

**9 khz: the talk is now an inquiry**  
**ABC newsman slain in Nicaragua**

# Broadcasting Jun 25

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

## DONAHUE



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Phil Donahue
- Outstanding Talk, Service or Variety Series  
Executive Producer Richard Mincer      Producer Patricia McMillen
- Outstanding Individual Direction for a Variety Program  
Ron Weiner

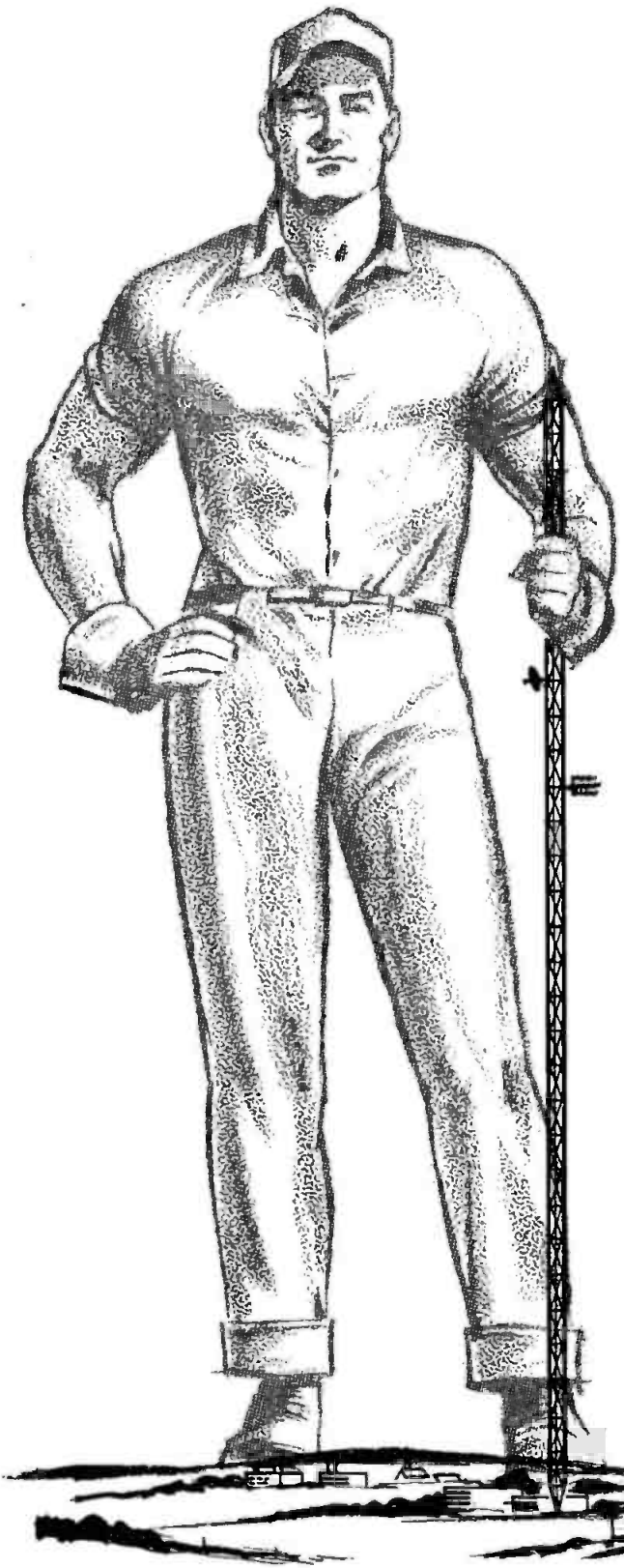


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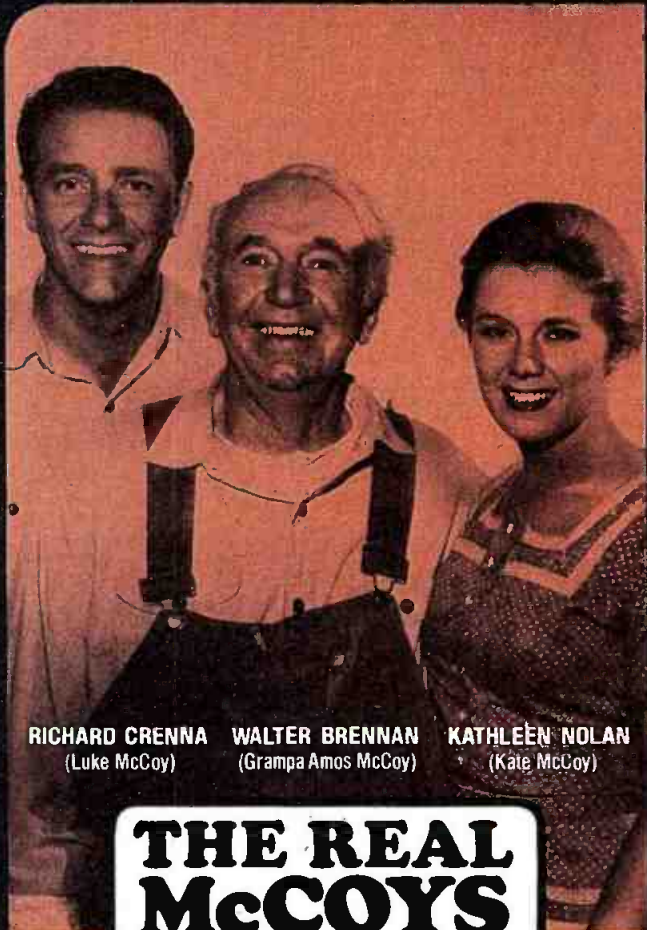
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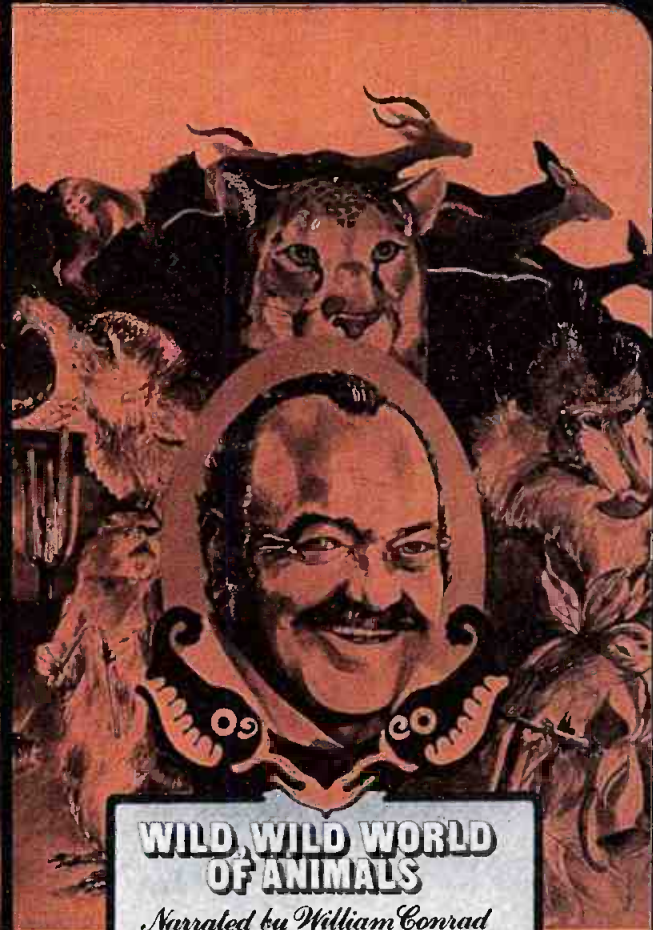
# TWO WINNERS



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## ANOTHER CENTRAL PENNSYLVANIA SPELLING BEE WIN FOR JULIE WON

For the past 20 years, WTPA has broadcast the Central Pennsylvania Spelling Bee as a Prime Time Event. The Grand Champion for the last two years has been Julie Won of Mechanicsburg. WTPA is proud of Julie's second place finish at The 52nd Annual National Spelling Bee this month at Washington, D.C. The Annual Patriot News Spelling Bee is just another example of TV-27's commitment to community service and youth.



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WTPA  
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WSYE-TV  
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KTVI  
St. Louis, Mo.

WSYR  
AM/FM/TV  
Syracuse, N.Y.

WAPI  
AM/FM/TV  
Birmingham, Ala.

# The Week in Brief

**MOVING ON 9 KHZ** □ The FCC decides to issue a notice of inquiry on reducing AM channel spacing, but also ahead is the task of selling the idea to Canada and Mexico, with whom the U.S. share telecommunications treaties. **PAGE 27.**

**BITING THE BULLET ON RKO** □ A step toward resolution of the various problems facing RKO General before the FCC is taken by the commission when it sets date for oral argument next month. **PAGE 28.**

**WHAT'S UP FOR NAB BOARD** □ The agenda for this week's meeting in Washington includes discussions of the rewrite and the Justice Department's suit against the code. **PAGE 31.**

**MURDER IN NICARAGUA** □ ABC News correspondent Bill Stewart is killed by a member of the Nicaraguan National Guard after stopping at a checkpoint. Shooting, taped by his crew and aired on evening news, escalates into international incident. **PAGE 27.**

**JUNE 7 REPRIVE** □ The commission decides that transfer applications filed before that date will not be subject to possible future divestiture. **PAGE 29.**

**AND THE WINNERS ARE...** □ The past 12 months worth of honors to broadcasters, advertisers and related fields are spotlighted in BROADCASTING's third annual awards special report. **PAGE 32.**

**AFFILIATION DEALINGS IN DAYTON** □ ABC wrests ch. 2 WDTN(TV) there away from NBC, dropping WKEF ch. 22 when its current contract expires Dec. 31. **PAGE 50.**

**TAKING NO CHANCES** □ Sonderling Broadcasting, awaiting approval of its merger with Viacom decides to avoid problems with its WOL(AM) Washington, whose license has been designated for hearing, and offer it for sale under the commission's distress sale policy. **PAGE 54.**

**TIME FOR STV** □ That company's ATC subsidiary becomes half owner of Chicago ch. 44 operation that will

be programed for over-the-air pay TV, announces it's interested in other markets and has developed a new converter-descrambler it will offer for sale. **PAGE 55.**

**FALL HANDICAPPING** □ Ad agencies and other program watchers give their assessment of the three network's upcoming prime time schedule. While they vary some on individual shows, they agree on the outcome: ABC first, CBS second and NBC third. **PAGE 57.**

**FOGARTY TO THE DEFENSE** □ Commissioner, in a speech to a broadcaster group, says that Chairman Ferris and the FCC have recently been the victims of "gossip and invective" as a result of the commission's deregulatory policies. **PAGE 65.**

**OMEGA GETS OK** □ After competing for three years to buy dark ch. 35 in Orlando, Fla., Omega Communications gets approval from the FCC following Turner's dropping out of the competition and a court ruling against the Christian Broadcasting Network. **PAGE 66.**

**REWRITE ACTION** □ Last week in the House, public broadcasters were split over whether noncommercial stations should be allowed to carry limited amounts of commercials. **PAGE 66.** And in the Senate, a variety of issues were debated including TV allocation for New Jersey and what to do about clear channels and daytimers. **PAGE 67.**

**WORDS OF WISDOM** □ As the Washington advertising-public relations agency he founded celebrates its 50th anniversary, Henry Kaufman offers his views on the industry and some of the lessons he's learned. **PAGE 72.**

**COMMUNICATING CONGRESSMAN** □ Barry Goldwater, who admits he doesn't like many TV shows or commercials, doesn't think Congress has any right to tamper with programing. And this member of the Senate Communications Subcommittee finds his philosophy of as few government rules as possible applicable to broadcasting in terms of unlimited license terms and elimination of the fairness doctrine. **PAGE 97.**

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# Tuning in together.



One in a series of paintings by Joseph Csatai depicting Taft Broadcasting Activities.

Grandfather's memories live with the old set, but today, radio's vitality is a part of everyone's daily life.

Radio is an important part of our life at Taft Broadcasting Company. Our radio stations continue to contribute both profit growth and important service to each of their communities.

People want entertainment and information, and that's our business. With radio and television stations, Hanna-Barbera Productions and themed amusement parks, we're in some of the best growth industries around.

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**TAFT**  
Broadcasting Company

**Informing and entertaining the American family.**

# Closed Circuit®

Insider report: behind the scene, before the fact

## While the getting's good

Sales sources estimate that upfront buying of TV networks' 1979-80 prime-time programing reached or came close to \$1.5 billion mark last week and should be virtually wrapped up this week or next. Total is expected to substantially exceed earlier minimum estimates of \$1.6 billion (BROADCASTING, June 11).

Another, more specific source of comfort for network salesmen: Sears, Roebuck, which had been widely reported to be planning big cutback in network spending, is said to be in market with upfront budget exceeding \$50 million—some say *considerably* exceeding \$50 million. Either way, it's about double Sears's upfront buying last year, estimated at around \$25 million, and well ahead of previous year's \$40 million. There's also big chunk of dollars scheduled for spot TV.

## Quick response

Richard Shiben, FCC's new Broadcast Bureau chief, is moving quickly to deal with criticism of his appointment by representatives of citizen movement—among them, Kathy Bonk of NOW, Everett Parker of United Church of Christ and Nolan Bowie of Citizen Communications Center, who do not regard Shiben as friend of citizen groups. He wants to set up system of individual conferences with them and other citizen group types to discuss matters of mutual concern. Shiben reportedly is acting on own initiative, motivated by desire to make it clear that he and others in bureau are as accessible to citizen group members as they have been to broadcasting industry representatives.

Said one citizen group representative: "Shiben is attempting to change the image of the bureau as one that's been in bed with the broadcasters." But at least one citizen group representative apparently needs no persuading regarding Shiben. Pluria Marshall of National Black Media Coalition is said to support appointment.

## Sealed but not signed

Negotiations that will formalize designation of Thomas E. Wheeler as president of National Cable Television Association—succeeding Robert L. Schmidt, who announced he would leave post effective Dec. 31 (BROADCASTING, May 28)—are in homestretch. There was temporary hitch in dealings after Wheeler—now association's executive vice president—was offered private sector job as head of cable company, but all signals are now go.

## Dawdling to judgment

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) is encountering reluctance to begin mark-up of rewrite July 11, date he has announced. One member, Marc Marks (R-Pa.), urged in unpublicized letter that Van Deerlin put off mark-up and begin "discussions" instead, to get feel of where main points of agreement and disagreement lie. Marks noted that members' attendance at hearings this year has been "less than full," thinks there should be more time to study hearing record. Allan Swift (D-Wash.) also supports idea of preliminary discussions. Edward Markey (D-Mass.) complains that series of votes on energy issues will divert his attention in July, and wants mark-up postponed until September.

As accommodating as Van Deerlin tries to be, he holds firm to his mark-up schedule, however, and thinks he will have no trouble getting quorums when he wants. Informal meetings have already been held, most recent among Democrats on subcommittee, including Van Deerlin, last Thursday, over beer and pizza.

## Pay prospecting

National Subscription Television, over-air pay service operating on KBCS(TV) Corona-Los Angeles, expects 25,000 subscribers within six months of its July 1 start-up of another pay service in Detroit on WXON(TV) there. It will be starting with only 600 subscribers. Still, Los Angeles service began with 800 subscribers in April 1977 and boasted 177,000 as of last week. Company officials see 300,000 subscribers as probable limit in Los Angeles—which has 3.4 million television homes.

## Fundraisers

Pitch to divert money normally spent on National Radio Month into fund for big broadcast and print campaign to sell radio as commercial vehicle will be made at this week's NAB joint board meeting. Pitchers will be Richard Chapin of Stuart Broadcasting, who is Radio Advertising Bureau board member acting as liaison on plans for RAB radio campaign, and Jack Trout, president of Ries, Cappiello, Colwell Inc., agency handling campaign. They're expected to reason that money NAB normally puts into National Radio Month—said to range up to \$50,000—could be spent more productively in campaign positioning radio as advertising medium.

## Help wanted

In major expansion move, Katz Agency will enlarge its Katz American Television (larger market stations) from three sales teams to four in New York in early July, says it will cost about \$1 million for new account executives, sales assistants and support personnel.

## Grossman's net

When Lawrence K. Grossman became president of Public Broadcasting Service in 1976, he resigned not only presidency and ownership of successful advertising agency (Lawrence K. Grossman Inc.) but also presidency of Forum Communications, which he had been instrumental in establishing in 1969. Forum was applicant for ch. 11, occupied by WPIX(TV), New York independent.

Now pending is proposed settlement of 10-year encounter with Tribune Co. subsidiary, for \$9 million-plus (BROADCASTING, June 4). Had Grossman decided to forego PBS bid and continue with Forum, his net "cut" in settlement would have been in excess of \$1 million, based on 15% interest. Grossman's original investment of about \$16,000 was returned when he resigned. (It's assumed he could have placed his interest in trust, as have others in public life.)

## At liberty

Barry Zorthian, former president of Time-Life Broadcast, and since 1975 Washington vice president for government affairs of Time Inc., has taken extended leave preparatory to early retirement (at age 60) in fall of 1980. He joined Time in 1968 after nearly five years as U.S. press chief in Saigon (formal title: Minister-Counsellor for Information). He became president of T-L-B Inc. following year, liquidating most of its broadcast properties, then succeeded late Larry Laybourne as Washington vice president. Successor is John Steele, former Washington bureau chief, most recently assistant to publisher of Time.

## Singing their song

"If it's playable, it's payable." That's slogan being used by Bill Baldwin, chairperson of satellite committee of AFTRA, in pursuing campaign favoring retransmission consent provision in pending rewrite legislation relating to cable and superstations. Theme, he hopes, will be keynote of AFTRA convention in Nashville July 11, with some 400 delegates expected.

**THERE'S NO PERCENTAGE IN  
OFF-NETWORK HOUR WHEN**

**AMONG ALL 30 OFF-NETWORK  
HOUR PROGRAMS STAR TREK'S  
RATINGS OUTDELIVERED\***

90% IN HOUSEHOLDS, 93% IN TOTAL ADULTS,  
100% IN ADULTS 18-49, 93% IN TEENS,  
86% IN KIDS.

\*Feb. 1979 SPA

**Coming Soon! Star Trek...  
The Motion Picture.**



**STAR**





# BUYING A NEW UNPROVEN YOU CAN BUY STAR TREK!

AND...

## AFTER A DECADE OFF-NETWORK STAR TREK DELIVERED\*\*

50% MORE ADULTS 18-49 AND 47% MORE  
TOTAL ADULTS AS COMPARED TO ITS PAST NINE  
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U.S.S. ENTERPRISE

\*\*Feb. 1970 thru Feb. 1979 SPA



Paramount Television Domestic Syndication

# TREK



# Business Briefly

TV ONLY

**Procter & Gamble** □ Fifty-three week campaign starts June 25 for Camay soap in 22 markets. Agency: Leo Burnett, Chicago. Target: women, 18-34.

**Armour Dial** □ Fourteen-week campaign for Treet canned meat begins June 25 in 31 markets. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-54.

**General Foods** □ Thirteen-week campaign begins July 2 for various products. Agency: Young and Rubicam, New York. Target: women, 25-54.

**Warner Lambert** □ Ten-week campaign begins July 23 for Effident in 30 markets. Agency: Ted Bates & Co., New York. Target: women, 50 and over.

**American Can Company** □ Nine-week campaign begins July 9 for Aurora Soft Pack in 23 markets. Agency: Scali, McCabe, Sloves, New York. Target: women, 25 plus.

**Pearle Vision Center** □ Six-week

campaign for eye glasses starts in early July in 70 markets. Agency: Chollick Associates, New York. Target: women, 25-49.

**Beatrice Foods** □ Six-week campaign begins Sept. 17 for Dannon yogurt in 25 markets. Agency: Marsteller, New York.

**Ralston Purina** □ Six-week flight begins in early July for Cookie Crisp cereal in 60 markets. Agency: CPM, Inc., Chicago. Target: children, 2-11.

**Jos. Garnean Co.** □ Five-week campaign starts July 9 for Bolla wine in Los Angeles during late and fringe news. Agency: Manoff Inc., New York.

**Gillette** □ Four-week campaign starts June 25 for Good News razors in top 25 markets. Agency: Grey Advertising, Chicago. Target: men, 18-49.

**Bell of Pennsylvania** □ Four-week campaign for new Business and Industrial Directory (BID) begins July 9 in Pittsburgh. New directory represents split

## Advantage

Two top-echelon executives formerly associated with Interpublic Group of Companies have formed own agency, Backer & Spielvogel Inc. Carl Spielvogel and William B. Backer have no accounts yet but in the past two months, they said, they have had overtures from a number of companies. Spielvogel, who is chairman, was formerly vice chairman and chairman of executive committee of Interpublic. Backer, who's president and creative director of new agency, previously was vice chairman and creative director of McCann-Erickson Inc., New York, largest affiliate of Interpublic. Temporary offices have been established at Gotham hotel, Fifth Avenue at 55th Street, New York 10019. (212) 247-2200. □

International Harvester, Chicago has made major buy on ABC Radio Network, covering half of all availabilities on network's coverage of 1980 winter and summer Olympic Games in support of its Scout vehicle. International Harvester will participate in about 500 programs on all four ABC Radio services. □

Analysis by Television Bureau of Advertising shows that spectacular gains were achieved in motion picture advertising on television over past five years. While local TV expenditures rose from \$37 million to \$85 million, network investments rose from \$6 million in 1973 to \$45 million in 1978. □

Radio Advertising Bureau has opened new office in Seattle with Jon Rand as director at 1414 Alaskan Way, Suite 507, Seattle 98101; (206) 623-7525.

## RepReport

WAIT(AM) Chicago: To McGavren Guild (station had no previous national representative). □

WKMI(AM) Kalamazoo, Mich.: To Eastman Radio from McGavren Guild. □

KACY-AM-FM Oxnard, Calif.: To McGavren Guild from Katz Radio. □


McGavren Guild has opened new office in Houston at 1200 South Post Road, Houston, 77207. Shane Fox is manager. (713) 960-9790.

## DELTA DASH® GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY.

Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. And DASH (Delta Airlines Special Handling) serves 86 U.S. cities plus San Juan. Any package up to 90 inches, width+length+height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals.

Rate between any two of Delta's domestic cities is \$30. (\$25 between

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You can also ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, Freeport and London, England. For details, call Delta's cargo office.  **DELTA**  
The airline run by professionals

**DELTA IS READY WHEN YOU ARE®**



**The longest running  
network television drama ever.  
And now, one of the  
highest rated dramatic hours  
in syndication.**

# **GUNSMOKE**



“‘Gunsmoke’ is television’s most ennobling and instructive weekly lesson. Thanks to the influence of high-principled people who are never excitable, decency invariably prevails.”

**The New York Times**

“This show represents TV serial characterization at its best. Over the long haul, no show has ever kept more interesting characters entirely in character. . . .

To say they are fine performers is as much of an understatement as the magnificently understated way they play themselves in their parts. They are, in short, superb.”

**TV Guide**

“It went out the same way it came in—with high quality, honesty and uncommon honor.”

**The Washington Post**



# It's News!

What you have been hearing is true. It's news, your station's news, that makes the difference between being number one or out of the running in your market.

Well-executed local television news develops a bond between the audience and the station which is essential to success, and it does it on a daily basis. This feeling overflows into almost all the other areas of programming. If you doubt it, just check how many stations are first in total day share that don't lead in local news—very few, and almost none in key markets.

McHugh and Hoffman is the most experienced broadcasting consultant in the United States. We are staffed by professionals with years of front-line, working experience in news, programming, promotion and research.

Through McHugh & Hoffman, you will learn in detail about your news personalities, content and visual presentation based on in-home research with your audience, as analyzed by our experts.

We tailor a plan with specific suggestions for your improvement. We monitor your station and your competitors throughout the year and advise on how the objectives you set for news superiority can be established and maintained.

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of conventional Yellow Pages into personal and business sections. Agency: Lewis and Gilman, Philadelphia. Target: men, 25-64.

**Buddig** □ Four-week campaign begins July 2 for smoked meats in 20 markets including Chicago. Agency: N.W. Ayers, Chicago. Target: women, 18-49.

**Chesebrough** □ Four-week campaign for Aziza mascara starts July 4 in 31 markets. Agency: Waring & LaRosa, New York.

**Schenley** □ Four-week campaign begins July 2 for Fratelli wine in Rochester, N.Y., Albany, N.Y., Charlotte, N.C., and Baltimore. Agency: Leo Burnett, Chicago. Target: adults, 18-34.

**County Line** □ Three-week drive begins July 16 for natural cheeses in 28 markets with an Eastern/Central concentration, plus Florida. Agency: Hicks and Griest, New York. Target: women, 25 and over.

**Firestone** □ Two-week flight begins July 8 for tires in 91 markets. Agency: Sweeney and James, Cleveland. Target: men, 25-54.

**J.C. Penney** □ Two-week campaign for white goods begins July 1, nationally, in all day parts. Agency: Vitt Media International, New York. Target: women, 25-54.

**Nissan Motor Corp.** □ One-week campaign for Datsun cars and trucks begins July 23 in 14 markets. Agency: William Esty Co., New York. Target: men, 18-49.

### RADIO ONLY

**Krystal Co.** □ Twelve-week campaign starts June 25 for food chain, promoting breakfast in 21 markets in Southeast. Agency: Cargill, Wilson and Acree, Inc. Atlanta. Target: men, 25-49.

**Bartlett Mineral Water** □ Eight-week campaign begins in July in San Francisco and Seattle. Agency: Image Advertising, San Francisco. Target: women, 18-49.

**Colonial Stores** □ Four-week campaign for Big-Star Stores begins July 1 in Atlanta. Agency: Litton, Neal Welton, Atlanta. Target: women, 25-54.

**Iriquois Brands** □ Four-week campaign for Champale malt liquor, begins in mid July in over 15 markets including Chicago, Detroit and San Francisco. Agency: SFM Media, New York. Target: adults, 18-49.

**Totinos Finer Food** □ Three-week campaign starts June 25 in 12 markets for Party Crisp Crust. Agency: Paragon Cos., Minneapolis. Target: women, 25-40.

**F & M Schaefer** □ Three-week campaign begins June 25 for Schaefer beer in 30 markets concentrating on Pennsylvania, New York, Connecticut, Massachusetts and Washington, D.C., in

early and late drive times, introducing "Don't Get Caught Short" promotion. Agency: Ogilvy & Mather, New York. Target: men, 18 plus.

**Dubuque Packing** □ Two-week campaign begins late June for various products in 50 markets with South-East concentration and all of California during day and fringe times. Agency: Campbell-Mithun, Inc. Chicago. Target: women, 25-54.

**San Diego Federal** □ Two-week campaign begins June 25 in Sacramento for Savings and Loan. Agency: Franklin & Associates, Los Angeles. Target: adults, 25-54.

**American Cinema Releasing** □ Two-week campaign begins July 17 for movie, "A Force of One" in 12 markets including Nashville, Knoxville, Tenn., and Minneapolis. Agency: RNI Media Corp., Los Angeles. Target: total adults and children.

**C.F. Mueller** □ One-week campaign begins in late June in 6 markets concentrating on Chicago. Agency: Ogilvy & Mather, New York. Target: women, 25-49.

**Pep Boys Automotive Centers** □ One-week campaign co-op with Shell Oil begins June 25 in six markets in Southern California. Agency: Michael/Sellers, Los Angeles. Target: men, 18-34.

**Pepisco** □ One-week campaign for Super 8 begins June 27 in Los Angeles. Agency: Mars Advertising, Detroit. Target: women, 18-49.

**Gold Pin Fun Centers** □ One-week campaign begins late July to promote "Bowl every other game free weekend" in St. Louis. Agency: Eisner Associates, Baltimore. Target: adults, 18-49.

**Anheuser-Busch** □ Ongoing campaign for Busch beer starts June 25 in 35 markets in Midwest. Agency: Needham Harper & Steers, Chicago. Target: men, 18 plus.

**Knudsen** □ Three-week campaign for Knudsen Yogurt Push Ups starts in mid-June with spots being placed on 61 stations in California, Nevada and Arizona. Agency: Dailey & Associates, Los Angeles. Target: women, 18-49.

**Larry's Foods** □ Ten-week campaign for frozen foods company begins in early July in Miami and Tampa, Fla. Agency: S.M. Newmark & Associates, Los Angeles. Target: women, 25-49.

### RADIO AND TV

**Kahn's & Co.** □ Six-week campaign begins July 2 for Kahn's meats in 22 markets for TV and 21 radio markets, including Florida and Tennessee. Agency: Sive Associates, Cincinnati. Target: adults, 18 plus.

# WE'RE USING AIR WAVES TO CLEAN UP SOME OF THE DIRTIEST AIR IN AMERICA.

Almost everybody knows that Denver has thinner air than any other major city in America. But almost nobody knows that only Los Angeles has dirtier air.

Most of the people who breathe it everyday didn't know how dirty Denver's air was either. Until KIMN radio told them.

An awareness campaign was the first step of our Operation Blue Sky. We stepped up our campaign by initiating action

that led to a Federal Grant to fund hourly pollution readings.

We also started giving on-air recognition to businesses that take steps to reduce air pollution. And we've instituted a program designed to help alleviate traffic congestion during rush hour.

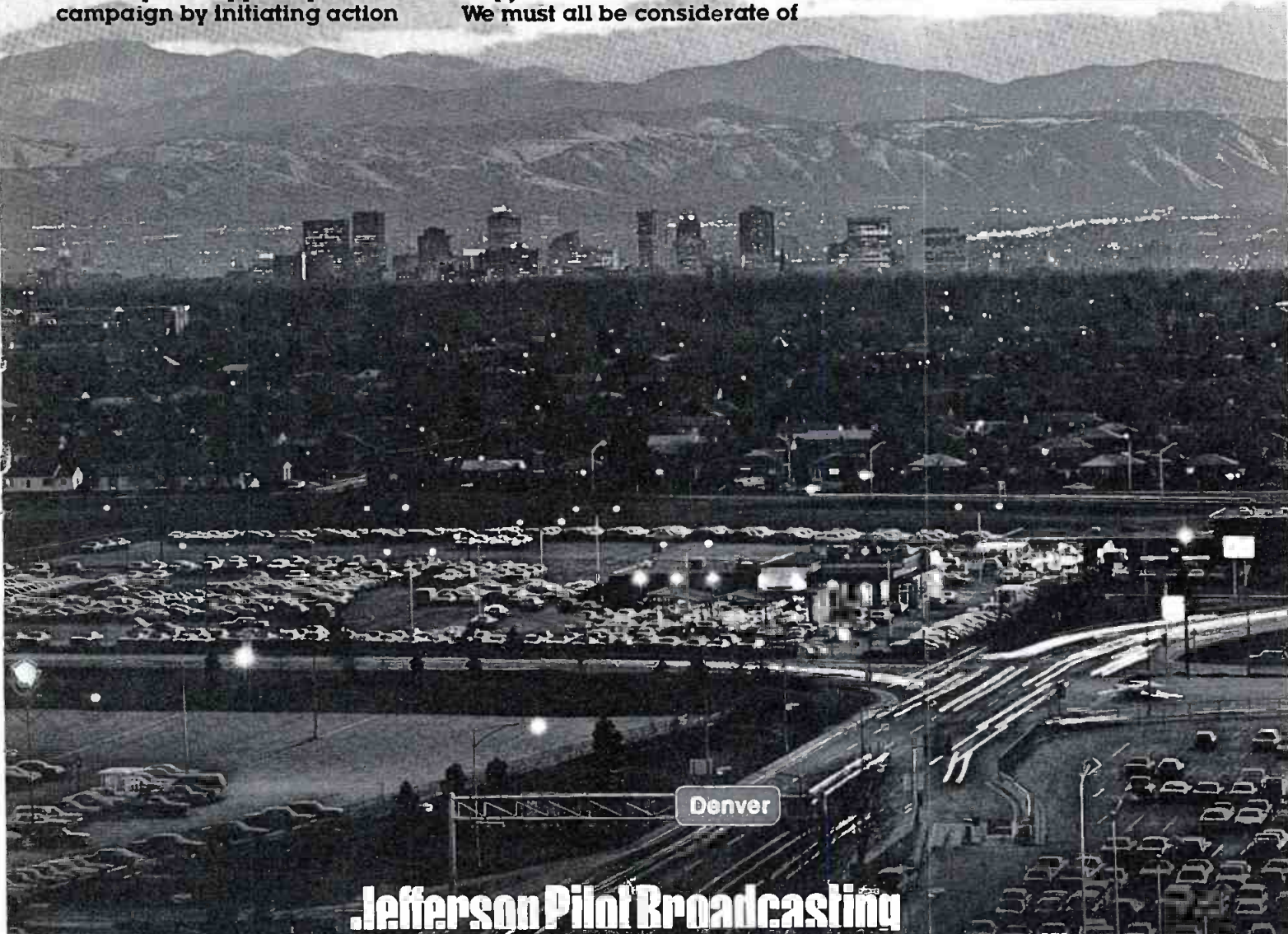
The world has grown too small for any of us to live in a vacuum. (As one sniff of Denver's air will testify.)

We must all be considerate of

one another and pull together to solve the problems facing our cities.

When we do, things will get better as they have in Denver.

We're happy to report that a mile above sea level, the tide is turning.



Denver

**Jefferson Pilot Broadcasting**

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

# Monday Memo®

A broadcast advertising commentary from Jerry Stein, president, Catalano & Gornick, New York

## Quality commercials to make a cola click

Many clients today look to their ad agencies for total marketing participation. For such clients, advertising must both reflect and originate factors that involve pricing, distribution and market definition, as well as create consumer demand.

In the same fashion, media decisions must be part of the total marketing picture and an isolated variable determined only by cost efficiencies, GRP's and the like.

Quality, which can't be quantified on such yardsticks, can be an extremely vital factor in the media decision-making process, particularly if the product is relatively new and is going into the market against well-established giants.

Our definition of quality in a broadcast buy includes:

- The element of credibility, in that the broadcast campaign will be taken seriously by the trade and by consumers.
- A clear long-term *commitment to the market*.
- An environment of leaders in terms of advertisers and products.
- Head-to-head competition for the same target group of our competition.

Of course, GRP levels and reach and frequency figures play a vital part. But media, as I mention, are just part of the advertising mix. At Catalano & Gornick, creative and media are oriented to many marketing factors, and the media approach to each client's needs is never predetermined by formula.

For example, not long after the agency was formed in 1974, we developed a broadcast campaign for best-selling paperbacks of Popular Library, now a division of Fawcett. This may not sound unusual today when many publishers use broadcast for paperbacks, but such a media choice was a novelty prior to 1974, when almost all paperback advertising was in newspapers and print media.

The product in our broadcast kickoff was a series of romantic novels by a leading female novelist. We bought network daytime and drive-time news on CBS Radio, and daytime TV spot in major markets. The reaction came quickly; sales of the novels zoomed.

This advertising brainstorm came, not from the media department but from agency co-founder Vito Catalano, who was and is the agency's creative director, and who has played a major creative role for products ranging from Procter & Gamble's Proll to Post cereals.

Another of our original accounts, was C&C Cola, a product of Cantrell & Cochrane Inc., now a division of ITT Continental Baking Co. Today, this brand is the third-largest-selling cola in super-



Jerry Stein joined Catalano & Gornick three years ago as executive vice president and director of marketing. Stein has been in advertising for 25 years and has been manager of corporate advertising for Gulf & Western Industries and account supervisor for D'Arcy, MacManus & Masius. Early in his career he was copywriter for several agencies, including Benton & Bowles. Today, he serves as president of Catalano & Gornick.

markets in the New York metro area.

Media experts, before and since, have told us that the use of 10-second ID's, particularly in prime time, is not efficient. Maybe so, but ID's have the quality we were looking for. Our spots for C&C Cola not only created overnight awareness for the product among consumers but also created plenty of favorable reaction among supermarket executives and buyers who had seen them on TV.

Again, it was a matter of quality TV—the kind of advertising that tells the public and your competitors that you really mean business.

And, as with any good method, you have to stay alert and responsive to potential improvements. We did that in the recent introduction of C&C Cola into major California markets as well as Reno and Las Vegas. We added radio 30's and 60's, using a jingle format. We also went into Spanish-language radio.

What have we really learned from our experience with C&C Cola? Principally, that if you are going to achieve meaningful goals for your client, as well as real impact in a competitive trade, you have to think in terms of advertising quality. We're happy that our clients feel the same way.

In 1974, when Catalano & Gornick hung out the shingle, start-up expenses didn't leave a lot of money with which to establish a strong media department, particularly in the broadcast area.

So the agency looked for an alternative and went the usual route for agencies in such a position: media buying services.

The broadcast budget for C&C Cola at that time was around \$200,000 annually. That's a nice sum when it's your personal income from tax-free municipal bonds; it didn't get shouts of joy from the buying services.

Even so, we were determined to achieve a quality broadcast buy, one that had its basis in prime-time spot TV.

If you are going to take a relatively obscure cola beverage and compete head-on with Coke and Pepsi in the New York market, you have to be prepared to play their game. And that means prime-time TV if you are going to generate excitement among consumers and supermarket executives.

Another factor in this prime-time strategy was the distribution system established for C&C Cola, which is warehouse-delivered, not store-delivered to individual supermarkets. This system is cheaper, and a lot of the money saved is passed back to the consumer.

The problem, however, is that C&C Cola—unlike the two cola giants—must rely on store managers and clerks to make sure that shelves are stocked with C&C, that prices are accurate, that specials are featured, that the facings are good, and so on. High awareness of C&C Cola, from the start, has been a must, and that meant top-quality TV. We told buying services what we wanted, and the campaign began. One of the first things we learned was that if you want to use 10-second ID's and concentrate on prime-time spot television and be sure you will make your GRP's during these flights, buying services begin to look the other way.

Our C&C spots were short, punchy and memorable. They utilized a blackout gimmick—a “bleep-bleep” for the names of “Coke” and “Pepsi” in the spot—plus a series of pretty people who managed to squeeze in the names anyway.

We found that our 10's were often “bumped,” our weekly GRP's were falling short and that make-goods three weeks after the flight didn't do us much good in promoting short-term product specials in supermarkets. So we took over the media function.

We developed introductory schedules that were a 70-30 mix of prime-time, access and fringe time. These were backed with full-page or large-space newspaper advertising that told C&C Cola's story in more detail.

The result was instant awareness and demand for C&C Cola—and a broadcast technique that has worked splendidly for us in our recent introductions of C&C Cola in California and in the Baltimore and Washington markets.



Courtesy of Express News Corp.

## ON FRIDAY, APRIL 27th, THIS WAS THE FACE OF SAN ANTONIO.

A sniper's gunfire turned a routine television news assignment into a nightmare of terror. KENS-TV's Eyewitness News team found themselves in the midst of panic and confusion as a sniper terrorized 300,000 people gathered to watch the Battle of Flowers Parade.

For nearly two hours, KENS-TV reporters Gary DeLaune and Margo Spitz, along with

cameramen Joe Flores and Ron Smith, broadcast *live* coverage that unified and helped calm a frightened city ... a vivid example of electronic journalism at its best. And typical of the professional men and women at Harte-Hanks stations who take their jobs very seriously.

**HARTE-HANKS COMMUNICATIONS, INC.**

 Television Group

KENS-TV, San Antonio, TX; WTLV-TV, Jacksonville, FL;  
WFMY-TV, Greensboro, NC; KYTV, Springfield, MO.

# Datebook

■ indicates new or revised listing

## This week

**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 24-27**—*Public Broadcasting Service* 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 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 Programmers*. 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, Gallatinburg.

## 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



## The power to persuade

More people than ever are tuning in to the new WJFM for the clear, contemporary, mellow sound produced by 500,000 watts of power. A big 205% increase over April/May '78 in drive-time listeners demonstrates the upward trend.\*

Eighty-eight per cent of our 18+ cume audience is in the sales active 18-44 age bracket. Men and women who appreciate the very best and who buy the very best.

\*Oct/Nov '78 Arbitron - 6-10 AM and 3-7 PM Mon. thru Fri., 12+ AOH TSA.

**The nation's most powerful FM station**



*A Felzyer Station*

**WJFM**

GRAND RAPIDS AND WESTERN MICHIGAN  
Buckley Radio Sales, Inc., National Representatives





**How a roast beef luncheon  
helped us understand Kathryn S. Mey.**

**I**t happened in July, 1977.

In the company dining room. And lasted all day. With several dozen leaders from government, social service organizations and the private sector, management from WNBC-TV wrestled with the problems of the elderly.

The result? "The Prime Of Your Life." Two months later.

The nation's first senior citizen program. So highly lauded that one of its features was nominated for a 1978 Emmy Award.

The most appreciated kudos come from viewers themselves. "All you see is young kids on tv," teases 86-year-old Bronx-born widow Kathryn S. Mey, as she sips tea in her cheerful room at Manhattan's Mary Manning Walsh Nursing Home. "Over one hundred people here are devoted fans of 'The Prime Of Your Life,' we watch it Sundays after Mass. "You know," she says softly, "the show appeals to old people from all walks of life. It tells not only how we are taken care of...but how we take care of ourselves. It helps us solve problems. I feel WNBC-TV is interested in me, that it really cares. You see, the prime of my life is now."

Our community luncheons have given birth to dozens of vital projects. In Los Angeles, for instance, "And Baby Makes Two," KNBC's half hour documentary special which aired early in 1978, a direct result of a luncheon with the 31st district P.T.A., has garnered four major honors, including the prestigious Governor's Award of The Academy Of Television Arts and Sciences.

At Chicago's WMAQ-TV, luncheons exposing the necessity of expanded coverage in Indiana provided impetus for the station to relocate a television journalist and his family in northwestern Indiana for full accessibility and large-scale investigations.

In Cleveland, WKYC-TV luncheons probing the area of crime spurred a "Sunday Magazine" segment centered on the F.B.I., with a special agent focusing on the agency's responsiveness to citizens and the public's tolerance of crime-related activities. The station received the "Service in the Public Interest Award" given by the federal agency.

And "Domestic Violence and Abuse," the timely subject of luncheons held at WRC-TV, Washington, D.C., caused penetrating and broad coverage by the station in a variety of its programming as well as an eight-part special news series on the topic.

NBC community luncheons. To learn what folks need. And give it to them.

**NBC Owned  
Television  
Stations**

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

# The Professional

## Mark Huffman captures history

While earning his BA in history at the University of Kentucky, Mark worked at WVLK in Lexington. His appetite for history in the making led him to jobs in news management for WNOE in New Orleans and KTSA in San Antonio.

Now, as AP Radio's evening newscaster, Mark relates today's news and later recounts it as history. In 1977 and '78, he compiled major news events into APR year-end documentaries. In December of this year, he'll produce "World in Sound," an album of the year's key stories. We like that. We're like Mark Huffman.

Professional.

# AP Radio

Associated Press  
Radio Network (212) 262 4011



for local sales. Hilton Inn, St. Louis.

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

■ **July 13**—Day-long briefing covering topics of major national concern by White House Office of Media Liaison for *Radio-Television News Directors Association* members. Old Executive Office Building, Washington.

■ **July 13**—Annual Friday the 13th party, *Memphis chapter of American Women in Radio and Television*. Ms. Kitty's, Memphis.

**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 Wortman, 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 15-16**—*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. 23d, Suite 106, Oklahoma City 73107.

■ **July 18-18**—*Arbitron Television Advisory Council* meeting. Radisson South, Minneapolis.

**July 17**—Deadline date for FCC comments on proposal to eliminate cable rules dealing with syndicated program exclusivity and importation of distant signals (Dockets 20988, 21284). Replies are due August 16.

**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. NBC President Fred Silverman will speak July 24. 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. 9-10**—*Arkansas Broadcasters Association* summer convention, sales seminar. Camelot Inn, Little Rock.

■ **Aug. 10**—*Kansas Association of Broadcasters* sports seminar. Royals and Arrowhead stadiums, Kansas City, Mo.

**Aug. 15-19**—Fifth annual conference, *National Federation of Community Broadcasters*. Evergreen State College, Olympia, Wash.

**Aug. 16**—National Association of Broadcasters legal

## Major Meetings

**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. 8-8**—*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.

**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. Future conferences: Sept. 14-17, 1980, Town and Country hotel, San Diego; Sept. 20-23, Sheraton-Washington.

**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. 5-7**—*Mutual Broadcasting System* affiliates convention. Washington Hilton, Washington.

**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.

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

**Nov. 11-15**—*National Association of Education-*

*al 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.

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

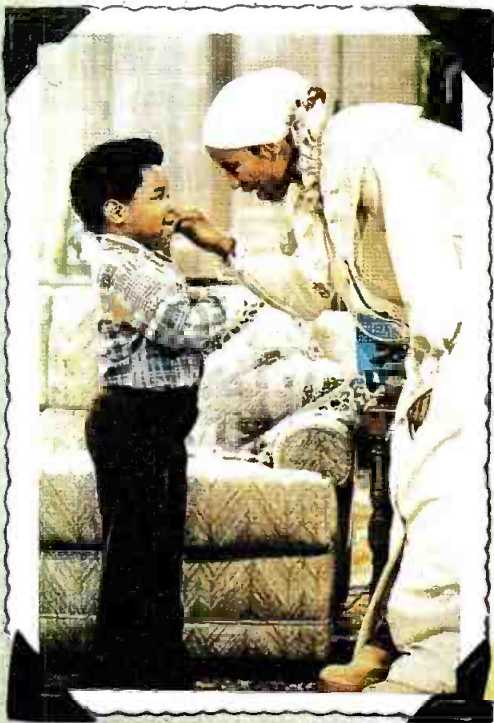
**Feb. 16-21, 1980**—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton.

**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.

■ **May 18-21, 1980**—*National Cable Television Association* annual convention. Dallas.

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

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



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TIMES**

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this fall!*



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GOT  
THE  
KIDS!**



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

■ **Aug. 29-31**—*Arbitron Radio Advisory Council* meeting. Castle Harbour hotel, Bermuda.

## 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. RTNDA board will meet Sept. 5 and 9. Caesar's Palace, Las Vegas.

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

**Sept. 9**—ABC-TV telecast of *Academy of Television Arts and Sciences* Emmy Awards presentations.

**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, Monroeville, 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, world telecommunications exhibition, sponsored by the *International Telecom-*

*munication Union*. Palais des Expositions, Geneva. U.S. pavilion will be hosted by Electronic Industries Association Communications Division. Information: Mark Rosenker, EIA, (202) 457-4990.

**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. 26-28**—Public Service Advertising Conference, sponsored by *International Advertising Association* and *The Advertising Council*. Brussels, Belgium. Information: IAA World Headquarters, 475 Fifth Avenue, New York 10017; (212) 684-1583.

**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.

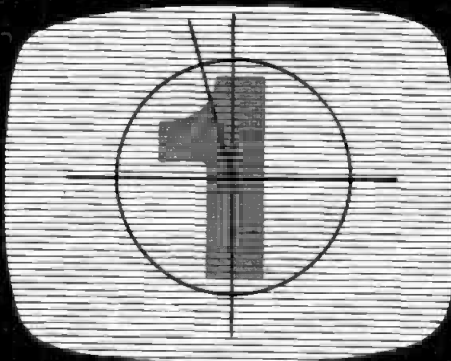
## October

**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. 4-7**—*National Black Media Coalition* annual meeting. Mayflower hotel, Washington.

**Oct. 5-7**—Southern area conference of *American*



MAKE IT YOUR BUSINESS TO CLEAR

# "IT'S YOUR BUSINESS"

Premiering this fall on TV stations across the country: an exciting new weekly half-hour program produced by the Chamber of Commerce of the United States to bring business issues to the largest possible audience with immediacy and impact. Moderator: TV news personality, Karna Small.

IT'S YOUR BUSINESS will provide a public arena in which leading figures from business, labor, government, and the professions confront important and timely issues and each other's viewpoints. Issues such as energy, inflation, taxes, regulation, wages and prices, profits, to name a few.

For details on station clearances, contact Bette Alofsin, Director of Syndications, Broadcast Group, Chamber of Commerce of the United States, 711 Third Avenue, New York, N.Y. 10017. Phone (212) 557-9891. **CLEAR IT FOR TV THIS FALL BECAUSE**



# Another Harris First.... FM-25K—25,000 Watt, One-Tube—High Power FM Transmitter.

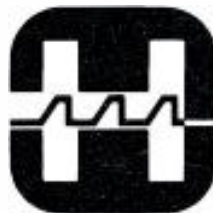
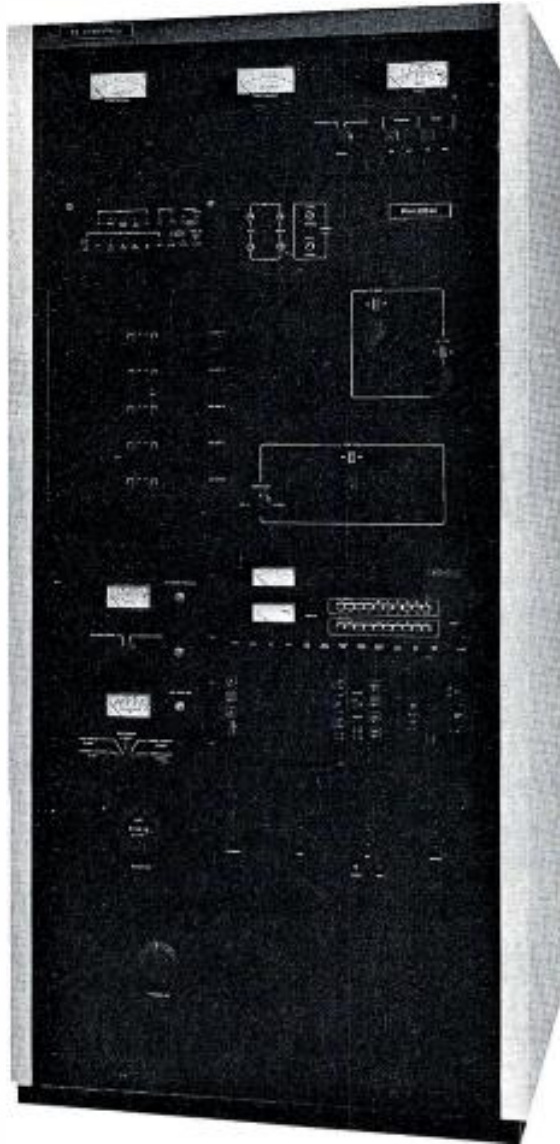
Introduced at the 1979 NAB show, Harris technology has combined advances in both tube and solid-state designs, bringing to the broadcaster the new FM-25K, 25 kilowatt transmitter, a major step forward in high-powered FM transmitters.

The FM-25K reflects the Harris design philosophy of delivering RF power efficiently, without degrading exciter performance. Dependable solid-state control logic, broadband solid-state IPA, single tube design, and the world's most advanced FM exciter, the MS-15, combine to provide the highest performance available.

Simple operation is another plus with five wideband FM solid-state IPA modules combined to produce 350 watts of drive power, with plenty of reserve, providing back-up capability for improved reliability and reducing overall transmitter tuning requirements.

In answer to rising energy costs, the new FM-25K, 25 kilowatt FM transmitter requires less power which means low operating costs and longer component life. Its compact size, built-in protection circuits, status lights, automatic power control, and simple remote control interface make the FM-25K the best buy for broadcasters.

Let us tell you more, contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, ILL 62301.



**HARRIS**  
COMMUNICATION AND  
INFORMATION PROCESSING

*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. 10-12**—Fourth annual Conference on Satellite Communications for Public Service, sponsored by *Public Service Satellite Consortium.* Washington Hilton, Washington. Information: Polly Rash, PSSC, 4040 Sorrento Valley Boulevard, San Diego 92121; (714) 452-1140.

■ **Oct. 13**—Banquet, *San Francisco chapter of Society of Broadcast Engineers.* Sheraton Inn, Concord, Calif.

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

**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. 15-17**—*Texas Association of Broadcasters* fall convention. Marriott hotel, Austin, Tex.

**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 Televi-*

*tion 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, Lexington.

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

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

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

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

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

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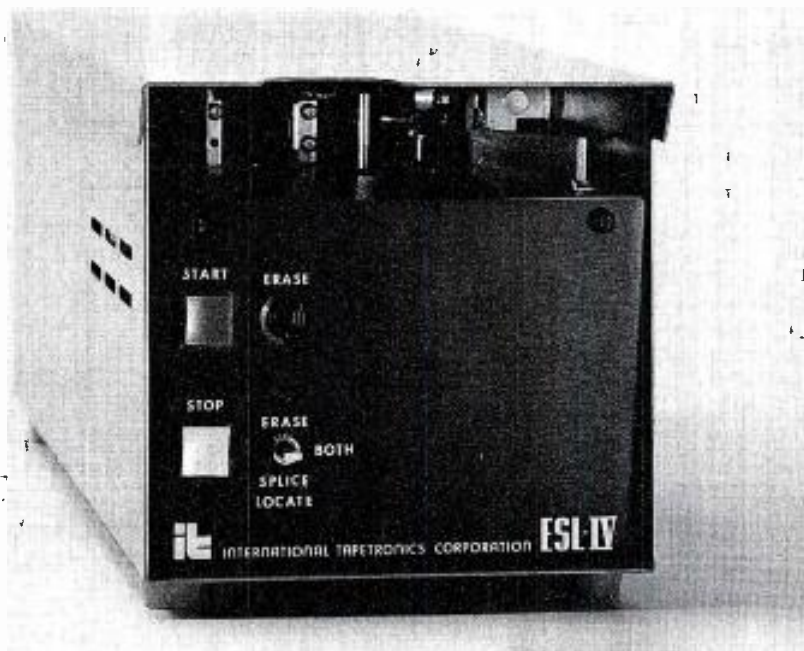
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## November

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

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

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

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

**Nov. 8-9**—*Oregon Association of Broadcasters* conference. Valley River Inn, Eugene, Ore.

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

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

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

**Nov. 19-20**—*National Association of Broadcasters* television conference. Hyatt Regency hotel, Houston.

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

**Nov. 28-29**—*Advertising Research Foundation* Business Advertising Research Conference. Stouffer's Inn on the Square, Cleveland.

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

**Nov. 30**—New deadline for filing reply comments *FCC's* noncommercial educational FM proceeding (Doc. 20735).

## December

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

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

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

■ **Dec. 19**—Deadline for comments in *FCC* notice of inquiry into TV waveform standards for horizontal/ver-

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tical blanking intervals (Docket 79-368).

## January 1980

- Jan. 17-19—*Alabama Broadcasters Association* winter conference. Plaza hotel South, Birmingham, Ala.
- Jan. 20-23—*National Religious Broadcasters convention*. Washington Hilton, Washington.
- Jan. 20-25—Joint board meeting of *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

## February 1980

- Feb. 6-11—*International Radio and Television Society Faculty/Industry Seminar and College Conference*. Harrison Conference Center, Glen Cove, N.Y.

## Errata

**Kaltrim Broadcasting** was granted CP for new AM at **Kalkasha, Mich.**, not FM as reported in "For the Record," June 4. FM grant there went to **Peninsula Broadcasting**.

**Chuck Williams** has joined WBZ(AM) Boston as promotion manager, not WBZ-FM, as incorrectly reported in "Fates & Fortunes" June 11.

# LOWELL THOMAS IS BACK!

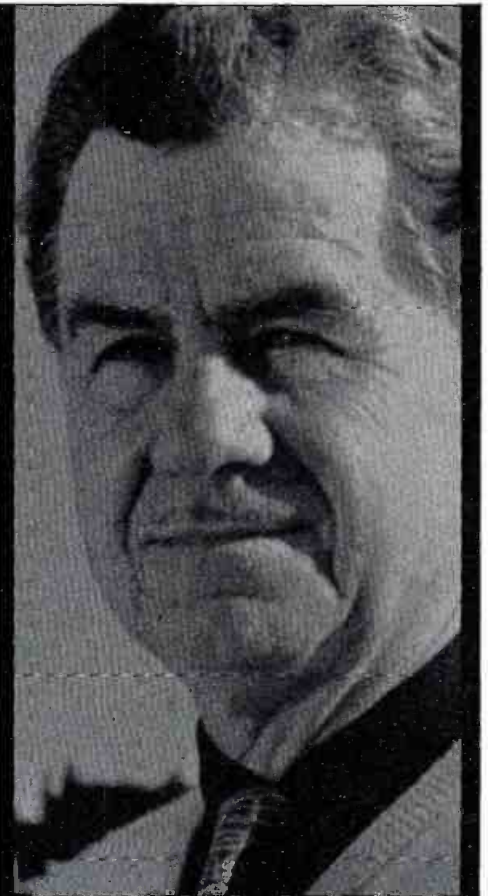
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*"I think we should always have a network film capability."*

*Julius Barnathan, President of Broadcast Operations and Engineering, American Broadcasting Company, talks about the "easel he provides for his artists."*

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"I think there is a film look and there is a live look. If you are on tape, the psychological appearance is that it is a live show. On the other hand, when you are doing an adventure show, you want a film look. This tells the audience: 'This is a fantasy.' A large percentage of our prime-time programming is on 35 mm film.

"Film and tape both have certain inherent qualities, and we should recognize them and use them to their best advantage. Tape gets us on the air fast with a live look. Film is very flexible, reliable and convenient. I think we should always have a network film capability.

"The dream of a broadcaster is to do something that is good for the people and gets a high rating. I think the Olympic Games fit this best. It is an overwhelming assignment.

"When we returned from the '72 Olympics, we were honored at a big dinner for us on the 40th floor of ABC. Everyone was involved, from the guy on the bottom, right up to the top. I was asked to speak, and I said that it was an honor to prepare a great easel for great artists. That's what I did—what my people did, prepared the easel. We gave our artists the paint, brushes, the easel, and they did the job.

"To someone starting out in the engineering end of the business I would say get a good technical background, good training. Learn computers and computer programming. Learn systems. The best candidate for my area (broadcast operations) would be a person who takes an undergraduate engineering degree and then goes to business school and gets an MBA.

"You have to make sure you have good people around you who are going to be able to speak their piece and do their job. Give them their heads and let them make decisions. Tell them what the guidelines are and your policies, and let them go out and do it. I want people who will make decisions, right or wrong. People have the right to make the wrong decision. If you operate out of fear, then you are not making the right

decisions; you are simply making the decision the boss will agree with. That is not my way of operating.

"I think this is a great business, an exciting one, with a great future. I just don't think we should ever take our future for granted. We have a big job to do, and I don't want to see any limits or restraints on the things we can do to get on with it."

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TOP OF THE WEEK

## Making a move on 9 khz at the FCC

**Commission goes to inquiry, considers adopting same on Western Hemisphere conference on radio spectrum management**

The FCC has taken the first step toward possible reduction of AM channel spacing from 10 khz to 9 khz—issuance of a notice of inquiry on the subject. But not only the FCC remains to be persuaded the idea is in the public interest; the nations of the Western Hemisphere—particularly Mexico and Canada—must be persuaded it is in their interest as well. And the commission has begun preparing for an international conference at which AM spacing is to be considered.

The commission last Thursday, after adopting the notice on the 9 khz matter, went into a closed session and discussed a second one aimed at obtaining assistance for its work in helping to prepare the U.S. position at a Region II (Western Hemisphere) meeting on planning the use of the AM band (535-1605 khz) in the hemisphere. The meeting is to be held in two sessions.

The first—to run for three weeks—beginning on March 10 in Rio de Janeiro, will be devoted to developing parameters for stations' service areas and for devising ways to calculate and prevent interference, and to drafting an agreement governing the use of AM radio. The second and concluding session is tentatively scheduled for November 1981, a date the U.S. hopes to move forward.

The 9 khz proposal to reduce AM channel spacing by 1 khz—as the nations of Regions I (Western Europe and Africa) and II (the Pacific) have already done—was advanced by the National Telecommunications and Information Administration as a means of making room in the spectrum for several hundred more stations, and thus opening the door to station ownership to minorities as well as to full-time operation by daytimers (BROADCASTING, June 15). A similar proposal has been urged on the commission by the Daytime Broadcasters Association.

However, it is an open question as to whether the U.S. can persuade the other nations of the region to agree to the reduction. Canadian officials, for instance, have

expressed opposition (BROADCASTING, Jan. 15).

The U.S. is already beginning to move on the matter in the hemisphere. A working group of five experts planning the Region II conference will consider the matter at a meeting in Brasilia next month. The matter was returned to the agenda—after being removed, reportedly because of scheduling difficulties—at the request of the U.S. representative, Wilson Lafollette, of the FCC's Broadcast Bureau.

