy Demanes, pres; Rick Atterberry, news & farm dir, opns mgr; Wayne R. Miller, sls mgr; Jim Crowley, prod mgr. ■ Rates: \$8.65; 7.60; 7.60; 6.50.

Page C-83. Under Dodge City, Kan. insert a new listing: ***KINF(FM)**—91.9 mhz; 10 w, 14th and Bypass 50 (67801). Dodge City Community College.

Page C-84. Under Ottawa, Kan. change **KOFO-FM** to **KIKX(FM)** and change the station's on air date to March 1, 1982.

Page C-89. Under **WCAO(AM)** Baltimore change format to Adult contemp.

Page C-89. Under **WXYV(FM)** Baltimore add: Larry Hall, prog dir.

Page C-102. Under Boston change **WACQ(AM)** to **WHUE(AM)** and change licensee of **WHUE-AM-FM** to GCC Communications (group owner; acq 1-1-79).

Page C-103. Under Brookline, Mass. change the power and antenna height of **WBOS(FM)** to 50 kw. Ant 884 ft.

Page C-109. Under Detroit delete "WNIC(AM)—See Dear-

born" and add two new cross references: **WNIC(FM)**—See Dearborn. **WWKR(AM)**—See Dearborn.

Page C-111. Under Hillsdale, Mich. insert: **WCSSR-FM**—May 19, 1973: 92.1 mhz; 3 kw. Ant 240 ft. Stereo.

Page C-118. Under Minneapolis-St. Paul change the rates of **WCCO(AM)** to \$215; 150; 170; 80.

Page C-118. Under Minneapolis-St. Paul change the date on the air of **WRRD(AM)** to 1939 and change the station's frequency to 1330 khz.

Page C-119. Under "KRPC(FM) Owatonna, Minn. delete "Not on air, target date unknown" and insert 1978 as the date the station first went on the air.

Page C-129. Under **KJEZ(FM)** Poplar Bluff, Mo. delete "Not on air, target date unknown" and insert an on air date of Aug 20, 1977. Change the station's address to Drawer 428 (63901).

Page C-132. Under Billings, Mont. change **KMBS(FM)** to **KIDX(FM)**.

Page C-135. Under North Platte, Neb. change **KELM(FM)** to **KELN(FM)**.

Page C-143. Under **KLMX(AM)** Clayton, N.M. change the station's licensee to Johnson County Bcstg Inc.

Page C-157. Under Charlotte, N.C. insert: **WBT(AM)**—April 10, 1922: 1110 khz; 50 kw-U, DA-N. One Julian Price Place (28208). (704) 374-3751. Jefferson-Pilot Bcstg Co. (group owner; acq 9-45). Rep: Blair. Format: MOR, C&W. ■ Wally Jorgenson, pres; Cullie Tarleton, VP & gen mgr; Andy Bickel, asst VP, asst gen mgr & opns mgr; Larry Rouse, asst gen mgr & gen sls mgr; Scott White, news dir; Richard Merz, chief engr.

WBCY(FM)—Co-owned with **WBT(AM)**. Aug 15, 1962: 107.9 mhz; 97 kw. Ant 970 ft. Prog sep from AM. Stereo. Format: AOR. ■ John Lambis, prog dir. ■ **WBTV(TV)** affil.

Page C-182. Under **KLIQ(AM)** Portland, Ore. change the zip code to (97202).

Page C-191. Under Scottsdale, Pa. change the phone number of **WLSW(FM)** to (412) 628-2800.

Page C-207. Under **WMPS(AM)** Memphis change net to ABC/E, format to C&W, and personnel in part to Scott Fey, sls mgr; Johnny Randolph, prog dir; Wayne Weinberg, news dir.

Page C-207. Under **WHRR(FM)** Memphis change prog dir to Ron Olsen.

Page C-223. Under Wichita Falls, Tex. change the date of acquisition of **KWFT(AM)** to (acq 11-57).

Page C-228. Under Chester, Va. insert a new listing for **WGGM(AM)**: **WGGM(AM)**—September 1964: 1410 khz; 5 kw-D, 10600 Jefferson Davis Hwy, Richmond (23234). (804) 275-6161. Hoffman Communications (acq 10-76). Format: Religious. ■ Hubert Hoffman, pres; Paul "Scott" Bulifant, gen mgr; Mary Weatherhead, traf dir; Mike Melnyk, chief engr. ■ Rates: \$8; 6; 8; 6.

Page C-237. Under Seattle change the listing of **KMPS-FM** as follows: **KMPS-FM**—1961: 94.1 mhz; 98 kw. Ant 1,170 ft. Stereo. Dups AM 100%. ■ Rates same as AM.

Page C-237. Under **KOMO(AM)** Seattle add: Format: MOR.

Page C-237. Under **KXA(AM)** Seattle change the format and special programing as follows: Format: Class, talk. Spec progs: British 1 hr. Ger 1 hr. Greek 1 hr. jazz 6 hrs, Scandinavian 2 hrs.

Sp 2 hrs wkly.

Page C-237. Under **KYAC(AM)** Seattle change licensee to Carl Dek Inc. and delete format, special programing and personnel.

Page C-237. Under Seattle insert a new listing for **KYYX(FM)**: **KYYX(FM)**—1959: 96.5 mhz; 81 kw. Ant 1,220 ft. 1305 Third Ave., Suite 400 (98101). (206) 682-2828. O'Day Bcstg of Washington. Net: UPI. Rep: Christal. Format: Top 40. ■ Pat O'Day, exec dir; Bob Bingham, gen mgr; Scott Smith, gen sls mgr; Sparky Taft, natl sls coord; Tony Stone, prog dir; Ken Matler, news dir; and Don Winget, chief engr.

Page C-237. Under **KUDY(AM)** Spokane, Wash. add: Rep: Savalli/Gates. Delete Robert Little as prom mgr and Robert Motaz as chief engr.

Page C-237. Under Spokane, Wash. insert a new listing for **KICN(FM)**: **KICN(FM)**—Co-owned with **KUDY(AM)**. Oct 10, 1975: 98.9 mhz; 100 kw horiz, 32.5 kw vert. Ant 290 ft. Prog sep from AM. Format: Contemporary gospel music. ■ Ray O'Russa, prog dir. ■ Rates: \$15; 12; 10; —

Page C-240. Under Huntington, W.Va. change **WWHY(AM)** to **WKSD(AM)**.

Page C-246. Under Platteville, Wis. change the chief engineer at **WSWW(AM)** to Dan McKenzie and the rates to \$5.50; 5.50; 5.50; 5.50.

Page D-7. Under Independent Media Buying/Planning Services change the phone number of Air Time Inc. in New York to (212) 371-4750.

Page D-8. Under Representatives note the station and market divisions of Blair Television were unified into one Blair Television division on Feb. 6, 1979. Delete any references to the two former divisions. Insert new listings for the New York and Chicago offices of Blair Television and add a Seattle office: **Blair Television** (A division of John Blair & Co.), 717 Fifth Ave., New York 10022. (212) 752-0400. Jack W. Fritz, pres. John Blair & Co.; Harry B. Smart, chmn & chief exec off; Walter A. Schwartz, pres & chief operating off; Patrick J. Devlin, senior VP/sls opns; Arthur C. Stringer, senior VP/sls administration; James R. Kelly, senior VP/natl sls; Dan S. Harrison, VP/sls mgr-ABC blue team; James R. Bloom, VP/sls mgr-ABC green team; Donald J. Gorman, VP/sls mgr-ABC red team; William E. Breda, VP, sls mgr-CBS red team; Dave Herman, sls mgr-CBS green team; Briggs S. Palmer, VP & New York sls mgr/NBC; Steven T. Losee, VP/sls mgr-NBC blue team; Timothy M. McAuliff, sls mgr-NBC green team; William F. Murphy, VP/sls mgr-NBC red team; William A. Morris, senior VP/sls support & strategy; Joseph N.R. Poulin, dir of sls rsch; Susan Kusiel, rsch mgr/ABC; John J. Scott, rsch mgr/CBS; Frank Centola, rsch mgr/NBC; Josef B. Rosenberg, VP, communications; Lawrence J. Lynch, VP, prog dir.

(Same offices and phone numbers as Blair Radio above unless otherwise indicated).

Chicago 60611: Leon H.A. Serruys, VP, gen mgr; Charles R. Hitchins, VP & Chicago sls mgr/ABC; James McGillen, VP & Chicago sls mgr/CBS; James W. O'Neill, Chicago sls mgr/NBC. Seattle 98121: Suite 1008, 2033 Sixth Ave. (206) 622-7771. TWX 910-444-4023. Jeff Hufford, mgr.

Page D-32. Under the network listing of **CBS** change the phone number in New York to (212) 975-4321.

Page D-55. Under Producers, Distributors and Production Services change the telephone number of Churchill Productions Inc. to (602) 264-3331.

Page E-17. Under Satellite Time Brokers and Common Carriers change the address of **Robert Wald Co. Inc.** to 11661 San Vicente Blvd., Los Angeles 90049.

Page F-2. Under Brokers change the telephone number of **William A. Exline Inc.** to (415) 479-0717.

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Two Northern Calif Powerhouse 24 hour stations, one country, one rocker looking for country and rock DJs. Experienced in production also. At least third class phone. Also program director, full knowledge of country music and production. EOE. Resume with references to Box E-112.

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Chief Engineer for 5Kw AM station in Northwest Alaska, KOTZ, Kotzebue. Applicant's background should include sole responsibility for maintenance of similar-powered transmitter and studio facility. Remote location requires ability to solve problems innovatively and act independently. Salary \$22,000, or \$29,000 if applicant can be accredited for Alaska teacher's certificate. Submit full resume, including references before June 22, 1979 deadline to Paul Davis, Engineer, Alaska Public Broadcasting Commission, 400 Gambell St., Suite 302, Anchorage, AK 99501. KOTZ is an equal opportunity employer.

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San Diego/Los Angeles 50,000 watt AM Beautiful Music station needs newperson familiar with Beautiful Music format. International operation with good future and excellent living conditions in Southern California. Send tape, complete resume and salary requirements to: Rich Wood, Program Manager, XTRA Radio, 1250 Sixth Avenue, San Diego, CA 92101.

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HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced PD, for NW New Mexico 5KW, familiar with Modern Country format, able to hire and handle people and must be promotion and sales oriented. Good opportunity for hard worker—no others need apply. Contact J. B. Chapman 505—863-4444.

One of the nation's most aggressive country music groups needs program director and staff for expanded operation. Must be strong of personality, and good knowledge of country music. Send resume. Equal Opportunity employer. Box E-181.

Musicologist/Historian/Programmer: sought by major market radio station on West Coast. Must have accurate music survey information pertinent to 50's, 60's and 70's—emphasis on 50's. Extensive background information on groups and artists a must. Personal record collection helpful. Must be a "mover"! Salary negotiable. Send applications to Box E-198.

Traffic and Promotion Manager for 50KW University FM in Northeast Kentucky. Board experience and degree in mass communications required. Proven ability to write continuity and promotion for air and print. Salary based on qualifications. Letter of application, resume, tape and writing samples by June 15 to Larry Netherton, UPO Box 903, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action Employer.

I want ... two programmers who: 1. Take a bath everyday. 2. Can work telephone interviews. 3. Can write copy from notes. 4. Can help me decide on a format that works as well as country. Starting salary at \$150 per week. Call me now: 703—935-2587. 703—935-2967

San Diego Radio Stations: Company expansion dictates the need for a seasoned Promotion Director. You must be familiar with San Diego and contemporary radio promotions. Experienced pro's only. Salary open, resumes only to: General Manager, KPRI, FM-106, 5252 Balboa Avenue, Suite 302, San Diego, CA 92117. M/F equal opportunity employer.

Top Ten Texas Market Looking for experienced Program Director for an aggressive 100,000 watt FM with AM station. Must be experienced in all phases of programming, production & operations. Send resume. Excellent benefits ... EOE employer. Box E-188.

Liberal Arts College in suburban Boston seeks Media Specialist. Duties: supervise College Media Center. Must be familiar with AV equipment and have knowledge of TV hardware. Potential teaching assignment. BA degree required; MA degree preferred; First Class Radio License desired, but not essential. Deadline: July 15, 1979. Salary: \$9,500-\$11,000. Send letter and resume to: Dr. F. Kohak, Humanities Division, Curry College, Milton, MA 02186.

New 100,000 watt radio station is seeking applications for Production Director. Responsibilities: All in-studio and remote recordings, training of on-air personnel, assist Chief Engineer with routine maintenance on studio equipment, teach one class. Qualifications: B.A., M.A. preferred. Experience with all phases of audio production, especially remote recording techniques. 3rd class, 1st preferred. Salary: \$12,000+. One months vacation. Deadline: June 15. Send resume to: David M. Horning, General Manager, KHCC, 1300 North Plum, Hutchinson, KS 67501.

