

July 23, 1979

Is there life after the rewrite?
The recession-resistant broadcast economy

Broadcasting Jul 23

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

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WHY ARE WE SO HAPPY?

ARBITRON TELEVISION Top 25 PROGRAMS-ADI RATINGS

MARKET: MINNEAPOLIS/ST. PAUL
SURVEY: May 2-May 29, 1979

Rank	Program	ADI Rating	Rank	Program	ADI Rating
1.	<u>Eyewitness News (Tues.-10PM)</u>	26	16.	<u>Family</u>	19
2.	<u>Eyewitness News (Wed.-10PM)</u>	24		Special Movie Presentation	19
	<u>Eyewitness News (Thurs.-10PM)</u>	24		10PM Report (Wed.)	19
	<u>Work & Mindy</u>	24		10PM Report (Tues.)	19
5.	<u>Eyewitness News (Mon.-10PM)</u>	23	20.	<u>Carter Country</u>	18
	<u>60 Minutes</u>	22		<u>Eyewitness News (Sat.-10PM)</u>	18
7.	<u>Happy Days</u>	22		<u>Fantasy Island</u>	18
8.	<u>Angie</u>	21	23.	<u>All in the Family</u>	17
	<u>Eyewitness News (Sun.-10PM)</u>	21		Barnaby Jones	17
	<u>Laverne & Shirley</u>	21		<u>Love Boat</u>	17
	<u>Three's Company</u>	21		<u>M*A*S*H</u>	17
12.	<u>Barney Miller</u>	20		<u>Starkey & Hutch</u>	17
	<u>Eight is Enough</u>	20		<u>Taxi</u>	17
	<u>Eyewitness News (Fri.-10PM)</u>	20		<u>Vegas</u>	17
	<u>Lou Grant</u>	20		10PM Report (Thurs.)	17

THAT'S WHY.

These local Arbitron "Top 25" ratings are based on data obtained from the Arbitron diary survey of this market. The Metro ratings reflect viewing in the Arbitron Television Metro area, which is most cases corresponds to Standard Metropolitan Statistical Areas as defined by the U.S. Government's Office of Management and Budget. Estimates are subject to all the conditions and limitations described in the Arbitron Television Market Report.

This Arbitron Television survey covered a multiple-week period, and the Metro ratings are estimated average percentages of the total number of television households in the Metro area which viewed a particular program. The listed programs have been telecast at least two times during the survey period.

on the same day of the week. There are occasions when regular programs have been preempted during a survey period. In cases of preemptions, the data for the day(s) on which the preemption occurred have been deleted, and the ratings reflect the audience which viewed the regularly scheduled program only.

THE ARBITRON COMPANY
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CLAPPER

Alex Haley's

ROOTS

David L. Wolper, Executive Producer Stan Margulies, Producer
A David L. Wolper Production for the ABC Television Network

THE 12 HOURS OF ROOTS HAVE BEEN SOLD IN 81 MARKETS...

WABC-TV, New York
KABC-TV, Los Angeles
WLS-TV, Chicago
WPHL-TV, Philadelphia
KGO-TV, San Francisco
WCVB-TV, Boston
WXYZ-TV, Detroit
WDVM-TV, Washington
WJKW-TV, Cleveland
WTAE-TV, Pittsburgh
KPRC-TV, Houston
WCCO-TV, Minneapolis-
St. Paul
WPLG, Miami
KPLR-TV, St. Louis
WXIA-TV, Atlanta
KIRO-TV, Seattle-Tacoma
WTHR, Indianapolis
WBAL-TV, Baltimore
WITI-TV, Milwaukee
WFSB-TV, Hartford-
New Haven
KBTB, Denver
KCRA-TV, Sacramento-
Stockton
KPTV, Portland (Ore.)
KMBC-TV, Kansas City
WXIX-TV, Cincinnati
WUTV, Buffalo
WTVF-TV, Nashville
KPHO-TV, Phoenix

WMC-TV, Memphis
WDSU-TV, New Orleans
WLKY-TV, Louisville
KENS-TV, San Antonio
WOWK-TV, Charleston-
Huntington
WLYH-TV, Harrisburg-York-
Lancaster-Lebanon
WDTN, Dayton
WYAH-TV, Norfolk-
Portsmouth
WNEP-TV, WVIA-TV, Scranton
Wilkes-Barre, Pittston
WIXT, Syracuse
WNEM-TV, Flint-Saginaw-
Bay City
KSL-TV, Salt Lake City
WGHP-TV, Greensboro-
Winston Salem-High Point
KTEW, Tulsa
WTOL-TV, Toledo
KSLA-TV, Shreveport
KTHV, Little Rock
WXEX-TV, Richmond
WOWT, Omaha
WJXT, Jacksonville
WROC-TV, Rochester (N.Y.)
WLUK-TV, Green Bay
KJEO, Fresno
WMT-TV, Cedar Rapids-
Waterloo

WHME-TV, South Bend-
Elkhart
WTAJ-TV, Johnstown-Altoona
KOAT-TV, Albuquerque
KREM-TV, Spokane
WCSH-TV, Portland (Me.)
WPTA, Fort Wayne
WKYT-TV, Lexington
KGUN-TV, Tucson
WITN-TV, Greenville-New
Bern-Washington
WOLO-TV, Columbia (S.C.)
WPTZ, Burlington-Plattsburgh
WSMW-TV, Worcester
WBRZ, Baton Rouge
KRDO-TV, Colorado Springs
WHA, Madison
KFDA-TV, Amarillo
WBAK-TV, Terre Haute
WKAB-TV, Montgomery
WCSC-TV, Charleston (S.C.)
WBNG-TV, Binghamton
KNDO-TV, Yakima
KEZI-TV, Eugene
KLAS-TV, Las Vegas
WLBZ-TV, Bangor
KOLO-TV, Reno
KEYT, Santa Barbara
WBBJ-TV, Jackson (Tenn.)
WABG-TV, Greenwood
KJCT-TV, Grand Junction

AVAILABLE SEPTEMBER 1, 1979

Warner Bros. Television Distribution

Alex Haley's

ROOTS:

THE

David L. Wolper
A David L. Wolper Production

Broadcasting
July 23, 1979

Producer
Network

THE 14 HOURS OF

MARKETS...

WABC-TV, New York
KABC-TV, Los Angeles
WLS-TV, Chicago
WPHL-TV, Philadelphia
KGO-TV, San Francisco
WCVB-TV, Boston
WXYZ-TV, Detroit
WDVM-TV, Washington
WJKW-TV, Cleveland
KPRC-TV, Houston
WPLG, Miami
KPLR-TV, St. Louis
WXIA-TV, Atlanta
KIRO-TV, Seattle-Tacoma
WTHR, Indianapolis
WBAL-TV, Baltimore
WFSB-TV, Hartford-New Haven
KBTU, Denver
KCRA-TV, Sacramento-Stockton
KMBC-TV, Kansas City
WUTV, Buffalo

tsmouth

(N.Y.)

ie

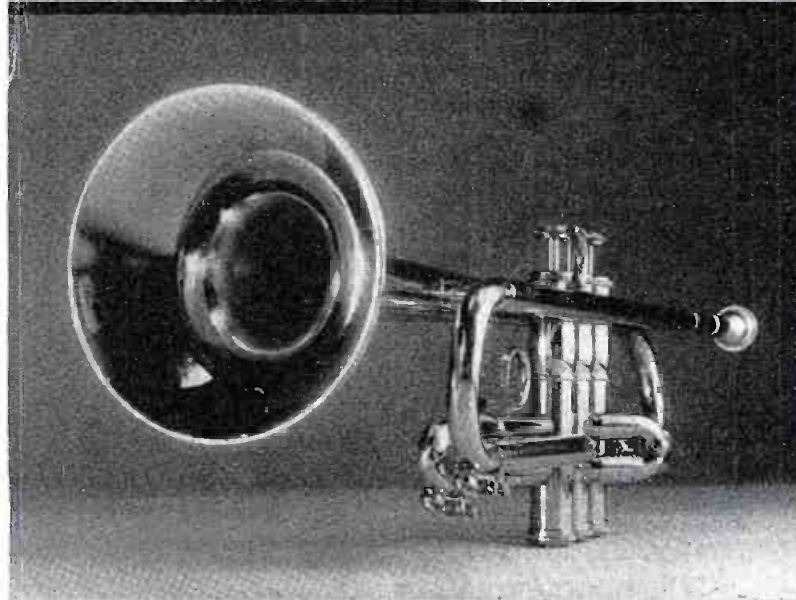
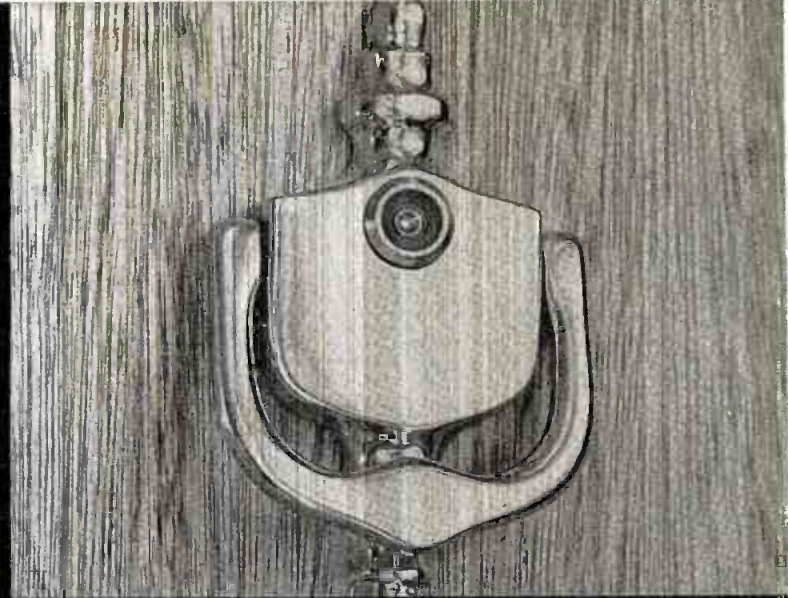
New Bern-

WISN-TV, Columbia (S.C.)
WPTZ, Burlington-Plattsburgh
WSMW-TV, Worcester
KRDO-TV, Colorado Springs
WBAK-TV, Terre Haute
WKAB-TV, Montgomery
WCSC-TV, Charleston (S.C.)
KEZI-TV, Eugene
KOLO-TV, Reno
WBBJ-TV, Jackson (Tenn.)
WABG-TV, Greenwood
KJCT-TV, Grand Junction

Plus the one-hour special THE PHENOMENON OF ROOTS



A Warner Communications Company



**Last month, we covered everything
from hookers to housing...
from disco to divorce.
And we did it in depth.**

Providing provocative, timely local programming isn't easy. It's a whole heck of a lot simpler to throw in an occasional interview with the President of the Rotary Club and let it go at that. But at Channel 13 in Birmingham, we took the time last month to explore five different issues, in depth. We did it with a series of mini-documentaries scheduled in our week-night

newscasts. A subject a week... a segment a night.

WAPI-TV
Birmingham,
Alabama

Newhouse Broadcasting Corporation. WAPI AM/FM/TV—Birmingham • WSYR AM/FM/TV—Syracuse • KTVI—St. Louis • WTPA FM/TV—Harrisburg • WSYE TV—Elmira. Represented by MMT Sales, Inc.

Even though we have the largest, most knowledgeable news team in the state of Alabama, it was a back-breaking job to do all five of these specials in a 30 day period. But we did it and we're glad. Because if it's important to our audience... it's important to us. And it has been for 30 years.

The Week in Brief

LAZARUS SYNDROME □ The rewrite, all but written off, will likely come back to life in the form of amendments to the current law. Radio deregulation is a good bet; license fee and retransmission consent aren't. **PAGE 24.**

GIANT JEOPARDY □ The FCC tentatively decides against renewing RKO's WNAC-TV Boston but decides the record isn't quite sufficient. If the decision becomes final, all the group's stations may become targets. **PAGE 25.**

STREET TALK □ Stock analysts analyze broadcasting's chance in a recession, and they're optimistic: 1980 is an election/Olympic year, upfront selling at the TV networks is going very well, and the medium is traditionally "recession-resistant." **PAGE 26.**

SUPERSTATION STATUS □ Nine months after the FCC OK'd the relay of TV signals by resale carriers, the original superstation, Ted Turner's WTCG Atlanta, has been joined by stations in New York, Chicago, Los Angeles and San Francisco with others extending their coverage through microwave. **PAGE 29.**

RADIO IS RED HOT □ RAB goes all out to enlist support by stations for its million-dollar fall campaign. **PAGE 31.**

A RECORD, BUT... □ While RCA posts its highest profits for the second quarter it would have shown a decline without the sale of RCA Alaska Communications. Broadcasting and consumer electronics are the only divisions that don't post gains. **PAGE 32.**

WANTS A SHARE □ AFTRA decides to establish a formula for payment to its members for commercials and programs that are carried on cable based on the number of receivers or subscribers. **PAGE 33.**

DAYTIME LEADER □ From humble beginnings in Dayton,

Ohio, Phil Donahue has created a show that without a network reaches 97% of the country and more than six million households in an average quarter hour. **PAGE 34.**

LATE EDITION □ CBS News will begin a West Coast version of its *Evening News* on Aug. 27 with Terry Drinkwater anchoring Los Angeles inserts. **PAGE 40.**

BUDGET TIME □ Even though it's asked by OMB to keep the total at 1980 figures, the FCC proposes a 1981 budget with an increase of \$9.2 million and 156 more jobs. **PAGE 42.**

BAN EFFECTS □ The proposed FTC bans on children's advertising could lead to a \$6.4 million drop in the gross national product, according to a study by two Lehigh University professors. **PAGE 44.**

THE RELUCTANT SUPERSTATION □ Metromedia and its KTTV get backing in their fight to keep the station from satellite distribution. **PAGE 44.**

PROTECT US □ Cable argues that the FCC must stand between the medium and local authorities when it comes to regulating franchise fees. **PAGE 45.**

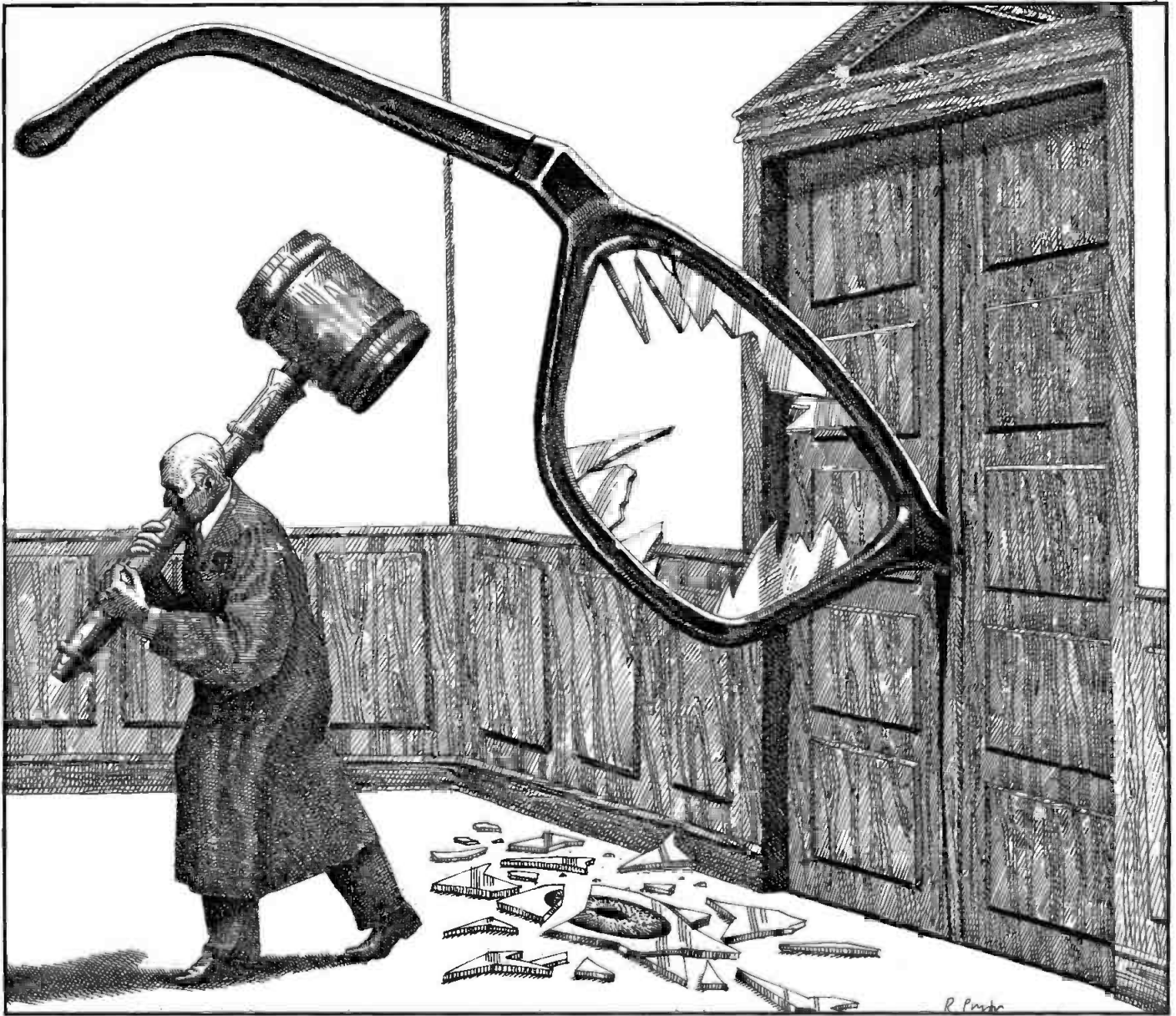
SET POINT OF VIEW □ Comments at the FCC on how best to improve reception of TV receivers range from a cautious tone from NTIA on the TI receiver to hostility from some manufacturers. **PAGE 47.**

A MAN FOR ALL MEDIA □ Gannett's Allen Neuharth likes practical jokes, but when it comes to business he can be very serious. The former reporter for the *Rapid City* (S.D.) *Journal* oversaw the CCC merger and now heads a company with 80 daily papers, seven TV, six AM and six FM stations, outdoor advertising, newsprint interests and more. **PAGE 73.**

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THE DOORS OF INJUSTICE

SENECA FALLS, New York—In 1976, an ex-policeman disappeared while fishing on Seneca Lake in Upstate New York. Two men were arrested and accused of his murder, even though the body was never found.

Carol Ritter, court reporter for Gannett Rochester Newspapers, went to cover the pretrial hearing for the accused.

When she arrived at the courtroom, Ritter and other reporters were barred from the hearing on the pretext that the accused would not be able to get a fair trial if the pretrial hearing was covered by the press.

The Gannett Rochester Newspapers strongly disagreed and challenged the judge's right to close the doors of justice to the people, including the press. They took that challenge to the Supreme Court of the United States.

Gannett believes no judge should have the right to shut the people and their free press out of such pretrial hearings, where an overwhelming majority of criminal prosecutions are resolved.

Can you imagine up to 90 percent of all court cases being settled in secret? Gannett could not. But on July 2, 1979, the Supreme Court ruled it could happen.

Gannett protests vigorously this abridgment of the First Amendment. Not only has the Court limited journalists' access to gathering and reporting the news for the public, but it has also

trampled on the people's freedom to know, the cornerstone of our rights as a free people in a free society.

The freedoms of the First Amendment must be cherished, not shackled.

At Gannett, we have a commitment to freedom in every business we're in, whether it's newspaper, TV, radio, outdoor advertising or public opinion research.

And so from Burlington to Boise, from Fort Myers to Fort Wayne, every Gannett newspaper, every TV and radio station is free to express its own opinions, free to serve the best interests of its own community in its own way.

Gannett
*A world of different voices
 where freedom speaks.*

Closed Circuit®

Insider report: behind the scene, before the fact

Still alive

Carter administration aides involved in communications work seem to have survived first impact of radical head-rolling last week. With Juanita Kreps apparently secure as commerce secretary, there is no sign of automatic shakeup in that department that could extend to Henry Geller, assistant secretary for communications and information. However, evaluation of top aides now going on involves him as well as White House domestic policy staffers active in communications matters—Rick Neustadt and Steve Simmons. Report cards on administration officials were to have been filed with White House chief of staff Hamilton Jordan by Friday (July 20).

Meanwhile, recurrent rumor that FCC Chairman Charles D. Ferris would move to Justice Department appears to have been knocked down with published report that U.S. District Court Judge Frederick B. Lacey of New Jersey, Republican, is Griffin Bell's choice to be next deputy attorney general, post for which Ferris had been frequently mentioned. Lacey would succeed Benjamin Civiletti, who was named to succeed Bell as attorney general.

New order

Public Broadcasting Service broke on top last week in network race to land on-camera interview with Hamilton Jordan, newly named White House chief of staff in shakeup of Carter administration. Jordan showed up Wednesday on *MacNeill/Lehrer Report*, after turning down interview requests of CBS and ABC. He did agree, however, to appear Sunday (July 22) on NBC's *Meet the Press*. CBS recruited White House news secretary Jody Powell on *Wednesday Morning News* after rejection by Jordan.

How White House—specifically President Carter—communicates with American people is one of many matters undergoing review. White House aides knocked down story that President is so angry with Washington press corps he will hold no press conferences there any more. But they do say manner of that communication “is under evaluation.”

International tax?

Officials of State Department's International Organizations Bureau are suggesting that U.S. advance spectrum tax idea—with proceeds to benefit Third World countries—at upcoming World Administrative Radio Conference. Backers say it would help U.S. at WARC. But Glen Robinson, head of WARC delegation, and

other department bureaus are said to be vigorously opposed to idea. Even before getting to merits, Robinson is said to feel that such political proposal is totally out of keeping with U.S. position that conference should focus on technical issues only.

There are also other problems. Defense Department, as user of large chunk of spectrum, would be responsible for large chunk of tax U.S. would pay. Idea, though, has some support at National Security Council and is not dead.

Insecure blankets

In unpublicized decision, U.S. Court of Appeals in New York has raised question bearing on legality of music licenses held by virtually all TV and radio stations. Case is so-called “per-use” suit brought by CBS against American Society of Composers, Authors and Publishers and Broadcast Music Inc., in which Supreme Court held ASCAP and BMI blanket licenses are not illegal *per se*, but remanded case for determination of whether they are illegal under “rule of reason” (BROADCASTING, April 23).

ASCAP and BMI have since moved for dismissal of suit on grounds that CBS didn't raise rule-of-reason question in first place. In decision earlier this month, appeals court denied motion and ordered parties to file briefs on number of questions, including this: “If . . . it should be determined that it is an antitrust violation for ASCAP or BMI to issue a blanket license to a television network for a single fee, would it necessarily be illegal to negotiate and issue blanket licenses to individual radio or television stations?”

Seeking help on Hill

Question of TV networks's refusal of issue advertising may get congressional examination. Kaiser Aluminum & Chemical Corp., which took out full-page newspaper ads to protest network turndown of ads it wanted to run (BROADCASTING, June 25), is taking its fight to Congress. C.C. Maier, Kaiser's chairman, president and chief executive officer, has said privately that he's “reasonably confident” there'll be congressional investigation. He's also soliciting help in contacting senators and representatives.

Kaiser officials say they've talked with staff of Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee (and with Van Deerlin himself once, and hope to talk with him again); have been in touch with subcommittee members Marc L. Marks (R-Pa.) and James Collins (R-Tex.) and have had indications of interest from

Washington Democratic Senators Warren G. Magnuson and Henry Jackson. Kaiser people are letting congressional contacts know about responses to their newspaper ads—over 1,300 letters thus far, of which they say 98% agree with Kaiser.

Elite of syndication

Number of markets may vary dramatically but in terms of pure DMA (designated market area) ratings, following syndicated programs lead Nielsen May report: *To Tell the Truth*, 13.5 (on 11 stations); *Family Feud PM*, 12.5 (134); *Evening Magazine*, 11.5 (five); *PM Magazine*, 11.5 (11); *Muppets*, 11.4 (152); *Name That Tune*, 10.9 (113); *Hollywood Squares*, 10.7 (71); *Lawrence Welk*, 10.7 (196); *Newlywed Game*, 10.2 (110); *Match Game PM*, 10.1 (79); *Dance Fever*, 10.1 (49).

Mother's arms

It's narrow line CBS-TV is walking with upcoming made-for-TV movie, *Flesh and Blood*, story of prison boxer that deals, in part, with incestuous affair between him and mother. Originally scheduled to air last May, show was subject of intense letter-writing campaign aimed at network affiliates through spring. Stations made known their concern—especially in private, off-record comments at May affiliates meeting.

CBS program practices division kept close watch on show and saw that incest theme was downplayed. Left was about two seconds showing couple entering bedroom. That, too, network has told producer Gerald Abrams must go. “There is a relationship between the mother and the son,” said Donn O'Brien, vice president program practices, last week. “But it's not blatantly portrayed on the screen. If you didn't read the book, you wouldn't presume anything.”

Down the pigeonhole

Now-aborted rewrite of Communications Act will have cost taxpayers about \$800,000 by time House Communications Subcommittee staff winds up legislative work this year. Between \$425,000 and \$475,000 was spent on staff salaries, hearing costs, travel, consultants and office expense in 1977-78. Another \$353,000 is budgeted for 1979.

There's no way to estimate what rewrite has cost private interests it would have regulated (or deregulated). One informed broadcast lobbyist in Washington guessed bill for lawyers, staff analyses, travel and meeting time of executives in affected industries would run into multimillions.

Business Briefly

TV ONLY

Donruss Co. □ Twelve-week campaign for Super Soft bubble gum begins this week in four test markets: Kansas City, Kan., Tulsa, Okla., Dallas and San Antonio, Tex. Agency: D'Arcy-MacManus, Masius, St. Louis. Target: children, 6-11.

Jay's potato chips □ Eight-week campaign begins July 23 in 11 markets in Illinois, Michigan, Indiana and Wisconsin. Agency: Marsteller Inc. Chicago. Target: women, 25-49.

Lever Bros. Co. □ Denim men's fragrance line is being introduced with extensive advertising campaign budgeted at annual rate of \$12 million, with heavy concentration on network TV in prime time and late night from mid-October until end of year. Target: men and women, 21 plus. Agency: J. Walter Thompson Co., New York.

Henri's Food Products □ Eight-week campaign for Henri's French and cucumber and onion salad dressings begins July 30 in 20 Midwestern markets

concentrating on Indiana, Illinois and Wisconsin. Agency: CPM Inc., Chicago. Target: working women.

Thom McCan □ Six-week campaign for back-to-school shoes begins July 23 in 55 markets. Agency: Marschalk Co., New York. Target: teen-agers and adults, 18-49.

Carnation □ Four-week campaign for Friskies Buffet cat food begins next month in 14 markets. Agency: Erwin Wasey, Los Angeles. Target: women, 25-54.

Wm. Underwood Co. □ Four-week campaign for Accent seasoning starts Oct. 15 in about 10 markets. Agency: Kenyon & Eckhardt; Boston. Target: women, 18-49.

Southern Bell □ Four-week campaign promoting business use of long distance begins July 30 in North and South Carolina, Georgia and Florida. Agency: Tucker Wayne, Atlanta. Target: men, 25-49.

Noxell □ Three-week campaign for

AdVantage

Bristol-Myers has selected agencies for brands resigned by Young & Rubicam, New York, which said it could not turn profit on billings estimated at more than \$25 million, of which more than 80% is in broadcast. New agencies and approximate billings are Kenyon & Eckhardt, New York, for Excedrin, \$10.5 million; Grey Advertising, for Windex glass cleaner and Behold furniture polish, \$6.5 million; Daniel & Charles, New York, for Excedrin PM, \$3.7 million; Marschalk, New York, for Endust, \$2.2 million.

□

N W Ayer ABH International, which was founded 110 years ago in Philadelphia and moved its corporate headquarters to New York 10 years ago, now is shifting its media payment section out of Philadelphia. Henceforth, broadcast stations, publications and other media are being asked to direct their invoices to office from which specific advertising originates—New York, Chicago or Los Angeles.

□

New TV commercial program production and post-production firm, The Production Company Inc., is scheduled to open in fall with RCA television equipment valued at more than \$1.5 million. New firm is located at 6700 Third Street, Bellaire, Tex., 77401, (713) 668-2707.

RepReport

KOCY(AM)-KXXY(FM) Oklahoma City: To McGavren Guild (no previous national representative).

□

WLWS(FM) Hamilton, Ohio: To CBS-FM National Sales from CBS Radio Spot Sales.

□

KEZE-FM Spokane, Wash.: To McGavren Guild from HR/Stone.

□

WDUR(AM) Durham, N.C.: To R.A. Lazar & Co. from Pro Time Sales.

Radio only

MASLA MEANS BUSINESS

Ask Bob Robinson
WHY AM/FM,
Montgomery

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

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

Noxema skin cream begins Aug. 13 in 10 markets including New York, Chicago and Los Angeles. Agency: SSC&B, New York. Target: teens; women 18-34.

Judy Bond □ Three-week campaign for blouses begins in early September in 15 major markets including markets in New York and California. Agency: Media

WILD WILD WEST



Wild it is! Western it's not.

Each action-charged hour abounds with secret-agent adventure and sophisticated humor. Set against the backdrop of America's wide-open frontier days.

Little wonder that "Wild Wild West" draws young adults like a magnet...

- ★ Winning Number One time-period rankings among the 18-49 crowd (men and women alike) in such major markets as Miami, Memphis, Cleveland and Charlotte!
- ★ Increasing lead-in audiences of 18-49 women in 64% of all markets played!
- ★ And boosting lead-in audiences of 18-49 men in 91% of all markets played!

Call for 104 "Wild Wild West" hours now.

Then watch how fast Bob Conrad and Ross Martin steal your competition's young adult viewers!

Source: ARB, 5/79.
Audience estimates are subject to qualifications available on request.



Buying Services, Los Angeles. Target: women, 18 plus.

Sambo's Restaurant □ Three-week campaign begins Aug. 1 in approximately 30 markets concentrating on the West Coast. Agency: Larson/Bateman Inc., Santa Barbara, Calif. Target: adults, 25 plus.

Karastan □ Four-week campaign for carpets begins Aug. 1 in eight major markets. Agency: Media Basics, New York. Target: women, 25-54.

Sunbeam □ Two-week campaign for Dog House hot dog cooker begins Sept. 4 in Detroit, Minneapolis and Charlotte, N.C. Agency: Della Femina, Travisano & Partners, New York. Target: men, 18-34.

RADIO ONLY

Beck □ Five-week campaign for Dri-Beck beer begins Oct. 22 in New York, Boston, Chicago and Atlanta only. Agency: Della Femina, Travisano & Partners, New York. Target: men, 18-34.

Brittania Sportswear □ Five-week campaign for clothing starts July 30 in Dallas and Minneapolis. Agency: Wells, Rich, Greene, New York. Target: men, 18-34.

Air California □ Four-week campaign for airline begins Oct. 1 in California markets including Los Angeles and San Francisco. Agency: Phillips-Ramsey, San Diego. Target: men, 25-54.

Southwest Airlines □ Four-week campaign begins July 30 promoting business travel in 12 Texas markets and New Orleans during morning and evening drive times. Agency: Bloom Agency, Dallas. Target: men, 25-54.

Spalding □ Two-week campaign for basketballs begins Aug. 22 in Detroit, Minneapolis, Memphis and Seattle. Agency: Hill, Holliday, Conner, Boston. Target: teen-agers.

Albuquerque Federal Savings Bank □ Six-week radio flight begins late July for bank in Albuquerque only. Agency: Jensen & Ritchie Advertising, Los Angeles. Target: adult 50 plus; adult 35 plus.

Marine Midland Bank □ Four-week radio campaign begins Aug. 13 in New York, including Albany, Syracuse, Watertown and Elmira. Agency: Benton & Bowles, New York. Target: adult 25 and over.

Avon products □ Four-week radio campaign will start late July in over 50 markets including Philadelphia, Washington, Houston and Atlanta. Agency: Uni World, New York. Target: women 18-34.

RADIO AND TV

Prince Macaroni □ Test campaign for new macaroni product begins Oct. 1 on radio and TV in New York with proposed budget of \$500,000. Agency: LSF Media, New York.



Christal scores. Celebrating the signing of an agreement under which Christal Co., New York, becomes the national representative for CKLW-AM-FM Windsor, Ont. (Detroit), are (l to r) Bella Werner, senior VP, research, Christal; Herb McCord, president and general manager of stations; John Fouts, senior VP, new business, Christal and Robert Duffy, president and chief executive officer of Christal. Stations previously were represented by RKO Radio Sales.

International House of Pancakes □ Five-week campaign for restaurant chain begins Sept. in 28 radio and four TV markets concentrating on Midwest. Agency: Brooks Advertising, Palos Heights, Ill. Target: adults, 25-49.

Kinney □ Four-week radio and TV co-op campaign begins in August for Kinney shoes and Footlocker stores in six markets. Agency: Sawdon & Bess, New York. Target: adults, 18-34.

Wendy's □ Two-week campaign will start for fast-food chain Aug. 13 in Chicago and Indiana. Agency: Clinton E. Frank, Chicago. Target: adults, 18-49.

CALL 404-266-2464 AND GET YOUR MONEY BACK

When it comes to the collection game, we're gentlemen. That's why we win at slow pay and no pay problems. Szabo Associates is the nation's largest media collection specialists. We know your business so you don't have to lose your money or your client. Call us. You'll get your money back.

Media Collection Specialists

szabo

SZABO ASSOCIATES, INC.,
3355 Lenox Road, Atlanta, Georgia 30326

BAR reports television network sales as of June 17

ABC \$745,906,700 (36.3%) □ CBS \$674,942,700 (32.8%) □ NBC \$636,360,300 (30.9%)

Day parts	Total minutes week ended June 17	Total dollars week ended June 17	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	155	\$ 1,257,500	3,784	\$ 29,580,000	\$ 26,175,200	+13.0
Monday-Friday 10 a.m.-6 p.m.	1,005	16,721,800	24,085	426,777,300	395,102,600	+8.0
Saturday-Sunday Sign-on-6 p.m.	280	7,257,300	8,108	230,574,800	205,423,400	+12.2
Monday-Saturday 6 p.m.-7:30 p.m.	96	4,441,600	2,359	117,942,600	103,581,000	+13.9
Sunday 6 p.m.-7:30 p.m.	20	1,116,300	577	36,720,000	31,146,300	+17.9
Monday-Sunday 7:30 p.m.-11 p.m.	413	39,713,300	9,918	1,076,450,000	947,774,200	+13.6
Monday-Sunday 11 p.m.-Sign-off	235	6,146,300	5,633	139,165,000	114,032,000	+22.0
Total	2,204	\$76,654,100	54,464	\$2,057,209,700	\$1,823,234,700	+12.8

Source: Broadcast Advertisers Reports

THE WORLD'S LARGEST ATTIC SALE HELPED GIVE 85 CHARITIES A SOLID FOUNDATION THIS YEAR.

When WBT radio's sixth annual World's Largest Attic Sale opened, over 10,000 square feet of floor space was packed with furniture, clothes, appliances and a huge assortment of unique attic treasures.

When the floor cleared, well over \$80,000 had been raised for Goodwill, the Jaycees, The Cystic Fibrosis Association and many other non-profit organizations in Charlotte.

The participating organizations provided the merchandise and the salespeople. We did the organizing and provided the customers.

Over 20,000 in two days.

At WBT, we've always felt a responsibility to support the community that supports us. And we can lend the most support by doing what we do best. Which is, of course, to communicate.

And without communication in today's complex society, one man's attic could overflow while another man's cupboard goes bare.

**110 WBT
CHARLOTTE**



Jefferson Pilot Broadcasting

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



We made Jerry Lewis cry.

Jerry Lewis was visibly taken by the way people all around the country responded to his annual Muscular Dystrophy Telethon.

And Storer is happy to have played a part in helping him attain his goal.

Fact is, WJBK-TV, Storer's station in Detroit, played a big part. It was the number one station in the country in total contributions.

WJBK-TV's record viewers' pledge of \$2,037,155 represented seven percent of the National total of \$29,074,405.

But WJBK-TV wasn't the only Storer station involved in the Jerry Lewis Telethon. WJKW-TV in Cleveland, WSPD-TV in Toledo, WAGA-TV in Atlanta, WITI-TV in Milwaukee were all in there doing their part, as well.

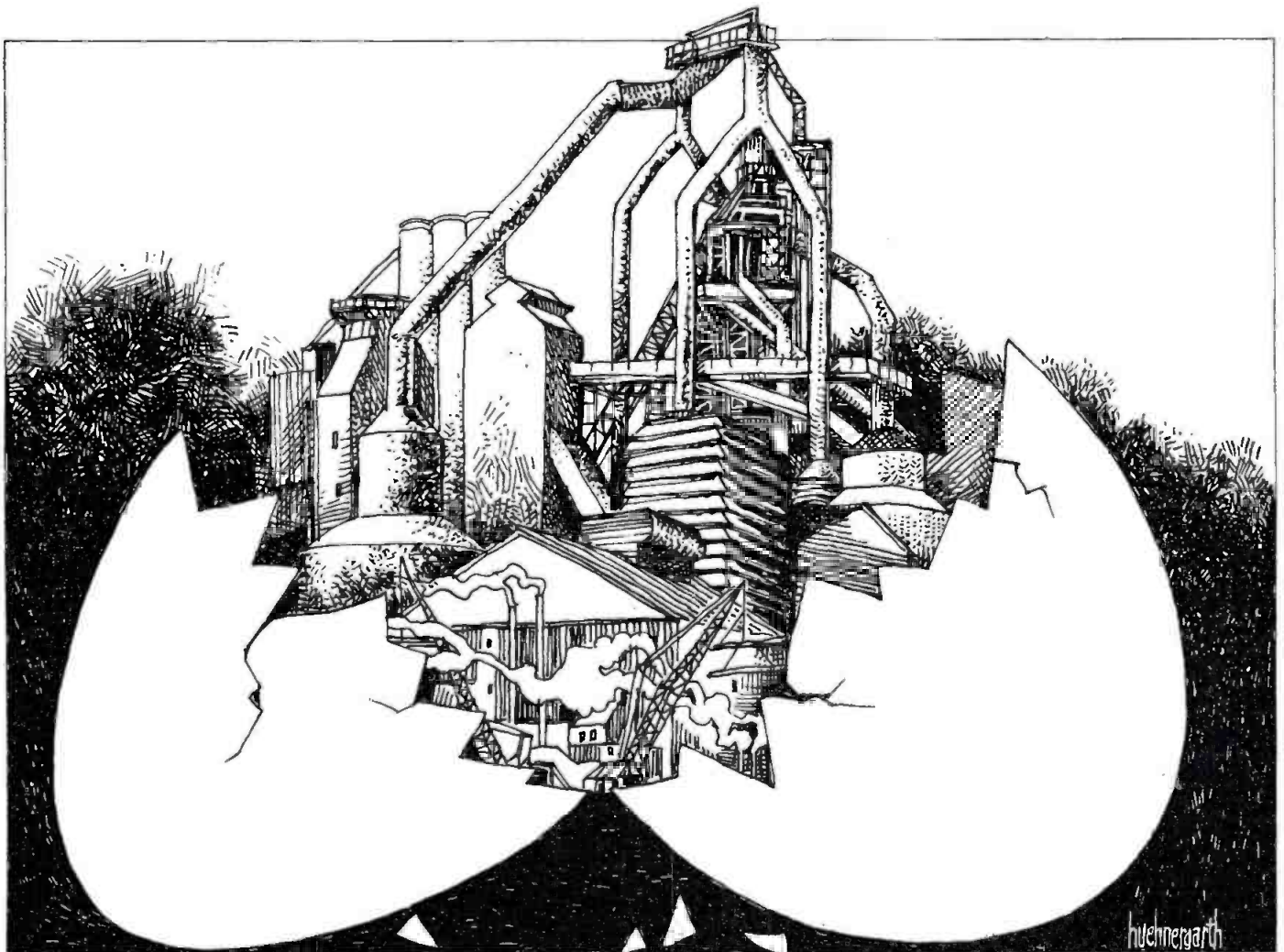
The Jerry Lewis Telethon is another way Storer Stations get involved in serving their communities.

But the way we see it, the more effective we are in our communities, the more effective we can be for our advertisers, and the more effective we can be for ourselves.

STORER

STORER BROADCASTING COMPANY

Why does every emerging nation want its own steel industry?



Because just like the mature, industrialized nations of the world, the less-developed countries know the importance of a strong domestic steel industry...to their national economy and to their national defense. Because they don't want to depend on foreign sources for a reliable supply of the world's most useful metal.

What's needed to insure a healthy, growing *American* steel industry? Governmental policies that will allow us to generate the additional funds needed to modernize and expand.

Bethlehem 

Bethlehem Steel Corporation, Bethlehem, PA 18016

Datebook

■ indicates new or revised listing

This week

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. 2-3—Workshop on libel litigation, sponsored by *Practising Law Institute*. Beverly Hilton hotel, Los Angeles.

Aug 3-7—"Politics, Culture and Radio: a Perspective for the 1980's," radio production seminar sponsored by *WYSO(FM) Yellow Springs, Ohio*, and held there. Information: Sherry Novick, (513) 767-1722.

Aug. 9-10—*Arkansas Broadcasters Association* summer convention, sales seminar. Camelot Inn, Little Rock.

Aug. 9-10—*Kansas Association of Broadcasters* sportscasters seminar. Royals and Arrowhead stadiums, Kansas City, Mo.

Aug. 15-19—Fifth annual conference, *National Federation of Community Broadcasters*. Evergreen State College, Olympia, Wash. Information: Nan Rubin (202) 789-1200.

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

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

Aug. 20—Week of one-day *Missouri Broadcasters Association* sales clinics, beginning Monday at Ramada Inn, Sikeston. Tuesday's will be at the Hilton Inn, Springfield; Wednesday's at Holiday Inn, Jefferson City; Thursday's at Holiday Inn, Hannibal, and Friday's at Ramada Inn, St. Joseph.

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.

Major Meetings

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

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 Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago.

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

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

Jan. 13-16, 1980—*Association of Independent*

Television Stations (INTV) convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

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 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 18-24, 1980—*MIP TV* international program market. Cannes, France.

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.

June 11-15, 1980—*Broadcaster Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

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

The Professional

It's 3:00 A.M. Do You Know Where Jerry Bodlander is?