NTIA had urged the commission to proceed in a rulemaking. And the commission does not expect to rush through the inquiry and then a rulemaking proceeding in advance of the meeting in Rio. However, commission staffers say the comments received in the inquiry will enable the commission to develop a recommendation on what the U.S. position should be.

Furthermore, as in the preparations for the World Administrative Radio Conference to be held in Geneva in the fall, NTIA as well as the FCC will have a major role in helping prepare the U.S. position for Rio. The final responsibility for U.S. position rests with the State Department.

The notice of inquiry seeks answers to a number of questions, both technical and economic. For instance, it asks what threshold requirements should be established to determine acceptability of applications (should consideration be given to minorities or daytimers?), how much does adjacent channel interference increase with a decrease from 10 khz to 9 khz, what are the effects of such a change on existing receivers, and what would be the impact of several hundred additional full-time stations on the radio marketplace. Comments are due on Oct. 1, replies by Nov. 1.

A proposal by the National Association of Broadcasters and other broadcast groups that the commission establish a joint government-industry committee to study the 9 khz proposal along with a number of other ideas for squeezing more stations out of the spectrum was not adopted. Commissioners James H. Quello and Abbott Washburn supported the idea, but the commission decided to defer action on the request. Commissioner Anne P. Jones and some staff members said the legal requirements in establishing such a committee and in overseeing its work would slow the committee down at a time when some speed is necessary.

However, the NAB—whose goal is full-time radio service for daytimers—is pursuing the advisory committee idea on another front. It has written Senator Er-

nest Hollings (D-S.C.), chairman of the appropriations subcommittee overseeing the commission's budget, as well as of the Communications Subcommittee, urging the Subcommittee to provide funding for such a committee in the commission's 1980 budget.

## TV newsman murdered on camera in Nicaragua

**ABC's Stewart shot while tape was rolling; killing escalates to international incident**

ABC News correspondent Bill Stewart was killed last Wednesday in Managua by a member of the Nicaraguan National Guard in a brutal, execution-style shooting that was graphically captured on video tape and shown that night on network and local news programs.

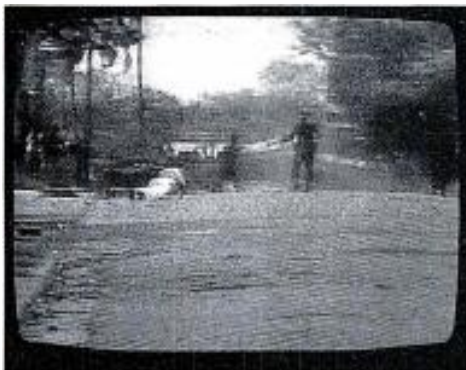
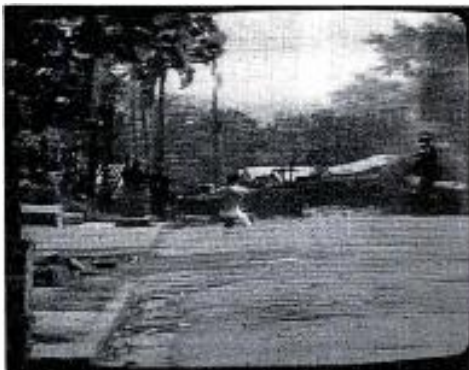
Stewart, 37, a general assignment reporter based in New York but covering the revolution in the Central American country on temporary assignment, was due to return to his home base last weekend. Instead, according to an eyewitness to the killing, he was kicked and then shot in the head by a guardsman at a checkpoint in the capital. Stewart's interpreter, Juan Francisco Espinoza Castro, was also killed, but details of his death were unavailable.

The eyewitness, Jim Cefalo, a freelance sound technician traveling with Stewart, described the attack in a telegram sent to Roone Arledge, president of ABC News and Sports.

Cefalo cabled: "The guard comes over to him [Stewart] and motioned to get down, face down on the ground, which Bill did. He then got close to Bill and at this point we still didn't feel it was anything really serious yet. Then he kicked Bill. And then we realized there was a problem. He moved back, motioned like he wanted Bill to put his hands on his head, at least



Stewart



**For all the world to see.** The death of newsman Bill Stewart is detailed in this sequence of ABC News photos. Ordered to kneel, then to lie down, by a Nicaraguan National Guardsman, the reporter was first kicked and then shot in the head at close range.

that's what it appeared like from where we were. Bill started to do so and as he did the guard took one step forward as I recall and shot Bill once in the head. And that's exactly what we saw."

According to ABC, Stewart was traveling in a van with a number of other network personnel when they were stopped by the guardsmen. Because the crew had been shot at before, Stewart elected to leave the van and approach the checkpoint on foot. Stewart, who spoke no Spanish, was then forced to lie on the ground by the guard before being shot.

The members of the crew who witnessed the killing were allowed to leave the scene after identifying themselves as representatives of the press. The crew included Cefalo and ABC cameraman Jack Clark.

Following the incident, ABC News told its newsmen to leave the country. CBS News and NBC News gave them the option to go or stay. Charles Gomez, a CBS News reporter, is understood to have been the only member of the network news contingent there who opted to remain.

Informed of the killings only two hours before he was to appear at a news conference before local television writers in Los Angeles, Arledge called the attack a "cold-blooded murder of a young man trying to do his job." He said that ABC had already "protested in the strongest possible way" to the Nicaraguan government as well as log a complaint with the U.S. Department of State "demanding a high-level investigation" of the attack.

Arledge said that to his knowledge the Nicaraguan government had not been displeased with any ABC or Stewart reports of the revolution there. The killing "sounds like a soldier doing something outrageous," Arledge said, and "not an official government policy." Still, he pointed out, "our van was clearly marked," and Stewart had identified himself. "You kind of expect this sort of thing to come from the guerrillas," Arledge said, but not from the government's forces. The alleged killer was "clearly a member of the Nicaraguan National Guard," he said.

Late Wednesday, the State Department put out a statement saying that Secretary of State Cyrus E. Vance "has asked for a

full report on the tragedy from the United States embassy in Managua and from the Nicaraguan government." Later, in a speech to the Organization of American States, Vance cited the "cold-blooded murder" of Stewart as part of a pattern of "widespread" human rights violations by the Nicaraguan government. Vance called for replacement of the current government.

On Thursday, a National Guard corporal, Lorenzo Brenes, told foreign reporters and a military panel set up by Nicaraguan President Anastasio Somoza to investigate the killing that it was not he who shot Stewart, as Brenes has been accused, but another National Guardsman who was killed in combat later Wednesday. Apparently, neither Cefalo nor Clark, who left Nicaragua Thursday, nor their Nicaraguan driver, were asked to identify Brenes.

The tape, showing the killing of Stewart and running about 40 seconds, was satellited out of Nicaragua from a government-owned station there. ABC News made it available to CBS and NBC. All three aired it.

The *NBC Nightly News* was the only one of the three to lead with the story; ABC News *World News Tonight* pushed it up to second by its last evening news feed, and the *CBS Evening News* reported it in the middle of the broadcast.

Both ABC News and CBS News also closed their newscasts on Stewart. ABC anchor Frank Reynolds said "he was good, and we knew he was good, which, though it breaks our hearts to admit it, is why we sent him on so many difficult and dangerous assignments. . . ."

NBC News's David Brinkley said that "we do not know why. But we do know that reporting news from the violent byways and backways of the world is increasingly dangerous work demanding more than ordinary bravery."

His last time before the camera, while preparing part of a report he never finished, Stewart observed: "It is said that in every society, it is the young men who fight the old men's wars, and that is especially true here in Nicaragua, for those who are fighting and dying on both sides are very young indeed."

Stewart joined ABC News in the sum-

mer of 1976 after four years as an investigative reporter with WCCO-TV Minneapolis. While at the local station, he twice won the Radio-Television News Directors Association International Investigative Reporting Award for television—once in 1974 for a five-part expose on the security-guard industry, and again in 1976 for another series on civil rights and mental illness. In addition to reporting, Stewart anchored WCCO-TV's Sunday night news program and was the interviewer-host for a weekly half-hour show.

In the past year with ABC, Stewart covered the disposal of chemical waste in the Love Canal in upstate New York. He did a three-part report, "Cash, Colleges and Corruption," which exposed the illegal entrance of foreign students, particularly those from Iran, into U.S. colleges and prep schools. While in Iran in March, Stewart covered the revolution there.

A graduate of Ohio State University who attended Columbia University as a CBS fellow, Stewart worked as a news analyst and commentator for WCAU-TV Philadelphia from 1966-68 and from 1970-72. In 1969 and 1970, he worked as a reporter for WNBC-TV New York and as a news writer for WNEW-TV there. He is survived by his wife, Myrna.

## FCC decides to bite bullet on RKO General

**Oral argument set for next month to determine whether record in several cases in sufficient to make determinations about interlocking renewal cases**

The FCC last week moved toward resolution of an issue which could hold the key to RKO General Inc.'s fate as a licensee of three major market television stations, as well as its authority to dispose of one of those properties to a group that includes substantial black ownership.

The issue was posed in two questions the commission stated on Thursday in a news release announcing an oral argument

to be held July 18 in the WNAC-TV Boston channel 7 case: Is the record in the proceeding sufficient to make a judgment that RKO is or is not qualified to be the licensee of that station? And if the record is sufficient, what should the judgment be?

The oral argument will provide the setting for a meeting of lawyers who in some cases have aged considerably while waiting for the commission to settle finally comparative hearings involving RKO stations. The commission is not only inviting parties to the 10-year-old WNAC-TV proceeding—Dudley Station Corp. and Community Broadcasting of Boston. It is also inviting parties to two other cases in which RKO renewal applications have been challenged.

One is Fidelity Television Inc., which filed a competing application for RKO's KHJ-TV Los Angeles (ch. 9) in 1965, and Multi-State Communications Inc., which filed for RKO's WOR-TV (ch. 9) New York in 1972. The commission ruled in favor of RKO in both cases, but a decision disqualifying Multi-State on financial grounds was reversed by the U.S. Court of Appeals in Washington.

But not even the Los Angeles case is finally concluded. The commission has conditioned the renewal of KHJ-TV, as well as WOR-TV, if it is renewed, on the resolution of character qualification issues in the WNAC-TV proceedings—alleged anticompetitive activities on the part of RKO and alleged lack of candor on the part of RKO officials on that issue.

Thus, the three cases are linked. What's more, an adverse decision, for RKO would weaken its hold on its other properties—12 radio stations and one television station.

RKO and the competing applicants in the WNAC-TV case have proposed a settlement under which RKO would sell the station to a new entity, New England Television Corp., which would be composed of Dudley and Community Broadcasting, for \$54 million (BROADCASTING, Aug. 28, 1978). The sale would result in substantial black as well as local ownership of the station; eight of NETV's 48 stockholders are black.

But Fidelity and Multi-State filed pleadings with the commission six months ago expressing concern about the resolution of the Boston hearing on their respective cases (BROADCASTING, Nov. 13, 1978).

They also contended that the character qualification issues should include allegations that Community had made earlier in a petition to reopen the WNAC-TV hearing—charges that RKO's parent, General Tire Co., made illegal contributions to political candidates, maintained secret funds to evade tax and exchange laws of several foreign countries, bribed foreign officials and over-billed companies with which it did business. General Tire settled a Securities and Exchange Commission complaint involving those charges by a consent order prohibiting it from engaging in the actions of which it was accused.

Thus, the facts would appear to add up

to a grim record for RKO—at least a number of commissioners were said to have made that point in the closed meeting at which the decision to hold the oral argument was made. Indeed, one commissioner reportedly suggested that RKO be permitted to sell WNAC-TV under the commission's "distress sale" policy—a suggestion immediately shouted down as improper under FCC rules but one that may have reflected the feeling in the room.

In any case, the oral argument is understood to be the commission's way of providing RKO an opportunity to rebut the material in the record. Should, for instance, General Tire's alleged wrongdoing be attributed to RKO? That is said to have been discussed at the meeting.

## FCC retreats some from AM-FM decision

**It says that applications filed before June 7 aren't affected; NAB moves to insure that those filed after that date won't be broken up in the future**

The threat of a possible future divestiture order no longer hangs over applications pending at the FCC before June 7 that would result in a new or transferred AM-FM combination in the same market. The FCC removed it last week.

And in a related development, the National Association of Broadcasters petitioned the commission to remove the threat from applications filed after June 7. The threat, NAB says, has already resulted in a decline in the market value of AM-FM combinations.

The AM-FM issue arose in connection with the commission's approval of the Combined Communications Corp. merger into Gannett Co. The commission conditioned its approval on the parties' acceptance of a condition that Gannett break up six AM-FM combinations it was acquiring in the event the commission at some future date adopts a rule barring such combinations. The staff is preparing a rulemaking on the subject.

At the same time, the commission said it would attach a condition to all applications resulting in or transferring AM-FM combinations received after June 7. The question of what to do about the applications on file was left undecided.

The staff said the lack of "adequate notice" argued against attaching the condition to applications already on file ("Closed Circuit," June 18). The staff also noted that most involved relatively small markets, and noted that—except for the proposed major merger of Cox Broadcasting into General Electric Co.—none involved questions of rule waivers and exceptions, as the Gannett-Combined merger did.

The commission vote was 6-0, with

Commissioner Robert E. Lee absent. The staff was also prepared to recommend that the commission delete the divestiture condition from its approval of the Shamrock Broadcasting-Starr merger, but refrained from doing so, at the request of the parties. They want to close as soon as the commission's June 7 action becomes effective, by mid-July. If the commission modified the grant, the 40-day period during which the order is not effective would start anew. The parties could seek removal of the condition after they close.

The NAB petition said the commission's course of action regarding applications filed after June 7 is "defective—as a matter of both law and policy"—on several grounds. It was, the petition says, adopted without prior notice and opportunity for comment, and "it directly contradicts the commission's current policies," adopted after a rulemaking, which allow AM-FM combinations. That was a reference to the order in the media-crossownership proceeding, issued in January 1975, which rejects either barring future AM-FM combinations or requires the breakup of existing ones.

"Now, without any warning, the commission has announced that it is re-examining this policy and that grant of all future applications . . . may be conditioned upon the outcome of a rulemaking proceeding on the subject." NAB referred to the rulemaking as a "phantom" one, since the commission had not yet even adopted a notice.

Attached to the NAB petition was an affidavit from Joseph Sitrick, of Blackburn & Co., a major media broker, attesting to what he said was the "very negative impact on ongoing" station sales of the notice announcing the possible divestiture condition. "Several transactions which were close to fruition have been suspended until the parties can determine the impact and the possible outcome," he said.

## Puzzled looks all around over Justice Dept. attack on code

**'Bizarre' is what ABC's Rule calls it, and other network and industry reaction tends toward similar characterizations**

The antitrust suit brought by the Department of Justice to outlaw the commercial time standards in the National Association of Broadcasters' television code (BROADCASTING, June 18) has produced a strange mixture of confusion and outrage.

Comments of network spokesmen on hearing that the antitrust division had asked the U.S. District Court in Washington to rule that the time standards are in

violation of the Sherman Antitrust Act proved typical.

CBS "simply does not understand the Justice Department's attempt to eliminate reasonable limitations on the amount of advertising on television." NBC said it was "amazed" that the Justice Department would attempt to prohibit the television industry from imposing a limit on the amount of time stations can devote to commercials. ABC called the action "illogical and ill-conceived."

But ABC's president, Elton Rule, put it more pungently than did the company's nameless spokesperson. In a speech to the Maryland/D.C./Delaware Broadcasters Association in Ocean City, Md., last week, Rule called the suit "another bizarre regulatory initiative."

In short, the idea that the government was attempting to pry off the limit broadcasters had put on the amount of time they could devote to commercials was proving hard to accept. For instance, the *Today Show's* Jane Pauley, in introducing a Robert Abernethy interview with the NAB's Vincent Wasilewski and Leonard Matthews of the American Association of Advertising Agencies on the subject, said, "Right now, believe it or not, the number of television commercials is limited by a voluntary code . . ."

And to ABC's Rule, the Justice Department's action tied in with the theme of his remarks that government regulation is dangerous to the health of the industries affected. "The clamor from Washington" used to be that there were too many commercials on television, he said. "Now the Justice Department seems to be arguing that there aren't enough." His concern, he added, is that if broadcasters "can't decide how to sell their product, who will decide?

The federal court?" In that event, he said, "we really will be following the railroads and the post office along the long road downhill."

Justice's suit also produced an expression of support for the NAB code by FCC Commissioner Robert E. Lee, in remarks last week to the New Jersey Broadcasters Association convention, in McAfee. He department argued in its complaint that government regulation of advertising standards. And he said that if the code proves to be in "technical" violation of the antitrust laws, Congress should enact legislation that would permit continued self-regulation.

The antitrust division's side of the case did not seem to be picking up many supporters, at least as of last week. The department argued in its complaint that the time standards, in "artificially" limiting the amount of time available for commercials, denied advertisers "the benefits of free and open competition among television broadcasters." And Kenneth Anderson, chief of the special regulated industries section of the antitrust division, was quoted as saying that free competition among television stations would lead to lower prices for time and, possibly, lower prices for the goods advertised. But not according to Wasilewski or Matthews on the *Today Show*. (The Justice Department declined an offer to present a spokesman.)

Wasilewski said he doubted there would be "an across-the-board" increase in the number of commercials broadcast if Justice won the suit. "There's always going to be a limit just on the amount of commercials that can be on in this finite one-hour time . . ." And he thought the networks would impose self-restraint. As for price, Wasilewski said he did not think

it would change "very much."

Matthews's organization has complained about both elements—it feels there is "too much clutter" on television and that the price of commercial time is too high. But Matthews said he did not believe that the cost of advertising time would be reduced if Justice won, although he said some stations would probably increase their advertising time.

Matthews disputed the argument that lifting voluntary limits on commercial time would enable more people to advertise. Program interruptions must be "structured," he said. Otherwise, those who buy time would not know how to operate. "There'd be a chaotic situation if there were variable lengths . . . of breaks."

Neither, however, made the point as forcefully, or with as much verve, as Jeff Greenfield, the television critic on CBS's *Sunday Morning*. Referring to the theory that elimination of the code might lead to lower prices on advertised products, Greenfield said, "Right. And maybe OPEC will cut the price of oil in half."

But it was left to Representative Peter A. Peyser (D-N.Y.) to express the greatest degree of outrage over the Justice Department's action. The public, he said on the House floor, suffers through enough commercials as it is. "To suggest doubling or tripling the ads is outrageous. To make the punishment fit the crime, I wish I could make [the antitrust division's] Mr. Anderson sit through a solid hour of dog food, upset stomach, feminine hygiene and hemorrhoid commercials. He thinks he can save the consumer money by increasing commercials. I think we can save the taxpayer money by cutting the appropriations of his division of the Justice Department."

## InBrief

**NBC-TV** will announce its **entire fall prime time schedule**—through Dec. 31—in closed circuit to its affiliates this week, according to Mike Weinblatt, president of NBC Entertainment, speaking to gathering of local TV editors in Los Angeles last Friday. Said Weinblatt: "This marks the first time any network ever revealed virtually its entire hour-by-hour and night-by-night plans this far in advance." Schedule, to be announced in special feed June 28, will include **network specials, movies and "The Big Event"** offerings. It will also include "major elements of our January through May programming," Weinblatt said. Schedule will include some to-be-announced timeslots, however, in anticipation of "competitive considerations" that may arise in fall.

**Major impediment** to Communications Act rewrite and revision bills **may have been removed** last week with **agreement between National Cable Television Association and telephone industry** on approach to cable-telephone competition. Negotiations, in works for three months with full knowledge of chairmen of House and Senate Communications Subcommittees, resulted in approval last week of principles: (1) Telephone companies won't get into TV program origination business in their service areas; (2) cable operators won't get into local exchange telephone business in their areas; (3) there would be open competition for other kinds of cable service—data transmission and burglar alarms,—between cable and telephone, with guaranteed access to each others' facilities. Although submitted to two subcommittee chairmen last week, principles were not publicized. Announcement is expected early this week that will include suggested provisions for rewrite and Senator Ernest Hollings's bill, both of which contain provi-

sions cable and strongly protested permitting telephone companies to get into cable business.

Effort at **out-of-court settlement of WESH-TV** Daytona Beach, Fla., case failed last week, when U.S. Court of Appeals in Washington **refused to approve stipulation of dismissal** of appeal signed by FCC, Cowles Broadcasting (WESH-TV's licensee) and Central Florida Enterprises Inc., challenger for WESH-TV license (BROADCASTING, June 4). Instead, court, in brief, unsigned order, issued mandate giving effect to opinion that overturned commission decision renewing WESH-TV license and denying Central's competing application. Thus, commission and parties face **prospect of further proceedings** in light of views expressed by court in its two opinions in case. M.C. Whatmore, chairman of Cowles, said it was exploring "various procedural options available," including submission to commission of agreement similar to one rejected by court. To have chance of success, that would require participation by Central, and challenger has not yet decided what its response to court's decision will be.

Six groups have petitioned FCC for **revision of procedures** set out in proposed **rulemaking examining relationship between television and cable**. Petition says commission decision on rules governing terms and conditions for carriage by cable systems of programs broadcast by TV stations will be "the most fundamental policy decision in the 15-year history of federal regulation of cable television." As such, groups ask that factual issues in dispute be designated for hearing before administrative law judge, that proponents for each viewpoint be allowed to present key witnesses, with cross-examination permitted, and administrative law judge be directed to certify record to commission. Groups filing petition were Caucus of Writers, Producers and Directors, Association of Inde-

## Rewrite, code suit top NAB board agenda

**With mark-up set for next month in House, feeling is it's time to get definitive; Justice action may cost quarter-million dollars**

The Communications Act rewrite and the Justice Department's antitrust suit against the National Association of Broadcasters codes are expected to occupy center ring at the summer meeting of the NAB radio, TV and joint boards this week in Washington.

With the House Communications Subcommittee moving to mark-up of the Communications Act rewrite July 11, there is feeling on the boards that the time has come to "come to some definite understandings on some of the provisions," as TV board Chairman Thomas Bolger, WMTV(TV) Madison, Wis., said last week.

How definite may not become known immediately. "We don't want to get involved in public negotiation" with the House, NAB joint board Chairman Donald Thurston, WMNB-AM-FM North Adams, Mass., said. But it is anticipated the discussion will become more specific than it has in the past, even to the point to debating legislative language.

There will also be lengthy discussions of the Justice Department's suit, although there is not much for the board to decide. By this week, the association probably will have retained outside counsel to defend NAB in proceedings that could ultimately run up as much as \$250,000 in legal bills, some have guessed. Chairman Thurston last week called the suit "the most incredible misuse of government money I've ever seen." He said he could not imagine

why the government would want to "break up" a self-regulatory mechanism like the codes.

The meetings begin Tuesday when the joint board is to convene for preliminary discussion about the rewrite. Thurston has prepared a series of discussion questions to find out how the board would react, for instance, to a license fee higher than the cost of regulation. He and other NAB spokesmen have told Congress they think broadcasters ought to pay for their regulation, but for no more.

Other Thurston questions relate to whether NAB should recommend common-carrier status for cable television, to future technology and to the basic issue of whether the association should support a rewrite in any form.

The radio board meets Wednesday for more discussion of radio's stake in the rewrite. It will also review its resolution made in Hawaii last January for NAB to pursue whatever steps are available to achieve full-time status for daytime radio operators. So far there has been no response from the FCC to the association's petition for an industry-government committee to study a number of radio allocations problems, including the proposal NAB has opposed for reducing AM separation to 9 khz.

The television board, meeting Thursday, will focus on rewrite issues such as retransmission consent.

If the joint board makes any decisions on any of these questions, it likely won't be until Friday, when the joint board convenes for the second time, Thurston said.

Among other major actions this week

will be elections of new board officers. Bolger, running unopposed, is expected to be elected joint board chairman. On the TV board, Robert King, current vice chairman, is unopposed for chairman. And there is a close contest for TV vice chairman between Walter Windsor, WFTV(TV) Orlando, Fla., and Mark Smith, KLAS-TV Las Vegas.

On the radio board, the chairmanship is sought by Carl Venters of WPTF(AM)-WQDR(FM) Raleigh, N.C. and Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass. Venters is currently radio board vice chairman. Candidates for radio vice chairman are Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C. and Edward Fritts, WNLA-AM-FM Indianola, Miss.

Also on the boards' agendas are several proposed by-laws changes, including: (1) a proposed redistricting of the radio board; (2) proposed establishment of districts for the television board, and (3) a proposal that could lead to rotation of network votes on the radio board should their number increase.

Monday is to be devoted to board committee meetings and a "mini-executive forum" for the joint board on developments in other areas of communications that could affect broadcasting. Participants in the forum include Harold Rice, RCA Americom; Kathy Criner, National Telecommunications and Information Administration; Michael Tyler, Communications Studies and Planning, London; Mark Foster, Microband National Systems, New York; John Madden, director general of special research programs for the Canadian government, and Philip Vermeer, former FCC Broadcast Bureau chief who has been designated to head the Common Carrier Bureau.

pendent Television Stations, Metromedia, Motion Picture Association of America, National Association of Broadcasters and Screen Actors Guild.

□

FCC last week **disqualified Chester Naumowicz**, former administrative law judge now lawyer in private practice, from participating as attorney in case in which one of parties accused him of conflict of interest. Commissioners and staff, however, indicated **concern was over "appearances,"** not actual conflict. Case is comparative hearing for ch. 28 Columbus, Ohio. Naumowicz law firm, offices of Donald E. Ward, however, was not disqualified.

□

FCC is moving toward adoption of inquiry into **loud TV commercials**. Proposal was before commission last week, but was sent back to staff with instructions for **inclusion of possible remedies**—"clustering" of ads or mechanical devices in receivers to tone down commercials or even shut off set, for instance.

□

Claiming that "**aura of misuse and abuse has grown up around petitions to deny,**" National Radio Broadcasters Association has asked FCC to initiate inquiry into manner which petitions have been used over last 10 years. NRBA said ability to delay transactions with petition to deny is "**potent weapon**" used by "individuals or groups seeking to further their own private interests." Specifically, NRBA asked that FCC look at make-up of groups that use petitions and frequency of their filings, nature of allegations contained in petitions, how petitions are resolved and whether efforts are made by petitioners to seek pre-filing settlements.

□

Representative Allan Swift (D-Wash.), former broadcast news and public affairs director, is preparing **amendment to Communications Act**

rewrite to require both radio and TV stations to devote **percentage of their total operating budgets to local programming**. His plan is for FCC to study stations' public affairs performance now, then require everyone to do as much as top 5% to 10% of industry. There would be different standards for different size markets, for radio and TV. News alone would not meet requirement, he says.

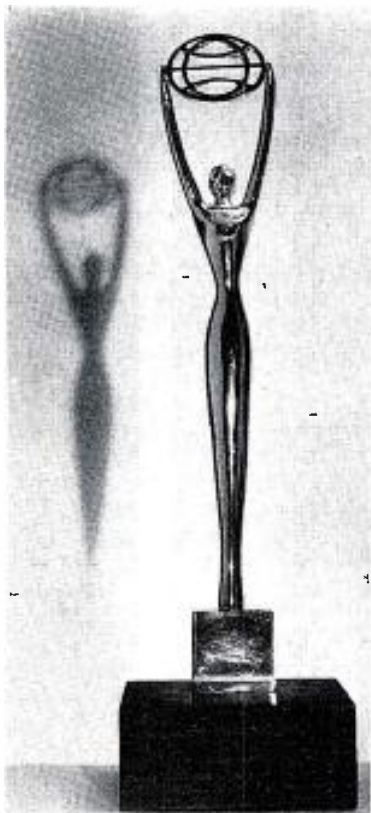
□

**Tyrone Brown's renomination** as FCC commissioner, this time to full seven-year term, is set for hearing before Senate Communications Subcommittee Thursday (June 28), along with all **seven nominees to board of Corporation for Public Broadcasting**: Howard White, general counsel, ITT World Communications; Michael Kelly, English professor, George Mason University; Paul Friedlander, attorney, Seattle; Michael Gammino Jr., president, Columbus National Bank, Providence, R.I.; Jose Rivera, attorney, EEO specialist, Brooklyn; Kathleen Nolan, president, Screen Actors Guild.

□

Lawyer for **Gerald Rafshoon** has issued report aimed at showing White House media adviser's Atlanta advertising agency handled Jimmy Carter's advertising accounts during 1976 **presidential campaign in ethical manner**. Media and, in last several weeks, Justice Department have been looking into question of how agency was able to extend credit to campaign without outside help at time when campaign appeared to be in financial trouble. Report by William Stack said his client obtained cash needed to pay for broadcast advertising by deferring other payments where prompt cash payment was not required. Stack prepared report for Justice Department's special counsel, Paul J. Curran. He is reported to be investigating reports that money lent by Bert Lance's National Bank of Georgia to Carter peanut business may have been illegally funneled into campaign treasury.

# Special Report



CLIO



EMMY



IRIS



DUPONT



PEABODY



IRTS

## A year's worth of the envelopes, please

**A collection of the past 12 months' worth of bouquets to broadcast-related efforts; awards from the ACT awards to the Writers Guild honors**

BROADCASTING's third annual roundup of awards to the industry once again points out the diversity of programming and advertising aired in the last year.

From the Sigma Delta Chi awards for excellence in journalism to the Clio's for advertising, every area of the industry is represented including the complete Emmy

and Grammy award winners.

One change from last year is the inclusion again of radio in the prestigious duPont-Columbia University Awards. In 1978, lack of funds and the reportedly low quality of entries were given as the reason for the lack of radio awards. This year two of the 12 awards went to that medium.

The following list of national awards were conferred between July 1978 and June 1979. The entries include the broadcast and broadcast-related winners but exclude nonbroadcast awards by the same donors.

### Achievement in Children's Television Awards

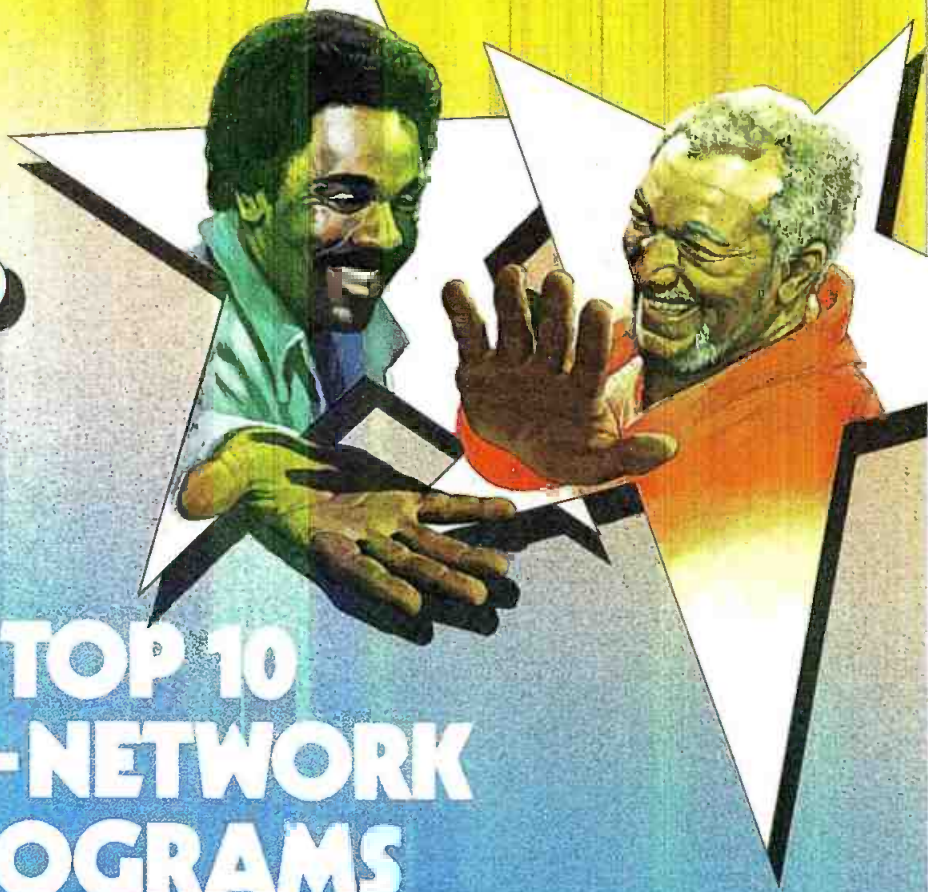
7th annual. Presented by Action for Children's Television to producers of children's programming for "significant contribution towards improving children's television" and "continuing excellence."

Significant contribution

**CBS News** □ *30 Minutes*.  
**KCET-TV** Los Angeles □ *Freestyle*, series of 13 pro-



# Sanford & Son



## TOP 10 OFF-NETWORK PROGRAMS

### ADI T.V. HOUSEHOLDS

Rank	Program	ADI Rating
1.	Brady Bunch	10.3
2.	Carol Burnett	10.1
3.	<b>SANFORD &amp; SON</b>	<b>9.9</b>
4.	Mary Tyler Moore	8.8
5.	Have Gun Will Travel	8.5
6.	Bionic Woman	8.0
6.	Gunsmoke	8.0
6.	Six Million \$ Man	8.0
9.	Bob Newhart	7.5
10.	Gilligan's Island	7.5

### VIEWERS PER SET

Rank	Program	VPS
1.	<b>SANFORD &amp; SON</b>	<b>2.06</b>
2.	Lost in Space	1.98
3.	Brady Bunch	1.97
3.	Bionic Woman	1.90
5.	Six Million \$ Man	1.89
6.	Clico & the Man	1.87
6.	Gomer Pyle	1.87
8.	Bewitched	1.86
9.	Andy Griffith	1.85
9.	Beverly Hillbillies	1.85

### TOTAL WOMEN

Rank	Program	Avg ADI Rating
1.	Carol Burnett	6.6
2.	<b>SANFORD &amp; SON</b>	<b>6.3</b>
2.	Mary Tyler Moore	6.3
4.	Gunsmoke	5.5
5.	Bob Newhart	5.3
6.	Have Gun Will Travel	5.1
7.	Streets of S.F.	4.9
8.	Odd Couple	4.5
9.	Bionic Woman	4.4
10.	Andy Griffith	4.1

### TOTAL MEN

Rank	Program	Avg ADI Rating
1.	<b>SANFORD &amp; SON</b>	<b>6.5</b>
2.	Have Gun Will Travel	6.4
3.	Gunsmoke	5.8
4.	Carol Burnett	5.3
5.	Star Trek	4.9
6.	Mary Tyler Moore	4.6
7.	Mission Impossible	4.1
7.	Six Million \$ Man	4.1
7.	Streets of S.F.	4.1
10.	Alias Smith & Jones	4.0

### MEN 18-49

Rank	Program	Avg ADI Rating
1.	<b>SANFORD &amp; SON</b>	<b>7.1</b>
2.	Have Gun Will Travel	6.1
3.	Star Trek	6.4
4.	Carol Burnett	4.1
5.	Mary Tyler Moore	4.1
5.	Six Million \$ Man	4.1
7.	Gunsmoke	4.2
7.	Odd Couple	4.2
9.	Hogan's Heroes	4.1
10.	Mission Impossible	4.0

### WOMEN 18-49

Rank	Program	Avg ADI Rating
1.	<b>SANFORD &amp; SON</b>	<b>7.0</b>
2.	Carol Burnett	6.6
3.	Have Gun Will Travel	6.4
4.	Mary Tyler Moore	6.2
5.	Bionic Woman	5.0
5.	Bob Newhart	5.0
7.	Odd Couple	4.9
7.	Star Trek	4.9
9.	Bewitched	4.1
9.	Brady Bunch	4.7

### TOTAL TEENS

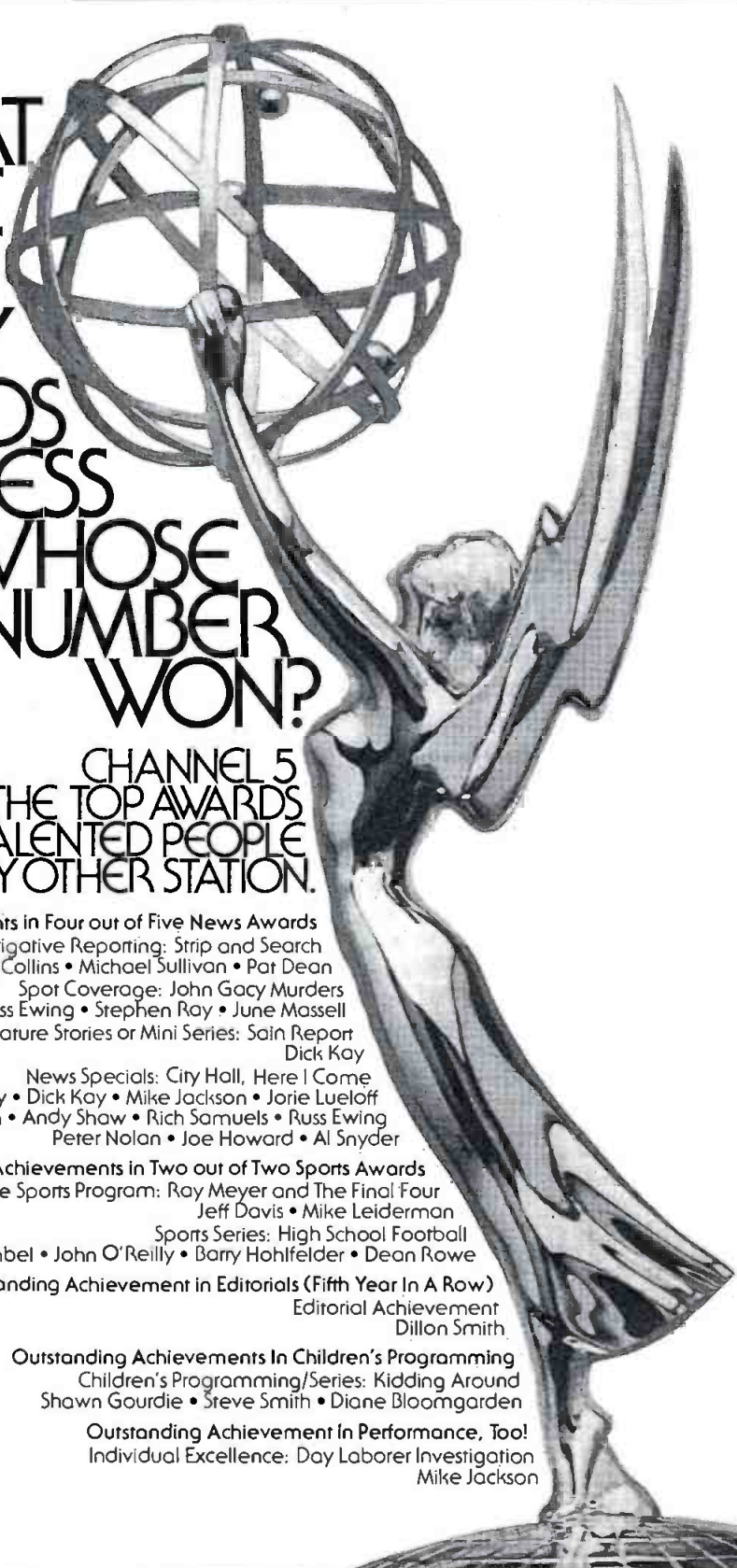
Rank	Program	Avg ADI Rating
1.	Brady Bunch	12.6
2.	<b>SANFORD &amp; SON</b>	<b>10.0</b>
3.	Gilligan's Island	9.7
4.	Bionic Woman	9.4
5.	Carol Burnett	8.5
6.	Bewitched	7.5
7.	Six Million \$ Man	7.0
8.	I Love Lucy	6.8
9.	Hogan's Heroes	6.5
10.	Star Trek	6.1

### TOTAL CHILDREN\*

Rank	Program	Avg ADI Rating
1.	Brady Bunch	20.5
2.	Gilligan's Island	14.9
3.	Bewitched	10.6
3.	Six Million \$ Man	10.6
5.	Batman	10.3
6.	<b>SANFORD &amp; SON</b>	<b>9.7</b>
5.	Bionic Woman	9.7
6.	Lost in Space	9.7
9.	I Love Lucy	9.1
10.	Carol Burnett	8.7

\*Excludes Network Cartoons

Source: Arbitron  
Syndicated Program Analysis  
February 1979



AT  
THE  
CHICAGO  
EMMY  
AWARDS  
GUESS  
WHOSE  
NUMBER  
WON?

CHANNEL 5  
WITH THE TOP AWARDS  
FOR MORE TALENTED PEOPLE  
THAN ANY OTHER STATION.

Outstanding Achievements in Four out of Five News Awards

Investigative Reporting: Strip and Search  
Jim Ruddle • Chuck Collins • Michael Sullivan • Pat Dean

Spot Coverage: John Gacy Murders  
Russ Ewing • Stephen Ray • June Massell

Feature Stories or Mini Series: Sain Report  
Dick Kay

News Specials: City Hall, Here I Come

Jim Ruddle • Chuck Henry • Dick Kay • Mike Jackson • Jorie Lueloff  
Carol Marin • Andy Shaw • Rich Samuels • Russ Ewing  
Peter Nolan • Joe Howard • Al Snyder

Outstanding Achievements in Two out of Two Sports Awards

Single Sports Program: Ray Meyer and The Final Four  
Jeff Davis • Mike Leiderman

Sports Series: High School Football  
Greg Gumbel • John O'Reilly • Barry Hohlfelder • Dean Rowe

Outstanding Achievement in Editorials (Fifth Year In A Row)

Editorial Achievement  
Dillon Smith

Outstanding Achievements In Children's Programming

Children's Programming/Series: Kidding Around  
Shawn Gourdie • Steve Smith • Diane Bloomgarden

Outstanding Achievement In Performance, Too!

Individual Excellence: Day Laborer Investigation  
Mike Jackson

**NO WONDER. CHANNEL 5 IS THE BEST PLACE TO LOOK AT CHICAGO.**

**5** NBC  
WMAQ-TV CHICAGO

grams.

**KING-TV** Seattle □ *I Like Myself*, series.

**KRON-TV** San Francisco □ *Just Kidding*, series.

**KYW-TV** Philadelphia □ *Expressway*, daily program.

**UA-Columbia Cablevision** □ *Calliope*, series.

**WBNG-TV** Binghamton, N.Y. □ *Action News for Kids*, weekly program.

**WBZ-TV** Boston □ *The City Show*, series of 15 programs.

**WGBH(FM)** Boston □ *The Spider's Web*, daily program.

**WSOC-TV** Charlotte, N.C. □ *Kidsworld*, weekly series.

**Workshop on Children's Awareness** □ *Feeling Free*, series of six programs.

Continuing excellence

**ABC-TV** □ *ABC Afterschool* and *Weekend Specials*.

**ABC News** □ *Animals Animals Animals*.

**WGBH-TV** Boston □ *Rebop*.

**WOED-TV** Pittsburgh □ *Once Upon a Classic*.

Special awards

**Children's Television Workshop** □ On tenth anniversary of *Sesame Street*.

**KHJ-TV** Los Angeles □ For station's refusal to advertise highly sugared products during its daily children's series.

**McDonald's Corp.** □ For its support of the PBS series *Once Upon a Classic*.

## Howard W. Blakeslee Award

Presented by the American Heart Association in memory of the late AP science editor, for "outstanding reporting on heart and blood vessel diseases."

Broadcast winners

**KFWB(AM)** Los Angeles □ For 30-day series on cardiopulmonary resuscitation (CPR).

**William H. Stuart Jr.**, KMGH-TV Denver □ For series on CPR.

**WLS-TV** Chicago □ For series on high blood pressure.

## Broadcast Designers Association Awards

Presented by the Broadcast Designers Association for the best work in broadcast design.

On air animation

**Bill Johnson** □ Best of show, WDVM-TV Washington, "Bethesda experiment."

**Tony Lovér** (designer), **Edstan Studios** (animation production) □ Award of excellence, "CBS Tuesday Night at the Movies."

On air titles and ID slides

**Les Bosse** □ Award of excellence, WAVE-TV Louisville, Ky., personality ID slide series.

**Keith Collins** □ Award of excellence, KNXT(TV) Los Angeles, "Valentine Day" ID.

**Percy Powers** □ Award of excellence, WLBT-TV Jackson, Miss., "Harlow on Premiere."

**Tad Young** □ Award of excellence, KTEW-TV Tulsa, Okla., "Sports Montage."

On air all other slides

**Tim Boxell** □ Award of excellence, KQED-TV San Francisco, "Historical Perspective" illustration for *Overeasy*.

**Percy Powers** □ Award of excellence, WLBT-TV

Jackson, Miss., "Network Difficulties."

On air courtroom sketching

**Al Herr** □ Award of excellence, WCBS-TV New York, "David Berkowitz Hearing."

**Al Herr** □ Award of excellence, WCBS-TV New York, "Dr. Mario Jascavlevich Trial."

News graphics

**Keovok Cholakian** □ Award of excellence, WCBS-TV New York, "Your Subways."

**Jill Cremer** (art director), **Bruce Alexander** (illustrator) □ Award of excellence, KABC-TV Los Angeles, "Gas Prices."

**Jill Cremer** (art director), **Bruce Alexander** (illustrator) □ Award of excellence, KABC-TV Los Angeles, "Child Abuse."

**Ellen Denton** □ Award of excellence, CBS New York, "Social Security."

**Allan H. Drossman** □ Award of excellence, WCBS-TV New York, "Subway Samaritan."

Scenic non-news sets

**Augie Kymmel** □ Award of excellence, KLRN-TV Austin, Tex., "Wizard's Cave-Khan Du!"

Scenic one-time-only sets

**Arthur J. Kuhr** □ Award of excellence, Nebraska Educational Network, Lincoln, "Four Seasons."

Total campaign

**Les Bosse** □ Award of excellence, WAVE-TV Louisville, Ky., WAVE print and on-air campaign.

## Broadcasters Promotion Association/Michigan State University Awards

Presented by the BPA and Michigan State to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement."

Audience promotion

**KGO-TV** San Francisco □ Large market TV on radio.

**WBNS-TV** Columbus, Ohio □ Medium market TV on radio.

**WBRZ(TV)** Baton Rouge □ Small market TV on radio.

**WINS(AM)** New York □ Large market radio on radio.

**CKIQ(AM)** Kelowna, B.C. □ Small market radio on radio.

**WKJW-TV** Cleveland □ Large market TV on TV.

**WRAL-TV** Raleigh, N.C. □ Medium market TV on TV.

**WDIO-TV** Duluth, Minn. □ Small market TV on TV.

**WFYR(FM)** Chicago □ Large market radio on TV.

**WSM(AM)** Nashville □ Medium market radio on TV.

**WCSH(AM)** Portland, Me. □ Small market radio on TV.

**WABC-TV** New York □ Large market TV, nonbroadcast.

**WIXT(TV)** Syracuse □ Medium market TV, nonbroadcast.

**WMAL(AM)** Washington □ Large market radio, nonbroadcast.

**WMHT-FM** Schenectady, N.Y. □ Medium market radio, nonbroadcast.

Total campaign

**KRON-TV** San Francisco □ Large market TV.

**WSOC-TV** Charlotte, N.C. □ Medium market TV.

**KOLN-TV** Lincoln, Neb. □ Small market TV.

**WBBM(AM)** Chicago □ Large market radio.

**WCKY(AM)** Cincinnati □ Medium market radio.

**WOWO(AM)** Fort Wayne, Ind. □ Small market radio.

Limited campaign

**WABC-TV** New York □ Large market TV.  
**WAVE-TV** Louisville, Ky. □ Medium market TV.  
**WIFR-TV** Rockford, Ill. □ Small market TV.  
**CFQR-FM** Montreal □ Large market radio.  
**KTOK(AM)** Oklahoma City □ Medium market radio.  
**CJBK(AM)** London, Ont. □ Small market radio.

Sales promotion

**WABC-TV** New York □ Large market TV;  
**WHAS-TV** Louisville, Ky. □ Medium market TV.  
**WBBM(AM)** Chicago □ Large market radio.

Promotion by program distributors

**Group W. Productions**, Los Angeles.

Community involvement

**Swan TV**, Tuart Hill, Australia, and **KGW-TV** Portland, Ore., tie in TV category.

**WINZ(AM)** Miami and **WEEI(AM)** Boston, tie in radio category.

## Christophers

Presented by The Christophers, ecumenical mass media organization to producers, writers, and directors for "works which embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."

30th anniversary awards

**Archbishop Fulton J. Sheen** and **Milton Berle** □ For pioneering efforts in inspirational and entertainment programs.

**Lou Grant** □ For consistent quality in treating social and moral issues.

Television

**ABC News Closeup: The Class That Went to War** □ Producer/director, Richard Gerdau. (ABC)

**Bing Crosby: His Life and Legend** □ Executive producer, Franklin Konigsberg; producer/director/writer, Marshall Flaum. (ABC)

**CBS Reports: Any Place But Here** □ Executive producer, Howard Stringer; writer/producer, Tom Spain; director/co-producer, Maurice Murad. (CBS)

**Damien** □ Producer/director, Nino J. Martin; writer, Aldyth Morris. (PBS/KHET Honolulu)

**The Defection of Simas Kudirka** □ Executive producers, Gerald I. Isenberg and Gerald W. Abrams; producer, Richard Briggs; director, David Lowell Rich; writer, Bruce Feldman. (CBS)

**Les Miserables** □ Producer, Norman Rosemont; director, Glenn Jordan; writer, John Gay. (CBS)

**Little Women** □ Producer, David Victor; director, David Lowell Rich; writer, Suzanne Clauser. (NBC)

**Long Journey Back** □ Executive producers, Lee Rich and Philip Canice; producer, Robert Lovenheim; director, Mel Damski; writer, Audrey Davis Levin. (ABC)

**Lovey: A Circle of Children, Part II** □ Executive producer, David Susskind; producers, Frederick Brogger and Diana Kerew; director, Jud Taylor; screenplay, Josh Greenfield. (CBS)

**Mom and Dad Can't Hear Me: an ABC Afterschool Special** □ Executive producer, Daniel Wilson; producer, Fran Sears; Director, Larry Elikann; Writers, Irma Reichert and Daryl Warner. (ABC)

**One in a Million: The Ron LeFlore Story** □ Executive producers, Roger Gimbel and Tony Converse; producer, William S. Gilmore Jr.; director, William A. Graham; writer, Stanford Whitmore. (CBS)

**Rodeo Red and the Runaway: An NBC Special Treat** □ Executive producer, Linda Gottlieb; producer, Doro Bachrach; director/writer, Bert Salzman. (NBC)

**A Woman Called Moses** □ Producers, Ike Jones and Michael Jaffe; director, Paul Wendkos; writer, Lonnie Elder III. (NBC)

## Clio Awards

Presented by the American TV & Radio Commercials Festival Group to companies for showing a high degree of excellence in advertising.

### Radio

**Radio Advertising Bureau** □ *Radio Expert, Radio Creativity, Fringe Time TV* (Radio Advertising Bureau).

**Funsten Almonds** □ *Nutrition Begins with a Nut* (Fred Arthur Productions).

**Lytton's Stores** □ *Tight Suits, I Forgot My Socks, Just The Belt* (Dick & Bert Productions).

**The News & Observer/The Raleigh Times** □ *Charlie Craven, Dennis Rogers, A.C. Snow* (Charles Crone Associates).

**Bon Jour Jeans** □ *Can-Can* (Altman, Stojler, Weiss).  
**Blue Nun Wine** □ *LIB Date* (Della Femina, Travisano & Partners).

**Dentyne** □ *Godzilla* (Look & Chapin).

**B.F. Goodrich/American Trucking Association** □ *You Carry the Load* (Perfect Pitch).

**Hair Care by L'Oreal** □ *Radiance by L'Oreal* (Mingo, Jones, Guilment).

**Columbia Pictures/The Buddy Holly Story** □ *And The Rest Is Rock 'N' Roll* (Manana Productions).

**Kellogg's** □ *Low Fat* (Bobby Whiteside).

**Meow Mix** □ *Languages* (Della Femina, Travisano & Partners).

**Caterpillar Folklift** □ *Lotsa Chicks* (Dick & Bert Productions).

**WBBM Newsradio 78** □ *More Than News* (WBBM Newsradio 78).

**Lanier Pocket Secretary** □ *Get A Lot More Done* (Marsteller and the Radio Band of America).

**National Semi-Conductor** □ *Tick Tock City* (Dick & Bert Productions).

**The Church of Jesus Christ of Latter-Day Saints** □ *Antique People* (Bonneville Productions).

**Prudential Insurance** □ *Meteor* (Ted Bates & Co.).

**Arista Records/Barry Manilow** □ *Even Now* (Lorraine Lawrence).

**Harley Davidson Motorcycles** □ *You Haven't Been On a Motorcycle* (Bobby Whiteside Ltd.).

**Wail Oismobile** □ *Husband & Wife Go to Wail* (Dick & Bert Productions).

**Hardee's Fries** □ *Then There Were None* (Benton & Bowles).

**The Gap/Pants Off** □ *Scat* (McCann-Erickson).

**Coca-Cola** □ *Stanley* (McCann-Erickson).

**U.S. Postal Service** □ *Secretary* (No Soap Radio).

**Mountain Bell Beepers** □ *Beeper Story No. 2* (Chuck Biore & Don Richman).

**KGO-TV Old Age Documentary** □ *Old Age: Do Not Go Gentle* (KGO-TV San Francisco).

**House of Audio** □ *No Musicians* (WPLJ(FM) New York).

**I Love New York Committee** □ *Stiller & Meara* (Young & Rubicam).

**Highland Appliance Sound Shops** □ *Disco* (W. B. Donor).

**Lipton Lite-Lunch** □ *Lite-Lunch* (Kevin Gavin Productions).

**Spanish National Tourist Office** □ *Riches* (Charles Morrow Associates).

**Pan Am** □ *Theme* (HEA Productions).

**American Electric Power** □ *Winston Churchill* (Perfect Pitch).

**Gulfride Super G** □ *Journey* (Fred Weinberg Productions).

### Television

**McDonald's** □ *Mary Ryan, Spring Green, Hot Stuff* (Needham, Harper & Steers).

**Red Wing Boots** □ *Ballet of the Elephants* (Bean/Kahn Films).

**Fiat** □ *Waterfall* (Ally & Gargano).

**Motorola Car Stereo System** □ *Best Stereo* (N.W. Ayer).

**Manufacturers Hanover Trust** □ *Carwash* (Young & Rubicam).

**Dial Deodorant** □ *Dial Gets Better* (Ogilvy and Mather and Bob Eggers).

**Miller Lite Beer** □ *Umpire Slugger* (Gomes Loew).

**Cracked Wheat Crunch Cereal** □ *Sisters Revised* (Stone/Clark Productions and Della Femina, Travisano & Partners).

**Doritos Corn Chips** □ *Bwana* (Tracy-Locke and Bean/Kahn Films).

**Federal Express** □ *Spritzer* (Ally & Gargano).

**Parkay Margarine** □ *Pa-r-k-a-y* (Needham, Harper & Steers).

**Lavoris** □ *Chatter* (Della Femina, Travisano & Partners).

**Illinois State Lottery** □ *Three of a Kind* (Lee King & Partners).

**Holsum Bread** □ *Combo Vers* (Marsteller).

**Mobil One Oil** □ *Cold Weather* (Doyle Dane Bernbach and Mathew Brady Films).

**Stanley Roberts Flatware** □ *Once You Discover* (Bean/Kahn Films).

**Force 9 Fire Extinguisher** □ *Force 9* (Stahley Fox and Rick Levine Productions).

**Snowy Liquid Bleach** □ *Dirtball* (Ammirati Prusi AnRutich).

**ITT Fiber Optics** □ *Divers* (Needham, Harper & Steers).

**Prudential Insurance** □ *Chase* (Ted Bates & Company).

**Playboy Magazine** □ *Heavy Issue* (Bob Giraldi Productions).

**Gillette Foamy Shave Cream** □ *More Than Enough* (Marschalk Company).

**Xerox Copier** □ *Hannigan Flannigan* (Needham, Harper & Steers) and (Rick Levine Productions).

**Kraft Miracle Whip** □ *Midnight Snack* (J. Walter Thompson and Johnston Films).

**Polaroid One Step** □ *Funny Name* (MZH).

**Meow Mix** □ *Famous Cats* (Della Femina Travisano & Partners).

**Harrison J. Goldin** □ *Welfare* (Marschalk Company).

**The Church of Jesus Christ Of Latter-Day Saints/Marriage Solidarity** □ *Try Again* (Bonneville Productions).

**Stan Wiley Realtors** □ *PhD* (Cole & Weber).

**Dunlop Golf** □ *Aerial Golf* (Leber Katz Partners).

**U.S. Army** □ *Feelin' Good* (N.W. Ayer ABH International).

**Koons Ford** □ *Tumbleweed* (Weitzman, Dym & Associates).

**McDonald's Restaurant** □ *Mary Ryan* (Needham, Harper & Steers).

**Dayton's Warehouse Sale** □ *Delivery Man* (Grey Advertising).

**Pepsi-Cola** □ *New Baby* (BBDO & Rick Levine Productions).

**Federal Express** □ *Promise Them Anything* (Ally & Gargano).

**New York State Tourism** □ *Broadway—I Love New York* (Dwight B. Tobin & Steve Karmen Productions).

**Matchbox Toys** □ *Stop On A Dime* (Levine, Huntley, Schmidt, Plapler & Beaver).

**Pacific Telephone** □ *Little Fella* (Foote, Cone & Belding/Honig).

**Revlon Jontue Fragrance** □ *Mountain* (Grey Advertising).

**Jovan Sex Appeal For Men** □ *Frazetta* (J. Walter Thompson).

**Blitz Weinhard Beer** □ *Rancher* (Rick Levine Productions).

**Hoffmann-LaRoche On Health Care** □ *Immunization* (Carl Borack Productions).

**Catholic Church Of Maryland** □ *You Only Live Once* (Mathis, Burden & Charles).

**The Church of Jesus Christ Of Latter Day Saints/Marriage Solidarity** □ *Try Again* (Bonneville Productions).

**Polaroid One Step** □ *Funny Name* (Polaroid Corporation).

**Warner Brothers/Superman** □ *Superman The Movie* (J. Walter Thompson & R Greenberg Associates).

**Big Boy** □ *Open The Hanger* (Dick & Bert Productions).

**Minolta XG-7 Camera** □ *Jump* (Dick Lavsky's Music House).

**Citizens Against Radioactive Dumping** □ *Accident* (Communications Group West).

**Honolulu Federal Savings & Loan Association** □ *Immigrant* (Peck, Simz, Mueller).

**Polaroid Cameras** □ *Trick Shot* (Polaroid Corporation).

**Georgia-Pacific** □ *TV ID Logo* (Aries Sound International).

**Bubblicious** □ *Ultimate Bubble* (Radio Band Of America).

**Pepsi-Cola** □ *Dancing Bottles* (BBDO).

**Kentucky Fried Chicken** □ *America* (HEA Productions & Young & Rubicam).

**Chemical Bank** □ *Neighborhoods* (HEA Productions).

**Pan Am** □ *Theme* (HEA Productions).

**Mobil One Oil** □ *Cold Weather* (Mathew Brady Films).

**3M Corporation** □ *Ivory Tower* (BBDO).

## Corporation for Public Broadcasting Awards

Presented by CPB to noncommercial radio and TV stations for outstanding local programs.

### Radio

**KAXE(FM)** Grand Rapids, Minn. □ For public participation.

**KPBS-FM** San Diego □ For public participation.

**WGUC(FM)** Cincinnati □ For local fund raising.

**WILL(AM)** Urbana, Ill. □ For public awareness programs.

**WKAR-FM** East Lansing, Mich. □ For local fund raising.

**WQED-FM** Pittsburgh □ For public awareness programs.

### Television

**KBVO-TV** Provo, Utah □ *Worth of a Child* (post-secondary formal education).

**KLVX(TV)** Las Vegas □ *First Grade in the News* (children's instructional).

**KTCA-TV** St. Paul □ *A Common Man's Courage* (program of the year and news and public affairs magazine).

**KTEH(TV)** San Jose, Calif. □ *The Valley That Was* (cultural documentary).

**WEDH(TV)** Hartford, Conn. □ *Connecticut Heritage: To Govern or Contend* (children's instructional).

**WMPB(TV)** Baltimore □ *We Ain't What We Were* (cultural performance) and *Bartleby, the Scrivener* (cultural drama).

**WNET(TV)** New York □ *Dateline New Jersey* (news and public affairs documentary) and *Help Yourself: A Patient Looks at Surgery* (special interest).