FM Announcer—Minimum two years air and production experience. Pop-Adult. Send resume/tape to Personnel Director, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Take note! Turned peanut whistle into bull horn. VP, General Manager with major chain, giant clear and small station successes. Exceptional twenty year record administration, sales, programming. Seek similar position in better family area. If you're big enough to offer benefits, small enough to care about profits, write not. Box E-134.

Sales orientated General Manager. Substantial experience and successful record in Management of AM/FM and CATV. Seven years present position as Vice President/General Manager. Will consider investment opportunity. Prefer Florida or Sunbelt, other areas considered. Outstanding business, personal, and financial references. Box E-187.

Religious broadcasters—Professional manager available with 8 years of experience in sales and an additional 6 in management. Heavy emphasis on commercial sales and profits. Successful major market track record with commercial religious format. I will make it happen for you. Box E-203.

Currently number two in Top 50 automated: desire move to Operations Manager. Background includes announcing, news, sales, continuity, traffic, production, and promotion. Advanced degree. Reply Box F-11.

Station Manager. 26 years in radio. Announcer-Salesman-Station Manager. Looking for a chance to grow with station owner who appreciates ability and professionalism. Box F-18.

Results not conversation. Sales Manager, larger markets. GM, smaller, intermediate markets. Moore, PO Box 5043, Shreveport, LA 71105.

Station Manager available for small or medium market. 20 years experience. Excellent record in sales, programming and management. Business degree. Prefer Southeast but will consider all areas. Box F-19.

SITUATIONS WANTED ANNOUNCERS

Highly Successful male/female team. He's No. 1 rated personality. She's the market's No. 1 broadcast journalist. Both employed/diversified. Prefer East/New England. Box E-190.

Reliable, hardworking D.J./announcer available for your AOR or MOR station. M.A. degree in speech, third phone, some experience. Willing to work long hours on any shift. Opportunity more important than remuneration. T/R on request Jim Copeland, 1100 W. Wells, Milwaukee, WI 53233. 414—271-8303 or 414—463-1900.

Wanted: Disc Jockey position with a station. New England preferred. Third class and commercial experience. Keith, 414—769-6966.

I'm not the best there is ... but pretty darn close to it. If you're an MOR operation looking for a top notch morning pro who's unsurpassed in production; if you're a medium to large market in the South to Southwest; if you're as concerned about excellence as I am, then write to Box E-168.

Bet on a vet! Recent Air Force veteran, five years AFRTS experience, seeks announcing, production, news position in Northeast. 26. Strong, articulate. 3rd endorsed, can do amazing things with typewriter and razor blade. Management material. Salary sufficient to support family of three in your area. Call Vic, 212—899-5341.

Talented, dependable communicator with commercial experience seeks air/sales work. Call B. Marras, 216—871-2656.

Experienced top 40 announcer wants challenging small or medium market position. Formerly KBOS, Tulare, KYNO Fresno, KXRX San Jose. Steve Wood, burn 408—294-2548.

3rd Phone—no prior air experience. Can do boardwork and tigh show. Will relocate. Kevin McAteer, 12 Whitford St., Warwick, RI 02886. 401—739-5625.

4 Years Experience, including PD, MD, News, Production, Automation. Seek on-air and/or programming position with Adult Contemporary or MOR station in New England. Room for advancement. Available immediately. Call Don, after 5 pm, 203—323-8945.

Experienced, sportsminded d.j.-personality wants to relocate. Prefers Midwest. Pleasant voice ... family man. Tape, resume and picture available. 1—517—732-9544.

SITUATIONS WANTED TECHNICAL

Chief Engineer 25 years AM FM DA desires permanent position South or West. Box F-7.

SITUATIONS WANTED NEWS

Experienced afternoon drive time newsman with superior newswriting skills looking to break into larger market. Background as News Director plus producer and host of morning talk show. Resume and Air Check available by calling Tim Hopkins. 414—241-5683.

Sports-minded stations take note. Experienced pro, looking for medium-major market or Division I position. All PBP and talk. References. Box E-169.

Creative, Hardworking metro New York drivetime anchor/reporter seeking advancement opportunity. B.S. Journalism, Award-winning. Gary 914—354-1983.

I can do it for you. Radio news is the way to go for this university BA Journalism grad. Six years experience. Public radio, cable TV news. Currently AM & FM jock/news combo. For tape and resume write Box E-199.

I Don't Mind getting up at two in the morning to cover a story, working long hours, or doing what it takes to be a top notch radio newsman. Four year pro presently employed as a news/public affairs director. Former sports director. Good PBP experience—high school/college, award winner. Looking for medium market where I can grow career wise. Box F-2.

Ten years' on-air performance makes the big difference! I seek a challenging news management position. Bob, 215—487-2374.

Aggressive Reporter gets involved with community. 1 1/2 years experience-news, 2 1/2 radio. Box F-8.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Small Markets. Air sound need a tune-up? Looking for a better music system? Will PD or consult. Country, AC, T40, MOR. Box E-126.

July 16th is my target for returning to the East Coast. Talk is the AM format for the 80's. Challenge your market with dynamic, creative, bright, people-involved Talk Radio. A professional, knowledgeable Program Director will make your station one of the top three within two years. Call 404—892-8710 for specific details.

TELEVISION

HELP WANTED MANAGEMENT

General Manager-Northeastern Educational television of Ohio, Inc. The General Manager is the principal administrative officer of Northeastern Educational Television of Ohio, Inc. and is responsible for the entire administration of WNEO-WEAO Channels 45-49 subject to the control of the Board of Directors. In this capacity, the General Manager recommends and implements policies of the Board of Directors, plans all business and budgetary matters pertaining to the stations, makes all full-time appointments to the staff, supervises the Stations' operations, and advises the Board of Directors on all legal requirements for the operation of the Stations. M.A. preferred, B.A. required. A minimum of five years experience in the telecommunications field with at least three years in a supervisory capacity. Starting salary: Open to negotiation. Starting date: August 1, 1979. Deadline for applications: June 22, 1979. Send resume to: Dr. Thomas T. Miles, Chairman of Search Committee, Kolbe Hall, University of Akron, Akron, OH 44325. NETO is an Affirmative Action/Equal Opportunity Employer.

Director of Membership—WETA-TV Washington, D.C. Responsible for supervising staff and all direct marketing and mail programs—on air, fulfillment, renewals and sweepstakes. Five years experience in direct marketing or equivalent work and specialized education i.e. MBA. Salary \$22,000—\$26,500. Send resumes to Mariea Webb, WETA-TV, PO Box 2626, Washington, D.C. 20013.

Station Manager for new Public Television station. Requires at least eight years broadcasting experience and most recent experience at second or third level management position. Excellent opportunity to develop station and staff the way you want it. Resume to: Larry Fowler, Garden City Community College, Garden City, KS 67846. An equal opportunity employer.

General Manager—Prominent middle-market community PTV in western Massachusetts is accepting applications for General Manager, WGBY, with extensive mobile unit and new production/administration facilities, seeks aggressive administrator with comprehensive broadcasting background in senior station management and a reputation for achievement to continue and expand excellence in local and national productions. Position available immediately. Contact, in confidence, Joan Steiger, WGBY, Box 920, Springfield, MA 01101. WGBY, a division of the WGBH Educational Foundation, is an equal opportunity employer.

General Manager New England major market U. Strong administrative and planning skills. A fully experienced businessperson as well as broadcaster whose hallmark is organization. Mandate to implement market analysis related programming and sales in a unique format. Small staff necessitates a "people person". EEO employer. Detailed resume and salary requirement to Box E-83.

HELP WANTED SALES

Professional Television Sales Person needed to take over established account list. Must be well versed in all facets of local and regional television sales. Contact or send resume to Eric Zitron, WXEX-TV, Richmond, VA 23219. Telephone 804—643-0166. This is an Equal Opportunity Employer.

National Sales Manager wanted for top 100 market TV station. Great Opportunity for an ambitious, aggressive individual. Equal Opportunity Employer. Send resume and salary requirements to: Box E-176.



HELP WANTED TECHNICAL

Remote Unit Engineers—maintenance and operation—familiar with RCA cameras and tape, Grass Valley Switcher, oktel disc. E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008. 215—543-7600.

Chief Engineer for Network VHF. Hands on chief looking for Future with Growing Group. Position could lead to Director of Engineering position. Must have Studio and Transmitter Experience and ability to teach and direct young and hard working staff. Harry Neuhardt, KFDA-TV, PO Box 1400, Amarillo, TX 79189. 806—383-2226.

Expanding Florida Television Station is seeking applications for TV operator trainees. No previous experience required, but you must have 1st class FCC license. Send resume' to WTVX-TV, PO Box 3434, Fort Pierce, FL 33450. EOE/MF.

Chief Engineer (Chief Instructional Media Operations Engineer) University graduation with a degree in Radio, Television, or Electrical Engineering or graduation from a recognized electronics institute and three years of experience in one or a combination of the following: multi-media systems engineering and operations or radio/television systems engineering and operations. Three years of administrative or supervisory experience. Salary: \$1225-\$1535 per month.
Television Technician (Closed Circuit Television Technician) High school graduation. Two years of training in electronic theory and two years of technical experience in closed circuit television work. Salary: \$965-\$1045 per month. Send resume to Fred Blakey, Personnel Office, Northern Illinois University, DeKalb, IL 60115; phone 815—753-0455. An equal opportunity/affirmative action employer.

TV Maintenance Engineer: Locally owned TV station in the Heart of the Ozark's, playground region of Missouri, desires a first class maintenance engineer to service broadcast quality equipment by RCA, Vital and others. Good pay and benefits plus a beautiful place to live. Send resume to: Walter Stansbury, Chief Engineer, Independent Broadcasting Co., PO Box 1716 S.S.S., Springfield, MO 65805, Telephone Number 417—862-7474.

Video Tape Operator—Applicants with 1st or 2nd FCC preferred but will consider others with tech school training. Experience not required—will train. Modern facility, benefits. Send resume to: Al Smith, KPLC-TV, PO Box 1488, Lake Charles, LA 70601. EOE.

Broadcast Operators—WPTY-TV Memphis. Experience in all broadcast operations necessary. 1st phone required. Send resume to Chief Engineer, WPTY-TV, PO Box 4329, Memphis, TN 38104. M/F EOE.

Air Switcher, 4:00 pm to Sin off. First Phone, experience and dependability necessary. 3/4", 16mm, 35mm operation. Small operation. Write with full details WSVI-TV, Box 8 ABC, Christiansted, St. Croix, US Virgin Islands, 00820.

Maintenance technician: First phone, tech school, 3-4 years experience on studio and transmitter equipment. Will work with experienced maintenance supervisor. Contact John Wilson, KEYT, 730 Miramonte Drive, Santa Barbara, CA 93109. KEYT is an equal opportunity employer.

Engineers: Major market, group-owned independent is looking for qualified engineers. Requirements: 1st class FCC license and 2 years technical school or equivalent television experience. Send resume only to: Ron Lask, WXIX-TV, Metromedia, 10490 Taconic Terrace, Cincinnati, OH 45215. Equal Opportunity Employer.

Assistant Director of Engineering to direct day-to-day technical functions of the complete television on-air broadcast operation. Knowledgeable of state-of-the-art in solid-state devices, integrated circuits and digital technology. Minimum of 5 years supervisory experience. First Class Radio Telephone License. An equal opportunity employer. Send resume to Ralph Thompson, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207.

Major Market Midwestern Network Affiliate seeking good number two person who will take some of the engineering management and maintenance load. Must be familiar with the latest broadcast equipment. Prefer someone with prior supervisory experience. An AA/EOE. Send resume with salary requirements to Box F-14.

HELP WANTED NEWS

WKRG-TV, Mobile, is looking for a chief photographer. We'll hire the person best able to lead a staff of eager but inexperienced young photographers. Will also handle equipment and organizational chores. All eng. tape, resume and salary requirements to Bob Horner, News Director, WKRG-TV 162 St. Louis Street, Mobile, AL 36601.

WKRG-TV, Mobile, is looking for a general assignment field reporter. Bachelor's degree, one year's experience preferred. Send tape resume, and salary requirements. 162 St. Louis St., Mobile AL 36601.

Versatile reporter needed, guy or gal. Must be experienced field reporter, but also able to be a substitute anchor. Experience with film and ENG necessary, especially editing. Ability to handle Live remote report helpful. Medium market, Upper Midwest. EOE. Send letter and resume to Box E-157.

News Producer—News Writer: Large Southwest market looking for a television News Producer with a strong writing background. Top rated ... group owned ... great place to live. Send resume to: Box E-159.

Television Meteorologist ... Starting position Week-end weather in news program and three days a week as either a news photographer ... still photographer ... writer ... whatever your talents can deliver. Good market ... Southwest area ... send resume to: Box E-160.

Producer/Director: Pacific NW CBS affiliate seeking PD with minimum two years commercial station experience in direction of local nightly newscast essential. Commercial production experience desirable. Qualified applicants should call: Adel Munger at 206—734-4101. We are an Equal Opportunity Employer M/F

A group-owned midwestern NBC affiliate is looking for a sports director also capable of handling weather. Experience necessary, rural background and strong air presence helpful. Journalism degree preferred. EOE. M/F Send resume to Box E-166.