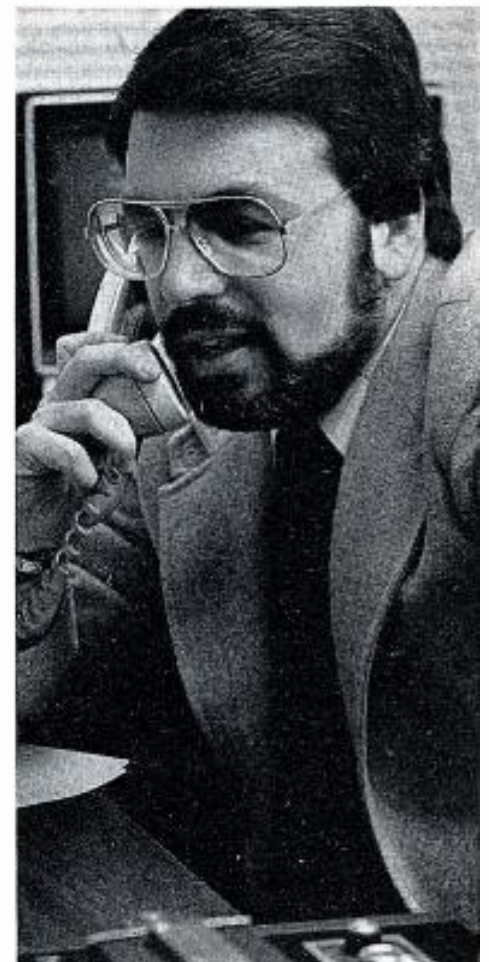
APR's Overnight Editor is on call from 1 a.m. to 4 a.m. Most of the time he's alone, but he's never lonely. Preparing for morning drive-time keeps him in touch with our overseas bureaus from Managua to Moscow, as well as on top of domestic news.

But Jerry's traveling hasn't always been confined to the telephone. He's covered stories like the coal strike negotiations and the New York financial crisis in person. We like that. We're like Jerry Bodlander.

Professional.

AP Radio

Associated Press
Radio Network (212) 262-4011



■ **Aug. 24-25**—Fourth annual San Antonio CineFestival. Theatre for Performing Arts, San Antonio, Tex. Information: Oblate College of the Southwest, 285 Oblate Drive, San Antonio 78216; (512) 736-1685.

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

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

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

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. 7-9—California and Far West regional conference of *Investigative Reporters and Editors*. Dunfey hotel, San Mateo, Calif. Contact: Len Sellers, Journalism Department, San Francisco State, (415) 469-1550.

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. 12-14—*CBS Radio affiliates* board meeting. Hyatt, Lake Tahoe, Nev.

Sept. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

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**—Aging With Television conference sponsored by *Annenberg School of Communications*, University of Pennsylvania. Hyatt Regency hotel, Washington.

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. 20-26—Telcom 79, world telecommunications exhibition, sponsored by the *International Telecommunication 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. 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. 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.

What you don't know about your film library may be killing you.



Because there are so many films to choose from, keeping up is almost impossible. Without a little help, you may be losing money and viewers.

That's where Kaman can turn things around. Our BCS "FILMS" management package helps you select the film that fits the bill.

"FILMS" does this by letting you choose the appropriate selection variables: previous audience share, stars, contract expiration, length, number of plays, depreciation, target audience, and more. With all these criteria at your fingertips, you'll make better programming decisions—because you'll be making more effective use of your film library.

It also provides amortization, payable and forecasting information. And you can use our "FILMS" management package independently or with our BCS 1100 traffic/accounting system.

Other BCS management packages include "DEMOS", which provides immediate access to all rating book data and prepares avail submissions; "KARTS" for inventory and access control of carts and cassettes; and "NEWS", an inventory and retrieval system.

Get the complete details on all BCS management packages by calling us at (303) 599-1601, or write Kaman Sciences Corporation, P.O. Box 7463, 1500 Garden of the Gods Road, Colorado Springs, Colorado 80933.

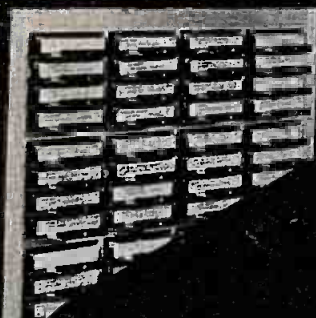
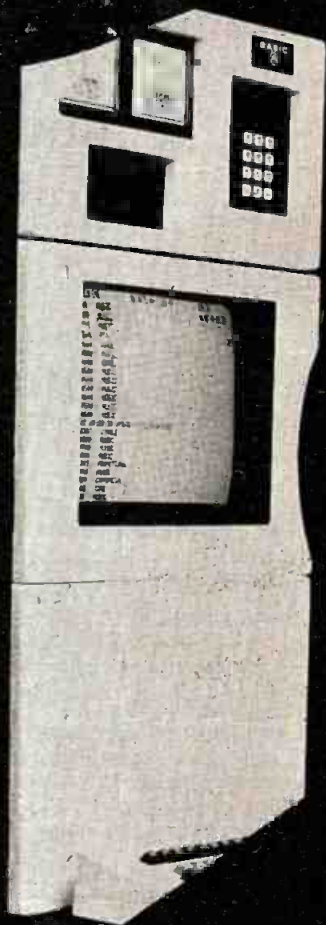
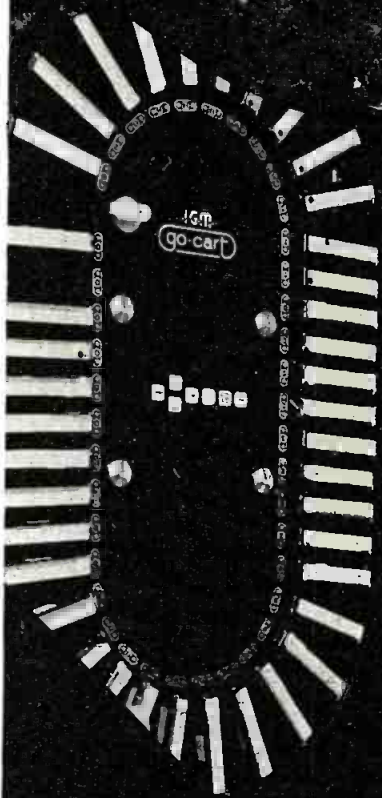
bcs
SYSTEMS

KAMAN SCIENCES CORPORATION
A KAMAN COMPANY

Our systems belong in your station.

KCS 91A

Ingenuity and Good Manufacturing



- 1st to use IBM card systems*
- 1st digital logic control*
- 1st MOS memory systems*
- 1st INSTANT random access cart unit*
- 1st to use minicomputers & VDT'S*
- 1st microprocessor in cartridge playback*
- 1st microprocessors in system control*
- 1st with color display system*

with

BASIC A

**CULMINATION OF 25 YEARS AS THE LEADER
IN RADIO BROADCAST AUTOMATION EQUIPMENT**

THE COMPLETE ONE! BASIC A has ALL its marbles in one package. Nothing else to buy. Just sit down at the keyboard and pick its brains (based on 3 Intel 8085 microprocessors).

You're a HUMAN — tell it in ENGLISH. BASIC A will carry out your commands.

It's BASIC-ALLY BETTER.

See what you're programming, what's on air too,
on CRT — black & white or color.

Push one button to operate LIVE ASSIST.

Airing live commercials or PSA's? BASIC gives you 20
programmable descriptions to automatically log them.

Ideal for syndicated formats, because of modular
programming concept.

Give search & delete commands without interfering with
programming.

FREE education for operator. FREE system installation.

STAY WITH THE FIRST FAMILY.

IGM

A DIVISION OF N.T.I. 4041 HOME ROAD, BELLINGHAM, WA 98225 (206) 733-4567

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 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. 17—*International Radio and Television Society* newsmaker luncheon, featuring Paul Harvey. Waldorf-Astoria hotel, New York.

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

Oct. 18-21—*Missouri Broadcasters Association* fall meeting Sheraton West Port Inn, St. Louis.

Oct. 19-21—Pacific Northwest regional conference of *Investigative Reporters and Editors*. Jantzen Beach Thunderbird, Portland, Ore. Contact: Jerry Uhrhammer, (503) 485-1234.

Oct. 20—Annual convention, *Friends of Old-Time Radio*. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson (203)-795-6261.

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

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

Oct. 24-25—*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* Broad-

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

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.

November

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

■ **Nov. 1-2**—*Kansas Association of Broadcasters* fall management meeting. Holiday Inn Downtown, Topeka.

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

Nov. 2-4—*Loyola National Radio Conference*. Loyola University Water Tower Campus and Water Tower Hyatt House, Chicago. Information: (312) 670-3129.

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

Nov. 7-8—*Oregon Association of Broadcasters* conference. Valley River Inn, Eugene, Ore.

Nov. 7-8—Regional meeting, *Mutual Black Network*



This Week's Program:

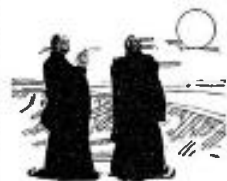
16 TONS From the mountains of Appalachia to the mines of the West, from the pick and shovel to modern machinery, King Coal is making a comeback. A look at coal and the people who dig it out of the ground.
Music and Commentary 2 Hours, Stereo

Off The Wall Public Affairs



This Week's Program:

WILD IN THE STREETS It used to be said, "Don't walk alone on dark streets." Now it's "Don't walk in the daytime on any street." Crime and fear go together in cities large and small in the United States, and may be coming soon to a street near you.
Music and Commentary 2 Hours, Stereo



This Week's Program:

WHICH WAY SALVATION?

An increasing number of Americans are forsaking the traditional Sunday morning services and turning to a new form of religious experience...religious rebirth, including Western evangelism, Eastern mysticism, and even cultism.
Music and Commentary 2 Hours, Stereo

Jonathan Field and Friends for contemporary music stations

For demo and full particulars call (801) 484-2692 or write Box 17044, Salt Lake City, Utah 84117

affiliates. Key Bridge Marriott, Arlington, Va.

■ **Nov. 7-8**—*Audit Bureau of Circulation* Annual Conference. Royal Sonesta Hotel, New Orleans. Speaker—FCC Chairman Charles D. Ferris.

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. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

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.

Errata

May sweep figures in July 16 issue, page 25, for **Harrisburg-York-Lancaster-Lebanon, Pa.**, should have given CBS household figure of 63 (not 65) and NBC households of 72 (not 61), a 20% decrease (not 15%) from last year. Also, percent change figure for CBS in **Evansville, Ind.**, market should be -3 not -30.

Representative **James Collins (R-Tex.)** is ranking minority member of the House Communications Subcommittee, while Representative **James Broyhill (R-N.C.)** is ex officio member of the same subcommittee. An article on page 24 in the July 16 issue incorrectly identified their positions.

WFAL(AM) Bowling Green, Ohio, is **commercial station**, not noncommercial as reported in "Fates & Fortunes", July 16.

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

Dec. 18—*International Radio and Television Society* Christmas benefit luncheon. Waldorf-Astoria hotel, New York.

Dec. 19—Deadline for comments in *FCC* notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

January 1980

Jan. 11-12—National radio-television conference of *Investigative Reporters and Editors*. Hyatt, Louisville, Ky. Contact: James Polk, NBC News, Washington 20016 or Richard Krantz, WHAS-TV Louisville 40202.

Jan. 13-16—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston.

Jan. 14-15—*Society of Cable Television Engineers* regional meeting and technical workshop. Tallahassee, Fla.

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.

Feb. 16-21—*National Association of Television Program Executives* conference. Hilton hotel, San Francisco.

Feb. 19—Deadline for reply comments in *FCC* notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

April 1980

April 18-24—*MIP TV* international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.



Who put the beer commercial next to the PSA for AA?

Don't laugh. It could happen to you.

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The limits of libel

EDITOR: In your editorial of July 2, with respect to two recent libel decisions decided by the Supreme Court, you stated that "all plaintiffs but those who have affirmatively sought the public limelight can now collect on a mere showing of inaccuracy and damage to . . . reputation."

Under the 1974 *Gertz* decision, while states may define for themselves the appropriate standard of liability, they may not impose liability without fault. Your interpretation, under which only inaccuracy and damage need be shown, is a strict liability standard which was specifically rejected by the court in *Gertz*.

Moreover, the court was at pains to note that its conclusion applied where the substance of the defamatory statement "makes substantial danger to reputation apparent."

These considerations afford more leeway to the press than one would think is available from a reading of your editorial.—*Neal M. Goldberg, legal assistant to Commissioner Tyrone Brown, FCC.*

Credit where it's due

EDITOR: In your June 11 issue, you published a letter from Ashton R. Hardy dealing with the subject of liability. He suggested that broadcasters include language in their contracts that "impose the obligation for payment on both advertiser and agency in solido."

After considerable study, BCA-Credit Information Inc. and our parent organization, the Broadcast Financial Management Association, have developed what we believe may answer Hardy's concern. It considers the agency to be the basic contractor for media time, which will be solely liable for payment of billings to the media. If the agency becomes insolvent, the advertiser will become liable for payment of billings, but only as to billing not previously paid to the agency, or as to billing paid to the agency after (1) the advertiser knew the agency's credit was impaired, or (2) the media have notified the advertiser that the agency is seriously delinquent.—*Robert G. Stone, vice president, BCA-Credit Information, New York.*

"I'll give you facts you won't get from HEW."

Everybody's got an opinion on smoking. But a lot of people arrived at theirs without getting a chance to hear both sides of the issue.

I'm Connie Drath, Assistant to the President of The Tobacco Institute. And I've got some pretty interesting information you won't find in HEW press releases or anti-smoking propaganda.

If you have an audience who'd be interested in a different perspective, I'd like to clear up a few misconceptions about our industry and answer their questions on a very important subject.

After all, how can we determine the whole truth with only half the facts?

Connie Drath has served as Legislative Assistant to a U.S. Representative, Washington reporter and foreign correspondent for the New York Journal of Commerce, and U.S. delegate to the OAS journalistic conference on economic integration in Latin America. To arrange for a guest appearance, write The Tobacco Institute, 1776 K St., N.W. Washington, D.C. 20006; or call (800) 424-9876.



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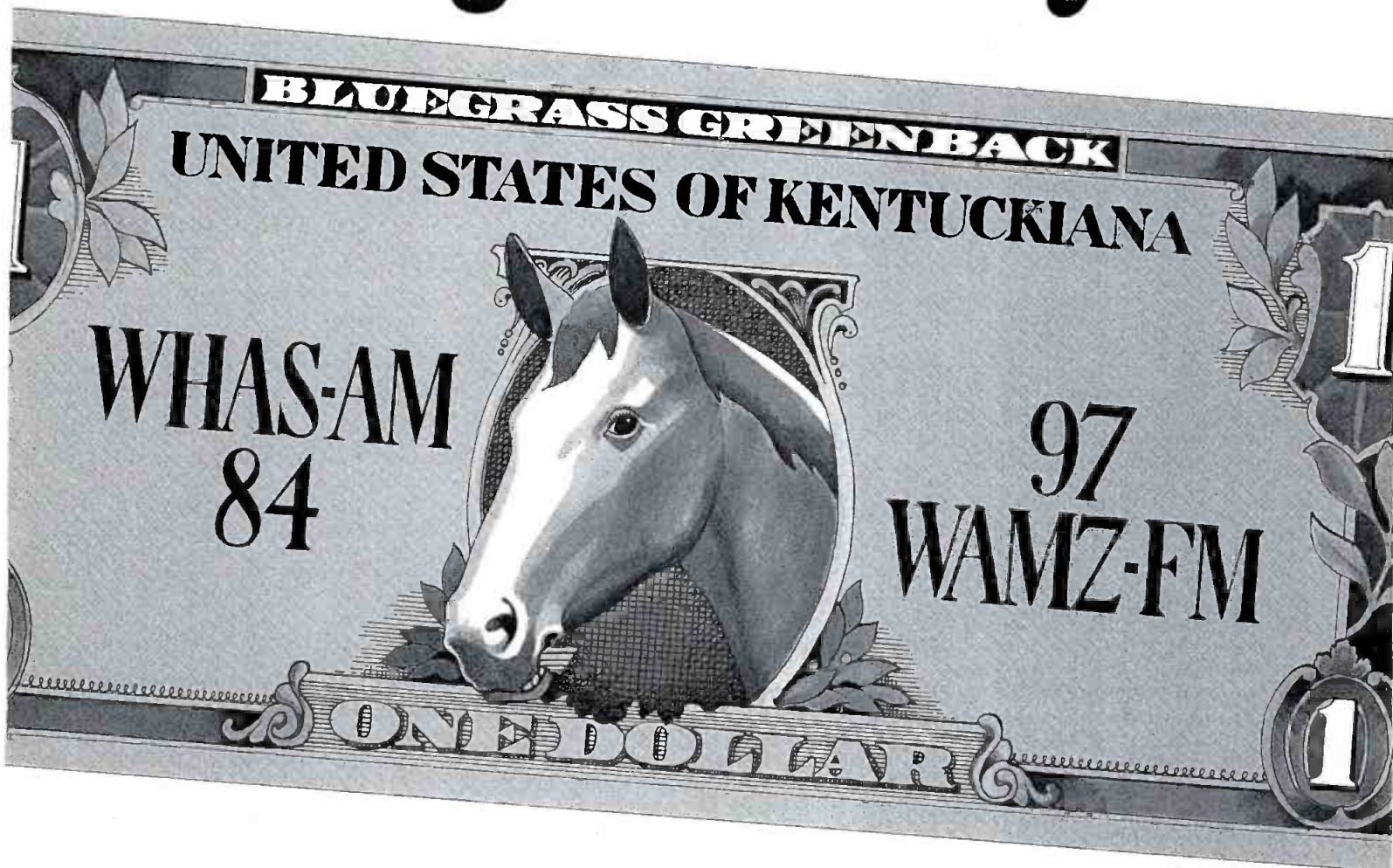
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Louisville is more than the center of thoroughbred breeding. Paired with Southern Indiana, it's the center of a multi-billion dollar agricultural/industrial complex that's home to G.E.'s major appliance division and Ford's heavy truck assembly.

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Both of these stations deliver more adult

listeners than any other stations in the "Kentuckiana" region. It's a fact they're proud of, and one they want advertisers and agencies to know about. That's why they've appointed Blair Radio as their national sales rep.

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

*Source: The Doane Farm Broadcast Study.

Monday Memo®

A broadcast advertising commentary from Frederick Sulcer, senior VP/group executive, Benton & Bowles, New York

There's no fooling today's children

There are a lot of reasons why businessmen don't like to talk about sensitive "issues." We've developed so many cop-outs, it seems American business's highest monument is the low profile.

I think we're starting to realize, though, that we've reached the point where standing mute is a greater danger than speaking out. The country's strength and well-being have been built not only on freedom to act, but on encouragement to act. We've been watching freedom to act being cut back from day to day. We've been seeing the strength and well-being of our country undermined.

Just take a look at what we do to get a new commercial on the air. In the past five years our legal hours have quadrupled. I honestly believe we often spend more hours clearing commercials than creating them.

After the advertiser has gone through all the trials of getting the product approved by his legal staff and the regulators, we have to submit the commercial for scrutiny and interpretations of their individual rules to ABC, CBS and NBC always and, in many cases, to the National Association of Broadcasters. If there is a complaint, we could wind up talking with the National Advertising Division of the Council of Better Business Bureaus and the Federal Trade Commission.

There are special guidelines for children, over-the-counter drugs, automobiles, alcoholic beverages, savings stamps, guarantees, the Boy Scouts, government buildings, federal agencies, the President and the First Lady. There's always the chance some regulator will decide we have disparaged a competitor, shown an ethnic group in what they think is a disparaging setting, shown behavior they find anti-social or violated their personal standard of good taste.

We cannot show anyone in a mailman's uniform. We can videotape real paper money, but not film it. We can't use the word "improved" more than six months after a product appears; after that, apparently, it is no longer approved.

Advertising to children is one of the most sensitive issues—a tough one. It's tempting to just talk around it. But if businessmen are going to speak up on issues, it seems to me they have to face up to the tough ones.

The issues and questions involved aren't easy. Everybody would agree children should be protected from danger. This clearly means no kiddie-quillottes or toxic paints or toys toddlers put in their mouths.

But what about bicycles and roller



Frederick D. (Sandy) Sulcer, a senior vice president, group executive, of Benton & Bowles, also serves on the agency's board of directors and the strategy review board. Sulcer joined B&B in his present position in December 1977. Until 1976, when he formed his own consulting firm, Sulcer had been associated with Needham, Harper & Steers as chairman of NH&S International. Previously he had been president of NH&S Advertising, the agency's domestic subsidiary.

skates? Kids fall off them daily, and can get concussions. Are they dangerous? Should we bar advertising or selling bikes and skates?

Most people would probably say no.

Where in between do we draw the line? I don't know the answer.

But I would suggest that reasonable persons, applying common sense to individual cases, would produce a better outcome than thousands of regulations that try to anticipate every conceivable shape or form of children's product.

But what about the psychological effect of advertising on children? Some people feel advertising takes advantage of children; that kids identify with the children in commercials; that they want to have and to do what these other children have and do; that they'll be psychologically damaged if these hopes are raised, then denied.

I confess that I myself, as a youngster, was a victim of this sort of "baiting," if you will. I grew up on the South Side of Chicago. I wanted desperately to run away from home and drift on a raft down the Mississippi, like Huck Finn. I wanted to fly on airplane after spies, the way Jack Armstrong did in one of his adventures. I wanted a horse like Red Ryder in the Sunday comics.

I must confess too that one of my favorite radio adventures—Buck Rogers—was sponsored by a chocolate drink I gagged on. I felt disloyal, listening to the adventures of Buck and Wilma, Killer Kane and Ardala and Black Barney and Dr. Huer, but not drinking Cocomalt . . . but I went on listening.

Identify? Golly! Did I identify!

I don't know about you, but my mother wouldn't let me run away and raft down the Mississippi. She said the family couldn't afford an airplane for me to chase spies in, and I couldn't keep a horse on Kenwood Avenue.

Somehow I managed to bear up under these traumas. So did my young friends. There must have been 40 kids in my class, and none of them had rafts on the Mississippi, or airplanes, or horses. It was an event when one of them got a first baseman's mitt. We played the stories we read or heard, and every morning we compared the messages we'd decoded on our secret decoder rings from last night's radio shows.

But we didn't have any trouble telling the difference between our activities in the playground and the make-believe we heard on radio or read about.

Can it be that today's kids are so much dumber than we were? Maybe so. But I wouldn't bet on it.

Do you know that for as long as afternoon radio, and later TV serials—"soap operas," if you will—have existed, their characters have been receiving hundreds of letters a week?

They say things like, "Mildred, you were perfectly right to leave your husband the doctor when you discovered he was having an affair with your best friend, and you can tell his snooty mother I said so"; or, "Bess, the doctor and your family won't tell you, but I think you ought to know—you're going to have a baby."

These letters are from *adults*. Should we take soap operas off the air to stop this flagrant deception? Would grown-ups who write letters to imaginary characters be safer if we took away the imaginary characters?

And I'm to believe *children* don't understand make-believe? I suspect they may be the only ones who do.

Kids lost interest in the stories, until they put the exciting parts back in. Children spend a lot of time in make-believe, in dreams—and they know it. Kids understand fantasy better than adults.

Obviously, we have to protect children, both in product design and advertising, from clear physical danger. But shield them from make-believe? Protect them from dreams? I don't think we could do this even if we chose to.

LITTLE HOUSE ON THE PRAIRIE

Starring Michael Landon

America's Most Beloved Television Series



Award Winner

Earning an Emmy, Emmy nominations, People's Choice Awards, Freedom Foundation Award, Christopher Award . . . endorsements by the National Parent Teacher Association, Good Housekeeping, Boy Scouts of America, Catholic Archdiocese of New York, Church of God, Religion in Media, and many others.



Superior Ratings

The most popular program series on the NBC Television Network. Always the highest rated program in its time period.

In respect to total women viewers, the second most popular program series in the nation.

Source: Nielsen



Super Star

Michael Landon is one of the most accomplished performers in all television.

Father to the Ingalls family, he is brilliant as Charles Ingalls, a man of strong moral values with deep love for his family and community. These revered character traits will always be relevant.

Available for local telecasting September, 1981



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**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

TOP OF THE WEEK

Rewrite being disinterred in other forms

Common-carrier elements will be resurrected in new bill; broadcasting may be treated as amendments to the current law

The Communications Act rewrite, which died an unexpected death Friday the 13th, will soon be partly reincarnated as a common carrier bill—probably this week—amid indications that a number of the broadcasting provisions in the original rewrite, H.R. 3333, may eventually be resurrected in the form of amendments to existing law.

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, who gave up hope of getting H.R. 3333 through Congress (BROADCASTING, July 16), last week remained firm to his pledge of pushing ahead on telecommunications amendments to the Communications Act of 1934. But Van Deerlin repeated his offer to subcommittee members that he would consider any amendments they elected to add—leaving the door open for a number of provisions, such as deregulation of radio, that had reportedly gained the favor of at least some members.

The subcommittee moved ahead last week as planned, with members meeting in two closed sessions to examine common carrier issues. And although there were prospects of eventual broadcast amendments, the consensus was that common carrier matters should receive primary attention to avoid potential controversy.

But H.R. 3333 had barely received last rites before the push was on to shake new life into it—or at least to salvage parts of it.

The general feeling among nearly all who had been following the bill was that, as a rewrite of the Communications Act, it was indeed dead, but amending the old act provided a workable vehicle for some changes proposed in H.R. 3333. As such, the rumors were soon flying as to who might introduce what, and when.

No one is likely to introduce amendments before the Aug. 3 recess. In fact, given the complexities of the common carrier provisions, which will go deeper into restructuring the Bell System than did H.R. 3333, it is still uncertain whether

there will be time to begin marking up the new legislation.

Van Deerlin said last week he did not expect the markup to get under way this week, but he did expect to have a bill—he hoped with broad support.

What emerged last week, however, was a feeling that, when the time was right, broadcast amendments would be introduced. Probably missing this time around will be provisions for a spectrum fee and retransmission consent—although there is conjecture that at least one subcommittee member may push for the latter.

There is also agreement that radio deregulation in some form is likely to resurface, with an easing of ascertainment rules and extended license periods high up on the list of possible amendments.

Representative Allan Swift (D-Wash.) said he was closely examining possible options, and he expected amendments proposing “substantial” deregulation of radio, almost as extensive as proposed in H.R. 3333.

Swift said he had begun putting together

On the other side. While the House has decided to leave the matter of license fees alone for awhile, the Senate apparently is taking a closer look. Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, met last Wednesday to discuss possible amendments to pending Communications Act revisions with Senators Howard Cannon (D-Nev.), chairman of the full Commerce Committee; Barry Goldwater (R-Ariz.), ranking minority member of the Communications Subcommittee, and Bob Packwood, ranking minority member of the full committee. On Thursday, Goldwater and his Republican subcommittee colleagues sent Hollings a follow-up letter aligning their position on amendments discussed at the Wednesday caucus. On the question of fees, the letter said: “FCC license fees should be based on a cost of regulation theory rather than on any attempt to value the license obtained or the spectrum used. Money raised by fees should range between the actual cost of regulation and the total FCC budget (\$35 million-\$70 million).” The letter also mentioned radio deregulation: “Statutory deregulation is necessary; report language is insufficient.” In addition to Goldwater, the letter was signed by Senators Harrison Schmitt (R-N. Mex.), Larry Pressler (R-S. Dak.) and John Warner (R-Va.).

a list of broadcast issues of concern to him, and he expected to meet soon with Representative James Broyhill (R-N.C.), to see if there was a consensus on areas of importance. Broyhill was a co-sponsor of H.R. 3333, and is ranking minority member of the parent Commerce Committee.

Swift said he thought the subcommittee was “back on track,” and he expected that broadcast amendments could be introduced and voted on in a relatively short time. He added that amendments would likely be ready by Labor Day, and he didn’t foresee any big surprises in the way of controversial proposals.

In addition, Swift indicated that he hadn’t abandoned his idea to require broadcasters to spend a percentage of their operating budget on locally produced programming. He said the specifics of the plan were being worked out, and it probably would be a year or two before the FCC would be able to flush out the required material.

But Broyhill seemed considerably more cautious. He said he was “sort of pessimistic” about getting broadcast amendments into law, and although he had talked to one member “in general terms” about broadcast provisions, he didn’t yet have any specific amendments in mind.

Instead, Broyhill said, he would more closely consider the matter after recess, and after the common carrier provisions had been worked out. “I don’t know right now,” he said. “I’ll think about it in September.”

Outside the halls of Congress, some groups were making it clear they weren’t waiting until September to push for broadcasting provisions. Early in the week, the National Radio Broadcasters Association announced it would immediately begin pressing for a radio deregulation bill. According to Abe Voron, NRBA executive vice president, private conversations with some subcommittee members and their staffs indicated there was sympathy for radio deregulation. “I still think we’re going to see radio deregulation, one way or another,” Voron said.

Vincent T. Wasilewski, president of the National Association of Broadcasters, issued a statement applauding Van Deerlin’s actions for focusing attention of “the need for regulatory relief for broadcasting and other telecommunications industries.” But Van Deerlin’s latest action, the statement added, acknowledges that much of the 1934 act remains valid and should be retained. “This concurs completely with the National Association of Broadcasters board of directors position adopted in June 1978 which called for a

'creative blending' of the old with the new. We remain hopeful this can be accomplished," Wasilewski said.

On Thursday, NAB sent mailgrams to its legislative liaisons and board members outlining its official position on what it would be looking for in terms of new legislation. The letter stressed five areas of importance: (1) a longer license term, (2) license stability both as to ownership and as to comparative renewal hearings, (3) maximum deregulation of radio, (4) program exclusivity for television programming and (5) prohibition of government intrusion into programming.

RKO group in jeopardy at the FCC

Tentative vote on WNAC-TV goes against renewal, but commission wants more information on record; if final decision goes against station on character qualification, others in chain are seen as targets

The FCC may be on the brink of issuing the most severe sanction in its history—one that could result in the loss of RKO General Inc.'s 16 radio and television licenses.

Pending before the commission are applications for the renewal and assignment of RKO's WNAC-TV Boston. But the character-qualification issue involved, officials concede, would apply to all of the company's broadcast properties. The issue grows principally out of the admitted wrongdoing of RKO's parent, General Tire & Rubber Co.

The loss of its broadcast licenses—RKO's counsel, W. Theodore Pierson, said at an oral argument before the commission last Wednesday—could run as high as \$400 million.

The argument had been held on the questions of whether the record in the 10-year-old WNAC-TV case is adequate to make a judgment that RKO is or is not qualified to be the licensee of the station and, if it is, what the judgment should be.

The commission decided the record is not sufficient. And on Thursday, after some three hours of discussion in a second closed meeting following the oral argument, the commission decided to call for additional pleadings.

The potential trouble ahead for RKO was signaled in a brief announcement issued after the first closed meeting, on Wednesday. The commission said it had tentatively decided, on a 4-2 vote, that it could not find RKO qualified to be the licensee of WNAC-TV.

The majority consisted of Chairman Charles D. Ferris and Commissioners Joseph Fogarty, Tyrone Brown and Anne P. Jones. Commissioners Robert E. Lee and James H. Quello dissented, contending the record supports a finding that RKO is qualified. Commissioner Abbott

Washburn, who said he wanted more information, did not vote.

But more disturbing to RKO than the commission's failure to find the company qualified after the oral argument were the reports seeping out of the closed meeting that RKO faces an uphill battle in any further proceeding. "You could find four votes against the licensee—but we need more evidence" said one official. He said the 4-2 vote came on a motion by Lee to find RKO qualified: The decision to call for additional proceedings, he added, amounts to an effort to give RKO another chance to "clear the air."

"The entire [RKO] chain is in jeopardy," one source said. If the commission finds RKO lacks the character qualification to be the licensee of WNAC-TV, he said, each of the company's other licenses would become tempting targets for competing applicants at renewal time. (There is considerable concern within the commission, in fact, that RKO licenses are now and will remain tempting targets unless the commission resolves the character issue in RKO's favor.)

The order issued last week asks the parties to address three matters on which the commissioners focused virtually all their attention during the argument.

The first involves General Tire's wrongdoing as outlined in an in-house investigation by General Tire following the issuance of a Securities and Exchange Commission consent decree. The document details a history from 1971 to 1976 of bribery of foreign officials to further the business interests of General Tire affiliates and illegal political contributions out of a "slush" fund.

The commission invites RKO to submit an offer of evidence to mitigate the conclusions of the report.

Another factor involves gaps in RKO records of barter and trade agreements in the early 1970's. Some \$22 million in all was involved, but records concerning more than half that amount were found to be inadequate or missing.

No evidence regarding improper activity in connection with the barter and trade-outs was presented in any of the documents, but "a suspicious man," Chairman

Charles D. Ferris said at the argument, might infer the proceeds that could not be traced were used to finance some of General Tire's improper activities. (One commissioner, who did not appear overly suspicious at the argument, did ask later: "How does it—the amount of unaccounted-for millions—get up in the millions? This will give RKO a chance to respond.")

The third issue involves the relationship between General Tire and RKO, including their officers, directors and employees, in connection with the conclusions of the General Tire in-house report. The commission was known to be particularly interested in the role of Thomas F. O'Neil as chairman of both General Tire and RKO. He is the only person serving on both boards.

The commission is requesting pleadings in the interest of speed. But with comments due in 30 days and replies due 20 days later, a quick decision is not likely. Indeed. The order specifically leaves open the possibility of a further hearing.

The commission's failure to find that RKO is qualified to be WNAC-TV's licensee delays, if it does not kill, a proposed settlement of the 10-year-old case that would result in substantial minority participation in and local ownership of the station. Dudley Station Corp., which is 89% owned by blacks, and Community Broadcasting of Boston filed competing applications for WNAC-TV's license in 1969, but they have now merged for the purpose of purchasing WNAC-TV for \$54 million. The purchase, however, is contingent on renewal of WNAC-TV's license.

Counsel for Dudley and Community—Joseph Hennessey and Jay Ricks, respectively—argued that the record supported renewal, that the wrongdoing of General Tire might affect RKO in a comparative hearing but not if it were unopposed in seeking renewal. Community's support was particularly ironic, since it was that applicant that originally made many of the charges that later were contained in the SEC complaint, in a motion to reopen the record (BROADCASTING, Dec. 15, 1975) after an administrative law judge had issued an initial decision recommending

Still too soon. The FCC has refused to rush the presidential election season, unlike some in Washington. Last week the commission rejected a request that it declare Ronald Reagan a presidential candidate for purposes of the equal-time rule. And it rejected a petition for rulemaking aimed at making the equal-time rule apply to presidential candidates who have not formally declared but who have made a "substantial showing" of candidacy. Both petitions were filed by the National Citizens Committee for Broadcasting and former FCC Commissioner Nicholas Johnson, a member of the NCCB board. Sam Simon, NCCB president, said the organization will seek court review of the commission's ruling on Reagan.

NCCB had cited the formation of a campaign committee under Senator Paul Laxalt (R-Nev.) as proof of Reagan's "obvious intention to seek the Republican nomination for President," and said other candidates are entitled to seek equal time.

Such a demand would cause problems for the radio stations around the country that broadcast Reagan's daily commentary. However, the commission said NCCB had not offered evidence of an obvious candidacy. It said Reagan had not satisfied its requirements of the definition of a legally qualified candidate, even assuming a public announcement: He has not qualified for the presidential primary ballot in any state nor made "a substantial showing of bona fide candidacy" in any state. The commission vote was 6-0, with Commissioner James H. Quello absent.

renewal of the RKO license.

Hennessey and Ricks, as well as Harold Cohen, another of RKO's attorneys, argued that commission policy through the years had been not to punish broadcast companies for nonbroadcast activities. Ricks recalled that in the 1960's General Electric Co., a licensee, and Westinghouse Electric Co., the parent of a licensee, were convicted of antitrust law violations, yet the commission renewed their licenses.

Indeed, Cohen referred to more current, and applicable, history. He said that of 511 companies that have made disclosures to the SEC of questionable payments or unlawful activities, some 125 are FCC licensees. And although most are not in broadcasting, he said, the list includes some multiple station owners. Cohen did not say which broadcast-related companies were on the list, and no commissioner asked. But reports of disclosures by Westinghouse Electric and General Electric have appeared in the press, and John Blair and Co., in connection with its application to purchase KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, filed with the FCC its disclosures to the SEC of improper activities by a subsidiary. The sale was approved.

However, opposition to a finding that RKO is qualified was voiced by counsel for two other long-time RKO opponents—Fidelity Television Inc., whose application for RKO's KHJ-TV Los Angeles was denied by the commission in 1969, and Multi-State Communications Inc., which is seeking to supplant RKO as licensee of channel 9 New York, on which WOR-TV operates. The commission has conditioned the renewal of KHJ-TV, as well as WOR-TV, if it

survives the comparative hearing, on the resolution of character-qualification issues in the WNAC-TV case.

Eugene F. Mullin, counsel for Fidelity, hammered hard at some of the issues troubling the commission—he referred to General Tire's "box fund, a gray metal box" that contained cash used in political payoffs, and Thomas F. O'Neil's role as chairman of both General Tire and RKO, and the lack of precision with which the barter and trade accounts were kept.

He as well as Broadcast Bureau counsel, William Silva, stressed another matter the commission will consider in dealing with RKO's argument that it should not be punished for the sins of its parent. Silva noted that the commission, in renewing the license of Cowles Broadcasting's WESH-TV Daytona Beach, Fla., said: "Some point is reached where, no matter how superlative a licensee's broadcast record and no matter how guiltless the licensee itself may be, the nonbroadcast activities of a related corporation reach such a level of criminality that they cannot effectively immunize the licensee." Thus, he said, the commission must look into the activities of General Tire. Mullin asked: "Are you prepared to say no amount of misconduct by a parent corporation can [adversely affect] a licensee?"

However, Silva was not prepared to say RKO lacks the qualification to be the licensee. "We've taken the middle road," he said in answer to a question from Ferris. "We don't say the record requires denial or grant of RKO. . . . The record is not sufficient [to make a judgment]." And that was the conclusion the commission reached.

Revenues likely to stay on their upward course in spite of recession

Wall Street says broadcasting is well-equipped to weather economy, and will get a big boost from a presidential/Olympic year

Is a recession here or just around the corner? That's a question that shouldn't worry broadcasters, in the opinion of most of the top entertainment analysts on Wall Street. Broadcasting may not be recession-proof, says one, but it is "recession-resistant." The general opinion on the street, given a basic assumption that the recession that seems to be starting will be "moderate," is that broadcasters will, in fact, do quite well in the coming year.

Some qualifications: The analysts, whose business naturally revolves around the stock market, direct their attention to publicly held companies. Thus they tend to focus on the three major networks and large group owners, with less attention paid to the fates of individual stations. At the same time, their principal emphasis is on the television side of broadcasting, because radio contributes a relatively small proportion of the income of those large companies that are the analysts' primary concern.

An anomaly in the analytical system becomes evident in the case of NBC. Unlike ABC and CBS, television networks

InBrief

FCC has **put off discussion of radio deregulation** proceeding until fall. Commission, which had told Congress and National Association of Broadcasters matter would be considered before August break, has now postponed consideration until **Sept. 6**, principally at request of Commissioner Robert E. Lee, who said he would be absent when commission planned to consider matter, on Aug. 3.

National Association of Broadcasters has set up special conference Oct. 25-26 to examine: "**How can other broadcasters be better motivated to become a really effective political force in Washington?**" NAB is picking up tab for session that will bring legislative captains and state executive directors to Washington.

FCC has decided there is **no reason to change its decision allowing merger of Gannett and Combined Communications**. FCC staff action to review grant was triggered by filing of Securities and Exchange Commission complaint against American Financial Corp., largest stockholder in Combined and now second largest stockholder of merged company. SEC complaint, settled in consent order, alleged that American Financial gave false information to government and that stockholders were defrauded. Commission is reporting results of staff review in letter being sent to Gannett today (Monday).

President's Commission on Accident at Three Mile Island has asked unknown but apparently large number of radio and television stations to **supply any editorials broadcast on nuclear power** both before and after incident. Letter explains commission is seeking information on any "shift in editorial opinion" as part of its study of "public's

right to know" about nuclear accidents or threats of them. No word late Friday on volume of response.

Board of Corporation for Public Broadcasting last week authorized contract negotiations of up to **\$1 million in support** of 1980 season of "**Bill Moyers Journal**" and "**Musical Comedy Tonight**"—series of eight 90-minute programs tracing history of American musical comedy from 1915 to present. Music series will be produced by Sylvia Fine Kaye and KCET(TV) Los Angeles.

Marcus Garvey Wilcher, San Francisco Bay area media activist, has filed suit to **block transfer of Cox Broadcasting's KTVU(TV) Oakland** as part of Cox's proposed merger into General Electric. Wilcher, who heads Community Coalition for Media Change, seeks damages as well as injunctive relief. Suit, filed in state court in Alameda county, alleges effort on part of Cox and GE to limit competition in "marketplace of information and idea dissemination," and says blacks would be denied access to public airwaves if assignment is effected. Suit was filed last week **after GE refused to negotiate proposed settlement agreement** with Wilcher. Under proposal, CCMC reportedly would have received some \$145,000 in reimbursement of expenses incurred in prosecuting petitions to deny renewals of GE's KFOG-FM San Francisco and KTVU as well as proposed agreement. Agreement also called on GE to set aside \$25 million to help minorities gain access to broadcast ownership.

Warner Communications posted **record second quarter gains**, with per share earnings of \$1.01, up 17%, and income up 20% to \$20,192,000 on revenues that climbed 33.5% to \$367,776,000. For six months, income increased 41% to \$51,010,000 on revenues of \$821,571,000. First half figures reflected gains in Warner cable operations, with revenues climbing from \$31,165,000 to \$38,296,000 and income

that are perceived as dominating the fates of their parent corporations and consequently the company's stock. NBC is analyzed within the context of the whole RCA conglomerate. At the major investment houses, RCA does not come under the scrutiny of entertainment analysts, leaving some gaps in the attention placed on NBC with the entertainment groupings.

Taking those factors into account, conversations with a number of analysts reveal basic agreement on many points that have broad applicability and interest to broadcasters, while even their difference of opinion or shadings of emphasis reveal valuable insights.

Rising advertising revenues are key to what the analysts see as the relative prosperity of broadcasting in the coming months. Assumptions on this point have been borne out in the past few weeks by the pattern of upfront buying for the coming television network season, with average prices running 15%-20% ahead of last year (BROADCASTING, July 9).

Ellen Berland Sachar, of Paine Webber Mitchell Hutchins, puts the television advertising price rise in the context of an over-all increase in advertising spending such as was evidenced in the last recession, in 1974-75. The reason for this advertising rise is generally perceived as a function of advertising budgets being based on predetermined advertising-to-sales ratios. Consequently, in an inflationary period where total sales dollars are increasing as a result of inflationary unit price increases, advertising budgets will almost inevitably increase.