**WPBT(TV)** Miami □ *The State of Florida vs. Ronny Zamora* (most innovative program of the year).

**WTTW(TV)** Chicago □ *Aunt Martha and the B.S. Love Counselor* (target audience).

## duPont-Columbia Awards

Presented by the Alfred I. duPont-Columbia Survey and Awards, Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."

### Special awards

**Richard S. Salant** □ For more than 15 years as "head of what is generally conceded to be the most high-grade news operation in broadcasting [CBS News]."

**National Public Radio** □ For "its 37 days of live coverage of the Senate debate on the Panama Canal treaties."

### Radio

**AP Radio** □ *The New South: Shade Behind the Sun-belt*.

# THEY WROTE THE HITS AND BMI LICENSED MOST OF THE MUSIC AMERICA HEARD DURING 1978.

**Congratulations to these writers  
of the 100 most performed songs  
in the BMI repertoire during 1978.**

Lou Adler  
Ava Alderidge  
Herb Alpert  
Stig Anderson (STIM)  
Benny Andersson (STIM)  
Paul Anka  
R. C. Bannon  
Jesse Barish  
Victor Batty (PRS)  
Walter Becker  
Peter Beckett  
Brook Benton  
Chuck Berry  
Tommy Boyce  
Alicia Bridges  
Peter Brown  
Boudleaux Bryant  
Buddy Buie  
Hoagy Carmichael  
Mike Chapman (PRS)  
Nicky Chinn (PRS)  
Arnold Christian (PRS)  
Eric Clapton (PRS)  
Jeffrey Comanor  
Jack Conrad  
Roger Cook  
Sam Cooke  
Reuben Cross  
John Crowley  
Sonny Curtis  
Dean Daughtry  
Paul Davis  
Nicholas Dewey  
Bernard Edwards  
Donald Fagen  
John Farrar  
Wes Farréll  
Jack Feldman  
Jay Ferguson  
John Fitch

Charles Fox  
Claude Francois (SACEM)  
Kenneth Gamble  
Andy Gibb  
Barry Gibb  
Maurice Gibb  
Robin Gibb (PRS)  
Nick Gilder (PRDC)  
Norman Gimbel  
Graham Goble (APRA)  
Andrew Gold  
Stuart Gorrell  
Yvonne Gray  
Leroy Green  
Howard Greenfield  
Bobby Hart  
Leon Huff  
Susan Hutcheson  
David Issacs (PRS)  
Paul Jabara  
Mark James  
David Jenkins  
Janice Johnson  
Larry Keith  
Ray Kennedy  
Ron Kersey  
Perry Kibble  
Nat Kipner  
Lenny Le Blanc  
Kenny Lehman

John Lennon (PRS)  
Cory Lerios  
Marcy Levy  
Jerry Leiber  
Sandy Linzer  
Kerry Livgren  
Reggie Lucas  
Jeff Lynne (PRS)  
James Lyon  
Melissa Manchester  
Chuck Mangione  
Barry Manilow  
Barry Mann  
Sherman Marshall  
Curtis Mayfield  
Paul McCartney (PRS)  
Van McCoy  
James McCulloch (PROC)  
Michael McDonald  
Danny McKenna  
Joe Melson  
Chips Moman  
Eddie Money  
Geoff Morrow (PRS)  
James Mtume  
Randy Newman  
Robert Nix  
Roy Orbison  
David Pack  
Marty Panzer

Dolly Parton  
Steve Pippin  
Gerry Rafferty (PRS)  
Denny Randell  
Robert Rans  
Alan Ray  
Jeffrey Raymond  
Jacques Revaux (SACEM)  
Allen Reynolds  
Rick Roberts  
Nile Rodgers  
Carole Bayer Sager  
Ronnie Scott (PRS)  
Neil Sedaka  
Louie Shelton  
Harvey Shields  
Balde Silva  
Paul Simon  
Tom Snow  
Jim Steinman  
Al Stewart  
Mike Stoller  
Bruce Sussman  
George Terry  
Giles Thibaut (SACEM)  
Sonny Throckmorton  
Jeffrey Tweel  
Bjorn Ulvaeus (STIM)  
John Vallins (PRS)  
Harry Vanda (APRA)  
Ross Vannelli  
Blue Weaver (PRS)  
Cynthia Weil  
Peter White  
Jimmy Williams  
John Williams  
Maurice Williams  
David Wolfert  
Bobby Ray Wood  
George Young (APRA)  
Warren Zevon



**WHAT THE WORLD EXPECTS FROM THE  
WORLD'S LARGEST MUSIC LICENSING ORGANIZATION.**

**WGBH(FM) Boston** □ *Banned in Chelsea.*

#### Television

**KOOL-TV Phoenix** □ *Water: Arizona's Most Precious Resource.*

**KPIX(TV) San Francisco** □ *Laser Con-Fusion.*

**NBC News** □ *NBC Reports: Africa's Defiant White Tribe.*

**WBBM-TV Chicago** □ For documentary programming.

**WFAA-TV Dallas** □ For investigative reporting.

**WGBH-TV Boston** □ *Nova* and *Chachaji: My Poor Relation.*

**WMHT(TV) Schenectady, N.Y.** □ *Inside Albany.*

**WPLG(TV) Miami** □ For investigative reporting.

**WQED-TV Pittsburgh** □ *The Living Sands of Namib.*

## Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

#### Governor's Award

**William S. Paley, CBS** □ For his "corporate and creative broadcasting leadership spanning more than 50 years."

#### Programs

**All In The Family (CBS)** □ For comedy series.

**American Ballet Theater, "Giselle" Live from Lincoln Center** (PBS) □ For a classical program in the performing arts.

**The Body Human (CBS)** □ For an information series.

**The Gathering (ABC)** □ For a drama or comedy special.

**The Great Whales: National Geographic (PBS)** □ For an information special.

**Halloween Is Grinch Night (ABC)** □ For a children's special.

**Holocaust (NBC)** □ For a limited series.

**Bette Midler—Ole Red Hair Is Back (NBC)** □ For a special comedy/variety or music.

**The Muppet Show (Syndicated)** □ For a comedy-variety or music series.

**The Rockford Files (NBC)** □ For a drama series.

**The Tonight Show Starring Johnny Carson (NBC)** □ Special classification of outstanding program achievement.

#### Writing

**Harve Brotan, Barry Harman, Bob Schiller and Bob Weiskopf** □ For a comedy series (*All In The Family*, CBS).

**Roger Beatty, Dick Clair, Tim Conway, Rick Hawkins, Robert Iles, Jenna McMahon, Gene Perret, Bill Richmond, Liz Sage, Larry Siegel, Franellie Silver, Ed Simmons, James Stein** □ For writing in a comedy-variety or music series (*Carol Burnett Show*, CBS).

**Gerald Green** □ For writing in a drama series (*Holocaust*, NBC).

**George Rubino** □ For writing in a special program, drama or comedy—original teleplay (*The Last Tenant*, ABC).

**Caryl Ledner** □ For writing in a special program, drama or comedy-adaptation (*Mary White*, ABC).

**Chesy Chase, Tom Davis, Al Franken, Charles Grodin, Lorne Michaels, Paul Simon, Lily Tomlin, Alan Zweibel** □ For writing in a comedy-variety or music special (*The Paul Simon Special*, NBC).

#### Other

**Paul Bogart** □ For directing in a comedy series (*All In The Family*, "Edith's 50th Birthday," CBS).

**Marvin J. Chomsky** □ For directing in a drama series (*Holocaust*, entire series, NBC).

**Dwight Hemion** □ For directing in a comedy-variety or music special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**Dave Powers** □ For directing in a comedy-variety or music series (*The Carol Burnett Show*, with Steve

Martin, Betty White, CBS).

**David Lowell Rich** □ For directing in a special program-drama or comedy (*The Defection of Simas Kudirka*, CBS).

#### Acting

**Edward Asner** □ For lead actor in drama series (*Lou Grant*, CBS).

**Fred Astaire** □ For lead actor in drama or comedy special (*A Family Upside Down*, NBC).

**Blanche Baker** □ For a supporting actress in a single performance in a comedy or drama series (*Holocaust*, part one, NBC).

**Tim Conway** □ For continuing or single performance by a supporting actor in variety or music (*Carol Burnett Show*, CBS).

**Howard Da Silva** □ For supporting actor in comedy or drama special (*Verna: USO Girl Great Performances*, PBS).

**Barnard Hughes** □ For lead actor for a single appearance in a drama or comedy series (*Lou Grant*, "Judge," CBS).

**Julie Kaver** □ For continuing performance by a supporting actress in a comedy series (*Rhoda*, CBS).

**Eva La Gallienne** □ For supporting actress in drama or comedy special (*The Royal Family*, PBS).

**Nancy Marchand** □ For continuing performance by supporting actress in a drama series (*Lou Grant*, CBS).

**Ricardo Montalban** □ For supporting actor in a single performance in a comedy or drama series (*How The West Was Won*, part two, ABC).

**Rita Moreno** □ For lead actress in single performance in drama, or comedy series (*The Rockford Files*, "The Paper Palace," NBC).

**Michael Moriarty** □ For lead actor in a limited series (*Holocaust*, NBC).

**Carroll O'Connor** □ For lead actor in a comedy series (*All In The Family*, CBS).

**Gilda Radner** □ For continuing performance by a supporting actress in variety or music (*Saturday Night Live*, NBC).

**Rob Reiner** □ For continuing performance by a supporting actor in a comedy series (*All In The Family*, CBS).

**Jean Stapleton** □ For lead actress in comedy series (*All In The Family*, CBS).

**Marilyn Streep** □ For lead actress in a limited series (*Holocaust*, NBC).

**Sada Thompson** □ For lead actress in a drama series (*Family*, ABC).

**Robert Vaughn** □ For continuing performance by a supporting actor in a drama series (*Washington: Behind Closed Doors*, ABC).

**Joanne Woodward** □ For lead actress in drama or comedy special ("See How She Runs," *GE Theater*, CBS).

#### Creative arts

**Robert Checchi** □ For art direction for a comedy series (*Soap*, episode one, ABC).

**Tim Harvey** □ For art direction for a drama series (*I, Claudius*, episode one, PBS).

**Roy Christopher** □ For art direction for a comedy-variety series or music series (*The Richard Pryor Show*, NBC).

**John de Cuir, Richard C. Goddard** □ For art direction for a dramatic special (*Ziegfeld: the Man and His Women*, NBC).

**Romain Johnston, Kerry Joyce** □ For art direction for a comedy-variety or music special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**H. Lee Chaney, Christopher Chulack, Mark Dennis, Douglas H. Grindstaff, Don V. Isaacs, Dick Raderman, Hank Salerno, Larry Singer** □ For outstanding achievement in film sound editing for a series (*Police Story*, "River of Promises," NBC).

**Michael Corrigan, Donald Higgins, William Jackson, Richard Le Grand, Jerry Pirozzi, Jerry Rosenthal, John Strauss, James Yant** □ For achievement in film sound editing for a special (*The Amazing Howard Hughes*, CBS).

**Robert L. Harman, Eddie J. Nelson, George E. Porter, William Teague** □ For achievement in film sound mixing for a series or a special (*Young Joe, the Forgotten Kennedy*, ABC).

**Billy Goldenberg** □ For achievement in music composition for a series (*King* dramatic underscore, NBC).

**Jimmie Haskell** □ For achievement in music composition for a special (*GE Theater*, "See How She Runs" dramatic underscore, CBS).

**Ian Fraser** □ For achievement in music direction for a series or a special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**Ed Cotter** □ For film editing in a comedy series (*Happy Days*, "Richie Almost Dies," ABC).

**Alan Heim, Graig McKay, Robert M. Reitano, Stephen A. Rotter, Brian Smedley-Aston** □ For film editing in a drama series (*Holocaust*, NBC).

**John A. Martinelli** □ For film editing for a special (*The Defection of Simas Kudirka*, CBS).

**Ron Bryan, Edward J. Greene, Thomas J. Huth** □ For achievement in tape sound mixing for a series or a special (*Bette Midler—Ole Red Hair Is Back*, NBC).

**Tucker Ward** □ For outstanding achievement in video tape editing for a series (*The Carol Burnett Show*, CBS).

**Pam Marshall, Andy Zall** □ For achievement in video tape editing for a special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**Noel Taylor** □ For achievement in costume design for a drama special (*Hollywood Television Theater*, "Actor," PBS).

**Bob Mackie, Ret Turner** □ For achievement in costume design for a music-variety series or special (*Mitzi... Zings into Spring*, CBS).

**Edith Almosino, Peggy Farrell** □ For achievement in costume design for a drama or comedy series (*Holocaust*, NBC).

**Ted Voigtlander** □ For cinematography in an entertainment series (*Little House on the Prairie*, "The Fighter," NBC).

**Gerald Perry Finnerman** □ For cinematography in an entertainment special (*Ziegfeld: the Man and His Women*, NBC).

**Richard Cobos, Walter Schenck** □ For achievement in make-up for a series or a special (*How the West Was Won*, part two, ABC).

**Greg Brunton** □ For achievement in lighting direction for a series or a special (*Cher*, ABC).

**Gene Crowe, Larry Heider, Dave Hilmer, Bob Keys, Wayne Orr** □ For achievement in technical direction and electronic camerawork for a series or a special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**Bill Davis, Bob Fletcher, Bill Melendez** □ For achievement in graphic design and title sequences for series or a special (*NBC: the First 50 Years—a Closer Look*).

**Ron Field** □ For achievement in choreography for a series or a special (*The Sentry Collection Presents Ben Vereen—His Roots*, ABC).

**Stan Freeman, Arthur Malvin** □ For achievement in special musical material (*The Carol Burnett Show*, "Hi-Hat," CBS).

**William F. Brownell, John H. Kantrowe** □ For achievement in sound effects (*Our Town*, NBC).

**William Pitkin** □ For individual achievement in costume design (*Romeo and Juliet*, PBS).

**Robert Checchi (set design), Bill Hargate (costume design), Ken Johnson (art direction)** □ For individual achievement in children's programming (*Once Upon a Brothers Grimm*, CBS).

## Gabriel Awards

13th annual. Presented by UNDA-USA, the professional and autonomous Catholic association for broadcasters and allied communicators, for excellence in broadcasting.

#### Television

**CBS Television Network** □ *The Defection of Simas Kudirka* (entertainment programming, national).

**NBC Television Network** □ *Holocaust* (entertainment programming, national).

**Capital Cities Communications, Philadelphia** □ *Including Me* (informational or educational programming, national).

**ABC Television Network** □ *ABC News Direction, "The Fight Against Black Monday"* (informational or educational programming, national).

**WNBC-TV New York** □ *Sight and Sound: Angela's Island* (informational or educational programming, top 25 markets).

**WWL-TV New Orleans** □ *Tutankhamun Live Forever* (informational or educational programming, markets 26-100).

**KNTV(TV) San Jose, Calif.** □ *Coming Out of the*

# THE LITTLE HOUSE ON THE PRAIRIE

America's Most Beloved Television Series



## Station Image

The enormous popularity and acceptance of THE LITTLE HOUSE ON THE PRAIRIE will, inevitably, enhance the station's own image in the community. And, in turn, this image will be reflected in audience response to the station's other programming — for example, News.

## Americana

The Ingalls are a real American family whose actual frontier life was, long ago, recorded by Laura Ingalls Wilder herself. With its emphasis on human values, its strong sense of family and community, the program stresses all the positive values that symbolize America's strength.

## Excellent Demographics

The ideal, audience-tested hit for those all-important 4:30-7:30 pm Monday through Friday time periods — delivering audiences that perfectly match the time period, in all areas of demographics: women, men, teens and children!\*

\*Source: Nielsen (1974-1979)

Available for local telecasting September, 1981

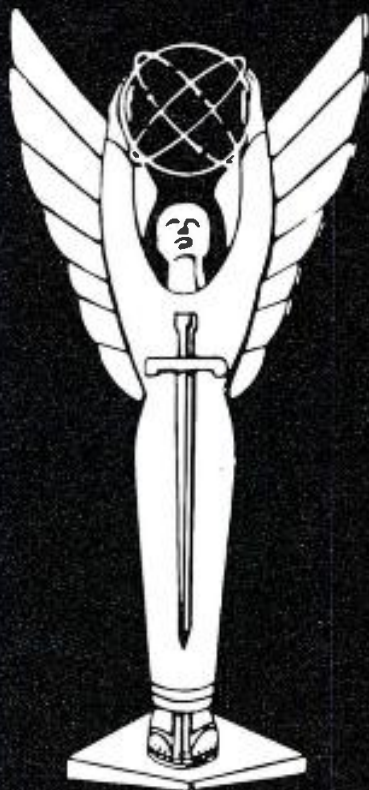


**WORLDVISION  
ENTERPRISES INC.**

**The World's Leading Distributor  
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New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

# Enter Now!



## 14th Annual GABRIEL AWARDS

Official Entry Form  
and Brochures are in the mail.

Unda-USA, the National Catholic  
Broadcasters Association  
is pleased  
to invite you to enter  
this competition.

30 program categories for national and  
local radio and TV programs which  
creatively treat issues concerning  
human values.

TV & Radio Station of the Year Awards  
Personal Achievement Award

Entry Deadline: September 15, 1979

For information, contact:

### GABRIEL AWARDS

136 West Georgia Street  
Indianapolis, IN 46225

317-635-3586

Charles J. Schisla, Chairman

*Closest* (informational or educational programing, markets 101-210).

**Canadian Broadcasting Corp.** □ *Man Alive—Listen to the Children* (religious programing, national).

**Catholic Charismatic Renewal**, Rutherford, N.J. □ *A New Pentecost* (religious programing, markets 26-100).

**WMTV(TV)** and the **Diocese of Madison, Wis.** □ *Perspectives on the Passion* (religious programing, market 101-210).

**ABC Television Network** □ *Mom and Dad Can't Hear Me* (youth-oriented programing, national).

**WBBM-TV** Chicago □ *Coming Up Easy... Coming Down Hard* (youth-oriented programing, top 25 markets).

**WAVE-TV** Louisville, Ky. □ *School's Out (Forever)* (youth oriented programing, markets 26-100).

**University of Wisconsin—Stout** □ *On the Run* (youth-oriented programing, markets 101-210).

**Franciscan Communications Center**, Los Angeles □ *The Wedding* (PSA, national).

**KOMO-TV** Seattle □ *Tut Minutes* (PSA, top 25 markets).

**WTRF-TV** and **Trinity Missions**, Wheeling, W.Va. □ *Tri-Spots* (PSA, markets 101-210).

#### Radio

**Bonneville Productions**, Salt Lake City □ *Christmas and Then Some* (entertainment programing, national).

**KNX(AM)** Los Angeles □ *The Gay Debate* (informational or educational programing, local).

**Minnesota Public Radio**, St. Paul □ *The Prairie Was Quiet* (information or educational programing).

**Canadian Broadcasting Corp.** □ *Introit, Offertory and Alleluia* (religious programing, national).

**KNEW(AM)** and **Archdiocesan Communications Center**, San Francisco □ *For Heavens Sake* (religious programing, local).

**Presbyterian Church in the United States**, Atlanta □ *What's It All About?* (youth oriented programing, national).

**WDVE-FM** and **Dennis Benson**, Pittsburgh □ *The Crystal Roller Coaster* (youth oriented programing, local).

**Archdiocesan Communications Center**, San Francisco and **CROP** □ *Food for Thought* (PSA, national).

**Archdiocesan Communications Center**, San Francisco □ *To Whom It May Concern* (PSA, local).

#### Station awards

**WRFM(FM)** New York

**WCVB-TV** Boston

#### Personal Achievement Award

**Fred Rogers**, creator and host of *Mister Rogers' Neighborhood* on PBS.

### Martin R. Gainsbrugh Awards

Presented by the Fiscal Policy Council for excellence in economic reporting.

#### Network television

**Irving R. Levine**, **NBC News**, New York □ *NBC Nightly News* segment story on the July 1978 economic summit meetings in Bonn.

#### Local

**Mike Hegedus**, **WGR-TV** Buffalo, N.Y. □ A five-part report on local area use of community block grant funds.

**Sarah Wilson** and **John C. Bry**, **WCUZ(AM)** Grand Rapids, Mich. □ A study of "The Japanese Yen vs. The American Dollar."

**Ann Keefer** and **Bob Hardy**, **KMOX(AM)** St. Louis □ Examination in 46 parts of "Inflation: The American Nightmare."

### Gavel Awards

21st annual. Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life."

#### Radio

**KHVV(AM)** Honolulu □ *The Law Report* (stations in metro areas 51 and over).

**KSJN(FM)** St. Paul □ *The Role of Courts in a Changing Society* (educational/public broadcasting).

**WCBS(AM)** New York □ *New Green Sneakers and Other Lessons of the Street* (network-owned stations/group produced programs).

**WIRE(AM)** Indianapolis □ *The Tony Kiritsis Affair* (stations in metro areas 11-50).

#### Television

**ABC News** □ *Justice on Trial* (network documentary/educational program).

**Connecticut Public Television** □ *Connecticut Law Day Quiz* (educational/public broadcasting, locally produced).

**KENS-TV** San Antonio □ ... *And Justice for All* (stations in markets 51 and over).

**KPIX(TV)** San Francisco □ *The Choice... Between Life and Death* (stations in top 10 markets).

**Maryland Center for Public Broadcasting** □ *Consumer Survival Kit Lawyers: Advise and Represent* (educational/public broadcasting, nationally produced).

**Women in Communications** and **KERA-TV** Dallas □ *Who Remembers Mama?* (educational/public broadcasting, locally produced).

### Grammy Awards

21st annual. Presented by the National Academy of Recording Arts and Sciences for outstanding performance in the field of recording.

**Record of the Year** □ *Just The Way You Are*—Billy Joel, Phil Ramone, producer (Columbia).

**Album of the Year** □ *Saturday Night Fever*: Artists: The Bee Gees, David Shire, Yvonne Elliman, Tavares, Kool & The Gang, K.C. & The Sunshine Band, MFSB, Trammps, Walter Murphy, Ralph MacDonald. Producers: The Bee Gees, Karl Richardson, Albhy Galuten, Freddie Perren, Bill Oakes, David Shire, Arif Mardin, Thomas J. Valentino, Ralph MacDonald, W. Walter, K.G. Productions, H.W. Casey, Richard Finch, Bobby Martin, Broadway Eddie, Ron Kersey (RSO).

**Song of the Year** □ *Just the Way You Are*—Billy Joel, songwriter.

**Best New Artist of the Year** □ *A Taste of Honey* (Capitol).

**Best Pop Vocal Performance, Female** □ *You Needed Me*—Anne Murray (Capitol).

**Best Pop Vocal Performance, Male** □ *Copacabana* (At the Copa)—Barry Manilow (Arista).

**Best Pop Vocal Performance By A Duo, Group or Chorus** □ *Saturday Night Fever*—Bee Gees (RSO).

**Best Pop Instrumental Performance** □ *Children of Sanchez*—Chuck Mangione Group (A&M).

**Best R & B Vocal Performance, Female** □ *Last Dance*—Donna Summer (Casablanca).

**Best R & B Vocal Performance, Male** □ *On Broadway*—George Benson (W.B.).

**Best R & B Vocal Performance By A Duo, Group or Chorus** □ *All 'N All*—Earth, Wind & Fire (Columbia).

**Best R & B Instrumental Performance** □ *Runnin'*—Earth, Wind & Fire (Columbia).

**Best Rhythm & Blues Song** □ *Last Dance*—Paul Jabara, songwriter.

**Best Country Vocal Performance, Female** □ *Here You Come Again*—Dolly Parton (RCA).

**Best Country Vocal Performance, Male** □ *Georgia On My Mind*—Willie Nelson (Columbia).



# “...and the temperature’s HOT”

That’s just about all that remains true of the old song about Managua, Nicaragua.



Three AP newsmen who have witnessed the tragic turn of events there were cited in the recent Overseas Press Club presentation of the Ben Grauer Award to AP Radio. The honor, for the “Best Radio Spot News from Abroad” was won by Tom Fenton, Lew Wheaton and Hal Moore—none of whom are in Broadcasting.

Ironic? Lucky? Not at all. AP Newspeople are first and foremost *reporters*. There are 2750 of them around the world backing up the APR Staff in Washington. That’s why no news gathering organization on earth can match AP in broadcasting or on paper.

## AP Radio

Associated Press Radio Network  
(212) 262 4011

**Best Country Vocal Performance by a Duo or Group** □ *Mamas Don't Let Your Babies Grow Up to be Cowboys*—Waylon Jennings & Willie Nelson (RCA).

**Best Country Instrumental Performance** □ *One O'Clock Jump*—Asleep At The Wheel (Capitol).

**Best Country Song** □ *The Gambler*—Don Schlitz, songwriter.

**Best Gospel Performance, Contemporary or Inspirational** □ *What a Friend*—Larry Hart (Genesis).

**Best Gospel Performance, Traditional** □ *Refreshing*—*The Happy Goodman Family (Canaan)*

**Best Soul Gospel Performance, Contemporary** □ *Live in London*—Andrae Crouch & The Disciples (Light)

**Best Soul Gospel Performance, Traditional** □ *Live and Direct*—Mighty Clouds of Joy (ABC)

**Best Inspirational Performance** □ *Happy Man*—B. J. Thomas (Myrrh)

**Best Ethnic or Traditional Recording** □ *I'm Ready*—Muddy Waters (Blue Sky)

**Best Latin Recording** □ *Homenaje a Beny More*—Tito Puente (Tico)

**Best Recording for Children** □ *The Muppet Show*—Jim Henson (Arista)

**Best Comedy Recording** □ *A Wild and Crazy Guy*—Steve Martin (W. B.)

**Best Spoken Word Recording** □ *Citizen Kane (Original Motion Picture Sound Track)*—Orson Welles (Mark 56)

**Best Instrumental Composition** □ *Theme From "Close Encounters of the Third Kind"*—John Williams, composer

**Best Album of Original Score Written for Movie or TV Special** □ *Close Encounters of the Third Kind*—John Williams, composer (Arista)

**Best Cast Show Album** □ *Ain't Misbehavin'*—Thomas Z. Shepard, producer (RCA Red Seal)

**Best Jazz Vocal Performance** □ *All Fly Home*—Al Jarreau (W. B.)

**Best Jazz Instrumental Performance, Soloist** □ *Montreux '77—Oscar Peterson Jam*—Oscar Peterson (Pablo)

**Best Jazz Instrumental Performance, Group** □ *Friends*—Chick Corea (Polydor)

**Best Jazz Instrumental Performance, Big Band** □ *Live in Munich*—Thad Jones and Mel Lewis (Horizon/A&M)

**Best Instrumental Arrangement** □ *Main Title, Wiz Original Sound Track*—Quincy Jones & Robert Freedman, arrangers (MCA)

**Best Arrangement Accompanying Vocalist(s)** □ *Got to Get You Into My Life*—(Earth, Wind, and Fire) Maurice White, arranger (RSO)

**Best Arrangement for Voices** □ *Stayin' Alive*—(The Bee Gees) The Bee Gees, arranger (RSO)

**Best Album Package** □ *Boys in the Trees*—(Carly Simon) Johnny Lee & Tony Lane, art directors (Elektra)

**Best Album Notes** □ *A Bing Crosby Collection, Vols. I & II* Michael Brooks, annotator (Columbia)

**Best Historical Repackage Album** □ *Lester Young Story Vol. 3* Michael Brooks, producer (Columbia)

**Best Engineered Recording** □ *No Static At All*—(Steely Dan) Roger Nichols, Al Schmitt, engineers (MCA)

**Best Producer of the Year** □ *The Bee Gees, Albhy Galuten & Karl Richardson*

**Album of the Year, Classical** □ *Brahms: Concerto for Violin in D Major*—Itzhak Perlman with Carlo Maria Giulini, Christopher Bishop, producer (Angel)

**Best Classical Orchestral Performance** □ *Beethoven: Symphonies (9) Herbert von Karajan cond. Berlin Philharmonic Michel Giotz, producer (DG)*

**Best Opera Recording** □ *Lehar: The Merry Widow*—Julius Rudel and New York City Opera Orchestra & Chorus George Sponhaltz & John Coveney, producers (Angel)

**Best Choral Performance, Classical (Other than Opera)** □ *Beethoven: Missa Solemnis*—Sir Georg Solti, conductor and Margaret Hillis, Choral Director (London)

**Best Chamber Music Performance** □ *Beethoven: Sonatas for Violin & Piano*—Itzhak Perlman & Vladimir Ashkenazy (London)

**Best Classical Performance Instrumental Soloist** □ *Rachmaninoff: Concerto No. 3 in D Minor for Piano* Vladimir Horowitz, piano (RCA)

**Best Classical Performance Instrumental Soloist** □ *The Horowitz Concerts 1977/78*—Vladimir Horowitz, piano (RCA)

**Best Classical Vocal Soloist Performance** □ *Luciana Pavarotti—Hits From Lincoln Center*—Luciano

Pavarotti (London)

**Best Engineered Recording—Classical** □ *Varese: Aneriques/Arcam/Ionisation* Bud Graham, Arthur Kendy & Ray Moore, engineers (Columbia)

## Roy W. Howard Public Service Awards

Presented by the Scripps-Howard Foundation for "the best examples of public service journalism and broadcasting."

Broadcast winners

**WABE(FM)** Atlanta □ *The Eyewitness Who Wasn't* (\$1,000).

**WBBM-TV** Chicago □ *Agent Orange—Vietnam's Deadly Fog* (\$2,500).

**WJLA-TV** Washington □ *A Race With Death* (\$1,000).

## Humanitas Prizes

4th annual. Presented by the Human Family Institute to writers of those prime time commercial network television programs "which communicate those values which most fully enrich the human person."

**Larry Rhine and Mel Tolkin** □ "The Brother" episode of *All in the Family* (\$10,000 prize for 30-minute show).

**Carol Evan McKeand and David Jacobs** □ "Annie Laurie" episode of *Family* (\$15,000 prize for 60-minute show).

**John Sacret Young** □ *Special Olympics* (\$25,000 prize for 90-minute show).

**CBS Reports** □ *The Aliens* (special documentary award).

## International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement" in radio or television.

**Bob Keeshan** □ Broadcaster of the Year for his "25 years of helping children grow up, families grow together and television grow stronger."

**Richard S. Salant** □ Gold Medal for his "initiative in network television's first half-hour and one hour hard news broadcasts, for *60 Minutes*, for quality informational programming on both the CBS radio and television networks and for a staunch dedication to the preservation of a free press."

## Iris Awards

3d annual. Presented by the National Association of Television Program Executives for outstanding local TV programming.

**KING-TV** Seattle □ *Galileo: A Dragon in Time* (performing arts).

**KUTV(TV)** Salt Lake City □ *Extra: A Special Dance* (performing arts).

**KNBC(TV)** Los Angeles □ *Tut: Son of the Sun* (children's).

**WWBT(TV)** Richmond, Va. □ *Jack and the Juice Box* (children's).

**WCVB-TV** Boston □ *The Baxters: Toga Party* (other).

**WHIO-TV** Dayton, Ohio □ *Gettysburg: The Turning Point* (other).

**KNXT(TV)** Los Angeles □ *Saturday Morning Fever* (sports).

**WIBW-TV** Topeka, Kan. □ *Royals: Roadmania* (sports).

**KATU(TV)** Portland, Ore. □ *Town Hall: The Great Tax Debate* (interview).

**WBRZ-TV** Baton Rouge □ *Take 2* (interview).

**KBTV(TV)** Denver □ *The Biggest Sting* (public affairs).

**WAVE-TV** Louisville, Ky. □ *No Way to Treat a River* (public affairs).

**KIRO-TV** Seattle □ *Around Here* (variety).

**KGMB-TV** Honolulu □ *Homegrown III* (variety).

Award of the Year

**Bob Hope**

## Robert F. Kennedy Journalism Awards

11th Annual. Presented by the Robert F. Kennedy Journalism Awards committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

**Steve McVicker and Jeanne Jones, KPFT(FM)** Houston □ *The Question of Accountability: A Look at the Houston Police Department.*

## Abe Lincoln Awards

10th annual. Presented by the Radio and Television Commission of the Southern Baptist Convention to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America, and for helping the broadcast industry enrich its service to the public."

Railsplitter award

**John E. Fetzer**, president, Fetzer Broadcasting.

Distinguished Communications medal

**Bob Hope**

Communications Recognition awards

**WSM(AM)** Nashville and **Grand Ole Opry**  
**Doris Ann**, director of religious programing, NBC.

Vincent T. Wasilewski award

**J. Leonard Reinsch**, Cox Broadcasting.

Merit awards

**Terry K. Shockley**, WKOW-TV Madison, Wis.

**Sandra M. Johnson**, WJKW-TV Cleveland.

**George Ann Victor**, KHOW(AM) Denver.

**David Nelson**, CBS TV Stations Division.

**Leta Powell Drake**, KOLN-TV Lincoln, Neb.

**William C. O'Donnell**, WBBM(AM) Chicago.

**Fred Williams**, WAHT(AM) Lebanon, Pa.

**Brian Jennings**, KXL-AM-FM Portland, Ore.

## Media Awards for Economic Understanding

2d annual. Presented by the Amos Tuck School of Business Administration of Dartmouth College. First prizes are \$5,000; second prizes, \$2,500.

Radio

**American Entertainment Radio Network** □ *Dan Cordtz on the Economy* (second prize).

**NBC Radio News** □ *What Ever Happened to the*

# Funny, you don't look like a Xerox machine.



Ask for a "Xerox machine," and you might get a surprise.  
Like this Xerox 740 Microfiche Reader Printer. A Xerox Telecopier  
transceiver. Or even a Xerox electronic display typing system.

You see, today Xerox makes a lot of different machines. So now, more  
than ever, you have to ask for the one you want by its full name.

Of course, we still make Xerox copiers. But, then, that should  
come as no surprise.

**XEROX**

*Almighty Dollar?* (first prize).

Television

**Capital Cities TV Productions** □ *The 45 Billion Dollar Connection* (second prize).

**KUON-TV** Lincoln, Neb. □ *The Commodity Futures Industry* (first prize).

**KYTV(TV)** Springfield, Mo. □ *Property Tax: Your Unfair Share* (second prize).

**KYW-TV** Philadelphia □ *Inflation: How to Survive* (first prize).

**WNET(TV)** New York and **WETA-TV** Washington □ *The New Wall Street* (first prize).

**WTOL-TV** Toledo, Ohio □ *Tax Abatement: Catalyst or Coercion* (first prize).

## Mike Award

Presented by the Broadcast Pioneers for "distinguished contributions to the art of broadcasting."

**WGY(AM)** Schenectady, N.Y.

## Charles Stewart Mott Awards

Presented by the Education Writers Association for the best education reporting in the broadcast and print media in the United States and Canada.

Radio

**WBBM(AM)** Chicago □ Investigative series on suburban schools (first prize—\$500).

**William Oellermann, WSIE(FM)** Edwardsville, Ill. □ *The High School Drug Scene* (second prize—\$250).

Television

**Randy Covington and Melissa Forsythe, WAVE-TV** Louisville, Ky. □ Documentary on school dropouts (first prize—\$500).

**Leslie Midgley, Walter Cronkite and Charles Collingwood, CBS News** □ *Is Anyone Out There Learning?* (second prize—\$250).

## National Association of Broadcasters Awards

Distinguished Service Award: presented to any broadcaster ... "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." Engineering Achievement Award: presented ... for engineering contributions "which measurably advance the technical state of the broadcasting art."

**Jack Harris, KPRC-AM-TV** Houston □ Distinguished service.

**Robert Flanders, McGraw-Hill Broadcasting** □ Engineering achievement.

**David C. Adams, NBC** □ Grover Cobb award by NAB's Television and Radio Political Education Committee for "unusual dedication to improving the relationship between broadcasting and the federal government."

## NCTA Awards

Presented by the National Cable Television Association for service to the industry and for excellence in CATV programming.

**Burt Harris** □ Larry Boggs Award for outstanding contributions to the growth and advancement of cable television.

**Kay Koplovitz, UA-Columbia Satellite Services** □ Idell Kaitz Award for significant contribution by a woman.

**Richard W. Loftus, AMVideo Corp.** □ Jerry Greene Memorial Award for significant service by an individual 40 or under.

**Gerald Levin, Home Box Office** □ Robert H. Beisswenger Memorial Award for having been "the chief architect in the development of the pay cable industry."

**Frank Bias, Viacom International** □ Engineering award for outstanding achievement in operations.

**Michael F. Jeffers, Jerrold Electronics** □ Engineering award for outstanding achievement in development.

**Douglas H. Ditruck, Douglas Communications** □ Outstanding committee chairman.

**Wayne Lee, New Channels Corp.** □ Outstanding contribution through state or regional association.

Awards for Cablecasting Excellence

**Berks Cable, Reading, Pa.** □ Excellence in a single documentary or public affairs program (*Our Schools*).

**Cable Television Inc., Hayward, Calif.** □ Special commendation for achievement in access programming.

**Home Box Office, New York** □ Excellence in a pay cable sports program (*Boxing Behind Bars*).

**Home Box Office,** □ Excellence in a single pay cable entertainment program (SRO: Gladys Knight and the Pips with Ray Charles).

**Home Box Office** □ Excellence in a pay cable program (*Emmet Otter's Jug Band Christmas*).

**Public Cable Co., Portland, Me.** □ Excellence in a program series (*Conversations*).

**Santa Barbara Cable TV, Santa Barbara, Calif.** □ Excellence in a single entertainment program (*1978 Fiesta Parade*).

**Suburban Cablevision, East Orange, N.J.** □ Excellence in a sports series (*Action Arena*).

**UA-Columbia Cablevision, Oakland, N.J.** □ Excellence in a news program series (*Newswatch*).

**UA-Columbia Cablevision, Oakland, N.J.** □ Excellence in a single sports program (*Medals to Money*).

**Viacom Cablevision, Marin county, Calif.** □ Excellence in a single program (*I Am a Person*).

**Viacom Cablevision, San Francisco** □ Excellence in over-all community programming and format.

**Warner QUBE, Columbus, Ohio** □ Excellence in a documentary or public affairs program (*QUBE Summer Hotline*).

**Warner QUBE** □ Excellence in an entertainment series (*Columbus Goes Bananas*).

## National Headliner Awards

45th annual. Presented by the Press Club of Atlantic City "to those who have shown outstanding achievement in journalism."

Radio

**ABC Radio News** □ Network reporting for Papal coverage.

**KXL(AM)** Portland, Ore. □ *The Air Space—How Safe?* (public service).

**National Public Radio** □ Network documentary for chronicle of 50 years of folk music.

**WCBS(AM)** New York □ Reporting for cities with over 250,000 population.

**WING(AM)** Dayton, Ohio □ Documentary for show on effects of Proposition 13-type referendum in Ohio.

**WKMX(FM)** Enterprise, Ala. □ Reporting for cities under 250,000 population.

Television

**ABC-TV** □ *20/20* segment, "Exploding Gas Tanks" (network public service) and *ABC News Closeup*, "Terror in the Promised Land" (documentary).

**KRON-TV** San Francisco □ Reporting for cities with over 500,000 population.

**KTLA-TV** Los Angeles □ *Scared Straight* (documentary).

**NBC-TV** □ Network reporting for Guyana coverage.

**WDBJ-TV** Roanoke, Va. □ *Roanoke Design: 79* (public service).

**WHIO-TV** Dayton, Ohio □ Reporting for cities under 500,000 population.

## Ohio State Awards

42d annual. Presented by the Institute for Education by Radio-Television under the auspices of Ohio State University Telecommunications Center for "meritorious achievement in educational, informational and public affairs broadcasting."

Radio

**Alberta School Broadcasts, Edmonton** □ *Flight Into Other Worlds: Danny the Champion of the World*.

**Canadian Broadcasting Corp., Toronto** □ *Ideas: Friedrich Wilhelm Nietzsche 1844-1900, Blind Eye to Murder*.

**CBS News** □ *CBS Radio at 50—an Autobiography in Sound, The DNA Debate: Science Against Itself*.

**Council of Ministers of Education, Canada/CBC, Toronto** □ *Harry Somers's History of Music in Canada*.

**Gamut Productions, Barrington, Ill.** □ *Rozhinkes Mit Mandlin*.

**KBPS(AM)** Portland, Ore./Oregon Public Schools □ *The Last of Mrs. Lincoln*.

**KNX(AM)** Los Angeles □ *Assault on Rape Campaign*.

**KPFA(FM)** Berkeley, Calif. □ *The Right to be Wrong: Free Speech for Extremist Groups*.

**KSJN(FM)** St. Paul/Minnesota Public Radio □ *The Prairie Was Quiet, The Role of the Courts in a Changing Society*.

**Latino Institute/American University, Washington** □ *Viva Latino*.

**Manitoba Department of Education/CBC, Winnipeg** □ *As Dance the Flames*.

**Minnesota School of the Air, Minneapolis** □ *Speak Easy*.

**National Public Radio, Washington** □ *Fascinating Rhythm: the Making of "Lady Be Good."*

**NBC Radio** □ *The Pro-Israel Lobby*.

**Ontario Educational Communications Authority, Toronto** □ *Let's Write*.

**Progressive Radio Network, Bronx, N.Y.** □ *News Blimp*.

**WCBS(AM) New York** □ *Report on Medicine*.

**WGBH(FM)** Boston □ *The Massachusetts Poetry Series, The Spiders' Web*.

**WHAS(AM)** Louisville, Ky. □ A Kentucky Legend: the Chandler Years.

**WNBC(AM)** New York □ *Public Education: Priority One*.

**WNYE(FM)** New York □ *Private Eye On the Environment: London Killer Smog*.

**WOCB(AM)**, West Yarmouth, Mass. □ *The Last Voyage of the Cap'n Bill*.

**WPFW(FM)** Washington □ *Children's Radio Theater*.

Television

**ABC News** □ *Animals, Animals, Animals—The Crane*.

**ABC-TV** □ *Roll of Thunder, Hear My Cry*.

**Access, Alberta, Calgary** □ *The Way I See: Reptiles*.

**Auburn Television, Auburn, Ala.** □ *Metrication*.

**CBS News** □ *60 Minutes*.

**CBS-TV** □ *The Defection of Simas Kudirka*.

**Community Television of South Florida, North Miami** □ *Eric Hoffer: the Crowded Life*.

**Deutsche Welle, West Germany** □ *People, Places, Events: Gunter Grass*.

**Field Communications, San Francisco** □ *Snippets*.

**Georgia Educational Television Network, Atlanta** □ *Lawmakers: Weekly Review*.

**Hawaii Public Broadcasting Authority, Honolulu** □ *Damien*.

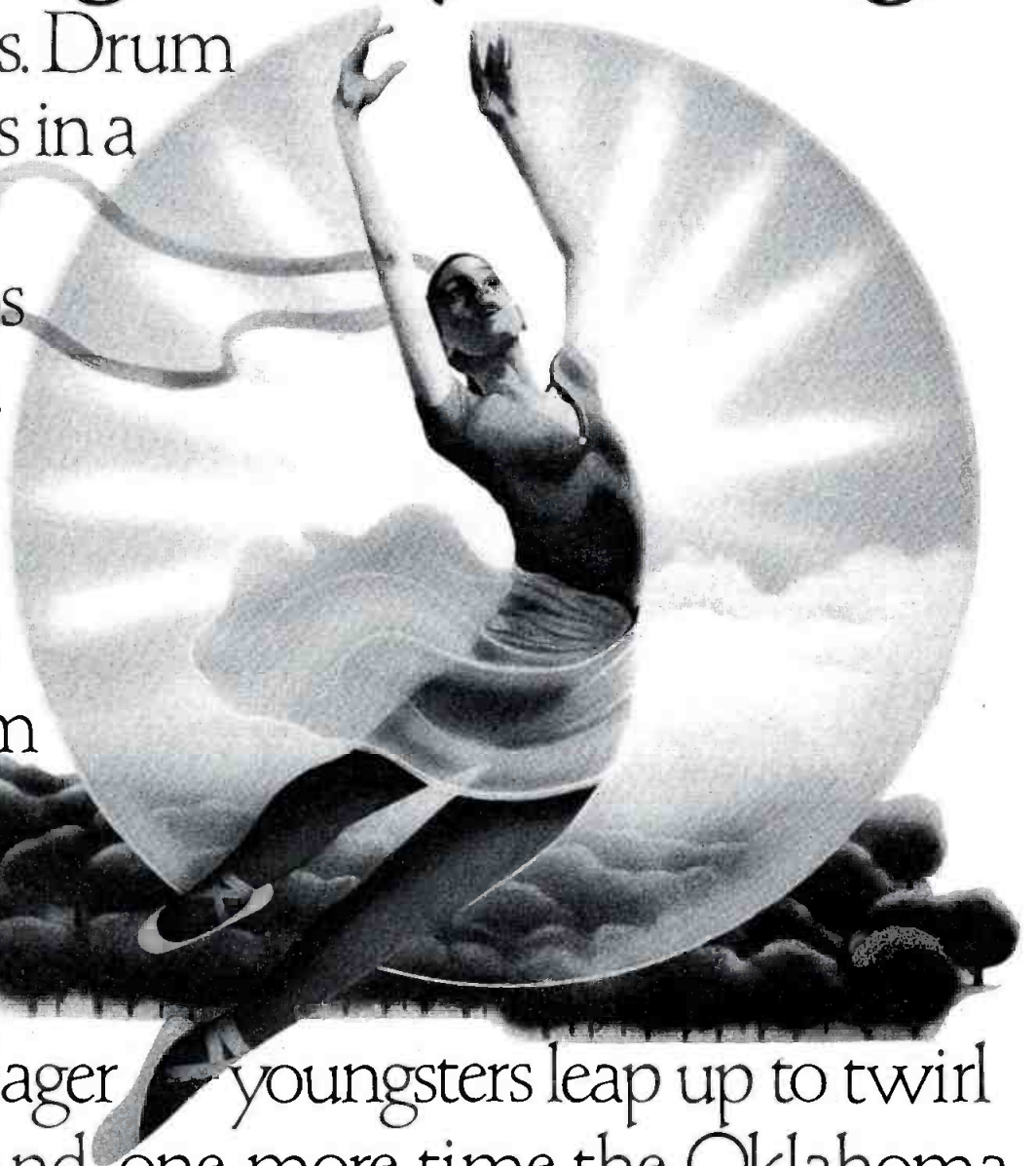
**KCET(TV)** Los Angeles □ *Visions, The Age of Uncertainty—Personal View by John Kenneth Galbraith*.


**KLVX(TV)** Las Vegas □ *First Grade in the News*.

**KNBC(TV)** Los Angeles □ *And Baby Makes Two*.

# The young must try their wings.

Painted faces. Drum beats. Figures in a heap. Then, out of chaos comes form. The painted faces begin to be mime actors. Drum beats, a dance.



Eager youngsters leap up to twirl into ballet. And one more time the Oklahoma Summer Arts Institute has worked its magic. Here at Quartz Mountain, teenage winners of a state-wide competition bring their talents to be polished by encouraging instructors. Dance. Acting. Music. Writing. Visual Arts. It's work and it's fun. And Phillips Petroleum gladly gives to its support. Not for money. Just for a song. 

**KOMO-TV** Seattle □ *King Tutankhamun Documentary Minutes.*

**Maryland Center for Public Broadcasting,** Owings Mills □ *Of Earth and Man.*

**Mississippi Authority for Educational Television,** Jackson □ *Just Around the Corner: Prenatal Care and Vaccinations, The Islander, The Measuring Show.*

**NBC-TV/Survival Anglia** □ *Mysterious Castles of Clay.*

**The Network for Continuing Medical Education,** New York □ *Osteoporosis: a Disorder of Bone Remodeling.*

**Ontario Educational Communications Authority,** Toronto □ *Write On.*

**Ontario Educational Communications,** Toronto □ *Outreach Ontario.*

**Penn State University Division of Instructional Services,** University Park □ *Waiting For Lefty.*

**University of Mid-America,** Lincoln, Neb. □ *World Food Problems: Two More Every Second.*

**University of Wisconsin,** Green Bay/Wisconsin Educational Communication Board □ *The Mystery Ship.*

**WCAU-TV** Philadelphia □ *The Great Metric Mystery.*

**WCVB-TV** Boston □ *Catch a Rainbow: the Frogs.*

**WGBH(TV)** Boston □ *World.*

**WJAR-TV** Providence, R.I. □ *New England Alcohol Awareness Test.*

**WJLA-TV** Washington □ *A Race With Death.*

**WNBC-TV** New York □ *Becoming Jeanne... a Search for Sexual Identity.*

**WPBT(TV)** Miami/Community Television of South Florida □ *Extended TV coverage of Ronny Zamora trial.*

**WTTW(TV)** Chicago/Chicago Public Television □ *As We See It.*

**WOCB(AM)** West Yarmouth, Mass. □ *The Last Voyage of the Cap'n Bill.*

#### Television

**Southern Baptist Radio and TV Commission,** Fort Worth □ *A River to the Sea.*

**CBS News** □ *30 Minutes,* and *The Battle for South Africa.*

**Four D Productions Trisene Corp. and ABC-TV** □ *Barney Miller.*

**Bob Keeshan** □ *Captain Kangaroo.*

**KGO-TV** San Francisco □ *Old Age: Do Not Go Gentle.*

**KHET(TV)** Honolulu □ *Damien.*

**KQED(TV)** San Francisco □ *Over Easy.*

**MTM Productions and CBS-TV** □ *Lou Grant.*

**The Muppets** □ For "... high standards for family viewing."

**Newsweek Broadcasting** □ *Cartoon-A-Torial.*

**Richard S. Salant** □ For "staunch defense of the First Amendment."

**Survival Anglia/World Wildlife Fund and NBC-TV** □ *Mysterious Castles of Clay.*

**Titus Productions and NBC-TV** □ *Holocaust.*

**Tomorrow Entertainment/Medcom Co. and CBS-TV** □ *The Body Human: The Vital Connection.*

**WAVE-TV** Louisville, Ky. □ *Whose Child Is This?*

**WDVM-TV** Washington □ *Your Health and Your Wallet and Race War in Rhodesia.*

**WENH-TV** Durham, N.H. □ *Arts in New Hampshire.*

**WOED(TV)** Pittsburgh □ *A Connecticut Yankee in King Arthur's Court.*

### George Polk Memorial Awards

29th annual. Presented by the Journalism Department of Long Island University's Brooklyn Center for journalistic achievement using "discernment, courage and resourcefulness in gathering material, and perceptiveness, along with creative insight, in transmitting information and ideas."

**Don Harris and Bob Brown,** NBC News (posthumously) □ For television reporting.

**Richard S. Salant** □ Special service.

**KTLA(TV)** Los Angeles □ *Scared Straight* (documentary).

### Sigma Delta Chi Distinguished Service Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

#### Radio

**KXL(AM)** Portland, Ore. □ Public service.

**KYW(AM)** Philadelphia □ Editorializing.

**WGST(AM)** Atlanta □ Reporting.

#### Television

**Steve Howell and John Britton,** KCST-TV San Diego □ Reporting.

**Peter Kohler,** WCBS-TV New York □ Editorializing.

**WCCO-TV** Minneapolis □ Public service.

### Television News Photography Competition

Presented by the National Press Photogra-

phers Association and the Department of Mass Communications, Arizona State University.

**John Smith,** CBS-TV News □ *Esteli, Nicaragua* (first place, spot news).

**Kathy A. Eriksen and Luis Ollivas,** KTVK(TV) Phoenix □ *Cave-in Fatal* (second place, spot news).

**Ken Swartz, KPRC-TV Houston** □ *Builders Mart Fire* (third place, spot news).

**Ed Matney,** NBC-TV News □ *And Children of All Ages* (first place, minidocumentary).

**Gene Broda,** NBC-TV News □ *Stray Dogs* (second place, minidocumentary).

**Paul Fine,** WJLA-TV Washington □ *She's In the Army Now* (third place, minidocumentary).

**Randy Fairbairn,** NBC-TV News □ *Masaya Refugees Flee* (first place, general news).

**Ed Fillmer,** KYTV(TV) Springfield, Mo. □ *Last Day of Old Sale Barn* (second place, general news).

**Steve Stanford and Jack Clark,** ABC-TV News □ *Hemingway Tourney* (third place, general news).

**Edwin Bragg,** KTRK-TV Houston □ *Victoria Armadillo* (first place, features).

**Darrell Barton,** KTVY(TV) Oklahoma City □ *Street Cop* (second place, features) and *A World Apart II* (third place, features).

**Don Guy and Bryan Anderson,** ABC-TV News □ *The View From Behind the Gun* (first place, documentary).

**William Moffitt,** KTLA(TV) Los Angeles □ *Scared Straight* (second place, documentary).

**Larry Mitchell,** CBS-TV News □ *But What About the Children* (third place, documentary).

**Robert Lowere,** NBC-TV News □ *And Children of All Ages* (editing excellence).

**Ed Fillmer,** KYTV(TV) Springfield, Mo. □ *Last Day of Old Sale Barn* (editing excellence).

Ernie Crisp Photographer of the Year

**Ken Swartz,** KPRC-TV Houston.

Station of the Year

**KING-TV** Seattle

### U.S. Television Commercials Festival

8th annual. Presented for "the best" TV commercials by subject and production techniques.

Chairman's Special Award

**Benton & Bowles,** Los Angeles □ "Beavers Hardware Store" for McCulloch Corp. by Petersen Co.

Subjects

**Allen & Dorward,** San Francisco □ "The Automobile" for Kaiser Aluminum & Chemical by Duck Soup Productions (commercial products: industrial).

**Avrett, Free & Fischer,** New York □ "Calendar Cat 1979" for Ralston Purina by Gluck/Durham (pet products: food).

**N W Ayer,** New York □ "It Takes a Cup Full of Nuts" for E. I. duPont de Nemours by Ampersand Productions (home furnishings: housewares).

**N W Ayer,** Chicago □ "Block Party" for WLS-TV Chicago by Bob Giraldo Productions (station promo, program openings, ID's, news promos).

**Base Hamilton & Partners,** Toronto □ "Creative Kitchens" for T. Eaton's Co. by Scollard Productions (sales event: store opening).

**BBDO,** New York □ "Birthday" for Pepsi-Cola by Topel & Associates (food: soft drinks).

**Benton & Bowles,** Los Angeles □ "Beavers Hardware Store" series for McCulloch by Petersen (home-care products: lawn, garden-care products).

**Bonneville Productions,** Salt Lake City □ "Grandfather" for Bonneville Productions by Raintree Productions (public service announcements).

**Bozell & Jacobs,** New York □ "Exploding Camera"

### Overseas Press Club Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

#### Broadcast winners

**Don Harris and Bob Brown,** NBC News (posthumous) □ Spot TV reporting.

**Tom Fenton, Lou Wheaton and Hal Moore,** Associated Press Radio □ Spot radio reporting.

**Josh Darsa,** National Public Radio □ Radio interpretation of news.

**ABC News** □ TV interpretation or documentary on foreign affairs.

**Alvaro Joe Branes de Peralta and Jeannine Yeomans,** KRON-TV San Francisco □ International reporting (in any medium).

### George Foster Peabody Awards

39th annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."

#### Radio

**CBS News** □ *World News Roundup.*

**Jewish Theological Seminary of America** □ *The Eternal Light.*

**National Public Radio** □ *Dialogues on a Tightrope: An Italian Mosaic*

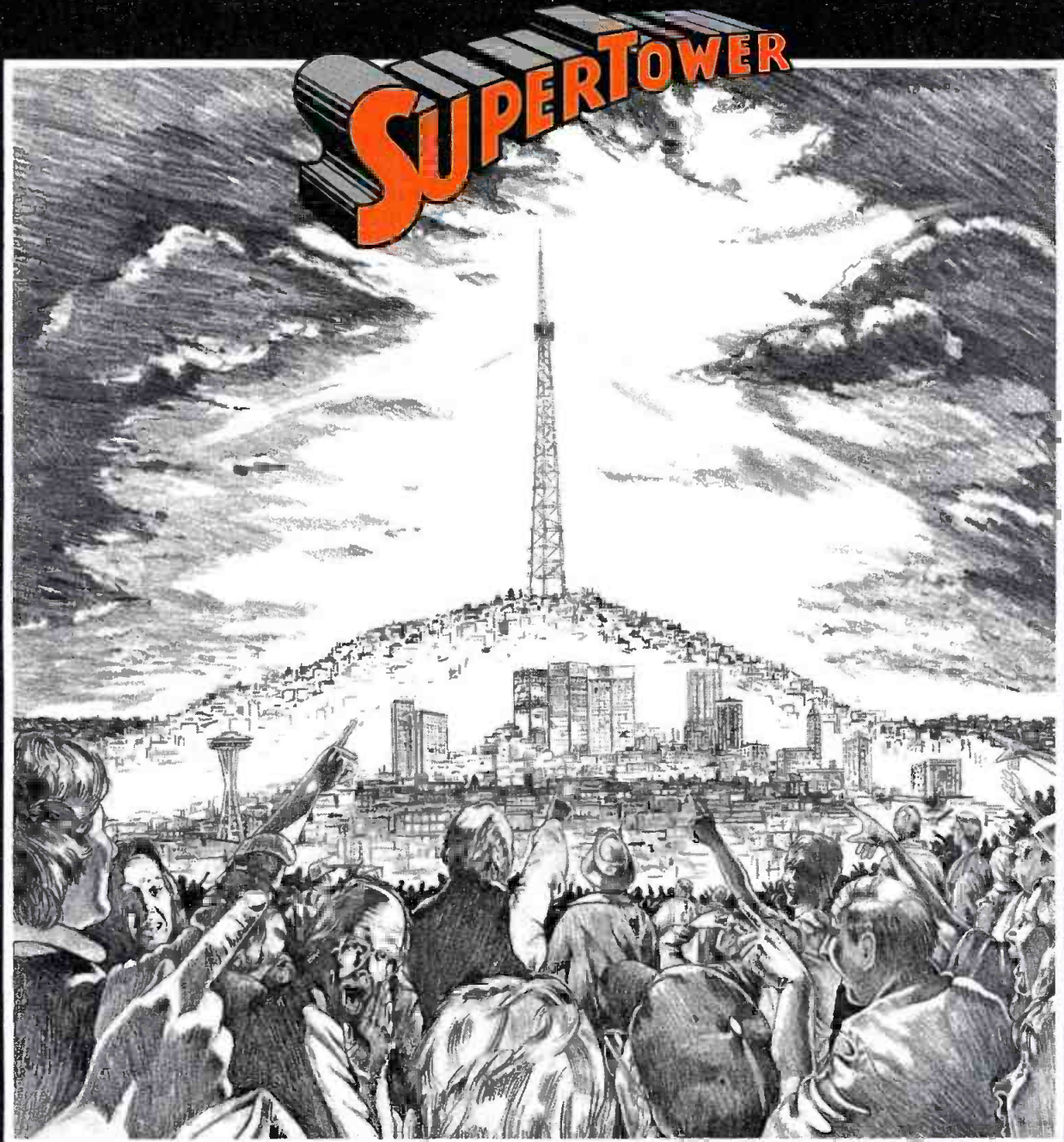
**National Radio Theater of Chicago** □ For imaginative radio drama.

**NBC Radio** □ *Second Sunday.*

**WABE(FM)** Atlanta □ *The Eyewitness Who Wasn't.*

**WMUK(FM)** Kalamazoo, Mich. □ For live radio dramas.

Look! Up in the sky! It's KSTW's new...



When Gaylord Broadcasting acquired channel 11 in America's 18th\* most important market five years ago, we made some commitments. To upgrade programming and deliver a bigger audience for your message. We delivered. Doubled\* the sign-on-to-off averages in five years. We also committed to giving you state-of-the-art broadcast production facilities. We delivered with a multi-million dollar investment in one of the most sophisticated electronics facilities in the West.

**Now, there's SuperTower!**

1,049 feet above sea level, KSTW'S NEW TOWER is the tallest in the market. Gaylord Broadcasting has just made a good thing even better.

The Gaylord Commitment. It means business. Get the facts from your TeleRep representative today.



\*Source: Nov. 1973 ARB/Nov. 1978 ARB. Subject to source and method limitations.

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One of America's largest privately owned broadcasting companies

WTVT Tampa/St. Petersburg KTVT Dallas/Fort Worth KHTV Houston KSTW-TV Seattle-Tacoma WUAB-TV Cleveland/Lorain  
 WVUE-TV New Orleans WVTM Milwaukee WKY Oklahoma City KYTE-AM/KLLB-FM Portland KRKE-AM/FM Albuquerque

for Minolta by Herbert Loebel (personal articles and gift items: cameras).