Sports Director—Call Play-BY-Play, anchor sportscast. Salary commensurate with abilities. Speed tape, resume to: News Director, WBAY TV, 115 S. Jefferson St., Green Bay, WI 54301. No phone inquiries.

Assignment editor/bureau chief to run news office in capital city of West Virginia. Must have strong film and journalism background. Send resume and videotape cassette to News Director, WOWK-TV, 625 4th Avenue, Huntington, WV 25701.

Anchor/Reporter. Seek experienced anchor with field reporting background. Applicant will co-anchor early and late newscasts and be available for field reporting. Solid knowledge of ENG shooting-editing-packaging necessary. Experience also in half-hour public affairs interviewing preferred. Send resume and VTR cassette: News Director, KECI-TV, Box 5268, Missoula, MT.

Producer/Reporter: Prime duties to write, edit and produce early and late newscasts. Must also be capable of field reporting. Applicant needs solid knowledge of ENG editing as part of producer function. Send resume and tape: News Director, KECI-TV, Box 5268, Missoula, MT.

Weatherperson—Station in top 50 market needs someone to present weather with a flair. Equal Opportunity Employer. Send resume to Box F-20.

Cinematographer/Editor—Looking for someone who is familiar with 16mm film cameras both sound and silent. Send resume and samples of work: News Director, WOWK-TV, 625 Fourth Ave., Huntington, WV 25701. Equal Opportunity Employer.

Wanted: Experienced TV News Reporter/11 PM. Anchor. Must have broadcast writing and ENG experience, B.A. in journalism and 2-3 yrs. experience in TV news. Send resume and VTR to: Tom Allen, news director WCBD-TV, PO Box 879, Charleston, SC 29401.

TV anchor/reporter/producer wanted for expanding news operation in medium-sized market. Must have B.A. in Journalism, 5 years current commercial television news experience, complete knowledge and understanding of state of the art of news gathering and news production, plus anchor ability. Salary commensurate with experience, E.O.E. Send complete resume by June 16, 1979 to Box F-16.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion Manager for middle 50's Television Market with knowledge of all types of media promotion. Seeking aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Send complete resume, with references to: Box E-214.

Creative Art Director for top 10 market. Must be fully experienced in running TV art department, on-air print, design and production, also some set design. EOE. Box E-125.

Production Photographer/Editor for KUSD-TV and the South Dakota Public Television Network. Applicants must have a college degree or four years of experience and training. Preference will be given to those applicants who possess total ENG photography, editing, lighting and audio skills. Salary range \$8,772-\$10,802. Application deadline, June 22, 1979. Apply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Director—immediate opening for candidate who can switch a and direct. Minimum two years experience in directing news and commercial production. Must be creative. Progressive top 100 market located in the Upper Southeast. An Equal Opportunity Employer. Send resume and salary requirements to Box E-204.

TV Producer/Asst or Assoc Prof. Produce educational TV programs for broadcast. Teach TV production half time. Master's degree required, Ph.D. preferred. Experience in TV production required. Teaching experience desirable. Begins July or August. Send resume and videotape or film by June 13 to Harold Kinzer, Department of Communication, Utah State University, Logan, UT 84322. Affirmative Action Equal Opportunity Employer.

Graphic Artist: Experience necessary in television graphics, print media slide & print photography, plus production support M/F EOE. Self-starters should send resume and work examples to Box E-205.

Art Director for PTV Station. Responsible for TV graphics, set design, advertising and other print materials. Salary range \$11,000-\$11,850 depending upon qualifications. Equal Opportunity, Affirmative Action Employer. Send letter of application, resume, official college transcripts, three letters of recommendation and a sample of art work on color slides or 3/4" video tape to: Dr. Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Application deadline: July 2, 1979.

Executive Producer: Seeking an energetic, take charge individual to supervise, administrate and initiate local program and production efforts. Will be responsible for Station's overall look and must be detail oriented. Good production knowledge and administration skills essential. Should have prior knowledge of TV production management. A background in producing and directing TV programs is a must. Send resume to: Dave Uhrich, Program Manager, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. Equal Opportunity Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Television 22 years; Radio 12 years; Broadcasting 34 years, including Management 18 years. Now 49. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! In small, medium and large markets, achieved revitalization/rapid turnarounds; produced spectacular sales and profits, plus prestige. Accustomed to full responsibility; overcoming overwhelming obstacles. At accelerated pace, produces outstanding ratings, sales, profits and prestige! Now arranging weekend-interviews. Box F-4.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field engineering service, 29 years experience... installation—maintenance—system design—available by the day-week or duration of project. Bruce Singleton 813—868-2989.

New York City CMX Editor for freelance or fulltime. Network credits and reels. Box E-145.

Conscientious First phone broadcast production Engineer, striving perfectionist. Box 2181, Warminster, PA 18974.

SITUATIONS WANTED NEWS

Demanding quality? Hard working assistant radio news director is hunting a start in TV. BA Communications. Let's get together! Robert Headland, 412—775-8862, 384 Sixth Street, Beaver, PA 15009.

Female Anchor/Reporter, 4 1/2 yrs. experience; co-anchor 5:00 show, top 35 market; desires better anchor spot; Box E-68.

Recent college graduate with talent and experience seeks opportunity in news/sports production work. Call B. Marras, 216—871-2656.

Somewhere in the second 100 a GM knows news can mean dominance. He knows news can be professional and profitable. He needs a ND who WILL make it happen. He is a telephone call away. 417—463-2153 or messages during CDT business hours at 417—463-2573.

Sharp reporter-producer with first year under belt, looking to strengthen medium market news department, available immediately. Call Sal at 1—304—425-0041 or 1—215—755-0775.

Attractive, articulate female with radio experience seeks entry level television or advancement in radio. Will relocate. Virginia Perez 216—932-9280.

Woman Journalist/interviewer/anchor/producer seeks anchor/host position in early morning, noon or PM Magazine programs. MSJ; several years medium market experience; national awards. Call 402—895-0939.

S.F. Bay Area radio reporter waiting for right opportunity to try television. 6 years experience, including correspondent duties for The Los Angeles Times and KNX News Radio, Los Angeles. Box E-164.

Sports Reporter-photographer, 5 yrs. experience and college. Creative reports using film, ENG and some live. Box F-1.

Exciting Newscaster. Highly rated, good research identification and demographics. Currently in top 25 market, want larger market. Proven track record. Box 22394, Kansas City, MO 64113.

Sharp female/reporter/interviewer/real estate salesperson wants News, Weather, Public Affairs job in Small/Medium Market. Box 126, Millbrae, CA 94030; 415—692-2059.

Talented female anchor-reporter currently on-the-air, single, 32, Peggy Bone, 41 Dumont Ct., Millbrae, CA 94030. 415—431-9933.

Managing Editor Top Rated, award winning news department in highly competitive top 50 market seeks news director. Aggressive leadership has won ratings and awards. Put that to work for you. Airchecks, references and resume on request. Box F-5.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Need someone to get your station's Promotional Program going? Creative and effective Writer-On air Personality too! Box E-185.

Producer/Director/Production Manager. Documentary, news, public affairs, commercials, talk. Six years live studio, location experience. Camera (eng/film), audio, editing expertise too. Seeking position with TV station or production house. Single, will relocate. 516—751-6038. Box 875, Setauket, L.I. NY 11733.

Four years director/producer, operations training, B.A. degree. Seeking position in operations and programming. Box F-9.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Engineer/Manager: Audio/video recording company seeks engineer to fill management position. Requirements: EE degree, 5 years experience in production and supervision. Send resume w/references and salary history to: PO Box 1545, Burbank, CA 91507.

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character who really wants to improve his income level. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage work. Northwest location. Chapman Company, Inc. 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Donrey Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702—385-4241, ext. 330. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Broadcast Information Officer—James Madison University is seeking a Broadcast Information Officer to handle its TV/radio public information program. Duties include issuing frequent video and audio taped reports on the University to news media points and the production of three half-hour TV programs per month. Bachelor's degree and two years' experience in news media or public relations required. On-the-air and production experience in television preferred. James Madison University is a regional university with enrollment of 8,100 in the Shenandoah Valley of Virginia. Salary: \$11,000-\$12,000. Submit resume to: Office of Personnel, James Madison University, Harrisonburg, VA 22807. Applications will close June 15, 1979. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

TV Producer/Asst or Assoc Prof. Produce educational TV programs for broadcast. Teach TV production half time. Master's degree required, Ph.D. preferred. Experience in TV production required. Teaching experience desirable. Begins July or August. Send resume and videotape or film by June 13 to Harold Kinzer, Department of Communication, Utah State University, Logan, UT 84322. Affirmative Action Equal Opportunity Employer.

Youngstown State University seeks instructor to teach courses in speech communication, television announcing, and broadcast news. Ph.D. preferred with commercial news experience. Salary 11,500-13,500 depending on qualifications. Send credentials to Daniel J. O'Neill, Dept. of Speech Communication, Youngstown State University, Youngstown, OH 44555 by June 15, 1979.

Two-year leave replacement readvertised. Minimum requirements—Master's Degree, appropriate professional experience in broadcasting production and/or management and reporting for print or broadcast media. Teach three courses per quarter plus supervise student operated 3000-watt stereo operation. Facilities also include full-color CCTV. Resumes by June 15 to—Chairman, Journalism Department, University of Wisconsin—River Falls (54022). An equal opportunity employer actively seeking applications from all qualified persons regardless of race, color, creed, sex, age or national origin.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800—241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404—324-1271.)

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312—266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904—877-9418.

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturndstile Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915—655-7383.

**FOR SALE EQUIPMENT
CONTINUED**

GE PE-350 Color Cameras: Excellent condition, 3 Available, \$8,000 ea.

RCA TR-4 Hi-Band VTRS. New heads, good condition, 2 Available \$16,000 ea.

GE 12KW UHF Transmitter: Ideal for new station, good condition, \$14,000.

GE-PE-250 Color Cameras: Includes lens, cables, CCU's, 2 Available \$3,000 ea.

IVC 500 A Color Cameras: With all accessories, excellent shape, \$7,000 ea.

RCA TK278 Film Camera: Available with TP 15 Multiplexer \$22,000.

RCA TP66 Film Projector Good condition \$10,000.

GE PE 240 Film Camera: Excellent Condition \$8,000.

New Lenco Terminal Equipment: Discount prices, fast shipment.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

Coaxial Cable 420 Ft. length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800-241-7878 Mr. Kitchen. In GA call 404-324-1271.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

10 KW AM Harris BC 10 H. Same as current production model. Excellent condition. M. Cooper, 215-379-6585.

5 KW FM Collins 830-E, exciter, stereo generator, 8 yrs. Old, excellent condition. Guaranteed, M. Cooper, 215-379-6585.

For sale: 75 foot steel broadcasting tower. Please write: Tom Kunes, S&S Inc., 21300 St. Clair Ave., Cleveland, OH 44117 or call 1-216-383-1880.

RAMKO factory sealed items, new. Send for bargain closeout prices, monitor, mike & dist amps. Write David Green, Broadcast Consultants Corp., Box 590, Leesburg, VA-22075.

Parts available for RCA BTA 5F transmitters, very complete selection. Les Kleven, KBHB, Sturgis, SD 605-347-4455.

For Sale: Revox A77 call 404-487-9559.

SMC 60 Event Stereo Automation. 3 Carosels, four Scully Reels MORE. \$7500 Dave 209-957-1761.

Scully 250 Recorders, stereo or mono, in stock, \$400 off list. Valltronics. Call collect 717-655-5937.

Norelco PC-70 Cameras, complete, except for lens. Ikagami HL-33 Cameras-complete, available from R & B Industries Inc., 629 Grove St., Jersey City, NJ 07302 Tel. 212-924-7910.

Audiopak Cartridges at 1977 prices. Valltronics, call collect 717-655-5937.

Video Equipment—3-M 1114 S.E.G. with Chroma Key, Sony UV-340—New 1" Helical Color V.T.R.—Full Electronic Editing. Remote Control included. Ampex VTR-1560—2" Helical VTR Demo, Akai CCS-150S—Portable 2 Tube Color Camera—Demo, Excellent condition. For Special Close-out prices call 518-7612, ask for Ted or Bob.

COMEDY

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.

Phantastic, Phunnies ... introductory month's 400 one-liners ... \$2.00! 1343-B Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client Jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 18 and July 30. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

RADIO

Help Wanted Sales

Move up to a major market,

major facility and major MONEY. McCormick Communications has a top billing list, agency and direct retail, now available at Southeastern New England's No. 1 Radio Stations WLKW AM and FM. Contact Gene Lombardi, E.O.E.

MOVE UP!

WDIZ(FM) in Orlando has an opening for an aggressive account executive now!! Established list, top dollars. Send resume ASAP to Mr. George Duffy, Sales Manager, WDIZ, 2699 Lee Road, Winter Park, Florida 32789.