Dennis Leibowitz, media analyst with



Sachar

Donaldson, Lufkin & Jenrette, views the situation as one where, given sufficient inflationary pressure, advertising buyers could even trim their advertising/sales ratios with the end result, in dollar terms, reflecting gains for the seller.

Sachar considers the rate of inflation the key variable here, with an 8%, 10% or 12% rate making increases in advertising prices psychologically acceptable to advertisers. The worst thing that can happen to broadcasters, in her estimation, is not recession but deflation. With only a 2% inflation rate, broadcasters would be hard pressed to justify charging more for a unit of time, at least when selling the idea to advertisers.

In a speculative aside, Howard Turetsky, of Cyrus J. Lawrence, wondered if a more complex mechanism might also be at work. In an inflationary economy where



Leibowitz

advertisers are under legal or political pressure to hold their profit margins within the ceilings imposed by wage-price guidelines, it could well serve their interests to spend tax-deductible monies to push a greater volume of product, resulting in a greater total profit, but one achieved at a lower profit margin.

Within this over-all optimistic picture for advertising in an inflationary time, broadcasters realize special advantages. Most basic is that the inventory of broadcast advertising is relatively fixed, while the competition for it is increasing. Kidder, Peabody's R. Joseph Fuchs notes that "television advertising is a scarce resource being chased by increasing amounts of sophisticated advertising dollars." He sees the basic merchandising approach of the packaged goods industry, a dominant influence on television advertising, as hav-

up \$3,663,000 to \$5,600,000. Sales of theatrical films to television dropped from \$27,856,000 to \$22,604,000, but series sales soared, up by \$30,014,000 to \$61,870,000.

□

Metromedia, diversified group station owner, reported **record revenues and earnings** for second quarter and first half of 1979. Second-quarter net income reached \$10,531,000, up 6%, on revenues of \$95,374,000, up 12%. (Broadcasting group's sales totaled \$47,437,000, increase of 8% "despite a slackening demand for national spot advertising," while its operating profits, held down by higher film and depreciation and amortization costs, gained 2% to \$15,905,000.) Metromedia totals for first six months: Net income \$17,414,000, up 7%; revenues \$190,717,000, up 15%; earnings per share \$3.79 versus \$3 in 1978 first half.

□

Television advertising expenditures grew approximately 18.1% in 1978 and will **increase 9.8% this year, while radio billings** grew by about 12.2% last year and will climb by **9.4% in 1979**. Estimates are from John Blair & Co.'s 15th annual edition of "Statistical Trends in Broadcasting," issued last week. Blair estimates put television's nonnetwork national/regional revenue growth at 19.1% in 1978 and anticipates 7.6% growth for 1979, which booklet notes is "a pre-presidential election, pre-Olympics year within the quadrennial cycle when year-to-year television gains historically are narrower." For radio, Blair estimates national and regional spot billings rose 11.7% in 1978 and will increase by 8.2% in 1979.

□

FCC has lifted moratorium on **AT&T's entry into satellite communications**. In a unanimous decision last Thursday, commission voted to allow AT&T to mix satellite and terrestrial facilities for transmitting private-line and other communications services. New authorization for facilities and rate filings would be required before AT&T could offer

satellite-only services. AT&T spokesman said it will use satellite for video transmission "where it makes the most economic and engineering sense."

□

CBS, which 10 days ago made its *Camera Three* archive **available to public television without charge** (BROADCASTING, July 16), announced last week it is **doing same for CBS News documentaries**. Agreement covers CBS News material initially carried on CBS more than three years before any Public Broadcasting Service airing. CBS said PBS could select from "several hundred titles."

□

Audience measurement services must **let subscribers inspect their "edit manuals"**—guides used to insure uniform interpretation of questionable or indecipherable diary entries—at service headquarters under "reasonable conditions." That's gist of new minimum standard adopted by Broadcast Rating Council. Executive Director Hugh M. Beville Jr. said it's intended to enable broadcasters to confirm that rules have been uniformly applied "in each and every situation."

□

Association of Independent Television Stations late last week filed statement with FCC **supporting Metromedia** application for review of staff decision allowing **ASN to retransmit signals of Metromedia's KTTV(r) Los Angeles by satellite**. INTV supports Metromedia assertion that ASN is not common carrier because it "selects the programing it transmits and actively promotes its service." The statement added this violates "fundamental prerequisite" of common carrier status recognized by commission in prohibiting ASN from being "substantially involved in the production of, the writing of, the selection of, or the otherwise influencing of the content of any information to be transmitted over its facilities." Metromedia also picked up support from National Association of Broadcasters and Motion Picture Association of America (see page 44).



Hoffman



Fuchs



Turetsky

ing shifted from the days of sending out detail men to push retailers to increase a product's shelf space to today's emphasis on operating a consumer demand to move the product. Coupled with increasing retail concentration in the hands of companies with expertise in sophisticated merchandising methods and the growth of national brands relative to regional ones, television advertising has become an essential ingredient of today's packaged goods marketing.

At the same time, virtually everyone analyzing the industry notes the upswing in new categories of advertisers. Fast-food restaurants, record companies, insurance companies and corporate advertisers are exerting an increasingly upscale influence on the demand for broadcast inventories. Howard Turetsky likens this advertising market to an auction, where the auctioneer's interest lies in "filling the seats," knowing that the more people in the house bidding, the higher his prices will climb. Broadcasters find themselves in the enviable position of having a more than full house.

With most analysts predicting this recession will be a relatively mild one, whose inflationary character will not appreciably hurt and may even help broadcast advertising revenues, another element in the economic mix further underscores the favorable projections for the coming year. The 1979-80 season is, of course, one of those magic presidential election/Olympic years, which in the common wisdom are held to be boom times for broadcasters.

What portion of the price rise reflects actual inventory pressure as opposed to a psychological pressure caused by a perception of scarcity is open to question. Turetsky compares the situation to the Northeast's current gasoline "crisis," where supply restrictions on the order of 5% or less have generated panic buying, topping-off of gas tanks, long lines at service stations and dramatically higher prices. Support for the scenario, he feels, can be found in the push by the networks this season to fill upfront time sales quickly. Like gasoline retailers confronting a long line of drivers with the specter of an empty pump, the networks were saying: "Step up to the pumps, guys, we've a little ad space left if you're willing to pay the price."

Bache Halsey Stuart Shield's Tony Hoffman carries the suggestion further. His interpretation is that the networks were interested in selling out quickly so that the

selling season would be over before buyers realized there was deterioration in the economy. In his view, the election/Olympic bonanza isn't primarily a result of inventory restriction, but rather a subsidiary effect of a general economic boom encouraged by presidential administrations to insure their party's fortunes in the election. That doesn't mean Hoffman sees lean times ahead for broadcasters. The networks have already sold this year's time at significant increases. (Hoffman feels the inventory is overpriced.) By the time recession becomes apparent (the data won't be in until September) broadcasters will be in a position to experience a cushioning effect from actual inventory restriction, with economic recovery coming before the next big selling push.

The bottom line on advertising revenue figures is that everyone looks for them to climb by healthy margins this year and next.

The analysts' projections of 12%-15% gains at the network level for this year are being met or exceeded in actuality. Their figures put next year's growth between 12% and 15% again. The estimates for spot growth range from a low of 8% (with some of those using that figure now saying it seems conservative) to 11% this year, with the range of opinion on next year's spot broadening, going from 11% to 19%. Growth in local is generally seen as 14% this year, around 16% in 1980.

Of course, revenues are only one side of the profitability equation. Costs have to be taken into consideration, and in an inflationary economy they experience inevitable growth as well. However, the analysts see a good costs picture developing in the next few years. Broadcasting costs in general are essentially fixed, and groups and individual stations have fairly good direct control mechanisms. The major variable expense is program cost, particularly development at the network level. The upswing in syndication fees at the station level is viewed as having reached a leveling-off point. For networks, the perception is that stability, if not a downward trend, will be achieved.

Aside from inflation, two principal contributions to recent rises in network program costs are routinely cited. The first is tied to the protests that came from Hollywood over the issue of deficit financing of television productions. That pressure on prices has now been alleviated. Cautiously using the double negative for emphasis, Joe Fuchs characterizes the current Holly-

wood climate: "Nobody would not like to produce programming for TV."

The cost contribution of the ratings competition is also undergoing a shift. The competition had primarily manifested itself in two ways, the use of more new material as opposed to reruns, and a move to long-form programs in place of series. The principal proponent of long-form was NBC, which Dennis Leibowitz sees as having been hurt, in the long run, by the strategy. NBC is now moving to more rigid cost controls, says Ellen Sachar, citing a Fred Silverman statement to analysts that the network was cutting back on development costs, and a widespread impression that parent RCA may be pressing NBC in that direction.

The burn-up of new projects, especially series, that are not rerun also seems to be at a peak. Fuchs, noting that the historical average had been a mix of 55% new to 45% rerun, calls the recent 70%-30% new-to-rerun mix "about as rich as it could get." With the value of reruns being emphasized, at least to CBS, by this summer's performance of *WKRP In Cincinnati* and *Lou Grant*, another positive reason for cutting costs can be seen.

Finally Howard Turetsky believes that one factor in recent cost increases may not be fully appreciated by most observers. Simply put, when business is good, costs rise, as unessential services are allowed to flesh out.

What if the basic assumptions are wrong? What if the recession isn't moderate or if it continues long into 1980? Sachar makes the point that the large advertisers are publicly held companies, which have to protect their earnings to maintain the value of their stocks in the marketplace. In a deep recession, they would need to cut costs, and consequently would cut their advertising-to-sales ratios.

Dennis Leibowitz, tracking the ratio change over the last 17 years, shows it growing with profit margin growth in the 1962-66 period (3.50% to 3.58%), dropping to 3.10% in 1971 because of margin pressures, up in 1972, down to a postwar low of 2.88% with the recession in 1975 and then climbing to about 3.27% as of March. Should the worst case situation develop, spot is where the impact will be felt, with the possibility that advertisers might try to get out of their network options at the end of the year. Nevertheless, the analysts point out that discounting ratios, broadcasters did relatively well in the last recession, posting average annual sales gains of 8%-9%.

That basic confidence in the ability of broadcasting to weather recessions is seen to be communicating itself to the market in general, boosting investor confidence in broadcasting holdings. The performance of broadcasting in a recession can't merely be examined as an isolated case, but has to be viewed relative to the fortunes of other sectors. Broadcasters have outperformed the market for the last five years, and Howard Turetsky notes that in a recession, "when everybody heads south, broadcasting is a good way to fly."

The state of the superstations

There are now four delivered across the country by satellite, and more to come, some willingly and some not; and there are the mini-superstations that go far beyond their broadcast area by microwave and other means

It has been just nine months since the FCC announced a new "open entry" policy pertaining to the resale carriers that relay the signals of independent television stations to cable television systems via satellite (BROADCASTING, Oct. 30, 1978). At the time of that decision, it was believed that the FCC had opened the way for more television stations to join WTCG(TV) Atlanta in the bid for cable systems well beyond their traditional areas of coverage.

In the interim, that belief has been borne out. At present four stations are being delivered to systems around the country. But, thus far, only WTCG actively pursues its cable audience and solicits advertising at rates reflecting more than five million homes it reaches outside the Atlanta market. Other superstations, such as WGN-TV Chicago, all but ignore the extra homes and continue to concentrate on their own area's viewers.

According to Edward Taylor, president of Southern Satellite Systems Inc., Tulsa, Okla., the resale carrier for WTCG, the number of superstations already exceeds what his company projected for 1979. Taylor believes that the four stations now on the RCA Satcom I satellite and a fifth that may go on the Westar satellite this fall represent a program market too large for the current cable television audience. By his estimates, the number of satellite-relayed stations should remain fairly constant through 1981.

■ Ted Turner's WTCG is the granddaddy of the superstations and, as of July 10 when Southern Satellite added its 1,000th cable system, the station had a total of 4.8 million cable subscribers receiving their signal via RCA's Satcom I satellite. In addition to that, WTCG estimates that another 556,000 cable homes receive its signal through terrestrial microwave and over-the-air pick-ups. Southern's basic charge for picking up the WTCG signal is 10 cents per subscriber per month.

■ The official position of the management of WGN-TV Chicago is that the station is a "passive" superstation. At this time, it neither encourages nor discourages the relay of its signal by United Video Inc. to cable systems via the Satcom I satellite. WGN-TV began going out to the systems

on the satellite hook-up in November 1978, the first station to do so under the FCC's new policy. Roy L. Bliss, executive vice president of UVI, said that as of July 18, 807,000 subscribers on 243 systems were receiving the WGN-TV signal via satellite. Systems with another 500,000 subscribers have agreed to carry the station. According to WGN-TV, over 800,000 television homes receive the station via traditional microwave or over-the-air cable hook-ups. UVI, too, charges 10 cents per subscriber per month.

■ KTVU(TV) San Francisco-Oakland is distributed by Satellite Communications Systems Inc., a wholly owned subsidiary of Holiday Inns Inc., Memphis. The station signal began going out over Satcom I in December 1978 and is now being received in 214,000 homes on over 60 cable systems. SCS was originally a joint venture between Holiday Inns and Southern Satellite, but the lodging firm acquired full ownership last month (BROADCASTING, July 16). SCS charges the standard rate of 10 cents per subscriber per month.

■ The fourth major satellite-fed superstation is WOR-TV New York, which is distributed by Eastern Microwave Inc. of Syracuse, N. Y. According to EMI's general manager, Art Perkins, 31 cable systems with 93,000 subscribers now pick up the WOR-TV satellite signal. (EMI put WOR-TV on the Satcom satellite April 18.) Another 1.7 million subscribers to 118 systems in the Northeast receive the station through EMI's terrestrial system. EMI charges the standard 10-cent rate for carrying the station with a maximum monthly fee of

\$3,000 and a minimum of \$100. A 15% discount is offered if payment is made in advance.

It would be wrong however, to think of the four satellite stations as the only superstations. Traditional cable carriage and microwave links have extended the signal reach of a number of other major independent stations in the country. WPIX(TV) New York, for example, is received by systems outside the New York area of dominant influence and is seen in more than 1.5 million television households as a result.

Nor is WPIX alone. Although the non-satellite stations generally tend to be regional powers and do not extend across the continent the way the satellite stations do, most have their signal coverage areas extended considerably by cable. Among stations fitting this category are WSBK-TV Boston; KBMA-TV Kansas City, Mo.; KTVT(TV) Dallas; KTLA(TV) Los Angeles and KSTW(TV) Tacoma-Seattle.

One special case in this category is KTTV(TV) Los Angeles, which is currently viewed in 933,000 households in Colorado, New Mexico, Arizona, parts of Texas, and California on 165 systems. The FCC has given permission to ASN Inc. to begin distributing KTTV (along with WGN-TV and WOR-TV) via Westar. KTTV is currently on the satellite, but ASN is only testing the signal and sales of the KTTV signal will not begin until September.

Metromedia Inc., the owner of KTTV, is contesting the commission's action, however, on the grounds that it is becoming an "involuntary superstation" (see page 44). It is Metromedia's contention that retransmission of the KTTV signal constitutes a violation of Section 325 of the Communications Act, which prohibits rebroadcast of signals without consent.

Moving and shaking at CPB, PBS. "Restructuring" was the buzz word last week at the Corporation for Public Broadcasting and the Public Broadcasting Service. But while one group was moving ahead with its change in plans, the other was retreating.

At its monthly meeting, in Boston, the CPB board voted unanimously to reconsider its restructuring plan that had been approved by an 8-3 vote June 20 (BROADCASTING, June 25). The proposal would have restructured CPB by dividing its operations into a management services division and a separate program fund.

The board, now with a compliment of new members, voted to postpone the changes and reconsider them at its next meeting, Aug. 20-21. In addition, board members will participate in a special two-day meeting prior to the regular monthly session, presumably to get better acquainted and discuss proposals.

The seven nominees to the board were all confirmed by the Senate last week after a June 28 hearing. They are: Howard White, general counsel, ITT World Communications; Michael Kelly, English professor, George Mason University, Fairfax, Va.; Geoffrey Cowan, lecturer, University of California Los Angeles; Paul Friedlander, attorney, Seattle; Michael Gammino Jr., president, Columbus National Bank, Providence, R.I.; Jose Rivera, attorney, EEO specialist, Brooklyn, and Kathleen Nolan, former president, Screen Actors Guild.

PBS, meanwhile, was moving ahead with its restructuring plans. Appointed to oversee development of PTV I—the "Blue" service—was Chloe Aaron, senior vice president for programming. PTV II—the "Red" or regional service—will be the responsibility of Peter Downey, senior vice president for corporate affairs while Bill Reed, senior vice president for station relations, will have responsibility for the "Green" or educational program service.

Changing Hands

PROPOSED

■ **KEYN-AM-FM** Wichita, Kan.: Sold by Mr. D's Radio Inc. to Charley Pride and Jim Long for \$3.5 million ("In Brief," July 16). Seller is owned by Bob Freeman, Frank Carney, Lloyd Denniston and Gary Dick, who also own **KOFM(FM)** Oklahoma City. Pride is country-music artist. Long is president of TM Productions, Dallas, producer of syndicated programming and creative services for radio and subsidiary of Starr Broadcasting, which has received FCC approval to merge into Shamrock Broadcasting (BROADCASTING, June 11). **KEYN(AM)** is on 1410 khz with 5 kw day and 1 kw night. **KEYN-FM** is on 103.7 mhz with 95 kw and antenna 860 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **KIKU-TV** Honolulu: Sold by KIKU Television Corp. to Mid-Pacific Television Associates for \$2.3 million. Seller is owned through subsidiaries by Richard Eaton, who also owns five AM's, four FM's and two TV's. Buyer is owned by Hawaii-Nippon Communications Inc. (50%), Ten-Tel Associates Inc. (30%) and Transpacific Television Inc. (20%). Hawaii-Nippon is owned by Elliott Cushman and his sons, Lawrence and Steven. Elliott and Lawrence are Honolulu businessmen; Steven is San Diego businessman. Elliott, with

14% interest in **KUAM-AM-FM-TV** Guam, is only one with other broadcast interests. Ten-Tel is 10 Honolulu businessmen, none with other broadcast interests. Transpacific is subsidiary of Asahi National Broadcasting Co., Japanese programmer and broadcaster with no other U.S. business interests. Harold H. Kuwahara is its Honolulu representative. **KIKU-TV** is independent on ch. 13 with 30.7 kw visual, 6.2 kw aural and antenna 100 feet below average terrain.

■ **WTAP-TV** Parkersburg, W. Va.: Sold by PMA Communications Inc. to Benedek Broadcasting Corp. for \$2.2 million. Sellers are Van Olnhausen, Robert E. Richardson, K.E. Bennett, Jon F. Bergen, Harry M. Cogswell, Charles N. Warren and Sherman A. Grimm. Grimm, general manager of station, will retain 5% interest. Buyer is principally owned by A. Richard Benedek, New York businessman with interests in real estate and fine art sales. He has no other broadcast interests. **WTAP-TV** is NBC affiliate on ch. 15 with 100 kw visual, 20 kw aural and antenna 885 feet above average terrain.

■ **KARM(AM)** Fresno, Calif.: Sold by KACY Inc. to Davis & Weaver Broadcasting for \$1.5 million. Seller is owned by Lincoln Dellar and his wife, Sylvia. They also own **KMEN(AM)** San Bernardino and

KGGI(FM) (formerly **KBBL**) Riverside, both California. Lincoln Dellar is also 14.1% owner of **KFIG(FM)** Fresno, which is being sold to same buyer (see below). Buyer is owned by Philip C. Davis and family and William Weaver. They also own **KWIZ-AM-FM** Santa Ana and **KLOK(AM)** San Jose, both California. **KARM** is on 1430 khz with 5 kw full time. Broker: W. John Grandy.

■ **KFIG(FM)** Fresno, Calif.: Sold by Kadota Wireless Co. to Davis & Weaver Broadcasting for \$1.5 million. Seller is owned by James M. Bennan (24.6%); Helmut Dalderis and his wife, Barbara (12.5%); John J. Lannan (21.3%); last's cousin, J. Patrick Lannan (27.5%), and Lincoln Dellar (14.1%). Dellar is seller of **KARM(AM)** Fresno (see above). None of others has other broadcast interests. Buyer is also buying **KARM** (see above). **KFIG** is on 101.1 mhz with 50 kw and antenna 310 feet above average terrain. Broker: W. John Grandy.

■ **KYKR-FM** Port Arthur, Tex.: Sold by KYKR Radio to KYKR Radio Inc. for \$850,000. Seller is James H. Joynt, who also owns **KEAM(AM)** Port Arthur. Buyer is owned by Hicks Communications Inc., owned by Steven Hicks (60%) and his brother, Thomas (40%). They also own minority interest in **WTAW-AM-FM** College Station and **KLVI(AM)** Beaumont, both Texas, principally owned by their parents. **KYKR-FM** is on 93.3 mhz with 100 kw and antenna 420 feet above average terrain.

■ **WQQW(AM)** Waterbury, Conn.: Sold by Waterbury Radio Inc. to National Telephone Co. for \$725,000. Seller is owned by Marshall A. Pite, who has no other broadcast interests. Buyer is wholly owned subsidiary of Acton Corp., publicly owned manufacturer and distributor of snack foods with growing interest in communications. It owns several cable systems and purchased **WYD(AM)** Wickford, R.I. (formerly **WKFD**), in May (BROADCASTING, May 14). It has also purchased, subject to FCC approval, **WMUR-TV** Manchester, N.H., and **KECC-TV** El Centro, Calif. (BROADCASTING, Dec. 12, 1977). **WQQW** is on 1590 khz with 5 kw full time. Broker: Blackburn & Co.

■ **KTUX(TV)** Rock Springs, Wyo.: Sold by Western Broadcasting Inc. to Strang Telecasting Inc. for \$295,680. Seller is principally owned by Gerald E. Devine and his wife, Linda. Neither they nor any other stockholder has other broadcast interests. Buyer is owned by Stuart K. Strang, who is also applicant for new TV at Lima, Ohio. **KTUX** is CP for ch. 13 with 10 kw visual, 1 kw aural and antenna 1,630 feet above average terrain.

■ Other proposed and approved station sales include: **KKLF(FM)** Conway, Ark.; **KFYE(FM)** Fresno, Calif.; **KBRR(AM)** Leadville, Colo.; **WYIG(AM)** Jackson, Miss.; **WSPD(AM)** Toledo, Ohio; **KHFC-TV** Oklahoma City; **KFIR(AM)** Sweet Home, Ore., and **WPDC-AM-FM** Elizabethtown, Pa.; **WPNO(AM)** Auburn, Me.; **WCNL-AM-FM** Newport, N.H.; **KWOE-AM-FM** Clinton, Okla., and **WDNH(AM)** Jonesdale, Pa. (see "For the Record," page 51).



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7/23/79

Friendly persuasion

RAB devises 'red hot' campaign for radio, now is drumming up support for it from stations

The Radio Advertising Bureau is mounting an intensive effort to persuade stations to support the \$1-million-plus advertising campaign it plans to launch this fall to position radio as a primary advertising medium ("Closed Circuit," July 16).

Miles David, president of RAB, said as of last week approximately \$150,000 in cash and pledges already had been received from about 500 radio stations, the radio networks and some station representatives. And the bureau has received \$175,000 in pledges of trade-out space in national magazines, including *Time*, *Newsweek* and *Fortune*.

The advertising campaign was conceived and is being prepared by Trout & Ries Advertising, known as the "positioning agency." It will seek to deploy radio as a primary medium by creating visibility of radio through paid advertisements in business and financial publications and contributed radio spots to create and buttress the impression that "radio is red hot."

Trout & Ries said it conducted a direct-mail research program among key advertiser and agency executives to obtain their perceptions of radio advertising. It showed that radio's advantages were its selectivity, its cost and its flexibility, but its weaknesses were the impact factor and use as a primary medium.

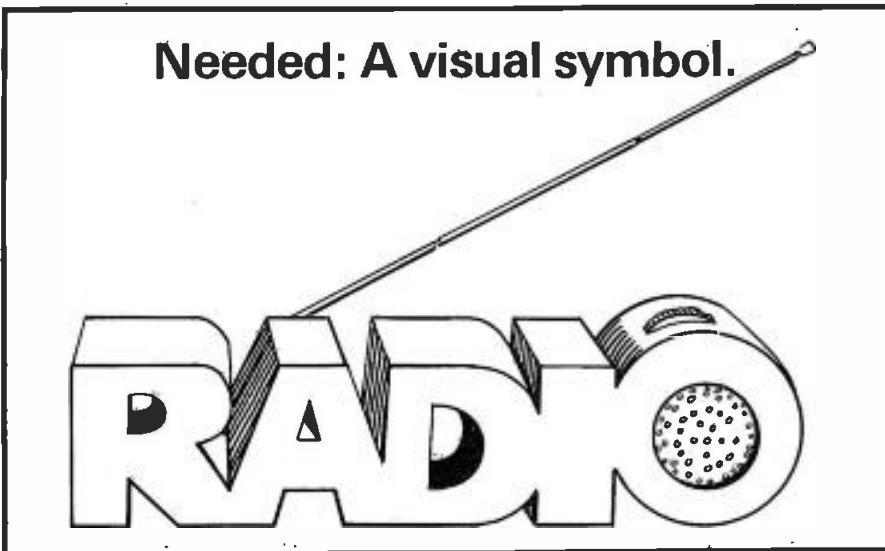
The strategy devised by Trout & Ries to change the attitudes of decision-makers regarding radio's potential use as a primary medium is two-fold: (1) to increase the visibility of the medium and (2) to create a "bandwagon" effect for the medium.

The agency reasoned that since radio is the only invisible medium (its commercials cannot be seen as those on TV or in the printed media), the solution is to use frequency in the business press and frequency via radio spots to heighten its visibility.

"By frequency, we mean continuing exposure year-round in a mix of the most significant business press," the ad agency advises. "To get back into sight, you should be there telling the industry why radio is red hot."

Some themes suggested by Trout & Ries to run in business and industry publications are: "Radio delivers a lot more selectivity than magazines." "Why radio is being discovered by retailers." "Working women spend more time with radio than TV." "Radio's audience is up the most. Radio's costs are up the least." "Radio gives us the impact of television at a frac-

Needed: A visual symbol.



tion of the cost." The suggested signature on the ads is: "Radio: It's red hot."

The agency is working with Dick & Bert Productions to develop radio commercials using the "red hot" motif. These would be made available to stations in 60- or 30-second versions.

Trout & Ries proposes a variety of local tie-in efforts. It suggests giving away small radios to advertisers and prospects; giving away small radios at local events; using billboards to hammer home the "red hot" concept; giving away tee shirts, stickers and buttons proclaiming the theme.

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

Company	Period/Ended	Revenues	Current and change			Year earlier			
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
CBS.....	6 mo. 6/30	\$1,742,500,000	+16.5	\$83,600,000	-10.2	3.01	\$1,495,800,000	\$93,100,000	3.36
Compact Video.....	year 4/30/79	11,314,000	+29.6	1,578,000	+101.5	1.12	8,729,000	783,000	.70
Gulf & Western.....	9 mo. 4/30	4,004,028,000	+25.8	166,758,000	+35.6	3.34	3,181,988,000	122,933,000	2.39
Harte-Hanks.....	6 mo. 6/30	112,064,000	+34.4	8,315,000	+17.1	.90	83,341,000	7,100,000	.78
Outlet Co.....	3 mo. 4/30	61,980,000	+2.5	-553,000	*	-.31	60,453,000	641,000	+1.7
Storer Broadcasting.....	6 mo. 6/30	83,802,000	+20.0	10,598,000	+34.8	2.06	69,797,000	7,856,000	1.46
Wometco Enterprises.....	24 wks. 6/16	135,800,000	+13.2	8,909,000	+24.9	1.04	119,953,000	7,132,000	.84

*Change too great to be meaningful

RCA's 2d quarter

With net profit up to \$85 million, all groups show improvement except broadcasting and consumer electronics

A decline in NBC profits and "a substantial loss" in RCA Records held RCA's profits down in the second quarter, though they rose to a new record as a result of the June 1 sale of RCA Alaska Communications Inc. Without the \$23-million after-tax gain produced by that \$209-million sale, RCA said, its earnings for the quarter would have been 20% below the record set in the second quarter of 1978.

As it was, net profit for the second quarter reached \$85.6 million, up 9% from last year's record second-quarter total of \$78.3 million, and earnings per share were \$1.13 as against \$1.02 a year ago. Second-quarter revenues reached a new high of \$1.89 billion, 17% more than in last year's period.

For the first half, earnings totaled \$147.7 million, or \$1.94 a share, compared with the year ago total of \$133.2 million, or \$1.74 a share, a gain of 11%. First-half sales were a record \$3.69 billion, up 19% from \$3.12 billion in the first half of 1978.

Edgar H. Griffiths, president and chief executive officer, said RCA's second-quarter operations improved in all of its seven major business segments except two, broadcasting and consumer

electronics products and services.

NBC's revenues "continued to climb with strong advertiser demand for time," the report said, but its profits fell "as a result of lower ratings and heavy program costs." Extent of the decline was not specified. On the brighter side, RCA said NBC had sold over 90% of the available advertising time for its coverage of the 1980 summer Olympics.

In consumer electronics products and services, RCA said, pretax earnings dropped "significantly" from last year, principally because of provisions for substantial sales returns in the record division and accelerating expenditures for the market introduction of the RCA videodisk system. Color TV turned in a strong performance, with unit sales up 16% for the first half, setting a company record, as compared with a 1% gain for the industry as a whole. RCA said it also outpaced the industry in sales gains for home videocassette recorders.

Commercial electronics products and services turned in a "slight" gain despite a profit decline in solid-state operations, thanks principally to record sales and profits by RCA Commercial Systems, to which the broadcast systems unit was chief contributor. Hertz Corp. earnings, the report continued, improved slightly despite the gasoline shortage.

RCA's communications segment "continued to perform strongly," and RCA American Communications, which became profitable in the first quarter, moved ahead in both sales and earnings. Government systems and services reported record earnings, and earnings also rose for "other products and services" as a result of "strong contributions" by Coronet Industries and the Oriel Foods Group.

SHERMAN AND BROWN ASSOC.

ANNOUNCES THE SALE OF
THE CORPORATE STOCK
OF
SOUTHEASTERN CABLE COMPANY, INC.
OF
CLEVELAND, TENNESSEE
TO
TELECABLE CORPORATION
AN AFFILIATE OF
LANDMARK COMMUNICATIONS, INC.
OF
NORFOLK, VIRGINIA

TELECABLE CORPORATION, INC. IS THE OWNER OF CATV SYSTEMS IN:
ALABAMA, GEORGIA, INDIANA, KANSAS, VIRGINIA, N. CAROLINA, S. CAROLINA,
WISCONSIN AND ILLINOIS.

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initiated this transaction and assisted both buyer and seller in the negotiations.

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Deland, Fla. 32720
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Zenith adds Heath line

Zenith Radio Corp. and Schlumberger Ltd. announced last week that they have agreed in principle on the sale of Schlumberger's Heath subsidiary to Zenith for \$64.5 million in cash.

Heath is a leading manufacturer and marketer of "build-it-yourself" consumer electronics, and the company also sells materials for adult self-education. Most recently, Heath began marketing assembled

small computer systems, video display and terminal equipment for use in small businesses and homes. Heath's sales for each of the last three years have topped \$80 million dollars.

The purchase reflects a growing interest on the part of Zenith in consumer electronics outside the broadcasting field. The company worked closely with Sony to develop its own Videodirector cassette system, is set to produce decoders for subscription television under an agreement with Time Inc.'s ATC subsidiary, and has introduced a new family of equipment for cable television systems.

Schlumberger is a multi-national corporation with interests in oil industry supplies and electronics. The joint announcement noted that the purchase, already approved by the boards of both firms, is subject to negotiation and the signing of a definite purchase agreement, as well as antitrust clearances.

AFTRA: pay it as it plays

Union is looking to make money from cable carriage, especially from the superstations; proposals readied for new network contracts

Actors and other performers made it clear at the annual convention of the American Federation of Television and Radio Artists that they want to be paid for their services for commercials and programs carried on cable television.

Acting on a report prepared by the union's satellite committee, delegates unanimously approved a resolution on the final day of the convention in Nashville to establish a formula for payment either through collective bargaining or legislative processes.

The resolution called for a formula to be established "for payment for services on commercials and programs that reflects the method of payment presently utilized by copyright holders (producers and others) in the field of CATV, i.e., based on the number of home receivers or subscribers on the cable systems."

The convention also resolved that AFTRA will continue its active support of retransmission consent proposals.

The satellite committee also met prior to the opening of the convention with Don Lachowski, general sales manager of WTCG-TV Atlanta, a superstation that beams its programming by satellite to 46 states. The union said satellite transmission of local programming has become a major concern of AFTRA members, who receive local program fees for such transmissions. The union said it strongly endorses the position of the committee's slogan: "If it's playable, it's payable."

During the convention, members and officers framed contract proposals for network television and radio contracts, which expire on Nov. 15. No details were available but the union is reported to be seeking

substantial increases in fees and fringe benefits and to be asking for improvements in working conditions in daytime programming.

In his first talk as AFTRA's new president, Bill Hillman of KPX(TV) San Francisco reported that over a three-year period ending last November, the income of members working under all AFTRA contracts increased by almost 43%. He said that in 1978 AFTRA members were paid "well over" \$250 million for their work.

But SIN wars with union

The Spanish International Network filed a \$5-million antitrust suit last week challenging the talent fees charged for performers in television commercials.

The suit, asking that the damages be trebled to \$15 million under the antitrust laws, was brought against the American Federation of Television and Radio Artists and the American Association of Advertising Agencies. AFTRA and the AAAA jointly negotiate the fees in the so-called television commercial code governing payments to AFTRA members in commercials.

SIN charged that the fees are based on

the number of households per market and that this is unfair to Spanish-language commercials because the latter have much lower audience potential than English-language commercials. Consequently, the suit contended, talent use fees for Spanish-language commercials are "artificially high and unreasonable" and thus discourage the use of Spanish spots by advertisers, damaging SIN's business.

The suit also claimed that AFTRA and the AAAA had refused SIN's "repeated requests" for a schedule of use fees based on the size of the potential Hispanic audience. It also charged that SIN cannot hire non-AFTRA members to do commercials at reasonable fees because the advertisers and agencies involved would be subject to secondary boycotts by AFTRA under "an unlawful provision" in the AFTRA-AAAA agreement.

The suit was filed for SIN in the U.S. Southern District Court in New York by Charles Miller of the New York law firm of Marshall, Bratter, Greene, Allison & Tucker.

A spokesman for the AAAA said the complaint was under study and that the association would have no immediate comment.

Bottom Line

Turner gets bond okay. Fulton County (Ga.) Development Authority has given preliminary approval to issuance of \$10 million in tax-free bonds that will be used primarily to fund base in Atlanta for Turner Communications' Cable News Network. Plans for 24-hour, \$50-million-a-year service were announced last spring (BROADCASTING, April 30). William H. Sanders, Turner Communications vice president for finance, confirmed last Wednesday that funds from bonds will be used to purchase 21-acre site on Techwood Avenue in downtown Atlanta and to renovate and equip 70,000-foot building currently on that property. He explained that development authority felt such projects create more jobs and build larger tax base in county. Sanders said cable news network is expected to be started in July 1980.

Record profits for Storer. Storer Broadcasting Co.'s cable division led way percentage-wise, but in absolute dollars, it was broadcast stations that paved way to company's record second-quarter and first-half earnings. Earnings were \$7,344,000 or \$1.42 per share for second quarter versus \$5,523,000 or \$1.13 per share in similar 1978 period. First-half earnings were \$10,596,000 or \$2.06 per share versus \$7,856,000 or \$1.61 per share in 1978. Second-quarter net revenues were \$47,702,000 versus \$40,032,000 in 1978. Profit from operations was \$14,630,000 as compared to \$11,667,000 in 1978. First-half net revenues were \$83,802,000 versus \$69,797,000 in 1978 and profits from operations were \$21,113,000 versus \$16,648,000 in 1978. CATV division profits were up 44% for quarter and 51% for half. 1979 second-quarter profits from broadcast operations were \$13,265,000, up 23% over 1978's \$10,791,000 and first-half profits from broadcast operations were \$18,622,000, 22% over 1978's \$15,241,000.

Ready and willing. Shareholders of Cox Broadcasting last week approved merger with General Electric. FCC approval is pending. Cox stock owners were told that minimum value they will receive when merger is complete will be \$68 in GE stock for each Cox common share—\$460 million in GE stock. (BROADCASTING, May 25).

Shamrock makes it official. Shamrock Broadcasting Co., wholly owned by Roy E. Disney family, last Wednesday (July 18) completed acquisition of Starr Broadcasting Co. by merger (BROADCASTING, June 11). Chairman Disney said Starr shareholders will receive \$15.25 per share, at closing, there were approximately 1,650,000 shares outstanding in Starr, whole holdings include eight radio and four TV stations. That put deal in \$25-million range, as compared to earlier \$21.6 million price that had been based on \$1,413,785 shares then outstanding. (BROADCASTING, June 12, 1978).

Programing

The Phil Donahue Show, born Nov. 6, 1967, over WLWD(TV) Dayton, Ohio, was meant to be no more than a hard-hitting local telephone talk show. The only reason a studio audience was there in the first place was that the station was stuck with ticket commitments left over from the variety show Phil Donahue had replaced. That, it turned out, was the lucky break.

"Two or three shows in, I realized the audience was asking some very good questions during commercials. Then, on some given day which I don't even remember, I jumped out of the chair and went into the audience. A woman stood up and asked the guest a question. And that, that was nirvana."

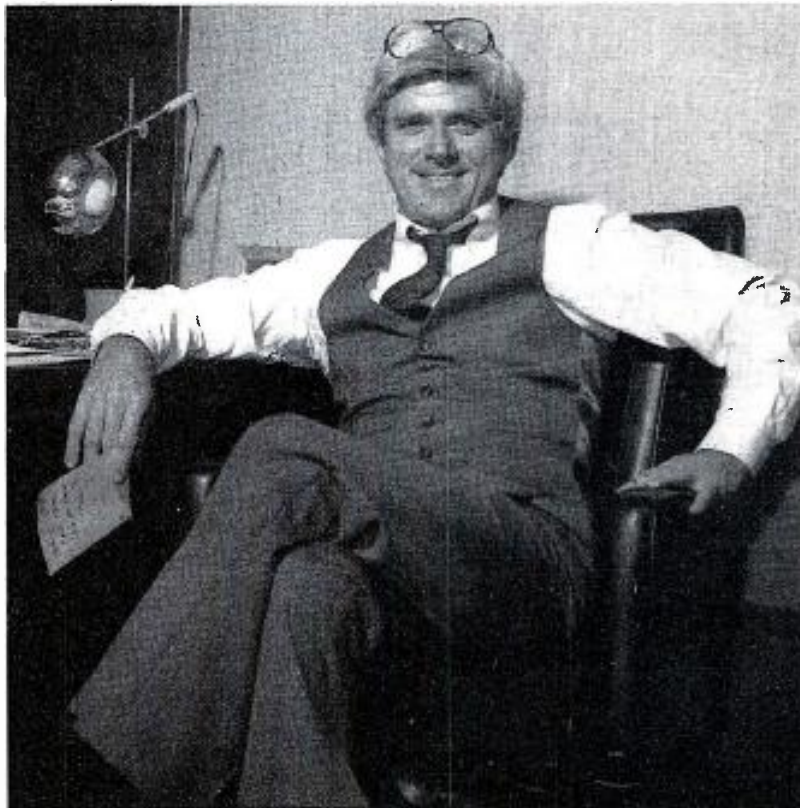
It became the Donahue style, simply put by the host: "When the woman in the fifth row from Kenosha, Wis., stands up and says, 'Wait until I tell you about my 14-year-old,' that's our show."

According to conventional television wisdom, the show may have had possibilities for Dayton. But for Donahue to become a nationally syndicated success rivaling the daytime reach of the television networks in the years to come—let alone a *Today* show contributor? Not likely.

Again from Donahue: "We were freaks in that we weren't born in New York or Los Angeles. We were freaks in that we had only one guest and/or one issue per show. We were freaks in that we didn't have a band or a desk or a couch. And we were certainly freaks in that we didn't air in New York or Los Angeles."

Nevertheless, the since retitled *Donahue* was reaching 8,345,000 viewers, according to Nielsen figures for last February, a peak viewing time. And 5,671,000 of those are women, about half of them the golden 18-49 demographic. In the May Nielsens, when TV viewing drops across the board, *Donahue* was drawing 7,320,000, up from 5,550,000 in May 1978.

Without benefits of a network, *Donahue*, now in its 11th year, earns 6,330,000 households in an average quarter-hour (February Nielsen's), certifying him as the king of syndicated talk, well above *The Merv Griffin Show's* 3,934,000, *Mike Douglas Show's* 3,726,000 and *Dinah's* 2,829,000.



Donahue's dues pay off

Like two other syndicated phenomena, *The Lawrence Welk Show* and *Hee Haw*, but even stronger, *Donahue* has a reach—97% of the country—comparable to that of ABC, CBS, and NBC. But unlike *Welk* and *Hee Haw*, *Donahue* has been in syndication all the way, without network exposure.

Lawrence J. Lynch, Blair Television's vice president, programing, calls Donahue, himself, "one of a kind" in his ability to deal with guests and studio audience participation with a show that's "perfect for 9 o'clock in the morning" (when most stations carry it).

Joel Chaseman, president of Post-Newsweek Stations, credits "a remarkable team" for coming up with the product and comments that while Donahue may not be a typical superstar, "he plays the camera as well as Tom Snyder. That's a compliment."

Chuck Larsen, program director at WNBC-TV New York, where the *Donahue* show is currently number one at 9 a.m., points to the host's ability to produce the show in his head as he goes along, being able to sense those in the audience who are going to contribute the most.

George E. Resing Jr., senior vice president and director of programing for Group W Productions (and Donahue's program director when the show was

launched in Dayton) calls him the "ultimate television person" in knowing what interests his audience.

Bill Schwartz, Cox Broadcasting vice president and president of the broadcast division, mentions Donahue's "unique" style—"the way he draws people out" and gets people involved.

And as for his slot on the *Today* show, NBC News President Lester Crystal cites Donahue's "ability to stimulate a live audience" as a "moderator, interlocutor or provocateur."

Audience mail also is telling: the woman from Michigan who writes in that "the topics you choose and the panels you have on your show are so helpful to our daily lives," or the woman in Florida who says it's "amazing that I feel natural writing to someone I've never met, that's how real and close you become to your TV audience."