**Bozell & Jacobs**, Omaha □ "Charmed Life III" for Mutual of Omaha by EUE/Screen Gems (services: insurance).

**Burrell**, Chicago □ "A Family Is" for McDonalds Systems Inc. by Giraldo Productions (image building, customer relations).

**Cadwell Davis Savage**, New York □ "Trucks" for Kronenbourg by Hal Davis Talking Pictures (food: beer).

**Campbell-Mithun**, Chicago □ "Omnibus," "Drink," "Omelet" series for American Egg Board by The Film Tree (food: dairy products).

**Cole & Weber**, Seattle □ "Restaurant" for Detroit Plaza (recreation: travel).

**Cole & Weber**, Seattle □ "American Indian," "Middle East," "Orient," "Leonardo" series for Boeing (services: transportation).

**Cunningham & Walsh**, New York □ "Bridge" for St. Regis Paper by Fred Levinson Productions (image building: customer relations).

**Cunningham & Walsh**, New York □ "Tap Dance" for St. Regis Paper by Fred Levinson Productions (commercial products: industrial).

**D'Arcy-McManus & Masius**, Bloomfield Hills, Mich. □ "Hour" for Cadillac Motor Division by Gilleon Associates (automotive products: cars).

**D'Arcy, McManus & Masius**, St. Louis □ "Monument Valley" for Anheuser-Busch by The DXTR's (food: beer).

**Della Femina, Travisano & Partners**, New York □ "Stick 'Em Up" for Airwick Industries by Bob Giraldo Productions (home care products: air fresheners).

**Dentsu of America**, New York □ "Every Day" for Spanish National Tourist Office by THT Productions (recreation: travel).

**W. B. Doner**, Baltimore □ "Archery/Darts" for Carling National Breweries by EUE/Screen Gems (food: beer).

**W. B. Doner**, Baltimore □ "Lemonade Stand" for Commercial Credit by Rossetti Films (services: banking and financial).

**W. B. Doner**, Baltimore □ "Swallow" for YMCA by W. B. Doner (public service announcements).

**DuRona Productions**, New Rochelle, N.Y. □ "Target Town" for Coleco by DuRona (children's products: games).

**Goodis Goldberg Soren**, Don Mills, Ont. □ "Wedding" for London Life Insurance by Scollard Productions (services: insurance).

**Griswold-Eshleman**, Cleveland □ "Next Time Buy a Kitchenaid" for Hobart Kitchenaid Division of Cooper, Dennis & Hirsch (home furnishings: appliances).

**Walt Kraemer Creative Services**, San Francisco □ "Faces" for Fotomat by DeSort & Sam Productions (sales event; store openings).

**Walt Kraemer Creative Services**, San Francisco □ "Linkage" for Fotomat by DeSort & Sam Productions (sales event: store openings).

**Marsteller**, Pittsburgh □ "Total Office Story" for Westinghouse Architectural Systems Division by CPC (commercial products: office equipment).

**Mathieu, Gerfen & Bresner**, New York □ "What We Squeeze" for S.S. Pierce by Ampersand Productions (food: fruit drinks).

**McCann-Erickson**, New York □ "Peeling Label" for Exxon by Lee Rothberg Productions (automotive products: oil).

**McCann Erickson**, Portland, Ore. □ "Log Cabin" for Georgia Pacific by Myers, Griner/Cuesta (commercial products: forest).

**McCann Erickson**, New York □ "Christmas" for Miller Brewing by Robert Gaffney Productions (food: beer).

**McCann-Erickson**, New York □ "Jogging" for Coca-Cola by Lovinger, Tardio, Melsky (food: soft drinks).

**McCann-Erickson**, Los Angeles □ "Log Cabin" for Georgia Pacific by Myers, Griner/Cuesta (image building, customer relations).

**McCann-Erickson**, Portland, Ore. □ "Ticker Tape" for Georgia-Pacific by Myers & Griner/Cuesta (commercial products: forest).

**McDonald & Little**, Atlanta □ "Night Train" for Busch Gardens, Williamsburg (recreation: theme parks).

**McKim**, Toronto □ "Unside" for Seven-Up Canada by TDF Film Productions (food: soft drinks).

**Media Group Two**, Southfield, Mich. □ "30 Years Together" for WJBK-TV Detroit by O'Dean Productions (station promo program openings, ID's news promos).

**NBC** "NBSee Us" (program previews).

**Needham, Harper & Steers**, Chicago □ "Hot Stuff" for McDonalds by Topel & Associates (food: eating-out industry).

**Needham, Harper & Steers**, Los Angeles □ "Crocker Phone" for Crocker National Bank by Rick Levine Productions (services: banking and financial).

**Needham, Harper & Steers**, Los Angeles □ "Teller Rehearsal" for Crocker National Bank by Rick Levine Productions (services: Banking and financial).

**Needham, Harper & Steers**, Los Angeles □ "ATM" for Crocker National Bank by Rick Levine Productions (services: banking and financial).

**Needham, Harper & Steers**, New York □ "Divers" for ITT by N. Lee Lacy (image building: customer relations).

**Needham, Harper & Steers**, New York □ "TCSO5" for ITT (commercial products: industrial).

**Needham, Harper & Steers**, Toronto □ "Refrigerator" for Kraft by Owl Films (food: dairy products).

**Parry/Lumby**, Saskatoon, Sask. □ "A Fawn Has Lost his Mother" for Tourism and Renewal Resources Office of Saskatoon government by Lumby Productions (public service announcements).

**Dick Rich**, New York □ "Scout," "Handcuffs," "Twins" series for Wendy's International by Rick Levine Productions (food: eating-out industry).

**Richmond Advertising Associates**, Toronto □ "Prison" for Bristol-Myers Products Canada by Uppercan Productions (home-care products: cleaners).

**Ross Roy**, New York/Compton, New York □ "Magic Hands" for A. Sahadi & Co. by Rabko Television Production (children's products: food).

**Ross Roy**, Detroit □ "Waiting for Dad" for Motorist Information Inc. by EUE/Screen Gems (public service announcements).

**Sapin & Tolle**, Cleveland □ "Food to Go" for TRW by Paisley Productions (image building: customer relations).

**Sapin & Tolle**, Cleveland □ "Rally" for TRW by Paisley Productions (image building: customer relations).

**Scall, McCabe, Sloves**, New York □ "Tuthill," "Drummer" series for U.S. Pioneer Electronics by Bob Giraldo Productions (recreation: home entertainment).

**Simons-Michelson-Zieve**, Troy, N.Y. □ "Helping Hand," "Trade-In," "Teddy Bear," "Wedding" series for Elias and Shoney's Big Boy by Kaleidoscope (food: eating-out industry).

**Simons-Michelson-Zieve**, Troy, N.Y. □ "Dick and Bert Open Hanger" for National Big Boy by Kaleidoscope (food: eating-out industry).

**Sive Associates**, Cincinnati □ "Play-Doh Fuzzy Pumper Barbershop" for Kenner Products Co. by DuRona Productions (children's products: toys).

**Tatham-Laird & Kudner**, Chicago □ "Ballad of the Hard-Working Man" for R. J. Reynolds Tobacco by Steve Horn Inc. (personal products: men's products).

**J. Walter Thompson**, New York □ "Announcement" for Ford Division by EUE/Screen Gems (automotive products: cars).

**J. Walter Thompson**, New York □ "Wundercar" for Ford Division by Paisley Productions (automotive products: cars).

**Tracy Locke**, Dallas □ "Blind Date" for Haggard Slacks by Cooper, Dennis, Hirsch & Jenkins Covington (clothing: men's).

**Vickers & Benson**, Toronto □ "To Your House," "Cheesemakers" series for Canadian Dairy Foods Service Bureau by Rabko Television Productions (food: dairy products).

**WCLR(FM)** Chicago □ "Tightrope" for WCLR by Duck Soup Productions (station promo, program openings, ID's, news promos).

**Zechman & Associates**, Chicago □ "Critic's Choice" for Carson Pirie Scott & Co. by Jenkins Covington (image building: customer relations).

**Agency not indicated** □ "Foul Play" for Paramount Pictures by Bloch Films (recreation: motion picture promos).

**Agency not indicated** □ "Heaven Can Wait" for Paramount Pictures by Bloch Films (recreation: motion picture promos).

**Agency not indicated** □ "Saturday Night Fever" series for Paramount Pictures by Bloch Films (recreation: motion picture promos).

**Agency not indicated** □ "Spirit of the Bee" for the Sacramento (Calif.) Bee by Chuck Blore & Don Richman Inc. (newspapers).

**Agency not indicated** □ "You Have a Remarkable Mouth" for WFIL(AM) Philadelphia by Chuck Blore & Don Richman (station promo, program openings, ID's, news promos).

**Agency not indicated** □ "Hot Dog" for The Church of Jesus Christ of Latter-Day Saints by Bonneville Productions and the DXTR's (public service announcements).

## Production technique

**N W Ayer**, Chicago □ "Block Party" for WLS-TV Chicago by Bob Giraldo Productions (direction).

**Cramer-Krasselt**, Milwaukee □ "Rosie's Saloon" for Employers Insurance of Wausau by Cooper-Dennis-Hirsch (over-all production).

**Cunningham & Walsh**, New York □ "Bridge" for St. Regis Paper by Fred Levinson Productions (product demonstration).

**Cunningham & Walsh**, New York □ "Rehearsal" for St. Regis Paper by Fred Levinson & Co. (product demonstration).

**W. B. Doner**, Baltimore □ "Swords/Tennis," "Archery/Darts," "Sailing/Ships" series for Carling National Breweries by EUE/Screen Gems (editing).

**McDonald & Little**, Atlanta □ "Night Train" for Busch Gardens, Williamsburg (photography).

**Scall, McCabe, Sloves**, New York □ "Tuthill" for U.S. Pioneer Electronics by Bob Giraldo Productions (direction).

**J. Walter Thompson**, Chicago □ "Frazetta" for Jovan (art/animation).

**J. Walter Thompson**, New York □ "Four-Car Odyssey" for Ford Division by Harwood Associates (special effects).

**Townsend & Associates**, Newport Beach, Calif. □ "More Than Meets the Eye" for Century 21 Real Estate by Townsend & Associates (talent).

**Townsend & Associates**, Newport Beach, Calif. □ "Show Off" for Century 21 Real Estate by Townsend & Associates (talent).

**Young & Rubicam**, Los Angeles □ "Evolution" for Pentel of America by Duck Soup Productions (art/animation).

**Agency not indicated** □ "Party" for WTAE-TV Pittsburgh (over-all production).

## Writers Guild of America Awards

Presented by the Writers Guild of America to members whose work in writing and graphic arts for television, radio and motion pictures has been judged exceptional.

### Broadcasting winners

**Perry Wolff** □ For TV documentary script, current events (*CBS News Special, 1968*).

**Robert E. Fulse, M.D.** □ For TV documentary script, other than current events (*The Body Human*, CBS).

**Joan Martin Burke, Frank Dalecki Jr., Norman S. Morris and Joyce Ozarchuk** □ For radio documentary script (*Exploring America, '78*, CBS).

**Sol Panitz** □ For radio dramatic script (*The Ballad of Hairy Joe*, International Communications Agency).

**Hugh Heckman, John Mosedale and Sandor M. Polster, with Lee Townsend, editor** □ For TV Spot News Script (*CBS Evening News*, Nov. 21, 1978).

**Gil Longin** □ For radio spot news script (*Voices in the Headlines*, March 19, 1978, ABC).

**Claire Labine, Jeffrey Lane, Paul Avila Mayer, Mary Munisteria and Judith Pinsker** □ For daytime serial, television (*Ryan's Hope*, ABC).

**Irma Reichert and Daryl Warner** □ For children's script, television (*Mom and Dad Can't Hear Me*, ABC).

**Allan Drossman** □ For television graphic art (*Divorce?* WCBS-TV New York).

**Ned Steinberg** □ For television graphic animation (*Election Night, '78*, CBS).

**Christopher Knoph** □ For original anthology script (*Scott Joplin: King of Ragtime*, NBC).

**Stewart Stern and Lonnie Elder III** □ Two winners for anthology adaptation script, television (Stern for *A Christmas To Remember*, CBS movie, and Elder for *A Woman Called Moses*, NBC Movie).

**Seth Freeman** □ For dramatic episodic script, television ("Prisoner" on *Lou Grant*, CBS).

**Gary David Goldberg** □ For comedy episodic script, television ("Baby It's Cold Outside" on *M\*A\*S\*H*, CBS).

**Jerry Juhl, Chris Langham, Jim Henson and Don Hinkley** □ For variety script, musical or comedy, television (*The Muppet Show*, with Marisa Berenson, CBS).

**John Wilder** □ For multipart long-form series ("Only the Rocks Live Forever," *Centennial*, NBC).



# One of the best

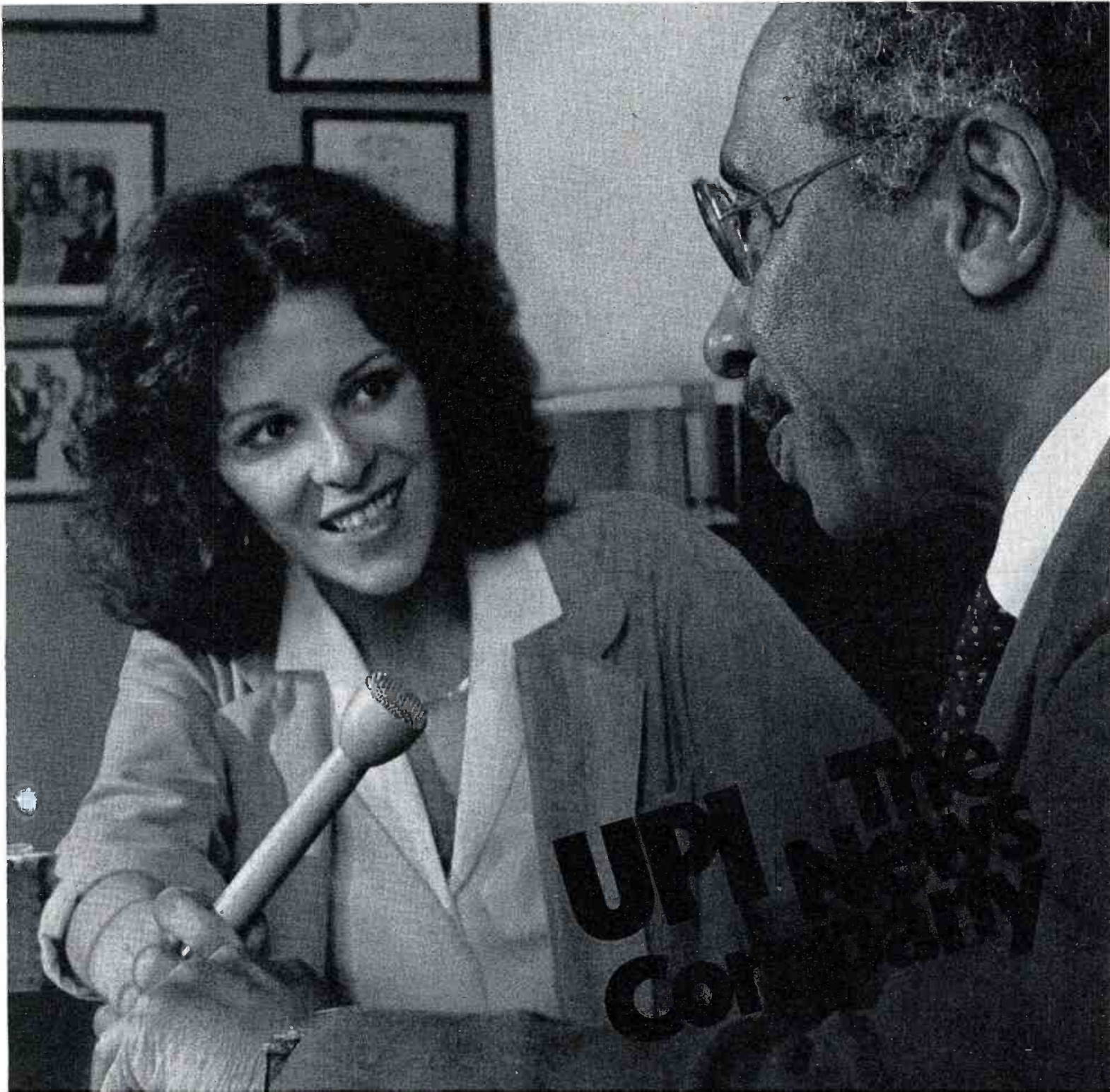
“Here in Washington, on-the-scene reporting is what we take for granted. . .

“Being where the news is happening means thinking ahead and staying mobile. We can say ‘We were there’ and our listeners know the difference.”

*Merrilee Cox\**

*UPI Audio Washington—One of the best*

\*Shown interviewing Congressman Parren J. Mitchell (D-Md.)



NETWORKS

## ABC-TV gets engaged to WDTN Dayton

**Network hopes to switch to VHF in 46th market next year**

ABC-TV claimed another coup last week with the announcement by WDTN(TV) Dayton, Ohio, that it would negotiate to become an ABC affiliate after its contract with NBC-TV expires Dec. 31.

The announcement was made by Ray W. Colie, executive vice president and general manager of WDTN, in a news release distributed by ABC-TV.

WDTN-TV is on channel 2. WKEF(TV), ABC's current affiliate in Dayton, is on channel 22. Dayton's third commercial station, WHIO-TV, on channel 7, is a CBS-TV affiliate. Dayton is the 46th U.S. TV market.

ABC officials said they would welcome the opportunity to negotiate with WDTN as soon as existing contractual relationships and FCC rules permit. This, they said, means that negotiations may not begin more than six months before the WDTN/NBC contract expires.

WDTN's Colie said that "we are very excited about our prospective association with ABC," not only because of "ABC's leadership in prime-time programming, but because ABC has demonstrated a total commitment to excellence in news and children's programming, two areas of particular interest to us."

Gardiner S. Dutton, chairman of Grinnell Communications Corp., WDTN's owner, said teaming WDTN management and staff with ABC's "can only make our Dayton viewers the real winners."

Grinnell Communications is an arm of Grinnell College of Grinnell, Iowa. WKEF is owned by Springfield TV Broadcasting Corp., based in Springfield, Mass.

Richard L. Beesemyer, ABC's affiliate relations vice president who has been responsible for most of the network's affiliate switches, said that conversations with WDTN-TV had been going on for some time and that two years ago ABC had come "reasonably close" to signing the station. Those negotiations eventually quieted down, and the other networks were reported to have upped their network compensations in the market as a result of the ABC attempt there (BROADCASTING, Dec. 4, 1978).

Still, there was a suggestion in Beesemyer's comments that ABC's decision to woo WDTN was prompted in large part by its dissatisfaction with WKEF, which had not cleared the network's *World News*

*Tonight* until last September and runs a magazine show, *Evening*, rather than a hard news broadcast.

According to Beesemyer, the network's evening news on WKEF reaches about 20,000 homes—versus 58,000 reached by WDTN. WKEF, however, runs "a little ahead" of its competition in prime time. It is also well behind WDTN in late night. As the network leader in prime time, ABC would stand to lose little by switching affiliates and it could gain much desired audience for its news and late-night shows.

The Dayton switch fits well with ABC's announced intentions to go after stations with stronger local news and public affairs shows, programming that tends to give stations stronger local identities. ABC, Beesemyer said, is coming to expect strong local program commitments from its affiliates.

"Some stations have not put back into the medium as much as they should have," Beesemyer said. "Some affiliates that are vulnerable haven't done that."

"We're interested in markets where we can improve the ABC situation," he said. "If you don't have a good local news then the network news is not going to do well."

In terms of circulation, ABC's network news appears to be profiting from Beesemyer's forays into the camps of NBC and CBS. According to figures quoted by James Duffy, ABC-TV president, in Los Angeles last week, the affiliate switches have resulted in the network news reaching 750,000 homes it did not reach before. (That is slightly over one rating point.) Other dayparts have also seen enhanced numbers—650,000 more homes in prime time, 200,000 in daytime, 175,000 in late night and 300,000 in early morning.

ABC currently has 201 affiliates, and Beesemyer expects that number to remain "fairly constant" even though ABC is "looking to improve its mix" of stations.

## The real world according to Rule

**ABC president says there's basic misperception of competitive circumstances in communications**

Elton Rule, president of the American Broadcasting Companies, last week accused government agencies of grossly distorting conditions of competition in broadcasting and between it and cable television. In a speech prepared for delivery last Friday night at the annual meeting of the Maryland-District of Columbia-Delaware Broadcasters Association, Rule listed a wide range of troubling developments.

He questioned the need for the many

# cetec broadcast group

Jim Boldebook (207) 929-6736 New York, New England States	Gene Bidun (301) 992-4444 Middle Atlantic States	Bob Dix (703) 783-2001 South Eastern States	Dave Hill (313) 739-7020 Illinois, Ohio, Indiana, Michigan	Tom Copeland (214) 328-4944 Arkansas, La., Most of Texas	Mike Shafer (303) 243-5373 Mountain States, Kansas, Okla., Dakotas	Fred Harkness (206) 858-9294 Pacific Northwest, Northern California and Nevada	Dale Tucker (612) 432-2800 Minn., Missouri, Iowa, Wisconsin	Jerry Clements (805) 684-7686 Southern Calif., Southern Nevada, Hawaii
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WWDL-FM and WICK-AM

# "WE CAN BE AS FLEXIBLE AS WE WANT TO BE, AND WE'RE COST-EFFECTIVE ALL THE WAY"

Doug Lane operates two fine radio stations in Scranton with just one fine broadcast staff, two Cetec System 7000 automation systems, and a minicomputer-based station business system. And a lot of creative management.

"Our System 7000s let us do the things we want to do in broadcasting in a cost-effective way," Doug Lane says. That means almost unlimited program flexibility, live, remote sports and news coverage, seven days of programming "memorized" in advance, consistently superior audio quality. Network "joins" and "cutaways" that are clean and precise. Voice tracks recorded within minutes of on-air time. Automatic logging/printing of every broadcast event.

And with an SBS system handling most of the business paperwork, Lane Broadcasting is an outstanding example of digital electronics as a partner in good broadcast management.

Fifteen people operate two radio stations with top-quality style and versatility. Thirteen of them operate the System 7000 keyboards. Small wonder that WWDL-FM and WICK-AM are getting so much attention from listeners. And advertisers. And radio broadcasters from across the nation.

It's a "quality in, quality out" operation. Doug Lane directs the programming quality and content. The twin Cetec System 7000s take it from there, following orders with precision, clean audio, and that remarkable Z80-based controller.

System 7000 can open new programming horizons for *any* radio station. Write or telephone today, and ask us to prove it.

 **Cetec Broadcast Group**

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new AM and FM stations that are promised under various proposals before the FCC and Congress. "If we create thousands of new radio stations," he said, "will their markets become so fragmented that they will find it impossible to survive? Or will they survive only through lowest-budget, lowest-quality service?"

Competition, he said, "is also very much an issue in the television arena." He took offense at a remark attributed to Chairman Lionel Van Deerlin (D-Calif.) of the House Communications Subcommittee, who told a cable meeting that broadcasters, particularly ABC, do not want competition but do want a "fair advantage." Rule asserted that ABC had known the rigors of competition at first hand, losing "close to \$100 million before it finally turned profitable for good in 1971—and that was when a dollar was still worth a dollar."

Cable, however, has "its own definition of competition," Rule said. Cable built its business on "whatever broadcasters had on the air," he said. It can "marshal its financial resources for special attractions that will be profitable on pay television."

Rule doubted that "the continued availability of major events on free television" can be guaranteed. But he said the restoration of "fair competition" between broadcasters and cable was essential. He advocated either retransmission consent or the establishment of full copyright liability for cable.

The ABC president also took exception to the comments of FCC Chairman Charles D. Ferris in a speech to the Academy of Television Arts and Sciences in Los Angeles (BROADCASTING, May 28). Ferris criticized networks for suppressing creative talents and said the FCC wanted to open new fields for program display. Rule said Ferris's "perception of the way programs come to television is slightly warped." Networks, he said, "have no goal with a higher priority than the discovery and development of new creative

talents at every point in the production process."

If Ferris wants to stimulate new outlets for creativity, said Rule, "he could serve us all by seeking concrete ways to encourage cable to provide the diversity it has promised."

Rule condemned "another bizarre regulatory initiative," the antitrust suit filed by the Justice Department against the commercial time standards in the NAB television code (BROADCASTING, June 18). The suit, he said, "embodies everything I've been saying about the regulators' attitude toward a competitive marketplace" (see story, page 50).

Rule suggested another goal for regulation. "All the government has to do is start everyone in the race from the same gate, with no head starts and no added weights or handicaps. Then it should get out of the way and let the public choose."

PUBLIC BROADCASTING

## What will be the old PBS meets in L.A. to discuss the new PBS

**Convention this week will focus on restructuring of organization along lines that will allow development of multiple services**

The membership of the Public Broadcasting Service meets in Los Angeles today (June 25) for a session that could prove to be one of the most significant in the history of PBS.

On the agenda at the annual membership meeting is a discussion of the options for restructuring public television, which have been closely scrutinized over the last

year. Presentations will be given by Vice Chairman Hartford Gunn, who directed the PBS system planning project, and Chairman Newton Minow, who will offer the PBS board's recommendations (BROADCASTING, May 21).

The board met yesterday to examine the proposals of the executive committee, which voted June 14 to restructure PBS to accommodate multiple program services. Its own final recommendations will be presented to the membership; debate and discussion will follow, and the board will reconvene Wednesday to formulate its final plan.

The executive committee, after considering a variety of proposals, voted some major recommendations at its last meeting, including:

- A "primary" program service and a "distribution and support" group, with the new PBS responsible for the interconnection system, in addition to promotion, advertising and audience research.

- Other program services (the number determined as the need arises) would be created to focus on regional and special interest programming.

- Each service would be headed by a managing director who would select staff and develop the budget; the board committee for each service would confirm the selection of the managing director, based on the president's recommendation, and would set policy.

- The PBS president would be responsible for implementing over-all policy set by the board of directors and would assist managing directors in developing budgets.

- The PBS board of directors would be cut from 52 to 25, with 11 lay representatives, nine station managers, four representatives selected from the public, and the president, selected by the laymen and station managers.

- The Transponder Allocation Committee, which oversees access to the PBS satellite system during non-PBS program hours, would remain intact.

- The present executive committee members would be responsible for overseeing the transition to the new PBS structure, with the entire process targeted for completion by Jan. 1, 1980.

The board met yesterday to consider these recommendations, and will keep close tabs on debate that follows today. The membership will not take a formal vote, but may adopt a resolution on its preferences.

Tuesday the membership meets for its business meeting, which will take up a wide range of topics, including the proposed schedule for the fall and winter seasons, a status report on closed captioning, an update on the pending Communications Act rewrite and reports by Corporation for Public Broadcasting officials on plans to reorganize the CPB structure.

Key speakers at the membership meeting will include FCC Commissioner Tyrone Brown, who kicks things off Monday morning, and Representative Lionel Van Deerlin (D-Calif.), who takes to the podium Monday for a luncheon address.



**His day.** Walter J. Brown, president-founder of WSPA-TV Spartanburg, S.C., presides at the dedication of channel 7's new \$4-million headquarters on June 16 with a 90-minute live program in which U.S. senators and other federal and state officials participated, along with CBS-TV executives. Behind Brown at the ceremony (l to r): FCC Commissioner Abbott W. Washburn, James F. Rosenfield, CBS-TV Network president; Senator Strom Thurmond (R-S.C.); Gene F. Jankowski, president, CBS Broadcast Group; and Senator Ernest S. Hollings, (D-S.C.), chairman of Senate Communications Subcommittee.

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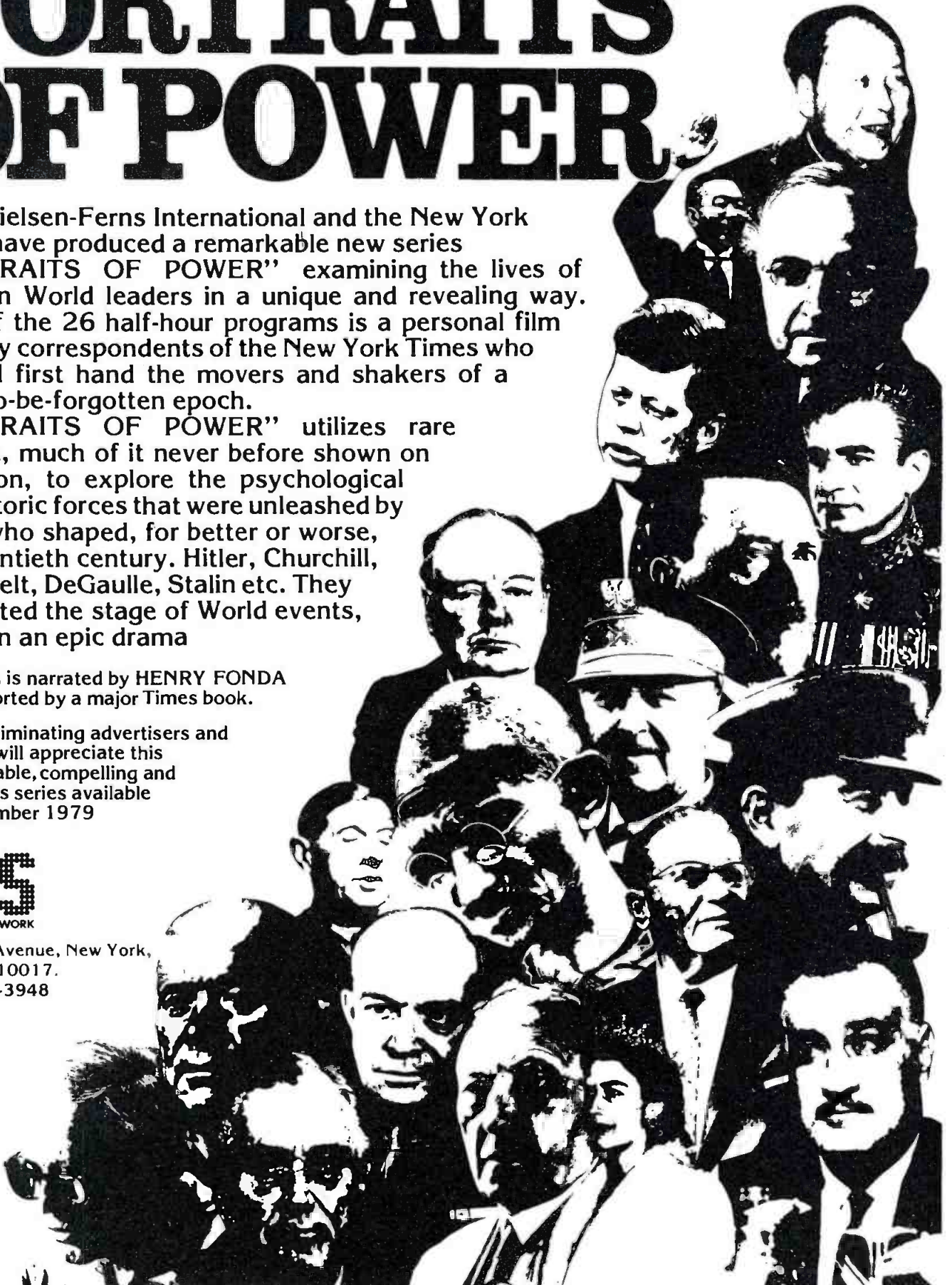
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## CPB division along programming and administrative lines approved by board

One-fourth of the organization's budget will go to fund devoted to putting shows on the air

The board of directors of the Corporation for Public Broadcasting, by an 8-3 vote, last week adopted a resolution that would restructure CPB by dividing its operations into a Management Services Division and a separate Program Fund.

The Management Services Division would include all functions not associated with the selection and funding of programs, including planning and research, station services, training, public affairs and government relations. The Program Fund, with its own budget, would deal exclusively with programming and would be subject to CPB audit.

At present, 58% of the CPB budget is passed along directly to stations in the form of Community Service Grants, while 12% is spent on the interconnection system. The Management Services Division will receive 5% of the total to cover all administrative costs.

The objectives of the Program Fund are

to make available for programming approximately 25% of the CPB congressional appropriation, and to insure there are no outside influences on the selection of programs.

The fund would be headed by a director, appointed by the board, for a three-year renewable term. Recommendations for the position would come from a search committee, which would forward three to five choices to the CPB president for presentation to the board.

Votes taken by the advisory committee would not be final; the Program Fund director would have the ultimate say on whether or not to fund a given program.

Once the Program Fund is established, the board will no longer decide on funding for individual programs, but will consider program matters as they relate to the short-term and long-term needs of public broadcasting.

There was some disagreement among board members as to whether a vote should be taken on the restructuring proposal, or whether a decision should be deferred pending confirmation of six new CPB board members. Senate confirmation hearings are scheduled for this Thursday, but board members decided there was no reason to include the new members in the vote, as they have not been part of the discussions on restructuring during the last 18 months.

With adoption of the resolution, the CPB management will begin implementation of the proposals. It is expected that all changes will be in effect by Jan. 1, 1980. These proposals, though, only relate to television, as the board is still considering whether and how to apply the same principles to radio.

## How to award \$18 million

The National Telecommunications and Information Administration, which now has authority to make grants for construction of public broadcasting facilities, is charged by law with giving special consideration to grants that would "foster the role of women and minorities in public telecommunications entities." NTIA is now spreading the word, in a policy statement, as to how it intends to discharge that responsibility.

Essentially, NTIA, faced with making a choice among applicants where all other relevant factors were equal (and where all met the eligibility requirements), would fund the application "that best fosters the role of minorities and women." And in response to a specific directive in the law, NTIA has assembled a mailing list of women's and minority groups whom it has advised of the "special consideration" that they are to be given.

The program this year contains \$18 million. The administration has asked for \$23.7 million for disbursement in fiscal year 1980.

The policy statement also makes a number of clarifying points, among them:

■ "Ownership" is understood to refer

to "control of an entity through the possession or exercise of the normal incidents of ownership, to participation on the governing board, holding of corporate offices, etc." (NTIA agrees with those who say "ownership" is not an appropriate term when used with public telecommunications entities.)

■ "Participation" by minorities and women refers to the holding of management and other positions in the entity, especially those concerned with programming decisions and day-to-day operation and management. The essential point, the statement says, is that the grant foster "meaningful involvement" by minorities and women in public broadcasting.

■ Special consideration will be triggered by situations in which women and/or minorities either have legal (more than 50%) control or actual control of the entity.

## Taking no chances

Sonderling will sell its troubled WOL in distress sale to help along Viacom merger

In hopes of expediting its proposed merger with Viacom International Inc., Sonderling Broadcasting has announced plans to sell WOL(AM) Washington, whose license has been designated for hearing.

Sonderling will take advantage of the FCC's distress sale policy, instituted last year, which permits broadcasters to sell a station facing license revocation or license-renewal hearings to a minority-controlled buyer at a price "substantially" less than the station's market value.

WOL's license was set for hearing in May (BROADCASTING, May 14) after an investigation turned up evidence the station's employees may have been involved in plugola and payola in violation of sections of the Communications Act.

The merger with Viacom is a stock and cash transaction, amounting to \$27,675,000 at the time the merger was announced in March 1978. Included in the deal are five AM's, four FM's and a TV. Not included are a motion picture theater chain and WOPA(AM)-WBMX(FM) Oak Park, Ill., which will be spun off to Egmont Sonderling, the company's chairman and president.

Sonderling said he has received a number of inquiries about the station, including a few from local Washington groups. He said the field will be narrowed to a few "particulars" within the next couple of weeks. He declined to name his price, saying the station was currently in the process of being appraised.

If the station is sold under the distress sale policy, it will be the second transaction of its kind. The first was WAEO-TV Rhinelander, Wis. (BROADCASTING, April 30). In granting that transfer, the FCC established the guidelines that "the contract price should fall below the fair market value by a substantial margin in order to be considered a legitimate distress price."

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## Time for STV

**Company's ATC subsidiary agrees to buy half of Chicago ch. 44 and program it for pay TV; it also announces new type of converter-descrambler**

Time Inc., a major cable operator and pay-cable programmer, took steps last week that could lead it to prominence in the over-the-air subscription television field as well.

Monroe Rifkin, chairman and president of Time's American Television and Communications Corp. subsidiary, announced "an agreement in principle to acquire 50% of WSNS(TV) channel 44 in Chicago" and also disclosed that his company has developed "a new cost-effective, secure converter-descrambler" that would be marketed to other over-the-air pay-TV operators.

WSNS, which went on the air in 1970, has had an STV application pending before the FCC since 1975.

Subject to approval by the commission, ATC would pay more than \$5 million for the half share of WSNS. The present owners' interest in the remainder would match proportionately their current holdings. Harriscope of Chicago Inc., of which Burt Harris is a principal, now owns 50% of the station and the other half interest is held jointly by Woods, Amusement and Velma Entertainment, with Alan Silverman the chief executive officer of that partnership.

Both men pointed to such factors as Time's "personnel, accumen and equipment" in describing why they viewed ATC's entry as beneficial. (For its part, ATC has had pending an application for a new station in nearby Joliet, which it will have to drop if the commission approves the WSNS purchase.)

Time secured full ownership of ATC in mid-November, after holding a minority interest in the company for several years. The communications conglomerate also owns the NBC affiliate WOTV (TV) Grand Rapids, Mich.; Manhattan Cable Television in New York, Home Box Office and Telemation Program Services pay cable service. Time will use ATC as its instrument for any future acquisition of STV properties.

ATC is the country's second largest cable television company, with 900,000 subscribers, of whom 350,000 are pay TV subscribers. Rifkin terms ATC "well positioned to participate in the growth of STV with ownership in a TV station, our pay TV operating and marketing ability and a solid hardware design." Citing Chicago's 3,000,000 television households, he identified the community as "a prime market for over-the-air pay television service."

Chicago has no cable television service, and Mr. Rifkin, while stressing that finding a "good market" would be a principal concern in any future acquisitions, pointed to "the less cable the better" as a factor in ATC's deliberations. (Talks are currently under way with the Evans Broadcasting Corp. of New York, with ATC said to be

seeking full ownership of that company's KDNL-TV St. Louis, which also has an STV application pending before the commission. That city, like Chicago, has no operational cable system. In addition to its Joliet application, ATC has applied for STV in Denver.

Noting that negotiations for the ATC buy-in are not final, and that the backlog of applications for STV stations before the FCC places any possible approval at least some months away, the principals of the planned partnership in WSNS all consider discussions of their plans for possible STV programming to be premature. However, comparisons were drawn with those STV's currently in operation, which emphasize a mix of new theatrical releases, live sports and special event programming during their prime-time hours of pay operation and with weekend "matinees."

What role, if any, Time's HBO service might play in WSNS programming remains uncertain. HBO is currently offered on virtually all ATC's cable operations, and although not on STV's at present, the company is talking to some STV broadcasters. A spokesman pointed out that HBO considers itself a "pay TV supplier, not a cable pay TV supplier." However, Harriscope's Burt Harris noted that in discussions with Time, use of HBO as a program source had not been a topic of consideration. ATC's Rifkin emphasized that ATC, with its half interest, had no intention of "dictating" WSNS's programming decisions, and expressed a feeling that a successful STV package might be "a bit more enhanced" than HBO offerings.

WSNS now broadcasts a schedule that heavily emphasizes sports programming. The station is Chicago's outlet for the White Sox and the Blackhawks hockey team, and carries Purdue, Indiana and Notre Dame football. Movies, syndicated offerings and some religious programming from the Christian Broadcasting Network fill out the station's line-up. According to the May Arbitron report, WSNS tied for last place in the Chicago market.

The "solid hardware design" that is part of ATC's plan is a converter-descrambler named Sync Suppression and Active Video Inversion (SSAVI 1). It has FCC approval and is undergoing field testing. SSAVI 1 employs not only the techniques spelled out in its name, but also a separate audio subcarrier for scrambling. Cintel Corp. of Los Angeles acted as engineering consultant in developing the descrambling and addressing techniques for ATC, and Chicago's Zenith Radio Corp. has agreed to manufacture the units.

Zenith will make "production quantities" of the ATC "black boxes" available by the first half of 1980, and says they will incorporate advanced modular technology spun-off from its System 3 television receivers.

Units in the ATV system will be individually addressable, with memory and logic circuitry that gives the company the ability to shut off any particular unit, even if it is stolen and moved to another location. Conceding that SSAVI 1 is not "the ultimate" in security and could be circum-

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vented by an electronic "genius," Rifkin stressed his confidence in the level of security provided by the system for its cost. ATC also plans to offer the SSAVI 1 system for use by other pay TV operators.

#### LABOR RELATIONS

## Nontechnical newspeople told to pick a union at Buffalo outlet

**NLRB rules that certain WIVB-TV employes will have to vote on AFTRA or NABET membership**

To the National Labor Relations Board, as to the management of WIVB-TV Buffalo, N.Y. whatever distinctions that may have existed between the work of station employes represented by the American Federation of Television and Radio Artists and some of those represented by the National Association of Broadcast Employes and Technicians have disappeared. As a result, the board has ordered an election to determine which of the two unions the affected employes wish to represent them, if either.

The employes are the announcers and performers who "appear on the air by voice and/or image" represented by AFTRA and the "announcers," "newswriters/editors" and "street reporters" who belong to one of two sections represented by NABET. The other section covers technicians.

The decision could have a bearing on future representation cases involving broadcast stations. Although the board in such matters generally looks to factual situations rather than the fitting of a case into the framework of legal precedent, labor lawyers and the board itself could be expected to regard the decision as an indication of the manner in which the duties of station employes are evolving.

WIVB-TV and AFTRA contended that two representation units, rather than three, are appropriate—one including all the employes who appear on the air and one including the technical employes. NABET, on the other hand, argued for a single unit that would include all employes or, alternatively, a group of all "on-the-air personnel" together with news photographers, newswriter-editors, and reporters.

The board agreed with WIVB-TV's position that over the years changes that have taken place in work assignments have resulted in an overlapping of the work of the AFTRA unit and the NABET section of news personnel. The board noted where there once were no street reporters as such—NABET editors did the reporting and AFTRA announcers read what they wrote—AFTRA announcers and NABET newswriters-editors now both cover a story and present it on the air.

But testimony regarding the work of ENG photographers and photographers/processors, whom NABET would also include in a unit of on-the-air employes, in-

dicates they seldom appear on the air, and then only incidentally to their primary function of producing and processing film, the board said.

Besides the interchangeable duties of AFTRA employes and the NABET members who appear on camera, the board cited "the long history of collective bargaining" that has recognized "a clear distinction between the work performed by employes engaged in on-the-air work and in writing and editing news as opposed to the work performed by employes in the technical unit."

Accordingly, the board found appropriate as a single unit WIVB-TV's "full and part-time staff announcers, staff performers (personalities), news reporters, news writers/reporters, and newsroom assistants appearing before the microphones and cameras," and directed that an election be held to determine whether they want to be represented by AFTRA, by NABET, or by neither.

#### INTERNATIONAL

## Canada's MacDonald has two-fisted clout over broadcasters

**As minister of communications and secretary of state, he's got broad powers over the industry and a particular one over CBC; his views, however, aren't clear**

This is a period of marking time for Canadian broadcasters interested in assessing the impact on their industry of the change of government in Ottawa. At the moment, the government minister who will be of most importance to them—David MacDonald—is going through a series of briefings to prepare himself for the two portfolios he has been given.

MacDonald, an ordained minister of the United Church of Canada whose constituents are on Prince Edward Island, is not only minister of communications, and thus in charge of administering Canada's Broadcasting Act, he is also secretary of state, which gives him authority over the nation's cultural affairs, including the



MacDonald

Canadian Broadcasting Corp. He is the first person to hold both posts.

Ernest Steele, president of the Canadian Association of Broadcasters, says Canadian broadcasters are "neither happy nor unhappy" about the selection of the 42-year-old MacDonald, whom he described as a "populist"—he is one of a group of Progressive-Conservatives referred to as Red Tories—and whom others in Canada regarded as one of the brightest intellects in the government. Broadcasters want to "wait and see" how the minister shapes up as the new Progressive-Conservative government begins asserting its authority.

MacDonald is not an entirely unknown factor to Canadian broadcasters and cable television operators. He had served as the senior member of the parliamentary committee concerned with broadcasting and cable. He has even had some broadcast experience—as an announcer in his student days at CFCY(AM) Charlottetown, P.E.I. and later with the CBC and CHNS(AM) Halifax, N.S.

And some in Canada are expecting MacDonald to engage in what Steele describes as "interesting discussions" regarding the CBC that could affect American television producers as much as Canadian viewers. His authority over CBC is limited largely to his power of persuasion, but he has expressed himself in favor of seeing a much heavier proportion of Canadian programming in the CBC mix that now includes a substantial share of American fare. This would tie in with Canada's increasing concern with asserting and maintaining a national identity in the face of the strong American presence across the border. The privately owned CTV Television Network carries a substantial amount of American programming, as do Canadian cable systems.

Some of the matters about which Canadian broadcasters are concerned have a familiar ring to their counterparts south of the border, and Steele said his association's members are anxious to speak to the new government about them.

One is the superstation issue—the use of satellites to distribute a single station's programming to cable systems all over the country. This, Steele said, as have American broadcasters, could affect local broadcast operations. Then, too, Steele wonders, "what's the government's attitude toward cable" generally?

MacDonald's remarks have indicated he favors the development of cable to its full potential. However, a related issue which is the subject of considerable debate in Canada, but on which MacDonald's views are not known, is the question of non-broadcast service into the home.

There are other matters of concern to the Canadian broadcasters—as they are to American broadcasters—on which MacDonald's views are not known. "We don't know his views on pay television or pay cable," Steele said.

The next few weeks and months, then, should prove educational for the Canadian broadcasters, as well as for the new minister of communications and secretary of state.



# Programing ⚡

ENTERTAINMENT

## Handicapping starts for network's fall ratings race

**While new shows may tighten the running, ad agencies and others agree the outcome will be the same: ABC, CBS, NBC**

Barring some unforeseen spectacular bid by one of the other runners, ABC-TV appears likely to coast along through this fall's television derby and, once again, affirm its prime-time dominance. Handicappers on both coasts have come out with some early lines on the September sweepstakes and pick ABC to win, CBS-TV to place and NBC-TV to show.

It's that time of the year. Preliminary projections of the outcome of the fall's three-network competition are starting to appear, and, to few's surprise, the betting for the 1979-80 season looks like last fall's.

"The advertising industry is pretty much in consensus," says Dancer-Fitzgerald-Sample's Phil Burrell. "The order will be ABC, CBS and NBC."

From Ketchum, MacLeod & Grove comes the prediction: "ABC will clearly win three nights of the week—Tuesday, Wednesday and Thursday—with a possibility of winning Friday and Saturday as well."

And the opinion of NW Ayer International's Richard Welsh: "We feel that the network ranking for the 1979-80 season will remain ABC, CBS, NBC, but the rating difference between the three will narrow."

Herb Jacobs of Los Angeles-based Telcom Associates, a long-time fall prognosticator, says: "CBS will continue in the runner-up position... [And] NBC, who has no place to go but up, will again trail, but will register some noticeable improvements."

The new show mentioned most often as a possible hit this season is *Benson* (Thursday, 8:30-9 p.m. NYT), ABC's spin-off from *Soap*. Burrell calls it "perhaps one of the funniest new comedies of the year." Jacobs, too, takes note of the program: "It's probably the best pilot we've seen since *Get Smart*. It's funny, witty, human and unbelievably well cast—with scripting to match. Robert Guillaume of *Soap* is the comedy find of the year." (Jacobs, it should be noted, missed the comedy find of 1978-79 when he rated *Mork and Mindy* as a loser.)

Other new programs that appear strong to the handicappers are *The Associates* (ABC, Sunday 8:30-9) because of scheduling and *Trapper John, M.D.* (CBS, 10-11 Sunday), which may be the year's sleeper. But, as Ketchum, MacLeod says in its forecast: "No one is looking for next year's break-through hit in this year's crop of new series."

Shows that look as though they could be next year's losers include: *We're Cruisin'* (CBS, Tuesday 8-9); *20/20* (ABC, Thursday 10-11); *Real People* (NBC, Wednesday 8-9); *Buck Rogers in the 25th Century* (NBC, Thursday 8-9) and *Prime Time Sunday* (NBC, Sunday 10-11).

Night by night, this fall's television competition is expected to shape up something like this:

■ Ketchum, MacLeod gives Sunday solidly to CBS, predicting the network will hold on to the night with an over-all share of 34.5—versus a 32 for ABC and a 26.5 for NBC. But, Burrell points out a potentially troublesome spot in the night's schedule—*Archie Bunker's Place*—the 8-8:30 slot that has anchored the network's comedy block for years. Up against Archie, ABC is putting one of its biggest stars—Mork from Ork. Burrell is not alone

**Day by day.** The program charts on this and the following page were prepared with the projections of Telcom and show the estimated shares for each half hour through the week.

### Sunday

	ABC	CBS	NBC
7:00	Out of the Blue* 25		41
7:30		60 Minutes	Wonderful World of Disney
	New Kind of Family* 23		44
8:00			
	Mork and Mindy 40	Archie's Place*	33
8:30			
	The Associates* 32	One Day	34
9:00			Big Event
		Alice 32	35
9:30			
		Jeffersons 35	32
10:00	Sunday Movie		
		37	32
10:30		Trapper John, M.D.*	Tom Snyder's Magazine
		38	33
11:00			



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**Monday**

	ABC	CBS	NBC
8.00			
8.30	240* Roberts 25	White Shadow 25	Little House on the Prairie 27
9.00		M*A*S*H 27	
9.30		WKRK in Cincinnati 32	Monday Movie 33
10.00	NFL Football 33		
10.30		Lou Grant 32	
11.00			

**Tuesday**

	ABC	CBS	NBC
8.00	Happy Days 42		
8.30	Hart in San Francisco* 36	We're Cruisin** 17	Sheriff Lobo* 26
9.00	Three's Company 42		
9.30	Taxi 34	Tuesday Movie 25	Tuesday Movie 28
10.00			
10.30	Lazarus Syndrome* 31		
11.00			

**Wednesday**

	ABC	CBS	NBC
8.00		Working Stiffs* 36	
8.30	Eight Is Enough 38	Last Resort* 24	Real People 25
9.00			Diff'rent Strokes 25
9.30	Charlie's Angels 37		Hello, Larry 27
10.00		Wednesday Movie 35	
10.30	VegaS 36		From Here to Eternity* 31
11.00			

**Thursday**

	ABC	CBS	NBC
8.00	Laverne and Shirley 43		
8.30	Benson* 38	Wallons 29	Buck Rogers* 25
9.00	Barney Miller 35		
9.30	SOAP 35	Hawaii Five-O 29	Ouincy 28
10.00			
10.30	20/20 24	Barnaby Jones 37	Kate Columbo 28
11.00			

**Friday**

	ABC	CBS	NBC
8.00			
8.30	Fantasy Island 32	Incredible Hulk 28	Shirley Jones* 22
9.00			
9.30		Dukes of Hazzard 34	Rockford Files 27
10.00	Friday Movie 30		
10.30		Dallas 33	The Force* 27
11.00			

**Saturday**

	ABC	CBS	NBC
8.00	Ropers 32	Bad News Bears 25	
8.30	Angie 30	Struck by Lightning* 27	CHIPS 34
9.00			
9.30	Love Boat 35	Big Shamus, Little Shamus* 24	B.J. and the Bear 30
10.00			
10.30	Hart to Hart* 28	Paris* 30	Sloane* 31
11.00			

in betting that Robin Williams just may unseat Carroll O'Connor from his long-held perch. "It's definitely got to happen," Burrell says. If that takes place, he adds, ABC's next show, *The Associates*, may wind up doing much better against CBS's older shows. According to NW Ayer, the night will see CBS take a commanding lead early in the evening with *60 Minutes* (44 share), *Archie* (34), *One Day at a Time* (33), *Alice* (33), *The Jeffersons* (31) and *Trapper John* (33). ABC will lead off with two relatively weak new situation comedies, *Out of the Blue* (22) and *A New Kind of Family* (23), but pick up with *Mork* (37), *Associates* (34) and *The ABC Sunday Night Movie* (35). NBC's *Wonderful World of Disney* (26), *The Big Event* (28) and *Prime Time* (21) lose the night for that network. Joel Siegel, senior vice president in charge of network television and radio for Ted Bates & Co., New York, also picks the night solidly for CBS. Only one CBS show, *Jeffersons*, falls into Siegel's "borderline" (27-29) category. *60 Minutes* rates a "smash" (35 plus), and the rest of the shows are counted in the

"success" column (30-34). He gives ABC's *Blue* and *Family* "failure" (26 or less) shares, *Mork* and the movie smashes and *Associates* a success. *Disney* and *Prime Time* are rated as failures, and *Big Event* gets a success.

Monday looks as if it will go to NBC, which Ketchum, MacLeod gives a 33.5 share over-all. According to the agency, CBS will remain the runner-up with a 32.5, and ABC will trail with 29. But Burrell, who doesn't disagree that NBC's lead, *Little House on the Prairie*, "is a killer," thinks ABC with football and CBS's established series "look strong" against the NBC movie. NW Ayer gives *Little House on the Prairie* a 35 and *Monday Night at the Movies* a 33. CBS's lead, *White Shadow* (26), is not especially strong, but it noses out ABC's new entry, *240-Robert* (25). The rest of CBS's night includes *M\*A\*S\*H* (37), *WKRK in Cincinnati* (33) and *Lou Grant* (30). ABC's football game is slated at 31. Siegel puts both NBC shows in the success column. CBS's *Shadow* is listed as a borderline case, but *M\*A\*S\*H* rates a smash. *WKRK* and *Grant* are called

successes. He lists ABC's new show a failure, but puts football in the success category.

Tuesday has been, and looks as if it will continue to be, ABC's, which Ketchum, MacLeod says will take the night with a 36 share—versus a 27.3 for NBC and a 26.7 for CBS. According to DFS's Burrell, however, NBC is offering some "interesting counterprogramming" with *The Misadventures of Sheriff Lobo* against ABC's *Happy Days* and CBS's *We're Cruisin'*. "I see a fair amount of audience shifting at 8:30," he says. The time period "could work against ABC's new show," *Hart in San Francisco*. The last hour of the evening, with two network movies against a new medical drama, may be worth watching, however. Ayer gives the night to ABC's comedies with shares in the high 30's and 40's: *Happy Days* (43), *Hart* (39), *Three's Company* (42), *Taxi* (38) and *The Lazarus Syndrome* (29). *Cruisin'* gets a 22, and *The CBS Tuesday Night Movies* a 27. *Lobo* gets a 24, and *Tuesday Night at the Movies* a 27. Bates' Siegel puts all of ABC's comedies in



Grant and Daly



Jankowski

**Notes from the Century Plaza.** It was press tour time last week in Los Angeles, when the networks parade fall's stars and top brass before television reporters and editors—105 at this year's CBS event, first of three, which began June 13. ABC met the first part of last week, and NBC concludes today. Industry news was sparse—with the notable exception of ABC-TV President James Duffy's announcement of a new affiliate (see page 50)—but a few tidbits did fall: Broadcast rights to the 1984 summer Olympics, most likely to be held in Los Angeles, probably will run more than \$150 million, according to CBS/Broadcast Group President Gene Jankowski—which makes the \$85 million NBC-TV is paying for Moscow next year look like a bargain. The subject was also discussed, without figures, by CBS Sports President Frank Smith. CBS, along with others, has put up \$500,000 to be considered in the running for the role as host broadcaster of the event. Smith said, declining to say how much more the network would commit to the games. "I don't believe we have to do the Olympics to be number one," he said. Sharing the spotlight during another press conference, CBS Entertainment President Robert Daly and B. Donald Grant, vice president, programs, fielded questions about *Paper Chase*, the critically acclaimed ratings loser of the 1978-79 season. CBS stuck with the show through last season, but reporters kept insisting the network hid the show in the schedule. The question was raised whether any shows on the '79-'80 schedule would be retained in a similar fashion. Daly suggested that *Paris*, a police show starring James Earl Jones, may warrant such special attention. But, he added: "We don't intend to rip our schedule apart, but if a show doesn't work we will cancel it." Grant also commented on the decision to run *Archie Bunker's Place* opposite ABC-TV's hit, *Mork & Mindy*. "I'll bet anybody in the room that *Mork & Mindy* is not going to get the share Sunday at 8 that it did Thursday at 8." Finally, said Jankowski to the television critics: "In the final analysis, you make no difference to the American public."

his smash column, and *Lazarus* rates a success. *Cruisin'* is rated as a failure with the CBS movie getting a borderline. NBC's *Lobo* is in the failure list, and the movie gets a borderline.

■ Wednesday, as Burrell says, "has still got to be ABC by a landslide." CBS has two new comedies, *Working Stiffs* and *The Last Resort*, that "aren't bad—but it's almost certain one of the two will go." Ketchum, MacLeod puts the night securely in ABC's column with a 36.5 share; NBC's number two with 29.5, and CBS trails with 25.3. Ayer, too, sees the night going to ABC with *Eight is Enough* (34), *Charlie's Angels* (36) and *Vega\$* (34). But CBS, Ayer says, may nose by NBC early in the night with *Stiffs* and *Resort* each getting a 27 (followed by a movie with a 27) versus a 23 for NBC's *Real People*. NBC will pick up some with *Different Strokes* (29) but trail off with *Hello, Larry* (25) and *From Here to Eternity: The War Years* (26). Siegel puts the entire ABC line-up in the smash list. CBS goes from bad to worse—*Stiffs* and *Resort* are listed borderline with the network movie getting a failure. Of NBC's shows, only *Strokes* is rated a success; the rest that night are in the failure column.

■ Thursday will make it three in a row for ABC's sitcoms. *Laverne & Shirley*, moving to a new night, and *Benson*, thought to be the season's new, big hit are

likely to prove too powerful for CBS's *The Waltons* (which Burrell says "should have been canceled") or NBC's *Buck Rogers*. Ketchum, MacLeod picks ABC with a 32.7 over CBS (30.7) and NBC (27). Ayer sees the night much the same way; it predicts ABC's half-hours holding the lion's portion of the shares: *L&S* (42), *Benson* (39), *Barney Miller* (35) and *Soap* (32). *20/20*, however, will end the night with a 24. CBS, the agency says, can expect a 27 for *The Waltons*, a 28 for *Hawaii Five-O* and a 36 for *Barnaby Jones*. NBC, weakened early with *Buck Rogers* (23), will recover slightly with *Quincy* and *Kate Columbo* garnering 29 each. Siegel goes along with the pack, rating *L&S* a smash, the rest of the ABC comedies successes and *20/20* a failure. Both *Waltons* and *Five-O* are marked borderline, but *Jones* gets a smash. NBC's *Buck Rogers* is called a failure, and *Quincy* and *Columbo* are borderline cases.

■ Friday is looking good for CBS, but if ABC's maneuvering of *Fantasy Island* to 8 p.m. pays off, this could turn out to be the upset night of the season. Ketchum, MacLeod gives the night shakily to CBS (32.3) with ABC nipping close by at 31.5. NBC is out of the contest with 26. Ayer sees a close race between CBS's *The Incredible Hulk* (29) and *Island* at 30. NBC's competition, *Shirley*, logs a 24. After the 8-9 battle. CBS should be able to



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hold its lead with *The Dukes of Hazzard* and *Dallas* at 33 each. *The ABC Friday Night Movie* gets a 31 share from Ayer. NBC's *The Rockford Files* gets a 27 and the new police show, *The Force*, a 26. *Hulk*, according to Siegel, will be a success, but the other CBS shows look like smash hits. *Fantasy* and the ABC movie are listed as successes. All of NBC's night is in the failure column.