Help Wanted Announcers

**EXPANDING
OREGON
SMALL MARKET**

—News Director
—Country jock
—Combo engineer
Western Applicants preferred
EOE
503-882-8833

Help Wanted News

**NEWSPERSON
NY METRO AOR**

Bushy-tailed album-rocker needs man or woman to get, write, produce and deliver morning casts. The right person can write clearly, use a good voice for conversational delivery, and probably has had experience at a commercial station. Start immediately. Send tapes and resumes to: P.O. Box J, Babylon, New York 11702.

**Help Wanted Programming,
Production, Others**

TOP 5 MARKET

WMJC-FM Detroit is looking for creative, experienced and qualified leader as Program Manager of Magic 95 Adult Contemporary powerhouse in the Motor City. The person we want must be able to direct Talent, administer professionally and promote with flair. Top pay. Excellent benefits. Ideal working conditions. Send resume and any other pertinent information to: Chuck Borchard, General Manager

WMJC Radio
One Radio Plaza
Detroit, Michigan 48220
EEO/MF



**A Greater
Media Station**

Situations Wanted Management

**GENERAL MANAGER OR
GROUP VICE PRESIDENT**

Top Credentials; First Class References; Super track record. With background in local/national sales, programming, promotion. Has turned losers into winners. Proven leadership. Box E-171.

Situations Wanted Management

MANAGEMENT MATERIAL!

25 year old Business School grad with 3 years radio management experience. Obtained MBA in marketing while GM of student owned station independent of university with billings in excess of \$150,000 a year. Experienced in sales, programming, traffic, promotion, research, license renewal, financial planning and personnel.

In year since graduation have been highly paid management assistant for non-broadcast firm but have been yearning to return to radio. Successful in radio sales and management for 3 years and ready to assist in management and operation of major market station.

Hard working, self starting professional, strongly committed to quality broadcasting and sound management. If you are a major market broadcaster looking for a management assistant, reply Box E-172. Extensive professional references available.

RADIO MANAGEMENT

23 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency, rep., & street sales, station owner, etc.: Available at once. Jack A. Carpenter 801 Silverwood Tr. North Little Rock, Ar. 72116. (501) 771-1168

Situations Wanted Announcers

Attention Program Directors

Experienced announcer have worked at WLS-FM, WGLO-FM, Chicago rockers, looking for major market gig. Two years experience seeking station with rock n' Roll (progressive rock) or jazz formats. Box E-184.

WANTED: FULLTIME SPORTS OPPORTUNITY

8 yrs. news, sports and talk experience-including some P-B-P. Currently hosting non-sports talk show in Detroit. Please call Doug Nagy at 1-313-534-0251 after 2 p.m. Eastern time.

TELEVISION

Help Wanted News

NEWS DIRECTOR POSITION AVAILABLE

WINK TV, Channel 11, the CBS affiliate in Fort Myers, Florida, is seeking a highly qualified individual to fill the position of news director. Individuals seeking the position should possess a minimum of 3 to 5 years experience as news director and a demonstrated record of achievement in all aspects of news administration, production and operation. Deadline for applicants is June 10. Send resume to: Bob Doty, V.P. and General Manager, WINK TV, P.O. Box 1060, Ft. Myers, Florida 33902.

TOP 50 MARKET STATION

in Southeast seeks imaginative, creative assignment editor with a solid news background. Substantial news experience required. Box E-133.



HOSTS

A bold new adventure in local programming. Looking for communicators with enthusiasm, dedication and the ability to work as a team. Resume and cassette should be mailed to Dean Hinson, NEP Communications, Inc., Wilkes-Barre/Scranton Airport, Pa. 18641.

REPORTER SAN DIEGO

Looking for experienced, aggressive reporter who can handle studio, field and live minicam work. Send resume to Jim Holtzman, Executive News Director, KFMB 7677 Engineer Rd. San Diego CA. 92111. EOE



Help Wanted Technical

WNET/Thirteen

New York Area broadcast station/production center is looking for TV Equipment Maintenance Technicians. Strong experience in broadcast maintenance required. Knowledge of VR-2000, AVR-1, computer editing and TBC required. Union scale, overtime and excellent benefits. Resumes and references to Chris Jorgensen, WNET/13, 356 W. 58th St., New York 10019.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Technical Continued

TV TECHNICIAN

Small California university television facility needs TV technician with Associate degree in TV Electronics or equivalent experience, to be responsible for maintenance and repair of color studio equipment, ENG equipment and closed circuit system. This opportunity available in August, 1979.

Please send resume to Personnel Department, University of Santa Clara, Santa Clara, California 95053. We are an equal opportunity Title IX employer m/f/h.

Help Wanted Programing, Production, Others

TV Producer/ Writer Corporate Communications

The Standard Oil Company (Ohio) has an immediate opening for a creative TV producer/writer to join its public affairs staff.

The position offers high visibility and opportunity for professional growth. Initial assignments will emphasize writing and producing video tapes and film. Familiarity with technical aspects of production is desirable.

Television news and documentary writing experience is essential, as are strong business reporting skills. Corporate public relations experience would be a plus.

For consideration, please forward your resume in confidence to: Susan Kurlanik, Standard Oil Company (Ohio), 18769 Midland Building, Cleveland, Ohio 44115. We are an equal opportunity employer.



Situations Wanted Management

NATIONAL SALES MANAGER

Outstanding background—12 years broadcast experience. Agency experience—local, national; National Sales Rep; National sales Manager. Strong sales, promotion, programming experience. Self starter, excellent motivator. Young, family man looking to relocate in midwest or south. Box E-215.

Situations Wanted News

Top-Flight Anchor Man-Writer- Producer

Dominant victor in ratings war, ready for new challenge. Contact Ken Snyder, Business Management Services, 400 Silverside Road, Wilm. De. 19809.

ALLIED FIELDS
Help Wanted Sales

SALES ENGINEERS

Broadcast Camera Tubes

Positions available in Atlanta, Ga. & Denver, Col.

Your professional expertise puts you line for the unlimited personal growth that only Amperex can offer

State-of-the-art Broadcast camera tubes of superior serviceability and saleability provide the basis for individual advancement at Amperex that has no parallel in the industry.

This respected leader in high technology products is continuing to reach aggressively into the broadcast field. Setting the stage for personal expansion on a highly professional team calling on video engineers at TV networks and independent outlets. Your related experience with TV cameras, camera set-up and video systems can qualify you for a dynamic role in a lucrative Atlanta or Denver territory.

We offer an excellent compensation and benefits package reflecting product and industry leadership, plus solid prospects for ongoing success in forward-looking programs. For prompt, confidential consideration, please send resume, including salary history, requirements and location preference, to:

John H. Briggs, Employee Relations Manager

AMPEREX ELECTRONIC CORPORATION

A Division of North American Philips Corporation
One Providence Pike, Slatersville, Rhode Island 02876
An equal opportunity employer M/F



Radio Programming



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501 - 972-5884

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...Included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501 - 972-5884



SHERLOCK HOLMES

Radio Mystery Series

IS BACK
ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546
127 West 26th Street, New York, N. Y. 10001 • (212) 243-2702

Employment Service

REGIONAL SALES MANAGER

Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for aggressive, self-motivated individuals who can produce results for us in territories with high sales volume potential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to:

Box E-156

Consultants

Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

Help Wanted Programing, Production, Others

ENTERTAINMENT MARKETING DIRECTORS SOUGHT ...

... for the World's Largest Circus under the Big Top. You will conduct market research, buy advertising, generate publicity, and set up promotions in behalf of this century-old family entertainment institution. These exciting positions require travel on a full-time basis, using your own car. Background as a station Promotion Director is ideal.

send resume to:

National Marketing Director
CLYDE BEATTY-COLE BROS. CIRCUS
PO. Box 1570
Winter Park, Florida 32790

Radio Surveys

IT WON'T COST YOU A PENNY

to find out how RADIO INDEX rating reports can improve your station's sales revenue and profit picture at the expense of local newspapers. Small Market Overnights and Newspaper Studies start at \$250. For info, call TOLL FREE:

**radio
index**

**PROGRAMMING
RESEARCH**

(800) 528-6082 (602) 242-6800

opportunity...

For the most part is being in the right place at the right time. If you're in broadcasting, you know how competitive the job market is. Media Placement Systems gives you that edge. Call or write for more details.

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BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

Public Notice

CABLE T.V. SYSTEM FOR SALE

A Cable T.V. System serving all or parts of the Cities of Alma, Van Buren, Mulberry and Dyer in Crawford County, Arkansas will be sold at public sale at the East Door of the Courthouse in Van Buren, Arkansas, at 10:00 A.M. on June 15, 1979. The sale will be for cash. Some of the assets will be offered separately, and then all of the assets will be offered at one time. Most of the equipment is less than one year old.

Further information may be obtained by contacting Paul Perrier, (501) 474-5041, 15th and Main, Van Buren, Arkansas 72956, or Mrs. Beverly Powell, Circuit Clerk, Crawford County Courthouse, Van Buren, Arkansas (501) 474-1821.

Mrs. Beverly Powell,
Commissioner in Chancery

**For Sale Stations
Continued**

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:

44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:

210 East 53rd Street, Suite 50-New York, N.Y. 10022 212/288-0737

Miscellaneous



PROMOTION IDEA NEWSLETTER

Promotional ideas from broadcasters that work. Both radio and TV. 10 solid ideas per issue, plus more...

\$40.00 — 12 issues
\$25.00 — 6 issues
\$5.00 — sample issue

Promotion Idea Newsletter
304 Union Arcade Building
Davenport, Iowa 52801

Free Film

**FREE FILMS? CALL
MODERN TV**

The leading distributor. We have the most PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Wanted To Buy Stations

WISH TO PURCHASE

AM or AM/FM radio station. Buyers well funded. All information confidential. Desire quick sale—Write Box F-6.

FM STATIONS WANTED

Qualified principal looking for small to medium FM's in the West. If you are looking to sell free of brokers' fee, contact Box E-123.

2 TIMES GROSS

Cash sale AM-FM growing Northeast market. Respond to Box E-177

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

For Sale Stations

SOUTHWEST 1 kw Day. \$350,000 Cash
GULF COAST 5 kw Day. \$355,000 Terms
Real Estate included with both.

Bill-David Associates, Inc.
2508 Fair Mount St.
Colorado Springs, CO 80909

- **Powerful Daytimer.** Densely populated area of N.C. \$40,000 down, 20 year amortization. \$480,000.
- **Stereo.** Central Ohio. \$100,000+ in county. \$360,000. Terms.
- **1 kw AM** in Southern Ga. Real Estate. \$250,000.
- **AM-FM** in Kentucky \$360,000. Terms.
- **Eastern Georgia.** 1kw Daytimer with very good coverage. \$420,000.
- **AM/FM—Central Georgia.** \$20,000 down. \$260,000.
- **Southern Arizona.** Fulltimer. Good county population. \$390,000. Terms.
- **Southern California.** Spanish. \$520,000.
- **Central California.** Daytimer. \$420,000.
- **N.Y. covers more than one million people.** Religious. \$1.2 million. Terms.
- **North Central Texas.** Daytimer. \$400,000.
- **South Carolina AM/FM.** 100,000 watts and powerful daytimer. \$1.15 million.

Let us list your station.
Details confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHANEEN
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



**LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers**

213/826-0385	202/223-1553
Suite 214	Suite 417
11861 San Vicente Blvd.	1730 Rhode Island Ave. N.W.
Los Angeles, CA. 90049	Washington, D.C. 20036

R.D. HANNA ASSOCIATES
(formerly Holt Corporation West)

BROKERS-APPRAISERS-CONSULTANTS
(214) 696-1353
5944 Luther Lane
Suite 401—Dallas, Texas 75225

901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS**

"Specializing in Sunbelt Broadcast Properties"
5050 Poplar · Suite 816 · Memphis, Tn. 38157

**SHERMAN
and BROWN
ASSOC.**

MEDIA BROKER SPECIALISTS
TV RADIO CATV
P.O. Box 4475, Ft. Lauderdale, Fla 33338
Phone (305) 561 9334

For Sale Stations Continued



STATIONS				CONTACT	
MW	Small	FM	\$90K	Terms	Bill Cate (404) 458-9226
S	Small	AM	\$168K	\$49K	Warren Gregory (203) 767-1203
W	Small	AM/FM	\$325K	\$140K	Bill Hammond (214) 387-2303
MW	Metro	AM	\$650K	\$109K	Jim Mackin (312) 323-1545
W	Metro	AM/FM	\$1MM	29%	Bill Whitley (214) 387-2303

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, Georgia 30341

Select Media Brokers

VA	Daytime	180K	Small
FL	Fulltime AM	170K	Small
NJ	Daytime	650K	Medium
VA	Daytime	425K	Medium
NC	Daytime	225K	Small
GA	Daytime	385K	Small
AL	Fulltime	635K	Small
	AM-FM		
NY	Fulltime AM	1MM	Major
TX	Daytime AM	630K	Medium
FL	Daytime	390K	Medium
SC	Daytime	180K	Small
LA	Daytime AM/	450K	Small
	Fulltime FM		
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
NC	Daytime	175K	Small
GA	Daytime	275K	Metro
GA	Daytime AM	340K	Small
	Fulltime FM		(Distress Sale)

P.O. Box 5, Albany, Georgia 31702
(912) 883-4908

FOR SALE BY OWNER

Florida—Profitable Full Time 5 KW Soul/ Disco Radio Station. Real Estate, Growth Market. 1M Range. Terms to Qualified Buyers only. Write (with company letterhead) to Box F-3.

HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation
Westgate Mall, Suite 205
Bethlehem, PA 18017
215-865-3775

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$80.00 per inch. For Sale Stations, Wanted to Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

At last! The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!



The new insider's look at retail advertising — indispensable to any station that's out after new business.

- 441 fact-filled pages. Paperback, 8 1/4 x 11.
- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell your prospects on the value of your medium and station.
- Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so they'll use it more!)
- Indexed so your sales people can find solutions to retail advertising problems in seconds.

Helps your salespeople become retail marketing consultants, not just sellers of time.

Specifically, they'll learn "How to:"

- Communicate with retailers in their language.
- Get in "sync" with the 3-to-6 month planning timetables of their retail prospects.
- Use in-depth research data to support a media mix of less newspaper and more broadcast.
- Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 4X the gross impressions as the same dollars in newspaper alone.
- Help create and produce effective low-cost commercials. (Text includes 34 scripts of award-winning spots).

USE IT!—for sales training — to switch-pitch newspapers — to support your next presentation to your hottest retail prospect!

Let your sales team help their retail accounts:

- Research and identify profitable customer groups.
- Research and analyze merchandising and promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broadcast's greatest strengths, to reach their most profitable customer groups.
- Increase store traffic, sales, and profits!

ORDER YOUR COPY TODAY!

Mail to:
Broadcasting Book Division
1735 DeSales Street NW
Washington, D.C. 20036

Yes, please send me _____ cop(ies) of Building Store Traffic with Broadcast Advertising at \$50 each plus \$1 each for shipping.

My check is enclosed for \$ _____

NAME _____

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

Fates & Fortunes

Media

Julie Alex, manager of operations of WPIX(TV) New York and **John P. Healy**, treasurer and controller, named VP's. Elected to the WPIX Inc. board were Healy, who is chief financial officer, and **David H. Polinger**, VP and assistant to president.

Richard Sowa, production manager, KWEX-TV San Antonio, Tex., joins Spanish Television Network as manager of network operations, based at operations center in San Antonio.

Howard Hansen, VP-news, WRAU-TV Peoria, Ill., appointed executive VP-station manager.

Doyle A. Peterson, general manager, KMGC(FM), Dallas joins KNUS(FM) Dallas-Fort Worth in the same capacity.

George Pleasants, general manager, WBUX(AM) Doylestown, Pa., named VP of licensee, Central Bucks Broadcasting Co.

Alfred Ruscito, general manager, WAAL(FM) Binghamton, N.Y., appointed general manager of WAMT(AM)-WAJX(FM) Titusville, Fla., and VP of licensee, Regional Broadcasters-East. **Thomas Shiptenko**, sales manager, WAAL, succeeds Ruscito as general manager.

Richard Fixaris, general manager, WAHT(AM) Annville-Cleona, Pa., joins WKAT(AM) Miami as VP-research and development. **John Harper**, operations manager, WKAT, named VP.

Mary C. Lawton, deputy assistant attorney general for Justice Department, Washington, joins Corporation for Public Broadcasting there as general counsel and secretary of corporation.

Fred Silverman, president and chief executive officer of NBC, will receive 1979 Man of Achievement Award of Anti-Defamation League of B'nai B'rith on June 6 at dinner in New York. League praised Silverman for "his outstanding commitment to democracy."

New officers, Pennsylvania Association of Broadcasters: **David Crantz**, WTAE-TV Pittsburgh, president; **Jerry Duckett**, WKAP(AM) Allentown, first VP; **Eugene McCurdy**, WPHL-TV Philadelphia, second VP; **Arthur Greiner**, WSHP(AM) Shippensburg, secretary, and **Robert Zimmerman**, WRSC(AM) State College, treasurer.

New officers, Puget Sound Radio Broadcasters Association: **Todd Blitts**, KVI-FM Seattle, president; **Edith Hilliard**, KJR(AM) Seattle, VP and treasurer, and **Michael Henderson**, KZAM-AM-FM Seattle, secretary.

New officers, Southern Educational Communications Association: **William S. Hart**, noncommercial WYES-TV New Orleans, chairman; **Edward Pfister**, noncommercial KERA-TV Dallas, vice chairman; **Fred Frey**, Louisiana Public Broadcasting Network, treasurer, and **Denis Stork**, Alabama Public Television Network, secretary.

Broadcast Advertising



Destler

John J. Destler, senior VP/area director for Canada and Latin America, Young & Rubicam, New York, named president of Grey International Inc., New York.

Eugene A. Petrillo, senior VP/corporate television director, D'Arcy-MacManus & Masius, New York, named executive VP.

Michael Trager, VP, sports programming and development, NBC-TV New York, appointed executive VP/director of sports broadcasting for DM&M, new post. **Daniel J. McGrath**, VP-network negotiator, named senior VP with responsibility for prime-time network planning and buying. **Richard Simon**, VP who negotiates sports and syndicated programming, becomes assistant to Petrillo. **Stephen Rhodes**, VP-director of marketing and research services, DM&M, New York, elected senior VP. **Beth Seib** and **Thom Rhodes**, associate media directors, DM&M, St. Louis, elected VP's. **John McClure**, director of automotive field

operations responsible for all DM&M automotive accounts, named VP-account supervisor of Florists Transworld Delivery account, Bloomfield Hills, Mich. **Dwight Williams Jr.**, from Leo Burnett, Chicago, joins research department of DM&M in St. Louis. **Joanne Michels-Bennett**, VP-executive producer,



Petrillo



Trager



McGrath

DKG Advertising, New York, joins D'Arcy/San Francisco, part of DM&M, as executive producer, broadcast production manager.

Richard D. Thomson, senior VP and supervisor of agency work on Betty Crocker division of General Mills account, Needham, Harper & Steers, Chicago, joins McDonald & Little, Atlanta, as senior VP-management supervisor. **Edward Martin**, manager of merchandising planning for General Electric, Louisville, Ky., joins McDonald & Little in Atlanta as VP-account supervisor.

James D. Clokey, VP, director of marketing and research, McCann-Erickson/Chicago, appointed VP and associate director of research, Compton Advertising Inc., New York.

Thomas J. Brogan, executive art director, GKD Advertising, Oklahoma City, elected senior VP.

Jeffrey Herscovitz, account executive, and **Peter Metz** and **William Whitman**, in client service department, Leo Burnett Co., Chicago, named account supervisors.

Joseph W. Brown Jr., VP-account supervisor active in new business, Cunningham & Walsh, New York, named management supervisor.

Colin Probert, account supervisor, DKG Advertising, New York, named account management supervisor.

Ron Alexander, formerly with *Philadelphia Tribune*, joins Elkman Advertising, Philadelphia, as field account executive on McDonald's account.

Kathi Landon, media buyer, J. Walter Thompson, Atlanta, joins McDonald & Associates, Nashville, as media director.

William McGee, VP-production manager,

"The person you describe is the person I'll deliver"

Joe Sullivan

"Finding a first-rate executive isn't enough.

"You want the *right* one.

"Right for your company. Right for you.

"I understand your needs. I relate them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person.

"I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting.

"You get an effective, knowledgeable, professional search. And you get exactly the person you're looking for."

Joe Sullivan & Associates, Inc.
Executive Search and Recruitment

1270 Avenue of the Americas
New York, New York 10020
(212) 765-3330

Rominger Agency, Dallas, joins KCBN Advertising there as director of production services. **Melinda Marcus**, from Tracy-Locke Advertising, joins KCBN as copywriter.

Sonia Jones, media supervisor, Rives Smith Baldwin & Carlberg, Houston, named associate media director.

Susan Jennings, from McCann-Erickson Advertising, Chicago, joins Kelly, Scott and Madison there as media buyer.

Janice Brown, media estimator, Yaffe Stone August, Southfield, Mich., joins Simons Michelson Zieve Advertising, Troy, Mich., as media buyer.

Jacqueline Walker, media buyer for McCann-Erickson, San Francisco, joins Vantage Advertising and Marketing Associates, San Leandro, Calif., as media buyer and planner.

Linda K. Brown, director of sales and promotion for Pinnacle Books in Los Angeles, joins Bruce J. Bloom Advertising, New York, as manager of account services.

Steve Rutland, art director, Puckett & Associates Advertising, Memphis, joins Ward Archer & Associates there in same capacity.

Eliegey Frasier, independent marketing design consultant, joins J.I. Scott Co., advertising agency in Grand Rapids, Mich., as art director.

Christopher Dieck, producer with Joel Warren Films, joins Meldrum & Fewsmith, Cleveland, as manager of audio-visual services.

Bob Nelson, television production supervisor, Doyle Dane Bernbach, New York, joins Levine, Huntley, Schmidt, Plapler and Beaver there as executive producer.

Jean Burkart, assistant account executive, Sive Associates, Cincinnati, named assistant producer.

Appointments, Katz Radio: **Jerry Cregan**, VP-New York sales manager, and **Dick Romanick**, VP-Detroit sales manager, named VP's in charge of national sales, based in New York. Named to service client stations are **Bill For-**



Cregan



Romanick

tenbaugh, VP-Eastern region station manager, to head Atlantic station division, **John Roberts**, VP-Midwestern region station manager, to head central station division, and **Larry Adams**, VP-Western region station manager, to head Pacific station division. **Stu Olds**, from Katz Radio in Chicago, succeeds Romanick as manager of Detroit office. **Chuck Cahill**, from WCFL(AM) Chicago, succeeds Olds. **Tom Allen**, Eastern manager, Walton Broadcasting Sales, New York, joins Katz Radio's sales staff there.

Miriam Lewis, director of management and accounting systems, and **Carol Rosen**, director of administrative services, The Katz Agency, New York, named VP's.

David Brydson, from Bolton Broadcasting, joins Adam Young Inc., New York, as independent station sales manager.



McKee

Craig McKee, sales manager, WLS(AM) Chicago, named general sales manager. **Linda Fischer**, media buyer-planner, Leo Burnett, Chicago, joins WLS as research director. She succeeds **Aldona Masilionis**, who joined co-owned KGO(AM) San Francisco in same capacity.

William Thorson, ex-

ecutive VP and national sales VP, WRAU-TV Peoria, Ill., named senior VP.

Robert Allen, general sales manager, WKAT(AM) Miami, named VP-advertising.

Jack Hobbs, general manager, WRKO(AM) Boston, joins KNEW(AM) Oakland, Calif., as general sales manager.

Doug Miller, account executive, WAAL(FM) Binghamton, N.Y., named sales manager, succeeding Thomas Shiptenko (see page 92).

Julio Marengi, sales service director, KPPIX(TV) San Francisco, named account executive.

Bernard A. Prazenica, sales intern, WPHL-TV Philadelphia, joins WPTT-TV Pittsburgh as account executive.

SOME PEOPLE MAKE THE NEWS WHEN THEY WIN AWARDS; WE WIN AWARDS WHEN WE MAKE THE NEWS.

- 1979 ASSOCIATED PRESS/Ohio's Best Regularly Scheduled Newscast
- 1979 24 "EMMY" nominations in news
- 1979 SIGMA DELTA CHI/Journalism Honorary 1st place/Documentary on "Autism" 2nd place/Photography 3rd place/Investigative Reporting/Howard Ain
- 1979 FRATERNAL ORDER OF POLICE Recognition of "professional coverage" in shooting deaths of two officers
- 1979 OHIO NATIONAL GUARD Continued Excellence in News Reporting
- 1979 KENNEDY HUMANITARIAN AWARD Documentary on Autism/Janet Davies
- 1979 PEABODY AWARD/"Cartoon-a-torial"
- 1979 OHIO NEWS PHOTOGRAPHERS ASSOCIATION 2 Awards/Autism Documentary; Thursday's Child
- 1978 "EMMY"/Spot News Coverage
- 1978 3 "EMMY"s/The EDGE
- 1978 DESI/Silver Award for Design Excellence
- 1977 CINCINNATI COMPETITION AWARD for EDGE music/Oscar Welch
- 1977 "EMMY"/Spot News Photography/Toby Elder
- 1977 "EMMY"/News Event Production/Howard Ain
- 1977 "EMMY"/News Segment/Howard Ain
- 1977 NATIONAL PRESS PHOTOGRAPHERS ASSOC. Spot News/Toby Elder
- 1977 OHIO NEWS PHOTOGRAPHERS ASSOC. Spot News/Toby Elder
- 1977 RADIO — TV NEWS DIRECTORS ASSOC. Spot News Station of the Year
- 1977 OHIO AP BROADCASTERS AWARD/Spot News
- 1977 ALPHA EPSILON RHO Cincinnati Broadcaster of the Year/ Nick Clooney

**EYEWITNESS
12 NEWS abc**
WKRC-TV
CINCINNATI



©NATAS

Don Rodwell, from KDAL-TV Duluth, Minn., joins KTAR-TV Mesa (Phoenix), Ariz., as account executive.