Or from a woman in New York: "I mean to say that

in a society that worships Orkian aliens, battles of network stars and beautiful gun-wielding angels, it's comforting to know there are interesting programs such as yours to turn to for intellectual and emotional challenge and stimulation."

Not all are positive. Regarding a particular show one viewer wrote that "we got a barrage of questions, in most cases unanswered because of your constant interjections and obvious antagonism. Man, you acted like stupidity was a virtue." Whatever the case, *Donahue* viewers are stirred up.

It's been a long haul, however. From an hour in the morning in Dayton in 1967, Avco Broadcasting Corp. (which sold *Donahue* to Multimedia Productions in 1976) began syndication efforts a couple of years later. A handful of stations were connected by landline, but even after the first break outside Ohio (at Storer Broadcasting's WJBK-TV Detroit) Avco wasn't clearing the show at its WLWT(TV) Cincinnati. By 1974, the station tally, which had been up to some 60 stations, had dropped to the 40's. The show moved to WGN-TV Chicago where guests were more accessible and facilities were better. It held its ground for a couple of years and then finally took off: 57 stations in 1976, 86 in 1977, 126 in 1978 and now 167, heading for 175. It's in the first 117 markets.

As *Donahue* staffers remark, it's not that the show is clicking more than it did in Dayton, it's just that more people are seeing it click. Donahue too says, "We think we were this good eight years ago, nine years ago."

Over the years, the *Donahue* show has remained the same—in a sense, a well-staged morning question period for housewives.

"The people who are attracted to our show," Donahue says, "are in effect saying: 'Don't try to protect us. Just give us the information. We'll make up our own mind.'" And while some of his thoughts find their way onto the air, he doesn't see his role as a preacher or instructor. "I think I have the obligation to ask the 'yes, but' question. I don't think my job is to say, 'Gee, tell us about the wonderful book you wrote.'"

Not every show, however, carries the weight of the world or even the traumas of suburbia. Like the best of them, Donahue has his movie stars. He's had his face done a la "Planet of the Apes." A goat once relieved itself on the show.

But *Donahue* is not primarily a vehicle for Hollywood promotional tours. First guest in Dayton and again for the Chicago debut was atheist Madalyn Murray O'Hair. *Donahue* was the first talk show to originate inside a maximum security prison. He interviewed a homosexual in 1968, had a two-parter pairing consumerist Ralph Nader with retired General Motors president Edward Cole. He's featured such topics as home birthing, abortion and lesbian mothers.

After more than a decade, Donahue, 43, and his staff know they're good. But they also are quick to point out the key element of it all. As Donahue says, "We realize that without the studio audience and their active participation, there would be no *Donahue* show. That's a fact. I could not parlay two talking heads, any talking heads, into a nationally syndicated, commercially competitive, television program."

Every Emmy award for which *Donahue* has been nominated has been won. Donahue, himself, has been honored for the past three consecutive years as "outstanding host of talk, service or variety series." (He adds those to others ranging from National Association of Television Program Executives honors to Lulu awards for coverage of men's fashion.) The show has taken an Emmy as the best series in its category for the past two years. And this year, director Ron Weiner picked up an Emmy for outstanding individual direction.

Yet there's an expression Phil Donahue uses: "You're not hot until New York says you're hot."

After three earlier attempts at cracking New York (on WNBC-TV, WPIX and WOR-TV), WNBC-TV, on June 19, 1978, tried *Donahue* at 9 a.m. The show now leads the time period. Subsequent discussions with NBC President Fred Silverman and NBC Entertainment President Mike Weinblatt have led to *Donahue*'s regular network ex-

posure, as a thrice-weekly *Today* contributor from Chicago.

It was not the first time *Today* had expressed interest. About a year before, Donahue had received a feeler to see if he might be interested in being a candidate for daily duty on *Today*. Donahue learned a lot from that experience. "Information about the inquiry leaked; I was not the person responsible. And thereafter followed an interesting study of network influence on the public and the media. I never got so many calls in my life as when the *Today* show story leaked."

Whether or not Donahue would have gotten an actual offer is now academic. He turned it down and signed a six-year renewal with Multimedia. But as one who had once done the *Today* local station breaks at WNDU-TV South Bend, Ind., while a student at Notre Dame, Donahue appreciated the inquiry.

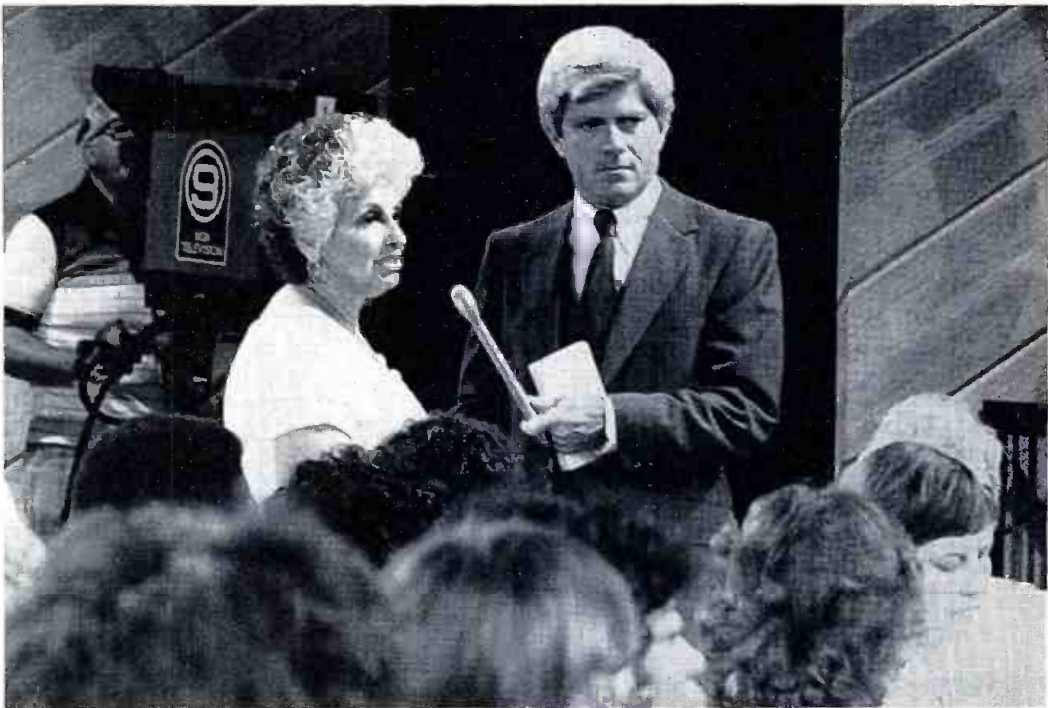
"For the kid who sat there watching Dave Garroway and J. Fred Muggs, being awed by the whole network influence and power; as a person who wasn't even sure he was going to get a job in a small town in the Midwest to be considered 20 years

concerned that comparing his show with the top of the mountain may be a bit much. Presumptuousness isn't his style, on-camera or off.

He drives to work in a Chevrolet Caprice (with four sons of driving age, he says "if there's a scratch on the fender at night, I'm going to be a lot less depressed than I would be if it was an El Dorado." He arrives at WGN-TV in sport shirt and jeans, usually about 9 or 9:15; the show goes live in Chicago at 11 a.m.

The regular *Donahue* quarters pale against the once-a-week offices used to tape the *Today* show segments at NBC-owned WMAQ-TV Chicago. Work space for the entire *Donahue* staff of 13 is no larger than some executive conference rooms. It's all open, aside from a 12-by-8-foot closed space for Donahue and a similar one for the executive producer, Richard Mincer. Donahue's office has just been redecorated to camouflage the cinderblocks. "We are tenants at WGN—frankly there's no space," Mincer says.

Meanwhile, the studio audience of 200, mostly women, is queuing up. They have waited as long as two years for the ticket of



Donahue draws them out.

later as a performer on this program was a very flattering experience."

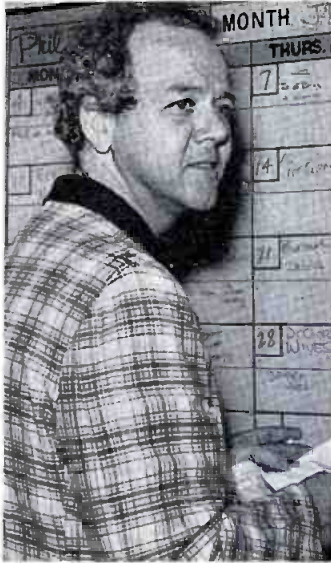
But Donahue also was one who had spent a major portion of his professional career building his own show. "It seems like yesterday they wouldn't call us back. There was a time people did our show just to get rid of us.

"What I decided was I had worked very hard to get where we were with the show. And I wanted to enjoy the influence that the show now enjoys. I guess it's a little like climbing a mountain. I'd want to do more than plant the flag. I think I'd want to sit down and look at the view a bit."

Donahue retreats after that remark,

admission. Once inside, they are given a quick lesson in the role they are to play. Studio audience warm-up is one of the jobs of Patricia McMillen, who started with the show at its inception as a secretary and now is producer. McMillen explains the topic of the day, then goes into her pitch. It's about 15 minutes to showtime.

"How many of you think you might have a question or comment to make to those people? How many have some feelings or thoughts about it? Let's see a show of hands. That group there can go home." She does it with a down-home style; the audience is laughing but also listening. (In another room, Donahue is preparing the guest: "Be enthusiastic ... Speak up,



Executive producer Mincer



Producer McMillen (seated), associate producers Singer (l) and Hayes (r).



Director Weiner

that's important.")

Like a press conference or town meeting, only a few will get their questions in. The others must participate too. McMillen coaxes: "If you agree, or if you want to laugh, or if you want to go 'ohhh,' please do that out loud. If you want to boo and hiss, you can do that too. If you want to applaud, go ahead. Whatever you feel in your head, respond naturally."

It is these reactions that director Ron Weiner, up in the control room, will search out with two of the four cameras that are scanning the audience. The man knows his demographics and is looking to "mirror the people at home." What that means is "the 18-49 housewife who's got some intelligence." Weiner says, "I don't want them to look bored... don't want them to look ugly or too beautiful," unless, of course, that relates to the subject of the show. Weiner thinks he'll eventually be zeroing in more on men, but for the time being, his rule is never to zoom in on two men in a row.

By the time McMillen has finished her warm-up, the energy level in the audience is high. They are ready for the issue, for the cameras ("If your slip's showing, get your body together, this is a live show") and for Phil.

But the energy doesn't peak until Donahue makes an unannounced dash down the center aisle. "You look a lot thinner in person," he says. The crowd is cheering. He's the celebrity, capable of thrilling them, compelling them. "Look, we need your help. The more you get into the act, the better the show looks. Any Catholics here?" He sprinkles imaginary holy water from his microphone. "Please avoid long brilliant speeches. Don't worry about asking stupid questions. I hold the record."

The show begins. Donahue questions the guest; the audience questions the guest. Donahue plays Everyman and devil's advocate, with a keen sense of speaking for the viewer at home. He dashes to various parts of the audience where a question is waiting. Either of the associate producers, Darlene Hayes or

Sheri Singer, is in a booth off the studio monitoring calls.

During station breaks and commercials, the audience keeps buzzing, and once the show's over, still more questions are allowed. At the back of the studio, Donahue (admittedly "just like the preacher at the end of the service") greets each member of his studio audience; he's their friend as well as their star. He tells a pregnant woman, "I hope it's whatever you want it to be." A separate line forms later for autographs, another for pictures.

The day's guest also returns to the office. "Was it all right, Phil?" the guest asks. "Great," Donahue responds. "I owe you," the guest—this time an author—says. And he probably does; *Donahue* has surpassed *Today* as the best book-selling talk show of them all. An appearance on the show is estimated to be worth up to 50,000 sales.

Producer McMillen and associate producers Hayes and Singer are back at their desks booking upcoming shows. Lead-time can be as short as one day, but usually not longer than two weeks. For the most part, it's week to week. Desks are cluttered with magazine and newspaper articles from which ideas may germinate. There's said to be no booking formula, nor guidelines for who books, researches and produces what.

But there's the continuity of a small staff within talking, never mind yelling, distance, of each other. ("I'd rather suffer in a closed-closet office," executive producer Mincer says.) It's a tightly knit group that virtually has grown up in the television business together.

Mincer started out as the original director for *The Phil Donahue Show* in Dayton. McMillen was Donahue's secretary. Hayes joined as a secretary when Avco launched the show into syndication. Singer went aboard at the end of 1975. Another producer is to be added for the *Today* segments, "Where we have added most is promotion and secretarial," Mincer says, adding that there's no need for the production staff to burgeon along with the success: When the show started, there were

240 shows to produce each year; an extra vacation week for Donahue has brought the number to 235.

The fact that *Donahue's* producer and associate producers are women may help to keep the show on target for its audience. And McMillen's case is especially telling. At 41, she says, "I've been all these women who are viewing the show." She was born in a small town in Ohio, went to business school, worked seven years as a stenographer, got married and divorced, and went to college at night.

Of their relationship with Donahue, staffers frequently use the word "family." One says "he makes us all feel like we're part of the success of the show." Another talks about the constant calls she received when her husband became ill during a vacation. Also mentioned is the day he walked in the office and said, "Thanks for the past 10 years," with news that he was treating them to a Hawaiian trip.

Whenever there's a fault mentioned, it tends to be one that could easily be a back-handed compliment. It's "difficult to get him to sit down and listen"; he's a workaholic; "tends to try to please too many people"; is quick to anger (but then calms down); sometimes has his hands in too many parts of the production; and on occasion has to be told to stop joking on air because "that's not his thing to be witty and funny."

Donahue himself thinks that he probably gets too depressed after a bad show. "I wish I were able to take the professional disappointments less seriously. I think it has to do with anxiety and the ambition and the fear of failure." He's no longer a practicing Catholic but he attributes a lot of his anxiety to "the Irish Catholic personality. I just think there's a kind of doom-and-gloom feature of Irish Catholicism."

Born into a middle-class Cleveland family in a church-going neighborhood, Phillip John Donahue, son of a furniture salesman, went through parochial schools and then headed to Notre Dame for a business administration degree. It was there

that he got his first break in broadcasting. WNDU-TV is a commercial station owned by Notre Dame and on campus in South Bend, Ind., "and I walked over there and got a job as a dollar-an-hour schlepper." It was 1955 and he was lured by the promise of the medium which "had just begun to manifest its enormous power and influence."

Experience was there to be grabbed, putting up sets, working the board and other thrills: "I would run into the booth when the announcer was late and do the station break. Hold my ear and say, 'Channel 46, South Bend.'" After graduation, in the summer of 1957, the old KYW-AM-TV in Cleveland took him on as a summer replacement announcer. He was making good in his own hometown.

By the time all the regular staffers were back from vacation, Donahue was ready to head for the Southwest, get married and take the Albuquerque, N.M., broadcasting community by storm. He was sure that the city was "very fortunate to be getting me. There I was, this Notre Dame graduate with big-league experience in Cleveland." The confidence was short-lived. He did get married but after visiting every television station in town, he ended up as a teller for the Albuquerque National Bank.

The next summer he was back at KYW-AM-TV Cleveland part time. He also reported to the basement of the City Bank of Cleveland, where he counted money.

But he hadn't given up on broadcasting. WABJ(AM), Adrian, Mich., needed a news-program director. "Adrian was my first introduction to journalism," he recalls, "I covered my first murder there. I covered city hall." As a journalist, Donahue felt he had found himself.

He joined WHIO-AM-TV Dayton in 1959 as morning newsman on WHIO(AM), and for the rest of the day he prepared news reports for WHIO-TV. Looking back, Donahue admits he never was much of an announcer. What he claims saved his job, however, were the interviews he was doing for the evening news—waiting for labor leader Jimmy Hoffa in a hotel lobby; going to the hospital to interview a policeman who had been shot, or going all the way to West Virginia to cover a mining disaster. My reputation began to grow as the guy who wasn't afraid to go and interview Hitler if he could find him."

Tom Frawley—then Donahue's boss, now Cox Broadcasting Washington vice president—characterizes his former newsman as "absolutely tenacious" and a guy who "had to get the story." Frawley recalls the time Donahue was covering a Dayton speech by the head of the Federal Aviation Administration. A plane crash occurred in New York, and the government official had to head there. Donahue, not taking no for an answer, went with him on the government plane, where he filmed a first-person report.

Donahue took over *Conversation Piece*, the vehicle that would allow him to cultivate the talents that would become his trademark, in 1963. It was a radio talk show at 1-2:30 p.m., for a predominantly female audience. It was designed to allow long-

distance conversation not only with himself and the guest but among callers as well. By then, his newsreading skill apparently had improved enough to elevate him to one of the anchor positions on the WHIO-TV 6 and 11 p.m. newscasts. But it was the freedom of *Conversation Piece* that he was enjoying the most.

But being a star in Dayton wasn't enough. "I felt trapped. I felt I wasn't going any further." Even today, he believes that if he hadn't made the break, "I would still be doing what I was doing then."

Donahue turned traveling salesman in June 1967 for the Dayton-based E.F. MacDonald Co. He was off-camera then, and

instead, selling incentive plans such as Plaid Stamps. If it hadn't been for another local celebrity's decision to go Hollywood, Donahue might have been off the air for good. Don Dahlman, general manager of WLWD(TV) Dayton, was losing Johnny Gilbert, star of a local, live variety show. Dahlman approached Donahue about moving *Conversation Piece* to television.

And if the show didn't work? "I was concerned that I would go over to channel 2, fail at the show and Dahlman would have me doing the 11 o'clock news. And I'd be right back where I started." Dahlman solved the dilemma. Not only did he give Donahue his first contract, at \$24,000 a year ("more money than I had ever seen

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in my life"), but Dahlman wrote in that Donahue wouldn't have to do the late news.

From there the show developed. Down to Donahue's basement, in fact, where he and program director George Resing (now a Westinghouse Broadcasting senior vice president) plotted out the first six weeks of shows: Madalyn Murray O'Hair and an anatomically correct boy doll among them. Resing recalls getting "a lot of heat originally" from corporate headquarters, "but they couldn't argue with us"—the show was an immediate success.

During the past year of contract renewals and new signings, Don Dahlman, now executive vice president-sales of Multimedia Program Productions, (and who's been credited by Donahue as more responsible than anyone else for the success of the show), has been pulling back a minute for national advertising. Of the 10 30's now available, General Foods has bought five. Johnson & Johnson, two, and Block Drug, one.

What all this means in the pocket of Multimedia Inc. is closely guarded. However, Walter Bartlett, president of Multimedia Broadcasting Co., anticipates that Multimedia Program Productions should contribute 10% of the parent company's over-all profit this year. That division has other properties (*Bob Braun*, *Young People's Specials*, among them)

but nothing of the magnitude of *Donahue*. In 1978, Multimedia had net earnings of \$15.6 million.

Donahue, himself, reportedly, earns \$500,000 a year, a combination of straight salary and a percentage. He doesn't comment on that, or on other parts of his personal life, such as his relationship with actress Marlo Thomas. His four sons live with him ("In many, many ways, I need them more than they need me.") Two of them will be heading off for college in September. His daughter, Maryrose, lives with his ex-wife in New Mexico but spends the summer with him.

Off in the future, he hopes one day to get back into news. But in the meantime, there's *Donahue, Today* and ongoing discussions with the networks about specials. His book, appropriately called "Donahue", will be published by Simon & Schuster in February. His staff is contributing a section and they'll share in the proceeds.

He's having fun. "When I see some of the guys on the expressway coming into work, I realize how fortunate I am. I get to meet some of the most important people in the world. Some of the most exciting. Some of the most radical. I'm exposed to new ideas every day. I get my name on television. Women ask me for my autograph. And the money's terrific. If I'm not enjoying this, I should give it to somebody else."

Monitor

On the make. ABC-TV's *Good Morning America* nosed by NBC News's *The Today Show* during critical Mag Arbitron sweeps. *Good Morning* delivered 2% more households than *Today*—2.9 million versus 2,848,000. Of 97 of top-100 markets carrying ABC's show, *Good Morning* led in 52, (including ties). NBC topped in 46, and CBS-TV's *Morning* led in eight.

Around the clock. Noncommercial KCET(TV) Los Angeles has announced plans to become 24-hour station, filling previously dark 12:30 to 6:15 a.m. air time with special events, Public Broadcasting Service programs and classic films. Station claims it will be first PBS station with 24-hour feed.

Back. Columbia Pictures Television has begun production of *Salvage-1* for ABC-TV. Show, which was on network last year, was not included in 1979-80 fall schedule, but ABC will use it as replacement series this year.

Dual form. With 24 hours from single season run of *Battlestar Galactica* on ABC-TV, MCA TV has packaged 12 *Battlestar* "movies" for syndication; stations have option of airing hours individually. Already on board are WOR-TV New York and KCOP(TV) Los Angeles, among 15 markets signed so far.

Great way to start. "Entertainment Volume Two," ITC Entertainment's second time out with movie package for stations, has first sales to Metromedia's WNEW-TV New York; KTTV(TV) Los Angeles; WTTG(TV) Washington and KRIV-TV Houston. Sixteen-feature package ranging from "The Boys from Brazil" to "Friendly Fire" was said by ITC to have drawn "highest price ever paid for features" in New York and Los Angeles.

Changes. CBS-TV has announced two additions to its daytime program schedule: Effective Sept. 17, *The All New Beat the Clock* will bow in at 9 a.m. NYT. Show is produced by Goodson-Todman Productions. On Dec. 3, prime-time hit, *One Day at a Time* (Tandem Productions), will make its daytime debut at 2:30.

Disco kudos. Two-hour special, *The 1979 Disco Music Awards*, has cleared 50% of country so far, with 40 stations including WNEW-TV New York, KTTV(TV) Los Angeles and WGN-TV Chicago, according to distributor Air Time International. Programmer is Joe Siegman/Jerry Harrison Productions in association with Wolfman Jack Productions.

First again for CBS

It wins week ended July 15, but ABC tops NBC in news for second week in a row

CBS-TV took first place in the prime-time ratings again for the week ended July 15, edging ABC-TV by almost a rating point. The averages: CBS 15.1 rating and 31.1 share; ABC 14.2/29.4 and NBC-TV 11.0/22.8. A CBS spokesman stressed that in the last six weeks, CBS had won three, tied one and lost two to ABC.

In the rerun season, much of the attention focused on the performance of the news magazine series and specials. ABC News's *20/20* won its time period with a 17.2 rating and 33 share, tying (with repeats of ABC's *Barney Miller* and CBS's *One Day at a Time*) for the 14th-ranked show of the week. NBC News's *Prime Time Sunday*, pre-empted in its first half-hour for President Carter's speech, turned in a 16.7/31, tying (with a repeat of ABC's *Mork and Mindy*) for 19th. CBS News's *60 Minutes* remained at the head of the magazine pack with a 20.0/45 that gave it eighth place.

A 90-minute NBC News special on the Salt II debate on Tuesday night produced a 5.9/11, which made it the lowest rated of the week's 64 shows.

Outside of prime time, ABC said its *World News Tonight* had outperformed *NBC Nightly News* for the second week in a row, averaging 9.9/24 against *Nightly News*'s 9.7/23.

New season schematic

O&M study finds fall schedule heavy on sitcoms and drama, and light on variety entries

An analysis of the new prime-time network season by Ogilvy & Mather Inc., New York, shows that situation comedy and general drama are the program types on the upswing while variety is on the downside.

Ogilvy's compilation shows that 28 situation comedies will be on the three networks this fall, as compared with 25 in 1978-79, while 17 dramas are on the schedule, as against 14 in 1978-79. There were three variety series on the networks last season and none is scheduled for the new season.

"This simply tells us that comedies and dramas grab the ratings while variety, expensive to do, doesn't rate too well," Charles L. Bachrach, senior vice president and associate director of O&M's broadcast department, commented.

Bachrach, who put together the analysis with John Hunt, supervisor of media research, cited the absence of westerns from schedules in recent years and ventured that a program of this genre might be appropriate as a replacement in 1980.

For the 1979-80 season, Ogilvy is projecting that ABC-TV will wind up with a

32 share: CBS-TV, 30, and NBC, 27. Bachrach believes NBC-TV will be relatively strong in the fourth quarter and part of the first quarter and then weaken. "But NBC can bounce back if the Olympic coverage proves to be a strong rating-getter," Bachrach observed. "If the Olympics prove to be solid, NBC may well get the momentum to challenge the other two networks."

ABC: making the moves

ABC-TV hopes to get a head start on the new season by moving reruns of three hits into the new time periods that those series

will occupy this fall. *Mork and Mindy* repeats, now on Thursdays at 8-8:30 p.m. NYT, will move to Sundays at 8-8:30 on Aug. 12. Repeats of *Laverne and Shirley*, now seen Tuesdays at 8:30-9, will move to Thursdays at 8-8:30, effective Aug. 9 (and for two weeks before that will be seen Thursdays at 8:30-9). Repeats of *Fantasy Island*, currently on Saturdays at 10-11, will go to Fridays at 8-9 beginning Aug. 17. The idea, said Anthony D. Thomopoulos, president of ABC Entertainment, is to get viewers used to the new pattern before the new season opens. In addition, *The Ropers* will be scheduled behind *Mork and Mindy* for four weeks in a bid to increase its exposure before it goes into the 8-8:30 Saturday slot this fall.



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Final edition

CBS News will start a West Coast version of its 'Evening News' on Aug. 27; Drinkwater will anchor Los Angeles inserts

CBS News will begin a daily West Coast edition of the *CBS Evening News with Walter Cronkite* for the network's affiliated stations in the Pacific time zone. The new program, which will feature special updates and additions to the New York-fed program, will be anchored by Terry Drinkwater, a 13-year veteran of the organization's Los Angeles bureau.

In a special news conference and closed-circuit feed to CBS-TV affiliates last Tuesday, CBS News President Bill Leonard told an audience of reporters in Los Angeles that the decision to go with the new edition had been several years in the making and that it had not been prompted by an announcement last month by ABC News and Sports President Rooney Arledge that he, too, was interested in a Western edition of that network's evening news show (BROADCASTING, June 25).

"You don't have to be a resident genius to know this is something all networks should consider," Leonard said.

The new program will begin Aug. 27 and will feature two to four minutes, on the average, of Los Angeles-originated news. On any given day, Leonard emphasized, West Coast viewers will be seeing far more of Walter Cronkite than they will of Drinkwater. Furthermore, Leonard said, "the control of the broadcast remains in New York."

It was also emphasized last week that Drinkwater should not be looked upon as the likely successor to Cronkite. Drinkwater will serve as anchor of the Los Angeles segments of the *Evening News*, but he will not exert the influence on the program's content that Cronkite does. In answer to one reporter's question, Drinkwater said: "There's only one managing editor at CBS News and that's Walter Cronkite."

Both Leonard and Burton Benjamin, vice president and director of news, stressed that decisions concerning the content of the program will still be made in Manhattan. "We're not planning to regionalize the news," Benjamin said.

What CBS will be doing, however, is making up for the three-hour lag between the feed of the *Evening News* from New York and its airing on the Pacific Coast. In an age of electronic news gathering equipment and satellites, Leonard said, "three hours can mean a significant delay."

He described the changes to the show as



Leonard and Drinkwater in Los Angeles.

updates, expansions and deletions of older material to "make room for new stories. These will be the only change."

According to Leonard, the idea for a new edition of the *Evening News* had been knocking around CBS for several years. When film dominated news coverage, however, a new edition was not a realistic possibility. The advent of ENG, however, has made rapid updates far less complicated. (Even now, CBS updates the Los Angeles area's news with slides and voice-overs.)

The new edition will be fed to affiliates in Alaska, Hawaii, Washington, Oregon, Nevada and California. CBS has about 30 stations in those six states, Leonard said.

The division president also stressed that the new edition was a news department decision (supported by Gene Jankowski, president of the CBS/Broadcast Group) and had been made despite financial considerations. "This is expensive," Leonard said. "There's no immediate reward. There's not a dollar going in and two coming out."

Drinkwater, who will also do a special West Coast version of CBS's *Newsbreak* in prime time, joined CBS News in 1963 and was named Los Angeles correspondent in 1966. He served in the news departments of various Los Angeles stations from 1953 until joining CBS. David Browning, who will produce the new edition of *Evening News*, has been the West Coast associate producer of the Cronkite news for the past five years. He joined the Los Angeles bureau in 1969.

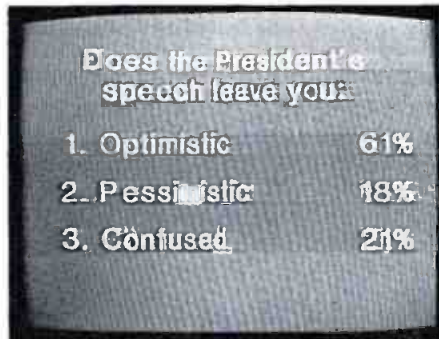
Colonial sites for contemporary issue

Williamsburg and Philadelphia are picked for conferences on First Amendment sponsored by SDX, RTNDA, NAB, others

Additional details of the two national conferences that will address public attitudes and apathy toward the First Amendment and press freedoms (BROADCASTING, July 2) were announced last Thursday (July 19) by the Society of Professional Journalists, Sigma Delta Chi. SDX is one of 12 major media organizations sharing the costs of the sessions Jan. 16-17 in Philadelphia and March 16-18 in Williamsburg, Va.

Invitations to attend the conferences will be sent to a broad segment of the public, including journalists, educators, lawyers, judges, labor union representatives, members of the League of Women Voters and other national opinion leaders.

CBS's Walter Cronkite will be among the speakers opening the First Amendment Congress that will be held in Philadelphia's Hall of Congress where the Bill of Rights was signed. Pollster George Gallup will present the results of a survey on public attitudes and awareness of the press and its performance and First Amendment issues. Paul Davis of WCIA(TV) Champaign, Ill., president of the Radio-Television News Directors Associ-



Carter II. The President came down from seclusion in the Maryland mountains on Sunday night, July 15, and into the homes of an estimated 65 million Americans for a speech designed as an apology, a sermon, a call to arms over energy and a showcase for introducing a new President Carter—forceful, determined, a leader and a listener. Whether the strategy and imagery unveiled in the TV talk will succeed cannot be answered now. But the speech was widely described as an extraordinary exercise and a pivotal point for the President. As a media event, it generated spin-off happenings that themselves made news:

The fact that the speech was delivered after Carter came down from the Catskills and pre-empted an episode of CBS's *Moses the Lawgiver* in which the prophet came down from Mount Sinai with the Ten Commandments did not go unnoticed by pundits. A presidential visit with an "ordinary" Pittsburgh-area couple and their neighbors made instant TV stars of Bill and Bette Fisher, who rose to the status of analysts on NBC-TV's *Today* show. Warner's Qube two-way cable system in Columbus, Ohio, is now familiar across the country: NBC carried instant statistical reaction from Qube viewers. And with the 1980 elections a little over a year off, the three networks all offered late-in-the-week opportunities for the Republican leadership to respond.

ation, will be chairman of the Philadelphia gathering. Fred Behringer of SDX will be vice chairman.

The Williamsburg congress, to be held at a site to be specified within the restored colonial sector of that city, will "pick up where Philadelphia left off," according to Jean Otto of the *Milwaukee Journal*, chairman of the First Amendment Congress steering committee and president-elect of SDX. "Participants in the second congress will be involved in a think-tank format," she said. "They will draw on knowledge gleaned from the first meeting and will search for specific programs and action that will stimulate the public to a stronger defense against curtailment of its

constitutional rights." Ed Shoquist of the Associated Press Managing Editors and Herbert Hobler (Nassau Broadcasting Co.), for the National Association of Broadcasters, will be chairman and vice chairman, respectively, of the Williamsburg congress.

Organizations sponsoring the two conferences, in addition to SDX, APME, NAB and RTNDA, are the National Broadcast Editorial Association, Reporters Committee for Freedom of the Press, American Newspaper Publishers Association, American Society of Newspaper Editors, National Conference of Editorial Writers, National Newspaper Association, AP and UPI.

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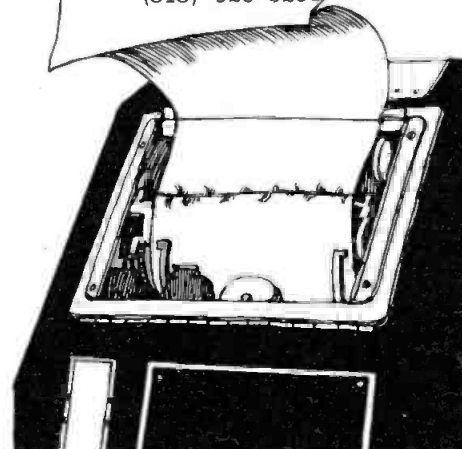
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FCC sets its sights high

Even though asked by OMB to keep total at 1980 level, commission proposes '81 budget with increase of \$9.2 million and 156 more jobs

The FCC, although faced with a request from the Office of Management and Budget that it hold its budgetary request for fiscal year 1981 (which begins on Oct. 1, 1980) to 1980 levels, decided last week to be bold and seek a \$9.2-million increase to beef up the staff and pay for rising fixed costs.

The request—pared down from proposals made by the bureaus and offices and drafted by the commission's financial management division office—is for \$81 million and 2,392 positions, 156 more than were provided for in the President's 1980 budget.

(Actually, Congress may be more generous with the commission than the White House intended. Although the House has approved the 1980 request as submitted, the Senate Appropriations Committee last week added \$999,000 to the commission's budget, half of it to help the commission respond to the continuing flood of mail opposing a long-since abandoned rulemaking concerning religious broadcasting.)

The \$81-million figure was defended by Thomas Campbell, chief of the commission's Financial Management Division, on the grounds of increased fixed costs—\$1.7 million net—and of the commission's failure in the past several years to obtain increases for any of its programs.

The commission, he said, should "cite high priority needs we can't control in the short term"—specifically, "increased backlogs and decreased service to the public." OMB's straight-line approach, he said, "is unrealistic."

The proposal being submitted to OMB for inclusion in the President's budget that will be sent to Congress in January would allocate \$526,000 and 19 positions to the Broadcast Bureau to deal with a heavy backlog of broadcast applications in the Broadcast Facilities Division. Jerold Jacobs, chief of the division, says television applications (most of them UHF) face a six-year backlog.

But the commission is not waiting for White House and congressional approval to deal with the problem. After approving the budget request, the commission reallocated 15 positions—from wherever slots were unoccupied in the commission—to the processing line. Some of the

15 positions will be used to attack a backlog in FM applications.

Nor was that the only shifting of resources. Another five slots were reallocated to the Policy and Rules Division, which faces a backlog of its own in processing rulemakings, some dating back to the early 1960's.

"Bodies," as they were referred to in the meeting, are not the only answer the commission will seek to apply to the backlog problem. Jacobs said new procedures are being examined, including the use of data automation—a suggestion immediately and warmly welcomed by Chairman Charles D. Ferris.

Indeed, the chairman even indicated that resistance to data automation may have figured in the recent changes in the top command of the Broadcast Bureau. He said Jack Sharkey, head of the Data Automation Division, "finds people don't want to use automatic data processing. We'll see a great deal of benefit from new people who will accept new management techniques. The resources," he added, "will yield even more benefits than they are forecasting."

Although the commission was unanimous in approving the budget request and the reallocation, there were some reservations regarding the budget. Commissioner Robert E. Lee, for instance, objected to a provision adding another professional to the staff of each of the seven commissioners—a provision included after commissioners testified before Congress on the need for additional staff. Commissioner Lee, however, said, "I don't need any more staff." But he also noted that he will leave the commission in two years, when his term expires. And Ferris observed that the allocated money need not be spent. (The total increase provided for the commissioners in the budget request is \$419,000.)

Commissioner Abbott Washburn expressed concern about a larger item—one

for \$1.2 million, to finance the hiring of 46 persons to help strengthen management techniques. The item was included after the commission received a draft of a General Accounting Office report criticizing the commission's management procedures ("Closed Circuit," July 2).

The funds, Washburn said, will be used "to put on people who won't process applications . . . but who will write memos on how to do those things better. I'd rather have them on the front line."

But R. Donald Lichtwardt, the commission's executive director, said the GAO report could be used to defend the request for the additional staff members, who would be scattered through the various bureaus and offices. And there is a need for such assistance, he said. He noted that the Civil Service Reform Act and the need to bargain with the recently installed union have imposed new management responsibilities on the commission. "People who head bureaus are going to have to be managers," he said. "The whole government is emphasizing management—of rewards for good performance, and penalties for bad."

The GAO report is understood to call on the commission to establish planning as a fundamental fact of management life. And in that connection, it recommends strengthened roles for the Office of Plans and Policy and the Executive Director's Office. It also says each bureau and office should have a planning unit to aid in bureau or office-wide planning.

The \$1.2-million item was not all that concerned Washburn. The total request bothered him. He noted that OMB had urged the agency to hold its request to the 1980 level. "That's a black-and-white clear directive to us," Washburn said. "I think you're going to have to justify every one of these requests backwards and forwards, and then I don't think you're going to have much chance of getting it."

Campbell did not say it would be easy.

Mail money matters. Answering mail is becoming a major and complicated problem at the FCC. Chairman Charles D. Ferris, a veteran of service on Capitol Hill, believes people who write to their government should receive answers—no matter what, apparently. The petition for rulemaking concerning religious broadcasting that was rejected four years ago continues to generate thousands of pieces of mail daily. And while the commission had been dumping it, it is now engaged in an effort to respond. Besides the \$500,000 the Senate Appropriations Committee has provided for in the commission's budget for fiscal year 1980 (see story above)—a sum that is not in the House version—Congress earlier this year voted a supplemental appropriation of \$243,000. Some \$120,000 has already been committed—about half for a pilot contract project to respond to some 400,000 cards and letters among those on file, and half simply to pay the postage. Much of the remainder is being committed to a project to determine how the commission can increase the efficiency with which it responds to letters from the public—particularly in cases of mass mailings.

"There's no question we'll have our difficulties with OMB," he said. But he also said later that the OMB letter urging a hold-the-line request had left an opening. It said, "You may wish to suggest additional items beyond the planning ceiling."

In one sense, the commission is asking to be strengthened beyond the additional \$9.2 million it is seeking. By fiscal 1981, the network inquiry and the UHF-VHF comparability study, both begun early in fiscal 1979, are to be concluded. But the commission's request includes funds for the members of both special staffs—\$150,000 for the five UHF-VHF study staffers, and \$329,000 for the 12 working on the network inquiry. Campbell said the "highly trained and highly motivated" staffs should be retained on the permanent payroll. And no one disagreed. The network inquiry staffers would be assigned to the Policy and Rules Division, and the UHF-VHF study members to the Office of Plans and Policy and the Office of Science and Technology.

The budget request includes some other points of interest. The Office of Science and Technology (formerly the Office of Chief Engineer) would be strengthened with the addition of 18 positions and an increase of \$1.2 million in funds, some of that for fixed costs. Comparable figures for the Field Operations Bureau, which would open four new field offices under the request, are 14 positions and \$2 million; and for the Private Radio Bureau, 14 and \$1.6 million. The Common Carrier Bureau, which is temporarily giving up 10 slots in the cause of reducing the Broadcast Facilities Division's backlogs, would get an additional eight positions and \$662,000, most of that to defray increases in fixed costs. And the Cable Television Bureau, which is being phased out, would receive no new positions and only \$138,000 to cover increases in fixed costs.

The Public Affairs Office—a new amalgam of the Public Information Office, the Consumer Assistance Office and the Industry EEO Office—would receive an additional seven positions and an increase of \$215,000. The commission's approval amounts to something of a vote of confidence in the Consumer Assistance Office, for it would receive four of the new positions, and it would be authorized to hold five public participation workshops and conferences around the country, similar to five it has held in the past year. Ferris said the "feedback" from the conferences—from licensees as well as members of the public who learned how to participate in commission rulemaking and inquiries—"was very good."

Last week's meeting was not the last the commission will hold on its 1981 budget request. On Aug. 1, it will assign priorities to the various activities for which it is seeking funds.

NLRB down on WDRQ

A National Labor Relations Board administrative law judge has ordered WDRQ(FM) Detroit to reinstate an employe who

charged he had been laid off because of union activities.

Judge Hutton Brandon ruled that WDRQ management had engaged in unfair labor practices by withdrawing the gasoline-credit privilege of part-time employe Paul Nicholas, and later firing him. According to Brandon, the reason for management's actions was "to retaliate against Nicholas and to encourage his departure" because of his organizational efforts on behalf of the American Federation of Television and Radio Artists.

Management, however, had argued that economic reasons were behind rescinding Nicholas's gasoline privilege and laying him off. The station contended another

staff member had also been released, and Nicholas's show, a Sunday morning religious program, was replaced by pre-taped programs that cost the station nothing.

But Brandon called the station's economic defense "wholly without merit," as the money saved from terminating Nicholas was not significant and a number of staff members received salary increases during the same period. The station's motives for the lay-off, Brandon said, were directly related to Nicholas's union sentiments, which is a violation of the National Labor Relations Act.

Brandon ordered WDRQ to cease and desist from discouraging membership in

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AFTRA or any other labor organization. In addition, he ordered WDRQ to reinstate Nicholas to his former job or an equivalent position, and compensate him for loss of earnings.

Ripple effect cited from FTC ad ban

Anti's in fight against commission circulate study that claims it could cost \$6.4 billion in GNP

A study by two university professors concludes that the Federal Trade Commission's proposed bans on televised advertising to children could cause a significant loss of jobs and tax revenues.

According to the study, a 10% drop in demand for the products likely to be affected by the proposed restrictions—including cereal, toys and candy—could cause a \$6.4-billion decline in the gross national product, a loss of 284,000 existing jobs and a drop in tax revenues of \$2.25 billion. In addition, a ban could cause a drop in demand, a loss in employment and a reduction in corporate and worker earnings in industries that supply the directly affected businesses. Also affected would be the transporters, wholesalers and retailers that normally handle and market the products.

The study was conducted by Eli Schwartz and J. Richard Aronson, professors of economics at Lehigh University, and is being circulated by the Chamber of Commerce of the United States, which has been pushing for regulatory reforms that would usurp some of the FTC's power. The paper was commissioned by the Washington law firm of Patton Boggs & Blow; Thomas Boggs has been active in the fight against the commission for the Chamber of Commerce and other groups.

The study notes that while a loss of sales in the affected sectors of the economy could eventually be accommodated in other sectors, "the costs and time required for such adjustments are not easily ascertainable, nor is it determinable whether full adjustment would ever be attained."

The study adds, however, that the estimates probably understate the extent of potential costs. "We have not estimated the potential losses of capital and investment values involved in such adjustments, and these should not be lightly dismissed as falling only on a small part of the population. Investment securities are held in pension funds, mutual funds, charitable and educational endowments; these are all part of the general savings and indirect wealth of many people, and a reduction in their value would have a widespread impact."