■ Ketchum, MacLeod gives Saturday to NBC (32), but, again, ABC is close on the heels of the leader with a 31.5. CBS also runs with a 25.5. The difference for ABC in winning and losing the night could be, according to Burrell, what he sees as a scheduling mistake early in the evening. "I don't think ABC was well-advised to move *The Ropers*—nor *Angie* without a strong lead-in." He thinks the latter may be a prime candidate for moving to another time slot later on. The real battleground for the night—and perhaps the most interesting hour of the season—may turn out to be the 10-11 slot when all three networks will be presenting new shows. (The only such hour in the week.) NBC may have made a mistake there, Burrell suggests, by signing Robert Conrad to play the lead in *A Man Called Sloane* rather than going with a face new to television—as did CBS with James Earl Jones in *Paris*. Ayer calls the night like this: *CHiPs* (34) will open strong for NBC, but shares will drop with *BJ & the Bear* (29) and *Sloane* (27); as NBC falls, ABC will rise from *Ropers* (26) and *Angie* (27) to *The Love Boat* (34), which may prove to be just strong enough as a lead-in to keep *Hart to Hart* (30) in contention. CBS starts with a weak *Bad News Bears* (26) and goes to *Struck by Lightning* (25) and *Big Shamus, Little Shamus* (25). CBS noses by later, however, and gets a 31 for *Paris*. NBC scores successes with *CHiPs* and *BJ*, according to Siegel, but is on the borderline with *Sloane*. ABC's *Ropers* is in the failure column, and *Angie*'s a borderline. *Love Boat*, a smash, leads in well to *Hart*, which Siegel calls a success. CBS loses two on Saturday with *Struck* and *Shamus* on the failure list. *Bears* is a success, and *Paris* is on the borderline.

## CBS knocks off ABC again

In a week heavy with reruns, CBS-TV took first place in the prime-time ratings for the seven days ended June 17, nosing out ABC-TV by half a rating point. The averages: CBS, 14.7 rating and 29.6 share; ABC 14.2/28.5; NBC-TV 12.9/25.9.

It was CBS's second weekly win in four weeks. When it ended a 19-week winning streak for ABC in the week ended May 27, it did so with the help of special programming for the May rating sweeps (BROADCASTING, June 4). In the week ended June 17, CBS led on a schedule dominated by reruns. The ABC and NBC averages were pulled down somewhat by specials on the Carter-Brezhnev Salt II summit in Vienna.

An ABC News special on the summit meeting pulled a 5.9 rating and 13 share at

8-9 p.m. NYT Sunday night, making it the lowest-rated of the week's 66 programs. An NBC News special on the Salt II agreement at 10-11 the same night scored a 10.5/20, ranking 51st.

CBS won Monday, Friday and Sunday nights, the first two with repeat programming throughout. ABC took Tuesday, Wednesday and Thursday, with solid reruns on Wednesday and mostly reruns on the other nights. NBC took Saturday, also with all reruns.

ABC News's 20/20 on Thursday at 10-11 p.m. scored a 13.2/26, behind a *Barnaby Jones* repeat on CBS (20/39) but ahead of a repeat of part three of *The Innocent and the Damned* on NBC (10.9/21).

ABC's *Three's Company*, CBS's *WKRP in Cincinnati*, *M\*A\*S\*H* and *Lou Grant* and ABC's *Taxi* topped the list in that order.

NEWS

## O'Brien on responsibility in reporting

**ABC newsman defends his scoops on Supreme Court decisions, while saying that practices of some journalists have led to negative perception by public**

ABC News's Tim O'Brien tends to agree with those who argue that the media's problems with the Supreme Court stem at least in part from the public's perception of the media as irresponsible. And he says it is "imperative" that journalists be responsible in their dealings with those about whom they report as well as with the public, if they are to retain the support of the people.

But he does not suggest he has reservations about breaking Supreme Court security to report decisions before they are announced—as he has done four times.

O'Brien, in remarks before the Radio-Television News Directors Association of the Carolinas, in Santee, S.C., conceded the irony in a call for responsibility on the part of a journalist who has been denounced as "irresponsible" by some of his own colleagues.

But, he said, if there ever was an unspoken law among Supreme Court reporters that the institution was beyond the aggressive reporting to which other institutions of government are subject, "I'm delighted to be the one to have broken it."

He noted there have been a number of disparaging remarks about ABC's decision to broadcast stories of Supreme Court decisions before they are announced, but no one has said they were incorrect.

O'Brien said ABC applied three tests before airing the advance information he had acquired: Is it correct? Is it news? Is there any compelling reason not to use it?

Chief Justice Warren E. Burger has expressed a specific concern about advanced disclosure of Supreme Court decisions which, O'Brien said, ABC does not find persuasive—the possible impact on Wall

Street. Many stories do have an impact on Wall Street, O'Brien said. But that's "no reason to suppress the reporting of them." Besides, he noted, "we report the decision to everyone at the same time, just as we do after the justices release the opinions themselves."

O'Brien first beat the Supreme Court with an announcement of an upcoming action, if only by a matter of an hour or so, on April 6, when he broadcast that Justice William Rhenquist had stayed the execution of an Alabama convict, scheduled for that evening.

Later, he broke the story on perhaps the most controversial decision involving the media of the current term—*Herbert vs. Lando*. A couple of days later, he was on the air with a story on a decision affecting prisoners' rights. And, finally, there was the report on the decision upholding the right of a judge to bar press and public from pretrial proceedings, in certain circumstances.

That decision, O'Brien said in his remarks to the RTNDA group, is due out this week. But the others have been issued, and they confirmed the accuracy of O'Brien's information.

"We don't believe we have a difficult position to defend," O'Brien said, "although some of us, including myself, are a bit surprised that it needs any defense at all."

## Howard K. Smith tells of departures from ABC and CBS

**Disputes over news policies with management, in persons of Paley and Arledge, led to his resignations**

Howard K. Smith quit his job with CBS News in the middle of an angry lunch with CBS Chairman William S. Paley, the long-time newsman said last week.

Smith gave his version of the early '60's incident in an interview with Tom Snyder, host on the *Tomorrow* show on NBC-TV. He also reiterated his earlier accounts of events leading up to his resignation from ABC News two months ago.

As for the future, Smith said that he expects to complete a deal soon to take him into print media. He said he could not, however, say what the job is until it's set.

Smith said his departure from CBS News evolved from a documentary he did, *Who Speaks for Birmingham?*, dealing with the freedom riders of the early 1960's. He said he ended it with a quote from Edmund Burke: "All that is necessary for the triumph of evil in the world is for good men to do nothing." CBS, he said, refused to let him use that closing, and he refused to change it.

"So," he said, "Paley asked me to write down what I thought his policy was, and I wrote it down and sent it to him. He invited me to lunch. And halfway through the lunch, he pulled out my document, threw it across the table and said, 'I've

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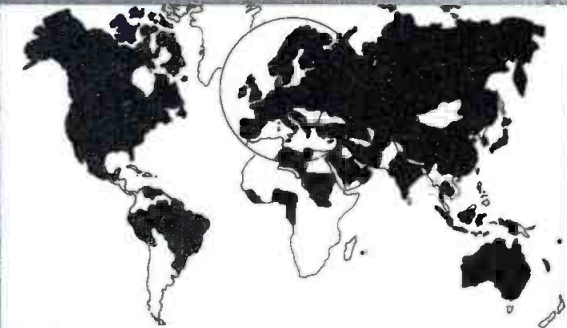
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Snyder and Smith

## Roone gets Rudd

**Former CBS newsmen joins ABC, to do reporting, commentary; Arledge also announces he's considering regional edition of evening news for West**

Hughes Rudd, the veteran CBS News reporter-anchor who left CBS-TV's morning news program last year, has been signed to join the staff of ABC-TV's *World News Tonight*, it was announced last week by ABC News and Sports President Roone Arledge. Rudd, well-known for his spicy, highly personal commentaries, will be joining the program, which has not had a regular commentator since Howard K. Smith left it some weeks ago. Rudd's appointment, effective Aug. 1, comes amid considerable speculation, partially confirmed by Arledge last week, that ABC will institute a separate, Western edition of its national news show.

According to Arledge, Rudd will be doing "special pieces" for *World News* as well as making appearances on the network's *20/20* prime-time magazine and *Good Morning America*, ABC's early-morning news and entertainment program. He will also file reports from Europe six weeks out of the year.

Arledge said Rudd would be contributing "original articles for television journalism," making special use of Rudd's "old newsmen's eye for the pompous and the phony."

Arledge shared the podium at the Los

read junk like this before. Maybe you ought to try somewhere else."

"And so I pushed my chair away from the table and said, 'I think this lunch is over,' and walked out, and that was the end."

Smith told Snyder he didn't remember exactly what his document had said, except that it was "an analysis of commentary, editorials and analysis" and that "I think it justified me."

He said Frank Stanton, then president of CBS, and Richard S. Salant, then president of CBS News, also were at the luncheon, and "I think both of them regretted it. I think they tried to avoid this confrontation. I wanted to avoid it too, but it got to where Paley insisted on it. So we had it."

In response to another question, Smith said of Paley: "I think he's a gifted man, a great businessman ... I had great respect for him in many respects. But I must say, he was rather childish towards me, and when [Edward R.] Murrow died, I was one of the ushers at the funeral. Paley came. He refused to speak to me."

A spokesman said after conferring with Paley last week that Smith was mistaken if he thought Paley snubbed him at the Murrow funeral, and that in fact Paley "likes Smith and has said so many times."

The spokesman challenged Smith's report that Paley had thrown the newsmen's document across the table. He said the correct version appears in Paley's book, "As It Happened," where Paley wrote that Smith had wanted to editorialize, contrary to CBS policy, and that in discussing it one day at lunch he had told Smith he recognized his abilities and desire but that "if you want to do it, you can't do it on CBS and still remain a staff newscaster ... you have to do it someplace else." The spokesman noted that Paley also had written that "I liked Howard very much, and I missed him ... but he had a passion for expressing a point of view on the news which was incompatible with our policy."

When he left ABC News earlier this year, Smith said, "CBS, who had promised to give me a 20-year gold watch, and didn't, sent me the 20-year gold watch."

"I'm wearing it now," he said. "It's pretty. It doesn't work, but it's pretty."

Smith said his departure from ABC News came from "the classic conflict between a boss [Roone Arledge] who took over the news department, not knowing very much about news, and an employe who's been in news forever, since it started, and who knew everything and

kept telling the boss that."

When he publicly criticized the ABC *World News Tonight*'s new format as looking "like a Punch and Judy show," Smith said, Arledge "raised hell with me. He said: 'The boss is going to fire me.' So I said: 'I'm going to talk to those bosses. But I won't talk to them without your permission, because I'll have to criticize you.' He said: 'You have my permission.'"

"So I got two of them together, Leonard Goldenson, the chairman of the board, and Frederick Pierce, the president of the TV network [sic], and I stated my case to them, and they listened, I think, with sympathy, but said they were going to stick with him, because he had shown creativity in sports."

Smith said that *World News Tonight*, which used to look as if it had "a whole team of quarterbacks," is now down to "one anchor man, really, Frank Reynolds, and a very good one," and "I think [Arledge] will succeed. With all that money some of those gimmicks are going to work."



**Designing men.** A preliminary format for APTV, the AP's new high-speed newswire service for television stations (BROADCASTING, June 11, 18), was developed with the help of this committee of TV news directors. Committee members agreed the new service, set to start Sept. 1, should use an in-depth approach, moving full details on top stories as soon as they become available. "Instead of regular rewrites in broadcast style," said Jay Bowles, AP's deputy director of broadcast services, "the committee made it clear they want the full story right away, with no rewrite until there's a major change that requires an update." Committee also recommended that the 1,200-words-a-minute service hold its daily word count to about 300,000, to avoid flooding newsrooms "with copy they don't need." Shown here (l to r) are, standing, Charles Whitehurst, WFMV-TV Greensboro, N.C., president-elect of AP Broadcasters Inc.; James Hood, AP general broadcast news editor; Ridge Shannon, KMBC-TV Kansas City, Mo.; Marty Haag, WFAA-TV Dallas, and Mel Kampmann, WJLA-TV Washington; seated, Bill Ballard, WBT(TV) Charlotte, N.C.; Dave Richardson, WTV(TV) Columbus, Ga.; Paul Beavers, WMAO-TV Chicago, and Roger Ogden, KBT(TV) Denver.

Angeles Century Plaza hotel last Wednesday (June 20) with Richard Wald, senior vice president of ABC News and, former NBC News president. Also joining them was Pamela Hill, a division vice president and executive producer of its *Close-Up* documentary unit.

Of Rudd's and others' moves from CBS and NBC to the number-three news organization, Wald said that ABC had become an "attractive place to work," and that news people felt that it had become a much better place to practice their craft than it had been in the past. "You can't buy Hughes Rudd," Wald said, "you have to attract Hughes Rudd."

Arledge, too, said that he felt the network had become more attractive. "ABC had a lot of dues-paying to do." Elsewhere,



Rudd

he said: "We have made no secret of the fact that we're going to attract good people from wherever we can get them."

Arledge also admitted last week that ABC was considering some sort of regional edition of *World News* for its audience on the West Coast. "At some point," he said, "I would like to see what would amount to a regional edition of *World News Tonight*." Such a show, which would probably have a Los Angeles anchor, would offer stories of "specific, indigenous interest to the West Coast." Although declining to discount the possibility, Arledge said he had "no plans to move" Max Robinson to Los Angeles. (Robinson, the program's Chicago anchor, has been the number-one candidate for the new job in speculative reports on the subject.)

The division president said that in all likelihood the new news program would not supplant the national news show—but would supplement it with stories of greater interest in the Western part of the country. He gave the example of winter blizzard stories in the East and Midwest that have little impact on Californians. He said the regional edition would substitute one or two national stories with "something of more specific interest."

Wald pointed out, too, that the national feed of *World News* arrived in Los Angeles at 3 in the afternoon, leaving considerable time to update many of the later-breaking stories on it under the regional concept.

## Iran story brings ABC \$200 million law suit

ABC-TV was sued for \$200 million last week by Baron Enrico diPortanova, heir to a Texas oil fortune, and his wife, Sandra, who alleged that "their very lives are endangered" because of a news report carried on the network earlier this month. They said ABC-TV reported that the man-

## Monitor

**Buying and selling.** ABC owned-and-operated television stations have bought 118 half-hour films from Bill Burrud Productions, it was announced last week by Burrud and Henry Gillespie, representing Allied Entertainment. (Gillespie is former president of Viacom Enterprises.) Package includes 78 episodes of *Wildlife-Adventure*, retitled version of network-run *Animal World*, and 40 episodes of *Safari to Adventure*. Purchase, first of new shows, was made by Seymour Horowitz, vice president in charge of programming of ABC O&O's.

**Not worth it.** WNBC-TV New York last week informed local chapter of National Academy of Television Arts and Sciences that it would no longer participate in area Emmy Awards. Robert T. Howard, vice president and general manager, cited increased expenses for televising event (\$4,500 per station); escalating program entry fees (costing WNBC-TV \$11,700 over-all for latest competition) and ceremony eight months after cut-off date for program entries. Howard said WNBC-TV would reconsider if event is reorganized.

**Temperature on Tuesday.** Name of Warner Bros. TV's *We're Cruisin'*, slated to run on CBS next fall (Tuesday, 8-9 NYT), has been changed to *California Fever*.

**Lab retrievers.** Skylab is coming down, and to commemorate event radio stations have people looking up in anticipation. WDVA(AM) Danville, Va., is offering \$1,000 reward to anyone who finds piece of 79-ton space station in listening area, while WSOY(AM) Decatur, Ill., (1340 khz) will shell out \$1,340 to first person who brings in authentic space debris within 13 hours and 40 minutes after hitting earth. Going farthest out on limb, however, is WNCI(FM) Columbus, Ohio, with offer of \$98,000 for first piece of Skylab found in state and brought to station within 98 hours of official re-entry time. To insure against frauds, stations are requiring verification by NASA.

**Year of 'Week.'** Ford Motor has granted WETA-TV Washington \$399,000 to underwrite production costs of *Washington Week in Review*, Public Broadcasting Service show now carried on 252 stations, for 52 weeks beginning July 6. Funding for show previously came from Station Program Cooperative fund. Ford also announced that it will spend \$200,000 promoting series.

**Open channel policy.** KIRO-TV Seattle, Bonneville International's channel 6 CBS affiliate, has reached agreement with China Film Corp. (Peoples Republic of China) to air some Chinese-made programs. Ken Hatch, general manager of station, says deal will be first in this country. Meeting with PRC officials in March, Hatch said, station and Chinese reached "common understanding that we would air some programs." Neither shows nor times have been picked yet, but Hatch is looking to air first program in late August or early September. Deal was put together by James Patrick Devaney, Los Angeles producer, who has been active in past few months in opening up film and television trade between U.S. and PRC. His own JPD Entertainment-produced show, *Weekend World*, syndicated sports program, will begin airing in China this fall.

**Pay-TV en espanol.** With core line-up of first-run feature films as well as sports and variety specials, Galavision may sound like other premium services available to cable subscribers. There's key difference, however. It's all in Spanish. And there'll be novellas as well. MagnaVerde Productions, subsidiary of SIN, expects to be up on satellite for a Sept. 1 launch with pay programming from 7 p.m. to 3 a.m. (NYT). Subscribers will pay \$6.95 to \$10.95, with the take divvied up 50/50 between Galavision and system operator. Parent SIN claims that in five southwestern states, New York and Florida, there are 350,000 Hispanic households already hooked to cable; it says there are 500,000 more homes passed.

**The switch.** Hallmark Cards, which has run its *Hallmark Hall of Fame* exclusively on NBC-TV for 22 years will move at least one upcoming special to CBS-TV. Three-hour adaptation of "All's Quiet on the Western Front" will air on yet-to-be-announced date during fall. NBC series of specials first began with premiere of *Amahl and the Night Visitors*, opera by Gian Carlo Menotti. Series has also included such classic presentations as *Hamlet* with John Gielgud and *Peter Pan* with Mia Farrow and Danny Kaye. According to Hallmark spokesman, decision to go with CBS did not represent rift with NBC but need for times not available on NBC schedule.

**Shades of Babe Ruth.** Special 90-minute program to be telecast live in October will feature first annual BABE awards to be presented to baseball players and managers by broadcast announcers who cover major league games. Program will be produced by Pyramid Productions, New York, for American International Television Inc., which will handle distribution to TV stations. BABE is acronym for Broadcasters Annual Baseball Elections.

sion they were building in Acapulco would be the "eventual home of the shah of Iran." They said the report was false and after it was telecast they were visited in London by a representative of the Ayatollah Ruhollah Khomeini, who advised them that if the report were true, they would be "regarded as enemies of the state of Iran and would be dealt with accordingly." ABC-TV declined to comment on the suit, filed in the New York State Supreme Court.

## News Council's latest

While rejecting a Pharmaceutical Manufacturers Association complaint against a *20/20* segment on prescription drugs, broadcast Nov. 30, 1978, the National News Council in its latest action found fault with noncommercial WNET (TV) New York and independent producers Alan and Susan Raymond for the Oct. 29, 1978, *Bad Boys* documentary. The complaint was from Martin Ilivicky, principal of Bryant High School in New York, who claimed his school was misrepresented. The council said "producers overreached . . . in their desire to highlight the problems of truancy" and WNET "failed to exercise proper oversight." On another matter, the council changed its mind, in part, upon reconsideration of a Jan. 14, 1979, *60 Minutes* segment, "Stop Police." The council still thinks CBS didn't go far enough in a correction that later aired but the council withdrew its earlier finding that the segment "created an impression of lawlessness among Hispanics."

## VIEWPOINTS

### SALT shakers

Americans received more than a dash of SALT last week, and the American Committee on East-West Accord did its best to make certain that TV audiences received both points of view.

Responding to an anti-SALT film produced by the American Security Council titled "The Price of Peace and Freedom," the group contacted TV stations that ran the documentary and requested that, under the fairness doctrine, another point

of view be presented. Sixty stations agreed and committed themselves to a pro-SALT presentation.

The committee produced a 24-minute documentary, *Survival . . . or Suicide*, which makes a strong case for arms control, and offered it to other stations as well. To date, an additional 53 stations have responded, and producer Jeanne Mattison expects that, with the signing of the SALT II accord last week, there will be even more interest.

Meanwhile, the Senate Republican Conference, stepping up its campaign to break the Senate's ban on TV coverage of floor proceedings for the upcoming debate on Strategic Arms Limitation Treaty II, last week sent a letter to all radio stations offering taped remarks of several senators on the treaty (90 seconds each). Views both pro and con are represented.

## RADIO

### A 'leadership initiative' for radio

**Markle-funded report by Center for Public Resources results in more money and proposals for braintrust to work toward innovations in programming**

Tax incentives aimed at bolstering the quantity and quality of public service programming on commercial radio. A clearinghouse to distribute the best in radio programming and to provide program models. Research into new kinds of entertainment and nonentertainment radio shows.

These were among the "suggestions to stimulate further consideration" in "Radio Report: an Inquiry into the Potential for Expanding Diversity in Commercial Programming," a study by the nonprofit Center for Public Resources, of New York.

The study was funded by the Markle Foundation at \$35,000 and was enough to convince the foundation to invest another \$150,000 for the building of a "leadership

initiative" to pick up where the suggestions left off.

Under the direction of the center (James F. Henry, president; Susan Scott, project director), a braintrust is being created. And by the first meeting scheduled Oct. 29-31 in Mount Kisco, N.Y., the center hopes to have assembled a steering committee of four to five radio industry leaders; a core advisory group of 20-25 persons, and a wide range of resource people, mainly broadcasters but others from advertising, the public sector, creative community, other media, academia and foundations. One company already agreeing to be represented on the steering committee is RKO Radio, Scott said.

Scott emphasized that the report's suggestions by no means are to be considered as recommendations. Rather, she said, they are intended to be starting points.

The report called the study of commercial radio's potential "timely and important." Although the Carnegie Commission on the Future of Public Broadcasting dealt with public radio, the report said, the commercial side of the medium "has been underaddressed. Relatively few efforts have originated to stimulate diversity. . . . Too little is known and communicated about the innovative program models and station practices that do exist."

A "clearinghouse" is first among the "opportunities" brought up in the report. The idea is that, with certain criteria, "stations that produce excellent programs [would] donate one or more" for use by other radio outlets. The report said that there are stations that don't have the size or resources to create such programming themselves. "Information on station models and activities relating to a variety of program issues" also could be available.

The report dwelt also on financing, with the suggestion that the "government consider creating tax and other financial incentives" to beef up the quantity and quality of public service and public affairs. As for "the disincentive of lost advertising for public service/affairs," the report said that broadcasters should be able to shift that commercial time "to more commercial time periods."

Should the government enact a spectrum use fee for broadcasters, the report said, it should "allow commercial licensees a fee reduction for specified programming, at least in minority and public affairs areas." Furthermore, it suggested that some percentage of the total fees be used for one or more commercial radio research and experimentation centers. The report also said there should be greater efforts to get more radio funding from grants or subsidies.

The report also suggested that the FCC "consider adjusting its system of measuring public service performance." Operating on the premise that less is more, the study said the FCC should think about rewarding "effectiveness by assigning more weight to programs and PSA's played during prime listening time, and by allowing broadcasters to reduce total-promised-public service amounts correspondingly."

## NOTICE

The Abbott & Costello television series produced in 1951-1952 is owned by TCA Television Corp. of Los Angeles. The exclusive television syndication rights in this series were granted to Alan Enterprises, Inc., 26170 Pacific Coast Highway, Malibu, California 90265. Alan Enterprises is the only authorized distributor of this series.

Certain parties are now attempting to sell prints of this series, asserting that certain of the episodes of the series are in the public domain. TCA Television Corp. has rejected this claim and is bringing legal action against these parties.

The purpose of this notice is to advise all television broadcasting stations throughout the United States and Canada of the above assertions by these parties, and to advise the stations that they deal with these parties at their peril.

TCA TELEVISION CORP.



FCC

## Fogarty to Ferris's and FCC's defense

**In speech to broadcasters, he says criticism of personalities is detracting from the business of deregulation that is at hand**

FCC Commissioner Joseph Fogarty last week took on the role of defender and champion of Chairman Charles D. Ferris, who, Fogarty said, has been the victim of "gossip and invective"—fall-out from the debate over the commission's movement toward broadcast deregulation.

Fogarty, in a speech to the convention of the Maryland/D.C./Delaware Broadcasters Association in Ocean City, Md., referred to "criticism in certain trade magazines and in certain bar and industry circles [that] has accused the chairman of grievous sins ranging from Capitol Hill lobbying ("Closed Circuit," June 11) to causing lunch-time hunger pangs on our long-meeting days ("Closed Circuit," June 4)."

Fogarty said the chairman "is a big man" who does not need him as a "cheerleader." But Fogarty thinks the commission is tarred with the same brush of ad hominem attacks. And, he said, "I take that very personally."

For the record, he said, "Charlie Ferris is doing a damn good job—and the commission is doing a damn good job, too—in grappling with some of the hardest economic, political and social issues a regulatory agency has ever taken upon itself to resolve."

Fogarty said Ferris runs "an open commission," which the commissioners appreciate and which gives them the opportunity to do their job—make communications policy. Furthermore, he said, "an open commission" gives those who are regulated and the public "the fullest opportunity to plead their cases and the fullest confidence of a fair decision on the merits."

Fogarty attributed the criticism of Ferris to the tension created by the "critical" debate over telecommunications matters. He said it is "predictable" that those "who feel a possible impact on their business and observers who feel the strain on their psyches are inclined to vituperation."

But, he said, "such meanness does little to advance either the merits of a partisan cause or the larger public interest in rational communications policy. I think it is time for all of us to get back to substance; it is in the best interest of all of us to get

on with the real and serious business at hand."

Fogarty noted that the commission is currently awaiting staff drafts of options looking toward deregulation of radio in the areas of ascertainment, nonentertainment programming guidelines and overcommercialization standards. The staff is developing data on whether such deregulation would be appropriate in small markets as well as in the larger ones on which the commission had originally focused.

Nor is that all. The staff is also preparing recommendations and draft public notices for an omnibus radio deregulation effort aimed at re-examining "every other substantive radio rule"—a project that has been under way for months (BROADCASTING, Jan. 1).

Reaction to these deregulatory moves "has ranged from nervousness to high anxiety," Fogarty said. Citizen groups have "pilloried" the commission for an alleged breach of faith with the public interest, while at the same time the National Association of Broadcasters and Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, have "chided" the commission for



Fogarty

"lack of sufficient deregulatory zeal."

For the most part, Fogarty said, the debate has been "both relevant and constructive." But, he added, "in some quarters, it has lately turned away from substance and reason to gossip and invective, with much of the innuendo directed against the chairmanship of Charlie Ferris."

## Get your money back

Phase I of the FCC's fee refund program is now under way as the commission has issued refund forms and instructions.

The refunds are being made to broadcasters for license fees collected by the FCC between Aug. 1, 1970, and Dec. 31,

1976. The U.S. Appeals Court in Washington ruled that the fees were illegal and ordered that they be refunded.

The forms and instructions are available from the FCC in Washington and from FCC field offices and Federal Information Centers in most major cities.

Phase I of the program covers only fees that were greater than \$20. CB and other commercial operators fees less than \$20 will be refunded under Phase II, which will begin early in 1980.

## Out of frying pan but still in fire

**Joplin-Pittsburg TV stations clear grand jury on price-fixing charges; FCC, however, will go ahead with hearing on same allegations**

Three television stations in the Joplin, Mo.-Pittsburg, Kan., market were breathing easier last week after a Kansas City federal grand jury that was investigating possible antitrust law violations closed out its inquiry without returning indictments. But the licensees' troubles are not over; still under way at the FCC is a hearing on the station's renewal applications, involving the same allegations that sparked the grand jury probe.

It was about two and a half years ago that Gilmore Broadcasting Corp.'s KODE-TV and Mid-America Broadcasting Inc.'s KTVJ(TV), both Joplin, and Mid-Continent Telecasting Inc.'s KOAM-TV Pittsburg heard that the commission was checking into charges they had engaged in price fixing. The allegations were made by a former KODE-TV employee, John Holmes.

The Justice Department's Antitrust Division, acting on information developed by the commission, launched its own grand jury investigation about six months later. Word of that inquiry first surfaced in July 1977 ("Closed Circuit," July 25, 1977).

The commission's inquiry did not bear fruit until March 1978, when the commission ordered a consolidated hearing on the renewal applications of the three stations. The commission said it would look into whether the licensees had conspired to arrange their advertising rates and if so whether they were successful, and whether they had lied to the commission. Gilmore also faces an issue involving an alleged violation of EEO law (BROADCASTING, March 6, 1978).

The commission hearing has been proceeding at a slow pace because of the pendency of the grand jury investigation. There have been several prehearing con-

ferences and a limited amount of discovery, but no testimony. Personnel at the stations declined to testify without a grant of immunity against prosecution in the anti-trust case, and the processing of requests had been moving slowly.

Commission lawyers are expressing the hope that, now that the grand jury investigation is concluded, the consolidated hearing can move forward more speedily. And Charles W. Kelley, chief of the hearing division, said there is no reason to believe the commission would fold its case in the wake of the grand jury decision.

Lawyers for the stations are expected to file motions seeking termination of the hearing. But, Kelley said, "We have different issues of proof. Our issues don't involve violations of law, but alleged anti-competitive practices. If that's involved, the commission can explore it. . . . The mere fact that the grand jury doesn't indict doesn't necessarily mean that the commission has to be satisfied."

## Omega wins Florida fight for ch. 35

**Company, which has been trying to buy vacant U in Orlando for three years, gets approval from FCC after Turner drops out and court rules against CBN**

Omega Communications Inc., which is headed by Lawrence H. (Bud) Rogers II, former president of Taft Broadcasting, has finally succeeded in its protracted fight to acquire WSWB-TV (ch. 35) Orlando, Fla., a station that has been dark for three years.

The FCC on June 15 approved Omega's acquisition from the receiver of the bankrupt facility subject to a favorable court ruling on another in a long series of moves by Christian Broadcasting Network to block the sale. A Florida circuit court on Tuesday affirmed an earlier order authorizing Omega to buy the station.

CBN and Turner Communications Corp., along with Omega and four other parties, had submitted bids for the station after its former owner, Sun World Broadcasters, went into receivership. The receiver recommended Turner's bid, but the court, after a hearing, rejected it and accepted Omega's. Omega had offered \$2,380,000—\$1,260,000 of that to be paid out over a 10-year period. Turner's bid was similar in amount but structured in a manner the court felt was less to Sun World's advantage.

Besides the sale price, Omega will pay Turner \$550,000 for a transmitter site Turner had acquired in 1976 in connection with what Sun World has alleged was an effort to force it into bankruptcy (BROADCASTING, Nov. 8, 1976). Omega's agreement to buy the site was reached last September, conditioned on success in acquiring the station.

The grant of Omega's bid had been challenged by CBN and Turner in suits that went through the Florida judicial system all the way to the state supreme

court, as well as in pleadings filed with the FCC urging denial of the application to assign Sun World's application to Omega.

Last month, Turner quit the contest, dismissing a petition it had filed with the commission and urging the commission to grant Omega's application. And the Orange county court's decision last week denied a CBN petition for reconsideration of the order accepting Omega's bid.

Omega, which plans to seek the call letters WOFT-TV for the station, expects it to be operational by the end of the year.

## McKinnon cleared

The FCC has rejected charges that Dan McKinnon, of KSON-AM-FM San Diego, violated the ex parte rules in writing to Chairman Charles D. Ferris two days before a group that McKinnon heads petitioned the commission to issue a show-cause order aimed at blocking delivery of program tapes to Mexican radio stations that broadcast into San Diego area.

William J. Potts Jr., counsel for the companies supplying the programs, said McKinnon's letter referred to a briefing McKinnon had given the chairman on the San Diego stations' problems with the "infiltration" of Mexican stations (BROADCASTING, May 28). But FCC Executive Director R. D. Lichtwardt, in responding for the commission, said commission rules do not prohibit the kind of presentation McKinnon made. A show-cause proceeding is "restricted" only from the time the show cause order is issued, Lichtwardt said, adding that McKinnon could not have anticipated that the matter would become a restricted proceeding.

## Park-Citizens deal OK'd

The Citizens Communications Center has won FCC approval of a \$22,443.28 reimbursement by Roy H. Park Broadcasting of Virginia Inc., licensee of WTVR-AM-FM-TV Richmond, for the legal services Citizens provided a local group opposing renewal of the licenses.

Citizens had negotiated an agreement between the Black Broadcasting Coalition of Richmond and Park that was similar to agreements the commission had favored in the past. The licenses were renewed for one year last October in a summary initial decision by an administrative law judge who commended Citizens for its role in bringing about the agreement.

Although the agreement provided for the reimbursement, the Internal Revenue Service has said that Citizens could not accept the payment without losing its tax-exempt status unless the commission expressly approved the reimbursement. The commission said its policy is to construe agreements between citizen groups and broadcasters in a manner favorable to their implementation. And in view of the IRS requirement, the commission added, failure to approve the reimbursement would constitute de facto disapproval of the agreement.

## Conflict over commercials

**At House hearings on public broadcasting portion of the rewrite, the ranks are divided over whether ads should be allowed on noncommercial stations**

Public broadcasters are split about whether they should carry commercials, if the disparate views of five public station operators before the House Communications Subcommittee last week are any indication.

The five, representatives of stations from New York to San Diego, were spaced along a spectrum between total agreement and total opposition to the Communications Act rewrite's provision to permit public stations to carry product commercials, with restrictions on time and placement.

William McCarter of WTTW(TV) Chicago and John Jay Iselin of WNET(TV) New York were for it, with McCarter predicting it would bring in an additional \$300 million to \$400 million annually to the public broadcasting system. Without an assured base of funding for public broadcasting, he argued, the system would lapse into "tasteless and incessant begging" and will begin to lose its "best and brightest."

Iselin argued that public broadcasting's status as "not-for-profit" does not mean the same as "noncommercial. We have to have a lot of money," he said. In his opinion, putting commercials on public television is a "creative solution" to public broadcasting's money problems.

On the opposite end of the spectrum was O. Leonard Press of Kentucky Educational Television. "We have already gone too far down this road" toward commercialism, he argued, and expressed distaste even for the system of corporate underwriting now used by public broadcasting. Press supported local fund drives by public stations and urged that matching for federal funds be done directly with the stations. He called for two-thirds of the annual federal appropriation to go directly to public broadcasting licensees under a matching plan, the other third to H.R. 3333's proposed endowment for public broadcast programming.

In between the two extremes fell William Hart of WYES-TV New Orleans, a reluctant supporter of commercials. He would vote for the provision if he were in Congress, he said, but he worries that stations will work for bigger audiences to attract commercials and "will go to the *Mork and Mindy* mentality."

Paul Steen of KPBS-TV San Diego opposed commercials, but urged a liberalizing of the current underwriting standards to permit stations to attract more corporate money.

It was the corporate money, in fact, that nearly all the witnesses talked about. They agreed with Representative Allan Swift (D-Wash.), that advertisers would not

likely use public broadcasting outlets the way they now use commercial ones. Said Iselin, "it is not in the cards that we will ever have large audiences at any one time." McCarter predicted that advertisers using public broadcasting would evolve "new forms of American commercials," probably falling between the commercial cluster type common on commercial television and the "almost hidden" underwriting message currently used on public television, he said.

Said Representative Swift later, "What you really want is to lengthen the corporate message." All heads at the witness table nodded agreement except Press's.

Several of the public broadcasters went on to say that they consider commercials a supplement to, not substitute for, sources public broadcasting now draws from. In introducing the bill, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) indicated his disapproval of the fund drives carried on by most public stations, what he again referred to last week as the "tin cup approach."

Several of the broadcasters also said they want to make sure corporate underwriters exert no influence over program selection and production, but they want to be able to continue allowing them to be identified with specific programs.

The last notion drew strong objection from subcommittee member Marc Marks (R-Pa.), who indicated he doesn't see how a corporation with money for public broadcasting can help but influence program decisions. "If they don't like a program," he said, "they won't pay."

Representative Marks said if Congress permits 3% of public broadcasting's programming to be commercials, "it will only be a matter of months before it becomes 6%, 18%, then 50%, and then there is no difference between public broadcasting and the commercial networks."

If that happens, "we have an awful lot to be concerned about," he said.

The congressman is convinced the commercial networks "dictate" what the public will see, "based solely on how much money they can make... Public television and public radio is the only salvation we really have." Permitting commercials on public TV is "absolutely the wrong way to go, even experimentally," Marks said.

(In an action related to the advertising question, the subcommittee staff earlier asked the Library of Congress to report on the effects of H.R. 3333's commercial provision on the tax-exempt status of public broadcasting. Its reply was that accepting commercials would not alter public stations' over-all tax exemption, but that the revenues from advertising might be taxable.)

The public broadcasting establishment, represented in another segment of the hearing by Robben Fleming, president of the Corporation for Public Broadcasting, was cool to the idea of commercials. Fleming urged the subcommittee to hold off implementing any such plan, and in its place encourage experimentation with cor-

porate underwriting for stations.

Fleming also urged that the rewrite's provision for an annual appropriation for public broadcasting, \$1.50 per person in the United States, be amended to allow for inflation and projected levelling of the country's population.

Appearing with CPB board Chairman Lillie Herndon and with most of the CPB board members in the audience, Fleming told subcommittee chairman Van Deerlin he thinks the CPB restructuring, adopted by the board that day, should take care of some of the congressman's concerns about government interference in programming and too much CPB money being spent on administration instead of program development (see page 54).

Fleming was particularly anxious that the rewrite preserve CPB. He said there will always be a need for national leadership in the planning and development of new public telecommunications uses, including the development of nonbroadcast technologies such as videodisks.

Fleming's appearance touched off a

rambling critique of public television by rewrite co-sponsor and the subcommittee's ranking Republican, James Collins (Tex.).

Collins believes public broadcasting should be split away from the rewrite and dealt with as a separate bill, a position he restated in the hearings last week.

A spokesman for independent program producers, seeking greater access to the public broadcasting system, also argued against cutting commercial broadcasting loose in the marketplace. Ralph Arlyck of the Association of Independent Video and Filmmakers, said that if broadcast licenses are granted in perpetuity, and such rules as the fairness doctrine and equal time are eliminated, "I don't think the views we represent will ever be heard."

He said the rewrite authors' concerns about excessive government interference in public broadcasting are exaggerated. "Nixon lost that battle in 1972," he said. "That should tell you something about the effectiveness of government interference," he said.

## Varied menu for S. 611, 622 hearings

**Opponents and proponents testify against and for several causes, from New Jersey senators seeking a TV allocation for the state to clear-channels and daytimers arguing over AM allocations**

Further hearings last week on the Senate bills to revise the Communications Act tackled the issues of retransmission consent, spectrum fee, daytimers versus clear channels and a VHF allocation for New Jersey.

On retransmission consent, the Association of Maximum Service Telecasters challenged Senate Communications Subcommittee Chairman Ernest Hollings's (D-S.C.) contention that it is not a communications issue (BROADCASTING, June 11). AMST counsel Ernest Jenness argued that since the committee is considering whether to deregulate cable television and substitute marketplace competition, "it is equally a matter of communications policy to decide that this should not occur unless that marketplace is meaningful."

AMST supports retention of the current FCC restrictions on cable distant-signal importation or retransmission consent as an alternative if Congress or the FCC decides to eliminate those rules. Pressing his argument, Jenness said the Communications Act requires one station to get consent to rebroadcast another's signal. "Consent to retransmit by cable is no less a question of communications policy."

Also on a panel with Jenness was Robert Warren of the University of Delaware's College of Urban Affairs and Public Policy, who argued for a provision requiring the FCC to assign more TV licenses to communities currently without them. This, he said, would include suburban communities that have grown into population centers. In order to give local service

to more viewers, the commission should move assignments out of some of the central cities, he argued, and into some of the suburbs.

A similar urging issued from New Jersey's senators, Harrison Williams (D) and Bill Bradley (D), both of whom seek legislative action to get a VHF license assigned to New Jersey. The state has no commercial VHF's now.

During his appearance before Senator Hollings's subcommittee, Senator Williams said one solution might be to find a new owner for an existing station who would agree to move it to New Jersey. He said he has heard there is a New York station "up for sale" now, but was not specific, and afterward he and staff members refused to elaborate.

Broaching the radio allocations issue, the Senate subcommittee heard Douglas Crombie, associate administrator of the National Telecommunications and Information Administration's Institute for Telecommunications Sciences, support reduction of AM spacing from 10 khz to 9. The cost of having to move to a new frequency would be "considerably less" than \$1,000 per station, he said.

Crombie said the provision in S. 622 to preserve the current clear-channel assignments is "unduly premature" and urged Senator Barry Goldwater (R-Ariz.), the bill's author, to delete it.

Later, representatives of daytime stations squared off against clear-channel representatives. Harold Kassens, a consulting engineer speaking for the Clear Channel Broadcasting Service, said the FCC's proposal to break down the clears would result in loss of nighttime radio service to "millions" of people. Barry Bingham Jr., president of clear-channel WHAS(AM) Louisville, Ky., defended his station's news and public affairs programming, which

he said has benefited listeners miles from its local listening area. He argued that clear-channel stations put listeners "in touch with the whole country."

But Palmer Greer, representing a group of South Carolina daytimers, likened clear channels to "ocean liners" and "whalers."

"They've had their time," he said. They represent "another phase of our history that has come and gone."

Ray Livesay, chairman of the Daytime Broadcasters Association, urged the subcommittee to consider one of two solutions for transferring daytimers to frequencies where they can operate full time: (1) the 9 khz plan and (2) a proposal to consolidate the 25 clear channels into 11, allowing stations now operating daytime-only to occupy the rest. A third solution would be to broaden the AM spectrum, but DBA opposes that, he said, because it would take "15 to 20 years" before everyone had receivers equipped to receive the new channels.

On the subject of spectrum fees, the subcommittee heard Paul Bortz, deputy assistant secretary of commerce for communications and information, back the approach of the Hollings bill, S. 611, to charge broadcasters fees beyond the cost of regulation. But he said the plan for radio—a yearly toll of 20 times a station's highest one-minute spot rate—is "too arbitrary." To reflect the value of the spectrum, the radio fee should take into account the factors contributing to the TV fee: station earnings, number of stations and number of households in a market.

Nina Cornell, chief of the FCC Office of Plans and Policy, agreed with Bortz that the primary goal of the spectrum fee should be to encourage more efficient use of the spectrum. She also found no objection to S. 611's approach on the TV fee.

Senator Goldwater was unmoved by the arguments, however, reiterating his belief that no matter how the fee schedules are devised, they will be "arbitrary, particularly when we try to legislate a statutory formula." Arguing the case often made by broadcasters, he said the fee should not be a trade-off for deregulation. "If deregulation cannot stand on its own then we should not deregulate." The Goldwater bill would charge a fee covering no more than the cost of FCC regulation of broadcasters.

## Bruce takes his pick

**FCC general counsel says of all the rewrite proposals, he likes Hollings's the best; he also restates his desire to let the marketplace regulate broadcasting**

FCC General Counsel Robert Bruce went public last week with his views on the various proposals for revising or rewriting the Communications Act. Not surprisingly, they do not appear to differ much from the views of Chairman Charles D. Ferris.

Congress should, Bruce said, adopt "a comprehensive set of legislative proposals dealing with many current policy issues

before the commission. But," he added, "to be far-reaching and comprehensive, it is not necessary to scrap the 1934 [Communications] Act"—as Representative Lionel Van Deerlin's (D-Calif.) bill (H.R. 3333) would do.

Bruce, who spoke at a Federal Communications Bar Association lunch on Thursday, also cast his vote for the bill Ferris prefers of those under consideration. The measure introduced by Senator Ernest F. Hollings (D-S.C.)—S. 611—is "a very good starting point for comprehensive amendments," he said.

And as for the broad policy he thinks the commission should pursue, Bruce spoke of the kind of approach the commission has been taking. After 20 months as general counsel, he said he has "some substantial skepticism about the continuing effectiveness of the regulatory process.

"There is too much competition by lawyers in comparative licensing, certification, and renewal proceedings," he added, "and not enough in the market. And emerging informational services may be too difficult and too important to contain and shape within a traditional regulatory framework."

Bruce said there is a need to focus on whether the regulatory process is more

efficient than the market process "in making critical decisions affecting communications industries." And he said there is more than efficiency at stake in the broadcasting field:

"There, from a legal and policy perspective and from the standpoint of the public, we should also be concerned . . . about the independence and autonomy of electronic disseminators of news and information, especially if traditional broadcasting and informational services begin to converge."

Bruce does not feel basic changes in the Communications Act are needed for the commission to break new policy ground to adjust to new conditions. But he also feels it is essential for the commission to do its work in a way that will persuade reviewing courts to accord "due deference to agency expertise." For "the prestige and perceived independence of an agency can erode—and with it, its decision-making latitude."

He noted that a recent decision of the U.S. Court of Appeals in Washington held that a "a presumption of agency regulatory" may be rebutted and that although the case did not involve the FCC, the opinion cited several recent commission decisions—a fact, he said, "that gives me pause."

## Washington Watch

**Pro and con.** If Ralph Nader wants to start Audience Network to prepare programs he thinks people really want to see, he should go ahead and do it. But there's no reason for Congress to get involved. National Association of Broadcasters general counsel, Erwin Krasnow, argued last Tuesday on WTTG-TV Washington's daytime *Panorama* program. He told moderator Ron Nessen (former press secretary to President Gerald Ford) that broadcasters already do public access programs; for Congress to force access on broadcasters would violate First Amendment. Nader, appearing on same show, countered that his idea for congressionally mandated, membership-supported organization to program 30 minutes prime-time programming on every station in country gives public back some control of airwaves. "Why are we restricting this great public resource to control by a few corporations when 200 million Americans have less access to it than Morris the cat?" he said. On Thursday, NAB's executive vice president, John Summers, appeared on same program with Nicholas Johnson of National Citizens Communications Lobby. Their arguments on Communications Act rewrite were predictable—Johnson opposing dilution of public interest standard, Summers arguing for deregulation of broadcasting without spectrum fee.

□

**What's in a name?** Ted Turner has followed through with plans to acquire new call letters for his WRCG-TV Atlanta ("Closed Circuit," June 11), applying at FCC for WRBS (to stand for Turner Broadcasting System). Turner induced Cambridge, Mass., noncommercial station (now WMBR) to give up those calls with \$50,000—half to be paid when station relinquished call and half when Turner's application is granted. Cut-off date passed without any other broadcaster applying for call.

□

**The other Geller.** "Japanese Public Broadcasting: a Promise Fulfilled" is 104-page study of national public broadcasting system from which, author says, U.S. could learn much. Judith Geller, consultant to Aspen Institute for Humanistic Studies, notes that one of Japan's two noncommercial networks dominates television news and is primary source of information while other, devoted to instruction, is regarded as the world's best system of educational television. Japan, country with less than half population of U.S. in area size of California, spends \$6.06 per person on public television, Geller notes, while U.S. spends \$2.46. And in "short changing the public sector," she says, "we have cheated ourselves." Book, written as report to Aspen Institute and Carnegie Commission, is available from Aspen 2010 Massachusetts Avenue, N.W., Washington, D.C. 20036, or 717 Fifth Avenue, New York 10022, for \$12.95. Author is wife of Henry Geller, assistant secretary of commerce for communications and information, and former fellow with Aspen Institute.

# The Broadcasting Playlist™ Jun 25

## Contemporary

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	<b>Hot Stuff</b> □ Donna Summer	Casablanca
2	<b>Logical Song</b> □ Supertramp	A&M
3	<b>Ring My Bell</b> □ Anita Ward	TK
6	<b>Bad Girls</b> □ Donna Summer	Casablanca
4	<b>We Are Family</b> □ Sister Sledge	Cotillion
9	<b>She Believes In Me</b> □ Kenny Rogers	United Artists
5	<b>Reunited</b> □ Peaches & Herb	Polydor
10	<b>Boogie Wonderland</b> □ Earth, Wind & Fire/Emotions	Col.
7	<b>Chuck E's In Love</b> □ Ricky Lee Jones	Warner Bros.
8	<b>Ain't No Stoppin' It</b> □ McFadden & Whitehead	Phila. Int'l.
11	<b>You Take My Breath Away</b> □ Rex Smith	Columbia
12	<b>Just When I Needed You Most</b> □ Vanwarmer	Warner Bros.
13	<b>I Want You To Want Me</b> □ Cheap Trick	Epic
14	<b>Love You Inside Out</b> □ Bee Gees	RSO
15	<b>Shake Your Body</b> □ Jacksons	Epic
16	<b>Minute by Minute</b> □ Doobie Bros.	Warner Bros.
20	<b>Shine a Little Love</b> □ Electric Light Orchestra	Epic
21	<b>Gold</b> □ John Stewart	RSO
18	<b>Rock 'n' Roll Fantasy</b> □ Bad Company	Swan Song
28	<b>One Way Or Another</b> □ Blondie	Chrysalis
27	<b>Heart Of the Night</b> □ Poco	ABC
23	<b>Days Gone Down</b> □ Gerry Rafferty	United Artists
38	<b>When You're In Love</b> □ Dr. Hook	Capitol
22	<b>Makin' It</b> □ David Naughton	RSO
32	<b>I Was Made For Lovin' You</b> □ Kiss	Casablanca
34	<b>Mama Can't Buy You Love</b> □ Elton John	MCA
26	<b>Dance the Night Away</b> □ Van Halen	Warner Bros.
33	<b>You Can't Change That</b> □ Raydio	Arista
46	<b>Good Times</b> □ Chic	Atlantic
42	<b>Main Event</b> □ Barbara Streisand	Columbia
25	<b>Shadows In the Moonlight</b> □ Anne Murray	Capitol
31	<b>Is She Really Going Out With Him</b> □ Joe Jackson	A&M
30	<b>Does Your Mother Know</b> □ Abba	Atlantic
35	<b>I Can't Stand It No More</b> □ Peter Frampton	A&M
37	<b>Getting Closer</b> □ Wings	Columbia
17	<b>Goodnight Tonight</b> □ Wings	Columbia
29	<b>Heart Of Glass</b> □ Blondie	Chrysalis
36	<b>Shake Down Cruise</b> □ Jay Ferguson	Allied
24	<b>Disco Nights</b> □ GQ	Arista
44	<b>Renegade</b> □ Styx	A&M
39	<b>Honesty</b> □ Billy Joel	Columbia
43	<b>Do It Or Die</b> □ Atlanta Rhythm Section	Polydor
47	<b>You Gonna Make Me Love</b> □ Jones Girls	Phila. Intl.
—	<b>Up On the Roof</b> □ James Taylor	Columbia
—	<b>My Sharona</b> □ The Knack	Capitol
41	<b>Love Takes Time</b> □ Orleans	Infinity
—	<b>You Really Rock Me</b> □ Nick Gilder	Chrysalis
40	<b>Love Is the Answer</b> □ England Dan & John Coley	Big Tree
—	<b>I Do Love You</b> □ GQ	Arista
—	<b>Let's Go</b> □ Cars	Elektra

## Playback

**Got It?** Coming on with a bolt at 45 on "Playlist" this week is *My Sharona* (Capitol), the first single drawn from California rock group The Knack's debut LP, *Get the Knack*. Of the single, Palmer Stewart, the program director at KCBN(AM) Reno says: "It's a total smash and if this one doesn't go to number one, which it very well may, we'll still be hearing from The Knack for a long time. They really have it." And Fred Brian, program director at WTAC(AM) Flint, Mich., predicts, "*My Sharona* could put rock 'n' roll back in its place. It's back to the roots, empirical rock 'n' roll ... not just new wave and not just a lucky shot ... the whole LP is good." **Far from an underdog.** Among the many new summer records entering "Playlist" in recent weeks, Atlanta Rhythm Section's *Do It Or Die* (Polydor) commands perhaps the most respect from program directors. Drawn from the group's newest LP, *Underdog*, the single bolted onto "Playlist" last week at 43 and moves up another notch this week to 42. "It's an inspirational song," comments Brian, "it instills a feeling of happiness or hope in people." And Jim O'Hara, program director at KSTT(AM) Davenport, Iowa, says: "It fits everything we're doing right now. It has an adult contemporary image and a great summer sound. It's a very exciting record." Roger Mason, program director at KBOF(AM) Eugene, Ore., describes the single as having "big possibilities. People call the station not only to request the record, but to find out about it and the group who recorded it. Musically it's very well produced. The ARS really believe in their music and it shows."

## Country

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
2	<b>Amanda</b> □ Waylon Jennings	RCA
3	<b>Shadows In the Moonlight</b> □ Anne Murray	Capitol
4	<b>She Believes In Me</b> □ Kenny Rogers	United Artists
21	<b>I Can't Feel You Anymore</b> □ Loretta Lynn	MCA
16	<b>You're the Only One</b> □ Dolly Parton	RCA
5	<b>Nobody Likes Sad Songs</b> □ Ronnie Milsap	RCA
1	<b>If I Give My Heart To You</b> □ Margo Smith	Warner Bros.
6	<b>Red Bandana</b> □ Merle Haggard	MCA
—	<b>When I Dream</b> □ Crystal Gayle	United Artists
23	<b>I Don't Lie</b> □ Joe Stampley	Epic
8	<b>Down To Earth Woman</b> □ Kenny Dale	Capitol
10	<b>Just Like Real People</b> □ The Kendalls	Ovation
19	<b>If Love Had a Face</b> □ Razy Bailey	RCA
14	<b>Me and My Broken Heart</b> □ Rex Allen, Jr.	Warner Bros.
9	<b>Beautiful Body</b> □ Bellamy Bros.	Warner Bros.
12	<b>Two Steps Forward</b> □ Susie Allanson	Warner Bros.
20	<b>I Just Want To Love You</b> □ Eddie Rabbitt	Elektra
13	<b>Are You Sincere</b> □ Elvis Presley	RCA
11	<b>Sail Away</b> □ Oak Ridge Boys	ABC
—	<b>(Ghost) Riders In The Sky</b> □ Johnny Cash	Columbia
—	<b>Save the Last Dance</b> □ Emmy Lou Harris	Warner Bros.
—	<b>Play Together Again</b> □ Owens/Harris	Warner Bros.
17	<b>September Song</b> □ Willie Nelson	Columbia
18	<b>I'm the Singer</b> □ Tanya Tucker	MCA
15	<b>Sweet Melinda</b> □ Randy Barlow	Republic

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

ADVERTISING

## RAB/ANA workshop regaled about radio

**Annual affair draws big crowds for testimonials to effectiveness of medium and tips on how to use it**

The Radio Advertising Bureau and the Association of National Advertisers teamed up last week for their 12th annual radio workshop, attracting an audience of more than 900 agency, advertiser and media executives.

Speakers and panelists at the meeting in the Waldorf-Astoria Hotel in New York last Tuesday (June 19) emphasized the values that can accrue from well planned advertising campaigns using radio as a primary or supplementary medium. Topics ranged from radio as a highly personal medium to the need for more radio creativity at the agency level, the use of radio to reach decision makers and the growing reliance on radio by the direct marketing field.

Radio's ability to reach listeners with varied life styles was underscored in the keynote speech by Louis T. Hagopian, chairman of N W Ayer.

"Why do you suppose we have those 5.7 radio sets in the average household?" Hagopian asked. "Because your household and my household and millions of others contain different people, with different tastes, intelligence and ambition."

He pointed to stations that cater to the youth market and others that aim at the over-50 market. Referring to the latter category, he predicted that the number of these stations would grow rapidly "because they are attracting major national advertisers like Sears, Mobil, Pan Am, Paine-Webber, Weight Watchers and General Motors."

Hagopian urged the radio industry to generate research that reflects the life styles of listeners and to supply data that would correlate listening to the working woman and the single-person household, to cite two examples.

A tribute was paid to radio by James W. Holland, advertising and public director of Qwip Systems, New York, who said the company's radio campaign produced more qualified leads than TV and print advertising.

Holland said that Qwip, a facsimile-transmission system, found that radio was a most efficient and effective medium to reach its target audience—top management of business firms.

Holland said many advertisers buy radio to extend the reach of a TV buy, but he contended that radio itself is a reach

medium and that a selective buy can effectively target an audience.

He defined Qwip's media strategy this way: to determine the target audience, segment that audience through detailed research on demographics and pick the proper scheduling. "We chose drive time to reach top management," he noted.

Holland said a collateral benefit of the radio campaign was the positive effect it had on Qwip's sales force. He said that the sales force "reacts to the qualified leads generated by the radio campaign and is inspired by the creative aspects."

Dale Finley, dealer advertising manager of Datsun cars, praised radio for its values in frequency, flexibility and reach. He pointed out that in 1979, Datsun will run more than one million radio commercials nationally and through dealer associations and individual dealers to zero in on the 20% of the population regarded as the best prospects for imported cars.

"Radio allows us to concentrate our messages during peak periods during the week and throughout the year," Finley said.

With more than 95% of cars equipped with radio, he noted, radio is an excellent medium to reach the potential car buyer. "It allows us to reach our customer at a time he is most aware of the inadequacies of his present vehicle," he said.

"That's the time he's most aware of all its squeaks, rattles and groans," Finley observed. "Or when the customer is sitting in seemingly endless gas lines, what better time to tell him you have a product that will let him go up to 47 miles per gallon on

the highway?"

Radio was credited by Jack Pester, chairman of Pester Corp., Des Moines, Iowa, with having played a major part in the growth of the Midwest gas-station chain from sales of \$5 million in 1965 to \$350 million in 1978.

Pester made it clear that radio always has been "an integral part" of the chain's marketing strategy. Even in 1955 when the company had only three stations in Des Moines, he said, radio was a substantial medium for Pester to reach the 18-to-49 audience.

With 200 outlets now, Pester continued, radio is still an important medium for his company. But the target age now is 18-34, he said, because that is the period in which brand loyalty can be started.

Pester described his creative approach as one in which "a little Iowa company tries to compete with the giants; sometimes we poked fun at the giants, and people liked that approach."

He said a women's voice has been used in Pester radio commercials. "Over the last 11 years in 300 different commercials, her voice has become a legend," Pester said. "We have never shown her picture. We knew that radio was the theater of the mind."

Maxwell House's new multimillion-dollar investment in radio, after many years of concentrating on television, was outlined in a joint talk by Dave Gustin, group product manager of General Foods, and Edward F. Ogiba, vice president and management supervisor of Ogilvy & Mather.

The Maxwell House investment in radio came after an analysis in 1978 showed that although the product was continuing to build its share of the coffee market, the market itself had been declining since



**Words from Wyse.** Lois Wyse, president of Wyse Advertising (center), with Bert Berdis (l) and Dick Orkin (r) at the RAB/ANA radio workshop. Earlier, as a speaker, she had urged agencies to do their own radio creative production. "Dick and Bert are talented writers and brilliant producers but they're not a full-service advertising agency," she said. **Brainstorming.** Sidney Weinstein (at left in picture at right), director of the NeuroCommunications Research Laboratory, with Miles David, president of RAB. Weinstein reported on a new study measuring the effects of radio-TV commercials on brain waves (story page 73).

1962. The company decided to supplement TV with a major effort in radio, they said.

"We were in for a surprise," Mr. Ogiba reported. "We found that while TV does a great job of reaching most coffee drinkers, it does not do so at the time they drink their coffee. By comparison, radio was almost a perfect fit. We found that radio listening almost perfectly fits coffee consumption. If you're doing a reminder campaign, it seems much better to remind people at the exact time we wanted them to take action. Can you imagine a hotel wake-up call at 2 a.m. reminding you that you wanted to get up at 7 a.m.?"

"The second big clue came when we analyzed what an investment of a million or two million or even more had on the current media plan. We found, on top of our current TV plan, radio was a clear winner in adding more frequency... In fact, the biggest surprise was radio extended our TV reach."

Mr. Gustin added: "What it really came down to was that we did not need to live by TV alone. In fact, radio for us was an enormous complement to our TV plan in reaching households which use coffee."

Though radio historically has been a

medium for consumer goods, an executive for a New York electronics firm reported during a session on direct marketing on a campaign aimed at encouraging engineers and computer scientists to seek employment at Loral Electronics Systems.

James A. Heaney, vice president of corporate communications, related the company's foray into radio advertising last summer on New York and Long Island stations. He said during the first two weeks more than 250 telephone inquiries were received and the average weekly resume mail climbed from 20 to 250.

Shortly after the campaign started, he added, New York newspapers went on strike, eliminating the *New York Times*, to which the radio advertising referred to give prospects more details of the positions. But the number of applications continued to mount, he said.

"Results are tough to pin down," Mr. Heaney said. "However, our hiring rate of professional employees has been going up better than 25 per month, up from 10 in the spring of 1979 before the campaign began. I'm convinced that radio has been the key to Loral's recruiting success in a tight and highly competitive market."

He said the success of the radio effort in

the New York market has encouraged Loral to run recruiting schedules on radio in Boston and Washington and to renew the advertising in New York next month.

Another speaker at the direct marketing panel, Lawrence Butner, president of Lawrence Butner Inc., New York, described the use of radio for a large number of his clients, including the *Wall Street Journal* and *Barron's Weekly* and brokerage firms, self-help books, an investment advisory service and a language course on records. "Right now I'm spending about 50% of my clients' budgets in radio," Butner said.