Brenda Holland, sales assistant, CBS-owned KNXT(TV) Los Angeles, named account executive, co-owned KNX-FM there.

Audrey Chan, research coordinator, KABC-TV Los Angeles, named senior research analyst there.

Linda Mead, account executive, WGTU(TV) Traverse City, Mich., named senior account executive. **Mary Sue Christian**, promotion director, and **G. Andrew Younger**, from creative services-graphics, named account executives.

Programing

Tony Spinner, independent producer, named VP-program development, 20th Century-Fox Television, Beverly Hills, Calif. He succeeds David Sontag who resigned in March.

Stuart Bloomberg, program executive, ABC Entertainment, Los Angeles, named director of variety programing. **John Chavez**, supervisor of special projects, ABC public relations there, named manager of special projects, West Coast.

Bud Morgan, freelance producer, named to produce MCA TV's *The Road to Moscow-1980*.

Larry Ferver, formerly talent coordinator, *The Alan Hamel Show* and *Dinah*, joins *The Mike Douglas Show* Los Angeles, as associate producer.

William R. Eckenrode, supervisor of distribution of Group W Productions Television Syndication Center, Pittsburgh, named distribution

manager.

Dolores Simko, owner-president, Target Research Inc., New York, named director of marketing and sales for Amtec Productions Inc., New York, producer of radio features.

Dennis S. Emerson, Southwest sales manager, National Telefilm Associates, named to new post of Southwestern sales manager, Time-Life Television, Dallas.

John Gebhard, from WJIM-TV Lansing, Mich., joins Telemation Productions, Glenview, Ill., as chief engineer. **Dennis Rutherford**, also from WJIM-TV, joins Telemation as maintenance engineer. **Kim Walton**, from WPGH-TV Pittsburgh, joins Telemation as lighting director.

Ronald L. Gates, producer, *PM Magazine*, WFSB-TV Hartford, Conn., joins WIVB-TV Buffalo, N.Y., as executive producer of *PM Magazine*.

Joan A. Bailion, public service director, KMTV(TV) Omaha, named producer-talent for special programs. She will continue her duties as producer and hostess of daily interview program.

Harv Holliday, sports director, KDZA(AM)-KZLO(FM) Pueblo, Colo., joins sports department of KOAA-TV there.

Don Johnson, from KHAS-TV Hastings, Neb., joins KETV(TV) Omaha as weekend sports anchor. **Jeff Hanson**, producer, KMOL-TV San Antonio, Tex., joins KETV as executive producer.

Jim Cline, sports director, WBIR-TV Knoxville, Tenn., joins WOWK-TV Huntington, W. Va., as sports reporter.

Jim Fox, program director, WKRQ(FM) Cincinnati, joins KAUM(FM) Houston as operations director.

Damion Bragdon, air personality, KLOS(FM) Los Angeles, named program director.

Mike Lundy, director of programing and operations, KORJ(FM) Garden Cove, Calif., named program and music director, KGIL-AM-FM San Fernando, Calif.

Ethel Blum, air personality, WKAT(AM) Miami, named VP-programing and promotion.

Robert Luhn, program director, KRKC(AM) King City, Calif., named operations manager.

Ira Apple, program manager, WBZ(AM) Boston joins WGSO(AM) New Orleans in same capacity.

Larry Dunbar, air personality, KCEZ(FM) Kansas City, Mo., assumes additional duties as program director.

Norm Gregory, program director, KZOK-FM Seattle, joins KQFM(FM) Portland, Ore., in same capacity.

Joe Martelle, program director, WTAR(AM) Norfolk, Va., joins WNIS(AM) there in same capacity. **Dale Parsons**, radio production director, WTAR, succeeds Martelle as program director. **Rob Wayne**, from WGH-AM-FM Norfolk, succeeds Parsons as radio production director.

Doug Cory, music director, KNUT(AM) Kahului, Hawaii, named program director.

Gord Ambrose, announcer, CFGM(AM) Richmond Hill, Ont., named programing assistant.

Jim Paolucci, music director and air personality, WFFX(FM) Grand Rapids, Mich., joins WRIF(FM) Detroit as weekend air personality.

Rick Patton, program director, KBRT(AM) Los

Angeles, joins WEAW(AM) Evanston, Ill., as air personality.

News and Public Affairs

Rebecca Chase, political and legislative reporter, WXIA-TV Atlanta, joins ABC News there as correspondent.

John Drury, anchor for ABC-TV in Chicago, joins WGN-TV there as 10 p.m. anchor and reporter and writer for WGN(AM).

John McKean, assignment editor, WTMJ-TV Milwaukee, named managing editor. **Bill Berbera**, medical reporter, succeeds McKean.

Gary Reagen, news producer, WRAU-TV Peoria, Ill., named news director.

Radford Berky Jr., news director, WPOP(AM) Hartford, Conn., joins WFSB-TV there as assignment editor. **Karen Scott**, news writer and producer, WXYZ-TV Detroit, joins WFSB-TV as news producer.

Nancy Cope, assistant assignments editor and weekend assignments editor, KHOU-TV Houston, joins KTRK-TV there as assistant assignments editor. **Barbara Estep**, formerly with NBC Sports, joins KTRK-TV as reporter.

Gloria Murry, general assignment and aviation reporter for KARD-TV Wichita, Kan., and **Catherine Smith**, reporter, photographer and editor, WBAY-TV Green Bay, Wis., join WJAR-TV Providence, R.I., as general assignment reporters.

John Strickling, from publicity office of Walt Disney World Co., Kissimmee, Fla., joins WAPI-AM-FM Birmingham, Ala., as news director.

Jeff Hildebrandt, news editor, WLW(AM) Cincinnati, named assistant news director.

Matthew Schwartz, news director-anchor, WUTR(TV) Utica, N.Y., joins WXEX-TV Richmond, Va., as general assignment reporter.

Cyndy Brucato, reporter, WBBM-TV Chicago, joins KSTP-TV St. Paul as weekend anchor.

Pam Crittendon, reporter, WLOK(AM) Memphis, joins WREG-TV there as Sunday night anchor.

Hazel Parker, coordinator of advertising and public relations, KOAA-TV Pueblo, Colo., assumes additional duties as weather reporter.

Patricia Farnack, newscaster and reporter, KNBR(AM) San Francisco, joins WMGK(FM) Philadelphia as newscaster.

Bill King, director of daily interview program, KMTV(TV) Omaha, named public service director, succeeding Joan Bailion (see this page).

Claudia Martinez, public service director, KXAS-TV Fort Worth, joins WRIF(FM) Detroit as public affairs director.

Gerald Trapp, general broadcast editor, Associated Press, New York, named deputy director-administration. **Jay Bowles**, general executive, named deputy director-sales. **James Hood**, broadcast executive in San Francisco, transfers to New York to succeed Trapp.

Kenneth Braddick, regional executive based in Des Moines for UPI, named regional executive for New England, based in Boston. He succeeds **Richard Ross**, who transfers to Chicago as general executive for Illinois. **Edward K. DeLong**, reporter, UPI, Washington, succeeds


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Continental
Electronics 

Braddick in Des Moines as regional executive.

New officers, Wisconsin Broadcasters Association Broadcast News Council: **Tom Gerretsen**, WDLB-AM-FM Marshfield, chairman; **Dick Hoffman**, WXOW-TV La Crosse, vice chairman, and **Mike Kinzel**, WCUB(AM)-WKKB(FM) Manitowoc, secretary.

Promotion and PR

Sandra Sticker, management trainee, KPPIX(TV) San Francisco, named audience promotion manager.

Angie Crone, executive secretary, CFGM(AM) Richmond Hill, Ont., named promotion coordinator.

Alcalay Rigér, designer, Design North, Racine, Wis., joins WTMI-TV Milwaukee as art director.

Paulette Lee, former newscaster and reporter, KPOL(AM)-KZLA(FM) Los Angeles, forms Communications, Etc., North Hollywood, Calif., specializing in public information and media relations.

Travis Lindsay, public relations assistant with San Diego Imperial Girl Scout Council, joins KCBN Advertising and Public Relations, Dallas, as public relations account executive.

Cable

Horace M. (Que) Spaulding, VP-travel industry sales, Hertz Corp., New York, joins Showtime, Viacom's pay cable subsidiary, New York, as VP-sales and market development. **Richard Howe**, director of marketing for Arlington (Va.) Tele-Communications Corp., joins Showtime as national affiliate relations manager.

James Vickers, VP-regional manager of Midwest region of Cox Cable Communications, Atlanta, named general manager of Cox Cable's University City Television Cable Co., Gainesville, Fla. **Derek White**, Northwest regional manager of Cox Cable, will move his headquarters from Aberdeen to Spokane, Wash., with expansion of northwest region to include Cox Cable TV of Spokane.

James P. Duffy, manager of systems design, Magnavox CATV Systems, Manlius, N.Y., named national sales manager.

James Benton, technician and construction supervisor, Summit Cable, part of Summit Communications in Winston-Salem, N.C., named chief engineer of new construction and mapping. **David Schien**, electronics maintenance specialist and technical supervisor with Summit Cable, named chief engineer in charge of electronics. **Kenneth Cullen**, chief technician, named chief engineer of system maintenance and underground construction.

Broadcast Technology

John Martin Jr., VP-engineering and operations, and **Joseph O'Connor**, VP-treasurer, Comsat General Corp., Washington, elected senior VP's. **Harry Gross**, director of operations, elected assistant VP-operations. **David Lipka**, director of maritime systems engineering, elected assistant VP, Marisat system management. **Joel Alper**, director of International Telecommunications Satellite Organization,

division of Comsat, named assistant general manager of international communications for Comsat. **Ellen Hoff**, manager of representational support in Intelsat affairs, division, succeeds Alper.



O'Brien

Richard O'Brien, in marketing division of JVC Corp., New York, named executive VP in charge of marketing.

S.N. Roseberry Jr., staff VP-operations analysis, RCA Corp., New York, assumes duties of VP-controller, succeeding Robert C. Butler (BROADCASTING, May 7). **W. M. Rodgers**, director of transportation and purchasing services, appointed staff VP-corporate services, based in New York.

Ronald Whigham, general manager of semiconductor division of Westinghouse, Pittsburgh, named general manager of electronic components business unit, which includes semiconductor division. **Robert Rhen**, marketing manager for Westinghouse Construction Group, succeeds Whigham.

Richard N. Lawrence, sales manager, Lenco, electronics division, Jackson, Mo., named general manager.

Leon Lasley, chief engineer of radio division of Summit Communications, radio and cable group in Winston-Salem, N.C., appointed assistant director of engineering.

Joe Rose, freelance cameraman and editor, WCAU-TV Philadelphia, joins WJLA-TV Washington as manager of newstape and newsfilm.

Lawrence L. Titus, engineer-in-charge, WTIC-FM Hartford, Conn., named chief engineer, WTIC-AM-FM. **Richard Zwirko**, engineer-in-charge, WTIC(AM), named assistant chief engineer, WTIC-FM.

James Johann, chief engineer, WAYL-AM-FM Minneapolis, joins WQYK-FM St. Petersburg, Fla., in same capacity.

Allied Fields

Richard Greenhut, account executive, Arbitron Radio, New York, appointed manager of Eastern advertiser-agency sales. **Bruce W.**

Johnson, national and local sales manager, WERE(AM) Cleveland, joins Arbitron Midwest Radio Station Sales in Chicago as account executive. **Paul Rule**, manager of research for Arbitron Co. in Laurel, Md., named manager of marketing research. **Roley Altizer** manager of television planning in Arbitron Television's product department, succeeds Rule.

Bernard Gold, VP for law and employee relations on West Coast, NBC, leaves company to establish Los Angeles office for New York law firm of Proskauer Rose Goetz & Mendelsohn. Gold worked for NBC 18 years.

Lee Polk, VP, television and motion pictures, King Features Television Productions Inc., New York, re-elected president of New York chapter of National Academy of Television Arts and Sciences. Other officers elected: **Dick Schneider**, president of Cazadero Productions, first VP; **George Dessart**, VP and assistant to president, CBS-TV, second VP; **David Davidson**, television drama writer, secretary and **Robert G. Simons**, VP and manager, media affairs, McCann-Erickson, treasurer.

Sherril Taylor of Torbet Radio elected president of International Radio and Television Foundation, New York.

Deborah Costlow, graduate, National Law Center, George Washington University, Washington, joins Media Access Project there as staff attorney.