But a spokesperson for the FTC questioned the study's results. One basic flaw in the study, she said, is that it assumes that if people aren't spending money on the products with advertising restrictions,

they won't be spending money at all. This, she said, is not how the marketplace operates, as people would be likely to spend that money in other places.

She added that a second problem with the study is that it never clearly defines exactly what is meant by ads directed at children. This could mean an audience made up of 20% children, 30%, 40%, etc. The exact limitations, she said, should be clearly defined to make certain that the study is valid.

In addition, she thought that grouping large categories together—such as pre-sweetened and regular cereals—produced a compounding effect that really wasn't indicative of the situation.

An attorney with Patton Boggs & Blow said he thought the study was important because it was the first time anyone had done such a broad cost-benefit analysis of the children's advertising proceeding.

The study predicts that the industries most likely to suffer economic effects from a ban are those that sell "a substantial proportion of their output to families with children."

But it further predicts that the economic losses created by a ban are not necessarily permanent, and some of the demand might shift to other products. "The potential economic effects of a television advertising ban may be termed as estimated dislocation or re-adjustment costs," it says. "How long such dislocation costs would persist is difficult to calculate."

Ferris fights Hill veto

Congressional proposal that would provide for override of agencies would be counterproductive, he says

FCC Chairman Charles Ferris last week registered his concern over congressional legislation that would subject rules and regulations proposed by executive and independent agencies to a veto by either house of Congress.

Testifying before a Senate Judiciary subcommittee, Ferris said that improved regulatory procedures are necessary, but he didn't think the proposed legislation would be effective. "I simply do not believe that imposing a one-house legislative veto on each and every agency action is the most effective way to achieve these goals," he said.

The bill, S. 104, whose chief sponsor is Senator Harrison Schmitt (R-N.M.), would give Congress a 60-day period for disapproval of proposed agency rules. If one house of Congress disapproved of the rule within the 60-day period, the other house would have 30 days to overturn the first, thereby allowing the rule to go into effect. If either time period expired without disapproval, the agency ruling would stand.

According to Schmitt, should the Congress reject the one-house veto, the long-term result will be "the establishment of a

fourth branch of government which, immune to successive administrations and exempt from carefully defined congressional control, takes on a life of its own to govern in its vision of the public interest."

Schmitt rejected the claim that the normal process of congressional oversight can adequately handle the regulatory problem, noting that there has been "little enthusiasm demonstrated for the long and tedious process of reviewing the intimate details of agency operations." The veto, he said, could be used to target attention to specific problems and provide for responsible oversight.

Although Schmitt made only a passing reference to the Federal Trade Commission, the one-house veto has often been mentioned by critics of the agency as a possible tool to limit its actions. Action on the Senate floor—perhaps this week—will take up the FTC's authorization, at which time it is expected that Schmitt will offer an amendment to the bill that would saddle the FTC with the one-house veto.

Ferris discounted the need for additional oversight of agencies such as his own, claiming they were continually being reviewed through the oversight, appropriations, legislative and judicial processes. In addition, he expressed concern that the veto would not serve the public interest.

"I believe the potential of a legislative veto would shift the focus of activity away from serious discussion by affected parties in our own agency rulemaking proceedings, where there are considerable staff resources and technical expertise to resolve conflicting contentions, and into the halls of Congress," he said.

This, he added, would change the way the agency does business. "Our process will become a political one, as we attempt to build a political record to bring before the Hill," Ferris said. "We will respond to and negotiate with congressional staffs rather than undertaking the job of expertly analyzing relevant technical and economic factors—the job that Congress originally gave us."

Battle rages at FCC over reluctant superstation

NAB and MPAA back Metromedia's efforts to keep KTTV from going up on satellite; ASN, however, sees things differently

Metromedia's fight to prevent its KTTV(TV) Los Angeles from becoming the next superstation, picked up support last week from the National Association of Broadcasters and the Motion Picture Association of America. They filed on behalf of a Metromedia petition.

NAB and MPAA backed up Metromedia's petition to the FCC for review of a staff decision granting ASN Inc. permission to retransmit the station via satellite to cable systems (BROADCASTING, July 9).

The National Association of Broad-

casters' filing said Metromedia's filing places the issue of the "involuntary superstation before the commission." NAB urged the commission to act expeditiously, so that station efforts to serve the public "should not be left helpless by regulatory inaction or inattention to significant unresolved legal and policy issues."

MPAA has opposed the creation of satellite superstations in numerous pleadings before the commission. Its position is that staff action in this matter violates the legitimate property rights of broadcast stations and program producers by allowing common carriers to retransmit without prior consent.

ASN also had its say. "At most . . . the allegations merely raise the possibility of some private harm," its filing said. "This is clearly insufficient for the commission to deprive a large segment of the public of a wide variety of program sources at reasonable cost."

Metromedia has asserted that the staff committed procedural errors in the proceeding, that ASN is not a common carrier and that the retransmission of KTTV's signal without Metromedia's consent violates the Communications Act.

Cable hides behind FCC when it comes to franchise fees

Industry urges commission to keep limits on local jurisdictions

The cable television industry, not surprisingly, favors retention of the FCC rule limiting the franchise fees that local authorities may impose.

In comments received last week at the commission, the cable consensus was that allowing local franchising authorities to set their own rates would result in consumers paying higher prices for the same services. Cable system operators claimed they would have no choice but to pass along a fee-raise to consumers in order to maintain program diversity.

The FCC rule now limits franchise fees to 3% of gross revenue or up to 5% if a strong enough case can be made by local authorities.

The National Cable Television Association's filing said, "The point is that franchise fees do not come about through the give-and-take of consumers deciding what services they would like and sellers deciding what services to offer. Instead, franchise fees are basically a take-it-or-leave-it proposition offered by the franchising authority which has intervened in the marketplace and has all the cards."

The nation's largest CATV systems operator, Teleprompter, added that the "conditions which existed nearly a decade ago and which required the commission to regulate the excessive demands of non-federal franchising authorities remain unchanged." Similar comments were sent

in by the nation's two other leading CATV system operators, Tele-Communications and American Television & Communications.

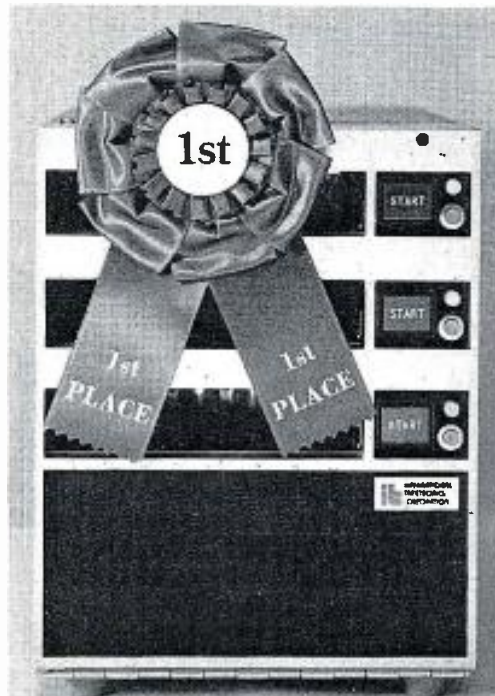
A joint statement by 69 local CATV operators cited FCC Chairman Charles Ferris's remarks before the NCTA convention in Las Vegas May 23 as the strongest point for maintaining existing limits. Ferris said "... I question the wisdom or propriety of government interference with technological advances as these usually increase consumers' welfare by lowering prices and stimulating innovation and diversity..." The statement went on to say that the FCC's responsibility in this matter is to regulate state and local

government regulation of CATV.

Most comments in opposition to repeal of the rule also argued that if the FCC should adopt its proposal, federal pre-emption of regulation of pay cablecasting should not be withdrawn.

There was, however, a voice in favor of repeal of the franchise fee limit. It came from the city of Yakima, Wash. The city believes that discretion is used in setting franchise fees because local authorities can hike fees (to raise revenue) only to the extent that demand for cable exists. The Yakima comments added that the FCC's role should be one of advising local authorities on how to make informed regulatory decisions.

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NRBA contends all radio can be deregulated

Its survey contends that even in one-station markets, there is advertising, news competition

The results of a survey conducted by the National Radio Broadcasters Association (NRBA) concludes that even the smallest radio markets would continue to serve their communities in the absence of government regulation because a variety of information sources and advertising media would foster program diversity and economic competition.

The survey of 349 stations in one-station and two-station markets was prompted by concerns expressed by Carter administration officials that com-

petitive conditions in small markets might not force stations in those markets to meet the needs of the listening public.

NRBA's study was in response to requests from National Telecommunications and Information Administration representatives and members of the White House staff at last winter's "rally against over-regulation" in Washington (BROADCASTING, Feb. 9). Broadcasters were asked to supply information that would demonstrate that radio deregulation could extend beyond the large markets.

The NRBA claims that local news and public affairs programming "has become the largest single survival factor of small market radio." And almost all stations surveyed reported existing competition with other information media. The tallies were: 93% receive strong radio signals from other markets, 96% reported competition with newspapers, 6% reported television stations licensed to their markets (although virtually all TV homes receive

signals from three or more TV stations) and 77% had cable systems.

"The presence of radio, television, cable systems and newspapers provide even single-station markets with diverse programming and information sources, and thus, create marketplace competition and virtually insure the continued operation of 'monopoly' stations in the public interest," said NRBA.

The survey showed that over 85% of the stations that reported competing radio signals indicated that those stations also sell advertising time in their communities. Virtually all of the newspapers also sold space in their markets. And 31% reported that the cable systems sell commercials. In addition, 67% of the small markets surveyed reported billboard operations in their communities. A total of 30 additional advertising sources were also cited.

The NRBA summed up: "the inescapable conclusion is that governing by marketplace forces is just as valid a concept in the so-called single-station radio market as it is anywhere in our land."

Washington Watch

Seven more. FCC Commissioner Tyrone Brown's nomination to new term as commissioner has been confirmed by Senate. Brown's seven-year term expires June 30, 1986.

□

Big job for A.D. Little. Senate Commerce Committee has appointed Arthur D. Little Co., Cambridge, Mass., as anticipated (BROADCASTING, July 16), to provide analysis that will help Congress evaluate U.S. preparations for World Administrative Radio Conference that begins Sept. 24. Report is to be delivered by end of next month.

□

Traveling men. FCC Chairman Charles D. Ferris and Commissioners Robert E. Lee and Joseph Fogarty, who constitute commission's telecommunications committee, are in Alaska this week for meeting of joint federal-state board on telephone-rate integration proceeding. Purpose is to equalize rates among contiguous states with Hawaii, Alaska, Puerto Rico and Virgin Islands. One result would reduce costs for television transmission between lower 48 and Alaska and Hawaii.

□

NASB is go. National Association of Spanish Broadcasters, formed during convention of National Association of Broadcasters in Dallas last March, has opened Washington office. Named president was Maria Elena Torano, former associate director of public affairs of Community Services Administration, government agency. Executive vice president is Antonio Guernica, most recently with Spanish International Network as research director. Address: 2550 M Street, N.W.; phone: (202) 293-3873.

□

Stubborn. American Security Council Education Foundation is not giving up on its complaint alleging CBS violated fairness doctrine in its coverage of national security issues. It has decided to seek Supreme Court review of decision of U.S. Court of Appeals in Washington affirming FCC action in dismissing complaint as failing to make prima facie case (BROADCASTING, July 2, July 9). ASCEF feels basic question is that its complaint—based on extensive monitoring and analysis of CBS News program—at least merited response from CBS.

□

Reprieve. Cox Broadcasting has been granted six-month extension of FCC order to divest itself of its Atlanta cable system. Original deadline was July 13; new deadline will give Cox time to tie loose strings on deal with Cablecasting Ltd., which has signed letter of intent to buy system for \$5.5 million (BROADCASTING, June 18 et seq.).

□

Live one. Sonderling is still not giving out any details on its distress sale of WOL(AM) Washington; however, one interested party has been identified: Edward Brooke, former Republican senator from Massachusetts. Brooke said that he had talked briefly with Egmont Sonderling, company's chairman and president, and sent him a letter "indicating interest," Brooke, who joined Washington law firm of O'Connor & Hannan last month, said price was not discussed.

Cubans drown out Florida station; FCC lets it boost power

It probably won't happen again soon but the FCC is permitting a Florida station to operate with nonstandard power in excess of that authorized by the North American Regional Broadcast Agreement. The commission decided to grant special temporary authority to WPLP(AM) Pinellas Park, Fla., to increase power from 500 w to 900 w because of interference it is receiving from a Cuban station operating with power in excess of that authorized by NARBA.

The commission said that the interference was being caused by CMHI(AM) Santa Clara, Cuba, which is authorized under NARBA to operate with a directional antenna and 10 kw but is actually operating with at least 50 kw.

WPLP which said its day and nighttime interference-free coverage area has been reduced substantially, had asked for a 1 kw increase in power or, alternatively, a 900 w increase and modification of its day and nighttime operational patterns.

The commission expressed reservations about granting an STA to permit an operation not only in violation of NARBA provisions but one that was well in excess of licensed power and that might be terminated. But it said those reservations were outweighed by concern over the extensive interference WPLP was suffering from CMHI's operations.

Furthermore, the commission said WPLP's proposed operation would result in little interference to CMHI. And it conditioned the STA grant on WPLP identifying itself only as a licensed 500 w station temporarily authorized to operate with 900 w pending disposition of its application to increase its power to 1 kw.

The commission also said that if CMHI returned to its normal operation, WPLP's STA would be terminated.

An earful for the FCC on TV reception

Wide-ranging inquiry draws appropriately wide range of responses from industry, NTIA

The FCC has received a variety of comments in its inquiry looking to the most economical way to improve television reception and make better use of the broadcasting spectrum.

The tone of the comments ranged from the cautious encouragement offered by the National Telecommunications and Information Administration to the hostile attitude adopted by Electronic Industries Association.

The notice of inquiry, released last December, took a shotgun approach to its subject. It asked 22 questions on three basic topics—the technical design, potential benefits and cost efficiency of a prototype receiver developed by Texas Instruments; other possible changes in television receiver design, and possible changes in certain transmitter standards and coverage protection criteria.

TI's prototype was constructed under contract from the FCC, which is looking for a receiver that would allow it to remove or eliminate the UHF taboos that it adopted in 1952. The FCC believes that a reduction or elimination would free more spectrum space for other uses.

The prototype employs what TI calls a "pure IF" tuning system, the key elements of which are 346 mhz IF surface-acoustic wave (SAW) filters and MESFET devices. TI claims that one advantage of the high first IF (346 mhz) is that it "greatly" reduces some of the spurious response on UHF.

TI estimated that its system would add \$30 to the cost of the average color television set.

In its comments, NTIA said that the TI receiver and other new receiver technology "has much to contribute to improved television service and spectrum use," but warned that their potential benefits must be weighed against "their costs and possible adverse effects."

The NTIA said that the FCC's first duty should be to set up a "more scientifically" sound basis for establishing, documenting and applying taboos. On one of the specific questions—asking whether the FCC should set up minimum standards for transmitter power and antenna height—the NTIA said that such standards would be "inappropriate" and that the determination of a station's service area should

be the prerogative of the broadcaster.

NTIA's conclusion was in accord with its over-all policy toward broadcasting. It said the proper government role is one that leaves as much decision-making as possible to the marketplace, and the FCC's job should be to provide information to make for a "well-informed" marketplace.

The Association of Maximum Service Telecasters also introduced its remarks with a word of caution: "The commission should take every precaution to avoid new receiver technology that would degrade existing service."

AMST said that certain trade-offs between better UHF performance and reduced taboos must be made, and that "better UHF performance is clearly more in the public interest." In reference to the TI receiver, AMST said that more tests are needed to ascertain how the changes in the tuning system would affect other aspects of receiver performance. AMST was also concerned with the costs of the receiver. It said the replacement of existing sets with the TI type would cost \$40 billion.

The association also responded to the question of whether minimum antenna

height and transmitter power should be set. It said that the standards would "either be so minimal as to be meaningless or insufficiently flexible."

AMST was particularly emphatic in response to the question on directional antennas: "The commission has studied this issue for 20 years and each time has resolved it in the negative. There has been no new development that warrants reopening the old question, let alone answering it differently."

The comments of the Consumer Electronics Group of the Electronic Industries Association—endorsed for the most part by RCA—were more vehemently opposed to the implications of the notice. CEG said the entire inquiry should be "placed in suspension" or withdrawn until a new prototype receiver being developed by Monolithic Inc. is available.

Meanwhile, CEG has nothing nice to say about the TI receiver. It said that the cost efficiency of the TI receiver is poor. "The technical issues raised are of minor importance as the design fails even a cursory cost/benefit analysis."

One technical objection it found was the

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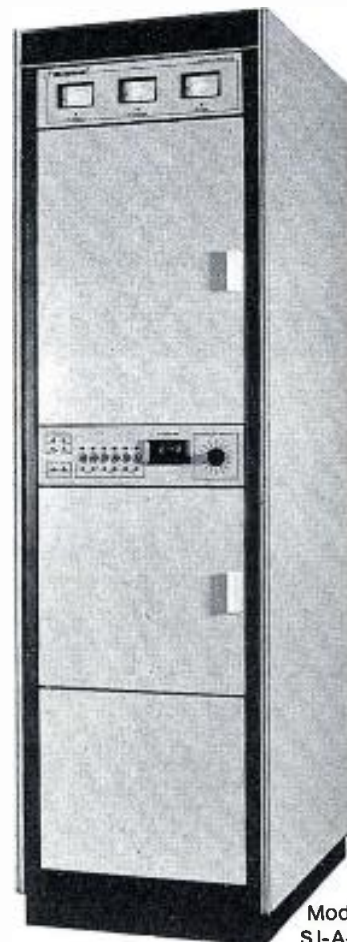
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unsatisfactory transient response that resulted from use of 346 mhz SAW filters. This, CEG said, would have a deleterious effect on using the receiver for teletext, which requires a good transient response.

The group also said that changes in receiver design are outside the jurisdiction of the FCC. They said the questions in the notice imply "inefficient solutions to non-existent problems."

In reference to transmitter standards, CEG said they are best examined as a "cohesive package" not as a "hodge-podge" as presented in the notice. The protection criteria questions were a "rehash" of the VHF drop-in inquiry, it said.

Philips brings out another format for home video recorder

System, which won't be in U.S. until 1981, uses small cassette, can record up to eight hours

As manufacturers fight for a share of the home videocassette recorder market, now divided between VHS and Beta formats, N. V. Philips of Holland has introduced yet another system.

The new format abandons the two-tier cassette used in the current Philips VCR. Although never introduced in the United States, the VCR series was one of the first

units for the home market and now enjoys one-third of the European market.

The main feature of the new format is a cassette that looks and acts like an audio cassette, and is about the size of a paperback book. (BROADCASTING, July 2). The new cassette has an eight-hour playing time, although it is necessary to flip over the cassette at the end of four hours. Philips said that by adding another set of heads, there could be eight hours of continuous play. The company will wait to see whether consumers will pay extra for such an option.

In order to obtain the long playing time for each cassette, Philips has used a very high tape density, with the two tracks very close to each other. It says this will lower the cost of an hour's worth of playing time which it considers a main selling point.

Despite the closeness of the tracks, Philips says there is no problem with mis-tracking since a constant feedback device is used. This is done with a constant frequency signal on the tape while recording, which allows the unit to monitor whether the tape heads wandered. The system automatically shifts the heads slightly until proper alignment is obtained. This also permits cassettes to be swapped among different units.

Philips plans to introduce the new system to the U.S., although probably not

before 1981. Roger Woods of Philips said it plans to consolidate its one-third of the European market with the new format before introducing the NTSC unit. The first systems will be in PAL, with SECAM units soon to follow.

The actual unit being shown is the VR-2020, although Philips says this is only part of what could be an entire range in the new format. The unit is similar to those now on the market but with some different features.

The transport system is microprocessor controlled. There is also a digital readout and pushbutton console allowing the user to call up a specific place on the tape by punching in the required number.

The unit can also be programed to start recording at a desired time, and stop when the program is over. Up to five different programs on separate channels can be programed into the unit to record TV programs over a 16-day period.

The price of the European unit is priced between the VHS and Betamax, from \$1,300 to \$1,550. Deliveries are expected to start near the end of the year.

The real battle for the V-2000 series will come in the United States, which Woods said represents 40%-50% of the world market. Philips will then see if it can compete with the only home cassette unit not made in Japan.

Making it a new 17th market.



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Popular. Nine of 16 radio stations that applied to FCC for authority to test AM stereo systems have tested Kahn/Hazeltine system. System may be simplest, broadcasting stereo information on sidebands. Consequently, stereo programing can be received by using two radios—one tuned slightly higher than carrier frequency for right channel, other tuned slightly lower for left channel. Nine include WABC New York, KHJ Los Angeles, KDKA Pittsburgh and KING Seattle who all shelled out \$12,000—the cost of stereo system—for privilege of conducting tests.

□

Expansionists. KTXL-TV Sacramento, Calif., to make room for its growing news staff and new news studio, is constructing \$800,000 addition to station that will nearly double square footage—from 11,400 to 22,186. Addition is expected to be completed by December. Independent UHF is also installing receive-only earth station. ABC affiliate, KATU(TV) Portland, Ore., is in midst of more extensive plans. It is constructing two-story structure (20,000 square feet) adjacent to its present facility. New structure, expected to cost around \$3 million, will house news, programing, promotion, production, art and field production departments. Thomas R. Durgan, executive vice president, thinks facility will be ready on March 1, 1980.

□

Beat the Heat. National Association of Broadcasters has sent out some advice to its member stations on how to cope with President Carter's energy conservation guidelines for heating and air conditioning—65 degrees in winter and 78 degrees in summer. Memo pointed out that those temperatures refer to the coldest or warmest spots in a building, though effort must be made to make sure every place is as close to prescribed temperature as possible. According to NAB, number of exemptions are available including one for broadcasters with heat-sensitive transmitters.

□

Starting from scratch. President's guidelines would be easier to follow with new studio like one KOCO-TV Oklahoma City is in process of constructing. Facility employs latest in passive solar energy design. Overhang shields interior from direct rays of the sun in summer and, except for early morning hours when heat is needed, winter. In winter cool air is brought in from outside to keep studio, heated by lights, cool; as cool air picks up heat it is moved into office area where it helps keep things warm. In summer precious cool air in studio generated by air conditioner is conserved by dirt piled eight feet high on exterior walls. Frank Rees, Oklahoma City architect who designed facility, said cost of project is \$2.4 million.

The Broadcasting Playlist Jul 23

Contemporary


Playback

Last This week	This week	Title □ Artist	Label
2	1	<i>Bad Girls</i> □ Donna Summer	Casablanca
8	2	<i>Good Times</i> □ Chic	Atlantic
4	3	<i>Ring My Bell</i> □ Anita Ward	TK
3	4	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
1	5	<i>Logical Song</i> □ Supertramp	A&M
5	6	<i>Hot Stuff</i> □ Donna Summer	Casablanca
6	7	<i>Boogie Wonderland</i> □ Earth, Wind & Fire/Emotions	Col.
10	8	<i>Ain't No Stoppin' It</i> □ McFadden & Whitehead	Phila. Int'l.
12	9	<i>When You're In Love</i> □ Dr. Hook	Capitol
7	10	<i>Shine a Little Love</i> □ Electric Light Orchestra	Epic
9	11	<i>I Want You To Want Me</i> □ Cheap Trick	Epic
14	12	<i>You Take My Breath Away</i> □ Rex Smith	Columbia
20	13	<i>Main Event</i> □ Barbra Streisand	Columbia
11	14	<i>Chuck E's In Love</i> □ Ricky Lee Jones	Warner Bros.
16	15	<i>Makin' It</i> □ David Naughton	RSO
15	16	<i>Gold</i> □ John Stewart	RSO
23	17	<i>You Gonna Make Me Love</i> □ Jones Girls	Phila. Int'l.
18	18	<i>You Can't Change That</i> □ Raydio	Arista
26	19	<i>My Sharona</i> □ The Knack	Capitol
21	20	<i>I Was Made For Lovin' You</i> □ Kiss	Casablanca
25	21	<i>Is She Really Going Out With Him</i> □ Joe Jackson	A&M
22	22	<i>Mama Can't Buy You Love</i> □ Elton John	MCA
17	23	<i>Reunited</i> □ Peaches & Herb	Polydor
28	24	<i>After the Love Is Gone</i> □ Earth, Wind & Fire	Columbia
32	25	<i>Lead Me On</i> □ Maxine Nightingale	Windson
27	26	<i>I Can't Stand It No More</i> □ Peter Dinklage	A&M
19	27	<i>Rock 'n' Roll Fantasy</i> □ Bad Company	Swan Song
—	28	<i>Sad Eyes</i> □ Robert John	EMI/America
24	29	<i>Heart Of the Night</i> □ Poco	ABC
39	30	<i>Let's Go</i> □ Cars	Elektra
37	31	<i>Do It Or Die</i> □ Atlanta Rhythm Section	Polydor
35	32	<i>Getting Closer</i> □ Wings	Columbia
34	33	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
13	34	<i>We Are Family</i> □ Sister Sledge	Cotillion
44	35	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
31	36	<i>Days Gone Down</i> □ Gerry Rafferty	United Artists
38	37	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
—	38	<i>Lonesome Loser</i> □ Little River Band	Capitol
42	39	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
30	40	<i>Up On the Roof</i> □ James Taylor	Columbia
33	41	<i>Does Your Mother Know</i> □ Abba	Atlantic
41	42	<i>One Way Or Another</i> □ Blondie	Chrysalis
43	43	<i>I Do Love You</i> □ G.Q.	Arista
49	44	<i>Goodbye Stranger</i> □ Supertramp	A&M
—	45	<i>Bad Case of Lovin' You</i> □ Robert Palmer	Island
45	46	<i>Born To Be Alive</i> □ Patrick Hernandez	Columbia
—	47	<i>Don't Bring Me Down</i> □ Electric Light Orchestra	Epic
36	48	<i>Dance the Night Away</i> □ Van Halen	Warner Bros.
46	49	<i>Suspicious</i> □ Eddie Rabbitt	Elektra
—	50	<i>Pop Muzik</i> □ M.	Warner Bros.

How high will she fly? Since her recording of *Then Came You* (Atlantic) with the Spinners in 1974, Dionne Warwick has confined her musical career to live performances around the world, most recently at New York's Carnegie Hall, where a sell-out audience rewarded her performance with eight standing ovations. But now her new single, *I'll Never Love This Way Again* (Arista), produced by Barry Manilow, moves this week from 42 to 39 on "Playlist." "It's a great record," comments Bob Dayton, program director at WCOG(AM) Greensboro, N.C. "It's got that lush, fully orchestrated sound that's a Manilow trademark and it's softer than a typical top 40 record, so it's a good programer. If you like Manilow, you'll like this record." And Kerry Jackson, program director at WGSV(AM) Guntersville, Ala., says: "There's no question that it's a hit. We've got a good response to it from teen-agers as well as adults since the week we started playing it." **Yet another comeback.** Robert John's falsetto singing became famous in 1971 when his second single, *The Lion Sleeps Tonight* (Atlantic), sold 1.7 million copies and reached the top of national singles charts. His new single, *Sad Eyes* (EMI/America) bolts onto "Playlist" this week at 28 and is reported as the week's most requested record by a number of radio stations. "It's a terrific record," says Bob Scott, program director at KRIB(AM) Mason City, Iowa. "It's got a great hookline and a very unusual sound. Our phones are ringing off the wall for it." And Ray Williams, program and music director at WISE(AM) Asheville, N.C., describes it as "the best slow or medium-tempo record out there."

Country

Last This week	This week	Title □ Artist	Label
5	1	<i>Amanda</i> □ Waylon Jennings	RCA
2	2	<i>You're the Only One</i> □ Dolly Parton	RCA
1	3	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
15	4	<i>Della and the Dealer</i> □ Hoyt Axton	Jeramial
14	5	<i>Save the Last Dance</i> □ Emmy Lou Harris	Warner Bros.
3	6	<i>Suspicious</i> □ Eddie Rabbitt	Elektra
4	7	<i>(Ghost) Riders In the Sky</i> □ Johnny Cash	Columbia
6	8	<i>I Can't Feel You Anymore</i> □ Loretta Lynn	MCA
13	9	<i>Nobody Likes Sad Songs</i> □ Ronnie Milsap	RCA
7	10	<i>When a Love Ain't Right</i> □ Charley McClain	Epic
9	11	<i>Play Together Again</i> □ Owens/Harris	Warner Bros.
17	12	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
19	13	<i>Simple Little Words</i> □ Christy Lane	LS
—	14	<i>Spanish Eyes</i> □ Charlie Rich	Epic
—	15	<i>No One Else In the World</i> □ Tammy Wynette	Epic
18	16	<i>You Can Have Her</i> □ Jones/Paycheck	Epic
11	17	<i>I Don't Lie</i> □ Joe Stampley	Epic
12	18	<i>If I Give My Heart To You</i> □ Margo Smith	Warner Bros.
10	19	<i>Since I Fell For You</i> □ Con Hunley	Warner Bros.
—	20	<i>Pick the Wildwood Flower</i> □ Gene Watson	Capitol
8	21	<i>World's Most Perfect Woman</i> □ Ronnie McDowell	Scorpion
—	22	<i>Barstool Mountain</i> □ Moe Bandy	Columbia
—	23	<i>Heartbreak Hotel</i> □ Nelson/Russel	Columbia
22	24	<i>I Just Want To Love You</i> □ Eddie Rabbitt	Elektra
—	25	<i>Two Steps Forward</i> □ Susie Allanson	Warner Bros.

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.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period July 9 through July 13.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Docket, ERP—effective radiated power, freq.—frequency, HAAT—height of antenna above average terrain, khz—kilohertz, kw—kilowatts, MEOV—maximum expected operation value, mhz—megahertz, mod.—modification, N—night, PSA—presunrise service authority, SL—studio location, SH—specified hours, TL—transmitter location, trans.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w—watts, *—non-commercial.

New Stations

FM applications

- Imperial, Calif.—Richard Edgar Greens seeks 99.3 mhz, 3 kw. Address: 475 West "A" Street, Brawley, Calif. Estimated construction cost \$42,794.38; first quarter operating cost \$15,276; first quarter revenue \$17,820.00. Format: popular adult. Principal: Richard E. Green, truck driver, is sole applicant. Ann. May 21.
- Denver—BBG Enterprises Inc. seeks 105.5 mhz, 3 kw. HAAT: 86 ft. Address: 1777 S. Bellaire, Suite 220, Denver 80222. Estimated construction cost \$36,849; first quarter operating cost \$26,166; first quarter revenue \$36,000. Format: variety. Principal: Frank L. Mills (24.5%), Jeanette Conlon (24.5%), Peter G. Motta (25.5%) and George Schaefer (25.5%). Mills is Denver businessman, Conlon owns an industrial chemical sales company in Denver, Motta is with KOSI-AM-FM Denver and Schaefer is an employee of IATSE Union. None has other broadcast interests. Ann. June 28.
- *Hartford, Conn.—Connecticut Educational Telecommunications Corp. seeks 90.9 mhz, .1 kw. HAAT: 578 ft. Address: 24 Summit St., Hartford 06106. Estimated construction cost \$51,691; first-year operating cost \$232,500; revenue \$232,500. Applicant is nonprofit corporation. Ann. May 21.
- *Stamford, Conn.—Connecticut Educational Telecommunications Corp. seeks 88.5 mhz, 4.77 kw. HAAT: 66.25 ft. Address: 24 Summit Street, Hartford, Conn. Estimated construction cost \$137,970.10; first year operating cost \$132,530; revenue \$132,530.00. Principal: Applicant is non-profit corporation.
- Duback, La.—Robillard Communications Inc. seeks 97.7 mhz, 3 kw. HAAT: 300 ft. Address: Route 1, Box 224-D, Haynesville, La. Estimated construction cost \$64,902.00; first year operating cost \$60,659.96; revenue \$100,000. Format: beautiful music. Principal: Joseph P. Robillard and wife, Elizabeth Gail, and their two children, Jay and Rebecca (25% each). Joseph Robillard is also 60% owner of KLUV-AM Haynesville and his wife is a registered dietitian. Action June 28.
- Kaplan, La.—Cajun Communications Inc. seeks 97.7 mhz, 1.82 kw. HAAT: 390 ft. Address: 109 East 4th Street, Kaplan. Estimated construction cost \$108,700; first quarter operating cost \$48,000; first quarter revenue \$30,000. Format: variety. Principal: Roger N. Cavaness (83.6%) and John Bordelon (16.4%). Cavaness is a major stockholder of WMOB(AM) and 42% owner of WLPR-FM. Bordelon is partner in Lafayette, La. law firm. Ann. June 28.
- Lexington, Miss.—Donald G. Manuel seeks 106.3 mhz, 3 kw. HAAT: 300 ft. Address: P.O. Box 846, McComb, Miss. Estimated construction cost \$47,200; first year operating cost \$28,000; revenue \$24,000. Format: variety. Principal: Donald G. Manuel is sole applicant. Manuel also owns WKPG(AM) Port Gibson, Miss., and is McComb businessman. Ann. June 28.
- Sidney, Mont.—Sidney Broadcasters seeks 93.1 mhz, 100 kw. HAAT: 401 ft. Address: 111-1/2 W. Main, Sidney 59270. Estimated construction cost \$118,965; first year operating cost \$17,182; revenue \$98,400. Format: variety. Principal: David P. Halvorson (16.5%); his brother, Thomas (16.5%); their parents Oscar and Fay Halvorson (33-1/3%), and Olaf and wife Borghild Folkvords (33-1/3%). David Halvorson is program director at KGCX(AM) Sidney; his brother Thomas is Sidney attorney; their parents and Folkvords each own third of KGCX(AM) Rugby, N.C. and half of KGCX. Ann. June 28.
- Forestport, N.Y.—The Atwood Broadcasting Corp. seeks 93.5 mhz, 3 kw. HAAT: 257 ft. Address: P.O. Box 341, Boonville, N.Y. Estimated construction cost \$60,740; first quarter operating cost \$6,331; revenue \$67,071. Format: MOR. Principal: David R. Atwood, president of Atwood Broadcasting which also owns WBRV(AM) Boonville, N.Y. Ann. June 28.
- Penn Yan, N.Y.—Broadcast Facilities seeks 850 khz, 5 kw-D. Address: 431 South Wilbert Avenue, Syracuse, N.Y. Estimated construction costs \$41,900; first quarter operating cost \$9,750. Format: MOR. Principal: Robert Raide, owner of Raide Canvas Co. in Syracuse. Ann. June 28.
- Toledo, Ore.—Charles A. Farmer seeks 107.1 mhz, 1.259 kw. HAAT: 432.3 ft. Address: P.O. Box 568, Toledo 97391. Estimated construction cost \$31,900; first quarter operating cost \$3,600; revenue \$20,000. Format: country/pops. Principal: Charles A. Farmer, who also owns KVAS(AM) Astoria, Ore., and KTDO(AM) Toledo. Ann. June 28.
- Hot Springs, S.D.—Sorenson Broadcasting Corp. seeks 96.7 mhz, 1.4 kw. HAAT: 440 ft. Address: 106 West Capitol, Pierre, S.C. Estimated construction cost \$18,125.00; first year operating cost \$13,418.00; revenue \$48,000.00. Format: variety. Principal: Dean P. Sorenson and Thomas J. Simmons (50% each). Sorenson and Simmons also own 50% each of four other South Dakota stations. Ann. June 28.
- Round Rock, Texas—loxye Productions Inc. seeks 91.9 mhz, 700 kw. HAAT: 52.8 ft. Address: 402 Austin Ave., Round Rock 78664. Estimated construction cost \$1,000; first year operating cost \$72,040; revenue \$94,610. Principal: Applicant is non-profit corporation with no other broadcast interests. Randall Thomas is president. Ann. June 28.
- *Yakima, Wash.—Yakima School District No. 7 seeks 88.5 mhz, 3 kw. HAAT: —254 ft. Address: 1116 South 16th Ave., Yakima. Estimated construction cost \$40,514; first-year operating cost \$42,200; revenue \$85,521. Principal: Applicant is local public school system under laws of state of Washington. Ann. June 28.

TV applications

- Hartford, Conn.—Hartford Television Inc. seeks ch. 61; ERP: 5000 kw vis., 500 kw aur., HAAT: 954.7 ft.; ant. height above ground 597 ft. Address: 3500 Parkdale Avenue, Baltimore 21211. Estimated construction cost \$335,000; first-year operating cost \$1,422,000; revenue \$500,000. Legal counsel Martin R. Leader Esq., Washington; consulting engineer Carl T. Jones Associates. Principals: Chesapeake Television Inc. which also owns WBFF(TV) Baltimore. Julian S. Smith, president, also presides over Commercial Radio Institute, owner of CP for WPTT-TV Pittsburgh. Ann. June 27.
- Honolulu—Sunset Communications Corp. seeks ch. 20; ERP: 284 kw vis., 28.4 kw aur., HAAT: —74.5 ft.; ant. height above ground 426.5 ft. Address: 919

Third Avenue, New York 10022. Estimated construction cost \$1,787,200; first-year operating cost \$2,135,600; revenue \$2,000,000. Legal counsel Stein, Halpert & Miller, Washington; consulting engineer John A. Fergie. Principals: Martin F. Connelly (25%), A. E. Muth (25%), John A. Serrao (10%), Robert L. Tofel (10%) and four others. Both Connelly and Muth own 50% (each) stock in Delta Television Corp., permittee WPTY-TV Memphis. Serrao and Tofel, though not shareholders, are in operations management for Delta. Ann. June 27.

■ Omaha, Neb.—Pappas Telecasting Inc. seeks ch. 15; ERP: 5,000 kw vis., 636.2 kw aur., HAAT: 1548.1 ft.; ant. height above ground 1505 ft. Address: 2600 South Mooney Blvd., Visalia, Calif. 93277. Estimated construction cost \$2,976,500; first-year operating cost \$1,053,000; revenue \$2,000,000. Legal counsel Jorgensen, Johnson & Northrop, Washington; consulting engineer Cecil Lynch. Principals: Harry J. Pappas, president of Pappas Television Inc., which also owns KMPH(TV) Tullare, Calif. Ann. June 27.

■ Omaha, Neb.—Sun Broadcasting Co. seeks ch. 15; ERP: 1175 kw vis., 951 kw aur., HAAT: 1109 ft.; ant. height above ground 1071 ft. Address: P.O. Box 25787 Oklahoma City, Okla. 73125. Estimated construction cost \$2,576,000; first-year operating cost \$2,418,000. Legal counsel Harry F. Cole, Washington; consulting engineer Ralph E. Dipple Jr. Principals: Sun Broadcasting Co., principally owned by John S. Tyler. It also owns KATT-AM-FM Oklahoma City. Ann. June 27.

■ Omaha, Neb.—Christian Broadcasting of the Midlands Inc. seeks ch. 42; ERP: 806 kw vis., 160 kw aur., HAAT: 1034.7 ft. Address: 4150 South 87th Street, Omaha, Neb. 68127. Estimated construction cost \$1,238,996; first-year operating cost \$256,160; revenue \$800,000. Legal counsel Stuart B. Mitchell, Washington; consulting engineer Carl E. McMillan. Christian Broadcasting of the Midlands Inc. has no other broadcast interests. Leroy G. Huelle is president. Ann. June 27.

■ Canton, Ohio—Ray A. Rogers seeks ch. 67; ERP: 69.8 kw vis., 6.98 kw aur., HAAT: 292 ft. Address: 4855 Fulton, Canton 44718. Estimated construction cost \$48,986; first-year operating cost \$192,917; revenue \$300,000. Legal counsel Layton, McNees, Stone & Perry, Oak Ridge, Tenn. Consulting engineer B. Scott Baxter. Principals: Ray Rogers, construction contractor in Canton, with no other broadcast interests. Ann. June 27.

FM actions

- *WBCE(FM) Belleville, Ill.—Cancelled program test authority; dismissed pending license application, cancelled CP and deleted call letters.
- LeRoy, Ill.—Broadcast Bureau granted SMC Broadcasting Corp. 92.7 mhz, 3 kw. HAAT: 300 ft. Address: 1005 W. Washington St., Bloomington, Ill. Estimated construction cost \$60,100; first-year operating cost \$74,884; revenue \$180,000. Format: C&W. Principals: William E. Moulie Jr. (57.1%) and Stephen S. Sampson, John A. Housour and Allan W. Mapel (14.3% each). All are employed by Sono-Mag Corp., broadcast equipment manufacturer in which all are major stockholders, with exception of Sampson who formerly owned KCYL(AM)-KLTD(FM) Lampasas, Tex. (BPH780803AD). Action June 25.
- Tawas City, Mich.—Broadcasting Bureau granted Carroll Enterprise Inc. 103.9 mhz, 3 kw. HAAT: 300 ft. Address: 523 Meadow Rd., Tawas City. Estimated construction cost \$73,834; first year operating cost \$18,000; revenue \$65,520. Format: beautiful music. Principal: Carroll Enterprises Inc., which is also licensee of WIOS(AM) Tawas City, is principally owned by John J. Carroll. Action June 21.
- Malta, Mont.—Broadcast Bureau granted Malta Broadcasting Inc. 100.1 mhz, 3 kw. HAAT: 25 ft. Address: 504 Second Avenue, S. Box 671, Glasgow, Mont. Estimated construction cost \$66,845.00; first

year operating cost \$33,520.00; revenue \$48,000.00. Format: MOR/country. Principal: William L. Holter also owns 100% of KLTZ(AM) Glasgow, 75% owner of KYLT(AM) and KYLT-FM Missoula and 80% owner of KBL(AM) Helena, all Montana (BPH11027). Action March 7.

■ *Union Township, N.J.—Broadcast Bureau granted Kean College of New Jersey 90.5 mhz, 8.7 kw, HAAT: 18 ft. Address: Morris Avenue, Union, N.J. Estimated construction cost \$4,600.00; first year operating cost \$8,965.15; revenue \$8,965.15. Principal: Applicant is state-owned, non-profit institution of higher education. Action May 30.

■ Coos Bay, Ore.—Broadcast Bureau granted SGB Broadcasting Inc. 105.5 mhz, 3 kw, HAAT: 18 ft. Address: P.O. Box 1019, Ross, Calif. Estimated construction cost \$52,525.00; first year operating cost \$68,760. Format: easy listening. Principal: Richard J. Behrendt and wife, Susan (50% each), who also own 47.5% of KYNG(AM) Coos Bay. Action June 18.