Radio, said Butner, "lets you build a personal dimension around your product; your message is from one person to another and you can take advantage of long-established popular personalities who have the confidence of their audience."

He predicted that many products and services would be using direct-response advertising on radio, including car rentals, airline, hotel and travel reservations, real estate, gold, silver and collectibles.

Lois Wyse, president of Wyse Advertising, Cleveland and New York, urged agencies to put more emphasis on internal radio creativity.

"If you're a writer, I can tell you as a writer myself that there is no advertising writing that makes you grow the way radio does," Wyse contended. "I know my own poetry, novels and lyrics have been strengthened by my experience in writing radio." (Wyse created the slogan, "With a

## BottomLine

**Apex for Ampex.** Ampex Corp. broke all its past records in 1979 fiscal year that ended April 29. Net earnings of \$27,351,000 (\$1.60 per share) were 37% above \$19,742,000 (\$1.18 per share) chalked up in previous year. Total revenues amounted to \$379,870,000, up 18% over \$322,050,000 for fiscal 1978. Year report was climax to robust fourth quarter in which Redwood City, Calif., manufacturer had record quarter revenues of \$107,195,000 and earnings of \$5,463,000 (48 cents per share). In addition, Arthur H. Hausman, president and chief executive officer, said company is going into fiscal 1980 with biggest backlog of orders in its history.

□

**Together.** Filmways stockholders are to vote July 12 in Los Angeles on proposed merger of American International Pictures into Filmways subsidiary, Filmsure. AIP stockholders will also meet that day in Beverly Hills, Calif., to consider same proposal. Filmways is engaged in publications, TV and motion picture production and television distribution, insurance, manufacture of electronic equipment and photoslide mounts, and operation of recording studios. AIP is engaged in production, acquisition and distribution of feature motion pictures and TV programming. AIP consolidation would be effected through stock exchange and debenture transaction that would amount to more than \$30 million. To bring about merger, Filmways shareholders will be asked to approve increase in Filmways capital stock from 15.2 million shares to 17.7 million shares through authorization of new class of stock.

□

**Lost in translation.** Depreciation of Japanese yen against American dollar at end of current reporting periods caused Sony Corp. to have dramatic slump in consolidated earnings, despite increases in operating revenues from periods year earlier. Because its shares are traded on New York Stock Exchange, Tokyo-headquartered Sony follows U.S. accounting rules that "call for translation of the accounts of foreign subsidiaries and the translation of foreign currency transactions into domestic currency." For second quarter, ended April 30, Sony consolidated sales rose to \$653,950,000, 20.7% more than \$541,959,000 for the same period last year. Consolidated operating income for second quarter increased to \$87,527,000, 199.3% more than \$29,241,000 for same period last year. However, foreign exchange loss of \$49,500,000 was among expenses that reduced net income to \$15,750,000—49.3% under net income of \$31,045,000 in same quarter last year. For six months ended April 30, Sony net sales climbed 15.3% to \$1,377,318,000 from \$1,160,264,000 last year on consolidated operating income of \$157,155,000, 98% over \$79,359,000 during same period last year. On other hand, net income for six months was reduced to \$35,805,000, decrease of 35.6% compared with net income of \$55,564,000 for same period last year. Foreign exchange losses for six-month period were \$59,645,000. In same six-month period year before, foreign exchange translation brought gain of \$26,518,000.

# Making it a new 17th market.



REPRESENTED NATIONALLY BY HRP

name like Smucker's, it has to be good.")

She warned against putting too heavy a premium on humor in commercials suggesting that "we're getting caught up in laughter and losing some of the basin ingredients in good radio commercials." She said there are times "when a simple story well told works best."

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## Kaiser goes to other ad media to complain about rejection by the networks

**Newspapers, radio and TV stations air Mobil-type gripes that issue advertising was turned down**

Mobil Oil Corp., which has been campaigning for years in a vain effort to get its issue advertising accepted by the TV networks, found an ally last week. The Kaiser Aluminum & Chemical Corp. took full-page ads in six newspapers complaining that the networks had refused to carry three commercials dealing with public issues. And, also like Mobil, it has put its rejected ads into radio and newspapers.

Under the heading, "Can a corporation speak its mind in public?," the ad said that "Not long ago, the Supreme Court ruled that corporations are entitled to the right of free speech. However, when Kaiser Aluminum & Chemical Corp. tried to exercise this right recently, it was denied by the three major television networks . . ."

The networks refused the commercials, the ad said, "not because they were untrue, misleading or in any way inaccurate. But simply because they were controversial or not acceptable material. One network cited the 'Fairness Doctrine' . . ."

"There is no doubt that television is one of the most powerful media in operation today. And we believe that access to this medium must be kept free and open.

"If you believe a free exchange of ideas is as important now as it's ever been, write your elected representatives or write us at Kaiser Aluminum, Room no. 776KB, 300 Lakeside Drive, Oakland, California 94643. Let your voice be heard."

One of the rejected commercials dealt with free enterprise and a second with the energy issue. Both of those urged viewers—or would have urged them: "Whatever your views, let your elected representatives know." The third dealt with governmental red tape and suggested that "if people, one by one, start speaking out, we can begin untangling America's knottiest problem." All three commercials ended, after the Kaiser identification, with "One person can make a difference."

The networks stuck to their guns after the ad appeared, saying again that it was against their policies to accept commercials that discuss controversial public issues. An ABC spokesman said the fair-

ness doctrine was one consideration in ABC's decision, plus the belief that such issues should be and are treated in news and public affairs broadcasts. In a similar vein, an NBC spokesman said NBC feels each issue should be dealt with, and is, by professional newsmen with no ax to grind, and a CBS spokesman, taking the same tack, noted that to sell time in such cases "would allow those with the most money to speak the loudest."

The Supreme Court in *CBS vs. the Democratic National Committee*, has upheld broadcasters' right to reject issue advertising (BROADCASTING, June 4, 1973).

In Oakland, a Kaiser spokesman said the protest ad had run in six papers—the *Washington Post*, *New York Times*, *Los Angeles Times*, *San Francisco Chronicle*, *Oakland Tribune* and *Wall Street Journal*—and that adaptations of the rejected

commercials were running on 75 radio stations and in 41 newspapers.

The spokesman said Kaiser talked with "about 20" television stations and that most indicated they probably would accept the commercials but would have to see the final print before deciding. Some, he said, specified changes that would have to be made, so that it appeared that Kaiser would have to make customized versions in many cases. As a result, he said, "it just wasn't practical" to put the campaign on local television.

Kaiser's corporate-issues advertising budget runs about \$1 million a year, and the spokesman said a little over half is going into radio. The radio campaign started in mid-June and will run through early July, then will resume in mid-September for another month. The newspaper campaign follows the radio schedule by

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## Broadcasting

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### At Large



*Henry Julian Kaufman, at 72, describes himself as "one guy who can look you in the eye and say, 'For the last 50 years I got up every morning eager to go to work because I loved every minute I spent at it.'" The half-century to which he refers was dedicated to building a prominent Washington advertising and public relations agency, Henry J. Kaufman & Associates, of which he is now founder chairman. On the occasion of the agency's anniversary, in this conversation with BROADCASTING, Kaufman sought to relay "the kind of lessons that I've learned . . . that are meaningful today to the people I want to keep out of trouble tomorrow." The thrust of that message appears in these excerpts.*



about a week. Allen & Dorward, San Francisco, is the Kaiser agency.

Meanwhile, at Mobil, Herbert Schmetz, the vice president who has headed the company's long campaign to get its views on TV in paid time, said he had not discussed Kaiser's plight with Kaiser officials before or after the ad appeared, but that he welcomed the support. A Mobil statement put it this way: "We think it would be in the public interest if the television networks would observe the First Amendment and would not censor ads in a way unlike their journalistic brethren—newspapers and magazines."

Back in Oakland, the Kaiser spokesman said it was too early to have received mail responses to its ad, but that the company had had a number of telephone calls. He said a majority favored Kaiser's stand: "Not all, but most of them did."

## Radio and TV on the brain

### Study shows how commercials on different media affect recall

A new physiological study concludes that radio commercials on the average can stimulate as high a level of brain activity as TV commercials.

The findings were released last week at the ANA/RAB Workshop in New York by Dr. Sidney Weinstein, president, NeuroCommunications Research Laboratories, Danbury, Conn., who conducted the test among 100 adults last May.

Weinstein said that radio commercials tested scored well in both the left (logical) and right (emotional) halves of the brain.

He noted that radio commercials scored slightly higher on the logical side of the brain, TV slightly higher on the emotional.

"We also found that radio commercials stimulated a better response to the TV commercials for the same product," he reported. "After hearing a radio commercial for a product, the respondents were exposed to a different TV commercial for the same product. The TV responses were higher after hearing the radio than before. Therefore, the two media used together tend to reinforce each other."

Miles David, president of RAB, which commissioned the study, said "RAB is pleased to have broken new ground in this relatively new area of commercial testing." He added that the study strengthens earlier findings that "good radio commercials can score as high or higher than TV commercials."

There has evolved [in television] a sense of power that is almost inevitable when you have only three networks and you've got thousands of advertisers and hundreds of agencies that are qualified to deal with those networks. It gets to a point where they don't want criticism of what they're doing—they think they know what they're doing. And they say, "Buy it like we sell it or else." Or, "Buy it when we've got it available or forget it." Your alternative may be print, and in some cases print is not a viable alternative. So you feel sort of pressured.

If there's any risk that present-day broadcasting faces it's that those who are on top of the heap right now may not be there four or five years from now because they are getting hardening of the arteries based on a sense of power or strength that can be very fickle. I could never convince the owners of the *Washington Star*, 25 or 30 years ago, that the *Post* was going to be a threat. They were fine, decent people who happened to have a Marine Corps sense of pride in the newspaper to a degree that they thought nothing could ever hurt it, that it was impregnable. When I told them that the *Post* had more bench strength than they had front-line strength they laughed. They couldn't believe it. And you know what's happened.

I don't say the networks are wrong in not catering to special tastes that don't provide the numbers they are seeking. But it's going to create an opportunity for a fringe network, or independent stations—or for cable that might sell advertising—to fill that need. And there'll be enough business to make it lucrative for people who are willing to supply that need.

There's a feeling that cable's going to have an effect on the network competition, that it's going to accelerate or amplify problems. It may force relationships that wouldn't otherwise have been possible. Some network may break down and want

to do things with cable owners that other networks wouldn't dare do, just to save themselves. Perhaps in program experimentation. (Given the rate at which new programs go on and off the air, it sure does make you wonder whether putting a show on a network is the best way to test it.)

I don't think there are any allegiances between agencies and a medium. Agencies by nature are operated by a breed of people who are prone to test and experiment and try new things. So if cable should become a viable advertising medium, for example, in markets where there is some competition with what we now regard as more normal TV, or radio, we might be inclined to test it. It might give us more strength with the medium with which we couldn't deal aggressively before. You know, when you have to deal with someone on their own terms all the time you look for alternatives. You either use those alternatives to get other people to be more reasonable or you go with the alternatives.

Years ago, everything was demographics. Age. Sex. Wealth. Education. Now there's a thing called psychographics that deals with life styles. Like cancer or the common cold, psychographics are not based on your social status or your wealth. You can have a taste for good books and be poor as a churchmouse, and be willing to spend your last sou on them. Or you can be poor as a churchmouse and own a

Leica camera, if your interest is photography. The ability of publishers, the ability of programmers, of people who are trying to communicate with the public, to isolate those tastes and cater to them determines a lot of the success... The majority of people, given the chance, will express their taste one way or another.

Broadcasters are really manufacturers. They manufacture audience and they sell it. They really have two customers—the general public and the advertiser. They tend to forget the latter more often than the publishers do. When business is good the advertiser is one they're most independent of.

Nothing remains static. Take Ipana toothpaste. Take the Studebaker automobile. The Packard automobile. Having seen all these changes—having seen ABC win a ratings race that no one thought they would be the next ones to win—having seen the *Saturday Evening Post* and *Look* and *Life* go out when they could do what I'm saying the networks can do now (in saying "take me or forget me")... I guess what I'm saying is that if there's anything certain in this world it's change. Those seemingly impregnable fortresses—each of which ignored something that was happening where the public interest was concerned—paid the price. You look at the medium today that's ignoring those interests, and you're looking at one that will be way down the list a few years hence.

## Changing Hands

PROPOSED

■ WSNs(TV) Chicago: Half interest sold by Video 44 to American Television & Communications Corp., Time Inc. subsidiary, for \$5 million (see page 55).

■ WSON(AM)-WKDQ(FM) Henderson, Ky.: Control (84%) sold by Hecht S. Lackey to his son, Henry G. Lackey, for \$1,343,979. Father has no other broadcast interests. Son is general manager of and 16% owner of stations. WSON is 377 w daytimer on

860 khz. WKDQ is on 99.5 mhz with 50 kw and antenna 480 feet above average terrain.

■ WRCC(FM) Cape Coral, Fla.: Sold by Radio Cape Coral Inc. to Southwest Communications Inc. for \$860,000. Sellers are E. Paul Eder (52%); his daughter, Kathryn Abbott (24%), and son, Everett Paul Eder II (24%). None has other broadcast interests. Buyer is owned by Robert Diederich (20%) and the Mariner Group Inc. (80%). Diederich is Sanibel, Fla., real estate developer. Mariner Group is Sanibel construction, resort and merchandising firm owned by Robert M. Taylor, who will vote company's interest in Southwest Communications, and 77 others. WRCC is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ WIRB-AM-FM Enterprise, Ala.: Sold by Wiregrass Broadcasting Co. to Q A Three Inc. for \$725,000. Seller is owned by R. E. James, who has no other broadcast interests. Buyer is owned by Jerry P. Newton, who also is principal of WBGY-AM-FM Tullahoma, Tenn. WIRB(AM) is 1 kw daytimer on 600 khz. WIRB-FM is on 96.9 mhz with 100 kw and antenna 295 feet above average terrain.

■ WGUL-AM-FM New Port Richey, Fla.: Sold by Richey Airwaves Inc. to WGUL Inc. for \$665,000. Seller is owned by Donald Armstrong (45%); his daughter, Terry Graham (5%); Thad M. Lowrey (40%), and Sam Y. Allgood (10%). None

has other broadcast interests. Buyer is owned by Ralph B. Johnson (65%) and William H. Sanders (35%). Johnson is former president of Rounsaville Enterprises, group broadcast owner. Sanders is vice president of Turner Communications Corp., owner of superstation WTCG(TV) Atlanta and WRET-TV Charlotte, N.C., which has been sold for \$20 million, subject to FCC approval (BROADCASTING, May 21). WGUL(AM) is 250 w daytimer on 1500 khz. WGUL-FM is on 105 mhz with 3 kw and antenna 255 feet above average terrain.

■ WELK(AM) Charlottesville, Va.: Sold by WELK Inc. to Latora Broadcasting Inc. for \$595,000. Seller is owned by Robert W. Stroh (62.5%), J.T. Graves (18.18%), Alton F. Martin (9.09%) and Harold B. Wright Jr. (10.23%). Wright is general manager and minority stockholder of WVIR-TV Charlottesville. None of others has other broadcast interests. Buyer is owned by Richard P. Latora, New York financial and business management consultant, who has no other broadcast interests. WELK is on 1400 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ WSCR(AM) Scranton, Pa.: Sold by Rice Communications Inc. to Command Broadcast Group of New York State for \$390,000. Seller is owned by Thomas Rice, who has no other broadcast interests. Buyer is owned by Robert E. Lessner, Alford H. Lessner and Robert A. Outer,

who also own WBNR(AM) Beacon, WINR(AM) Binghamton and WSPK(FM) Poughkeepsie, all New York. WSCR is on 1320 khz with 1 kw day and 500 w night.

■ WBML(AM) Macon, Ga.: Sold by Network Inc. to WBML Inc. for \$255,000 plus \$60,000 for agreement not to compete. Seller is owned by John Teiken and Albert S. Tedesco (50% each). They have applied for waiver of three-year rule on grounds of financial difficulties. (They bought station in January 1977 for \$350,000.) Neither has other broadcast interests. Buyer is owned by David Rogers, who also owns KKZZ(AM)-KOTE(FM) Lancaster, Calif., and WBIS(AM) Bristol, Conn. WBML is 250 w daytimer on 900 khz.

■ Other proposed station sales include: WQSI(FM) Union Springs, Ala.; WFDT(AM) Columbia City and WPDF(AM) Corydon, both Indiana; WLBQ(AM) Morgantown, Ky.; KODL(AM) The Dalles, Ore., and KASL(AM) New Castle, Wyo. (see "For the Record," page 77).

APPROVED

■ KNEB-AM-FM Scottsbluff, Neb.: Sold by Scottsbluff Broadcasting Inc. to Panhandle Broadcasting Inc. for \$750,000. Seller is owned by George H. Haskell, president, and Wayne L. McIntosh (40% each) and Leslie A. Procter (20%). None has other broadcast interests. Buyer, owned by Gladys D. Seaton (52%) and family, publishes newspapers in Midwest and owns KMAN(AM)-KMKF(FM) Manhattan and KGGF(FM) Coffeyville, both Kansas; KHAS-AM-TV Hastings, Neb., and KFYO(AM) Lubbock, Tex. KNEB(AM) is on 960 khz with 1 kw day and 500 w night. KNEB-FM is on 92.9 mhz with 6.6 kw and antenna 61 feet above average terrain.

■ WFTP(AM) Fort Pierce, Fla.: Sold by Gulfstream Broadcasting Co. to Media Investors Ltd. for \$650,000. Seller is principally owned by Ron Crider, president, who has no other broadcast interests. Buyer is principally owned by Robert L. Cole and Thomas E. Dickey, who own broadcast advertising production studio in Kansas City, Mo. They bought WDLP(AM) Panama City, Fla., last January for \$800,000 (BROADCASTING, Feb. 5). WFTP is on 1330 khz with 1 kw daytime and 250 night.

■ WTTB(AM) Vero Beach, Fla.: Sold by Tropics Inc. to Atlantic Communications Inc. for \$525,000. Seller is principally owned by John J. Schumann, who has no other broadcast interests. Buyer is owned by E. B. McLaughlin and Robert E. Kusch (36.5% each), James D. Sorenson (17%) and George H. Moss (10%). All are Vero Beach businessmen. Kusch and Moss also are attorneys. WTTB is on 1490 khz with 1 kw day and 250 w night.

■ Other approved station sales include: KNEZ(AM) Lompoc, Calif.; WTNL(AM) Reidsville, Ga.; WQMA(AM) Marks, Miss.; KNEM(AM) Nevada, Mo.; WQWX(AM) Mebane, N.C.; KJCH(AM) Cleveland, Tex., and WIBU(AM) Poynette, Wis. (see "For the Record," page 78).



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6/25/79

# Technology

## Quarrels with quad

**Background-music firms and reading services complain of interference to SCA's**

A number of organizations representing the visually handicapped, along with companies, such as Muzak, that provide background music have registered their opposition to the possible implementation of FM quadrasonic broadcasting.

At the heart of their opposition, filed at the FCC, is the claim that FM quad would have detrimental effects on subsidiary communications authorizations.

They said, for example, that adoption of a quadrasonic operation would force most, if not all, SCA's operating between 67 khz and 95 khz out of existence. To force nonprofit agencies to modify special SCA sets to pick up a 95 khz signal, they said, would be an unfair and expensive burden.

Providers of background music agreed that any method of FM quad would interfere with the use of SCA channels, and in addition to cutting off special services for the blind, would drive them out of business.

Offering a different position, however, was ABC, which urged the commission to pursue implementation of an FM quadrasonic system, as it would benefit the public.

In its comments in the further notice of inquiry, which is examining the feasibility of FM quad as well as various transmission models and competing manufacturer systems, ABC said it is in favor of FM quad, but takes exception to the commission's "apparent intent to subordinate quadrasonic broadcasting to highly speculative proposals concerning reductions in FM channel spacing."

ABC complained that the commission's decision "to hold quadrasonics hostage to the spacing question" seems to prejudge the outcome of the National Telecommunications and Information Administration petition proposing such an inquiry—even before comments have been received.

✕ RCA agreed with ABC's position.

## Never say die

**Hubbard Broadcasting tries once again to get I-A status for KOB with filing at FCC**

Hubbard Broadcasting Co. refuses to accept no for an answer in its quest for Class I-A clear channel status for its KOB(AM)

Albuquerque, N.M. Hubbard has appealed the FCC's dismissal of an amendment to KOB's application proposing that status for the station.

The appeal, filed in the U.S. Court of Appeals in Washington, is the latest chapter in a saga that began in 1941 and in which Hubbard became involved in 1957, when it acquired KOB. At issue is how KOB and ABC's WABC(AM) New York will operate on the 770 khz frequency on which they both broadcast.

The fight appeared to have ended in April 1978, when the Supreme Court refused to review a commission decision, issued two years earlier, specifying Class I-A clear channel status for WABC and II-A status for KOB. WABC had been operating as a I-A station, with 50 kw day and night, while KOB had been operating as an unprotected Class I-B, with 50 kw. As a II-A, its service is limited by and subject to interference from WABC.

KOB proposed the modification as required by the commission decision. But it also filed the amendment seeking Class I-A clear channel authorization and claiming mutual exclusivity with WABC's license renewal application.

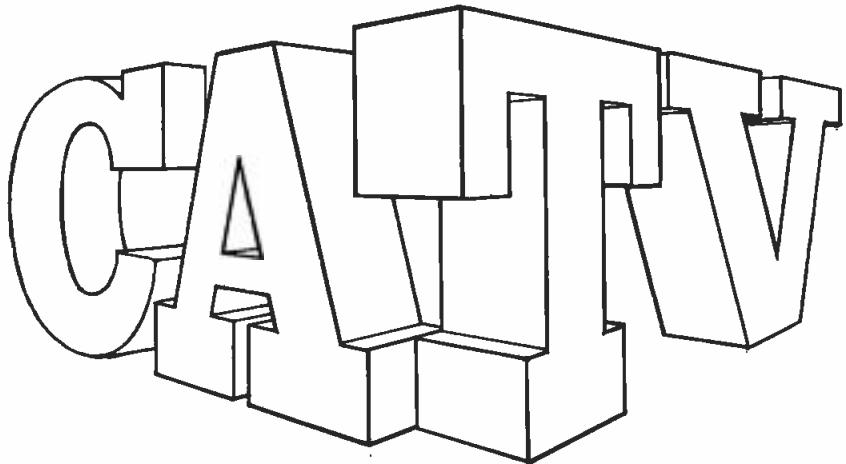
## Harris goes digital

Harris Corp. has taken a first step into the digital video equipment market with an agreement to purchase Consolidated Video Systems Inc. for \$13 million.

Consolidated Video, based in Sunnyvale, Calif., produces video equipment for broadcast, cable and closed circuit television. Its principal product, one that brought it an Emmy award in 1974 for "technical contribution to television," is a digital time base corrector which synchronizes signals from videotape recorders for broadcast. The company has current sales of approximately \$9 million a year.

According to a Harris spokesman, the deal will give Harris "the people and product" necessary to enter the "rapidly developing" digital broadcast market.

Harris Corp., based in Melbourne, Fla., is an international manufacturer of electronic equipment and information processing systems. It has an established line of radio and television transmitters and studio equipment. The company reported total sales of nearly \$900 million in the fiscal year ended June 1978.



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**In Sync**

**On the up and up.** RCA announced price increases averaging 7.5% on RCA-manufactured radio and TV broadcast equipment, effective July 2.

□

**Going at the source.** Music of Liszt, Chopin, Verdi and Bach may be classical but not means by which it was transmitted over WQXR-AM-FM New York June 7. Sony Industries set up its PCM-1600 digital audio processor there for Robert Sherman's *Listening Room* morning show. Stations, which simulcast, now claim to be first in commercial broadcasting realm to transmit signal using digital audio source. Shown (below, at left) with Sony PCM-1600 in WQXR studios is Michael Schulhof, president of Sony Industries; he's joined by Zaven (Doc) Masoomian (l) WQXR chief engineer, and Sherman, station's program director. WQXR experiment follows earlier one at noncommercial KPFA(FM) Berkeley, Calif. Doug Maisel, KPFA director of engineering, said station on April 15 aired first digital source experiment in country. Maisel said KPFA used Sony PCM-1. That's consumer model, according to Sony, costing about \$5,000 as opposed to professional PCM-1600 unit, running about \$50,000. Digital recording breaks sound signal into computer code later translated back to music, Sony's Schulhof explained, without tape hiss or distortion. Analog, conventional recording means, depends upon sound wave patterns.



**\$1.5-million improvement.** Ziff-Davis Broadcasting Co., New York, has ordered transmitters, remote control systems and associated equipment from RCA Broadcast Systems, Camden, N.J., to improve technical facilities of six of its group TV stations. Orders were made on behalf of WRCC-TV Rochester, N.Y.; WRDW-TV Augusta, Ga.; WJKS-TV Jacksonville, Fla.; WRCS-TV Chattanooga, Tenn.; WEVI-TV Saginaw, Mich., and WSTV-TV Steubenville, Ohio. Signing for Ziff-Davis is Ralph E. Becker, president (l), while James A. Gimbel, director of marketing, RCA Broadcast Systems, accepts order.

□

**Stand up and salute.** Hughes Aircraft Co. has delivered to NASA's Goddard Space Flight Center rooftop terminal to receive TV signals from satellite. Hughes spent one and a half years developing technology under grant from Department of Health, Education and Welfare. Twelve ghz lightweight dish will serve as prototype for models expected to be put in use in next decade; 2-foot parabolic dish is expected to cost less than \$1,000 when available on market. NASA will be using antennas for government projects and military uses, but dishes should eventually be available to public.

□

**A good gamble.** National Cable Television Association convention in Las Vegas brought over \$1.2 million in new orders for satellite TV receiving equipment for Microdyne Corp.—its highest volume ever at any trade show. Large amount of business was for frequency agile receiver, X-24, with built-in automatic polarity selection, introduced at show.

□

**Here comes the sun.** Solar power may be answer for news crews that forget to recharge batteries on walkie talkies. Exhibit on use of solar power by Arco has solar powered telephone: battery that runs phone with antenna can be removed, allowing unit to run on solar alone, or battery can be left in and recharged. Problem now is size of solar panel, which is bit bulky to cart around. But engineers say panels could be made size of credit card to clip on to shirt pocket, with single wire attached to phone. Strong sunlight is not needed to power unit, which can be used to call anywhere in world.

□

**Antennas on the rise.** With antenna measurements becoming more sophisticated and new interface problems cropping up, small group in industry is trying to start movement to advance art of antenna measurements. Newly formed Antenna Measurement Techniques Association has just established bylaws and set Oct. 17-18 for first general meeting, to be held at headquarters of Scientific-Atlanta. Group will serve as forum for applications of advanced measurement techniques, measurement equipment and system/equipment interface. Software library is also planned to assist members in development of programming for automatic systems.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period June 11 through June 15.

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.

## Ownership Changes

### Applications

■ WIRB-AM-FM Enterprise, Ala. (AM: 600 khz, 1 kw-D; FM: 96.9 mhz, 100 kw)—Seeks assignment of license from Wiregrass Broadcasting Co. to Q A Three Inc. for \$725,000. Seller is owned by R.E. James, who has no other broadcast interests. Buyer is owned by Jerry P. Newton, who also is principal of WBGY-AM-FM Tullahoma, Tenn. Ann. June 13.

■ WQSI(FM) Union Springs, Ala. (100.9 mhz, 3

kw)—Seeks assignment of license from Union Springs Broadcasting Inc. to Better Broadcasting Inc. for \$90,000. Seller is owned by Joe F. Hagler (98%), Katherine T. Hagler (wife) and William A. Stewart (1% each). They also own WQIM(AM) Prattville, Ala. Buyer is B. L. Williamson, who also owns WLOV-AM-FM Washington and WBLW(AM) Royston, both Georgia, and is 51% owner of applicant for new AM at Portland, Tenn. Ann. June 13.

■ WBML(AM) Macon, Ga. (900 khz, 250 w-D)—Seeks assignment of license from Network Inc. to WBML Inc. for \$255,000 plus \$60,000 for agreement not to compete. Seller is owned by John Teiken and Albert S. Tedesco (50% each). They have apply for waiver of three-year rule on grounds of financial difficulties. (They bought station in January 1977.) Neither has other broadcast interests. Buyer is owned by David Rodgers, who also owns KKZZ(AM)-KOTE(FM) Lancaster, Calif., and WBIS(AM) Bristol, Conn. Ann. June 14.

■ WRCC(FM) Cape Coral, Fla. (103.9 mhz, 3 kw)—Seeks transfer of control of Radio Cape Coral Inc. from three stockholders (100% before; none after) to Southwest Communications Inc. (none before; 100% after). Consideration: \$750,000. Sellers are E. Paul Elder (52%) and Kathryn Abbott and Everett Paul Eder II (24% each). None have other broadcast interests. Buyer is owned by Robert Diederich (20%) and the Mariner Group Inc. (80%). Diederich is real estate developer in Sanibel, Fla. Mariner Group is Sanibel corporation with interests in construction, resorts and merchandising. It is owned by Robert M. Taylor, who will vote company's shares in Southwest, and 77 others. Ann. June 11.

■ WGUL-AM-FM New Port Richey, Fla. (AM: 1500

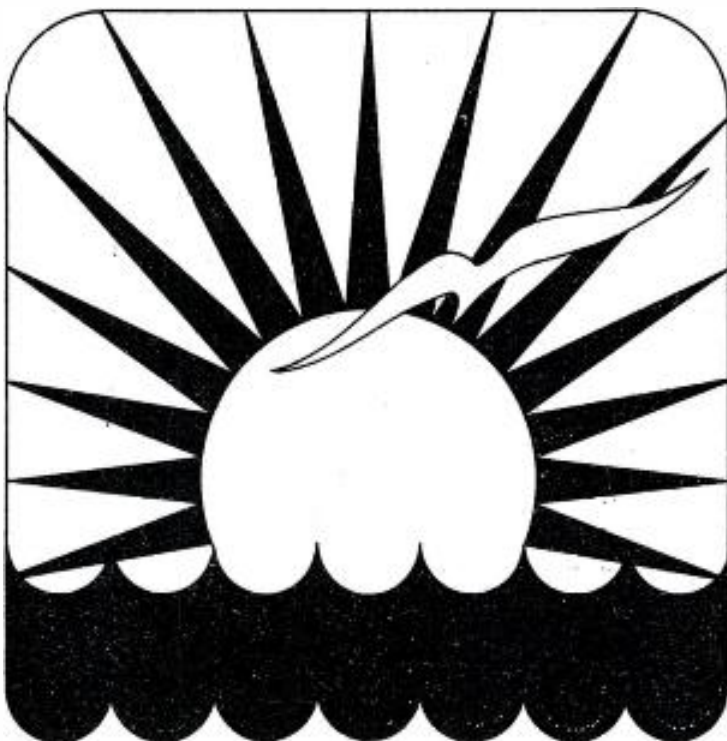
khz, 250 w-D; FM: 105.5 mhz, 3 kw)—Seeks transfer of control of Richey Airwaves Inc. from all stockholders (100% before; none after) to WGUL Inc. (none before; 100% after). Consideration: \$655,000. Sellers are Donald Armstrong (45%), and his daughter, Terry Graham (5%), Thad M. Lowrey (40%) and Sam Y. Allgood Jr. (10%). None have other broadcast interests. Buyer is owned by Ralph B. Johnson (65%) and William H. Sanders (35%). Johnson is former president of Rounsaville Enterprises, group broadcast owner. Sanders is vice president of Turner Communications Corp., which owns WTCG(TV) Atlanta and has sold WRET-TV Charlotte, N.C., subject to FCC approval. Ann. June 13.

■ WFDT(AM) Columbia City, Ind. (106.3 mhz, 3 kw)—Seeks assignment of license from WFDT Broadcasting Inc. to Indiana Broadcast Associates for \$185,000. Seller is principally owned by Leon Buck and W. Douglas McLuen, who also own WVTL(AM) Monticello, Ind., and WVLJ(AM) Monticello, Ill. In addition, Buck is sole owner of KBIB(AM) Monette, Ark. Buyer is principally owned by Arnold Malkan (87½%), who is also principal of KEYS(AM) Corpus Christi, Tex.; WNOR-AM-FM Norfolk, Va., and WDIX(FM) Xenia, Ohio. Ann. June 14.

■ WPDF(AM) Corydon, Ind. (1550 khz, 250 w-D)—Seeks assignment of license from Harrison Radio Inc. to Lifestyles Inc. for \$130,000 plus \$20,000 for consultancy agreement. Seller is principally owned by Herbert L. Arms and his wife, Mary (85.82% together) who have no other broadcast interests. Buyer is owned by Jon D. Walsh and Dennis Hill (50% each). Hill is operations manager at WBMB(AM)-WBM1-FM West Branch, Mich. Walsh, former radio salesman and announcer, owns mobile disco unit in Green Bay, Wis.

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(No P.O. Box Numbers, please)

## Summary of Broadcasting

### FCC tabulations as of May 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,512	5	32	4,549	71	4,620
Commercial FM	3,032	2	75	3,109	159	3,268
Educational FM	949	0	44	993	72	1,065
Total Radio	8,493	7	151	8,651	302	8,953
Commercial TV						
VHF	514	1	2	517	7	524
UHF	215	0	3	218	57	275
Educational TV						
VHF	94	1	7	102	8	110
UHF	152	2	4	158	6	164
Total TV	975	4	16	995	78	1,073
FM Translators	265	0	0	265	88	353
TV Translators						
UHF	1,161	0	0	1,161	272	1,433
VHF	2,402	0	0	2,402	199	2,601

■ **WSON(AM)-WKDQ(FM)** Henderson, Ky. (AM: 860 khz, 377 w-D; FM: 99.5 mhz, 50 kw)—Seeks transfer of control of Henderson Broadcasting Co. from Hecht S. Lackey Sr. (84% before; none after) to Henry G. Lackey (16% before; 100% after). Consideration: \$1,343,979. Hecht S. Lackey is father of Henry, who is general manager of stations.

■ **WLBO(AM)** Morgantown, Ky. (1570 khz, 250 w-D)—Seeks transfer of control of Butler County Broadcasting from Joseph W. Myers (100% before; none after) to Charles T. Black (none before; 100% after). Consideration: \$157,000. Principals: Myers, who has no other broadcast interests, has applied for waiver of three-year rule by reason of ill health. He purchased station in April 1978. Black is Morgantown teacher and mayor. He has no other broadcast interests. Ann. June 11.

■ **KODL(AM)** The Dalles, Ore. (AM: 1440 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of Larson-Wynn Inc. from Brent T. Larson (51% before; none after) to Elwyn T. Wynn (49% before; 100% after). Consideration: \$197,000. Principals: Larson also owns 50% of KXA(AM) Seattle and 100% of KUZZ-FM Nampa, Idaho, and KOOS(FM) North Bend, Ore. Wynn is general manager of KODL. Ann. June 13.

■ **KASL(AM)** New Castle, Wyo. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from NODOK Inc. to Radio Broadcasters Inc. for \$125,000. Seller is owned by Norman C. French (5.26%), William D. McCracken (31.57%), William D. Townsend and Mary Beckle (21.05% each), Delbert Northcutt and Ralph Ausman (10.52% each). McCracken has minority interest in KFCB-AM-FM Cheyenne and KVRB(AM) Rock Springs, both Wyoming. None of others has other broadcast interests. Buyer is owned by Kermit G. Kath, Donald E. Jones and six others. Kath and Jones own KCSR(AM) Chadron and KVSH(AM) Valentine, both Nebraska, and applicant for new FM at Chadron, Neb. Kath is also sole owner of KGOS(AM)-KERM(FM) Torrington, Wyo., and 37% owner of KWOR(AM) Worland, Wyo., and applicant for new FM there. Jones is also 50% owner of KFBC(AM)-KFBQ(FM) Cheyenne, Wyo. Ann. June 11.

#### Actions

■ **KNEZ(AM)** Lompoc, Calif. (960 khz, 500 w)—Broadcast Bureau granted assignment of license from KNEZ Inc. to Jess Carlos and Eduardo Caballero for \$232,000 plus \$100,000 for agreement not to compete. Seller is owned equally by Alan Beach and Marvin Chesebro, who have no other broadcast interests. Mr. Carlos is general manager of KOFY(AM) San Mateo, Calif., and Mr. Caballero is owner of Spanish Media Inc., station rep firm based in New York. They have also purchased, subject to FCC approval, KXES(AM) Salinas, Calif. KNEZ is on 960 khz with 500 w full time. (BAL790402EE). Action May 31.

■ **WFTP(AM)** Fort Pierce, Fla. (AM: 1330 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Gulfstream Broadcasting Co. to Media Investors Ltd. for \$750,000. Seller is principally owned by Ron Crider, president. Buyer is principally owned by Bob L. Cole and Thomas E. Dickey, who bought WDLP(AM) Panama City, Fla., last January and own broadcast advertising production studio in Kansas City, Mo. (BAL781103EE). Action June 8.

■ **WFTB(AM)** Vero Beach, Fla. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of

license from Tropics Inc. to Atlantic Communications Inc. for \$525,000. Seller is principally owned by John J. Schumann, who has no other broadcast interests. Buyer is owned by E. B. McLaughlin and Robert E. Kusch (36.5% each), James D. Sorenson (17%) and George H. Moss (10%). All are Vero Beach businessmen. Kusch and Moss are also attorneys (BAL790223GJ). Action June 8.

■ **WTNL(AM)** Reidsville, Ga. (1390 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Reidsville Broadcasting Corp. from E. Lloyd Kilday Jr. (50% before; none after) to Robert Collins (16.7% before; 41.7% after) and Howard K. Moll (none before; 25% after). Collins and Moll exchanged their interests in applicants for new stations in Hinesville and Ocilla, both Georgia, for 25% each of stock of Mr. Kilday. (BTC790313GY). Action May 31.

■ **WQMA(AM)** Marks, Miss. (1520 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Robert P. Hansen Broadcasting Inc. to WQMA Inc. for \$147,000. Seller is owned by Robert P. Hansen, who purchased WIBU(AM) Poyette, Wis. (see below). Buyer is owned by Michael T. McRee, W. W. Hughes III and Harold N. Hood (33-1/3% each). McRee is Jackson, Miss., businessman with interests in banking, insurance, photography and gas distribution. Hughes is in agriculture in Marks and Hood is assistant manager at WQMA (BAL790402ES). Action June 6.

■ **KNEM(AM)** Nevada, Mo. (1240 khz, 250 w-U)—Broadcast Bureau granted assignment of license from Radio KNEM to Nevada Broadcasting Co. for \$200,000. Seller is principally owned by Kenneth E. White (99.2%), who has no other broadcast interests. Buyer is principally owned by Marvin E. Luehrs (41%) and his father-in-law, Everett G. Wenrick (49%). Luehrs's wife and son own 5% each. They also own controlling interest in KTTN-AM-FM Trenton, Mo., and WMNE-AM-FM Menomonee, Wis. Wenrick also owns 28% of KBOE-AM-FM Oskaloosa, Iowa (BAL790420FZ). Action June 7.

■ **KNEB-AM-FM** Scottsbluff, Neb. (AM: 960 khz, 1 kw-D, 500 w-N; FM: 92.9 mhz, 6.6 kw)—Broadcast Bureau granted assignment of license from Scottsbluff Broadcasting Inc. to Panhandle Broadcasting Inc. for \$750,000. Seller is owned by George H. Haskell, president, and Wayne L. McIntosh (40% each), and Leslie A. Procter (20%). None have other broadcast interests. Buyer is owned by Gladys D. Seaton (52%) and family, publishers of newspapers in midwest and owners of KMAN(AM)-KMKF(FM) Manhattan, Kan.; KHAS-AM-TV Hastings, Neb., and KGGF(AM) Coffeyville, Kan. (BAL790404FJ, BALH790404FK). Action June 6.

■ **WQWX(AM)** Mebane, N.C. (1060 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Radio Mebane-Hillsborough Inc. to Benchmark Communications Ltd. for \$151,000 plus \$9,000 for covenant not to compete. Seller is owned by Donald W. Curtis (41.6%), C. Grier Beam (20.8%), Kenneth B. Beam (20.8%), Aaron B. Moss and Lee Settee, Curtis, Kenneth Beam, G. Grier Beam and Moss also own WPXY(AM) Greenville and WSTS(AM) Laurinburg, both North Carolina. Buyer is owned by Roger Jennings (100%), commercial artist from Chapel Hill, N.C. He currently has no other broadcast interests. (BAL790424GN). Action June 7.

■ **KJCH(AM)** Cleveland, Tex. (1410 khz, 500 w-U)—Broadcast Bureau granted assignment of license

from Cleveland Broadcasting Service to Thomas F. McDaniel for \$255,000. Seller is owned by Jessie C. Howard, who has no other broadcast interests. McDaniel is manager and 10% owner of WCJU(AM) Columbia, Miss. (BAL790423GI). Action June 7.

■ **KTEO(AM)-KWLW(FM)** San Angelo, Tex. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 93.9 mhz, 34 kw)—Broadcast Bureau granted transfer of control of Angelo Broadcasting Inc. from estate of Arthur R. Rupley (50% before; none after) to Philip Chase Bobbitt (25% before; 75% after). Consideration: \$149,978. Principals: First Virginia Bank is executor of estate of Rupley who died in 1977. Bobbitt is law professor at University of Texas, Austin, Tex. He has no other broadcast interests. Bobbitt's father, O.P. Bobbitt, owns remaining 25% of stations (BTC790418F1, BTCH79048FJ). Action June 6.

■ **WIBU(AM)** Poyette, Wis. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Community Service Radio Inc. to Robert P. Hansen for \$360,000. Seller, principally owned by Thomas R. Holter, also owns WLVE(FM) Baraboo, Wis. Buyer sold WQMA(AM) Marks, Miss., (see above) (BAL790403EU). Action June 6.

## Facilities Changes

### AM applications

■ **WORLD(AM)** Orlando, Fla.—Seeks CP to change SL to Eatonville, Fla., change hours of operation to unlimited by adding nighttime service with 5 kw and make changes in ant. system. Ann. June 11.

■ **WMPX(AM)** Midland, Mich.—Seeks CP to make changes in ant. system; change TL to intersection of Patterson and Poseyville, Midland; increase height of tower to 217 ft. Ann. June 12.

■ **KWWW(AM)** Wenatchee, Wash.—Seeks mod. of CP to make changes in ant. system and increase height of tower. Ann. June 12.

### FM applications

■ **KUCA(FM)** Conway, Ark.—Seeks mod. of CP to increase ERP: 4.73 kw; install new ant.; specify RC as Main Bldg., Univ. of Central Arkansas, Conway. Ann. June 15.

■ **KOWN-FM** Escondido, Calif.—Seeks mod. of CP to change TL; decrease ERP: .125 kw (H&V); increase HAAT: 1188 ft. (H&V) and change TPO. Ann. June 12.

■ **KSAN-FM** San Francisco—Seeks CP to install new aux. ant. at main TL. Rural, Calif., to operate on ERP: 30 kw (H&V) and HAAT: 1167 ft. (H&V); change TPO. Ann. June 12.

■ **WYER-FM** Mt. Carmel, Ill.—Seeks CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 50 kw (H&V); increase HAAT: 425 ft. (H&V) and change TPO. Ann. June 12.

■ **KHUT(AM)** Hutchinson, Kan.—Seeks CP to increase ERP: 100 kw (H&V); HAAT: 425 ft. (H&V); change TL; install new ant.; make changes in ant. system (increase height). Ann. June 11.

■ **KUDL(FM)** Kansas City, Kan.—Seeks CP to make changes in ant. system; install new ant.; increase HAAT: 507 ft. Ann. June 11.

■ **WGRK-FM** Greensburg, Ky.—Seeks CP to increase ERP: .20 kw (H&V); HAAT: 370 ft. (H&V) and make changes in ant. system. Ann. June 11.

■ **WTBR-FM** Pittsfield, Mass.—Seeks CP to change freq. to 89.7 mhz; increase ERP: 375 w and HAAT: 117 ft. Ann. June 11.

■ **WRUC(FM)** Schenectady, N.Y.—Seeks CP to change freq. to 89.7 mhz; ERP: 100 w and HAAT: -91 ft.; install new ant.; make changes in ant. system. Ann. June 11.

■ **WNAA(FM)** Greensboro, N.C.—Seeks CP to change freq. to 90.1 mhz; ERP: 10 kw; HAAT: 480 ft.; change TL to 1019 Warehouse St., Greensboro; install new ant.; make changes in ant. system. Ann. June 11.

■ **WGUC(FM)** Cincinnati—Seeks CP to increase ERP: 100 kw; HAAT: 883 ft.; change SL and RC: 1223 Central Parkway, Cincinnati; install new ant.; make changes in ant. system. Ann. June 11.

■ **WQVE(FM)** Mechanicsburg, Pa.—Seeks CP to change ERP: 0.31 kw (H&V); change HAAT: 792 ft. (H&V); change type trans. and change type ant. Ann. June 12.

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b> Jansky &amp; Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p><b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCCE</p>	<p><b>COHEN and DIPPELL, P.C.</b> CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCCE</p>
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<p><b>STEEL, ANDRUS &amp; ASSOCIATES</b> 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 Member AFCCE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCCE</p>	<p><b>JOHN B. HEFFELFINGER</b> 9233 Ward Parkway, Suite 285 816-444-7010 Kansas City, Missouri 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 400 1730 M St., N.W. 659-3707 Washington, D.C. 20036 Member AFCCE</p>
<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCCE</p>	<p><b>VIR JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 <b>DENVER, COLORADO</b> Member AFCCE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> CONSULTING &amp; ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b> Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCCE</p>	<p><b>HATFIELD &amp; DAWSON</b> Consulting Engineers Broadcast and Communications 3525 Stone Way N. Seattle, Washington 98103 (206) 633-2885 Member AFCCE</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b> Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCCE</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b> STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 7801 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 358-9504 Member AFCCE</p>
<p><b>C. P. CROSSNO &amp; ASSOCIATES</b> CONSULTING ENGINEERS P. O. BOX 18312 DALLAS, TEXAS 75218 Computer Aided, Design &amp; Allocation Studies Field Engineering, Aerial Radiation Measurements (214) 321-9140</p>	<p><b>RADIO ENGINEERING CO.</b> Box 4399 RR 1, Santa Ynez, CA 93460 CONSULTANTS ALLOCATIONS INSTALLATIONS FIELD ANTENNA &amp; TYPE ACCEPTANCE MEASUREMENTS NORWOOD J. PATTERSON (805)688-2333 Serving Broadcasters over 35 years</p>	<p><b>JOHN FX. BROWNE &amp; ASSOCIATES, INC.</b> CONSULTING ENGINEERS 1901 Pennsylvania Ave., NW Washington, D.C. 20006 525 Woodward Avenue Bloomfield Hills, MI 48013 Tel: (313) 642-6226 (202) 293-2020 Member AFCCE</p>	<p><b>WILLIAM B. CARR &amp; ASSOCIATES, INC.</b> DALLAS/FORT WORTH GLENN B. CALLISON 15745 Terrace Lawn Circle, Dallas, Texas 75240, 214/233-6034 WILLIAM B. CARR, PE. 1805 Hardgrove Lane, Burleson, Texas 76028. 817/295-1181 MEMBER AFCCE</p>
		<p><b>DON'T BE A STRANGER</b> To Broadcasting's 157,000* Readers Display your Professional or Service Card here. It will be seen by the decision- making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services. *1977 Readership Survey showing 4.4 readers per copy.</p>	<p><b>contact</b> <b>BROADCASTING MAGAZINE</b> 1735 DeSales St., N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>

# Services

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass 02138 Phone (617) 876-2810</p>	<p><b>DOWNTOWN COPY CENTER</b> FCC Commercial Contractor AM-FM-TV &amp; NRBA lists—tariff updates—search services—mailing lists, C.B., Amateur, etc. 1114 21st St., N.W., Wash., D.C. 20037 202 452-1422</p>
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65.5 kw (H&V) and HAAT: 869 ft. (H&V) and change TPO. Ann. June 12.

**TV applications**

■ **WVNY-TV** Carthage, N.Y.—Seeks CP to change ERP to vis. 316 kw (M) 299.9 kw (H), aur. 44.6 kw (H); change TL to Hayes Rd., Copenhagen, N.Y.; change type ant. and HAAT: 1029 ft. Ann. June 14.

■ **KNDU(TV)** Richland, Wash.—Seeks CP to change ERP to vis. 677 kw, aur. 67.7 kw; change type ant. to Bogner; make changes in ant. structure (increase height) and HAAT: 1281 ft. Ann. June 14.

**AM actions**

■ **WAAY(AM)** Huntsville, Ala.—Granted CP to increase daytime power to 50 kw; install DA-2; change TL SW of intersection of Pulaski Pike and Monroe Road, Huntsville, Ala.; and SL: County road and Arcadia Dr., Huntsville, Ala.; change trans. (BP-20,864). Action June 8.

■ **WPTA(AM)** Roanoke, Ind.—Granted CP to change ERP: 490 kw; max. ERP: 562 kw; ant. height: 740 ft. (BPCT790312LC). Action June 8.

■ **WWL(AM)** New Orleans—Granted CP to install alternate trans. for aux. purposes while using non-DA north tower (BP-20,670). Action May 29.

■ **WJQQ(AM)** Tomahawk, Wis.—Granted CP to increase power to 10 kw; install directional ant.; conditions (BP-21,093). Action June 4.

**FM actions**

■ **KRKQ(FM)** Lompoc, Calif.—Granted mod. of CP to change TL: 5 miles N on Route 1, from Junction of Lompoc, Casmalia Highway and Route 1, Lompoc; change type trans. and ant.; make changes in ant. system (decrease height) and ant. height: 810 ft. (H&V) (BMPH15557). Action May 29.

■ **WAVW(FM)** Vero Beach, Fla.—Granted mod. of CP to make changes in ant. system; change TL; change type trans. and ant.; increase ERP: 2.2 kw (H&V); change TPO (BMPH781211BC). Action May 25.

■ **\*WXGC(FM)** Milledgeville, Ga.—Granted CP to change type trans. and ant.; make changes in ant. system (increase height); ERP: 4.3 kw (H&V); ant. height: 95 ft. (H&V) (BPED-2674). Action June 4.

■ **\*WCUW(FM)** Worcester, Mass.—Granted mod. of CP to change type ant.; increase ERP: 0.63 w (H&V); increase ant. height: 145 ft. (H&V); conditions (BMPED790122AP). Action May 31.

■ **\*WNMC-FM** Traverse City, Mich.—Granted mod. of CP to change geographic coordinates (BMPED781219AL). Action May 31.

■ **\*WMUH(FM)** Allentown, Pa.—Granted CP to change freq. to 91.7 mhz; increase ERP: 440 w (H&V); ant. height — 3 ft. (H&V); install new trans. and ant.; make changes in ant. system (increase height) (BPED781222AE). Action May 29.

■ **WLER-FM** Butler, Pa.—Granted CP to change TL and SL E of Township Road, Palm, Pa.; change type ant.; make changes in ant. system (increase height); ERP: 1.15 kw (H&V) and ant. height: 370 ft. (H&V); condition (BPH-11084). Action May 30.

■ **KEAN-FM** Abilene, Tex.—Granted CP to change TL: near Highway 36, 15 miles SE of Abilene; install new trans. and ant.; make changes in ant. system (increase height); change ERP: 100 kw (H&V); ant. height: 820 ft. (H&V) (BPH781122AG). Action June 4.

■ **\*WGDR(FM)** Plainfield, VI.—Granted CP to change power to ERP: 1.35 kw; ant. height: —370 ft. (H); install new type trans. (BPED781122AF). Action May 29.

**TV actions**

■ **WTVX(TV)** Fort Pierce, Fla.—Granted CP to change ERP: 1860 kw; max. ERP: 5000 kw; ant. height: 1490 ft. (BPCT5175). Action May 30.

■ **\*WHMM(TV)** Washington—Granted mod. of CP to change ERP: 1580 kw; max. ERP: 5000 kw; ant. height: 700 ft. (BMPET790131LC). Action May 1.

■ **\*WKAR-TV** East Lansing, Mich.—Granted CP to change type trans. (BPET781012KG). Action Feb. 22.

■ **WNNE(TV)** Hanover, N.H.—Granted CP to change ERP: 302 kw; max. ERP: 2240 kw; ant. height: 2220 ft. (BPCT781113KF). Action May 31.

■ **\*WSKG(TV)** Binghamton, N.Y.—Granted CP to change ERP to 1000 kw; max. ERP: 1200 kw; ant. height: 1230 ft. (BPET594). Action May 21.

■ **WLRE(TV)** Green Bay, Wis.—Granted mod. of CP to change ERP: 251 kw; max. ERP: 251 kw; ant. height: 660 ft.; change SL to township of Glenmore, Wis.; make changes to ant. structure (increase height) and ant. height (BMPCT-7748). Action May 31.

WROV(AM) Roanoke, Va. Action June 7.

■ FCC has authorized Broadcast Bureau to grant renewals of six California stations based on their updated Equal Employment Opportunity (EEO) programs for minority/female hiring. Stations are: KBBQ(AM)-KBBY(FM) Ventura; KEZY-AM-FM Anaheim; KMIR-TV Palm Springs, and KMST-TV Monterey. Action June 7.

**Call Letters**

**Applications**

Call	Sought by
	<i>New AM</i>
KURM	KERM Inc. Rogers, Ark.
	<i>New FM's</i>
*KUBO	Central Coast Counties Development Corp. Chualar, Calif.
*KRTM	Valley Public Radio Inc., Temecula, Calif.
*WMUC-FM	University of Maryland, College Park, Md.
KCMI	Christian Media Inc., Terrytown, Neb.
*WBEK	Board of Education of Township of Cherry Hill, Cherry Hill, N.J.
	<i>Existing AM's</i>
KOKY	KLAZ Little Rock, Ark.
WJDW	WPDF Corydon, Ind.
KYOO	KBLR Bolivar, Mo.
WORB	WBAG Burlington-Graham, N.C.
	<i>Existing FM's</i>
KTKT-FM	KCEE-FM Tucson, Ariz.
KLZR	KLWN-FM Lawrence, Kan.
WIKI	WVCM Carrollton, Ky.
KNAN	KREB Monroe, La.
WTGV-FM	WMIC-FM Sandusky, Mich.
KYOO-FM	KBLR-FM Bolivar, Mo.
WHLR-FM	WIKA Centerville, Tenn.
*KNON	KCHU Dallas
	<i>Existing TV's</i>
WCCE-TV	WNAC-TV Boston
KSDK	KSD-TV St. Louis

**Grants**

Call	Assigned to
	<i>New AM's</i>
KLWJ	Interfaith Christian Center, Umalilla, Ore.
WREA	Millard V. Oakley, Dayton, Tenn.
	<i>New FM's</i>
KMCW-FM	Service Communications Inc., Augusta, Ark.
KNAB-FM	KNAB Inc., Burlington, Colo.
KNOD	Shelby Broadcasting Co., Hartan, Iowa
KBUZ	Violet Broadcasting Co., Arkansas City, Kan.
KSDM	KGHS Inc., International Falls, Minn.
KBKR-FM	Oregon Trail Broadcasting Inc., Baker, Ore.
WYBT	Jersey Shore Broadcasting Co. of Pennsylvania, Jersey Shore, Pa.
	<i>New TV's</i>
WVGA	Peachtree Telecasting Inc., Valdosta, Ga.
WMDT	MDV Television Co., Salisbury, Md.
KGMC	Seraphim Corp., Oklahoma City, Okla.
KTAB-TV	Big Country TV Co., Abilene, Tex.
	<i>Existing AM's</i>
WPRZ	WEAW Evanston, Ill.
WFBM	WHYT Noblesville, Ind.
WUHN	WUPE Pittsfield, Mass.
KGIR	KFVS Cape Girardeau, Mo.
KCYX	KMCM McMinnville, Ore.
WMYD	WKFD Wickford, R.I.
KOKD	KFCB Redfield, S.D.
KEAM	KYKK Arthur, Tex.
	<i>Existing FM's</i>
KDOS	KFMR Fremont, Calif.
KYGO	KIMN-FM Denver
KIDO	KNFR-FM Boise, Idaho
WRTB	WAOV-FM Vincennes, Ind.
KCNB	KXEL-FM Waterloo, Iowa
WUPE	WUPE-FM Pittsfield, Mass.
KLKE	KDLK-FM Del Rio, Tex.
KUIN	KVEL-FM Vernal, Utah
KPLZ	KVI-FM Seattle.
	<i>Existing TV's</i>
KPNX-TV	KTAR-TV Mesa, Ariz.
WTOV-TV	WSTV-TV Steubenville, Ohio

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**Allocations**

**Actions**

■ Murfreesboro, Ark.—Broadcast Bureau has proposed assigning 95.3 mhz there as its first FM assignment, in response to petition by Ball Broadcasting Company. Comments are due Aug. 6, replies Aug. 27. Action June 7.

■ St. Simons Islands, Ga.—Broadcast Bureau has proposed assigning 97.7 mhz there as its first FM assignment. Action was in response to petition by Cannon's Point Broadcasting Co. Comments are due Aug. 6, replies Aug. 27. Action June 7.

■ Moriah, N.Y.—Broadcast Bureau has proposed assigning 106.3 mhz there as its first FM assignment, in response to request by Peter E. Hunn. Comments are due Aug. 6, replies Aug. 27. Action June 7.

**Other**

■ **WLBB(AM)** Carrollton, Ga.—FCC has upheld its decision of last May 18 denying application of Faulkner Radio Inc. for renewal of license of station and refusing to set aside grant of CP to Radio Carrollton for new AM there. Action June 7.

■ FCC has directed 14 broadcast stations to submit periodic Equal Employment Opportunity (EEO) progress reports with their license renewal applications. Stations are: WDIZ(FM) Orlando, WKQS(FM) Ft. Pierce, WHFT-TV Miami, WHLY(FM) Leesburg, WKQS(FM) Boca Raton, WPBR(AM) Palm Beach; WSIR(AM) Winter Haven and WTTB(AM) Vero Beach, all Florida; WAYX(AM)-WLTE(FM) Waycross, Ga.; WCBX(AM) Eden, N.C.; WGSW(AM) Greenwood, S.C., and all Florida, and



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Manager** top 100 markets southeast black formatted cooker. Must have good personnel, program, and sales skills. Group operation. E.O.E. Send resume, salary requirements to Box F-39.

**Sales Manager**—KLYD AM/FM in Bakersfield, California is in need of a sales manager that is not afraid of hard work. Must be able to handle (4) person sales staff plus his own list. Reply in writing with references & track record in first letter. Jim Treanor, KLYD AM/FM, 924 Truxton Ave., Bakersfield, CA 93301—EOE.

**The Rapid Expansion** of our group has opened a number of positions and we are looking for general management personnel—a dedicated hard worker with radio background that can motivate a sales manager and sales staff to reach attainable goals and operate within a budget. Are you the person we need? EOE. Reply in confidence with resume and salary history in first reply to Box F-156.

**General Manager and Sales Manager** (two positions) at WMBO-only AM fulltimer—WRLX—45,000 stereo FM—most powerful in area... Auburn, New York. Write Great Scott Stations, Herb Scott, P.O. Box 638, Pottstown, PA 19464.

**Manager Wanted:** M.O.R. AM with power increase pending, separately programed FM needs manager strong on sales, collections and promotions. Send Resume to: Ben Ferguson, WJIC PO Box 132, Salem, NJ 08079.

**General Manager.** WTOP, Washington's All News Station. Immediate opening. Mail detailed resume to: Joseph T. Chairs, Vice President, Business Affairs, Outlet Broadcasting, WTOP-AM, 4646 40th Street, NW, Washington, D.C. 20016. An equal opportunity employer M/F.

**General Manager,** southeast, medium market top 40 group owned FM leader. If you are experienced G.M. with great sales track record, send resume and how you did it to Bob Manning, Beasley Broadcast Group, Box 1355, Goldsboro, NC 27530.

**Expansion at 2 prime growth market AM's** creates openings for sales/management personnel. Applicants must exhibit proven ability to handle top local account list plus ability to create top-flight sales promotions. Markets: WLAR, Athens, Tennessee and WGNS, Murfreesboro, Tennessee. Apply with resume and success stories to: James Broadus, Music Square Services Corp., 200 4th Avenue, North, Nashville, TN 37219. No telephone interviews please.

**General Manager** Rocky Mountain AM-FM combination. Capital City. Excellent Salary incentive compensation and profit sharing plan. Send resume to Box F-202.