Deaths

Mary Pickford, 86, star of silent films and one-time minority owner of WSJS-TV (now WXII(TV)) Winston-Salem, N.C., died May 29 in Santa Monica (Calif.) Hospital as result of stroke. She and her husband, Charles (Buddy) Rogers, owned 33 1/3% of station at its inception, sold out to majority owner, Gordon Gray (of Reynolds tobacco family), in 1963 after protracted litigation. Gray sold station to Multimedia Inc. in 1972 for \$7,312,500. Rogers survives.

Stephen A. Nye, 42, lawyer and member of Federal Trade Commission from 1974 to 1976, died May 23 of liver ailment at George Washington University hospital in Washington. He became partner in Howrey & Simon, Washington law firm, after resigning from commission. Survivors include his wife, Mary Ruth, three daughters and one son.

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Stock Index

Exchange and Company	Closing Wed. May 30	Closing Wed. May 23	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)	Exchange and Company	Closing Wed. May 30	Closing Wed. May 23	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING							PROGRAMMING						
N ABC	36 3/8	37 1/4	- 7/8	- 2.34	8	1,007	O Chuck Barris Prods.	13 3/4	14 1/4	- 1/2	- 3.50	6	
N Capital Cities	37 3/4	38 1/2	- 3/4	- 1.94	10	528	N Columbia Pictures	21 1/8	21 1/2	- 3/8	- 1.74	3	205
N CBS	44 1/2	45 1/8	- 5/8	- 1.38	6	1,250	N Disney	34 3/8	33 3/8	+ 1	+ 2.99	11	1,114
N Cox	61 1/4	61	+ 1/4	+ .40	12	408	N Filmways	15 3/8	15 3/4	- 3/8	- 2.38	9	77
A Gross Telecasting	21	20 7/8	+ 1/8	+ .59	7	16	O Four Star*	1 1/4	1 1/4			13	
O Kingstip Commun.	15 1/2	15 1/2			28	7	N Gulf + Western	14 3/8	14 5/8	- 1/4	- 1.70	3	692
O LIN	41 1/2	39 3/4	+ 1 3/4	+ 4.40	10	115	N MCA	42 3/8	41 1/4	+ 1 1/8	+ 2.72	8	988
N Metromedia	52 1/8	53 3/8	- 1 1/4	- 2.34	7	239	N MGM	21 1/4	22 3/8	- 1 1/8	- 5.02	10	647
O Mooney	5 3/4	5 3/4				2	N Transamerica	16 3/4	18 1/8	- 1 3/8	- 7.58	5	1,105
O Scripps-Howard	48	48			9	124	N 20th Century-Fox	43 3/8	43	+ 3/8	+ .87	6	337
M Starr	14 1/4	14 1/4			45	22	O Video Corp. of Amer.	6 1/8	6 5/8	- 1/2	- 7.54	20	6
N Storer	41 5/8	42 3/4	- 1 1/8	- 2.63	11	205	N Warner	34 7/8	34 1/2	+ 3/8	+ 1.08	8	683
N Taft	21	21 1/2	- 1/2	- 2.32	7	178	A Wrather	16	15 3/8	+ 5/8	+ 4.06	43	36
BROADCASTING WITH OTHER MAJOR INTERESTS							SERVICE						
A Adams-Russell	14 1/8	14	+ 1/8	+ .89	11	17	O BBDO Inc.	31	30 1/2	+ 1/2	+ 1.63	7	77
A Affiliated Pubs.	22 3/8	23 1/4	- 7/8	- 3.76	8	78	O Compact Video	8 5/8	9 1/4	- 5/8	- 6.75	9	15
N American Family	11 1/2	11 3/4	- 1/4	- 2.12	5	121	N Comsat	43 1/2	43 7/8	- 3/8	- .85	10	348
N John Blair	26 3/4	27 1/2	- 3/4	- 2.72	6	65	O Doyle Dane Bernbach	19 1/2	19 1/2			7	34
N Charter Co.	17 1/2	16 7/8	+ 5/8	+ 3.70	15	336	N Foote Cone & Belding	17 1/4	17 3/4	- 1/2	- 2.81	6	44
N Chris-Craft	13 3/4	13 3/4			8	50	O Grey Advertising	34	34 1/2	- 1/2	- 1.44	4	21
N Coca-Cola New York	6 5/8	6 1/2	+ 1/8	+ 1.92	9	116	N Interpublic Group	35 1/4	33 7/8	+ 1 3/8	+ 4.05	7	84
N Combined Comm.	33 1/2	33	+ 1/2	+ 1.51	12	355	O MCI Communications	6 5/8	7	- 3/8	- 5.35	83	136
N Cowles	19 3/4	19 3/4			16	78	A MovieLab	6 3/4	5 1/2	+ 1 1/4	+ 22.72	12	10
N Dun & Bradstreet	33 1/2	34	- 1/2	- 1.47	13	932	A MPO Videotronics	4 5/8	4 1/2	+ 1/8	+ 2.77	5	2
N Fairchild Ind.	31 1/4	32 3/4	- 1 1/2	- 4.58	6	178	O A. C. Nielsen	23 5/8	23 3/4	- 1/8	- .52	11	259
N Fuqua	11	11 1/8	- 1/8	- 1.12	5	139	O Ogilvy & Mather	19 3/4	20	- 1/4	- 1.25	6	71
N Gannett Co.	43 1/2	44	- 1/2	- 1.13	14	1,169	O TPC Communications	7 5/8	7 3/8	+ 1/4	+ 3.38	14	6
N General Tire	23 5/8	24 1/4	- 5/8	- 2.57	5	548	N J. Walter Thompson	26	26			6	68
O Gray Commun.	24 1/2	24 1/2			8	11	N Western Union	19 7/8	18 3/8	+ 1 1/2	+ 8.16	8	301
N Harte-Hanks	20 5/8	19 5/8	+ 1	+ 5.09	12	191	ELECTRONICS/MANUFACTURING						
N Jefferson-Pilot	32 1/2	33	- 1/2	- 1.51	8	744	O AEL Industries	5 1/2	5 3/4	- 1/4	- 4.34	4	9
O Marvin Josephson	14 1/2	14 3/4	- 1/4	- 1.69	8	37	N Ampex	14 7/8	15 3/8	- 1/2	- 3.25	10	168
O Kansas State Net.	19 3/8	19 3/4	- 3/8	- 1.89	16	34	N Arvin Industries	14	14 1/4	- 1/4	- 1.75	4	83
N Knight-Ridder	21 3/8	21 7/8	- 1/2	- 2.28	9	706	O CCA Electronics*	1/8	1/8			1	
N Lee Enterprises*	22 5/8	22 5/8			12	164	A Ceteac	4 7/8	5	- 1/8	- 2.50	10	10
N Liberty	32 1/2	32	+ 1/2	+ 1.56	7	219	N Cohu	3 7/8	3 7/8			13	6
N McGraw-Hill	24 3/8	25 1/8	- 3/4	- 2.98	9	603	N Conrac	14 1/8	14	+ 1/8	+ .89	22	28
A Media General	21 3/8	21 1/2	- 1/8	- .58	9	159	N Eastman Kodak	57 1/8	57 1/8			10	9,219
N Meredith	28 1/2	28 1/2			6	88	O Farinon	11 3/4	12 1/4	- 1/2	- 4.08	11	56
O Multimedia	25	25			11	166	N General Electric	49 3/4	49 7/8	- 1/8	- .25	9	9,182
A New York Times Co.	25 5/8	24 1/2	+ 1 1/8	+ 4.59	19	297	N Harris Corp.	27 1/4	27 1/2	- 1/4	- .90	12	711
N Outlet Co.	20 1/4	19 7/8	+ 3/8	+ 1.88	6	49	O Harvel Industries	6 1/4	6	+ 1/4	+ 4.16	16	3
A Post Corp.	17 3/8	16 1/2	+ 7/8	+ 5.30	8	31	O Intl. Video Corp.*	3/4	3/4			2	
A Reeves Telecom	5	4 7/8	+ 1/8	+ 2.56	56	11	N M/A Com Inc.	20	21 1/2	- 1 1/2	- 6.97	26	52
N Rollins	20 1/4	20 1/2	- 1/4	- 1.21	10	271	N 3M	55 3/4	56 1/2	- 3/4	- 1.32	12	6,493
N San Juan Racing	15 7/8	16 1/8	- 1/4	- 1.55	20	39	N Motorola	42 1/4	43	- 3/4	- 1.74	10	1,205
N Schering-Plough	29 1/2	29 3/4	- 1/4	- .84	8	1,572	N N. American Philips	28 7/8	28 5/8	+ 1/4	+ .87	5	347
A Sonderling	25 3/4	26	- 1/4	- .96	8	28	N Oak Industries	26 1/4	27 5/8	- 1 3/8	- 4.97	18	94
A Tech Operations	8	8			20	10	O Orrox Corp.	6 1/4	6 1/4			9	12
N Times Mirror Co.	28 1/4	28 5/8	- 3/8	- 1.31	8	959	N RCA	24 3/4	25	- 1/4	- 1.00	7	1,851
O Turner Comm.	12 1/4	12 1/2	- 1/4	- 2.00	121		N Rockwell Intl.	36 5/8	37 5/8	- 1	- 2.65	6	1,274
A Washington Post	23 1/8	23 1/8			8	371	A RSC Industries	3 1/4	3 1/8	+ 1/8	+ 4.00	18	7
N Wometco	19 3/4	19 3/8	+ 3/8	+ 1.93	9	168	A Scientific-Atlanta	34 7/8	35 1/8	- 1/4	- .71	15	94
CABLECASTING							N Sony Corp.	9 1/4	9 3/8	- 1/8	- 1.33	15	1,595
A Acton Corp.	10 3/4	10 1/8	+ 5/8	+ 6.17	7	26	N Tektronix	48 3/4	48 5/8	+ 1/8	+ .25	12	877
O Ameco+						9	O Telemation	1 1/2	1 1/2			2	1
O Athena Comm.	4 1/4	4 1/4				30	O Valtec	11	10 5/8	+ 3/8	+ 3.52	23	43
O Burnup & Sims	5 3/4	6 1/4	- 1/2	- 8.00	31	3	N Varian Associates	18 3/4	17 1/2	+ 1 1/4	+ 7.14	104	128
O Cable Info.	6 1/4	6	+ 1/4	+ 4.16	31	3	N Westinghouse	17 3/8	17 3/8			5	1,503
O Comcast	19	18 3/4	+ 1/4	+ 1.33	18	31	N Zenith	13 3/8	13 3/8			13	251
O Commun. Properties*	16 1/2	16 1/2			17	82	Standard & Poor's 400 Industrial Average 110.23 110.98 -.75						
O Entron*	1 1/4	1 1/4			1	1	A-American Stock Exchange **No P/E ratio is computed, company registered net loss.						
N General Instrument	37 1/8	38 1/2	- 1 3/8	- 3.57	10	289	M-Midwest Stock Exchange						
O Genev Corp.	13 1/2	12 1/2	+ 1	+ 8.00	6	15	N-New York Stock Exchange						
O Tele-Communications	25 5/8	28 1/8	- 2 1/2	- 8.88	32	136	O-over the counter (bid price shown) ***Stock split						
N Teleprompter	18	17	+ 1	+ 5.88	24	359	P-Pacific Stock Exchange +Traded at less than 12.5 cents.						
O Texscan	2 5/8	2 3/4	- 1/8	- 4.54	15	2	Over-the-counter bid prices supplied by 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.						
N Time Inc.	37 1/8	38 3/8	- 1 1/4	- 3.25	7	1,037	Loeb, Rhoades Hornblower Inc., Washington						
O Tocom	10	9 3/4	+ 1/4	+ 2.56	21	14	*Stock did not trade on Wednesday, closing price shown is last traded price.						
O UA-Columbia Cable	52 1/2	52 1/2			24	88							
O United Cable TV	31 1/4	33	- 1 3/4	- 5.30	22	63							
N Viacom	28 3/4	29 1/4	- 1/2	- 1.70	15	109							

AWRT's Wilma Kriner: working for visibility

Wilma Kriner thinks the key to the future of American Women in Radio and Television is quite simple: identity and visibility.

And that's what the AWRT president, whose tenure expires this week, has tried to stress in her one-year term. Was she successful? "We're not yet as visible as I would have hoped we would be. We have a long way to go, but we're making progress."

The progress, Kriner says, has come in a number of areas, including a stepped-up public affairs program, increased job support activities and, perhaps most important, a surge in membership.

When she took over the top spot last June, Kriner set as a priority increasing the rolls from 2,500 to 3,000. "I would have wanted to reach 3,500," she says, "but we'll settle for 3,000." The increased numbers, she adds, came as a result of local chapters working harder on renewals, and the national office trying harder to determine exactly what its members' needs are.

As a woman who came up through the ranks—both on the local and national levels—Kriner believes she has a pretty good handle on the ins and outs of the organization.

Her first contact with AWRT came in 1959, as one of the founding members of the Florida Hurricane Chapter. At that point in her career, she was working in the media department of Fuchs, Zemp and Celander, a Florida ad agency, and she wanted to see what was going on in the entire industry, as well as make some personal contacts.