■ Pound, Va.—Broadcast Bureau grants Walter Lane Harber 102.3 mhz, 190 kw, HAAT: 1150 ft. Address: 111 West Fairview Ave., Johnson City, Tenn. Estimated construction cost \$67,952.00; first year operating cost \$59,560; revenue \$100,000. Format: religious. Principal: Dr. Walter Lane Harber, Johnson City orthodontist, who has no other broadcast interests. Action June 18.

AM license

- The following new station has been granted license:
- WLLN(AM) Lillington, N.C.

FM licenses

■ The following new stations have been granted licenses:

- WBLX(FM) Mobile, Ala., KASO-FM Minden, La., WAID(FM) Clarksdale, Miss. and KELN(FM) North Platte, Neb.

TV license

- The following new station has been granted license:
- WTKK(TV) Manassas, Va.

■ KIKU-TV Honolulu (ch. 13)—Seeks assignment of license from KIKU Television Corp. to Mid-Pacific Television Associates for \$2.3 million. Seller is subsidiary of United Broadcasting Co., group broadcaster with portfolio of five AM's, four FM's and two TV's. United is owned by Richard Eaton. Buyer is owned by Hawaii-Nippon Communications Inc. (50%), Ten-Tel Associates Inc. (30%) and Transpacific Television Inc. (20%). Hawaii-Nippon is owned by Elliott Cushman and sons, Lawrence and Steven. Elliott and Lawrence are Honolulu businessmen. Steven is San Diego businessman. Elliott also has 14% interest KVM-AM-FM-TV Guam. Ten-Tel is owned by group of 10 local businessmen. Transpacific is subsidiary of Asahi National Broadcasting Co., Japanese programmer and broadcaster with no other business interests in U.S. Harold H. Kuwahara is its Honolulu representative. Ann. June 26.

■ WYIG(AM) Jackson, Miss. (1590 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Fogelman-Thomas Broadcasting Inc. to Golden South Broadcasting Corp. for \$567,000. Seller is owned by Bill H. Thomas and Avram Fogelman, who have no other broadcast interests. Buyer is owned by Dave McCormick and William B. Moran (50% each), who own KLIC(AM) Monroe, La. Ann. June 29.

■ WSPD(AM) Toledo, Ohio (1370 khz, 5 kw)—Seeks assignment of license from Storer Broadcasting Co. to WSPD Inc. for \$3.3 million. Buyer is owned by Willard Schroeder (56%), Edsko Hekman (28%), Michael Lareau (10%) and Clifford Christenson (6%). Group also owns WOOD-AM-FM Grand Rapids, Mich. Ann. June 29.

■ KHFC-TV (CP) Oklahoma City (ch. 43)—Seeks assignment of license from Christian Broadcasting Co. of Oklahoma Inc. to Golden West Broadcasters for \$60,000. Seller is nonprofit religious corporation; George Teagues is president. Buyer is owned by Gene Astry (50.1%) and The Signal Companies Inc. (49.9%). Signal is publicly owned corporation; William E. Walkup is chairman and Forrest N. Shumway is president and chief executive officer. Golden West owns five AM's, three FM's and one TV. Ann. July 13.

■ KFIR(AM) Sweet Home, Ore. (1370 khz, 1 kw-D)—Seeks assignment of license from Campbell Broadcasting Corp. to James and Mercedes McDaniel for \$170,000. Seller is owned by Steven A. Prendergast (51%) and his father, Arthur (49%). They have no other broadcast interests. McDaniels are married. James is Lebanon, Ore., businessman. Mercedes is physician there. Neither has other broadcast interests. Ann. July 10.

■ WPDC-AM-FM Elizabethtown, Pa. (AM: 1600 khz, 500 w-D; FM: 106.7 mhz, 20 kw)—Seeks transfer of control of Smith Communications Inc. from Charles and Sue Smith (100% before; none after) to Eastern Broadcasting Corp. (none before; 100% after). Consideration: \$1.2 million. Principals: Smiths are married and have no other broadcast interests. Buyer is owned by Roger A. Neuhoff and family. It also owns 100% of WCVS(AM) Springfield, Ill., and WHUT(AM)-WLHN(FM) Anderson, Ind., and 80% of WRSC(AM)-WQWK(FM) State College, Pa. Neuhoff owns 41.1% of WCIB(FM) Falmouth, Mass., individually. Ann. July 10.

■ KYKR-FM Port Arthur, Tex. (93.3 mhz, 100 kw)—Seeks transfer of license from KYKR Radio to KYKR Radio Inc. for \$850,000. Seller is owned by James H. Joyn, who also owns KEAM(AM) Port Arthur. Buyer is owned by Hicks Communications Inc., owned by R. Steven Hicks (60%) and his brother, Thomas (40%). They owned minority interest in two stations—WTAW-AM-FM College Station and KLV(AM) Beaumont, both Tex.—principally owned by their parents. Ann. July 10.

■ WTAP(TV) Parkersburg, W. Va. (ch. 15)—Seeks transfer of control of PMA Communications Inc. from seven stockholders (95% before; 5% after) to Benedek Broadcasting Corp. (none before; 95% after). Consideration: \$2.2 million. Sellers are Van Olnhausen, Robert E. Richardson, K. E. Bennett, Jon F. Bergen, Harry M. Cogswell, Charles N. Warren and Sherman A. Grimm. Grimm, manager of station will retain 5% interest. None has other broadcast interests. Buyer is 96.8% owned by Benedek Holding Corp., wholly owned by A. Richard Benedek. He is New York businessman with interests in real estate and fine art sales. He has no other broadcast interests. Ann. July 9.

■ KTUX(TV) Rock Springs, Wyo. (ch. 13)—Seeks

transfer of control of Western Broadcasting Inc. from Western Broadcasting Inc. (100% before; none after) to Strang Telecting Inc. (none before; 100% after). Consideration: \$295,680. Seller is principally owned by Gerald E. Devine and his wife, Linda. Neither they nor other two stockholders have other broadcast interests. Buyer is owned by Stuart K. Strang (100%). He is also applicant for new UHF TV at Lima, Ohio. Ann. July 9.

Actions

■ WPNO(AM) Auburn, Maine (1530 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Andy Valley Broadcasting Inc. to WPNO Inc. for \$175,000. Seller is owned by John and Gerard Pineau (brothers), who also own WSKW(AM)-WTOS(FM) Showegan and WVII-TV Bangor, both Maine. Buyer is owned by J. Sherwood Bent and his father, Ellsworth; Dana Gordon; Maurice Quirin; Richard Wholey; Park Webster and Arthur Collins. J. Sherwood Bent is former manager of WSME(AM) Sanford, Maine. Gordon is production manager at WPOP(AM) Hartford, Conn. Wholey is director of engineering for Sconnix Group Broadcasters, LaConia, N.H. Others are businessmen with no other broadcast interests. (BAL790320FR). Action June 19.

■ WCNL-AM-FM Newport, N.H. (AM: 1010 khz, 250 w-D; FM: 101.7 mhz, 2.8 kw)—Broadcast Bureau granted transfer of control of Green Apple Broadcasting Corp. from seven stockholders (51% before; none after) to Sugar River Broadcasting Inc. (49% before; 100% after). Consideration: \$200,000, subject to adjustments at closing. Principals: Sellers are H. W. Livingston, Gary L. Livingston, Georgianne Livingston, Mark Livingston, H. W. Livingston II, Gary Cusumano and Thomas Turley. They sold WKFD(AM) Wickford, R.I. in May. Buyer is wholly owned by Philip M. Lowe, treasurer of movie theater management firm in Boston. He has no other broadcast interests (BTC790517HM, BTCH790517HN). Action July 9.

■ KWOE-AM-FM Clinton, Okla. (AM: 1320 khz; 1 kw-D; FM: 106.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Rodney Wortheth, George Bridges and Bill Shoemate to Moller Broadcasting Co. for \$252,000 plus losses incurred since Nov. 1, 1978, not to exceed \$40,000. Sellers, who purchased station in 1977, have asked for waiver of three-year rule because of financial difficulties. They have no other broadcast interests. Buyer is owned by F. Van Dorn Moller, Napa, Calif., realtor and businessman with no other broadcast interests (BAL790516HD, BALH790516HE). Action July 9.

■ WDNH(AM) Jonesdale, Pa. (1590 khz, 2.5 kw-D, 500 w-N)—Broadcast Bureau granted transfer of control of WAEN Broadcasting Corp. from Morris and Ruth Birbaum (52% before; none after) to Robert H. Mermell (48% before; 100% after). Consideration: \$33,000. Principals: Birbaums, joint holders of stock, have no other broadcast interests. Mermell also has no other broadcast interests (BTC790419FO). Action July 9.

Ownership Changes

Applications

■ KKL(FM) Conway, Ark. (105.1 mhz, 28.5 kw)—Seeks assignment of license from Communications Media Corp. to Coastal Communications Ltd. for \$625,000. Seller is owned by Rick Osborne and Lloyd Stone (50% each), who also own KVEE(AM) Conway. Buyer is owned by Charles Hohenberg (15%) and his children—Mina Ryan, Charles and Alice (15% each)—and Charles Burroughs (26.6%) and his son, Richard (13.3%). Charles Hohenberg Sr. is principal in cotton and real estate company in Selma, Ala. His son is professor of physics at Washington University, St. Louis. Mina Ryan is housewife in Norfolk, Va., where Alice Hohenberg is potter. Burroughses are principals in Royster Co., real estate and fertilizer company in Norfolk. None has other broadcast interests. Ann. June 29.

■ KFYE(FM) Fresno, Calif. (93.7 mhz, 68 kw)—Seeks assignment of license from Stereo Broadcasting Corp. to Sunbelt Communications Ltd. for \$2.5 million plus \$216,000 for agreement not to compete. Seller is owned by Richard A. Ingraham (66%) and 10 others, none of whom has more than 10% interest. Group also owns KIQY(FM) Lebanon, Ore. Ingraham also is principal in group applying for new AM in Clovis, Calif. Buyer is owned by C. T. Robinson, William C. Moyes, Michael B. Hesser and Robert Magruder. It owns KSLY(AM)-KUNA(FM) San Luis Obispo, Calif.; KQEO(AM)-KZZX-FM Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs, and The Research Group, market research firm. Ann. June 29.

■ KBRR(AM) Leadville, Colo. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Shirley A. East to Color Radio Ltd. for \$120,000. East has no other broadcast interests. Buyer is owned by Eric D. Kelly (28.33%); David Jackson and his wife, Mary Lou (33.33% held jointly); Bret Kelley, and Viana E. Heeren. Eric Kelly is Pueblo, Colo., attorney and businessman; Bret is his father. Jackson is Pueblo dentist. Heeren is housewife. None has other broadcast interests. Ann. July 10.

Facilities Changes

TV applications

■ KFSN(TV) Fresno, Calif.—Seeks CP to change ERP to vis. 3707 kw(M), aur. 371 kw(M). Ann. July 5.

■ WATR-TV Waterbury, Conn.—Seeks CP to change type trans. Ann. June 29.

■ WCLF(TV) Clearwater, Fla.—Seeks mod. of CP to change ERP to vis. 5000 kw(M), aur. 500 kw(M); change type trans., type ant. and HAAT: 1419 ft. Ann. July 5.

■ WJXT(TV) Jacksonville, Fla.—Seeks CP to install aux. ant. at main location. Ann. July 5.

■ WONH(TV) Syracuse, N.Y.—Seeks mod. of CP to change ERP to vis. 1350 kw(M), 1000 kw(H), aur. 100 kw(H); change SL to be determined. Syracuse, NY; and change type ant. Ann. June 29.

■ WFMY-TV Greensboro, N.C.—Seeks mod. of CP to make changes in ant. sys. Ann. June 29.

■ KTVY(TV) Oklahoma City, Okla.—Request authority to operate aux. trans. by remote control from 500 East Britton Rd., Oklahoma City, Okla. Ann. July 5.

- WOLO-TV Columbia, S.C.—Seeks CP to change ERP to vis. 3589kw(M) 2344kw(H), aur. 253.5 kw(H); type trans.; type ant.; make changes in ant. structure (increase height); and HAAT: 688 ft. Ann. July 3.
- WPDE-TV Florence, S.C.—Seeks mod. of CP to change SL to 3215 South Cashua Drive, Florence, S.C. Ann. July 5.
- KCIK(TV) El Paso, Tex.—Seeks mod. of CP to change ERP to vis. 420 kw (M), 225 kw (H), aur. 20.5 kw(H); and make changes in ant. sys. Ann. July 11.
- KWEX-TV San Antonio, Tex.—Seeks CP to change ERP to vis. 1000 kw(M) 832 kw(H), Aur. 83.2 kw (H); and change type ant. Ann. June 29.
- WTVZ(TV) Norfolk, Va.—Seeks mod. of CP to change ERP to vis. 5000 kw (M), aur. 679.1 kw(M); type trans.; type ant. and HAAT: 908 ft. Ann. July 5.
- WEAU-TV Eau Claire, Wis.—Seeks CP to change ERP to vis. 316 kw, aur. 31.6 kw. Ann. July 5.

AM actions

- WWVN(AM) Vienna, Ga.—Granted mod. of CP changing TL to 2.6 miles north of Vienna & 210 feet east of Rt. 41, Vienna, Ga.; and change type of trans. (BMP790310AJ). Action July 5.
- WHLT(AM) Huntington, Ind.—Granted a CP to make changes in ant. system; conditions (BP-21.117). Action July 5.
- KBUF(AM) Garden City, Kans.—Granted CP specifying additional MEOV; conditions (BP790130AI). Action July 5.
- WRDD(AM) Bay City, Mich.—Granted mod. of CP to make changes in ant. system; conditions (BMP-790420AK). Action July 2.
- WRGC(AM) Sylva, N.C.—Returned application filed on June 29, 1976 requesting an increase in daytime power to 5 kw. Action July 5.
- WHWH(AM) Princeton, N.J.—Granted mod. of CP to operate trans. by remote control from 221 Witherspoon St., Princeton. (BRC-790410AM). Action July 5.
- WFEA(AM) Manchester, N.H.—Granted CP changing ant. system; conditions (BP781129AK). Action July 5.

- WFLR(AM) Dundee, N.Y.—Granted CP to make changes in ant. system and change ant. height (BP781204AP). Action July 5.
- KBKW(AM) Aberdeen, Wash.—Granted CP changing TL, SL & remote control to: 1900 Westport Road, .2 miles south of Aberdeen. (BP781116AO). Action July 5.
- KWWW(AM) Wenatchee, Wash.—Granted mod. of CP to make changes in ant. system and increase height of tower (BMP7904030AE). Action June 29.

FM actions

- WZND(FM) Zeeland, Mich.—Granted CP changing type of trans.; make changes in ant. system (increase height) ERP: 2.0 kw (H&V); ant. height: 350 ft. (H&V); conditions (BPH-1103). Action July 2.
- KEMM-FM Marshfield, Mo.—Dismissed application for mod. of CP to make changes in ant. system, change type of trans. and ant. (BMPH790612AH). Action June 27.
- *KUCV(FM) Lincoln, Neb.—Granted CP changing frequency to 90.9 MHz (ch 215); change type trans. and ant.; make changes in ant. system (increase height); ERP: 18.2 kw; ant. height: 178 ft. (BPED-2689). Action June 21.

TV actions

- WGBH-TV Boston, Mass.—Granted CP changing ERP and type of trans.; ERP: 977kw; max. ERP: 1570 kw; ant. height: 1080 ft.; conditions (BPET-575). Action June 21.
- WLYH-TV Cherry Hill, N.J.—Granted mod. of CP changing ERP and type of trans.; ERP: 676kw (H&V); max. ERP: 1050kw; ant. height: 1360 ft. conditions (BMPCT-790214KI). Action June 21.
- WAST(TV) Albany, N.Y.—Granted CP changing ERP; changing type of ant.; and make changes in ant. structure; ERP: 107 kw; max. ERP: 178 kw; ant. height: 1180 ft.; conditions (BPCT-781228LC). Action June 20.
- KYNE-TV Omaha, Neb.—Granted CP changing ERP; changing type of trans. and changing ant. height; ERP: 741 kw; max. ERP: 1000 kw; ant. height: 1080 ft.; conditions (BPET-543). Action June 21.
- WBTI(TV) Cincinnati, Ohio—Granted mod. of CP changing TL to 222 Chickasaw St., Cincinnati; changing type ant. and trans.; changing ERP: 851kw; MAX-ERP: 1000kw; ant. height: 940 ft. (BPCT-5029). Action June 21.
- WCPT-TV Crossville, Tenn.—Granted CP changing type trans. and ant.; change ERP: 646 kw; max. ERP: 851 kw; ant. height: 940 ft. (BMPCT-5029). Action June 21.

CP for new UHF translator on ch. 20 (TPO: 1000w, HAAT: 600 ft.) to rebroadcast indirectly KSTP-TV St. Paul, Minn. Ann. July 3.

■ East of Livingston, Mont.—Park Non-Profit TV, Inc. seeks CP for new UHF translator on ch. 69 (TPO:100w, HAAT: 20 ft.) to rebroadcast directly KTVQ-TV Billings. Mont. Ann. July 5.

■ Livingston and Paradise Valley, Mont.—Paradise Valley television District seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 50 ft.) to rebroadcast directly KXLF-TV Butte, Mont. Ann. July 5.

■ Livingston and Paradise Valley, Mont.—Paradise Valley Television District seeks CP for new UHF translator on ch. 60 (TPO: 100w, HAAT: 50 ft.) to rebroadcast indirectly KTVQ-TV Billings. Mont. Ann. July 5.

■ Russell Point Ranch, Mont.—Russell Point TV seeks CP for new VHF translator on ch. 9 (TPO: 1w, HAAT: 20 ft.) to rebroadcast indirectly KTVQ-TV Billings. Mont. Ann. July 27.

■ Blue Mountain Lake, N.Y.—Blue Mountain Lake Association, Inc. seeks CP for new VHF translator on ch. 12 (TPO: 1w, HAAT: 55 ft.) to rebroadcast directly WTVH(TV) Syracuse, N.Y. Ann. July 20.

■ Blue Mountain Lake, N.Y.—Blue Mountain Lake Association, Inc. seeks CP for new VHF translator on ch. 10 (TPO: 1w, HAAT: 55 ft.) to rebroadcast directly WCDC(TV) Adams, Mass. Ann. July 2.

■ Blue Mountain Lake, N.Y.—Blue Mountain Lake Association, Inc. seeks CP for new VHF translator on ch. 8 (TPO: 1w, HAAT: 55 ft.) to rebroadcast directly WMHT(TV) Schenectady, N.Y. Ann. July 2.

■ Rural area south and west of Prairie City, Ore.—Prairie City Lions Club seeks CP for new VHF translator on ch. 12 (TPO: 1w, HAAT: 18 ft.) to rebroadcast directly KIVI(TV) Nampa, Id. Ann. June 29.

■ Dallas, Tex.—Richard v. Menchaca seeks CP for new UHF translator on ch. 55 (TPO: 1000w, HAAT: 1529 ft.) to rebroadcast indirectly KWEX-TV San Antonio, Tex. Ann. July 6.

■ Eau Claire, Wis.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 958 ft.) to rebroadcast directly KSTP-TV St. Paul, Minn. Ann. July 3.

■ Ladysmith, Wis.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 36 (TPO: 100w, HAAT: 290 ft.) to rebroadcast indirectly KSTP-TV St. Paul, Minn. Ann. July 3.

■ Rice Lake, Wis.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 59 (TPO: 100w, HAAT: 290 ft.) to rebroadcast directly KSTP-TV St. Paul, Minn. Ann. July 3.

■ Spooner, Wis.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 57 (TPO: 100w, HAAT: 290 ft.) to rebroadcast directly KSTP-TV St. Paul, Minn. Ann. July 3.

Translators

Applications

- Cordova, Alaska—City of Cordova seeks CP for new VHF translator on ch. 9 (TPO: 10w, HAAT: 30 ft.) to rebroadcast directly KTVA(TV), KENI-TV, KIMO(TV), and KAKM(TV), all Anchorage and KTOO-TV Juneau. Ann. July 5.
- Ketchikan, Alaska—Rainbird Community Broadcasting Corp. seeks CP for new VHF translator on ch. 9 (TPO: 100w, HAAT: 160 ft.) to rebroadcast directly KTOO-TV Juneau, KUAC-TV Fairbanks and KYUK-TV Bethel, all Alaska. Ann. June 27.
- Manley Hot Springs, Alaska—Manley Hot Springs Park Association Inc. seeks CP for new VHF translator on ch. 6 (TPO: 1w, HAAT: 33.1 ft.) to rebroadcast directly KUAC(TV) Fairbanks, Alaska. Ann. June 27.
- Washington D.C.—Los Cerezos Television Company seeks CP for new UHF translator on ch. 56 (TPO: 1000w, HAAT: 398 ft.) to rebroadcast indirectly KWEX-TV San Antonio, Tex. Ann. July 5.
- Southside of Salmon and Williams Creek, Id.—Salmon Television Translator Dist. seeks CP for new VHF translator on ch. 7 (TPO: 1w, HAAT: 20 ft.) to rebroadcast indirectly KID-TV Idaho Falls, Idaho. Ann. July 2.
- Detroit, Mich.—Los Cerezos Television Company seeks CP for new UHF translator on ch. 68 (TPO: 1000w, HAAT: 742 ft.) to rebroadcast indirectly KWEX-TV San Antonio, Tex. Ann. July 6.
- Wadena, Minn.—Hubbard Broadcasting Inc. seeks

Actions

- K49AE, K53AI, K51AG, Big Park Valley Area, Ariz.—Granted CPs for new TV translator stations on ch. 49, 53 and 51 to rebroadcast the signals of KPHO-TV, KOOL-TV and KAET-TV all Phoenix (BPTT-781023IU, -IV, IW). Action May 22.
- K070K Pomona, Calif.—California Polytechnic State University granted CP for a new VHF TV translator station. Action June 21.
- K13EX Bridgeport & Twin Lakes, Nev.—Mono County Service Area No. 5 granted CP for VHF TV translator station for changes; request waiver of section 1.534(b) of the Rules (BPTTV-790509IB). Action June 21.
- K46AB, K48AF, K50AD, Baker Valley, Baker, Ore.—Blue Mt. Translator District granted CPs for new TV translator stations on ch. 46, ch. 48 and ch. 50, to rebroadcast signals of KXLY-TV Spokane, Wash.; KTVB-TV Boise, Idaho, and KREM-TV Spokane (BPTT-7901081E, -IF, -IG). Action May 23.

Complaints

- Total of 14,400 complaints from public was received by FCC in May, decrease of 814 from April. Other comments and inquiries for May totaled 2,694, decrease of 11,810 from previous month. FCC sent 2,079 letters in

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Other

■ FCC has revised and clarified rules which require all commercial radio and television stations to make periodic announcements stating their obligation to serve the public interest and telling public how to register comments. The action was taken to provide more understandable version of rule; it does not incorporate any substantive changes.

Cable

■ The following operators of cable system have filed service registrations:

■ Tower Communications Inc., for Ironton and Coal Grove, both Ohio (OH0122.230) add signal.

■ Cable TV of Paola Inc., for Osawatomie, Kan. (KS0074) add signal.

■ H and M Cable Service Inc., for Littleton, W.Va. (WV0599) new system.

■ Massillon Cable TV Inc., for Tuscarawas, Ohio (OH0264) add signal.

■ Cable TV of LaSalle Inc. for Olla, La. (LA0073) add signal.

■ Cable TV of Andrews Inc. for Andrews, Tex. (TX0218) add signal.

■ Hollis Cablevision Inc. for Hollis, Okla. (OK0032) add signal.

■ Cable TV of Virginia Inc. for Radford and Christianburg, both Virginia (VA0162.3) add signal.

■ Brookhaven Cable TV Inc. for Brookhaven, Lake Grove, Bellport and Patchogue, all New York (NY0052, 451, 581, 363) add signals.

■ Cable TV of York, for Conewago, Jackson, Springfield, Loganville, Jacobus, Dover, Hedlam, Hallam, Manchester, York, West Manchester, West York, Springettsbury, North York, Dallastown and Spring Garden all Pennsylvania (PA1537, 6.5.4.409.312.1.0.9.878.7.6.785.4.3.2.1.119) add signal.

■ Comtec Inc., for South Hilo District and Puna District both Hawaii (HI022.40) add signal.

■ Indiana Cablevision Corp. for Rochester and Fulton, both Indiana (IN0076.46) add signal.

■ Telerama, Inc. for Beachwood, Ohio (OH0201) new system.

■ Sammons Communications Inc. for Glendale, Burbank, La Crescenta and Sylmar, all California and Estherville and Emmett, both Iowa (CA0180.78.81.88.JA0007.6) add signal.

■ Hardin Cable TV Inc. for Hardin, Mont. (MT0021) add signal.

■ Sierra Vista CATV Division for Sierra Vista, Ariz. (AZ0018.60) add signal.

■ Jim R. Smith and Co. for Huachuca City, Benson, Willcox, Ft. Huachuca and Tombstone, all Arizona (AZ0046.66.38.94.88) add signal.

■ UA-Columbia Cablevision of Texas Inc. for Leon Valley, Tex. (TX0547) new system.

■ Bucktail Broadcasting Corp. for Shippen, Pa. (PA1773) new system.

■ General Communications Inc. for Coffeyville, Kan. (KS0019) add signal.

■ Cable TV of Central Louisiana Inc. for Midway, La. (LA0154) new system.

■ Cable TV of Central Louisiana Inc. for Good Pine, La. (LA0155) add signal.

■ Cable TV of LaSalle Inc. for LaSalle, La. (LA0153) new system.

■ Leacom Cable TV for Williamsburg, N.M. (NM0054) new system.

■ Cable TV Systems Inc. for Weehawken, N.J. (NJ0345) new system.

■ Upstate Community Antenna Inc. for Phoenix, Salina, North Syracuse, Cicero and Clay, all New York (NY0720.645.546.372.3) add signal.

■ Sammons Communications Inc. for University Park

Summary of broadcasting

FCC tabulations as of June 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4519	5	24	4548	81	4629
Commercial FM	3059	2	53	3114	172	3286
Educational FM	959	0	34	993	88	1081
Total Radio	8537	7	111	8655	341	8996
Commercial TV						
VHF	514	1	2	517	8	525
UHF	216	0	4	220	58	278
Educational TV						
VHF	94	1	10	105	5	110
UHF	152	2	4	158	7	165
Total TV	976	4	20	1000	78	1078
FM Translators	273	0	0	273	94	367
TV Translators						
UHF	1177	0	0	1177	340	1517
VHF	2426	0	0	2426	209	2635

and Highland Park, both Texas (TX0545.6) new system.

■ Hawkeye Cablevision Inc. for Iowa City, Iowa (IA0090) new system.

■ Omni-Midwest Communications Corp. for Valier, Ill. (IL0310) new system.

■ Cablevision Systems Westchester Corp. for Yonkers, N.Y. (NY0638) add signal.

■ Cablevision Systems Suffolk Corp. for Babylon, Lindenhurst and Amityville, all New York (NY0423.1.391) add signal.

■ Northern Valley Cable Co. for Bergenfield, N.J. (NJ0145) add signal.

■ Cablevision of New Jersey for Cresskill, Dumont, New Milford, Fairlawn, Oradell, Demarest, Paramus and Tenafly, all New Jersey (NJ0210.1.07, 59.60.93.311.217) add signal.

■ Cablevision of Chicago Inc. for Oak Park, Ill. (IL0311) new system.

■ Ingles TV Cable Co. for Guin, Ala. (AL0029) add signal.

■ Marion CATV Inc. for Delphos and Marion, both Ohio (OH0074.590) add signal.

■ American Cablevision of Monroeville, Inc. for Monroeville, Pa. (PA1775) new system.

■ D B TV Inc. for Danforth, Me. (ME0114) new system.

■ Telecab of Kokomo Inc. for Tipton, Ind. (TN0080) new system.

■ Tele-Media Co. of Addil Inc. for Stock, Ohio (OH0666) add signal.

■ Continental Cablevision of Macaomb County Inc. for Roseville, Mich. (MI0347) new system.

■ Britton Community Cable Television Inc. for Britton, S.D. (SD0045) new system.

■ American Cablevision of Carolina Inc. for Asheboro, N.C. (NC0206) new system.

■ Jackson Cable TV Co. for Jackson, N.J. (NJ0346) new system.

■ Kinneloa Television Systems Pasadena for Pasadena, Calif. (CA0725) new system.

■ Lakeside Cable TV of Fond Du Lac Inc. for Fond Du Lac, North Fond Du Lac, Empire and Taycheedah, all Wisconsin (WI0191.2.4.6) new system.

■ Lakeside Cable TV of Fond Du Lac Inc. for Fond Du Lac, Wis. (WI0193) add signal.

■ Roswell Cable Television Inc. for Roswell, Ga. (GA0251) new system.

■ Mohave Cable Company for Bullhead City and Lake Havasu City, both Arizona (AZ0045.31) add signal.

■ Tele-Media Company of Addil for Bethesda, Ohio (OH0369) add signal.

■ Community Master System for Lakewood Townhouse and Woodland Townhouse, both Florida (FL0459.60) new system.

■ Bucktail Broadcasting Corp. for Portage, Pa. (PA1774) new system.

■ Leacom Cable TV for Sierra, N.M. (NM0078) new system.

■ Telerama Inc. for Euclid, Warrensville Heights, Warrensville and Shaker Heights, all Ohio (OH0109.13.62.75) add signal.

■ Sammons Communications of Texas Inc. for McLean, Tex. (TX0200) add signal.

■ Cablevision Systems Long Island Corp. for Freeport, Stewart Manor, Valley Stream, Long Beach, Westbury, Hempstead, North Hempstead, Oyster Bay, Massapequa Park, Glen Cove, Farmingdale, Bayville, Roslyn, Mineola, Roslyn Estates, Laurel Hollow and Williston Park all New York (NY0749.8.1.0.03.72.54.3.89.635.11.7.65.2.6.3.4.714) add signal.

■ Caltec Cablevision for Baltimore, Reisterstown, Lutherville Timonium, Edgemere, Lansdowne, Arbutus, Woodlawn, Pikesville, Randallstown, Owings Mills, Overlea, Dundalk, Essex, Rosedale, Middle River, Perry Hall, Parkville and Towson, all Maryland (MD100.090.89.8.7.6.5.4.3.2.0.92.1.9.8.7.6.5.4.3) add signal.

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Call Letters

Applications

Call	Sought by
	New AM's
WPYK	Mid-Way Radio, Dora, Ala.
WOPP	Opp Radio Inc., Opp, Ala.
	New FM's
*KHUM	Grantlalloon Broadcasting, Denver
*KUCB-FM	Center for Study and Application of Black Theology, Des Moines, Iowa.
*WHFR	Henry Ford College, Dearborn, Mich.
WDZZ-FM	Flint Metro Mass Media Inc., Flint, Mich.
*WMNJ	Drew University, Madison, N.J.
*WKNJ	Kean College, Union Township, N.J.
*WCEW	Charleston County (S.C.) Public Schools.
*KQIV	Spindizzy Pubcom, Corpus Christi, Tex.
WVVO	Berryville Media Group, Berryville, Va.
WWLH	Walter Lane Harbor, Pound, Va.
	New TV's
*KSRE	Prarie Public Television Inc., Minot, N.D.
	Existing AM's
KHEI	KVIB Maui, Hawaii
WWWX	WABZ Albermarle, N.C.
WCCL	WYIG Jackson, Miss.
	Existing FM's
KAYY	KAME Fairbanks, Alaska
KACQ	KXOW-FM Hot Springs, Ark.
*WUCF-FM	WFTU-FM Orlando, Fla.
WSRZ	WQSR Sarasota, Fla.
WXIZ	WIBO Waverly, Ohio
KEXL	WJAG-FM Norfolk, Neb.
*WSMS	WSWM Memphis, Tenn.
KFAN	KNAF-FM Fredricksburg, Tex.
	New AM's
WBAS	Bascap Radio Inc., Crescent City, Fla.
KLYG	Rimrock Broadcasting, Laurel, Mont.
WUJV	Jimmy R. Jacumin, Icard Township, N.C.
KRJH	Ritchey Communications, Hallettsville, Tex.
	New FM's
KXKQ	KSIL Inc., Safford, Ariz.
*KBES	Bet Nahrain Inc., Ceres, Calif.
KGBA	William N. Babcock, Holtville, Calif.
WMLA	S.M.C. Broadcasting Corp., LeRoy, Ill.
WEEZ	New Laurel Radio Station, Heidelberg, Miss.
	Grants
	Assigned to
KMMR	Malta Broadcasting Co., Malta, Mont.
*WFCM	Word of Faith, Orangeburg, S.C.
*WRVL	Liberty Baptist College, Lynchburg, Va.
	New TV's
WTVE	Reading Broadcasting Inc., Reading, Pa.
KJTV	Amarillo Family Television, Amarillo, Tex.
	Existing AM's
WIYD	WWPF Palatka, Fla.
WKJJ	WKLO Louisville, Ky.
WDAL	WJDO Meridian, Miss.
WPXN	WROC Rochester, N.Y.
WCNS	WTRA Latrobe, Pa.
KIIZ	KIXS Killeen, Tex.
KCKO	KEZE Spokane, Wash.
	Existing FM's
KSAA	KBFE Casa Grande, Ariz.
KWNE	KLIL Ukiah, Calif.
WKJJ-FM	WCSN Louisville, Ky.
WMMQ	WCER-FM Charlotte, Mich.
WJDQ	WDAL Meridian, Miss.
WZLQ	WELO-FM Tupelo, Miss.
WGSS	WTSB-FM Lumberton, N.C.
WAZZ	WRBK New Bern, N.C.
WXIC	WPKO Waverly, Ohio
KWWA	KBRO-FM Bremerton, Wash.
	Existing TV's
WTVA	WTWV Tupelo, Miss.

- Falcon Cable Corporation for Santa Margarita, San Luis Obispo, Atascadero, Baywood Park and Cambria, all California (CA0631,80,709,7,49) add signal.
- Amory Cable TV for Amory, Miss. (MS0002) add signal.
- Telecable Development Corp. for Wytheville and Wythe, both Virginia (VA0051,114) add signal.
- Marshalls TV Cable Co. for Missoula, Mont. (MT0045) add signal.
- Detwilers Golden Rule Communications Inc. for Osterburg, Imier, East St. Clair, St. Clairsville, Woodbury, New Enterprise, Loysburg, Salemville, South Woodbury and Waterside, all Pennsylvania (PA1776,7,9,80,1,2,3,4,5,6) new system.
- Fresno Cable TV Limited for Fresno, Clovis and Madera, all California (CA0686,702,442,1) add signal.
- Televents of Colorado Inc. for Craig, Colo. (CO0122) add signal.
- Home Cable TV Inc. for Amory, Miss. (MS0136) add signal.
- Warner Cable of Fergus Falls for Fergus Falls, Minn. (MN0017) add signal.
- Tele-Media Company of Adail for Belmont and Wheeling, both Ohio (OH0370,437) add signal.
- Jones Intercable Inc. for Pembroke, N.C. (NC0207) new system.
- Wayne County Cablevision Inc. for Sodus, N.Y. (NY0359) new system.
- Westbank Communications Inc. for Jefferson Parish, La. (LA0158) new system.
- Bayou Cable Television Inc. for Plaquemine and Iberville Parish, both Louisiana (LA0156,7) new system.
- Cable TV of New Mexico Inc. for Truth or Consequence, N.M. (NM0040) add signal.
- T and T Cable Corp. for Hennessey, Okla. (OK0175) new system.
- T and T Cable Corp. for Okeene, Okla. (OK0176) add signal.
- Detwilers Golden Rule Communications Inc. for King, Pa. (PA1778) new system.
- Teleprompter of Seattle for Seattle, Des Moines, Issaquah, Kent, King (central), King (south), Medina, Normandy Park, Renton, King (north) and Tukwila, Washington (WA0069, 121, 2,065, 123, 082, 1,188, 068, 83,205) add signal.
- Davison Cablevision Ltd. for Davison Mich. (MI0348,9) new system.
- MBS Cable TV Inc. for Sebring, Beloit, Butler, Goshen, Knox, Smith, Minerva, Paris, Lexington and Washington, all Ohio (OH0276, 393, 561, 2, 0, 58, 168, 564, 57, 9) add signal.
- Chatsworth Cablevision Co. for Chatsworth and Murray, both Georgia (GA0252,3) new system.
- W and H Communications Inc. for Lapeer, Mayfield and Elba, all Michigan (MI0350,1,2) new system.
- Sammons Communications Inc. for Duncanville, Tex. (TX0548) new system.
- Clear TV Cable of Lindenwood Inc. for Pine Hill, N.J. (NJ0347) new system.
- Telerama Inc. for University Heights and Beachwood, both Ohio (OH0662,201) add signal.
- Falcon Cable Corporation for Garden Farms, Calif. (CA0706) add signal.
- Teleprompter of Tacoma for Tacoma Wash. (WA0187) add signal.
- Southern Illinois Cable TV Ltd. for Harrisburg, Ill. (IL0191) add signal.
- Cable TV of Pearsall for Pearsall, Tex. (TX0339) add signal.
- Southern Cable TV for Freer and Zapata, both Texas (TX0293,307) add signal.
- Great Plains Community for Perryton, Tex. (TX0067) add signal.
- Landmark Cablevision for Brownfield, Tex. (TX0069) add signal.
- Communications Investment Inc. for Smithville, Tex. (TX0128) add signal.
- Karnack Corp. for Hebbronville, Tex. (TX0021) add signal.
- Connersville Cable TV Inc. for Connersville and

- Fayette, both Indiana (IN0057,170) add signal.
- Rockford Cablevision Inc. for Rockford, Ill. (IL0108) add signal.
- Park Cablevision Inc. for Loves Park, North Park and Winnebago, all Illinois (IL0124,25,26) add signal.
- Walter Cable TV for Walters, Okla. (OK0133) add signal.
- Bingham County Cable TV Co. for Blackfoot, Id. (ID0073) add signal.
- Arizona Cable TV Inc. for Paradise Valley, Ariz. (AZ0001) add signal.
- American Cable TV Inc. for Phoenix, Ariz. (AZ0053) add signal.
- Arizona Cable TV Inc. for Maricopa, Ariz. (AZ0049) add signal.
- Wayne County Cablevision Inc. for Sodus, N.Y. (NY0785) new system.
- Adena Cable Inc. for Kingston, Ohio (OH0667) new system.
- Mid-Shore CATV Inc. for Frederica, Bridgeville, Felton and Milton all Delaware and Greensboro, Denton and Federalburg all Maryland (DE0042,1,39,40,MD0130,1,2) new system.
- Micro-Cable Communications Corp. for Waldwick, N.J. (NJ0349) new system.
- Yankton Cable TV Ltd. for Yankton, S.D. (SD0046) new system.
- Chester County Broadcasting Co. for East Goshen, Westtown and West Whiteland, all Pennsylvania (PA1788,9,90) new system.
- Paritan Valley Cablevision Co. for New Brunswick, N.J. (NJ0348) new system.
- Pullman TV Cable Co. for Pottlatch, Id. (ID0093) new system.
- Signal Inc. of Rolfe for Rolfe, Ia. (IA0091) new system.
- Teleprompter of Silver City for Silver City, N.M. (NM0003) add signal.
- Twin Cities Cable Co. for Fulton, Ky. (KY0081) add signal.
- Coast TV Cable, Inc. for Long Beach, Pass Christian and Harrison, all Mississippi (MS0017,104,5) add signal.
- Astro Cablevision Corp. for Coraopolis, Neville, Crescent and Moon, all Pennsylvania (PA0057,60,58,9) add signal.
- Teleprompter of Simi Inc. for Simi Valley, Calif. (CA0049) add signal.
- Brownwood TV Cable Services Inc. for Brownwood, Winnsboro and Early, all Texas (TX0015,184,202) add signal.
- Tele-Media Co. of Adail for Jewett, Oh. (OH0352) add signal.
- Las Cruces TV Cable for Dona Ana, Las Cruces and Mesilla, all New Mexico (NM0059,34,58) add signal.
- Teleprompter of Silver City for Grant and Tyrone, both New Mexico (NM0046,5) add signal.
- Teleprompter of Lovington for Lovington and Lea, both New Mexico (NM0013,67) add signal.
- TV Cable System Inc. for Cambridge, Oh. (OH0669) new system.
- TV Cable System Inc. for Cambridge, Oh. (OH0129) add signal.
- Direct Channels of Defiance Inc. for Defiance, Oh. (OH0055) add signal.
- Cable Vision, Inc. for Scottville, Miss. (MI0237) add signal.
- Gulf Breeze Cablevision Inc. for Gulf Breeze, Fla. (FL0373) add signal.
- Southland Communications of Palmetto Inc. for Palmetto, Fla. (FL0357) add signal.
- Cablevision of Chicago Inc. for Bedford Park and Burbank, both Illinois (IL0313,4) new system.
- Rex TV Inc. for Culdesac, Id. (IL0091) new system.
- Omega Cable Communications for Huntington, U.I. (UT0038) new system.
- Waye County Cablevision Inc. for William, Marion, Ontario and Sopus Point, all New York (NY0786,9,7,8) new system.
- Starkville TV Cable Co. for Maben and Mathiston, both Mississippi (MS0143,2,4,5) new system.

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RADIO

HELP WANTED MANAGEMENT

Midwestern Broadcasting is expanding into the northeastern region. We need experienced salespeople, a sales manager, and general manager. EEO-Affirmative Action. Call Lew Dickey, WOHO/WXEZ, Toledo 419-255-1470.

WXEZ (Z-105) Toledo needs a top salesperson. Take your 4-5 years sales experience... couple it with your abilities as a leader and give some direction and growth to the sister FM of WOHO. EEO-Affirmative Action. Call J. Richard Lamb, General Manager 419-255-1470.

Station Manager, AM-FM combination—small market—North Central. Need strong individual heavy on sales, programming, and people. Excellent benefits, great future. EEO. Reply Box G-104.

30,000-40,000+ for outstanding General Manager. Top 100 Market-Midwest. Must have excellent references and better than average track record, be currently employed as General Manager, with knowledge of modern, country format a requirement. Reward of possible "piece of action" when station is a winner. All replies in strict confidence. Box G-122.

Director-Educational FM Radio Station. Indian River Community College has a vacancy for a Director of an Educational FM Radio Station to be located on our main campus in Fort Pierce, Florida. Interested applicants should have a B. A. Degree in Broadcasting Communications or equivalent experience. Must also have demonstrated ability in Personnel Management and Programming, at a managerial level. This is a full-time twelve month position and the salary will be commensurate with qualifications and experience. Write to the Personnel Division, Indian River Community College, 3209 Virginia Avenue, Fort Pierce, FL 33450, or call Mr. E.M. Stapleton, Director of Personnel 305-464-2000, Extension 208. We are an EAJEO Affirmative Action Employer.