### HELP WANTED SALES

**Salespeople wanted** for new Northern California Coastal 5000 watt MOR AM. Air Aug/Sept. Broad based broadcast company. Write Robin Lawson C/O California-Oregon Broadcasters, Box 5M, Medford, OR 97501. E.O.E.

**Account Executive** for Peoria Adult FM. Established list includes entire city of Peoria. Draw against 15% commission. Paid insurance, gas. Extra for air work if you want it. Tape/resume to: Wayne R. Miller, WTAZ, Box 501, Morton, IL 61550.

**Look no further** for the perfect situation. If we think you're as good as you think you are you've found a home. A growing group with new acquisitions has awaits for sales people with management potential. Are you the right person? Send resume and commission history in first reply to Mr. Young, 2325 East Grant Road, Tucson AZ 85719. EOE.

**General Sales Manager** for beautiful M-O-R Station in Top 100 Sunbelt Market. Street Sales person capable of building and motivating three person team. All replies confidential. E.O.E. Send full details outlining your success plus resume, references, and salary requirements to Box F-108.

**Sales Manager.** AM FM stereo operation, with 50,000 watt CP for stereo, this Fall. Central California. Resume, sales, salary requested, before July 1st. Box F-136.

**Are you creative, aggressive** and ready for a challenging sales position? We have it, new ownership, excellent compensation and a bright vibrant college town to live and sell in. Experience and a progressive track record a must. Contact: Harry Gilligan, WAAM Broadcasting Corporation, 4230 Packard Road, Ann Arbor, MI 48104, 313-971-1600.

**Tremendous Opportunity**—experienced salesperson—fast growing West Coast Medium Fla. Market. Come grow with us. EOE. Send track record and other info to: Box F-131.

**Salesperson/Announcer** for Good Music station. Experience required for top pay. WOSC, Fulton, NY 13069.

**KEED, top-rated Eugene,** Oregon AM. Voted Billboard's best country station last 2 years. Interviewing for Sales Manager position. 2-3 years sales management experience an absolute necessity. Excellent sales staff, attractive incentive system; second fastest growing market in radio revenue in the U.S. last year. Contact Don Berry, GM, KEED, 1245 Charnelton Street, Eugene, OR 97401, 503-344-1457. EEO Employer.

**Florida station seeks** sales manager or aggressive street-fighter to groom into sales manager position. Send resume and personal sales record to Box F-164.

**Sales Manager West Coast**—Must be aggressive. \$25,000 first year. Send resume only if you are ready to start immediately. Box F-190.

**General Sales Manager,** not chairborne with some secular sales experience. Contemporary religious. Excellent salary and working conditions in Southwest climate. Multiple Group. Box F-200.

**Are you an experienced** small market sales pro? Would you like to move ahead in your career? Our progressive and expanding Alabama company has an immediate opening for a salesperson. If you have talent for air work, production, or sports that's a plus! We can offer you immediate good earning potential and growth into sales and/or station management. Tell us about your past accomplishments, salary requirements and goals for future. Send resume to Box F-184.

**Leading Contemporary Stations** in beautiful Savannah, Georgia... WSGA and WZAT... need an experienced account executive—immediate opening. Send resume to General Manager, Box 8247, Savannah, 31412.

**We are looking** for a young, experienced sales person to take over as sales manager of a 50,000 watt FM station in New England. Must be aggressive, creative and have a proven sales record. Our format is A.O.R. Tell all in first letter. Send replies to Box F-175.

**Florida, West Palm Beach "small market"** AM/FM needs sharp people with minimum one year experience and copy ability. Aggressive new owners will pay for results. Contact Ron Winblad at WWSI/WCEZ, Jupiter, FL 33458, 305-746-5191. E.E.O.

**Sales Manager, California** 100,000 + Market. Must know Jennings or Welsh training and be able to implement it with sales staff. Send complete resume to Box F-189.

**Santa Cruz County: Unique.** KKAP Radio: Already a successful Daytimer—looking to become "uniquely" successful as a Daytimer. We're looking for a sales person that's high energy and a proven producer. Do you enjoy the challenges of taking it to the streets? If yes, then send resume to KKAP, PO Box 483, Aptos, CA 95003.

**If you can sell** the tail off a rabbit and have him hopping back for more... if you're a high-energy, sophisticated pro who likes to sell accounts of all sizes... If you've sold small market radio and know what it feels like to have a \$5000 day and if you are confident enough of your ability to receive a comfortable draw, but a list with big potential... then send us a resume. Box 4100, South Lake Tahoe, CA 95729. Do not apply unless you are the best.

**South Florida.** At least 3 years fulltime radio Sales experience in small-medium markets (our metro 200,000). Substantial base plus commission. All replies in strictest confidence. Send complete resume to Box F-210.

### HELP WANTED ANNOUNCERS

**Morning Person** for Superadio 97, WANV, The BIG No. 1. Moderate contemp, heavy news and community involvement. The only 5KW in the county in the midst of the beautiful Shenandoah Valley of Virginia. Low turnover EOE employer. Write Gary Ratcliff, station manager, WANV, POB 1248, Waynesboro VA 22980.

**Can you think, create and deliver?** Will start right person at \$200/week or ?, we are an MOR-Pop C/W, small market, full time station, with good reputation sound equipment. If you want to relocate, lets talk. Call Butch Luth, KIML, Gillette, WY 1-307-682-4747. EOE.

**50 KW FM Country Station** needs a great personality for mornings. Good production a must, creative mind and community involvement a must. Great working conditions, beautiful surroundings. Hard workers only need apply. T & R's to G. Peacock, Box 871, Charleston, WV 25323.

**If you've got the tubes** and the talk we've got the town. A going group with new acquisitions is looking for talented bright announcers. We will have it all. Sign on, Mid-Day, PM drive, The location that's the best part, all in the western United States. Interested send tape resume and salary history to Mr. Young, 2325 East Grant Road, Tucson, AZ 85719. EOE.

**Air Personality** for adult/contemp-top 40 format. Good production. No screamers. Excellent opportunity. Tape and resume to Program Director, WSPK, Box 1703, Poughkeepsie NY 12601. EOE.

**50,000 Watt Contemporary FM** in Ocean City, Maryland seeking experienced announcer with good production. No. 1 in Market. E.O.E. Send tape and resume to: WKHI, PO Box 758, Ocean City, MD 21842.

**Experienced play by play** for heavy High School football and basketball schedule. Plus announcer's shift, Salary plus talent. Position now open. EOE. WCBY Radio, Cheboygan, MI 49721.

**Top-rated Eastern station** needs sportscaster with play-by-play. Major football and basketball plus regular air shift. Send resume and salary requirements. EOE. Box F-129.

**Religious Format,** 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTOF-FM, 1957 Blairs Ferry Rd. N.E., Cedar Rapids, IA 52402.

**Florida Gulfcoast MOR** looking for experienced personalities with production abilities. When you were shoveling snow, we were sunning on the beach. Tape, resume and salary requirements to, Program Director, Box 1060, Ft. Myers, FL 33902. Equal Opportunity Employer.

**Moving up?** Music Director/Night DeeJay. 10,000 Watt Pop-Adult Format. Good job for right person. EOE small town with trees and friendly people. Resume and salary expectations: Box F-58.

**FCC First Class Announcer** for production and newscast in automated evening shift. Opportunity for growth and wide experience in medium market, group operation. Send tape and experience history to WPVL, Painesville, OH 44077. An Equal Opportunity Employer.

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**HELP WANTED ANNOUNCERS  
CONTINUED**

**Dynamic Morning Personality** wanted for South Arkansas' number one top 40. Send tape, resume, salary requirements to Mike Langley, KELD, 2525 Northwest, El Dorado, AR 71730.

**Colorado—Top FM** in market. Minimum starting pay. Exceptional future. Creative, exciting group. KPLV 303—564-5450.

**Need experienced combo announcer/technician** with 1st class or lesser grade license. Permanent position. Pat Finnegan, WLBC, Muncie, IN 317—288-4403 EOE.

**TOP 40 Rock AM** medium market; announcers strong in production, promotion/remote broadcasting AM drive personality, programming coordination, good track record required. Tape and resume, WJDY, PO Box 140, Salisbury, MD 21801.

**WHUT Anderson** needs a creative communicator for afternoon drive. We're an Adult/Contemporary station in Indiana's 7th largest city. EOE. Send tape and resume to Mike Kase, WHUT, Box 151, Anderson, IN 46015.

**Experienced Announcer** with some news interest. Tape and resume to Tom Pike, KWHK, Hutchinson, KS 67501.

**Mid-day country jock** needed on Western Kentucky's favorite country music station. Must be friendly, natural sounding person-to-person communicator. Send tape and resume immediately to: Danny Koeber, WFMW, Box 338, Madisonville, KY 42431. EOE/MF.

**Light maintenance plus DJ shift.** Modern Country format. Beautiful new studios. Excellent growth area with major university. Opportunity for advancement with growing group. First phone. Tape and resume to Sara Crawford, GM, WHPI, Box 550, Herrin, IL 62948. EOE/MF.

**EXPERIENCED ANNOUNCER** wanted for big band formatted station. Send tapes and resumes to Jim Davis, WMAS, 101 West St., Springfield, MA 01104. EOE.

**Automation director position open.** Must have production ability and good news delivery. Good position. Send resume and aircheck to KBAT, 401 W. Missouri, Midland, TX 79701.

**Eastern station needs** experienced announcer. Handle air shift and become music director. Small market fulltime AM. You must believe in MOR/Good Music, not charts. Excellent pay and benefits. An affirmative action/EOE. Box F-163.

**Announcer position open** with advancement opportunities. Copy writing and production ability helpful. Contemporary Music. Rapid growing market. Rush tape and resume to KWEL, 401 W. Missouri, Midland, TX 79701. EOE.

**Morning drive personality.** Adult Contemporary/MOR. Opportunity to build long term position in Great Lakes capitol city. Your creativity and individuality are important to us! EOE. For details, write Box F-188.

**Announcer/MD,** with good production skills for well respected Central Virginia Modern Country music station. Some sales a possibility. EOE. Send tape, resume, salary requirements to H.H., 2245 Ivy Road, Charlottesville, VA 22901.

**Talented personality/production pro** wanted for South Florida MOR AM/automated FM. 3 years experience minimum. EOE. Send resume, salary requirements to Box F-197.

**Beautiful Music Station** in Carolina mountains seeking experienced announcer. Send tape, resume, and salary requirements to John Gosnell, WLOS, PO Box 2150, Asheville, NC 28802. Equal Opportunity Employer.

**Sports Director** for highly successful midwest small market station. Requires production and air work. Must have three years commercial radio experience. Good salary and fringes. Prefer a family person to become part of the community. Send resume and references. Box F-208.

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**HELP WANTED TECHNICAL**

**Sharp? Capable?** Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living expenses. \$18,000 minimum. All replies in strictest confidence. E.O.E. Box F-45.

**Assistant, ready to move up** to Chief? Should be well organized, strong on maintenance and FCC regulations. Should know directional systems, FM and SMC automation. Good opportunity for right person. Call manager, KGAK, Gallup, NM.

**Shenandoah Valley VA** Chief Engineer for WANV, 5 KW D-2; for constructing new xmtr-studio facilities for WREL, 1 KW ND; and developing proposed 50 KW FM. A beautiful living area for those who would avoid the metro ratrace. We are a low turnover EOE employer. Present chief, who built WANV in 1964, retiring after more than 30 years in broadcast. Opening available in July. Write M. Robert Rogers, president, WANV, POB 1248, Waynesboro, VA 22980.

**WDEF, one of the Southeast's** leading radio stations is looking for a chief engineer. Must have experience with Directional A.M. and Stereo FM. Send Resume, (include salary history for past three years), to Mike Solan, WDEF Radio, 3300 Broad Street, Chattanooga, TN 37408. E.O.E.

**Chief Engineer for AM,** directional night time only. Studio maintenance. Excellent opportunity for engineer ready to move up to directional operation. Good salary in Midwest. Call RWG 712—239-2100. EEO.

**Chief Engineer** for 7KW FM Stereo in rural community of 10,000 an hour drive from Dallas. NPR affiliate at East Texas State University. Applicants should have a strong technical background and be able to communicate with student broadcasters. First Class license required. Previous FM experience and degree preferred. Salary up to 14,000 per year. Liberal fringe benefits including near total employer paid Social Security contribution. Send resume and references to: Station Manager, KETR, Box BB, E.T. Station, Commerce, TX 75428 Closing date July 16, 1979. ETSU is an EOE/AA employer.

**Ex. opportunity,** ass't. chief engineer, South, city 100,000, excellent equipment, must be leader, strong maintenance, hire, schedule, evaluate engineers, complete resume. Box F-105.

**Technical Director** for Directional AM and Class C FM in Southeastern State. Experience and good references required. Person selected will supervise all engineering operations of AM and FM. Equal Opportunity Employer. Box F-84.

**Sunbelt AM-FM Combo** needs experienced engineer. Good pay and working conditions. Opportunities for advancement with growing company. Equal Opportunity Employer. Box F-85.

**Engineer-Production and Maintenance**-needed immediately. Experience and good references required. East Coast major market. Salary \$17,000 plus. Box F-213.

**Broadcast Engineer**—must be sharp on maintenance of audio and RF. First class ticket required. Contact Chief Engineer, WGH AM-FM, PO Box 9347, Hampton, VA 23670 or 804—826-1310.

**Qualified engineer/chief** needed for upper midwest AM/FM combo. Large radio group in medium size community. If you know RADIO we would like to know you. Resume/replies in strictest confidence. Send to Box F-181.

**Light maintenance plus DJ shift.** Modern Country format. Beautiful new studios. Excellent growth area with major university. Opportunity for advancement with growing group. First phone. Tape and resume to Sara Crawford, GM, WHPI, Box 550, Herrin, IL 62948. EOE/MF.

**Experienced maintenance engineer** for southern New England resort AM/FM. Send resume. Box F-172.

**Assistant Chief Engineer** needed by one of Northern California's top FM stereo stations. Send detailed resume and salary requirements to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. Equal Opportunity Employer, M/F.

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**Successful midwest FM** station expanding into two-way communications. Need chief engineer to handle both. First Class license required. Small towns, good salary and good place to live. Send resume and references. Box F-207.

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**HELP WANTED NEWS**

**News Director.** WXIL Radio, winner of news awards including a National AP for breaking the story on Willow Island is looking for a sharp, level headed company person for NEWS. Apply now to WXIL Radio, PO Box 1228, Parkersburg, WV 26101.

**News Director/PBP** for small market station with big market professional standards. Number one news and sports source for delightful, growing town of 30,000 population. Resume/Tape, KGRO, Box 1779, Pampa, TX 79065. 806—669-6809. Darrell Sehorn.

**News Director** for 3 KW FM. To gather, write, deliver. Rush tape, resume to WWJM, PO Box 507, New Lexington, OH 43764. Contact Rod Krol 614—342-1988. Females encouraged.

**Work as a news reporter** in this beautiful Northern Illinois community. Knowledge of play by play sports casting helpful but not necessary. Excellent pay, benefits. Tape and resume with first letter, please. WZOE Radio, Broadcast Center, Princeton, IL 61356.

**News Director** for a Stuart Station. Must have professional radio experience and mature voice. Call Orv Koch 402—475-4204. EOE.

**WLAP AM-FM** Lexington Kentucky, seeks an energetic news person. Must have news savvy with ability to write, rewrite and execute on air. Good delivery a must. 2-4 years experience. BA or equivalent training. Send resume and tape to Ken Gullette, News Director, Box 11670, Lexington, KY 40577. Equal Opportunity Employer.

**Immediate opening** for Newscaper. Football play-by-play background helpful. Send resume and tape to KWEL, 401 W. Missouri, Midland, TX 79701.

**Immediate opening for ND.** Small market, Georgia. News experience necessary. Tape to Box 832, Milledgeville, 31061. 912—452-7291.

**AM-FM in medium market** seeking news announcer. Send tapes and resumes to Jim Davis, WMAS, 101 West Street, Springfield, MA 01104. E.O.E.

**Morning Newscaper**—Minimum five (5) years radio news experience. Some experience in contemporary format also necessary. Send tapes and resumes to News Director, 483 South Highland, Memphis, TN 38111.

**Expanding chain** wants a news director to run AM/FM/cable news operation in beautiful university town. Station is totally involved—director must also be involved. Send tape and resume to Manager, WRSC, State College, PA 16801.

**Join an emerging powerhouse.** Two openings for qualified reporters with authoritative air sound. Midwest MOR, 260,000 Metro. EOE. Send resume to Box F-192.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Program Director, Creative Announcers,** and an Announcer/Engineer combo wanted for new 5000 watt MOR AM. Northern California Coast. Air date Aug/Sept. Top equipment, competitive pay, strong diversified broadcast company. Tapes and resumes to Robin Lawson C/O California-Oregon Broadcasters, Box 5M, Medford, OR 97501. E.O.E.

**WNMU-FM seeks radio producer/director** in news and public affairs. Responsible for production of local public affairs programs and a 3-hour morning board shift. Related duties include training and supervision of student news staff, submissions to network, participation in planning of news and public affairs related programming and special local programming. Requires BA, or equivalent experience, FCC third-class license, and news and public affairs background. Salary range: \$12,200-\$17,000. Contact Office of Personnel and Staff Benefits, Northern Michigan University, Marquette, MI 49855. Applications must be postmarked by July 16, 1979. An Affirmative Action/Equal Opportunity Employer.

## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

**Program Director**—After many job ads, we are still looking for the right person. The Program Directorship at WBHP offers an excellent salary for the PD with strong administrative skills, ability to manage and motivate a creative staff, and good competitive skills. Serious prospect should investigate. Send tape & resume to Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804. "Alabama Has It All!"

**A growing Group** is looking for a person Friday with a strong broadcast background from a take charge person to oversee operations from bookkeeping to traffic to production to typing. We need you. Reply with resume and financial history to Mr. Young, 2325 East Grant Road, Tucson AZ 85719. EOE.

**Program Director**, top 60 market in search of heck of a good Radio Programmer, will also do afternoon show. Excellent knowledge FCC rules, paperwork! More than excellent production skills, knowledge. No. 1 ratings a must! Our facility is and has been one of the top facilities in city. Must direct, supervise, motivate staff! We are Black Contemporary! \$15,000 + top benefits, profit sharing, letter resume. Box F-92.

**Talent search**—looking for bright, energetic morning or radio talk show person who has always wanted to be TV talent. EOE, M/F. Send resume, and salary requirements to Box F-153.

**Production Director**. Immediate opening for qualified applicant. Station is in College Town in Southwestern Virginia. Format Modern Country. Equal Opportunity Employer. Box F-170.

**Production Director/Announcer**: Detroit Beautiful Music Station has immediate opening for a combination Production Director-announcer. Medium or major market experience required. Experience with automation systems helpful. Excellent working opportunity. Send tape and resume to: Operations Manager, WJR-FM Fisher Bldg., Detroit, MI 48202. A Capital Cities Station. E.O.E.

## SITUATIONS WANTED MANAGEMENT

**Business Manager**, aggressive executive with loads of initiative wants to advance. Responsible for budgets, financials, cash flow, contracts, management planning and controls. Prefer Northeast but willing to relocate. Box F-32.

**Operations Mgr.** available immediately. More than 25 years in the business. All formats: country, rock, classical, MOR, news, etc. A leader and motivator. Box F-79.

**GM—Small/Medium Mkts.**—in radio since 1952, operations management, performing on air, selling, etc. Masters Degree in Broadcast Management. Box F-81.

**General Manager** with total hands on experience, administration, sales, programming, promotions, license, plus other broadcast oriented profit centers. Exceptional twenty year results record of profit and progress. Station sale allows family desired relocation. Seeking company who needs now a strong proven general manager. Box F-121.

**Professional leader, motivator**, and goal setter. Experienced in management, sales, programming, and promotion. Autonomy for me means results for you. \$30,000 minimum. Box F-107.

**Will leave major market sales**, sales management for General Manager or responsible GSM position in turnaround or undeveloped situation. Have 12 years working with the best operators. Hardworking, honest, tough, able to carry out responsibilities, communicate and report. Been through all phases. Excellent training. Best references. Box F-111.

**15 yrs. experience** in all aspects of radio. Prefer small to medium midwest market. Sales Motivator! Lynn Bobo, PO Box 1044, Centralia, IL 62801.

**Gen Mgr:** looking for a real challenge not just a change. A professional broadcaster with 17 yrs experience all in management. All size markets both AM & FM facilities. Excellent credentials to back it up. Very strong in sales & promotions as well as motivating others. It's just as hard finding good management as it is finding a good opportunity. Let's both profit. Box F-93.

**A Programmer** can be an excellent General Manager. Especially with 14 years experience in all aspects of station operation including Sales. Top credentials. Box F-138.

## SITUATIONS WANTED ANNOUNCERS

**3rd Phone**—no prior air experience. Can do boardwork and tight show. Will relocate. Kevin McAtee, 12 Whitford St., Warwick, RI 02886. 401-739-5625.

**Female Announcer**. 23 ambitious with charisma. Hard worker. Will relocate. 8831 South Wood, Chicago IL 60620. 779-8778. Marzine Richardson.

**Three year professional** seeks air position with a quality contemporary outlet preferably in North Carolina, but anywhere in the East will be fine. Box F-95.

**Classical Announcer/Public Affairs Producer** 2 1/2 years/BA Mass Comm/former ND/Creative—Easy Going sound. Looking for announcing Classical to MOR—and would like a chance at "talk." Box F-112.

**Disc Jockey**. R & B Jazz, Rock, Sales too. Married family looking for good local station. Roger S Mitchell! 1709-89th Ave., Oakland CA 94621 415-530-1005 day time. 261-2723 evening.

**Experienced DJ**, tight board, good news, commercials and production, will go anywhere, now. Box F-116.

**Broadcasting School grad**. 3d D.J. good voice, tight board, some production, interested. Doni Reed, 558 W. Adline 3S, Chicago IL 312-477-9105.

**Help ... Victim** of minimum wage law being held prisoner in small market. Have car payment and wife who eats like barracuda. Great personality and can do production but not windows. Experience includes Vienna Boys Choir and Bun Inspector. Will relocate anywhere except a dry town. Jim Eberly, 814-237-0463. 445 Waupelani Drive, H19, State College, PA 16801.

**Wanted: weekends/summers/vacation-relief DJ** work. Northeast preferred. Third-endorsed, experienced, Master's, 26, schoolteacher, tight board. Jack, 5441 -18th Avenue, Brooklyn, NY 11204.

**Experienced Disco DJ**, College graduate broadcasting certificate tight board, aggressive, creative. Specialty mixing and engineering. Tom Jones, 620 Lenox Ave., NYC 10037 212-234-1778.

**Disc Jockey-Newscaster** background in selling. Experienced, dependable. Runs a tight board. Aggressive and versatile. Looking for the N.Y. metropolitan area. The Music Man, PO. Box 128, Elmwood Park, NJ 07407 201-791-8349.

**Need someone who is creative, hard working, and reliable.** I'm third endorsed and will relocate anywhere immediately. Tape and resume available upon request. Call or write, Jim Mulvaney 312-388-3040, 12832 May, Chicago, IL 60643.

**Looking for First Break** in radio in northeast. Blind, will work one week without compensation to prove ability. 4 years college radio, 3rd, tight board, great production, editing, mixing, stable, brains, guts, andchutzpah. Tape and resume on request. David 201-777-0749.

**Experienced Top 40 Announcer**. Prefer South, Mark Thompson, N80-W14904 Manhattan Dr., Menomonee Falls WI 53501, 414-251-4494.

**Bright, talented, entry-level** announcer with lifelong interest in broadcasting, promise and mucho potential wants to give radio his best shot. I'm a college grad with good production who successfully completed an internship in Miami radio. Automation OK! Contact: R. Mamches, 621 Lenox Avenue, Miami Beach, FL 33139. 305-672-4890.

**First job wanted**. Broadcast trained. Third ticket. Phone weekdays 716-834-4459.

**Mature, experienced, announcer**. Any format. Excellent production and news. Third class license. Available now. Box F-174.

## SITUATIONS WANTED TECHNICAL

**Chief, Director of Engineering**, consultant? Chief engineer of large operation in Eastern major market seeks opportunity in West. Management, technical background. Reasonable salary requirements. Box F-89.

## SITUATIONS WANTED NEWS

**Sports Director**, 7 years play-by-play, award winning commentaries. 29, B.A. Journalism. Seeks larger market. 906-774-3987.

**"Triple Threat" moving to D.C.** in August. AP award-winning newsmen. 5 years pbp. Assistant Manager past two years. College grad. Solid references. 219-583-4459 evenings or write Terry Etter, 306 North Beach Drive, Monticello, IN, 47960.

**Award-Winning News Director**: Prefer major markets but will consider medium with good offer. Highly competitive. Author broadcast journalism texts and stylebooks. Successful teaching broadcast news at major university. Good at turning around sleepy/inept newsrooms. Don Miles, 3435 NW 19th Pl., Gainesville, FL 32605. 904-377-7234.

**Driving, take-charge** news director now recognized as the leader in a West Coast medium market seeks career advancement. If you'll do what it takes to be number one, let's talk. Box F-94.

**College grad seeks** full-time sports position. PBP all sports. Dave, 615-865-5900.

**Female Broadcaster/Copywriter** seeks news spot. Good voice, delivery; 3rd endorsed. T&R: Martine Wood 3009 Harrison No. 2 Oakland, CA 94611 415-834-1124-3122.

**Aggressive Newsmen** wants to move up. 3+ years experience. Journalism BA, special features CT, N.Y., N.J. Box F-173.

**Female Sports Director**. Available fall 79. Seeking position on medium major market sports staff, 4 year pro. Good talk/PBP 3rd endorsed. Degree. Box F-177.

**Sportscaster-PBP**. Experienced, 6 years, educated (M.S. Communications), award winning. Former university football-basketball broadcaster. Looking for college football PBP this Fall and/or sports director. Call Tom 316-231-6875.

**Thanks for 18-wonderful months** Salt Lake! I've loved being your News/Talk Anchorman at KSXX-Talk-63! But, I want to go home to the East. I'm Don Karnes and I'm a News Anchor, a Talk Host, a News/Program Director. Call me: 801-322-4407 or 717-322-7916.

**Top notch, aggressive** Sports Director for No. 1 Sports station in Top 50 can dig and deliver with best. Would consider full-time P-B-P also, or combination. 5 years experience College hockey and basketball, as well as baseball and football. Looking for right spot in major or medium market. Tape, resume available. Box

**Dedicated, aggressive reporter**. Authoritative one-to-one delivery, accuracy-first policy. Enjoy this job, but outgrowing the market. Insist on professional quality, competence, in myself, others. Long/late hours no problem. Young, mature, intelligent, resourceful, personable. Female. Box F-203.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**College Graduate in Radio** with experience in 16-track recording desires production position. Some professional experience, air personality also. Box F-167.

**Thirteen years in Radio**, AM & FM, management, Sales, Programming. Seeking Key Position. Mature, eager with lots of ideas. Box F-185.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

## TELEVISION

### HELP WANTED MANAGEMENT

**Wanted: Program Director** at WOWK-TV, Charleston-Huntington, West Virginia. Heavy local program and commercial production commitments. Total local news commitment. Management skills dealing with union employees requisite. Submit letter, resume and references to: Leo M. MacCourtney, Vice President and General Manager, WOWK-TV, PO Box 13, Huntington, WV 25706. Equal Opportunity Employer.

**Once in a Lifetime Opportunity.** Here's a chance to become General Manager of an independent "New" TV Station in one of the top 10 markets in the United States. The successful candidate will be: A proven innovative self starter with at least 10 years top broadcasting senior management experience. Experienced in UHF TV. Sales and marketing oriented. Very ambitious and seeking to make a name and reputation in the broadcast industry. Interested in high earnings partially based upon performance. We are an equal opportunity employer associated with a new major national broadcasting, entertainment and communication group. Reply in the strictest of confidence. Box F-132.

**Operations/Production Manager.** PTV Station WBGU-TV, Bowling Green State University. Covers 19-county region and Ft. Wayne, Indiana. Salary: \$17,200 to \$18,200 depending on qualifications. Send application letter, resume, college transcript(s) and three letters of recommendation to: Dr. Duane E. Tucker, WBGU-TV, Bowling Green, OH 43403, 413-372-0121. Deadline of application and resume. July 31, 1979. WBGU-TV is an Equal Opportunity Employer.

**Director of Grants Development** for WHA Radio and Television. Responsible for research, coordination, writing and presentation of WHA Radio-TV and University of Wisconsin-Extension Telecommunications Center broadcast and non-broadcast program production projects to potential funding agencies. Bachelor's degree required. Minimum of three years successful work experience in preparation and presentation of major grant proposals at the national level, plus a demonstrated successful record of obtaining funds from governmental, foundation and corporate sources. Demonstrated broadcast continuing education and public broadcasting development knowledge and experience preferred. Written and oral communication skills essential. Salary minimum: \$23,000. Application deadline July 20, 1979. Write for application and details to: Ronald Bornstein, General Manager, WHA Radio-TV, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

**Executive Producer**—PTV station needs person with News and Public Affairs background to develop and implementing program series and specials for local and state-wide use. Experience at a PTV station helpful. M.A. degree or equivalent experience in production, talent, and supervision is required. Salary: \$14,040-\$17,160 plus benefits. Deadline: July 20, 1979. Contact: Station Manager, WOSU-TV/34, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. AA/EEO employer.

**Joint Position:** Director of KESD FM-TV/Associate Executive Director for South Dakota ETV Board, Brookings, SD. Direct all operations of KESD FM/TV and assist Executive Director of SDET Board. Qualifications: Advanced degree in relevant field plus extensive experience in communications or equivalent combination of education and experience is required. Requires significant knowledge of radio-tv programming, development, and communications law. Public broadcasting administrative/management experience desirable and will be given preference. Ph.D. and university teaching experience in communications desirable. Deadline: July 16, 1979 or until suitable applicant selected. Salary: Negotiable, based on relevant qualifications. Send resume and three references to Chairman, Search Committee, KESD FM/TV, Pugsley Center, South Dakota State University, Brookings, SD 57007. SDSU is an Equal Opportunity/Affirmative Action Employer F/M.

### HELP WANTED SALES

**Salesperson:** Local sales, medium sized TV market, network affiliated, V. Fine production facilities, income from salary and commission plus bonuses. An equal opportunity employer. Write Box F-119.

**National Sales Manager** for strong VHF Independent in top 20 market. Representative and/or Independent station sales experience preferred. Opportunity for growth with group owner. E.O.E. Box F-135.

**TV station in Miami, Florida** seeks person with some national sales service experience at TV station or rep. Salary commensurate with experience. Excellent opportunity to further your broadcasting career: an equal opportunity employer. Call or write today: Harvey Cohen, WCIX TV, 1111 Brickell Ave., Miami, FL 33131. Phone 305-377-0811.

**Experienced TV Sales.** Account executive to increase sales from established account list. Must be strong self starter, career minded and service oriented. If you are the one, sunny Florida awaits you. Good company benefits. Equal opportunity employer. Call Bill Black at 904-893-3127 or send resume to: WECA-TV, PO. Box 10027, Tallahassee, FL 32302. Attention: Bill Black.

### HELP WANTED TECHNICAL

**Assistant Chief Engineer** for fastest growing market in Florida. Superb Company benefits. Must know RCA studio equipment and Sony Eng. Reply to Box F-82.

**Chief Engineers** for fastest growing market in Florida. Superb Company benefits. Must know TCR, TR-60, Transmitter and Sony 3/4 Eng. Reply to Box F-83.

**Assistant Chief Engineer** with knowledge of UHF transmitters, FCC rules, and TV studio operation. Resume to Chief Engineer, WJCL-TV, PO Box 13646 Savannah, GA 31406.

**Engineering Supervisor** needed for independent major market UHF station in the Midwest. Must be thoroughly familiar with all types of equipment, including transmitter used in a modern TV station. Top salary, many benefits. A really good opportunity for the right person. We are an equal opportunity employer. Please send full resume to Box F-43.

**Control board operator** with First Class FCC license. Experience preferred, but not necessary. Contact Roger Rein, KUMV-TV, Williston, ND. Phone 701-875-4311. Equal Opportunity Employer.

**TV Engineering Supervisor.** Major market CBS affiliate requires person who is a self-starter and has ability to develop new technical concepts. Previous supervisory experience, ENG, and digital background preferred. FCC first class license required. Send resume, salary history, reference, and salary requirements to WNAC-TV Personnel Dept., Government Center, Boston, MA 02114.

**TV Technician**—Washington, D.C.—Federal Agency has openings for TV Technicians with operations and maintenance experience with all types of color TV broadcast studio and recording equipment. Normal working hours 8:45 to 5:30 Mon.-Fri. Interested applicants send Standard Form 171, obtainable any post office or Federal agency, to the Employment Branch (26777), International Communication Agency, 1776 Pennsylvania Ave. N.W., Washington, D.C. 20547. An EEO employer.

**Assistant Chief Engineer**—looking for a good maintenance technician desiring to move up into management. RCA equipment experience and FCC 1st Class license necessary. Call Ray Felckowski, WUTV-TV Buffalo, 716-773-7531. EOE/AA.

**Ex. opportunity, television** asst. chief engineer, South, city 100,000, excellent equipment, must be leader, strong maintenance, hire, schedule, evaluate engineers, complete resume. Box F-126.

**Florida Suncoast Group-owned ABC Affiliate** in Top 20 Market is expanding its engineering staff. First phase of multi-million dollar facilities modernization under way. Need operating and maintenance engineers. Operators should be familiar with VTR and Video Control functions. Maintenance Engineers experienced with all studio equipment. Growing ENG commitment requires Operator/Maintenance engineers. All positions require 1st Phone. Excellent salary and benefits program. No snow! No big-city hassle! Send resume to Director of Engineering, WTSP-TV, PO Box 10,000, St. Petersburg, FL 33733 or Call 813-577-1010. EOE.

**Entry level position** for news. First Phone holders. EOE—EOE situation on Texas Gulf Coast. PO Box 947, Corpus Christi, TX 78403.

**Chief Engineer** for TV/radio UHF, PBS affiliate. Requires production and transmitter experience. Administrative, supervisory background preferred. Send resume with salary requirement to Personnel, WMHT-TV/FM, Box 17, Schenectady, NY 12301. Equal Opportunity Employer M/F.

**TV Maintenance Engineer:** Career opportunity and good benefits with Midwest UHF. Require four years experience with Ampex VTR and RCA cameras. The right job with top studio and remote equipment for the right person. Resume and salary history to: Chief Engineer, WKYT-TV, PO Box 5037, Lexington, KY 40555. EOE/MF.

**Wanted Studio Maint. Engineer,** 1st phone. Tech. school or equivalent. Experienced on quad VTRs, film or studio cameras. Advancement. Relocation help. Excellent opportunity and pay for right person. Send brief resume and salary requirements to KPLC-TV, Box 1488, Lake Charles, LA 70602 or call chief engineer collect. EOE.

**Mobile Unit Engineers**—Tel-Fax, Inc., an established and growing remote facilities operation, is seeking qualified mobile unit engineers. Duties will include maintenance and operation of equipment including quad and 1" VTR's, RCA, Ampex, Fernseh and Norelco cameras, HS-100. GVG switchers, etc. Send resume to: Greg Symanovich, Tel-Fax, Inc., 4654 Airport Road, Bath, PA 18014.

**Chief Engineer**—Bradley University Center for Learning Resources. Will have technical responsibility for modern broadcast TV, FM, and CCTV facility. Minimum qualifications include: BS in related field, demonstrated state of the art technical knowledge, leadership ability, and FCC first. Equal opportunity employer. Send resume, references and salary requirements to: Joel Hartman, Bradley University, Peoria, IL 61625. 309-676-7611 x235.

**Maintenance Technician.** National non-profit broadcast communication center based in Washington, D.C. has an immediate opening for a maintenance technician. Applicants must have an A.S. degree in Electronics Technology or equivalent technical training; some related work experience in Solid State Electronics required. Must have a minimum of 2 years prior experience in operations, Trouble Shooting, repair and maintenance of State-Of-The-Art digital electronics equipment including microprocessors and peripherals. Salary will commensurate with experience. For consideration or further information send resume with salary history to: Carole Dickert-Scherr, Manager, Employment and Records, Public Broadcasting Service, 475 L'Enfant Plaza, S.W., Washington, D.C. 20024. 202-488-5088. EOE/Affirmative Action Employer.

**Television Engineer**—full responsibility for repair/maintenance/improvement of monochrome studio/control room. Technical training and experience in comparable situation required. Prefer FCC 1st class license holder. Salary: \$14,000-\$16,000 depending on qualifications. Letter and resume to: Dr. Al Paul Klose, Chairman, Department of Communication, Seton Hall University, South Orange, NJ 07079. Equal opportunity/affirmative action employer.

**Chief Engineer** for top 75 Midwest market VHF network affiliated station. Need progressive, cooperative self-starter able to motivate, manage and train people. Administrative duties include establish and control of budgets. Equal Opportunity Employer. Box F-165.

**Network affiliate** in northeast seeking television broadcast technician for all around studio operation with FCC First Class License. Experience with RCA TR70, TR60, TC R100, TK27, TK46, TK76, and ENG Sony VCR required. Salary commensurate with qualifications. Station is an Equal Opportunity Employer. Box F-104.

**Engineer** with the highest level of Technical expertise needed by Major Production Facility. Work with state of the art equipment; Vital Squeezezoom; Datatron Computerized Editing; etc; for a top salary and enjoy South Florida Living. All applicants must have heavy digital experience. Call: Mike Orsburn, Chief Engineer at: 305-587-9477 or write: Video Tape Associates, 2351 S.W. 34th Street, Ft. Lauderdale, FL 33312.

## HELP WANTED NEWS

**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.

**WAAV-TV, Huntsville**, is looking for an aggressive, experienced reporter/weekend anchor. Send tape and resume to Steve Ridge, News Director, 1000 Monte Sano Blvd., SE, Huntsville, AL 35801. EOE.

**Assistant Sports Director:** To serve as co-host and producer of weekly sports program. Duties will also include conducting on-air membership fund drives and putting together production scripts for basketball, telecasts. Part-time position to start. Bachelor's degree in Radio/TV and 1-2 years television sports experience preferred. Send resume and tape to Jim Barbar, Sports Director, WCAE-TV, 123 Sesame Street, St. John, IN 46373. We are an equal opportunity employer.

**Unique weathercaster** who excites an audience with unusual on-air personality while still giving solid information. If you are truly one of a kind, we offer well equipped weather department and a salary in the mid to upper 20's. Equal opportunity employer. Box F-154.

**Wanted:** Experienced, aggressive reporter/weekend anchor. Top rated news station, medium market, southeast. EOE. Send resume to Box F-147.

**Noon Anchor** with extremely good growth potential. If you are the person we are looking for your advancement is assured but we need a news expert not just an anchor. Contact News Director, WTAJ-TV, 5000 Sixth Avenue, Altoona, PA 16602.

**Consumer Reporter:** Experience a must. Top rated news station, medium market, Southeast. EOE. Send resume to Box F-144.

**Reporter/anchor sought** by small midwestern affiliate with top news ratings. Box F-137.

**Reporter/Anchor/Producer**—Public Television in western Massachusetts looking for the above. Self starter, 3-5 years experience. Send tape and resume to D. Kain, WGBY-TV, One Armory Square, Springfield, MA 01105. Immediate opening.

**Weekend Anchor-Reporter**—Number one CBS affiliate in the midwest needs strong backup anchor who can run the show on weekends. Must be strong producer. Will report three days. No beginners, please. An Equal Opportunity Employer. Send resumes to Box F-176.

**News Director (Lansing/Jackson, Michigan)** Minimum of three (3) years experience. Experience must include writing, reporting, and producing television news broadcasts. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

**Sports Director**—Previous broadcast experience required. Play-by-play, reporting, and anchoring skills essential. Resume to WVIR-TV, Box 751, Charlottesville, VA 22902. EOE.

**Workaholic needed.** We need a state house correspondent who can man a one-man bureau, shoot what happens and relate it to the people of this upper midwest VHF. Must have the ability to shoot film or ENG and an understanding of state government. No beginners need apply. Box F-199.

**Anchor for 6 and 11 o'clock news;** group owned ABC affiliate, medium market, Great Lakes area. Anchor experience preferred. Will consider authoritative large market street reporter. Good salary, excellent benefits. EOE. Box F-212.

**Experienced News Manager** to help build growing news operation with CBS affiliate. Send resume and salary requirements to George Leh, Program Manager, WEYI-TV, PO Box 3265, Saginaw, MI 48605. An equal opportunity employer.

**TV News Photographer:** Shoot and edit ENG for nightly news broadcasts, experience required. Box F-182.

**Be our Charles Kuralt/Feature Reporter** to tell the human stories in our ADI. We'll give you the freedom and the tools to be creative. Medium Market station with strong news commitments. EOE. Box F-204.

**Can you talk to people** and not just read at them? Can you find news when there is no fire, flood or earthquake?—no speech, committee hearing or news conference? Can you write without cliches? Can you translate jargon, bureaucratese and wire service into English? Quickly and accurately? Have you mastered a compelling, high-energy reading without screaming? Do you have a sense of humor? Can you develop features that people listen to and talk about? Do you know what people 25-34 think?—how they live?—what they worry about?—what they enjoy? Are you ready for a top-five market and \$30,000-plus? If you are really ready, send an aircheck, resume and some of your best features to Gil Haar, KYUU, 1700 Montgomery, San Francisco 94111. Do not phone. An equal opportunity/affirmative action employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**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.

**Creative Art Director** for Top Ten market. Need brilliant creative art director to take charge of all station graphics, on-air, in-print, sales, promotion, Head of in-house advertising agency to build station audience and image. EOE. Box F-37.

**Executive Producer:** Major PBS affiliate seeks creative, self starter to supervise and administrate local program and production activity. Requires knowledge of TV production management with strong background in producing and directing. Salary commensurate with experience. Send resume to Personnel Manager, WPBT, PO Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

**WNMU-TV seeks Promotion Director.** Successful applicant must be able to develop and execute promotional, advertising and fundraising plans for the Northern Michigan University public television station. Must be able to serve as on-camera host, moderator or interviewer, and be able to work directly with University, community and civic groups in the production and broadcast of public service information. Bachelor's degree or equivalent combination of education and experience in broadcasting required with experience in some or all of the following areas: production, performance, announcing, advertising, marketing, fundraising, and development. Salary range: \$11,900-\$17,000. Contact Office of Personnel and Staff Benefits, Northern Michigan University, An affirmative action/equal opportunity employer Marquette, MI 49855. Applications must be postmarked by July 22, 1979.

**Talent search**—versatile talent for southeastern TV station. Must have prior host/anchor experience and be willing to contribute to design and success of new programming projects. EOE, M/F Send resume, and salary requirements to Box F-148.

**Executive Producer for Public Affairs**—Plan, organize, and supervise local public affairs production including budget, facilities, and time-lines. Exercise quality control over creative production, technical quality, and journalistic integrity. Evaluate performance of staff and free-lance personnel. Bachelor's degree and demonstrated full-time successful experience in broadcasting, journalism, or related field or equivalent combination of education and experience required. Demonstrated success as full-time supervisor of television production staff desirable. Knowledge of "state of the art" television production techniques. Salary range: \$20,614-\$24,450. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than July 2, 1979: (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Richard B. Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. This is contract employment subject to yearly renewal.

**Assistant Public Affairs Producer**—On Air. Assist Producer in nightly segments for newscasts. Edit 3/4" cassette and 2" quad. Operate TK 76 portable camera. Flexible hours. Some directing. \$9,000. EOE/M-F/AA. Send resume and/or tape to Margie Laskoski, WSKG, PO Box 97, Endwell, NY 13760. 607—754-4777.

**Commercial Producer/Director:** Creative and self motivated. Must be experienced in ENG camera, 3/4" video tape editing, writing, and lighting. Northeast Affiliate. Send resume to F-168.

**Emmy Award winning** weekly TV magazine show in top 35 market looking for dynamic talent to co-host with two male hosts already on board. Talent must be able to produce and write personality and human interest features. Send resume to Box F-169.

**Creative Director** to produce commercials and programs of network quality. Commercial and business acumen to join highly creative team. EOE. Box F-193.

**Experienced Producers** for major experimental TV project; versatility and imagination required. Staff or free lance. Box F-194.

**Cinematographer/Videographer** for award winning PTV. Requires BA and professional ENG or film production experience. Salary \$12,168. Closing date July 31, 1979. For vacancy announcement and application procedure contact A. R. Hook, KUID-TV, R/TV Center, University of Idaho, Moscow, ID 83843. An AA, EOE employer and educational institution.

**Director** for KUSD-TV and the South Dakota Public Television Network. Responsible for directing studio and remote productions. Must have knowledge and experience in all phases of television production; including ENG production, quad and cassette editing, audio, lighting and set design. Minimum of two years experience and college degree or an equivalent combination of training and experience as a television director. Salary \$10,878. Application deadline, July 13, 1979. Apply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

**Lighting Director** for commercial production. Expert in creative lighting, camera and audio with strong desire to be top-flight director. Top 10 market. Excellent income for lighting genius. EOE. Box F-171.

**Production Manager:** Northern California VHF, CBS Affiliate. Must be creative, have ability to manage people and systems and have heavy experience in copy writing, directing, producing commercials and station promotion. Should be familiar with still, 16mm, mini cam, editing with quad and 3/4 inch and switching. This is a hands-on position with lots of challenge. Join a friendly, progressive broadcast team and live in the beautiful Redwood Empire, on the Pacific coast. Write: KIEM-TV, Box 3-E, Eureka, CA 95501. Tel: 707—443-3123.

**Audience Development/Promotion manager** wanted. Network affiliate in top 100 market. Need creative, effective, hard-charging professional to write and produce all on-air promotion material. Major emphasis on news promotion. Experience with ENG equipment and control room operation is necessary. If you have good air voice it's a plus. Maybe you're the number 2 person now and want a chance to do your own thing. Let's talk. An equal opportunity employer. Send resume, salary requirements, any creative examples in confidence to Box F-187.

**Versatile Studio Directors** needed for major experimental TV project. Minimum 3 yrs direct experience. Box F-195.

**Program Director:** Midwest ABC affiliate is accepting applicants. Must have a strong background in production, promotion and operations plus the ability to motivate and inspire. Responsibilities include budgets, license renewals, composite weeks, program strategies, syndicated negotiations, cable monitoring, program log and local program development. Send resume and salary requirements to Geoffrey Pearce, General Manager, WYTV, INC., 3800 Shady Run Road, Youngstown, OH 44502. An Equal Opportunity Employer.

## SITUATIONS WANTED TECHNICAL

**Conscientious First phone** broadcast production Engineer, striving perfectionist, Box 2181, Warminster, PA 18974.

## SITUATIONS WANTED NEWS

**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.

**Young woman reporter**, strong on air, strong writing, seeks challenging position. Excellent professional and academic credentials, inexhaustible worker. Tape available on request. 212-838-5673.

**Have Camera Will Travel.** Experienced ENG and 16mm photog with own net quality gear available for emergency or vacation relief. Call for rates 801-467-3740.

**Veteran Newsmen**, producing 6:00 in top 50's, now available for News Director. Box F-134.

**ENG editor** with producing, directing, reporting experience. 3 yrs. experience. B.A. In what area can I help you? Box F-142.

**Meteorologist**, 31, currently employed, seeking position in medium or larger market. Successful TV and radio experience, AMS TV and radio seals. Experienced with radar and severe weather. Box F-186.

**Top Rated** weekend anchor in small market made wrong move to bigtown. Too much hassle. At 35 I'm ready to settle down, now Money is secondary. Now employed but not happy. Some things are worth sacrificing. Prefer South. Box F-206.

**Currently top-20** market TV announcer/director. 6 years major market radio personality, top-40, pop-adult, some news/talk. Looking for news position. Prefer West Coast. Will consider other positions and locations. 27 years, 1st phone, B.A. Call Diane Cartwright 209-522-1109 anytime.

**Sports Director** of Top 50 Market Cable system desires relocation. Journalism Degree. 5 years in business. Can handle any sport. P-B-P experience in baseball, hockey, basketball, football, and others. Excellent digger with good delivery. Spotless record. Tape, resume on request. Inquire Box F-183.

**Polished General Assignment Reporter.** All E.N.G. Experienced. Creative, distinctive style. Excellent writing and appearance. Top 40 only please. Box E-110.

**Five years in broadcasting/degree**, interested in documentary-magazine work. Currently working as reporter-photographer and producer of black public affairs for a medium sized midwest market. Box F-191.

**Journalism Major**, mature broadcaster, author, seeks position in news, weather or other assignments. Will get ratings. 313-682-7798.

**My first love is news.** Experienced anchor-reporter wishes to return to television. Call Steve 404-972-2214.

**Anchor/reporter** top 15 market desires evening anchor. 34. 12 years experience. Box F-209.

## ALLIED FIELDS

### HELP WANTED SALES

**Rapidly growing California** electronics firm needs polished ambitious sales rep with television capital equipment background to handle northeastern region sales. Will consider related industries. Immediate opening, compensation open. Please send resume in confidence to Box F-38.

### HELP WANTED ANNOUNCERS

**50's Niteclub Chain**—seeking D.J. with 50's & 60's music expertise. Must be able to entertain in clubs. Pay commensurate with experience. Send resume to: Jay Shepherd, Continental Inn, Lexington, KY 40505.

### 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.

**Frazier, Gross & Clay, Inc.**, an established Washington, D.C. TV and Radio financial management consulting firm is expanding and needs an experienced TV and radio engineer to compute the replacement cost of technical equipment using an extensive in-house library. This is a detail job in pleasant surroundings with occasional field work. You will be working with three other engineers and with client stations. Some knowledge of CATV is helpful. A progressive small company with 32 years of steady growth. Call Chuck Kadlec, Vice President, 202-244-6376.

### HELP WANTED INSTRUCTION

**Assistant Professor** in TV Production Effective September 1, 1979. Full-time tenure track position. To teach hands-on studio courses at undergraduate level with possibility of teaching at graduate level. Minimum requirements: Master's Degree plus ten graduate credits. Four years teaching experience in TV. Ph.D. preferred. Salary dependent on qualifications. Send Resume and Transcripts to: Dr. Robert P. Fina, Kutztown State College, Kutztown, PA 19530. Affirmative Action/Equal Opportunity Employer.

**Television Production Faculty Position:** Responsibilities—teach courses in the Television program including beginning and advanced production, introductory and advanced cinematography. Placement and supervision of student interns, student advisement. Qualifications—Masters degree desired, a minimum of three (3) years experience in television production; industrial television experience preferred. Academic rank and salary are dependent upon qualifications. Nine month assignment beginning September 4, 1979. (Position Contingent upon Final Budget Approval). Deadline for applications June 30, 1979. Apply to: Dr. John R. Doneth, Director, Teacher Education and Learning Resources Careers, School of Education and Learning Resources, Ferris State College, Big Rapids, MI 49307. Ferris State College is an equal opportunity affirmative action employer.

**Assistant Professor** of Journalism and Broadcasting beginning September 1979. Salary about \$22,400 for nine months to teach audio production and other broadcasting courses plus some courses in journalism, preferably photojournalism. Must have M.A. plus solid media experience. Apply by July 3 if possible. Jimmy Bedford, Journalism-Broadcasting Department, University of Alaska, Fairbanks 99701. Phone 907-479-7761. Sorry, no collect calls.

**Broadcasting**—Master's degree required plus 6 years in commercial radio broadcasting with at least 3 years in supervisory-management level positions. Prefer graduate work beyond the M.A. Tenure-track position. Rank and salary dependent upon qualifications and experience. Send resume and three letters of recommendation to Dr. Randall Capps, Department of Communication and Theatre, Western Kentucky University, Bowling Green, KY 42101. Applications accepted until position is filled. An Affirmative Action/Equal Opportunity Employer.

### SITUATIONS WANTED INSTRUCTION

**Asst. Professor, Broadcasting:** Masters Degree, textbook author, 20+ years in the business. My students win awards and tell Dept. Chairman they learn more from me than any other "prof." Box F-80.

### 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 Heliaz 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 Superturnstile 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.

**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 TK27B 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.

**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.

**TR5 Hi-Band Color Recorder.** New head, best offer or will trade for any TV equipment. Call Jim Nelson 312-236-5535.

**GE Transmitter:** used model TT50 driver and TF4 power amplifier currently tuned to channel 9. Excellent condition. Mid-Florida Television Corp., Orlando, 305-423-4431 for information or write PO Box 6103-C, Orlando, FL 32803.

**5 KW AM Collins 820E-1,** used one yr. with 125% positive peak option. Factory tuned, tested and warranted. Large savings. M. Cooper 215-379-6585.

**Used Video Cassettes.** Guaranteed high quality. Scotch branch 3/4" broadcast format. 60 minute. Comes in high impact plastic shipping case. Money Back Guarantee. \$14.00. Includes postage and handling. Ohio residents add 48 cents tax. NOVA, 4823 Westchester Drive, Suite 303a, Youngstown, OH 44515.

**Digital wire remote control system** Mosel TRC-15AW 15-Channel, 1-Meter use on one-AC pair. System includes Hallikainen TEK141-Factory installed. Immediate shipment—\$2900 cash w/order. Unconditional satisfaction guaranteed by David Green Broadcast Consultants Corporation, 703-777-8660 Box 590, Leesburg-VA 22075.

**Revox A-77's** in stock call 404-487-9559.

**For Sale**—C.C.A. 10,000 Watt AM Transmitter, S/N 10025. Condition unknown. Arrangements can be made for a serious buyer to test equipment on our premises. Needs cleanup and some capacitors. Will take best offer—as is—where is. KVVW, Inc., Cheyenne, WY. Contact Larry Racine. 307-632-0551.

**40' Remote Unit**, long term lease or sale. 2" quad, 3 cameras, network type switcher, latest state of the art equipment. 213-397-5922 (evenings).

**2 Scully Model 270 14"** Stereo Playback Reel Decks. Excellent condition nine years old. IGM 25hz Tone sensors includes spare parts galore \$700 each. WGSN Box 697, L.I., NY 11747. 516-423-6740 212-895-5040.

**IGM 500 Automation Controller** dismantled working well when removed 3/79 includes 2 Auxilliary Clocks, Net Switcher for restoration or spare parts. WGSN, Box 697, L.I., NY 11747 516-423-6740 212-895-5040.

**VR2000B Amtec Colortec**, Valcomp, D.O.C., Auto Chroma 1058 Editor 1065 Editec—2 heads, \$45,000. John Weigand, KFMB-TV, PO Box 80888, San Diego, CA 92114-292-5362, Ext. 224.

**Hughes 300 helicopter**. Narco Com 11A, King KT 78A, heater, oil cooler, strobes, dual controls, third seat, luggage container... even a CB radio. New upholstery, new alumigrip paint, new plexiglass. All components mid or low time. Exceptionally well maintained aircraft. Call Homer Lane for details. 602-257-1234.

**Vacuum capacitors**. Many sizes. Good prices. Write for list. Mole Communications, 2427 Hastings, Belmont, CA 94002.

**440 feet Andrew HJ5-50 heliex** (unopened spool) plus all new connecting hardware for complete 3 KHZ-FM installation. Retail over \$2,000. Best offer buys, phone 912-825-5547.

**Remote Control**... Rust RC 1000 now at factory service center. \$495 plus service fee to guarantee AA condition. 612-545-3559.

**For sale: LPB 10 Watt Transmitter**. New, Used only 1-1/2 months. \$1400 or best offer, cost \$1550 new. Contact KOJC-FM at 1-319-366-0279 for more information. Write KOJC-FM, PO Box 2937, Cedar Rapids, IA 52406, or call 1-319-365-7797 after 5 p.m.

**Automation Recording Equipment**, including two and four track Recorders, Mixers, Equalizers, Limiters, Turntables, Cartridge Equipment, 25HZ Oscillators and Filters, and much more. Contact: Elden Haskell, Twin Falls, ID, 208-733-4840.

#### COMEOY

**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.

**Comic Relief**. Funny, bi-weekly comedy service. Free sample. Wilde Creative Services, 20016 Elkhart, Harper Woods, MI 48225.

#### 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!** 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.

**Pro-Com the numbers company** offers you station ratings, music ratings and market analysis. Call Toll Free today 1-800-824-7888 Ext. A-2096.

**Openings in all formats** and fields of announcing. Nationwide. If interested just call The Aircheck Guide for details 1-207-782-0947.

**Cheap Radio Thrills!** Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: LA. AIR FORCE, Box 944-B, Long Beach, CA 90801.

#### 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, 94128.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 30 and September 10. 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.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

## RADIO Help Wanted Sales



### A GOOD GROUP TO WORK WITH

Growing sales and promotions result in current opportunities for account executives desiring exciting job in radio and interested in above average earnings. Experience in radio sales is nice but not necessary. We provide personalized training. We have had great success with experienced account executives and recent college graduates. Ability to think and work hard are essential. WGMA, Hollywood/Ft. Lauderdale FL. WKWK AM/FM and MUZAK, Wheeling WV. WDXI, Jackson TN, WMCL, McLeansboro IL Write in confidence to:

Executive Offices  
Community Service Broadcasting, Inc.  
811 Broadway,  
Mt. Vernon IL 62864

An equal opportunity employer

#### REGIONAL SALES

Midwestern UHF Network Affiliate. 150 plus market needs a young aggressive experienced Broadcast Media Salesperson to call on major agencies and accounts in Ohio & Kentucky cities. Salary plus commission with automobile and expenses furnished. Equal Opportunity Employer. Send resume and salary requirements to Box F-161

## Help Wanted Management

### STATION MANAGER AM/FM SAN FRANCISCO BAY AREA

Rare opportunity for top Sales-oriented individual well versed in the technical aspects of station management. Innovative programming ability essential. We are a growing Station about to increase our wattage! Salary: \$25K. Send resume to our Consultants, P.O. Box 4370, San Rafael, CA 94903.

## Help Wanted Management Continued

### General Manager/General Sales Manager

highly sales oriented, manage well-established 24 hr. AM station in major Eastern market. Must be able to motivate experienced and new sales people. Bright future, must be organized, promotional minded, creative, a driving leader. E.O.E. Send full details to Box F-12.

## Situations Wanted Announcers

### Young, fresh morning team

looking for medium market. Lots of humor and voices.

Interested?

Call 318-546-6678 before noon.

## SPORTS JOB WANTED NOW

8 Years news, sports and talk experience. Solid writing and reporting skills. Currently hosting all-night talk show at FM Station in Detroit. Call Douglas Nagy at 313-534-0251 after 1 p.m. Eastern Time.

## Help Wanted Announcers

### TALKRADIO HOST

Informed, responsible, fluent, interesting, interested, creative. If this describes you and you have a background in two-way talk radio we might get together. Send resume and unedited air check to Bob Gifford, Program Director.

WHO Radio  
1100 Walnut  
Des Moines, Iowa 50308  
515-288-6511  
Equal Opportunity Employer M/F

### Talk Host(s)

If you are looking for a challenging, satisfying yet demanding talk radio host position, we may be looking for you. The Talk of Miami—WKAT—has openings for talk hosts with a sense of humor, warmth, understanding, on-air experience, able to produce and project information in an alive and creative style. Salary open. All replies confidential. Equal opportunity. Send tape and resume to Ethel Blum, Vice President Programming and Promotion, WKAT, 1759 Bay Road, Miami, Florida 33139.

## SOUTHERN BROADCASTING COMPANY

We are looking for outstanding announcers for future openings at our top rated Beautiful Music stations in Houston, Phoenix and Memphis. Candidates should have a warm, natural delivery and possess good production skills. Excellent pay and fringe benefits. Send tape and resume to: Tom Moran, Dir. Btff. Music Oprns., Southern Brdcstng Co., 1001 E. Southmore, Pasadena, Texas 77502. Southern Brdcstng Co. is an Equal Opportunity Employer. Minorities are encouraged to apply.

## Situations Wanted News

### RADIO ANCHORMAN

CURRENTLY No. 1 (ARB) IN TOP TEN MARKET

So, why should I want to leave? Simple. Because I *KNOW* I'm worth more than the \$46,000. I'm being paid. Your response proves me right or wrong. I know how difficult it is to find a top-flight professional who possesses that rare combination of versatile talents that make a *great* Radio News Anchorman. I'm not being overbearingly boastful, but merely comfortably confident in stating the *fact* that I possess those talents.

AUTHORITY, BELIEVABILITY, STYLE, PERSONALITY, WARMTH, SINCERITY, COMPETITIVENESS, RESPONSIBILITY, RELIABILITY AND A GREAT VOICE.