This was her first advertising job; she had joined the firm in January 1958, shortly after she and her husband moved to Florida from Indiana, her home state, where she was employed by Eli Lilly & Co.

When W.M. Zemp & Associates, Inc. was formed in July 1960 (it later became an autonomous division of Young & Rubicam), Kriner was one of the original nucleus of six people, which has grown to over 65 people in the agency's three offices. She served as media director from 1961-68, and was appointed vice president in 1971.

And as she was climbing the agency ladder, she was also keeping an active interest in the affairs of AWRT, serving as everything from recording secretary to chapter president on the local level, and in a wide variety of posts on the national level. She never wanted to move to the broadcast side, opting instead to stay with the agency, but she admits the whole field is not one she could easily walk away from. "Broadcasting and advertising are like a



Wilma Lohkamp Kriner—national president, American Women in Radio and Television: b. Aug. 24, 1927, Indianapolis; secretary to director of engineering, Eli Lilly & Co., 1949-57; secretary, Fuchs, Zemp and Celander, St. Petersburg, Fla., 1958-60; media director, W.M. Zemp Associates, Inc., St. Petersburg, 1960-68; treasurer, W.M. Zemp, 1968-present; president, Florida Hurricane chapter, AWRT, 1968-69; national director-at-large, Southern area, AWRT, 1969-71; vice president, W.M. Zemp, 1971-present; vice president, Southern area, AWRT, 1972-74; secretary-treasurer, AWRT, 1974-76; m. W.R. Kriner, Dec. 26, 1947.

disease," she said. "Once you get into it, you can't get out of it."

At this point, however, Kriner has no desire to leave the field. If anything, she believes her time spent as president of AWRT has given her new skills that will help her when she returns to her job full-time.

Actually, she never gave up her job with the agency; she instead took on a second full-time job as AWRT president, a job that doesn't pay. At least not monetarily. "I've gotten a lot of satisfaction out of the job," she says, adding that although it was "a very demanding year," she would definitely do it all over again if she had to.

She thinks that having a member of the organization as president is preferable to having a paid president who keeps carrying "on and on and on." And a new president each year, she feels, allows for an influx of fresh ideas.

But the organization has not seen any radical changes, at least in terms of objectives. In its 28-year history, AWRT has kept as its goal the advancement of women, although the methods to achieve the goal have changed somewhat. According to Kriner, over the next year AWRT

will be studying how the industry is changing and whether the organization is changing with it. "We need to determine just who we are and why we exist," she says. But she adds that as long as the ultimate goal is the advancement of women, "that's the most important thing to me."

There are, however, 40 male members scattered throughout the 60 AWRT chapters nationwide—the result of a policy change made two years ago. Kriner admits that AWRT hasn't made an all-out recruiting effort to attract men, but the group has had men as trustees, and she believes it has also received good support from men.

It also has received support from the rest of the industry, she says, and the organization has been gaining increasing recognition over the years. She attributes this, at least in part, to the group's public affairs involvement. AWRT has produced a series of public service announcements, has filed comments on such topics as the children's advertising inquiry at the Federal Trade Commission, and has maintained active equal rights committees.

Kriner prepared herself for her work with only a high school education, and she doesn't think not having a college degree has been a handicap. Being in the right place at the right time certainly helped, she says, but if she were entering the work force for the first time today, perhaps things would be a bit tougher. "The educational system turns out all these communications specialists, and when they get into the work force, there aren't that many jobs."

The job situation is one that Kriner, as well as her predecessors in the top AWRT post, have been concerned about. A toll-free job line was set up with 10 weekly job availability recordings, and seminars and workshops are held to help members move into better positions. And she thinks that her successor, Timatha Pierce of NBC New York, who takes over next Saturday (June 9) at the conclusion of the national convention in Atlanta, will pick up where she left off.

There is, of course, unfinished business, even though Kriner thinks her term has produced a number of positive actions, and has given her tremendous satisfaction.

But as hectic as the position may have been, she obviously has regrets about leaving it. "Once this is over there will be a letdown. I hope I can get more involved in my job to allow me to do more to take away some of the slack," she says.

And what didn't she accomplish during her term that she would have liked to? "A million things. A year isn't long enough to accomplish everything you want to."

Strictly business

The station representative business that is described at length elsewhere in this issue has evolved from rudimentary beginnings. It wasn't a generation ago that the well equipped rep hit the street with a list of commercial availabilities, a simple rating book and the wherewithal to take a timebuyer, preferably a pretty one, to a long lunch.

Things are more complicated now. In a television spot market of \$2.6 billion a year, advertisers are making their agencies prove the value of their buys, meaning agencies are demanding data that the rep of yesterday couldn't understand, let alone explain. Not only that, stations are asking reps for services far beyond the straight selling function. The rep that can't supply answers to its stations' questions about programming, marketing, even local sales is risking successful raids on its list.

Nor is the evolution ended. Reps see only more expansion of their services in the future, some envisioning a larger role in local as well as spot sales. Indeed, the "Monday Memo" in this issue, illustrating that the latter process is already under way, tells how one rep's data bank was used by local stations to enlarge the television budget of a Seattle-based department store.

Once it may have been enough to be out there with not much more than a smile and shoeshine. It's a sophisticated, computerized business now.

Example

Since its remarkable recovery from World War II, Japan has repeatedly astonished the West with its industrial and marketing energies. Last week a district court in the northern province of Sapporo demonstrated that U.S. judges as well as businessmen can learn a thing or two from Japan. The court held that a Japanese law entitling doctors and lawyers to withhold professional secrets applies to journalists and their confidential sources as well.

The court ruled that a newspaperman was acting within his rights when he refused to reveal confidences when called as a witness in a libel case. The lengthening line of American reporters who have been denied that right—and the longer line threatened by future fallout from recent Supreme Court decisions—must be wondering how the First Amendment of the U.S. Constitution came to be the law of Japan. Too bad it doesn't seem to be the law here any more.

Winner's exit

Absent an unforeseeable disaster, Robert L. Schmidt will leave the presidency of the National Cable Television Association a hero. The image could be changed. Congress could adopt Communications Act revisions admitting telephone companies to the cable business or restoring broadcasters' and producers' property rights to their television programming. Chances are, however, that Mr. Schmidt's resignation date will pass sooner than the legislation that troubles his members, even if he adheres to the Dec. 31 departure he has announced (BROADCASTING, May 28).

Since Mr. Schmidt took office, on Aug. 1, 1975, the NCTA has operated a nearly flawless lobby. Against the often overrated influence of the organized broadcasters, it acquired copyright access to broadcast programming at dirt-cheap rates and with it relief from many earlier restrictions. At the FCC the process of deregulating

cable is almost complete. Mr. Schmidt could cap his brief career in cable by delivering to the NCTA the key to the Bureau of Engraving and Printing.

There are, however, problems that his successor will inherit. Cable until now has presented itself to Washington as the underdog kicked around by fat and overbearing broadcasters. That role is increasingly more difficult to play as cable achieves the status of a major industry and its futurists lay claim to multipaths of entry into every American home.

Indeed the inclusion of retransmission consent in pending legislation and the proposed removal of barriers to telephone entry in the cable field are symptoms of the recognition that the underdog suit hides a muscular and hungry creature. Mr. Schmidt's timing, perfected while quarterbacking at the University of Southern California, has lost none of its edge.

He has indicated an interest in cable ownership and management. Unless he shuts the transom between now and Dec. 31, he is certain to receive offers hard to refuse. The guess here is that there will be a new president in office before Jan. 1, 1980.

Something's got to give

One of the more unfortunate confrontations between the National Association of Broadcasters and National Cable Television Association is the inadvertent scheduling of their annual conventions of 1980 on precisely the same dates. The NAB created the problem when it shifted sites from New Orleans to Las Vegas upon discovering that facilities promised by the original choice would be incomplete. The NAB accepted the only dates offered by Las Vegas without consulting any guide to future events, BROADCASTING's handy "Datebook," for example.

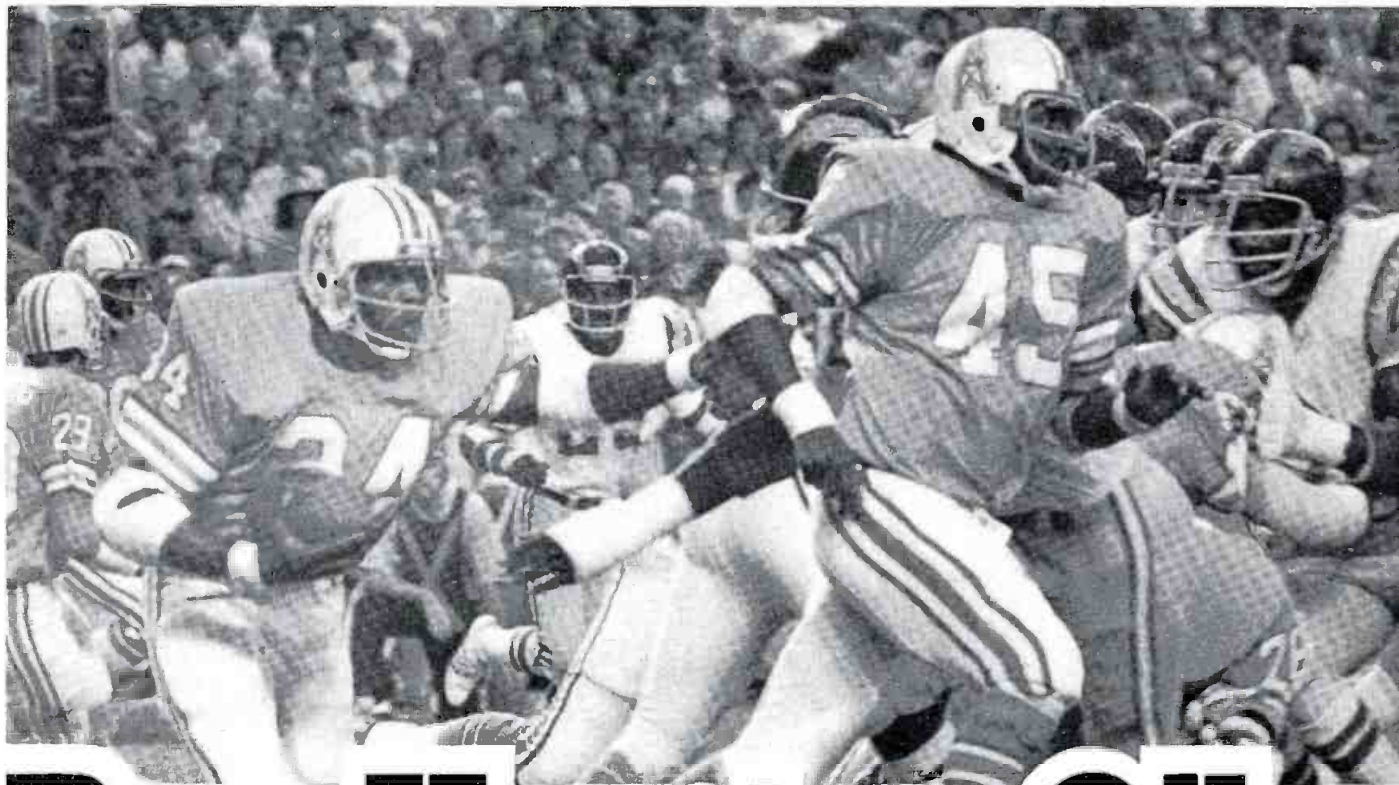
Officials at both associations are putting out assurances of cooperation to make possible the appearances at both conventions of speakers both want. There is no evidence, however, that anybody has figured a way to enable delegates with memberships in both associations to attend both conventions or to tell exhibitors who sell to both industries how to be two places at once.

For the benefit of both, one ought to move to another time and, if necessary, another location. At this late date, the NAB may be locked into April 13-16 at Las Vegas for lack of an alternative at that season in any of the few cities with facilities big enough for it and the huge equipment exhibit its conventions attract. The NCTA convention being smaller, that association may be more maneuverable. In either case, chauvinism ought not to be allowed to deter accommodation.



Drawn for BROADCASTING by Jack Schmidt

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KNBC	
KABC	

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The judges for the 1978 Los Angeles Area Emmy Awards presented us with 29 individual statuettes for broadcasting excellence in 17 categories.

Among the winners are: **Connie Chung** for anchoring the Channel 2 News; **Steve Edwards** for hosting "Marathon Fever" and "The Steve Edwards Show"; **Pat O'Brien** and **Mark Litke** for news writing achievements; **Roy Firestone** for producing a special sports segment for the Channel 2 News; **William B. Purdy II** for outstanding news camera work; **Gary C. Johnson** for outstanding news sound recording; **Joel Tator** for producing "Two on the Town"; **Rod Lea** for producing a Channel 2 News special on busing; **Joseph Benti** for his coverage of the Panama Canal crisis; **Van Carlson** for his camera work on "Two on the Town"; and **Vincent Di Bona** for producing "Zoot Suit."

With top people like this, it's no wonder we won the lion's share of Emmys this year.



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