I'm moving to a larger market and I'm assisting in the search for my successor. Medium market, class IV, contemporary. Resume to Chuck Larsen, G.M., WFLB, PO Box 530, Fayetteville, NC 28302. No calls! E.O.E.

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.

General Manager. New York State medium market AM/FM. Experienced in all phases. Strong sales and leadership background. EOE. Write Box G-151.

Group Broadcaster who is expanding into a highly competitive market needs general manager who is not afraid of selling but is a good administrator. Looking for right person ready to move up. Send resume to Command Broadcasting Group, PO Box 1703, Poughkeepsie, NY 12601. E.O.E.

Sales Manager: for Maine's number one, 50,000 watt contemporary station, WIGY. Must be experienced, good with people, familiar with the Jennings system, and willing to make a serious professional commitment. Salary is negotiable. Contact Bruce A. Biette, Station Manager, at 207-443-5542. (EOE).

Sales Manager needed for top-rated station in thriving market near San Francisco. Successful applicant must have unique mixture of drive, intelligence and ambition. Very strong sales team, excellent staff, and attractive compensation package with fringes awaits right person. Resume to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. Equal Opportunity Employer. M/F

Motivated Station Manager with sales management background for New England AM-FM. Good opportunity in pleasant area. Reply in confidence with resume and salary history to Box G-165.

HELP WANTED SALES

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. EOE. Send complete resume to Box F-210.

Need person to sell for this community of 6,000 and area. Right person will advance to management. Send resume to Jerry Henner, KQWI-FM Clarinda, IA 51632.

Dominant contemporary station in highly competitive market seeking imaginative, proven sales person anxious to move up. RAB oriented. First year potential \$10-\$15,000. EOE. Minorities and women encouraged to apply. Details to Burt Levine, or Jim Colston, WROV, 4005 Roanoke, VA 24015.

Here's a Great Opportunity for an aggressive and imaginative sales person in one of California's fastest growing areas. The place everybody wants to live, Palm Springs-Indio and the Coachella Valley. Salary plus commission. Call Larry Thom, area code 714-347-2333.

We are looking for an enthusiastic and experienced radio salesperson—a qualified professional with comprehensive knowledge of industry research techniques and their proper applications. Please forward a complete resume including your reasons for leaving and your current monthly billings. We offer better-than-industry-average income, excellent incentives, and fringe benefits. Send all replies to Wynn Alby, Vice President, Columbia Pictures Radio, Suite 410, 2112-11th Avenue, South, Birmingham, AL 35205. We are an equal opportunity employer.

Leading station in central Virginia market is looking for salesperson. If you're aggressive, creative, and intelligent, we can make a lot of money together. Experience preferred; hard work required. Can start at once. Send resume, track record to WCHV Radio, PO Box 5387, Charlottesville, VA 22905. Attn: Bryant. EOE.

Just acquired new station in a competitive market. Need sales persons. Good salary and benefits. Send resume to Command Broadcast Group, PO Box 1703, Poughkeepsie, NY 12601. E.O.E.

Aggressive Salesperson needed for fringe Washington, D.C. station. Resume, Box 1460, Manassas, VA 22110. E.O.E.

Salespeople Wanted—WIGY, Maine's number one contemporary station, is expanding. We are looking for bright, aggressive people who are looking to make \$17,000. Only people who can make a serious commitment need apply. Jennings trained preferred. Contact Bruce A. Biette, Station Manager, at 207-443-5542. (EOE).

Southern California—We are looking for an energetic, ambitious pro who wants to grow with a winner. The two top stations in the area offer an excellent opportunity. Apply now. Larry Thomas, Sales Manager KUDE/KJFM, PO Box K-1320, Oceanside, CA 92054.

Start Sept. 4. Adult Contemporary AM-FM. 20% commission. Resume to WRKT, PO Box 3845, Cocoa, FL 32922.

Beautiful Oregon—Growing group of stations looking now for sales tigers. Sell it our way and grow into management. Best tools in the business. Our average salesman makes 20,000 a year on commission against guarantee. Great benefits too! Only goal oriented, tail-busting, pro's need apply. Send resume and track record to Vice President, M3X Corporation, 1207 East 9th, Albany, OR 97321.

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 G-174.

2 Positions: Sales Manager and Sales person. N.W. fulltime, high power AM & FM. Medium size multiple station market. ARB sweeps show 90% weekly cume. Sales Manager: Salary plus percentage of gross. Sales Person: Existing account list over \$10,000/mo., draw against 20% commission on collection. Experienced people only. EOE. Send resume to Box G-146.

If you know you're a great sales person, we may have a job for you! WGIG and WSBI FM needs two very sharp sales people, female or male, to sell on the street in this great coastal area. We're part of a chain, pay very good money, and are located on the ocean 75 miles from Florida. Call Alan R. Bishop, Vice President, 912-265-3870, or rush your resume to 801 Mansfield Street, Brunswick, GA 31520 now! This could be the best job you'll ever have.

Growing Radio Group with new acquisitions has awaits for Sales People with management potential. Already have 4 station managers advanced from sales departments. You set earnings goal. RAB/Welsh training. Box 1423, Sioux Falls, SD 57105. Equal Opportunity Employer.

Conyers, Georgia. New AM seeks experienced salespersons for Sales/G.M. and Sales/Announcer positions. Write PO Box 88244, Atlanta, 30338.

HELP WANTED ANNOUNCERS

Religious Format, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTOF-FM, 1957 Blairs Ferry Rd., N.E., Cedar Rapids, IA 52402.

Air personality with production talent needed for immediate opening. Send tape and resume to Joe London, WMOH, 220 High Street, Hamilton, OH 45011. EOE. M/F

A once in a life time opportunity for the right people on the Florida Suncoast. Taft owned WDAE, Tampa, is looking for an adult contemporary pro, also good opportunity for a talk show host. No beginners, No calls. WDAE Radio, PO Box 1250, Tampa, FL 33602.

Southern small market AM and FM seek jock for air shift, play by play and production. Send tape and resume to WBTH, Box 261, Williamson, WV 25661.

Announcer, with good production skills for well respected Central Virginia Modern Country music station. Some sales a possibility. EOE. Send tape, resume, salary requirements to WPED, Box 8, Crozet, VA 22932.

Arizona Small Mkt. seeks drive jock/sales, must be experienced communicator. E.O.E. M/F Send T&R to KCUZ, Attn: Tim Higgins, PO Box 1118, Clifton, AZ 85533.

Beautiful Music stations seek qualified applicants for immediate Staff Announcer position. Must have good voice, reading ability, and FCC license. Send audition tape and resume to: Manager, WVVL/WGLO, 28 South 4th Street, Pekin, IL 61554. An Equal Opportunity Employer.

Mid Michigan's Beautiful Music Station, WGER-FM is now taking applications for announcers. Mature, warm voice and work attitude very important. Metro-market leader in wage, benefits, facilities and co-workers. WGER is an Equal Opportunity Employer. We are quality and seek the same. Send tape, resume and references to Bob Sherman WGER-FM, PO Box 719, Bay City, MI 48707.

Kentucky—Top 40 announcer (night shift). Must be self-starter and interested in making the extra buck. Call Jim Ballard 606-248-5842.

Station reshuffling staff. Opening for announcer/salesperson. Good pay. Phone WLEA, Hornell, NY 607-324-1480.

Great opportunity for Contemporary entertainer. Good equipment, great city. Send resume & tape to KWEL, 401 W. Missouri, Midland, TX 79701. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Phila. suburban, full-time 5kw AM seeks strong announcer. Requires experienced person who can program MOR adult music. Good salary and benefits. Resumes and tapes to WCOJ, Coatesville, PA 19320. An affirmative action/EOE.

Morning Person for adult contemporary format. Creative production a must. Great opportunity for experienced professional. Aircheck, production samples, resume to: D. Ray, KSRV, Box 129, Ontario, OR 97914. Salary negotiable.

WVNY Radio and Television needs a pro. Excellent production for radio drive plus TV sports anchor PBP a must. You must be an ambitious talented broadcaster ready to work with the best staff and facilities. E.O.E. Tape and resume to George Neher, Box 211, Watertown, NY 13601.

WXYQ, Stevens Point, Wisconsin is looking for the best "undiscovered" morning personality. Applicants must sound warm, friendly, and believable. The best equipment, benefits, and working conditions. Tapes and resumes to Pat Martin, WXYQ, Box 247, Stevens Point, WI 54481. An Equal Opportunity Employer.

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.

Number 1 FM Country plus AM Contemporary has good earnings for experienced announcer with smooth voice. Send tape and resume to KBAT, 401 W. Missouri, Midland, TX 79701. EOE.

50,000 watt country music radio station has opening for a full-time announcer. Must be a "personality", have good voice, sharp production skills, and enjoy working remotes. Only experienced persons should apply. Send tape, resume, and references to KWKH, PO Box 21130, Shreveport, LA 71120. Salary commensurate with experience and ability. Equal Opportunity Employer.

Looking for an experienced, adult contemporary jock with good production skills to fill our PM drive slot. Send tape and resume to Flinn Hackett, WOTT, Box 63, Watertown, NY 13601.

HELP WANTED TECHNICAL

Chief Engineer, So. Calif. Public FM. Studio and transmitter, satellite receive, RPU. Min. 3 years experience. Management level position, salary approx. 18K depending on experience. Benefit package rated at 30%. Contact: Admin. Services, Saddleback College, 28000 Marguerite Parkway, Mission Viejo, CA 92692. 714-831-5730.

We need the right Engineer! Great opportunity in Midwest. Must be capable studio and transmitter person. Aggressive quality oriented firm seeking engineer to fit into exciting high challenge environment. Multi facility in new building offering super potential to the person who can fit. Who feels comfortable with all kinds of challenges, has good attitude and good personality. Box G-118.

1st. phone, tech school or equivalent. Chance to gain experience in all facets of TV broadcasting. New studio facility. Send resume to KABY-TV, Box 1520, Aberdeen, SD 57401 or call chief engineer. EOE.

Telenet Broadcasting Engineer: Responsible for professional operation of audio equipment, broadcast type console, complex audio distribution matrix and other sophisticated equipment involved in program signal leaving control room and reception of return signal. Qualifications include educational background in theory of electronic operation; understanding and experience in use of equipment; federal first class communication radio and telephone operator license. Salary: \$14,956-\$16,052 depending on qualifications with generous fringe benefits. Starting date: August 5, 1979 or negotiable. Written application and resume including names and addresses of three references must be postmarked no later than August 1, 1979 to: Grace M. Donehower, Associate Director, Extended Programs and Continuing Education, University of Nevada, Reno, Reno, NV 89557.

Chief Engineer needed in the Palm Springs-Indio, California area. Must be proficient in working on AM and FM transmitters, studio equipment and color television sets, and be knowledgeable in FCC Rules and Regulations. This is a great opportunity for somebody who is ambitious and would like to work in two industries at the same time. Excellent money for the right person. Call collect. Area Code 714 (347-2333) and ask for Bob Osterberg.

Chief Engineer for AM/FM automated operation in Chicago area. Must have thorough working knowledge of automation installation and maintenance and directional antenna systems. Send complete resume and salary requirements to Box G-152.

Chief engineer for 100,000 watt FM. Must have First Class License, digital and analog automation experience and high power FM transmitter experience. EOE. Minorities encouraged to apply. WLQY, PO Box 277, Ft. Pierce, FL 33450. 305-464-5465.

WGTH, a gospel station in southwest Virginia, striving for excellence, needs chief engineer to join our team and enhance our ministry. Qualifications: engineering expertise, first class license, high respect for FCC rules, additional talent in announcing, news or sales. Call Ron at 703-964-2502.

New 100,000 watt public station is looking for a Chief Engineer. Will be responsible for all technical aspects of operation including, maintenance on transmitter, micro-wave, studio equipment and automation system. Will assure compliance with all FCC requirements. 1st phone, B.A. in electronics and two years full-time experience required. Additional experience may substitute for degree. Experience in remote recording technique involving high quality music performance very helpful. Salary \$13,500-\$15,000. One month vacation. Send resume to David M. Horning, General Manager, KHCC-FM, 1300 North Plum, Hutchinson, KS 67501. Deadline: August 10, 1979.

HELP WANTED NEWS

Award-winning news department needs anchor who excels in all aspects of radio journalism. EOE. Minorities and Women encouraged to apply. Good pay for good people. Tape, Resume and References to Mark Fryburg, WROV, 4005 Roanoke, VA 24015.

Midwest AM-FM-TV combo seeks knowledgeable farm-oriented reporter for radio-TV assignments. Must have good on-air ability to back up the market's number one farm director. Resume and salary requirements to Box G-127.

Top rated 49th ADI Contemporary Adult station needs newperson. Send resume, tape and writing samples to: Program Director, WHLM, PO Box 260, Bloomsburg, PA 17815. EOE, female applicants encouraged.

Need all-around person for local news and sports. Excellent community of 6,000 in SW town. Send resume to: Box G-143.

Radio-TV Sports - WMBD-Radio-TV seeking sports anchor with experience in play by play. Duties include radio-TV play-by-play, TV sports anchor, regular radio sports talk show. Send resume & Audition tape (Vtr/bpb) to Duane Wallace, News Director, 3131 No. University, Peoria, IL. EOE/M-F

Group Broadcaster needs digging news director to form two person news staff. Must have good voice. Send resume & tape to Command Broadcast Group, PO Box 1703, Poughkeepsie, NY 12601.

You can become an award winning, No. 1 rated small market News Department. Growing AM/FM needs News Director now. Includes opportunity to serve on station management team. Tape, resume to: WRXO, Box 1176, Roxboro, NC 27573. EOE M/F

Immediate opening for creative copy and production person to handle commercial production plus some news and announcing for small automated station in beautiful New England coastal community. Send tape and resume to Charles Smith, WBNP Radio, PO Box 310, Newburyport, MA 01950. EOE.

Wanted, an experienced newperson for Long Island's largest news staff. Must be skilled in writing, editing and delivery. Rush non-returnable tapes and resumes to: WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. An Equal Opportunity Employer.

Serious about news? Work with a top Kentucky news station—voted best state news operation for market size three of last four years. College degree. Midwest resumes only, EOE. Box G-193.

Florida AM/FM accepting applications for news positions. Tape, resume to: John Picano, 1500 North Flagler Drive, West Palm Beach, FL 33402.

News Director for small market station in Northern New Mexico. Tape and resume to Dan Kelley, KBSQ, Box 970, Espanola, NM 87533.

Newscaster, Tampa Bay, America's fastest-growing top 25 market wants a dedicated pro to join our newstalk team. Strong writing and on-air a must. Tape and bio to Ed Abrams, WPLP TalkRadio 57, Box 570, Pinellas Park, FL 33565. EOE.

News Director for Public Radio Station KLUM-FM: At least three years experience in either commercial or public broadcasting with preferably a master's degree in Journalism and a third-class endorsed license. Training and motivating university students in all aspects of news. Salary \$11,700. Job available September, 1979. Apply to Lincoln University, Personnel Office, 820 Chestnut, Jefferson City, MO 65101.

Chicago suburban station seeking newperson with strong gathering, writing and reporting experience. Send tapes, resumes and salary requirements to O.J. Jackson, WAKE, PO Box 149, Valparaiso, IN 46383.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director needed for Rock Station in medium Southern Market. Starting Salary \$14,400. Must be a competitor for ratings, carry air shift, and have experience in on-air promotion and community involvement. Send complete resume to Box G-60.

Program Director/Operations Manager for leading San Francisco Spanish language station. Must have programming experience either in adult contemporary or Spanish language format and be fluent in Spanish. Call Doug Auerbach, Vice President and General Manager at KBRG 415-626-1053. EOE.

Operations Director. Top 25 Midwest No. 2 contemporary black-oriented station seeks No. 1 position. Duties include: daily air-shift; employing/supervising/evaluating dj's; promotional involvement; screening commercial copy; general supervision of all programming personnel and activities, including news and public affairs. Knowledge of current FCC programming regulations a must. Must be team-oriented, with positive attitude towards management and ability to take directions. Paperwork, planning and commercial orientation important. Successful management and employee motivation experience desirable. 3rd ticket. Send resume stressing above qualifications plus air check to: C. Burns, WLUM, 12800 W. Bluemound Rd., Elm Grove, WI 53122. No phone calls. WLUM is an Equal Opportunity Employer.

Down-home, folksy, country personality with strong programming skills to PD. Country AM. Need driving force to make our country station dominant. Top facilities. Medium market pay. Benefits. Bonus. Send resume to KQIL Radio, Box 340, Grand Junction, CO 81501.

WKBW Radio, Buffalo, a Capital Cities Station, has a rare opening for an experienced Production Director. We are looking for a creative and talented person to write and produce commercial copy. You would also work in part with the Programming Department. Send produced samples of your work and complete resume to Sandy Beach, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. No calls please. An equal opportunity employer.

Operations director for leading combo in vital upper Midwest market. AM is "full service" personality adult contemp with strong emphasis on news, sports, and information. FM is automated with TM's "Stereo Rock." You will supervise announcers, promotions, production, music etc. as well as pull a shift. This responsible, take charge position demands a high degree of detail orientation and follow through; a minimum of five years of strongly related, progressive experience is required. Floaters, "stars", and problem types need not apply. EOE. Rush resume with references, letter of application with salary expectations, and a brief statement of your programming philosophy. Box G-111.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director for fringe Washington, D.C. adult contemporary station. Outstanding opportunity to move into major market. Experience in programing, production and promotion. Short air shift. 1st. class. E.O.E. Contact R. McKee, WPRW, Manassas, VA 22110.

Top 25 Sunbelt city searching nationwide for dynamic copywriter. Announcing ability a plus. Sample scripts only plus salary history to: Box G-153.

Production Director, Copywriter, Announcer. Experienced creator of sound images that sell needed immediately. Top facilities, pay, benefits. Tape, resume. O.M., WLRG, PO Box 8428, Roanoke, VA 24014. EOE.

Operations Manager—Take over full management of successful high quality class C contemporary format computer activated station. Train announcers, create fantastic local production & voices, supervise precise engineering. Big responsibility for well motivated skilled pro with high personal goals. Call Beaumont Texas, the 98th market, 713-755-6155.

Program Director. Must be excellent in production, have good overall knowledge of music, and ability to lead and direct on-air personnel. Write WTOO, 1122 E. Sandusky Ave., St. Rt. 540, Bellefontaine, OH 43311. An Equal Opportunity Employer.

P.D. strong air personality for competitive market. Send resume to Box G-172.

SITUATIONS WANTED MANAGEMENT

General Manager, impressive twenty year history. Major group, giant clear, small station successes. Superior strength in Organization, Administration, Sales, Operations. Seek company who needs strong general manager and offers advancement or equity possibilities. Family desires relocation. John Lawyer, 703-466-9511 or 615-878-3023.

Station Manager or operations manager, 16 yrs in sales, programing, responsible, will invest, Southeast Box G-136.

General Manager who will make you best, most profitable ballgame in town available for final permanent position. Track record, outstanding background, qualifications, abilities! In no hurry. Will wait for right position. Box G-131.

Want to manage small market station in West. BA degree, 25 years experience, sales, programing, administrative, community involvement. Consider investment. Presently employed. Call 408-372-8418 evenings, or write Box G-150.

GM. Ethical. Creative. Tough. Outstanding Manager, promoter, salesman, trainer. Serendipitist! Box G-168.

Program Manager ... first phone, fourteen years experienced professional, college, AM, FM including automation, relocate, looking for challenging position with equal compensation. Box G-162.

Assistant Manager: Over ten years experience in sales, programing, operations, FCC. Stable, married, family. Desire growth position with challenge and responsibility. All replies considered. Box G-160.

25 years experience, 15 as PD medium and large markets. Sales and news, too. Current manager AM/FM. Seeking long-term situation in southeastern or western coastal area. Box G-180.

SITUATIONS WANTED SALES

Sales Manager—32 with 12 years exp. Dynamic motivator/strong on promotions. Make me a deal I can't refuse and I'll make you a winner! Available now—medium or large markets. Box G-96.

SITUATIONS WANTED ANNOUNCERS

First job wanted. Broadcast trained. Third ticket. Phone weekdays 716-834-4459.

Air Personality 22, dedicated hard worker, 3rd phone. Dependable and creative will relocate immediately. Work any format, resume and audition tape available. Call or write, 312-524-9605, 1406 No. Austin, Oak Park, IL 60302. Michael Ellis.

Female D.J., 21, 3rd ambitious, dependable, disciplined. Resume and audition tape available. Call or write: Ladwyna Thomas, 312-285-7251, 4332 So. Michigan Chicago, IL 60653.

Smalltown America—Announcer with four years experience and first phone available now. 209-222-5507 or 714-337-7704.

Immediate Availability. Ambitious, dedicated male capable of any format. Have 3rd class. Resume and audition tape available. Call or write: Robert Zelenka, 3426 W. 167th, Markham, IL 60426, 312-333-7953.

Air Personality: Male 21, will relocate anywhere. Rhythm Blues/Disco. Hard Worker, ambitious dependable. Third class. Resume and audition tape available. Call or write Robert L. Coleman, 8732 S. Wood, Chicago IL 60620. 312-881-7063.

Five year air personality, production sales desires position Eastern U.S. Jim Roe, 109 American Ave., Dover, DE 302-734-2932.

Up and coming top 40 announcer, some play-by-play experience, wants to move up from beginning market. 1 1/2 years experience, 3rd class endorsed. Box G-141.

Dependable, ambitious, dedicated, hard worker. Can relocate anywhere, immediately. Any format. Have third. Resume & tape available. Can also do sports reporting and/or play by play. Call or write: Kevin Horan 312-889-6618. 1624 North Austin Ave., Chicago, IL 60639.

Recent graduate of Communications School (A.A.S. degree) is seeking employment with a station desiring personnel for a beautiful music or big-band format. Applicant prefers cool-weather climate. Contact Cory Nightengale, 52 Hillsboro Rd., Mattapan, MA 02126. 617-298-5564.

Announcer with one year experience looking for air shift/production. College Graduate. Third Endorsed. John Ehlinger, 2636 N. 53rd Street, Milwaukee, WI 53210. 414-873-5366.

Your problems are over! Highly-trained (EOE) "minority" newscaster-D.J. smooth friendly delivery. Relocate anywhere, tape available. 201-433-5458.

Husband-wife broadcasters! ... 1st & 3rd phones. Experienced and dependable ... available now! 607-842-6380.

Modern Country personality D.J.! Proven program director plus sales. Medium and major market references! Consider small or medium management also. 10 year PRO! Box G-161.

15 yrs experience, 3rd, married, prefer country any shift, any size mkt. Johnny 602-941-1640.

10 yrs M.O.R. Seeking M.O.R., Jazz. 31, 1st. Box G-167.

I'm a pro who will keep em listening and talking about your station. 10 years experience. Can also write, produce and do PBP. Looking for medium market, will consider good paying small market. Good man to have around. Respond Box G-169.

Male, 29, 6 yrs exp., B.A., available now. Call Terry, 312-281-7384.

Young ... Ambitious Disc Jockey. Only 6 months experience plus some college air time. Ready, willing and able to learn. Will relocate anywhere immediately. Tape and resume available. Call or write Jerry Megiel, 2 Maple Place, Albertson, NY 11507 516-621-6417.

Announcer, 7 years experience, excellent knowledge of music. Looking to relocate in Florida or New York area. Looking for move up. Box G-95.

SITUATIONS WANTED TECHNICAL

First Phone needs a chance. Willing to learn. Full or part time. Some experience. Resume available. Box G-114.

Chief Engineer, presently employed of AM-FM with 20 years plus hands on experience with special design and construction abilities desires position with operation committed to good technical broadcasting. Midwest to West Coast. Box G-183.

SITUATIONS WANTED NEWS

Sharp, good voice, ambitious female newscaster who can accept responsibility. Will relocate immediately. Resume and audition tape available. Call or write Zandra Watson, 5324 Kimbark, Chicago, IL 312-846-5462.

Medium Market Sports and news. That's the position I'm seeking. 6 years pbb; solid small market experience. Conversational anchor delivery. 516-781-0037, Larry.

Sports Director with p.b.p. available now. Can combine with news or announcing. Call Al 317-474-2753.

Experienced Reporter, small market ND with major market experience. Street reporting, PA production, features my strengths. B.S. in Communications. Andy Myers, 58 Greenleaf Ave., Medford, MA 02155.

Award winning Sports Director with baseball, football, basketball PBP interviews and talk shows. Experience in all facets of radio sports including administrative and technical ends. Also drive time jock. Box G-184.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Creative, forward thinking young programmer with eight years medium market experience looking for PD or MD position. My approach to Top 40 will put you back on top by this fall. Research and community-involvement oriented. Prefer off-air. Automation considered. Also extensive AOR experience. Call 408-842-5091.

Successful Communicator seeking 500,000 plus market job with an aggressive Country Music Station. Experience as PD/MD. 13 year pro. Family man. 1st. Prefer mornings but considering all day areas. Box G-120.

FM-PD, AM Jock, TV news. Well experienced in all. Prefer Ohio, but consider anywhere. Box G-147.

Medium (top 50) market programmer seeks stimulating position in larger East Coast city. 703-339-5795.

Radio Active for eight years. 1st Phone Exp. MOR. POP & C&W-PD, MD, Prod. Call Harry Dierks 214-245-3194.

Looking for trusted P.D. with experience, good track record and administration skills ... career minded pro with family desires new challenge on East Coast. Small to medium, uses brain! Box G-166.

TELEVISION

HELP WANTED MANAGEMENT

Nonstandard managerial job at new VHF public TV station in the Denver metro area. This station is intended as a laboratory for new ideas in television: we'll be controversial and challenge people's expectations about TV. General manager needed for strong fund-raising background and personnel skills suited to an individualistic workplace. Salary based on incentive formula keyed to station income. Applications encouraged from women and members of minority groups. Write: John Schwartz, President, KBD1-TV; Box 4262; Boulder, CO 80306.

Operations Manager—Direct line operational responsibility for Programming (TV & FM), Engineering, ITV, and News and Public Affairs departments. Is responsible in absence of General Manager. Direct staff supervision and personnel recruitment and hiring. Implementation of federal and state projects. Research projected directions (ie building needs, staff needs, etc). Translator and CATV supervision. Coordinate major purchases (such as phone system, etc.), assist General Manager in proposal preparation. Salary \$20,000-\$25,000 depending upon experience. Minimum experience 5 years Management level in broadcasting. Responses by August 10 to Arthur F. Dees, President and General Manager, WSKG Public Television and Radio, PO Box 97, Endwell, NY 13760 607-754-4777. AA/M-F/EOE.

HELP WANTED MANAGEMENT CONTINUED

News Director. Responsible for execution of nightly news and public affairs program for PBS affiliate. Assign, supervise and evaluate a staff of 6 reporters. Fully equipped with top of the line ENG equipment. Requires: 5 years broadcast journalism, minimum 2 years in a supervisory capacity. Masters degree in journalism and nightly TV news experience preferred. Salary negotiable. Send resume, including tape and writing samples to: Personnel Dept., WXXI TV, PO Box 21, Rochester, NY 14601. EOE.

Producer/Reporter for public affairs programming at WHA-TV, Madison, Wisconsin. Responsible for creation and execution of public affairs programs and segments of programs. Acts as reporter and on-air talent. Must have a proven track record in managing ideas, money, people and time in the context of television production. Must be knowledgeable of all phases of the production process and be able to evaluate aesthetics of television production. Must have experience as an investigative reporter and on-air talent. Two years experience as a producer essential. Bachelor's degree required. Salary: \$15,000 per annum. Closing date August 10, 1979. For an application write Dick Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Equal Opportunity/Affirmative Action Employer.

Cinematographer/Editor, a nine-month position at \$1,170 per month. Application, resume and demo reel due August 10, 1979. Position open September 15. Call Larry Reid, 608-263-3814 for information. An Equal Opportunity/Affirmative Action Employer.

Program Manager—Public Television. Includes production responsibilities. Innovative staff and excellent technical facilities. Write for more information to: General Manager, KUAC-TV, University of Alaska, Fairbanks, AK 99701. EEO/AA Employer.

HELP WANTED SALES

Salesperson Wanted for medium market midwest network affiliate. Minimum 2 years experience in local sales. Must be strong self starter and heavy on servicing accounts. Call John Benson at 308-743-2494 or send resume to: NTV Network, Box 220, Kearney, NE 68847.

Expanding operation of well-established independent UHF station in South-Central area creates outstanding growth opportunity for account executives. An Equal Opportunity Employer. Please reply to Box G-156.

Southeastern VHF network affiliate needs Local Sales Manager. Must have demonstrated strong local TV sales experience and ability to supervise and motivate five-person local sales department. Salary plus commission. Car furnished. Send resume and salary requirements to Box G-163.

Station in major mid-west market has an immediate opening for a creative salesperson. Candidate should have a good sales background and not be afraid of hard work. Knowledge of radio industry helpful but not mandatory. Draw against commission. An Equal Opportunity Employer. Reply in writing with references and sales track record in first letter to Box G-164.

HELP WANTED ANNOUNCERS

WWNY Radio and Television needs a pro. TV sports anchor. PBP a must. Excellent production for radio drive. You must be an ambitious talented broadcaster ready to work with the best staff and facilities. EOE. Tape and resume to George Neher, Box 211, Watertown, NY 13601.

HELP WANTED TECHNICAL

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.

Maintenance Engineer—will handle repair and maintenance of all broadcast television equipment—studio, transmitter, translator and satellite receiver equipment. FCC 1st Class license and 3 yrs. experience required. Send resume before 7/27/79 to: University Regional Broadcasting, Inc., 3440 Office Park Drive, Dayton, OH 45439. E.O.E.

Chief Engineer to supervise staff of nine TV engineers, maintain plant, assist Director of Engineering design and eventually construct new facility. Must have First FCC license, supervision experience, and advanced knowledge/experience in video, audio, digital and RF systems. Salary range: \$19,000-24,000. Please send resume, salary history and references to B. Crandall, WGTE-TV, 415 N. St. Clair St., Toledo, OH 43604, Equal Opportunity Employer.

Engineers with the highest level of technical expertise needed by Major Production Facility. Work with state of the art equipment. All applicants *must* have heavy digital experience. Call-Don Faso, Chief Engineer at 404-634-6181 or write Video Tape Associates, 1733 Clifton Road., All. GA 30329.

West Coast ABC Affiliate now accepting applications/resumes for the following permanent positions. **Maint Engineer**—strong background in studio maintenance, electronics school graduate or equivalent technical education, including digital technology. Minimum 3 years maintenance experience required. **Eng Maintenance Engineer/Technician**—must be qualified to maintain sony 3ff" tape machines, editors, eng cameras and have experience with eng remote van operation. FCC first class license required. Excellent salary and benefits. EOE, M/F Send inquires to: Personnel Department, KNTV, 645 Park Ave., San Jose, CA 95110.

Television Engineer: University of Maryland Baltimore County needs an Electronic Media Systems Engineer. Responsibilities include installation, maintenance and technical operation of a new color TV facility including a CCTV and ITFS system; maintenance and repair of the University's audio-visual equipment. A first class FCC license and 3 years experience in the operation, maintenance and repair of color TV equipment and facilities is mandatory. EE degree preferred. Microwave experience desirable. Send resume to: University of Maryland Baltimore County, Personnel Department, 5401 Wilkens Avenue, Baltimore, MD 21228. University of Maryland Baltimore County is an Equal Opportunity/Affirmative Action Employer.

TV Broadcast Technicians. Established public television station moving to new color facility. West Virginia University and WVU-TV has vacancies for persons experienced in master control operations, production and maintenance including all phases of transmitter and/or microwave transmitting/receiving maintenance. Send resume of qualifications and salary history to: Jack Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer.

Assistant Chief Immediate Opening. NBC/ABC Affiliate in beautiful southwest, 3 hours from San Diego. Must have maintenance experience with TV transmitters, preferably RCA TT-10, TT-25. Microwave and studio experience desirable. Call K.C. Jones, Chief Engineer. 602-782-5113.

Broadcast Engineer—required for design, operations and maintenance of new studio, E.F.P. systems, and modern RF plant. Send resume by 8-3-79 to Chief Engineer, KAKM, 3211 Providence, Anchorage, AK 99504. KAKM is an EEO/AA Employer.

Immediate opening, studio technician with emphasis on maintenance. First phone required. Send resume and salary requirements to Gene Gildow, Chief Engineer, WTEN/WCDC, 341 Northern Blvd., Albany, NY 12204, or call 518-436-4822. An Equal Opportunity Employer.

Television station needs experienced studio maintenance engineer. Must be familiar with all phases of studio equipment, including ENG. Send resume to Chief Engineer, PO Box 510, Palm Beach, FL 33480. EOE.

Engineering Supervisor: Network UHF, five years experience in cameras, quad, cassette, etc. UHF transmitter experience preferred. Chief Engineer, WJKS-TV, PO Box 17000, Jacksonville, FL 32216.

Engineering Manager to supervise transmitter and maintenance personnel in Top 40 Southern market. Future projects will include circular polarization and automated master control. FCC First Class license and union experience required. An Affirmative Action/E.O.E. M/F. Submit application to Box G-170.

Television Engineer. First class license with at least three years professional experience preferred. Must have expertise in all facets of television engineering including operations and maintenance with primary responsibility for maintenance of helical video tape recorders and small cameras, switchers, and monitors. Deadline for applications: August 3, 1979. Date of appointment: September 1, 1979. Salary: minimum \$16,000. Letter of application, complete credentials and names of at least three professional references should be sent to: Bart Derby, Chief Engineer, Television Services, 510 Wright Hall, Kent State University, Kent, OH 44242. Kent State University is an Equal Opportunity/Affirmative Action employer.

TV Broadcasting Transmitter Technician I. The N.H. Network is expanding its operations and has four immediate openings. Must possess associate degree in electronics or equivalent; one year technical experience and first class license. Salary range \$8772-\$13,820, depending on experience. Forward resume by August 6, 1979 to Ken McGowan, Director of Engineering, N.H. Network, Box Z, Durham, NH AA/EEO.

TV Maintenance Engineer—Immediate opening—Minimum 3 years maintenance experience including TV Transmitter, Microwave, Studio equipment and ENG equipment. Must have 1st Class FCC License. Salary: \$280 to \$398/week commensurate with experience. Send resume today to: KCMO TV, 4500 Johnson Drive, Fairway, KS 66205. 913-677-7252. Attn: Jack McKain, Director of Engineering. EOE.

Mairite Broadcasting is looking for an assistant chief engineer for a new TV-FM-AM operation. Help in the construction of a new UHF scheduled for late '79 air date. Excellent living conditions in large medium market. Salary commensurate with experience and ability. Profit-sharing, Life Insurance included in generous fringe-benefit package. A job with a future with a growing corporation. If you qualify call Jim Somich, C.E. at 216-781-3010.

Control Room Operator-First Phone. Northeast UHF ABC affiliate. Responsible for on-air operations and to assist in production. Will train. Reply to Box G-157.

TV Maintenance Engineer: Network VHF in Sunbelt seeks experienced maintenance engineer. Must have 1st class license and 3 years minimum experience. Salary open, benefits good. Contact Lee Walton, Chief Engineer, KTRV-TV, PO Box 729, Lufkin, TX 75901. 713-634-7771. EOE M/F.

Chief Engineer for South Florida Group Owned TV Station. Must be a hands on individual knowledgeable in RCA equipment and Sony ENG. Resume to Box G-191.

Asst. Chief Engineer for South Florida Group Owned TV Station. Must be a hands on individual knowledgeable in RCA equipment and SONY ENG. Resume to Box G-192.

HELP WANTED NEWS

Sports Director—Previous broadcast experience required. Play-by-play, reporting, and anchoring skills essential. Resume to WVIR-TV, Box 751, Charlottesville, VA 22902. EOE.

Weekend Anchor plus general reporting. Seeking professional journalist for strong news operation. Send tape, resume and salary requirements to Dick Florea, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808.

Expanding Northwest News department needs Sports Director and General News assignment editor. Sports Director must have minimum of 2 years on Camera experience. Send resume. Assignment editor must have solid news background and must be able to organize and work easily with others. Send resume and salary requirements. EOE. Box G-61.

Aggressive station looking for top-notch weekend sportscaster/general assignment reporter. Must have sportscasting experience and knowledge of 16mm film and ENG. Position will be filled quickly. Equal Opportunity Employer. Send resume to Box G-117.

Weathercaster—Knowledge in meteorology to join KMVT-TV, a progressive news station in southern Idaho, "Gateway to Sun Valley" salary negotiable. Call immediately 208-733-1280 David Denault-News Director.

HELP WANTED NEWS CONTINUED

Medium market southeast affiliate seeks experienced 6 and 11 pm anchor to help us continue our reputation of top news station in market. Group owned. EEO Employer. Send resume to Box G-116.

News Director: N.E. Regional VHF Station is looking for an experienced news director/administrator. The person selected must have leadership qualities necessary to take full responsibility for the content of the news. We want someone with the ability to work with a team of professionals from programming, production, sales and engineering in a coordinated effort to maintain our current news dominance in the market. We would like to fill this position within thirty (30) days. An equal opportunity employer. If you are experienced and have the required skills for this challenging position, send resume to Box G-181.

Dominant medium market station in beautiful sunny South looking for managing editor. Must have strong ENG/Journalism background. You are probably already an assignment editor or assistant N.D., creative and able to communicate with young, aggressive staff. EEO Send resume and salary requirements to Box G-190.

Number One news station expanding staff. Need reporters with minimum of 2 years experience; photographers experienced with film and ENG. Tapes and resumes to Gary Long, ND, KARK-TV, PO Box 748, Little Rock, AR 72203. EOE.

Weatherperson. If you're original and exciting, we'd like to hear from you. One of the best news operations in the Midwest is looking for the best forecaster in the country. You'll be surprised at the quality of our news operation and our ability to reward you. Replies to Box G-173.

KTTT Television News needs reporter/photographer. Prefer experienced applicants with journalism degree. Must handle 16mm FILM/E.N.G. Send resume, writing, samples and video audition to: Susan Wiese, News Director, KTTT Television, 601 1st Ave. SW, Rochester, MN 55901.

63rd Television market looking for experienced TV anchor/reporter/producer. Must have at least a B.A. in Journalism, 5 years current commercial TV news experience; complete knowledge and skill in current state of the art of news gathering & news production & anchor ability. Salary open, depending upon experience, \$20,000 minimum. E.O.E. By July 25, 1979 Send complete resume to Box G-154.

Radio-TV Sports—WMBD-Radio-TV seeking sports anchor with experience in play by play. Duties include radio-TV play-by-play, TV sports anchor, regular radio sports talk show. Send resume & Audition tape (Vtr/ pbp) to Duane Wallace News Director, 3131 No. University, Peoria, IL. EOE/M-F.

Meteorologist: Strong on-air presentation with the credentials to make weather segment believable and interesting. Expanding operation looking for someone to grow with us. Equal Opportunity Employer. Resume and your approach to weather first letter. Box G-175.

TV News Photographer. Shoot and edit ENG for top rated station in sunny South Carolina. 1 year minimum experience. Send resume and recent tape to Gary Anderson, N.D. WIS TV, Box 367, Columbia, SC 29202 EEO.

TV Cameraperson: Must be experienced with RCA TK-76 and JVC CY-8800 color cameras and have working knowledge of 3/4-inch VTR editing systems. Send resume to News Director, WALA-TV, PO Box 1548, Mobile, AL 36601. No telephone calls, please! EOE M/F.

Top Notch Assignment Editor/Producer for 6 p.m. news. Sunbelt CBS affiliate. Mature, creative news pro and administrator. Job leads to news director's post. Call News Director 601-328-1224 after 1:30.

Reporter/Assistant Producer: (KOCE-TV (PBS), Huntington Beach, CA) Reports for twice weekly television news program for Orange County, CA. Background in journalism and/or television news. Serve as "on camera" talent in taped, filmed, or live segments. To apply contact: Coast Community College District, 1370 Adams Avenue, Costa Mesa, CA 92626. 714-556-5947. Application must be received on or before July 27, 1979.

Cinematographer/Editor—Looking for someone who is familiar with 16mm film cameras both sound and silent. Send resume and samples of work: News Director, WOWK-TV, 625 Fourth Ave., Huntington, WV 25701. Equal Opportunity Employer.

Sports Anchor: strong on-air reporter to do justice to outdoors, high school, college as well as pros. You'll have to dig and be interested in more than sports feeds. Equal Opportunity Employer Box G-176.

ENG Photographer for TV station documentary unit. Should have experience shooting ENG television news. ENG editing experience desirable. College preferred. Samples of work necessary. Send resume and cassette to Linda Hunt, Office B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

Anchor/Producer 5:30 & 10 PM. News. Immediate opening at all ENG station. Number 3 trying to move up. Applicant should be strong writer and credible on the air. Also looking for reporter/co-anchor. Tape and resume on first inquiry to Harry Gilbert, News Director, KTHI TV, PO Box 1878, Fargo, ND 58107. Salary negotiable with company paid benefits.

Field Reporter/Weather Anchor combo for deep South CBS affiliate committed to First-class news effort. Minimum experience required. Tell all in first letter to Box G-194.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations/Program Manager . . . Midwest top 50, network affiliate, looking for experienced person in programming, production and promotion. EOE. Send resume to Box G-90.

Northeast Network Affiliate is accepting applications for assistant promotion director in Radio-TV. Must be creative, well-organized, with a knowledge of all media. Must have full knowledge of television and radio production, newspaper advertising, as well as ability to write news releases, produce on-the-air promos, brochures, sales pamphlets. An equal opportunity employer. Send resume and salary requirements to Box G-79.

Volunteer Services Coordinator: Duties: to recruit, select, orient, coordinate volunteers in a planned program. This person must be able to plan and develop programs for volunteers, handle promotion and correspondence for the volunteer program, develop and coordinate fundraising activities and maintain an effective working relationship with the general public. Applicant should have a minimum of high school education and one year of experience or equivalent part-time or volunteer experience in a social service program or in volunteer group work. Salary: \$7,500. Position available immediately. Send all resumes and material to: General Manager, WMUL-TV, Third Avenue, Huntington, WV 25701. Equal Opportunity Employer.

Community Relations Director: Duties: to develop the station activities in areas of promotion, volunteers, and fundraising. Individual will plan on-air and print promotional campaigns. Will develop fledgling "friends" groups while supervising volunteer coordinator. Develop procedures for stations first membership and pledge week activity, and supervise similar activities at sister radio/television stations of same licensee. Requirements: at least three years experience in promotions and fundraising, at least one year experience working in a fundraising activity at a public broadcasting facility. Applicant must have a degree from an accredited four-year college or university. Salary range: \$14,000-\$17,000. Position available immediately. Send all resumes and material to: General Manager, WMUL-TV, Third Avenue, Huntington, WV 25701. Equal Opportunity Employer.