Also—an easy flow with the elements and supporting personalities of the newblock; insatiable curiosity; strong writing; probing interviewer.

Winner of more prestigious national and local awards than any Radio Journalist in the nation.

CURRENT CONTRACT RUNS TILL SEPT. 1st, BUT WANT TO MAKE FIRM PLANS NOW. Prefer to negotiate in person so, if you want the best, contact me now and we can set an appointment, discuss contract and explore *your* needs. Box F-128.

## Help Wanted Programing, Production, Others

### Send us your best!

We pioneered "good music" FM in Sacramento. We have outstanding facilities and a professional staff. We have a reputation for quality production. We have the world's finest lifestyle, good schools, fine climate and a booming, cosmopolitan city.

AND—we have an opening for a radio "PRO".

Emphasis is on creativity and commercial delivery. Minimum 5 years experience. Some knowledge of automation helpful. Salary commensurate with experience and ability. Tell all first letter.

Contact before June 29th:

Dean Cull  
KCTC Radio  
2225 19th Street  
Sacramento, Ca 95818

WGN of California, Inc.—an equal opportunity employer

### KQYT-PHOENIX' No. 1 STATION

We are currently conducting a search for an off-air Operations Manager. Qualified candidates for this position will probably have experience in Beautiful Music programming. Requirements include strong administrative and leadership abilities, production expertise and promotion skills. They will have communicative skills that will motivate employees and possess proven abilities to handle detail. Excellent salary. Send tape and resume to: Tom Moran, Dir. Btfl. Music Oprns. Southern Brdcstng Co., 1001 E. Southmore, Pasadena, Texas 77502. KQYT is an Equal Opportunity Employer. Minorities are encouraged to apply.

## Help Wanted News

### NEWS DIRECTOR

WCHV, Billboard Magazine's 1978 MOR Station of the Year, and its AOR sister 3WV, need a dynamic News Director. Want to know more? Contact Ed Owens, Box 5387, Charlottesville, Va. 22905 (804-977-5566) EOE/MF

## Situations Wanted Management

### Radio General Manager or Group Vice President

Now GM in top 40 Metro Market - 23 years experience - 15 as GM. Great references, proven leadership. I turn losers into winners. Background in Local/National Sales, Programming, Promotion, FCC, Unions, Expense control. Available now. Let me make money for you.

Box F-109

### Vice-President & General Manager

Station Sold.  
Religion/Foreign Language & Classical Music Formats. Investment opportunity preferred.  
Dennis King Jr., 6477 Embarcadero Drive, Stockton, Ca. 95209. 209-951-0400

## TELEVISION

## Help Wanted News

### METEOROLOGIST

Top twenty market. AMS Seal required. Three years experience in top 75 market. Send resume to Box F-141. Equal Opportunity Employer, M/F.

### Broadcast Management

I would like to get back in to broadcasting with a professional company the consulting business not my cup of tea former group vice president, successful owner, former CEO broadcasting division of a national company FM AM CATV same Company over 20 years, 49 years old. Box F-201.

## Help Wanted News Continued

### TOP 50 MARKET STATION

in Southeast seeks imaginative, creative assignment editor with a solid news background. Substantial news experience required. Box E-133.

## Help Wanted Management

### NATIONAL SALES MANAGER KSTP-TV MINNEAPOLIS/ ST. PAUL

National experience required, Great Market! Great Station! Contact by mail.

Jim Blake, General Sales  
Manager  
3415 University Ave.  
Mpls., St. Paul, MN. 55414

### TV STATION MANAGER IN GROWTH SITUATION

An outstanding opportunity is being created for the No. 2 position at a leading and well-established independent UHF station in the south-central area. This job as Station Manager, reporting to the President, requires experience in all facets of the business plus a willingness to learn and grow with the present expansion plans of the station. All Equal Opportunity Employer. Respond in detail to Box F-110.

## Help Wanted Technical

### Needed

Experienced first class ticket to supervise and service all studio equipment (3/4 inch cassette) for small market NBC UHF station. Call Bill Loftus or Jim Monahan at 802-295-7564. E.O. Employer.

### 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.



**Help Wanted Technical  
Continued**

**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.

**Television Training  
Engineer**

Sony Videotape Production Services has a position open for an engineer with extensive experience in the operation and maintenance of Broadcast and Industrial Helical VTR, Color Camera and related studio equipment. To research, write and produce technical training tape series. Solid technical ability needed to analyze the circuitry involved and good communication skills are required. If you would enjoy the challenge involved in the production of technical video tapes, please call or send your resume to:  
Ken Baird, Videotape Production Services, Sony Corporation of America, 700 W. Artesia Blvd., Compton, Ca. 90220, (213) 537-4300, X476.

**Situations Wanted Management**

**ATTORNEY**

With excel. academic background, top references and over 6 yrs. experience in quality communications law firm specializing in Broadcast, Cable, FCC and corporate matters. Seeks senior legal/management position with growth oriented communications company. Box F-180.

**Situations Wanted News**

**Experienced minority female**

Anchor/reporter wants to anchor more and report in your top 25 market. M.A., late 20's. Experienced. Now report and anchor some for respected group-owned top 20 station. Box F-196.

**EXPERIENCED BROADCASTER**

Male, 28, BA Journalism, 3 years radio, 1 year major market TV. Good voice, on-camera appearance. Strong writing/reporting background. Seeking on-camera reporter/anchor, reporter with anchor possibility, public affairs or talk host. Prefer Midwest. West. Will consider any good opportunity. Have VTR. Write Box F-159.

**PRODUCER  
PROVEN WINNER**

turned 2 years of declining numbers into biggest gain in market. Major market. Box F-198.

**ALLIED FIELDS**

**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  
P.O. Box 1570  
Winter Park, Florida 32790

**Radio Programing**



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
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Phone: 501-972-5884

**Public Notice**

**June 27, 1979 Public Broadcasting Service Annual Meeting of the Board of Director, 9 a.m., Beverly Hills Room, Century Plaza Hotel, Los Angeles, California.** Elect officers of the Board. Consider implementation of proposals on reorganization of public television services and organizational structure at the national level. Discuss PBS' testimony, pending legislation on rewrite of Communications Act of 1934. Reports from officers and committees of the Board. Report on proposed restructure of CPB. Open to the public.

**June 25-26, 1979 Public Broadcasting Service Annual Meeting of Members, 8:30 a.m., Los Angeles Room, Century Plaza Hotel, Los Angeles, California.** Reports from officers of the corporation and board committees. Consider report of PBS System Planning Project on reorganization of public television services and organizational structure on the national level. Discuss PBS' testimony, pending legislation on rewrite of Communications Act of 1934. Report on proposed restructuring of CPB. Open to the public.

**June 24, 1979 Public Broadcasting Service Board of Directors meeting, 10 a.m., Santa Monica Room, Century Plaza Hotel, Los Angeles, California.** Consider proposals on reorganization of public television services and organizational structure at national level. Discuss PBS' testimony, pending legislation on rewrite of Communications Act of 1934. Report on proposed restructuring of CPB. Open to the public.

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**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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**TELEVISION**

Two broadcast quality video taping production units. Latest equipment. Special effects. Large West Coast clientele. TV Commercials, Specials, and Series. Call for confidential interview. KENNETH BANK, BROKER (213)858-0188, 277-7484.

## Miscellaneous

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If you're in a top 75 market, find out how you can get name brand merchandise at 20% of retail.

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## 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
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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.

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### TV AND FM STUDIES

of markets with open allocations. Separate studies for FM and TV. For information write or call William P. Turney, P.O. Box 27, Burlingame, Kansas 66413. (913) 654-3964.

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### New York City

Businessman wants to purchase AM-FM station, preferably in the East. I will answer all responses. Box F-166.

### WANTED TO BUY

Small market Eastern or North Central U.S. Financially well qualified operator seeks station to 400 K. Reply in confidence to Box F-178.

## For Sale Stations

# THE KEITH W. HORTON COMPANY, INC.

P.O. Box 948  
Elmira, N.Y. 14902

(607) 733-7138

**NEW ENGLAND SPECIAL!** . . . \$75,000 down payment with ten-year terms on the balance can buy this fulltime AM serving a large N.E. metro market. Total price of \$375,000 includes real estate and is well under twice annual billings. Our New England associate, Bob Kimel, has just returned from vacation and is anxious to give you the complete details. Contact Bob at (802) 524-5963 for immediate service or you may write him at PO Box 270, St. Albans, Vt. 05478.

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## For Sale Stations Continued

- **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.
- **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!

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615-756-7635 24 HOURS

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**MID-ATLANTIC.** UHF TV Station.  
Top 100. Network Affiliate.  
**PENNSYLVANIA.** Class A FM.  
Maximum Power.  
Write Box F-160

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West Coast:

44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:

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## FOR SALE BY OWNER

Full time 5KW AM, class A FM, no. 1 in market, 50 miles from Wash., D.C., real estate. 1.25 MM cash. Principals only.  
Box F-205

## R.D. HANNA ASSOCIATES

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**For Sale Stations Continued**

**Select Media Brokers**

AZ	Fulltime AM	360K	Small
NY	Daytime	485K	Medium
IL	Fulltime FM	1.75MM	Metro
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
TX	Daytime AM	630K	Medium
FL	Daytime	390K	Medium
SC	Daytime	180K	Small
LA	Daytime AM/ Fulltime FM	450K	Small
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
NC	Daytime	175K	Small

P.O. Box 5, Albany, Georgia 31702  
912 883-4917

S	Small	AM	\$125K	Cash
MW	Small	AM	\$168K	\$49K
Plains	Small	FM	\$400K	Terms
W	Small	Fulltime	\$590K	\$160K
W	Metro	AM/FM	\$1MM	29%

Atlanta, Boston, Chicago,  
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga. 30341

Coastal combo, 850 K, terms;  
South, med. mrk. combo. South-  
west, AM-D, 150 K.

John Mitchell, Shreveport, La.  
Bob Clark, Lubbock, Texas  
Don Thompson, Rogers, Ark.



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Los Angeles, CA. 90049 | Washington, D.C. 20036

**Class A FM**

Texas single market, real estate,  
priced 2 1/2 times gross, terms  
available.

Box F-211

# BOOKS

- 402 BROADCASTING ENGINEERING & MAINTENANCE HANDBOOK**, by Patrick S. Finnegan. Truly a masterpiece of timely maintenance tips, installation techniques, and measurement methods for the entire equipment chain—practical answers to practical problems, not theoretical “excursions” into the clouds! Covers planning, construction, installation, start-up, calibration, operation, updating, maintenance, modification and repair of commercial or educational broadcast facilities. 532 p. **\$19.95**
- 432 PROFESSIONAL BROADCAST WRITER'S HANDBOOK** by Standley Field, Deputy Chief, Broadcast Pictorial Branch, U.S. Army Information Div. Covers all forms of writing—drama, documentary, children's and religious programming. 396 pages. **\$14.95**
- 400 ILLUS. DICTIONARY OF BROADCAST-CATV-TELECOMMUNICATIONS**. A GIANT, one-stop source of 9,000 modern, concise, easy-to-use definitions that explain ALL fields of telecommunications! It's a complete word-by-word guide, and contains 9,000 thoroughly understandable explanations of the terminology used in radio, TV, CATV, advertising, music, journalism, broadcasting, statistics, writing, film, news, acting, law, lighting, sound, programming, sales, video, etc. 420 pps., 106 illus. **\$14.95**
- 401 MICROPHONES: HOW THEY WORK & HOW TO USE THEM**, by Clifford. Takes all the mystery out of microphones, shows you how to record almost anything (at a professional level), clearly explains how to get different sound effects and better stereo. You learn about the different types of microphones and accessories available, and how to interpret polar patterns... plus single- and multi-microphone applications, phasing, and recording data for over 60 different types of instruments. 224 pps., 92 illus. **\$8.95**
- 457 PROFESSIONAL ELECTRICAL/ELECTRONIC ENGINEER'S LICENSE STUDY GUIDE**, by Ed Ross. A complete study guide for the electronics or electrical engineer who wants to prepare for either the Power Option or the Electronics Option of the Professional Engineering (PE) exam. The author reviews basics of electricity and electronics, plus the most advanced states of the art—digital techniques and solid-state devices. The text is designed to accommodate the engineer who has been out of school for awhile, as well as the recent graduate. 448 p., 466 illus. **\$13.95**
- 455 PROMOTION & PUBLICITY HANDBOOK FOR BROADCASTERS**, by Rolf Gompertz. A practical handbook for radio and TV station publicity and public relations departments: Planning a publicity campaign. Tools of the trade. Press agents. Organizing, preparing and disseminating a press kit. List of press outlets. The author is a publicist of NBC's West Coast Press & Publications Dept. His responsibilities include national publicity for “specials” originating on the west coast. 336 p., 105 illus. **\$14.95**

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., N.W.  
Washington, D.C. 20036

please send me book(s) numbers \_\_\_\_\_  
my check in the amount of \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

## 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: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media



Hagar

**George B. Hagar**, executive VP of McCoy Broadcasting, appointed president of The Register Broadcast Group and VP of parent company. Des Moines Register and Tribune Co., which purchased McCoy June 1. Register Broadcast Group includes WQAD-TV Moline, Ill., KHON-TV Honolulu, KAIL-TV

Wailuku, Hawaii, KLAK(AM)-KPPL(FM) Denver, KYXI(AM)-KGON(FM) Portland, Ore., and WIBA-AM-FM Madison, Wis. Stations in Hawaii, Oregon and Colorado were part of McCoy.

**Kenneth Hatch**, executive VP. KIRO-TV Seattle, named general manager.

**Ted Baze**, station manager. WPHL-TV Philadelphia, named VP-general manager of KGMC(TV) Oklahoma City. Station is scheduled to go on air in fall.

**Howard Hansen**, VP of news. WRAU-TV Peoria,

Ill., appointed executive VP-station manager.

**William L. Ford Jr.**, VP-operations. WDIV(TV) Detroit, named VP-station manager.



Ford



Potter

**Malcolm D. Potter**, station manager. WBAL-TV Baltimore, named general manager, succeeding **Lawrence Carino**, resigned.

**Fred Hutching**, from WCBI-TV Columbus, Miss., joins WWTW(TV) Cadillac, Mich., as general manager. He succeeds **Gene Ellerman**, who retires.

**Sheldon P. Siegel**, executive VP-general manager of noncommercial WLVT-TV Allentown, Pa., elected president. He will continue to serve as general manager.

**Vince Hostetler**, station manager. KRDO-AM-FM Colorado Springs, named general manager of co-owned KJCT(TV) Grand Junction, Colo. **Ed Wittrock**, sales manager. KLMO-AM-FM Longmont, Colo., succeeds Hostetler.

**Jerry Carr**, former VP-program manager, WOKR(TV) Rochester, N.Y., and most recently director of communications for Page Airways, appointed general manager of WUHF(TV) Rochester. **Murray Green**, VP-general manager of WNYR(AM)-WEZO(FM) Rochester, assumes additional duties as director of Rochester operations for co-owned WUHF.

**William W. Schueler**, acting general manager. KMZK(AM) Fort Worth, appointed general manager.

**George C. Hyde Jr.**, VP-marketing and development. Susquehanna Broadcasting Co., York, Pa., appointed VP-general manager of company's WLQA(FM) Cincinnati.

**Tim De Capua**, general sales manager. WKSX(FM) Cleveland, joins WDMT(FM) there as general manager.

**Jack Z. Bennett**, sales manager. WHBF-AM-FM Rock Island, Ill., appointed VP-general manager, succeeding **Ted Arnold**, who retires after 41 years with station.

**Gregory Pearson**, station manager. WRNL(AM)-WRXL(FM) Richmond, Va., named general manager.

**Robert Reuschle**, general sales manager. WTLV(TV) Jacksonville, Fla., joins WJEE(FM) there as general manager.

**Garnett Nash**, sales and operations manager. WJAZ(AM) Albany, Ga., joins WKBX(AM) Savan-

nah, Ga., as general manager.

**Joseph Glaquinto**, VP-affiliate planning, ABC-TV, New York, named to newly created post of VP-affiliate planning and special projects. **Susan Kuziel**, research manager, Blair Television, assigned to ABC affiliates, joins ABC as director of affiliate development planning. **Ann Maynard Gray**, treasurer of ABC Inc., named VP. **Edward Williams**, VP for ABC division and director of management information systems, named VP, management information systems, ABC Inc. **John J. Wolters**, assistant to controller, ABC Inc., named controller. **Carol Brokaw**, attorney in labor relations department, named associate director of labor relations, East Coast.

## Broadcast Advertising

**F. Blair Plowman**, senior VP-management representative, Grey Advertising, New York, elected executive VP. **Alice Bond**, management supervisor, and **Russell Booth**, assistant media director, elected VP's.

**Frank MacNamara**, former VP-director of media, John F. Murray Advertising, joins Norman, Craig & Kummel, New York, as senior VP-director of marketing services. **Marybeth Lareau**, VP-creative group head, Dancer-Fitzgerald-Sample, New York, joins NCK as VP-associate creative director.

**Jerry Stein**, executive VP and director of marketing, Catalano & Gornick, New York, elected president. **Vito Catalano**, creative director and board chairman, named chairman of executive committee, and will continue as creative director. **Joseph Gornick**, president, becomes chairman of C&G.

**Arthur S. Tauder**, director of planning and budgets, Interpublic Group of Companies, New York, named senior VP.

**Kenneth Teason**, creative supervisor, N.W. Ayer, New York, joins Sumner Inc., Atlanta, as senior VP-creative director.

**Hal Grant**, director of music, Ogilvy & Mather, New York, elected senior VP. **Mario Messina**, art supervisor, and **Suzette Prigmore**, copy supervisor, elected VP's.

**Bill Hogan**, general sales manager, WNEW(AM) New York, joins RKO Radio Sales as VP-general manager.



Myers

**Jack Myers**, retail-developmental sales manager, WCBSTV New York, appointed general manager, retail sales for CBS Television Stations Division, succeeding **Sherman Wildman** who was recently named director of marketing for CBS Television Stations (BROADCASTING, May 28).

**Jim Seemiller**, general

**"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

sales manager. WJJD(AM) Chicago. joins WIND(AM) there in same capacity.

**Clarke Brown** and **Mark Kanov**, on sales staff of WQXI-AM-FM Atlanta. named general sales manager and local sales manager. respectively.

**Rita Silke**, research clerk. ABC Radio Network. New York. named research analyst.

**Cheryl Snell**, from S.E.M. Communications. Clayton, Mo.. joins KSD-TV St. Louis as account executive.

**Bob Brokman**, sales manager. KTAC(AM) Tacoma. Wash.. named general sales manager.

**Curt Van Loon**, account executive. WLYC(AM)-WILQ(FM) Williamsport. Pa.. joins WEJL(AM) Granton. Pa.. as general sales manager.

**Bruce Mello**, account executive. Harrington. Righter & Parsons. New York. joins WABC-TV there in same capacity. **Vincent Gardino**, account executive with Katz Radio. joins ABC's WABC(AM) New York as account executive.

**John Frey**, account executive. KWST(FM) Los Angeles. named to same position at KLAC(AM) there.

**Charles Campbell**, from John Blair & Co.. joins Keystone Broadcasting System as VP-Detroit manager.

## Programing

**Michael Zinberg**, producer-director for Mary Tyler Moore Productions. joins NBC Entertainment. Los Angeles. as VP-comedy programs. West Coast. **Jay Michells**, director of promotion. West Coast. NBC Entertainment. Los Angeles. named VP-talent relations.

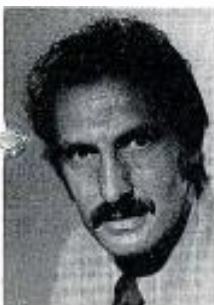


Zinberg



Dockry

**Nancy Dockry**, VP for television program development and production. Nephi Productions. joins Universal Television. Universal City. Calif.. as VP responsible for current and future network projects.



Antonowsky

**Marvin Antonowsky**, former senior VP of Universal Television. joins Columbia Pictures as senior VP and assistant to president. Frank Price. Antonowsky was VP-research at ABC and VP-programing with NBC-TV until 1976 when he joined Universal. **Lawrence Hilford**, executive VP, Viacom International.

joins Columbia Pictures as senior VP responsible for developing new marketing primarily in area of video cassettes and disks.

**Tom Werner**, ABC Entertainment's VP for



**Inducted.** The Hollywood Radio and Television Society installed its new officers June 12 at a luncheon. Among those elected (l to r): Robert Daly, president of CBS Entertainment, VP; John Severino, VP-general manager of KABC-TV Los Angeles, president; Deanne Barkley, VP of motion pictures for TV and miniseries, NBC-TV, treasurer, and Milton Raynor, executive VP of Factor-Newland Production Corp., secretary. Severino succeeds Lionel Schaen, VP-general manager of KHJ-TV Los Angeles, who will continue on HRTS board as immediate past president.

comedy and variety program development. Los Angeles. named VP and senior executive. prime-time development. reporting to Marcia Carsey. senior vice president. prime-time series. **Stuart Bloomberg**, who last month was named director of variety programing. ABC Entertainment (BROADCASTING. June 4). appointed director of variety series. specials and late-night programing. **Jack Singer**, director. ABC International Television. New York. with responsibilities as consultant and representative for foreign broadcasters. named director of television sales. ABC Pictures International.

**Margie Glucksman**, director of talent and casting. CBS Entertainment. New York. named director of talent and casting. West Coast.

**Peter Bart**, president of Lorimar Films. Culver City. Calif.. resigns to "fulfill writing commitments" and to work on production of film.

**Robert Rosenbaum**, unit production manager. Walt Disney Productions. Los Angeles. named senior vice president. television production. Paramount Television there. effective immediately.

**Werner Michel**, senior vice president in charge of creative affairs. MGM Television. Los Angeles. named executive vice president. Wrather Entertainment International there.

**John J. Scuoppo**, former VP. creative services. NBC. named to new post of director of creative marketing services. Blair Pro-Rodeo Enterprises. division of John Blair & Co.. New York. which produces. sells and places TV coverage of professional rodeo sports events.

**Jack McKenna**, weatherman. KGUN-TV Tucson. Ariz.. joins KBJR-TV Superior. Wis. (Duluth. Minn.). as program director.

**Red Koch**, owner of public relations firm in Buffalo. N.Y.. joins WTNH-TV New Haven. Conn.. as program manager.

**Bill Spitzer**, production manager. WTTG(TV) Washington. assumes additional responsibilities as assistant program director.

**Mark Williams**, from KCKC(AM) San Bernardino. Calif.. joins WAVE(AM) Louisville. Ky.. as program and operations manager.

**Corey McPherrin**, sports director. WGEM-TV Quincy. Ill.. joins WDSU-TV New Orleans as weekend sports anchor and weekday sports reporter. **Ann Newberry**, acting traffic manager. WDSU-TV. named traffic manager. **Nettle Trotter**, in traffic department of WDSU-TV. named assistant traffic manager.

**Les Smith**, from KRCG(TV) Jefferson City. Mo.. joins WFLA-TV Tampa. Fla.. as noon sports anchor and evening sports reporter.

## Another Columbia Graduate On The Way Up!

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**Dick Curtis**, freelance script writer and night club performer. joins WCMH-TV Columbus, Ohio, as executive producer of *PM Magazine*, succeeding David Smith (see this page).

## News and Public Affairs

**Arthur Lord**, chief of Southwest bureau of NBC News, based in Houston, named director of network news, West Coast, responsible for news coverage from Colorado to Hawaii and from Alaska to Mexico.

**Ron Kershaw**, weekend senior producer and producer in charge of economic coverage for ABC-TV, New York, joins WNBC-TV there as news director.



Kershaw



Tuck

**Cecil Tuck**, director of news and public affairs, KTVI(TV) St. Louis, joins WLS-TV Chicago as news director. **Tom Hodson**, executive producer of 5 p.m. and 6 p.m. newscasts, WLS-TV, named producer of investigative unit. **Yaa Adebayo**, production assistant, named associate producer of

weekly public affairs program.

**George Noory**, director of news planning and development for KSTP-TV Minneapolis, joins KSD-TV St. Louis as news director.

**Jackie Stone**, general assignment reporter, WNBC-TV New York, named Long Island correspondent.

**Ed Borne**, assignment editor, KALB-TV Alexandria, La., named managing news editor. **Kathryn Johnson**, senior reporter, succeeds Borne.

**Candice Meyers**, producer of 6 p.m. news program, KPX(TV) San Francisco, named executive news producer.

**John Friedlein**, former reporter, WCPO-TV Cincinnati, joins WISH-TV Indianapolis as executive news producer.

**John Halpern**, from WTVI(TV) Miami, joins WKYC-TV Cleveland as associate news producer. **Kathryn Pardon Goree**, associate director, named producer-director.

**Cynthia Smith**, weekend co-anchor, WDAF-TV Kansas City, Mo., named weekday co-anchor.

**Bob Hite**, weekend anchor and nautical news reporter, WFLA-TV Tampa, Fla., named anchor for 6 p.m. and 11 p.m. news.

**Beverly Byer**, reporter and co-anchor, WIC-TV Pittsburgh, joins KOMO-TV Seattle as general assignment reporter and relief anchor.

**Michael Voss**, general assignment reporter, KOMU-TV Columbia, Mo., joins WDSU-TV New Orleans in same capacity. **M.J. (Buddy) Rizzuto**, news photographer, WDSU-TV, named chief photographer.

**Jim Holland**, news director and anchor, KAAL(TV) Austin, Minn., joins news staff of WTVH(TV) Syracuse, N.Y.

**Jerry Jay Hymen**, from Indiana University, Bloomington, joins WTHI-TV Terre Haute, Ind., as reporter.

**G. Donald Gale**, director of public affairs, KSL-TV Salt Lake City, named supervisor of special projects team, producer of public affairs programming.

**Michael Czuczor**, producer-director and production operational supervisor, WSMW-TV Worcester, Mass., joins *New Jersey Nightly News*, Trenton, as senior director. *Nightly News* is joint presentation of New Jersey public television stations and noncommercial WNET(TV) New York (Newark, N.J.).

**James Schmidt**, producer-director, KYW-TV Philadelphia, named associate program producer of *Evening Magazine*.

**John B. Field**, freelance technician, joins Entertainment and Sports Programming Network, Plainville, Conn., as director of technical operations.

**Ric Hansen**, program director, KTAC(AM) Tacoma, Wash., named manager of station operations.

**Fred Manfra**, from Associated Press Radio Network, Washington, joins WWJ(AM) Detroit as sportscaster.

**Gregory Robinson**, operations manager, WTMJ-TV Milwaukee, joins Wisconsin Educational Television and Radio Networks, based in Madison, as production and programing coordinator.

**Mary Ann Herman**, from noncommercial

WHYY-TV Wilmington, Del. (Philadelphia), joins Ohio Educational Television Network, Columbus, as associate producer.

**Dennis Flanagan**, news director, KSTF(TV) Scotts Bluff, Neb., joins KBJR-TV Superior, Wis. (Duluth, Minn., news department as photo-editor. **Kevin Hanson**, photographer, KAAL(TV) Austin, Minn., joins KBJR-TV in same capacity. **Barb Reynolds**, reporter, WEBC(AM) Duluth, joins KBJR-TV in same capacity.

**Sandi Turton**, office manager, WOHN(AM) Herndon, Va., joins Associated Press Radio, Washington, in same capacity.

**Ann Israel**, air personality, WINH(AM)-WGMB(FM) Georgetown, S.C., named director of news and public affairs.

**Allan Loudell**, news director, WWEE(AM) Memphis-WLVS(FM) Germantown, Tenn., joins WDA(AM) Memphis as morning anchor.

**Dean Mell**, news director, KHQ-AM-TV Spokane, Wash., elected to executive committee of Radio-Television News Directors Association, representing region one.

## Promotion and PR

**David Smith**, executive producer of *PM Magazine*, WCMH-TV Columbus, Ohio, named promotion manager.

**Carole Taylor**, audience promotion manager, WBAL-TV Baltimore, named promotion manager.

**Sheryl Gold**, VP, advertising and public relations, Corinthian Broadcasting, New York, joins Jacob & Gerber, Los Angeles, as executive VP heading new office in New York. Firm specializes in advertising and promotion for stations.

**Sherry Goodman**, director of human rights department, Welfare Council of Metropolitan Chicago, joins WTTW(TV) there as director of special audience services.

**John Q. Adams**, producer of *Chicago Perspective*, WMET(FM) Chicago, assumes additional duties as community relations director.

**Joy C. Bryon**, public service director, WESH-TV Daytona Beach-Orlando, Fla., named associate director of public affairs.

**Mike Lerner**, freelance documentary writer-producer-director, Akron, Ohio, joins WHAS-TV Louisville, Ky., as promotion director.

**Cathy Clements**, producer of *Top O' The Day*, WBTV(TV) Charlotte, N.C., named promotion manager.

## Cable



McGroarty

**Robert McGroarty**, former VP-general manager of FM National Sales for CBS Radio, New York, joins Warner Cable Corp. there as VP-marketing. **Scott Kurnit**, program manager, WGBY-TV Springfield, Mass., named program manager for Warner Cable's Qube system in Columbus, Ohio.

**Thomas Hawley**, general executive in charge

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of UPI Newstime, news service for cable television. New York, named director of cable television services. **Jack Klinge**, manager for commercial pictures sales, based in Dallas, named cable television sales manager.

**Lea Morton**, account executive, AdVenture, Joplin, Mo., joins Cablecom-General, Englewood, Colo., as director of marketing.

**Margo Jones**, VP of FPC Advertising, Rock Hill, N.Y., joins Cablevision Industries, Liberty, N.Y., as director of marketing.

**Charles Eissler**, manager of product planning, Quasar Electronics Corp., Franklin Park, Ill., joins Oak Industries, Crystal Lake, Ill., as manager of product planning for cable television division.

## Broadcast Technology

**Albert W. Malang**, engineering consultant to CBS-TV, joins RCA as director of SelectaVision videodisk program conversion.

**Richard Gingras**, consultant for National Telecommunications and Information Administration, named director of telecommunications, noncommercial KCET(TV) Los Angeles.

**Julius Barnathan**, president, ABC Broadcast Operations and Engineering, received Brooklyn College award of honor, recognizing him as distinguished alumnus, at college's commencement exercises June 12.



**Standing in for a colleague.** The DeForest Audion gold medal of the Veteran Wireless Operators Association was accepted for George E. Sterling, a former FCC commissioner honored for "70 years of dedication to the art of wireless and radio communication," by Commissioner Robert E. Lee (1) at a dinner in New York. The presentation was made by George B. Riley, retired, supervisor of technical operations for WOR-TV New York, president of the association; Senator Barry Goldwater (R-Ariz.) is the organization's honorary president. Sterling was an FCC member from 1948 to 1954. He established an amateur radio station in Maine in 1908, was later a radio operator in the merchant marine and a marine radio inspector before joining the Department of Commerce's radio division, then the Federal Radio Commission and finally the staff of the FCC. Now 85, he lives with his wife on Peak's Island, Me., where he catches lobsters as an avocation.

**George A. Scherer**, design and project engineer, Blonder-Tongue Laboratories, Old Bridge, N.J., named chief engineer, RF products.

**Paul Bugielski**, technical coordinator, Shure Brothers, Evanston, Ill., named product manager for microphones and circuitry products.

**Nick Tejero**, engineer, WPBT(TV) Miami, named engineer in charge of remote production.

**Robert Anderman**, broadcast sales manager, McMartin Industries, Omaha, joins Microtime, Bloomfield, Conn., as director of marketing.

## Allied Fields

**Maurice B. Mitchell**, famed for "Mitch's pitch" three decades ago when he headed NAB's sales division that later turned into Broadcast Advertising Bureau, has left presidency of Center for the Study of Democratic Institutions in Santa Barbara, Calif., and will devote principal time to Westview Press, Boulder, Colo., publisher of academic books, of which he is chairman. Before joining center, which last week was turned over to private foundation on University of California at Santa Barbara campus, Mitchell was chancellor of University of Denver.

New officers, International Radio and Television Society: **Giraud Chester**, Goodson-Todman Productions, re-elected president; **Avram Butensky**, outgoing president of International Radio and Television Foundation, first VP; **James Rosenfield**, CBS-TV, VP; **Walter Schwartz**, John Blair & Co., VP; **Arthur Watson**, NBC-TV, VP; **Jerome Boros**, attorney with Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind, secretary, and **Alan Griffith**, Bank of New York, treasurer.

**Ronald D. Coleman**, Minority counsel, House Commerce Committee, joins Leighton, Conklin & Lemov communications law firm. **Robert E. Stein**, President of Environmental Mediation International Inc. and member of United States Advisory Committee on the Law of the Sea becomes counsel to firm.

## Deaths



Atlass

**Ralph Leigh Atlass**, 76, pioneer Midwest broadcaster, died June 20 in Chicago of complications from lung cancer. With brother, H. Leslie Atlass, he started WBBM(AM) in 1923 at Lincoln, Ill., moved it to Chicago in 1925, converting it to commercial operation. In 1931, when CBS bought station and retained Leslie Atlass as vice president in charge of CBS Central Division, Ralph Atlass became part owner of WJKS(AM) Chicago, now WIND, and WLAP(AM) Louisville, Ky., now WAVE. He bought into WLOL(AM) Minneapolis in 1943. All station holdings were later sold. Atlass served as president and general manager of WIND from 1945 until 1956 when that station was sold. With

group of investors, Atlass bought WGRT(AM) Chicago in 1967 and was active with station until he retired in 1972. Survivors include son, Ralph L. Jr., and daughter, Peggy.

**Frank Earl Mason**, 86, president of International News Service during 1920's, and VP of NBC from 1931 to 1945, died June 16 in his sleep in Leesburg, Va. Mason worked as correspondent for INS in Berlin, London and Paris before becoming president and general manager. INS later merged with United Press to become United Press International. While with NBC, he was involved in press relations. His wife, Ellen, and brother, Robert T. Mason, who had been owner of WMRN(AM) Marion, Ohio, died several years ago.

**John D. Murchison**, 57, Texas financier, died June 14 en route to St. Paul hospital, Dallas, after acute asthmatic attack that was secondary to heart disease. Murchison was partner with his brother, Clinton W. Murchison Jr., in several holdings that included Pay Television Corp., Manhasset, N.Y., and STV Station Corp., applicant for five new UHF's and purchase of one existing UHF construction permit ("Closed Circuit," June 18). In addition to his brother, survivors include wife, Lucille, son, John D. Murchison Jr., and daughters, Mary Noel Larmont, Barbara Jeanne Murchison and Virginia Murchison.

**Sanford A. Schafitz**, 53, founder and owner of WFAR(AM) Farrell-WFAR-FM Sharpsville, both Pennsylvania, died May 30 in Sharon (Pa.) General hospital of heart failure. Earlier in his career, he was founder and builder of WYTV(TV) and WWIZ(FM), both in Youngstown, Ohio. Survivors include two sisters and one brother.

**Barry Shear**, 56, veteran film and television director, died of cancer June 13 in Los Angeles. In early 1960's he directed several Ernie Kovacs specials and many installments of NBC-TV's *Tonight Show*. Other credits included episodes of *Name of the Game*, *Night Gallery*, *It Takes a Thief*, *Ironsides* and *S.W.A.T.* He was also on staff of Dumont Television Network's WABD(TV) New York. He is survived by wife, Sondra, and two children.

**Kenneth Harvey**, 60, television actor, writer and director, died June 13 at Norwalk (Conn.) hospital of cancer. He played in daytime television series, *Search for Tomorrow*, and at time of his death, was writer for NBC's *All My Children*. He was president of American Federation of Television and Radio Artists from 1973 to 1976. Survivors include his wife, actress Rita Morley, and two sisters.

**Russell Jones**, 61, former European correspondent for United Press International until 1957, died June 9 at his home in Vienna. He joined CBS News in 1959 and worked in Washington and Africa. Later, he joined ABC News and was named bureau chief in Beirut, Tel Aviv and Moscow. He retired two years ago. Survivors include his wife, former Baroness Martha von Karolye

**Barry L. Ehret**, 32, account executive in Memphis office of Katz Television, died June 12 of cancer. He formerly was in sales with WNGE(TV) and WSIX-AM-FM, all Nashville. He is survived by his wife, Charlene.

**Albert Blumberg**, 71, in scenic design department of WCAU-TV Philadelphia for 27 years, died June 15 in Miami nursing home after long illness. He retired in 1973. Survivors include one brother and sister.

# Stock Index

Exchange and Company	Closing Wed. June 20	Closing Wed. June 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)	Exchange and Company	Closing Wed. June 20	Closing Wed. June 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>							<b>PROGRAMMING</b>						
N ABC	38 3/8	37 1/4	+1 1/8	+ 3.02	8	1,062	O Chuck Barris Prods...	13 1/2	14 3/4	-1 1/4	- 8.47		
A Affiliated Pubs.	21 7/8	22 1/8	- 1/4	- 1.12		76	N Columbia Pictures...	22 1/2	21	+1 1/2	+ 7.14	4	219
N Capital Cities	40	40 3/4	- 3/4	- 1.84	11	560	N Disney	35 1/2	36 1/4	- 3/4	- 2.06	11	1,151
N CBS	48 7/8	46 1/2	+2 3/8	+ 5.10	7	1,373	N Filmways	14 1/8	14 5/8	- 1/2	- 3.41	8	70
N Cox	61 5/8	61 1/2	+ 1/8	+ .20	12	410	N Four Star*	1 1/4	1 1/4				13
A Gross Telecasting	21 1/4	21 1/2	- 1/4	- 1.16	7	17	N Gulf + Western	14 5/8	14 3/4	- 1/8	- .84	3	704
O Kingstip Commun.	17 1/4	16 1/2	+ 3/4	+ 4.54	31	7	N MCA	44 1/8	43	+1 1/8	+ 2.61	8	1,028
O LIN	46	46 1/2	- 1/2	- 1.07	11	128	N MGM	21 1/2	22 5/8	-1 1/8	- 4.97	10	658
N Metromedia	58	55 3/4	+2 1/4	+ 4.03	8	266	N Transamerica	17 3/4	18 1/8	- 3/8	- 2.06	6	1,171
O Mooney	5 1/4	5 1/4				2	N 20th Century-Fox	43 3/8	41 3/4	+1 5/8	+ 3.89	6	337
O Scripps-Howard	48	48			9	124	O Video Corp. of Amer.	8 3/4	8 5/8	+ 1/8	+ 1.44	29	8
M Starr	14 3/4	14 3/4			46	22	N Warner	34 1/2	34 1/2			8	676
N Storer	37 3/4	40	-2 1/4	- 5.62	10	186	A Wrather	18 3/4	17 1/8	+1 5/8	+ 9.48	51	43
N Taft	23 1/4	23 1/8	+ 1/8	+ .54	8	197	<b>SERVICE</b>						
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>							O BBDO Inc.	31 1/2	31 1/2			7	79
A Adams-Russell	13 7/8	13 7/8			11	17	O Compact Video	9 1/4	9 5/8	- 3/8	- 3.89		16
N American Family	12 1/8	12 1/8			5	127	N Comsat	45 1/4	45 5/8	- 3/8	- .82	11	362
N John Blair	28 1/2	28 1/2			6	69	O Doyle Dane Bernbach	17 3/4	18 1/4	- 1/2	- 2.73	6	31
N Charter Co.	35 3/8	34 1/2	+ 7/8	+ 2.53	30	679	N Foote Cone & Belding	18	18 1/2	- 1/2	- 2.70	6	46
N Chris-Craft	13 7/8	12 5/8	+1 1/4	+ 9.90	8	51	O Grey Advertising	32	33	-1	- 3.03	4	19
N Coca-Cola New York	6 5/8	6 1/2	+ 1/8	+ 1.92	9	116	N Interpublic Group	36 5/8	36 3/4	- 1/8	- .34	7	87
N Combined Comm.	33 1/2	33 1/2			12	355	O MCI Communications	7 7/8	6 1/4	+1 5/8	+26.00	98	162
N Cowles	19 3/4	19 3/4			16	78	A MovieLab	7 3/8	6 3/4	+ 5/8	+ 9.25	13	11
N Dun & Bradstreet	33	34 1/4	-1 1/4	- 3.64	13	918	A MPO Videotronics	4 5/8	4 5/8				5
N Fairchild Ind.	30 7/8	30	+ 7/8	+ 2.91	6	176	O A. C. Nielsen	24 1/8	23 7/8	+ 1/4	+ 1.04	11	265
N Fuqua	12	11 1/4	+ 3/4	+ 6.66	5	151	O Ogilvy & Mather	19 3/4	19 3/4			6	71
N Gannett Co.	43 7/8	44	- 1/8	- .28	14	1,179	O TPC Communications	8 1/4	8 5/8	- 3/8	- 4.34	15	7
N General Tire	26 3/4	24 1/4	+2 1/2	+10.30	6	620	N J. Walter Thompson	24 5/8	25 7/8	-1 1/4	- 4.83	6	65
O Gray Commun.	25	24 1/2	+ 1/2	+ 2.04	8	11	N Western Union	23 3/4	21 5/8	+2 1/8	+ 9.82	10	360
N Harte-Hanks	20 3/8	20	+ 3/8	+ 1.87	12	188	<b>ELECTRONICS/MANUFACTURING</b>						
N Jefferson-Pilot	33 1/2	34 1/2	-1	- 2.89	9	766	O AEL Industries	5 5/8	6	- 3/8	- 6.25	4	9
O Marvin Josephson	13 3/4	13 3/4			8	35	N Ampex	16	16 1/8	- 1/8	- .77	11	181
O Kansas State Net	23	22	+1	+ 4.54	19	41	N Arvin Industries	14 3/4	15 3/4	-1	- 6.34	4	87
N Knight-Ridder	21 1/4	21 3/4	- 1/2	- 2.29	9	701	O CCA Electronics*	1/8	1/8				1
N Lee Enterprises*	21 3/8	21 3/8			11	155	A Cetec	4 3/4	4 3/4				10
N Liberty	33 1/2	33 7/8	- 3/8	- 1.10	7	228	A Cohu	4	4 1/8	- 1/8	- 3.03	13	6
N McGraw-Hill	25 5/8	24 3/4	+ 7/8	+ 3.53	10	634	N Conrac	14 5/8	15	- 3/8	- 2.50	23	30
A Media General	22 3/8	21 5/8	+ 3/4	+ 3.46	9	166	N Eastman Kodak	57 5/8	57 1/2	+ 1/8	+ .21	10	9,299
N Meredith	28	28 7/8	- 7/8	- 3.03	6	86	O Farinon	13 1/2	13 1/2				13
O Multimedia	26 1/4	26 1/4			11	174	N General Electric	48 3/4	49 1/2	- 3/4	- 1.51	9	8,998
A New York Times Co.	25 1/4	26	- 3/4	- 2.88	19	292	N Harris Corp.	28 1/2	28 1/2			13	744
N Outlet Co.	19 3/8	20 3/4	-1 3/8	- 6.62	5	47	O Harvel Industries	6 3/4	6 3/4			18	3
A Post Corp.	19 7/8	19 3/4	+ 1/8	+ .63	9	36	O Intl. Video Corp.*	1	1				2
A Reeves Telecom	5	5 1/8	- 1/8	- 2.43	56	11	N M/A Com, Inc.	21 1/4	21 3/4	- 1/2	- 2.29	28	56
N Rollins	20 1/8	19 1/2	+ 5/8	+ 3.20	10	269	N 3M	56 7/8	56 5/8	+ 1/4	+ .44	12	6,624
N San Juan Racing	15 1/2	16	- 1/2	- 3.12	20	38	N Motorola	44 7/8	45 3/8	- 1/2	- 1.10	11	1,280
N Schering-Plough	31 1/4	30 1/2	+ 3/4	+ 2.45	9	1,665	N N. American Philips	26 1/8	28 1/2	- 3/8	- 1.31	5	338
A Sonderling	25 1/2	25 1/2			8	28	N Oak Industries	31 7/8	30	+1 7/8	+ 6.25	22	115
A Tech. Operations	10 1/2	9 3/8	+1 1/8	+12.00	26	14	O Orrox Corp.	5 7/8	6 1/4	- 3/8	- 6.00	8	11
N Times Mirror Co.	29 1/4	29 1/8	+ 1/8	+ .42	8	993	N RCA	25 1/4	24 7/8	+ 3/8	+ 1.50	7	1,889
O Turner Comm.	11	12 1/4	-1 1/4	-10.20		108	N Rockwell Intl.	38 3/8	39 3/4	-1 3/8	- 3.45	6	1,335
A Washington Post	23 3/4	24 3/4	-1	- 4.04	8	381	A RSC Industries	3 1/8	3	+ 1/8	+ 4.16	17	7
N Wometco	19 3/8	19 5/8	- 1/4	- 1.27	9	165	A Scientific-Atlanta	37 7/8	37 1/2	+ 3/8	+ 1.00	16	102
							N Sony Corp.	9 1/2	9 3/8	+ 1/8	+ 1.33	16	1,638
							N Tektronix	50 5/8	51 1/4	- 5/8	- 1.21	13	910
							O Telematic	1 1/4	1 1/2	- 1/4	-16.66		2
							O Valtec	13 1/4	12 5/8	+ 5/8	+ 4.95	28	52
							N Varian Associates	20	21	-1	- 4.76	111	136
							N Westinghouse	19 1/8	18 3/4	+ 3/8	+ 2.00	5	1,654
							N Zenith	12 1/2	13 3/8	- 7/8	- 6.54	12	235
							<b>Standard &amp; Poor's 400</b>						
							Industrial Average	112.73	113.61	- .88			
							<p>A-American Stock Exchange  M-Midwest Stock Exchange  N-New York Stock Exchange  O-over the counter (bid price shown)  P-Pacific Stock Exchange</p> <p>Over-the-counter bid prices supplied by  Loeb, Rhoades Hornblower Inc.,  Washington</p> <p>*Stock did not trade on Wednesday, closing price shown is last traded price</p> <p>**No P/E ratio is computed, company registered net loss.  ***Stock split.  +Traded at less than 12.5 cents.</p> <p>P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard &amp; Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.</p>						
<b>CABLECASTING</b>													
A Acton	11 3/4	11 7/8	- 1/8	- 1.05	8	28							
O Ameco+						8							
O Athena Comm.	3 7/8	4 1/8	- 1/4	- 6.06		8							
O Burnup & Sims	5 5/8	5 3/4	- 1/8	- 2.17	30	47							
O Cable Info.*	8	6			30	3							
O Comcast	24 1/4	21	+3 1/4	+15.47	24	40							
O Entron*	5	5			5	4							
N General Instrument	44 3/8	41 3/8	+3	+ 7.25	12	345							
O Genev Corp.	13 3/4	13 3/4			6	15							
O Tele-Communications	28 3/4	24 5/8	+4 1/8	+16.75	35	153							
N Teleprompter	20 7/8	19	+1 7/8	+ 9.86	27	416							
O Texscan	3 7/8	3 1/8	+ 3/4	+24.00	23	3							
N Time Inc.	37 5/8	39 1/2	-1 7/8	- 4.74	7	1,051							
O Tocom	10	10			21	14							
O UA-Columbia Cable*	33	33			15	110							
O United Cable TV	34 1/2	33	+1 1/2	+ 4.54	24	70							
N Viacom	30 3/8	28 3/8	+2	+ 7.04	16	115							



## The communications conscience of Senator Goldwater

At 70, Barry Goldwater has attained the status of elder statesman, but the years haven't taken the sharp edges off the famous Goldwater candor. At a hearing about broadcasting this month, he told a crowd that Goodyear commercials during sports events are so irritating that he would never buy another Goodyear tire. He got a few phone calls that might have moved another senator to smooth out the statement. But not Goldwater. "I meant it," he told a reporter later. He went even further, saying that "90% of television advertising is in very, very poor taste. How they sell anything, I'll never know."

Senator Goldwater's thoughts on advertising and television are of some moment to broadcasters. As of this year the senior senator from Arizona, dean of the Senate conservatives, is ranking Republican on the Communications Subcommittee. He is author of one of two pending bills revising the Communications Act. So it should concern broadcasters somewhat when Senator Goldwater says he doesn't think much of television.

"Oh, they bug the Christ out of me," he says about most television programs. "I don't think I can name you a half-dozen programs that I like." Three that he does are *60 Minutes*, the *CBS Evening News with Walter Cronkite* and *All in the Family* (the last even though his wife hates it). Some legislators, feeling as Goldwater does, that the "average thing you see on TV is not in good taste," have proposed doing something about it. There have been suggestions to license the networks to the FCC or to cut the network's power by taking away some of their owned and operated stations.

What would Goldwater do? Nothing. "It's not our job," he says.

The senator could have developed a grudge against the networks and the rest of the news media. Looking back at his campaign for the Presidency in 1964, he says, "I don't think anybody was kicked around harder or worse than I was." He once said that "if I hadn't known Barry Goldwater in 1964 and if I had to depend on the press and the cartoons, I'd have voted against the son of a bitch."

But there is no venom behind the assertion. As he speaks—amiably, matter-of-factly, mildly—there is no reason to doubt it when he says there are no hard feelings. He is bothered by the power of the commercial networks, by their apparent influence on millions of minds. But he doesn't know what to do about it, and



Barry Morris Goldwater—senior senator of Arizona, Republican; b. Jan. 1, 1909, Phoenix; attended University of Arizona, 1928-29; became president. Goldwater's department store, 1929; elected to Phoenix city council 1949; elected to United States Senate, 1952, re-elected 1958; Republican candidate for President, 1964; re-elected to United States Senate, 1968; major general, retired, Air Force reserve; married Margaret Johnson, 1934; children—Joanne Butler, Margaret Holt, Barry Jr. and Michael, all grown.

thinks Congress should just stay away.

Goldwater would do away with the fairness doctrine, a stance that has been identified with liberals such as Senator William Proxmire (D-Wis.) and Representative Lionel Van Deerlin (D-Calif.). But to Goldwater it mixes well with conservatism: The least government is the best.

The hat of Communications Act reformer is a new one for Goldwater—he says it is the hardest he has had to wear—donned at what may be the twilight of one of the Senate's remarkable careers. He grew up in Phoenix, went to military school in Virginia, then, for a year, to the University of Arizona. But he had to leave there after the death of his father to run the family's Phoenix department store. He entered local politics in 1949. In 1952, he went to Washington after beating the then Democratic majority leader of the Senate, Ernest W. McFarland (who is now principal owner of KTVK(TV) Phoenix).

Goldwater let his second term in the Senate expire to run for President against Lyndon Johnson in 1964, a campaign that made Goldwater a national figure, a hard-nosed advocate of conservative causes. On election day he won only his home state of Arizona and states in the deep south.

In 1968, Goldwater returned to the Senate, defeating Roy Elson, who is now vice president for government relations for

the National Association of Broadcasters.

Goldwater has pursued his hobbies with as much vigor as his Senate career. He has had his photographs shown and published. According to his biography sheet, he has "logged over 12,000 hours of flying in 159 types of jet and conventional aircraft." But the hobby that established his kinship with broadcasters is his amateur radio operation. He has a ham set in his office, another in his car, still another by his bedside. When he wants to talk on the radio, the senator says, he has to talk. Much of his electronic equipment he built himself, including three television sets that he claims are "better than anything on the market."

It is not surprising, then, that when testimony on his and Senator Ernest Hollings's (D-S.C.) Communications Act revision bills turns to some of the more arcane communications issues, such as spectrum allocation, just when onlookers' eyes begin to glaze and thoughts turn to the weekend, Senator Goldwater perks up. He has made the World Administrative Radio Conference, one of the toughest to fathom, a specialty.

Before this year, Goldwater wasn't known for his work in communications. He gave the communications world Dean Burch, a former Goldwater administrative assistant and campaign manager who was FCC chairman from 1969 to 1974, but the senator was deeply involved with other issues such as foreign relations, science and technology. But after a Senate committee shuffling in 1977, he joined the Communications Subcommittee, and now is in the thick of issues he says take up half his time.

He sees broadcasting as the nub of the controversy in communications reform. His goal for the industry is to reduce regulation and extend broadcasters' license periods, perhaps indefinitely. He gives the impression he is unalterably opposed to a spectrum fee, saying he doesn't buy the argument that the spectrum is a public resource. "What a man does with his property, even extending into the skies, is his own business." His bill contains a fee covering only the cost of federal regulation.

A bit hard of hearing, suffering the pains of an arthritic hip and injured knee, Senator Goldwater is weighing whether to retire at the end of this term, next year. He says he hasn't made up his mind, but that he has always thought a senator should step aside at 70, his age.

But even if he decides to leave, he thinks some legislation with broadcasting in it will be passed before he goes. He says it with the same conviction as when he says he won't buy another Goodyear tire: "We'll get a bill."

# Editorials

## In line of duty

It was perhaps destined by the nature of the craft that a television war correspondent would one day be killed on camera, as some were wounded on camera in Vietnam. Inevitable or not, however, the sight last week of a tin-horn soldier shooting Bill Stewart in the head as the ABC correspondent lay prone and helpless in a Managua street was shocking.

Stewart's was a particularly brutish death, more an execution than a combat casualty, but he joined a list of journalist fatalities that has lengthened as wars have turned meaner and weapons have fallen into the hands of terrorists, guerillas and undisciplined troops. The list, it must be sadly recognized, will not stop with Bill Stewart's name until people quit settling political differences by killing one another.

The television journalist in a combat zone runs special risks, followed as he is by a highly visible train to make pictures and record sound. The print reporter need take into combat only his personal faculties, which look like those of anybody else. He is a less inviting target for hostile fire or for an adolescent gunman with terror or a grudge in his heart.

Still television journalists must practice their trade, with not much more than luck and common sense to protect them.

## Fair's fair

Kaiser Aluminum bought full-page newspaper ads last week to complain that the three television networks had refused commercials it had prepared to call public attention to the energy crisis and to defend free enterprise against governmental overregulation. In soliciting public support for Kaiser's asserted right of access to network television, the ads presented an unfortunate distortion of the fairness doctrine.

"The doctrine," said the ads, "was formulated by the Federal Communications Commission (FCC) to insure that a fair balance of opinion is presented on television. We believe, too, that television should present a fair balance of opinion. Even ours." If the public responds to that definition of the fairness doctrine in the messages it writes to its congressional delegations at Kaiser's request, television once again will have become the victim of misinformed abuse.

Kaiser's advertising money would have been better spent in a truthful explanation of why the fairness doctrine prevents broadcasters from accepting the kind of advertising that Kaiser placed unrestrictedly in newspapers last week. The broadcaster who carries such messages must be prepared to prove that they are balanced by other messages containing conflicting views. It may sound harmless enough to the uninitiated, like Kaiser. In practice, it can lead to the kind of trap that was sprung on WTOP-TV Washington (now WDVM-TV) two years ago.

A fairness complaint against WTOP-TV, ABC-TV, NBC-TV and the last's owned-and-operated WRC-TV Washington charged that a Texaco commercial that all carried—showing pieces of a jigsaw puzzle, each representing a different component of the oil industry, being assembled into what was described as an efficient company like Texaco—was an oil-industry argument against the divestiture then threatened by pending legislation. The FCC agreed that the commercial dealt with a controversial issue of public importance and thus triggered a fairness-doctrine requirement for the presentation of opposing views.

ABC, NBC and WRC-TV, which carried the commercial no more than four times each, were found to have broadcast, in news and other programs, enough pro-divestiture comment to balance the

Texaco spots. WTOP-TV, however, couldn't rustle up enough counterprogramming to satisfy the FCC. After being told to shape up, it underwrote a series of blatantly anti-industry minutes that it carried 30 times to atone for the 53 low-key Texaco messages it had broadcast.

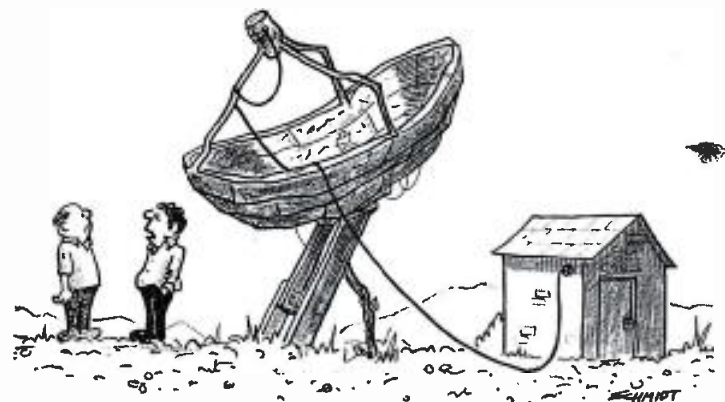
The WTOP-TV example is only one of many cases that are in the network's minds when advertisers are refused time for "editorial" messages. It is not broadcasting that is to blame, the exclusion of corporate statements by Kaiser, by Mobil, which has an extended history of dispute over this subject, or by other advertisers. It is the FCC that originally invented the fairness doctrine and the Congress that eventually embedded it in Section 315, the political broadcasting law. If Kaiser really wants to get on television, it ought to ask the public to demand repeal of Section 315. Without that disabling and discriminatory law, Kaiser could as easily get on the air as it got into newspapers of its choice last week.

## Detente

There seems to be general agreement among fellow commissioners and members of the FCC staff that Chairman Charles D. Ferris made the right choice in Richard Shiben to head the Broadcast Bureau (BROADCASTING, June 18). The selection composed at least some of the disharmony that had been created by the chairman's earlier manipulations of personnel.

FCC members who had objected five weeks earlier to the railroading of Philip Vermeer into the Broadcast Bureau job agreed with only murmurs of dissent to his transfer to the Common Carrier Bureau as chief, so pleased they were with the Shiben elevation. Career civil servants on the staff took new comfort in the promotion of Shiben, the civil-service archetype, to the highest Broadcast Bureau post. Ferris even made people forget that the moves were the planned sequel to the forced or voluntary walking of the plank the week before by Lawrence Darby, the former chief of the Common Carrier Bureau, or that Martin Levy, deputy chief of the Broadcast Bureau and favorite of some commissioners, had been passed over once again.

The approval of last week's demonstration of the chairman's leadership will last as long as Shiben retains his reputation for independence. Broadcasters will hope he holds that reputation in higher esteem than accommodation with the chairman's hired guns who got Shiben's predecessor's predecessor, Wally Johnson, a short six weeks ago.



Drawn for BROADCASTING by Jack Schmidt

"There's no way we'll pay those fancy earth-station prices."

# **“Imagine increasing your station’s income without increasing either your ratings or your rates.”**

*Jim Long, President,  
TM Productions*

**All you may have to do is increase the effectiveness of your sales approach. TM’s sales consultant systems could help you do just that. To find out how you can cash in, read on.**

The TM sales consultant systems are complete. They are designed to help you get more new clients, as well as bigger budgets and longer contracts from your existing clients.

## **Give them advertising to sell them time**

The TM sales consultant systems equip your sales force to be advertising consultants instead of just time salesmen. What’s the difference? The approach they use and the results they get.

A time salesman goes to a client and tells him the station has a few availabilities next week at a special rate and would he care to buy them. The client says yes, and buys a few spots.

An advertising consultant goes into the same store and talks to the owner about his business, his problems, his total advertising plans. Then he offers the prospect a complete radio campaign. He offers him national-quality commercials written by big-league pros. He offers him custom music, music that can’t be used by any other business in the market. Then he suggests a long-term contract to give him more exposure for his money.

## **Can pay for themselves in a few months**

The results? For many stations, TM’s systems have resulted in higher closing



rates, more new accounts, longer initial contracts, better repeat sales and a solid bottom-line profit. Some station managers report liquidating the entire cost in just a few months. From then on, it’s pure profit.

There can be other, more intangible benefits, too. The professionally produced commercials help improve the overall sound of the station. The success of the program, and the quality of the product, can give your sales staff a greater sense of pride and professionalism. These are things that can pay dividends far into the future.

## **Your TM representative can tell you all about it**

The TM sales consultant systems can give you a new outlook on your station’s profit potential, regardless of the size of your market. Ask your TM representative about the sales consultant systems. He’ll find one that fits your budget and your profit goals.

**If you can’t wait,  
call (214) 634-8511, collect,  
and ask for Fran Sax,  
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1349 Regal Row  
Dallas, Texas 75247



**“You’re right, sir. Our average rating among women 18-49 does put us just about at the top of the list of all sitcoms in syndication.**



**“That’s true, too, sir. There are some good looking new shows for Fall.**

**“But look at it this way: why take a wild shot when a year in the marketplace has proved that our show is right on target in reaching the viewers you want most?”**

**The Bob Newhart Show**