Assistant to Director of Community Service. Major market network affiliate seeks person with production experience. Responsibilities include co-producing two, weekly, black oriented programs and working with community groups in writing and producing public service announcements. Must be willing to become deeply involved in minority affairs and general community activities. M/F Equal Opportunity Employer. Send resume and salary requirements to Box G-110.

Hot-shot Director: Established videotape facility in Chicago seeks top-flight film/tape director with saleable spot reel for national campaigns. Reel will be requested later. Send resume only to: G-133.

Producer/Host: Duties: to coordinate and develop program ideas to completion. To be responsible for assigned crews during all production phases as well as the production itself. Applicant will act as host of certain assigned productions as well as producer and will participate in regular coverage of the state's legislature. This person must have a journalism background and be well acquainted with FCC rules and regulations. Experience in producing public affairs programs and editing ENG equipment is necessary. Applicant must have a degree from an accredited four-year college or university, journalism or comparable experience as a public affairs producer/host. Salary: \$13,000-\$15,000. Please send tape/video cassette and resumes. Position available immediately. Send all resumes and material to: General Manager, WMUL-TV, Third Avenue, Huntington, WV 25701. Equal Opportunity Employer.

Help Wanted: Person with minimum of 2 years experience in Television Production; and background in 3/4 inch video equipment; to teach in vocational program on the secondary level. Starting salary approximately \$12,000 with other benefits. Send resume to: Glenn Shoemaker, McComb Public Schools, PO Box 868, McComb, MS 39648. Phone: 601-684-5288.

Senior Electronic Photographer/Editor with minimum one year's experience using electronic cameras and editors. Send resume to Personnel Director-Broadcasting, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Creative Writer-Producer for promotion with minimum two years advertising, promotion, or comparable experience. Self-starter, wanting to excel in TV promotion, & able to conceptualize, write, produce, and edit television promotions for all media. Send resume to Personnel Director-Broadcasting, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Reporters, Anchors, Hosts. Do you love producing stories about people and working outdoors with minicams? We're a top ten nightly feature magazine and we want producers/cohosts who sparkle. E.O.E. Resume to Box G-148.

Program Manager: Network affiliate in top 50 sunbelt market seeking applicants with minimum 5 years experience in programming and promotion. Excellent salary and benefits along with opportunity for advancement. An Equal Opportunity Employer. Send resume with salary requirements to: Box G-171.

Promotion Manager for major NE network VHF affiliate. Must have minimum of three years experience in promotion. Position involves hands-on work in all phases of promotion, on-air, newspaper, and other print media. Salary commensurate with experience and ability. Equal Opportunity Employer. Reply to Box G-188.

Artist: Highly competitive station seeks an experienced graphic artist. Must have command of television/art production techniques, layout color separation and camera-ready art. Management skills desirable; creative & organizational skills essential. Send resume & salary requirements to Asst. Program Director, WTHR-TV, PO Box 1313-B, Indianapolis, IN 46206. An Equal Opportunity Affirmative Action Employer, M/F.

Graphic Artist/Scenic Designer: Ability to originate, design, construct and animate sets for TV Production. Ability to plan and direct various stages of scenic design exhibitions. Merit Qualifications: Degree in arts and graphics or 4 years experience in commercial art. Iowa Public Broadcasting Network, Personnel Office, PO. Box 1758, Des Moines, IA 50306, 515-281-4498. An EEO/AA Employer.

SITUATION WANTED MANAGEMENT

I want to make you No. 1! Young, experienced program/operations/promotion manager; solid credentials; B.A. Available immediately. Box G-177.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field engineering service, 29 years experience ... installation—maintenance-system design—available by the day-week or duration of project. Bruce Singleton 813-868-2989.

Seeking position as assistant/chief engineer in western U.S.; 20 years experience television, radio-FM, both studio and transmitter. 422 S. Richland, Olney, IL 62450.

SITUATIONS WANTED NEWS

London-based 29 yr.-old American television and radio correspondent seeks East Coast investigative reporter or producer position. Experienced in all aspects of broadcast journalism, including host of live news public affairs program as well as contract cameraman for major American network in Africa operating as one-man-band. Know both film and eng. Currently free-lancing for British nation wide domestic radio network. Resume and video or audio demo tape upon request. Personal interview possible. Respond to Box G-30.

Weathercaster/Meteorologist looking for small or medium market sunbelt station. Presently employed major market. Box G-123.

Ph.D. in political science from University of California and five years' radio and tv. news experience. Looking for job as outside reporter. Can cover government and politics in depth, as well as general assignments. 27, single, Richard Labunski, 380 Elwood Beach Drive No. 9, Goleta, CA 93017, 805-968-7453.

Anchorwoman, top 50, seeks new challenge. Strong writer/reporter/producer. Radio experience. Bachelors and graduate studies journalism/communications. Single. No geographical restrictions. Box G-149.

Editorial director. Major awards winner. Strong community involvement. Box G-155.

One of South's highest-rated anchorman wants to join friendlier staff that appreciates, encourages, supports one another and feels kinship with audience as well. Box G-185.

Meteorological Personality. Television is a visual media, and I do a very visual weathercast. I am looking for quality, if you are too, lets get together. AMS seat. Box G-178.

Creative, Award-Winning Radio News Director/Metro New York City drive time anchor and assignment editor seeks associate producer or assignment editor position. B.S. journalism. Top references. Gary 914-354-1983.

Sports ... small or medium market anchor. Prefer p-b, but not necessary. Five years radio, one year television experience. Box G-189.

Highly respected meteorologist in radio broadcasting seeking TV weather show in small-medium market. Prefer Northeast but will go South. Have talent, ambition, can relate to people & a burning desire to be the best. If you are looking for that person call Bill Schubert 914-761-7600 8 AM-12 noon or write Box 847, Mahopac, NY 10541.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Experienced in ENG field-pre-post production producing, public affairs, PM Magazine, childrens programming. V. Flores 415-581-6694.

Producer/Director with thirteen years in Public Broadcasting seeks position as producer, filmmaker in public, commercial TV or industrial filmmaking. Consider staff or free lance. Write: G-138.

Producer Director, twelve years experience in all phases of television electronic and film production. I have produced and directed two documentaries, that won state awards. Desire production manager or producer director position. 713-981-7606 or Box G-137.

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

Radio openings available. All formats. Nationwide. Instant contact service. If interested call 1-207-782-0947. The Aircheck Guide, 8 Constance Avenue, Lewiston, ME 04240.

HELP WANTED TECHNICAL

Communications Engineer 1st Phone. Largest radio common carrier in country. Multiple positions open. Available immediately. Excellent salary. F DeCosterd 516-681-9050.

HELP WANTED INSTRUCTION

University of Alaska seeking Assistant Professor of Journalism and Broadcasting beginning Aug. 27. Salary about \$22,400 for nine months. To teach a combination of courses in audio and television production, photojournalism, and other courses in journalism, preferably including advertising. Must have M.A. plus at least four years solid professional media experience. Dynamic, growing department in exciting university. Hiring as soon as possible. Rush resume, list of references, transcripts, immediately to Jimmy Bedford, Department of Journalism and Broadcasting, University of Alaska, Fairbanks 99701. Telephone (but not collect): 907-479-7761 or 479-2830 (home). If all else fails, call George Winford: 479-7581. EEO/AA. Women and minorities encouraged to apply.

Instructor or Assistant Professor in dynamic Radio-Television Broadcasting curriculum. Masters degree required with field and teaching experience preferred. Responsibilities include teaching and internship supervision. Liberal fringe benefits. Reporting date August 20. Contact: Dean of College, Herkimer County Community College, Herkimer, NY 13350. An EEO/AA employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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.)

We are looking for a used 20kw FM transmitter. Prefer Gates (Harris), or RCA BTF-20F series. Must have complete information on transmitter's history. No phone calls. Send info to: Don Werlinger, General Manager. KSPL AM/FM, PO Box 588, Lufkin, TX 75901.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5' Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

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, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

RCA TP-7 Slide Projectors: Very good condition, \$4,000.

Collins MW-408D Microwaves: 7 Ghz, one audio channel, 2 available, \$4,500 ea.

Ampex 1200A VTRs; loaded with options \$28,000 ea.

RCA TTU-10 10 kw UHF transmitter: 7 years old presently on air. \$35,000.

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.

RCA TK27A Film Camera: Available with TP 15 Multiplexer \$12,000.

RCA TP66 Film Projector Good condition \$10,000.

GE PE 240 Film Camera: Excellent Condition \$8,000.

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.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

10 KW AM Harris BC 10 H. Same as current production model. Excellent condition, M. Cooper, 215-379-6585.

5 KW AM Collins 820E-1, used one yr. with 125% positive peak option. Factory tuned, tested and warranted. Large savings. M. Cooper 215-379-6585.

Six (6) Norelco PC-60 cameras on line working—each has CBS enhancer, 3M encoder, 100 ft camera cable-panning head. \$12,500 each or \$60,000 for all. Ray Fusco V.P. & Dir. of Op., The Video Center, 6605 Eleanor Ave., Hollywood, CA. 213-467-6272.

Stolen: Sony BVT-1000 TBC, ser. No. 10739, and BVG-1000, ser. No. 10008, in Minneapolis on 6/27/79. If you have information, call New Life Communications 612-235-6404, or MPD 612-348-2345.

VHF Field Strength Meter, TV/FM Rohde and Schwarz Type HUZ. Shipping case, accessories and new batteries included. Excellent condition: \$800. 714-753-9133.

SPARTA 703-B 2.5 KW AM Transmitter. Three years old, excellent condition. Available in fall. Going to higher power. Call Mr. Hess (703-988-4150).

Houston-Fearless Colormaster 16 min/super 8 film processor, complete. Outstanding condition. \$3500. Call Station Manager KBCI-TV, Boise, ID 208-336-5222.

5 broadcast studios full of professional equipment. Much is new. All is for sale. Call for list and prices 813-955-6922.

Two Houston-Fearless 16mm Mini-color Film Processors, process VNF-1 and ME-4. Both work well. Call Stu Seibel, 307-634-7755.

CDL 860-7 bus switcher with preview key, 3 separate effects systems each with circle wipe & positioner, quad split, 3 auto transitions, add-non add, 3 background generators, RGB chroma key, borderline, proc amp. Excellent condition. Contact Jack Shultis, EUE Screen Gems, 222 E. 44th St., NY, NY or 212-867-4030.

RAMKO factory sealed items, new. Send for bargain closet prices, monitor, mike & dist amps. Write David Green, Broadcast Consultants Corp., Box 590, Leesburg, VA 22075.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Comic Relief. Funny, bi-weekly comedy service. Free sample. White 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! 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.

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: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

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.

Washington news you can USE! Contact us for free lance Washington radio coverage spotlighting *your* issues, *your* legislators, *your* visiting officials. Over 200 stations have carried our localized, market-exclusive reports, actualities. Berns Bureau, Box 23067, Washington, D.C. 20024 202-234-4676.

"The Secrets of Programming Power". A complete operations manual. Hundreds in worldwide usage. \$15.00. Pat Martin, 809 Third Street, Stevens Point, WI 54481.

News Kickers!! One-liners or two voices. Brand new! High quality! 13-week supply \$5.00. Box 2585 ... Augusta, GA 30903.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 30 and September 10. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

RADIO

Help Wanted News

SPORTS TALENT

Major, Radio Network currently staffing several key reporting positions. No play-by-play involved. Send complete resume to: Box G-59.

Help Wanted Announcers



Norfolk's top rated Adult Contemporary has a rare opening for talented drive or mid-day personality. One to one communicator with first rate production skills needed immediately for Top 50 market. Send air check, production sample, references, resume and salary requirements to Dale Parsons-PD, 79/WTAR, 720 Boush Street, Norfolk, VA 23510. EOE.

Help Wanted Programing, Production, Others

RESEARCH ANALYSTS

NEW YORK CITY BASED

We are seeking Research Analysts for current and future positions in our expanding Radio Network Division.

Candidates must have college degree or equivalent experience in statistics or marketing, with exposure to Nielsen and/or Arbitron rating services. Must have experience in multi-media or radio, and knowledge of computer applications and operations in media.

Responsibilities will include translating Sales Account Executives needs into computer terminology and generating information. Should be able to demonstrate the capability to interpret results and write meaningful reports to conform to specific situations.

Please send resume with salary history and requirements, in confidence, to:

Box 0743AR, Suite 1100, 551 Fifth Ave, NYC 10017

An equal opportunity employer/male and female
Minorities are especially encouraged to apply

American Broadcasting Companies, Inc.



PROGRAM DIRECTOR

Top rated 50,000 watt MOR needs PD with strong administrative skills, ability to manage and motivate a creative staff. Send resume and financial requirements to Charles K. Murdock, President, WLW Radio, 3 East Fourth Street, Cincinnati, Ohio, 45202. No phone calls please. An Equal Opportunity Employer.

Situations Wanted Programing, Production, Others

SEEKING OFF-AIR OPERATIONS OR PD.-M.D. POSITION

Top 30 market experience in Top 40, MOR, Country and Disco. Successful ARB's in San Antonio, Chicago and Cleveland. Call Ron Dennington 314-343-7834 mornings.

Help Wanted Technical

OPERATIONAL/ MAINTENANCE ENGINEER

Opening for maintenance operational engineer in leading, good music station in New York Metropolitan area. Excellent benefits and compensation for the right person. First phone and heavy maintenance experience necessary. Call Ken Stout (201) 345-9300. An Equal Opportunity Employer.

TELEVISION

Help Wanted Technical

Situations Wanted Announcers

PILOT/AIR PERSONALITY

Looking for a combination of air traffic reporter and airshift. Commercial and Instrument Pilot License. On air 10 years in Top 30 markets. Flexible starting date. Write in confidence to Box G-187.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

**Help Wanted Technical
Continued**

**TV BROADCAST
TECHNICIANS**

Established public television station moving to new color facility. West Virginia University and WVU-TV has vacancies for persons experienced in master control operations, production and maintenance including all phases of transmitter and/or microwave transmitting/receiving maintenance.

Send resume of qualifications and salary history to:

Jack Podeszwa
Personnel Officer
West Virginia University
Morgantown, WV 26506

An Equal Opportunity/Affirmative Action Employer M/F

**Help Wanted Programing,
Production, Others
Continued**

**NORTHEAST
NETWORK AFFILIATE**

is accepting applications for assistant promotion director in radio-TV. Must be creative, well-organized, with a knowledge of all media. Must have full knowledge of television and radio production, newspaper advertising, as well as ability to write news releases, produce on-the-air promos, brochures, sales pamphlets. Send resume and salary requirements to Box G-79.

An Equal Opportunity Employer.

CHIEF ENGINEER

Needed immediately for 6 camera, 2 VTR mobile Unit. Top Salary. Philadelphia's oldest and largest video tape facility. E. J. Stewart, Inc., 388 Reed Rd., Broomall, PA 19008 215-543-7600. Ask for Hal Lipman.

**TELEVISION BROADCAST
TECHNICIAN**

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Send resume to: Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

**PROMOTION MANAGER
MAJOR GROUP-SOUTHEAST-
CREATIVE**

Must have 2 years experience in TV Promotion—college degree preferred—able to write & produce. Good opportunity for number 2 person to run their own show—station on the move and aggressive. Send resumes to Box G-186. E.O.E. M/F

Help Wanted Sales

**LOCAL ACCOUNT
EXECUTIVE**

WTVF, Nashville, Tennessee. Previous experience selling television advertising is required. An Equal Opportunity Employer MF. Send Resume to:

Bill Nunley,
474 James Robertson Parkway,
Nashville, Tennessee 37219

SPORTS DIRECTOR

WCIV seeks outstanding applicant strong in writing, EFP production, and air performance. Send tape and resume to Celia Shaw, WCIV-TV, P.O. Box 10866, Charleston, S.C. 29411

An Equal Opportunity Employer

Help Wanted Management

**ASSISTANT GENERAL
MANAGER
STATE PTV NETWORK**

Minimum of 6 years in TV broadcasting, at least 3 years in public TV at management level. Must be strong in administration, including personnel and fiscal management; be familiar with public TV program production, development, scheduling, communications rules and regulations, and electronic hardware of television broadcasting. Reply only in writing, by August 24, 1979, to: H. Sheldon Parker, Jr., General Manager, PA Public TV Network, P.O. Box 397, Hershey, PA 17033. (An Equal Opportunity Employer)

PRODUCTION MANAGER

We are seeking an experienced Production Manager. Responsibilities include: supervision of Producer/Director personnel; announcers, set-up, and film department personnel. Coordinates the production requirements of the station and insures a consistent high quality on-air look. Three years production experience desired. Send resume and salary requirement to John Stoddard, WDTN TV2, 4595 S. Dixie, P.O. Box 741, Dayton, Ohio 45401.

An Equal Opportunity Employer M/F/H

**GENERAL MANAGER
FLORIDA CATV SYSTEM
Send Resume to Box
G-182
eoe m/f**

**Help Wanted Programing,
Production, Others**

PROGRAM TRAFFIC

WTVJ Miami has an opening in program traffic. Areas of responsibility include maintaining programing base & log & other traffic related duties. BIAS experience a plus.

Send resume & salary requirements to:

Manager of Employment
P.O. Box 010787,
Miami, Fla 33101

Equal Opportunity Employer M/F

DATA PROCESSING MANAGER

Independent television station looking for experienced data processing manager. Applicant must be experienced on PDP-11, IBM 407 and other data processing equipment. Must also be able to program. Send resume with work and salary history to Box G-195. Equal Opportunity Employer M/F.

Help Wanted News

SPORTS ANCHOR TOP TEN MARKET

Leading East Coast Independent top ten market seeks Sports Anchor/Director

Must have thorough working knowledge of ENG. Two to three years experience. Send resume and salary history in confidence to Box G-196.

Equal Opportunity Employer M/F

Situations Wanted News

Anchorwoman

Anchorwoman, top-50, seeks new challenge. Strong writer/reporter/producer. Bachelors and graduate studies journalism/communications. Single Can go anywhere. Box G-149.

NEWS ANCHOR

Unique personality, with a fresh different approach. Now number one news anchor/producer in top ten market, delivering twice the audience of closest competitor. Proven, reliable performer, 12 years with present employer. Finest references. Seeking anchor or anchor/news director position with aggressive station committed to winning. Reply Box G-159.

Radio Programing



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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:

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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.

ALLIED FIELDS Help Wanted Programing, Production, Others

Graphic Media Associate Producer

The Graphic Communications Department of our Information Systems Group in Rochester is seeking a results oriented candidate to develop and supervise the creation and production of Graphic Media communications programs, using film, videotape, slides, audio tape, etc.

The position requires 5-8 years experience, including 1-2 years at the supervisory level. General business experience in communications and/or marketing and proven ability to interface effectively with all levels of management essential. Bachelors Degree highly desirable.

We offer fully competitive starting salary and benefits, including profit sharing and educational assistance.

For immediate and confidential consideration, please send resume (including salary history) to: Ms. Linda Dicks, Xerox Corporation, Xerox Square-002, Rochester, New York 14644.

An affirmation action employer (male/female)

XEROX

Business Opportunities

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

PARTNER WANTED

Must have impeccable Radio Management credentials. We will buy and actively manage station in S.E. or S.W. Opportunity here to finally be your own boss. Some capital necessary. Write Box G-197.

Public Notice

The Board of Directors of National Public Radio will meet in regular session on Thursday, August 9, 1979, at 9:30 a.m. in the Georgian Room of the Olympic Hotel, Fourth at Seneca, Seattle, Washington. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Audit/Compensation, Long-Range Planning & Legislation, Membership, Programming and Technology & Distribution. The board committees will meet on Wednesday, August 8, 1979, at the Olympic Hotel.

For information concerning these meetings, please contact: Ernest T. Sanchez, NPR General Counsel, at (202) 785-5369.

For Sale Equipment

AMPEX AVR-1

2 machines for sale. Asking \$98,000 each. WCKT-Miami 305-751-6691. Contact Chief Engineer.

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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PHOENIX MARKET AM-FM COMBINATION

KQXE and KIOG(FM), 24 Hour Stations Licensed to Mesa (Phoenix Market), Arizona, will be sold, subject to FCC approval, August 1, 1979 (tentative date). The stations are now in a bankruptcy proceeding. Principals wishing to submit written bids should do so by July 25, 1979 in care of:

Albert M. Rau
 Trustee in Bankruptcy
 2514 East Indian School Road
 Phoenix, Arizona 85016

Bids should include \$50,000 earnest money deposit plus showing of asset liquidity. Cash offers preferred.

KQXE 5kw Day, 500 watts night, KIOG(FM) 100kw/HAAT 1500'/104.7

For Sale Stations

R.D. HANNA COMPANY
 BROKERS-APPRAISERS-CONSULTANTS
(214) 696-1022
 5944 Luther Lane
 Suite 505—Dallas, Texas 75225

W	Small	Fulltime	\$120K	\$20K
S	Metro	AM	\$550K	Cash
MW	Metro	AM	\$650K	\$189K
S	Metro	AM	1 x gross	\$350K
W	Metro	AM/FM	\$1MM	29%

Atlanta, Boston, Chicago, Dallas, Los Angeles

CHAPMAN ASSOCIATES
 nationwide service

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New York State Strong AM/FM
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New York State Strong AM
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 Call

Frank Calcagno or Brad Hart
 (212) 692-2430 (212) 692-2304
 Bankers Trust Company
 280 Park Avenue,
 New York, N.Y. 10017

Penna. AM-By Owner
 Good Frequency, Daytimer-Med. Market \$670K ... Cash only. Box G-179.

AM FOR SALE BY OWNER
 Metropolitan Washington, D.C. Extreme growth potential. Cash or finance. Box G-158

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West Coast:
 44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
 210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

- Fulltime. Dominant. Metro. TX \$1,000,000.
- Daytimer. Million + Pop. in coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- AM-FM in Kentucky \$360,000. Terms.
- AM/FM—Central Georgia. \$20,000 down. \$260,000.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- S. California. Spanish. \$520,000.
- Cent. California. Daytimer. \$420,000.
- N. Cent. Texas. Daytimer. \$400,000.

Let us list your station. Confidential!

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- \$900,000.00
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Call 901/767-7980
 In Complete Confidence!

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BUSINESS BROKER ASSOCIATES
 615-756-7635 24 HOURS

HAVING TROUBLE?

We have buyers, for stations in metro or Suburban markets. Buyers PREFER DISTRESS SITUATIONS. Contact us immediately. Select Media Brokers, P.O. Box 5, Albany, Ga. 31702, 912-883-4917.

FAR NORTHWEST: Class IV priced at less than twice gross plus real estate. \$150,000 with 29% down and 10 year payout. Cash flow will service.

NORTHWEST: Class IV includes good real estate and cash flow will payout. Priced at \$190,000 with terms to qualified, experienced operator.

CALIFORNIA: Class A FM offered at \$300,000 has lots of growth potential. Good terms to well qualified buyer.

Please submit financial qualifications with response.

William A. Exline, Inc.

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**BROADCASTING'S
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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: \$80.00 per inch. For Sale Stations, Wanted To Buy, Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts, as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

**At last! The most
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to RETAIL RADIO &
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The new insider's look at retail advertising — indispensable to any station that's out after new business.

- 441 fact-filled pages. Paperback, 8 1/4 x 11.
- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell your prospects on the value of your medium and station.
- Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so they'll use it more!)
- Indexed so your sales people can find solutions to retail advertising problems in seconds.

Helps your salespeople become retail marketing consultants, not just sellers of time.

Specifically, they'll learn "How to:"

- Communicate with retailers in their language.
- Get in "sync" with the 3-to-6 month planning timetables of their retail prospects.
- Use in-depth research data to support a media mix of less newspaper and more broadcast.
- Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 4X the gross impressions as the same dollars in newspaper alone.
- Help create and produce effective low-cost commercials. (Text includes 34 scripts of award-winning spots).

USE IT!—for sales training — to switch-pitch newspapers — to support your next presentation to your hottest retail prospect!

Let your sales team help their retail accounts:

- Research and identify profitable customer groups.
- Research and analyze merchandising and promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broadcast's greatest strengths, to reach their most profitable customer groups.
- Increase store traffic, sales, and profits!

ORDER YOUR COPY TODAY!

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- Yes, please send me _____ cop(ies) of Building Store Traffic with Broadcast Advertising at \$50 each plus \$1 each for shipping.
- My check is enclosed for \$ _____

NAME _____

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

Fates & Fortunes

Media

Thomas F. Kenney, director of broadcasting operations, KHOU-TV Houston, named VP-general manager, succeeding James M. King, who was named executive VP of Television Stations division of Corinthian Broadcasting Corp., parent of KHOU-TV (BROADCASTING, July 2).



Kenney



Berger

Steve Berger, general manager, WKTQ(AM) Pitts- burgh, named general manager of radio operations for Nationwide Communications, licensee of station. He will be responsible for NCI's WNCI(FM) Columbus, Ohio, WGAR(AM)- WKSX(FM) Cleveland, WKTQ-WSHH(FM) Pitts- burgh, WPOC(FM) Baltimore and WLEE(AM) Rich- mond, Va.

Malcolm D. Potter, general manager, WBAL-TV Baltimore, elected VP.

L. David Moorhead, VP-general manager, KMET(FM) Los Angeles, named regional vice president of parent, Metromedia Radio, with responsibility for KSAN-FM San Francisco, as well as KMET. **Jerry Graham**, VP-general manager of KSAN-FM, resigned but will serve one year as consultant to Metromedia Radio in New York. **Howard Bloom**, general sales manager, KMET, succeeds Moorhead.

Bill Stough, acting general manager, WISH-TV Indianapolis, appointed general manager.

Bill Musser, Northeast regional manager, Broadcast Marketing Co., San Francisco, named general manager of WKWK-AM-FM Wheeling, W.Va.

Charles R. Gardiner, station manager of KLRB(FM) Carmel, Calif., named general manager. **Fred L. Vance**, chairman of board of Carmel Broadcasting, licensee of KLRB, elected president of Carmel.

Mike Robinson, account executive, WRBI(FM) Batesville, Ind., joins KCTE(AM) Southwest City, Mo., as general manager.

Karen Holp, program director, noncommercial WSSR(FM) Springfield, Ill., joins noncommercial KRWG(FM) Las Cruces, N.M., as general manager.

Joe Nuckols, station manager, WDCG(FM) Durham, N.C., assumes additional duties as station manager of co-owned WDNC(AM) there.

Sharon Costello, office manager, WTRM(AM) Camden, N.J., named station manager.

Frank Bilotta, assistant operations manager, WGLD-FM High Point, N.C., named operations manager.

New officers, Iowa Broadcasters Association: **Alvina Britz**, KTVO(AM)-KBIZ(FM) Ottumwa, president; **Paul Olson**, KLEM(AM)-KZZL(FM) LeMars, VP, and **Lee Marts**, WOC-TV Davenport, treasurer.

Charles Nathanson, president of community planning and development firm of Charles C. Nathanson and Associates, Trenton, N.J., elected vice chairman of board of New Jersey Public Broadcasting Authority. **Susan Thomases**, of law firm of Willkie Farr & Gallagher, New York, and **Thomas Ehrhart**, chairman of board of market research firm in Englewood Cliffs, N.J., Ehrhart-Babic Group, appointed to board of commissioners of New Jersey Public Broadcasting Authority.

Advertising

James McGillen, VP and manager of CBS team of Blair Television, Chicago, appointed general sales manager of Blair-owned KSBW-TV Salinas, Calif., succeeding Keith Moon who moved to Blair's KSBY-TV San Luis Obispo, Calif. (BROADCASTING, July 9).

S. Wheeler Rudd, local sales manager, WAVE-TV Louisville, Ky., named general sales manager. **Houston D. Jones**, national sales manager, retires after 30 years with station.

Richard Ferry, general manager, WROC(AM)- WPKY(FM) Rochester, N.Y., joins KDKA(AM) Pittsburgh as general sales manager.

Bob Lion, senior sales executive with McGavren Guild, New York, joins KKSS(FM) St. Louis as general sales manager.

Carol J. Strond, assistant director of research and sales development, WXYZ-TV Detroit, joins co-owned KGO-TV San Francisco as director of research and sales development. **Barbara Recko**, assistant research director, KTLA(TV) Los Angeles, joins KGO-TV in same capacity.

Chris Westerkamp, from ABC Spot Sales, New York, and **Emily Pirro**, stockbroker from Bateman, Eichler, Hill & Richards, New York, join KGO-TV as account executives.

Gene Hodges, account executive and co-op coordinator, WNCT-TV Greenville, N.C., named regional sales manager.

Rob Jackson, national sales manager, WGST(AM)-WPCH(FM) Atlanta, promoted to general sales manager. **Don Carle**, local sales manager for stations, appointed director of commercial operations.

Dick McMahon, with sales department, KOSI-AM-FM Aurora, Colo., promoted to newly created position of local sales manager.

Julie Bartholomew, with Jack Riley Representatives, Dallas, named general sales manager. **WRR(FM)** there.

Scott Herman, former assistant sales man-

ager, WSPR(AM) Springfield, Mass., joins WBBM-FM Chicago as account executive.

Jeffrey Silver, from McGavren Guild, New York, joins KMJQ(FM) Houston as sales executive.

David Swanson, technician, WSOC-TV Charlotte, N.C., named account executive.

Dave Plyer, public affairs director, WXII(TV) Winston-Salem, N.C., named account executive.

Daniel Tutt, marketing services coordinator, Fisher Broadcasting, licensee of KOMO-AM-TV Seattle and KATU(TV) Portland, Ore., named marketing research director.

Dick Cooper, public relations director, Philadelphia zoo, joins WNPC(AM) there as account executive.

Jake (Bill) Early, account executive and air personality, WWKE(AM) Ocala, Fla., named sales manager. **R.C. (Hal) Halvorson**, from government position, succeeds Early as account executive.

Ann Driehorst, special events coordinator for Strawbridge & Clothier, Philadelphia department store, joins KYW(AM) there as retail and

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Jeffrey Sales, graduate, Harvard Graduate School of Business Administration, Boston, joins KENS-TV San Antonio, Tex., as sales service associate.

Jimmy Locke, copywriter, WOKX(AM) High Point, N.C., named director of creative services.

Norman Berry, vice chairman and creative head of subsidiary company of Ogilvy & Mather International, Davidson Pearce Berry & Spottiswoode, London, and **Graham Phillips**, president and chief executive officer of O&M's Canadian company, elected executive VP's of Ogilvy & Mather USA, and directors of company. **Michael G. Turner**, senior VP and managing director of O&M in Houston, elected to board.

John R. Pelkan, senior VP and director of client service, Hofer, Dieterich & Brown Advertising, San Francisco, named president and chief operating officer. **John Latus**, VP-management supervisor on AMC account, put in charge of new Detroit office.

Ted Littleford, creative director, and **Edward Rosenstein**, VP-director of research, Foote, Cone & Belding, New York, named senior VP's. **Marilyn Fidler** and **Charles Evans**, account supervisors, and **Robert Meyerson**, senior art director, named VP's. **Hallee LoGrasso**, media supervisor, Grey Advertis-



Littleford



Rosenstein

ing, New York, joins FCB there in same capacity. **Eric Brody**, graduate, University of North Carolina, Chapel Hill, and **Ann Siegel**, graduate, Baruch College, Brooklyn, N.Y., join FCB as media estimators. **Linda Lucas**, assistant manager of creative research, Dancer Fitzgerald Sample, joins FCB as project director on research staff. **Phyllis Cavaliere**, assistant planner at FCB, named media planner.

Robert Lenz, executive VP and creative director of New York office of McCann-Erickson, joins Backer & Spielvogel there as executive VP and principal of agency.

Daniel Pollick, senior VP and manager of Denver office of Tracy-Locke Advertising and Public Relations, elected to board of directors and will relocate to Dallas headquarters. **Donald Mitchum**, in Dallas office, named to succeed Pollick.

Betsy Bernstein, account supervisor, **Sheri Nadel**, associate research director, and **Henry Bernstein**, associate research director for marketing information services, Benton & Bowles, New York, named VP's.

Mac Churchill, VP-creative director, J. Walter Thompson, Chicago, transfers to San Francisco in same capacity.

Abe Weinstein, senior VP-account services, Rafshoon Advertising, Atlanta, joins with three other Rafshoon senior VP's to form The Mar-

cus Group there, advertising and marketing communications company. Weinstein will serve as chairman of board. **Charlenne Carl**, senior VP-media services with Rafshoon, named president of Marcus Group. **Susan Frazier**, senior VP in charge of creative services, Rafshoon, named executive VP with Marcus. **Mary Ann Williams**, senior VP responsible for supervision of administrative operations with Rafshoon, becomes treasurer with Marcus Group.

Ronald Sims, VP-account supervisor, Leo Burnett, Chicago, named management director. **Paul Driggs**, account supervisor, and **Lella Green** and **David Mortimer**, associate research director, named VP's.

Jerry Malsh, creative director, Fahlgren & Ferriss, Cincinnati, elected VP.

Stephanie Rodda, administrative assistant, Jan Gardner & Associates, Memphis, elected VP-media.

Kevin Byrne, merchandising manager, Tatham-Laird & Kudner, Chicago, named merchandising supervisor. **Lawrence Vodak**, from G.M. Feldman & Co., succeeds Byrne. **Nancy Ruda**, from McCann-Erickson, joins TLK as merchandising coordinator. **Julie Guerrero**, media planner, McCann-Erickson, joins TLK as senior media planner. **Diane Barrie**, from Lakeshore Music Ltd., and **Anne Pasahow**, from Target Media, join TLK as broadcast buyers. **Mary Johnson**, **Mark Holtzer** and **Bob Klein**, in TLK's account management training program, named assistant account executives.

Rod Carlson, account supervisor, Chuck Ruhr, Minneapolis, joins Hume Smith Mickelberry Advertising, Miami, as account supervisor.

Jim Peek, from Holder, Kennedy, Dye & Bell Advertising, Nashville, joins Luckie & Forney Advertising, Birmingham, Ala., as account supervisor. **Linda McRevy** and **Laura Smith**, both from Cargill, Wilson & Acree Advertising, Birmingham, join Luckie & Forney as associate media director and traffic director, respectively.

Diane Jackson, from McDonald & Little, Atlanta, joins Flemister & Burkhardt there as account executive on International House of Pancakes account. **Chris Sloan**, print production manager, **Burton-Campbell Advertising, Atlanta**, joins Flemister as production manager.

Marvin Freeman, advertising and sales promotion manager, KTHV(TV) Little Rock, Ark., joins Reed/Kann Diversified Advertising, Phoenix, as account executive.

Jim Pierce, former VP of California Broadcast Consultants, opens Pacific States Advertising in Sacramento, Calif.

Ken Zambo, formerly with Lippisch Design-Advertising Agency and KCRG-TV Cedar Rapids, Iowa, joins Leslie Advertising, Greenville, S.C., as copywriter. **Sylvia Ady**, associate art director with Leslie, named art director.

Stephen P. Beckwith, formerly graphic design and television production artist in Grand Rapids, Mich., joins J. I. Scott Co. there as production artist.

James K. Francis, senior account executive, Katz Television, Los Angeles, joins Avery-Knodel Television as manager of Los Angeles office.

Philip Mazur, manager of retail and regional sales, KXTX-TV Dallas, joins sales staff of Blair Television there.

Suzanne Venters Stewart, advertising consultant in Portland, Ore., joins Art Moore Inc., station representative, as account manager in Portland office.

Larry Bleidner, analyst in white division, research department of HR Television, New York, named programing assistant.

New members of TV board of Station Representatives Association: **Lloyd Werner** of Television Advertising Representatives, chairman; **Frank Barron**, Storer Television; **Al Masini**, TeleRep; **Jim Marino**, RKO Television Representatives; **Bob Kizer**, Avery-Knodel Television; **Jay Walters**, Harrington, Rightier & Parsons and **Wally Schwartz**, Blair Television. Elected to radio board of SRA: **Bill Fortenbaugh**, Katz Radio, chairman; **Charlie Colombo**, Eastman Radio; **Bernard Howard**, Bernard Howard & Co.; **Mike Faherty**, Radio Advertising Representatives; **Lou Faust**, Selcom; **John Boden**, Blair Radio, and **Jack Masla**, Masla, New officers of SRA, headed by Masini of TeleRep as president, were announced earlier (BROADCASTING, July 16).

Programing



Dantas

Regina Dantas, VP-international sales, Taft, H-B International, named VP-general manager, based in New York, succeeding Willard Block, who was renamed president of Viacom Enterprises two weeks ago (BROADCASTING, July 9).

John J. Agoglia, VP-business affairs, CBS Entertainment, New York, joins NBC Entertainment there as VP-program and talent negotiations. **Doris Quinlan**, formerly producer with Marble Arch Productions in California, moves to NBC in New York as producer of network's daytime drama series, *The Doctors*. She will also produce prime-time movies for NBC Entertainment.

Alan L. Cohen, director, early-morning programing, ABC Entertainment, named assistant to VP, ABC Entertainment (Seymour Amlen) and director, late-night development and late-night specials, East Coast. **Jeffrey Edelstein**, attorney-adviser to former Federal Trade Commissioner Elizabeth Hanford Dole, named director of broadcast standards and practices, East Coast, ABC.

Russ Gerber, operations director, KSPZ(AM)-KVOR(FM) Colorado Springs, named national program director for licensee of stations, Sunbelt Communications Ltd., San Luis Obispo, Calif. In addition to KSPZ-KVOR, he will be responsible for Sunbelt's KQEO(AM)-KZZX(FM) Albuquerque, N.M., KSLY(AM)-KUNA(FM) San Luis Obispo and (pending FCC approval) KFYE(FM) Fresno, Calif.

Richard Harker, research and engineering consultant, KHJ(AM) Los Angeles, joins KGW(AM) Portland, Ore., as program director.

Bill Mayne, program manager, KNOW(AM)

Austin, Tex., joins KPAM-AM-FM Portland Ore., in same capacity.

Jim Powers, from WNYG(AM) New York, joins WTMR(AM) Camden, N.J., as program director.

Larry Van Nuys, from KGJL(AM) Los Angeles, joins KABC(AM) there as co-anchor of *Sunday Newstalk*.

J. Bruce, from WTAG(AM) Worcester, Mass., joins WITS(AM) Boston as weekend air personality.

Gail Flannigan, associate producer, *AM Washington*, WJLA-TV Washington, and **Vincent Keys**, director, named producer and director, respectively, of *The Baxters*, program premiering in fall.

Steve Eggert, production assistant, WOWT(TV) Omaha, named director.

Lynette Albert, news and public affairs director, noncommercial KEYA(FM) Belcourt, N.D., named program director.

Dennis King, air personality, KXYZ(AM) Houston, joins KORK-AM-FM Las Vegas as announcer.

Kenneth Murr, program director, noncommercial WLW(TV) Garden City, N.Y., joins Catholic Television Network of Chicago as director of educational services.

Rosemary Ferrigno, from Goldberg-Marchisano Advertising, Washington, and **Randall Utter**, regional commercial coordinator for WDM-TV there, join WJLA-TV Washington as traffic assistants in operations department.

Art Frankel, senior VP-administration, Paramount Television Distribution, Hollywood, assumes responsibilities in all areas of operation, working with company's president. **Richard Weston**, VP in charge of merchandising division, named VP-business affairs. **Patrick Stambaugh**, assistant to executive VP of international sales, Paramount Television Distribution, named VP-operations, international syndication.

Lord Bernstein, chairman of Granada Group Ltd., London, becomes president. **Alex Bernstein**, chairman of Granada TV Rental, becomes chairman. Granada Group owns Granada Television, program distributor.

J. Karl Bell, director of business affairs, WNBC-TV New York, named director of production administration, Olympics, for NBC, New York.

Vince Grucci, manager of client services, Modern Talking Picture Service, New Hyde Park, N.Y., named account executive, based in New York.

News and Public Affairs

Floyd Kalber, newscaster on NBC-TV's *Today* program, New York, joins documentary and special broadcasts unit of NBC News as anchorman. **Tony Guida**, reporter-anchor, WNBC-TV New York, succeeds Kalber on *Today*. **Denise Baker**, correspondent with noncommercial WETA-TV Washington, joins NBC News as correspondent based in Pittsburgh. **Charles Dennis Jaco**, news director and reporter for WXRT(FM) Chicago, joins NBC as correspondent for *The Source*, NBC's new youth-oriented radio network.

Michael Archer, 11 p.m. news producer, WABC-TV New York, joins WCAU-TV Philadelphia as

assistant news director.



Topping

Jim Topping, news and public affairs director, WFSB-TV Hartford, Conn., appointed director of news for ABC-owned WABC-TV New York, succeeding **Ron Tindiglia**, who left on June 1 to form his own news consultancy company in New York.

Elden Hale, creative VP and station manager, WNEP-TV Scranton, Pa., joins KXAS-TV Fort Worth as executive news producer.

Larry M. Rickel, executive news producer, WDSU-TV New Orleans, joins KGO-TV San Francisco as executive producer of 11 p.m. news.

John P. Bobel, news producer, WBZ-TV Boston, joins co-owned WJZ-TV Baltimore as executive news producer.

Gary L. Anderson, news director, KIII(TV) Corpus Christi, Tex., joins wis-TV Columbia, S.C., in same capacity.

Gene Hebert, executive news producer, WXII-TV Winston-Salem, N.C., named news director.

Roger Wellman, assignment editor and producer, WTVD(TV) Durham, N.C., joins WSET-TV Lynchburg, Va., as news director.

Hettie Lynne Hurtes, anchor, KFWB(AM) Los Angeles, joins KRTH(FM) there as news director.

C.D. Jaco, news director, WXRT(FM) Chicago, resigns to join new NBC radio network service, *The Source*. **Neil Parker**, in news department of WXRT, succeeds Jaco.

Andrea Boggs, anchor, KORK-TV Las Vegas, named news director of co-owned KORK-AM-FM there.

John Wilson, anchor, WBT(TV) Charlotte, N.C., joins KSD-TV St. Louis as co-anchor of 6 and 10 p.m. newscasts.

John Erickson, news director, KGW(AM) Portland, Ore., assumes additional duties as public affairs director. **Willie Robinson**, promotion and public affairs assistant, named public service director.

Bill Leslie, news director, KULF(AM) Houston, joins WRAL(FM) Raleigh, N.C., as director of news and public affairs.

Sydnie Kohara, graduate, Louisiana State University, Baton Rouge, joins WCOV-TV Montgomery, Ala., as assignment editor and reporter.

Les Butler, assistant to director of personnel and community affairs, WJLA-TV Washington, named director of community affairs.

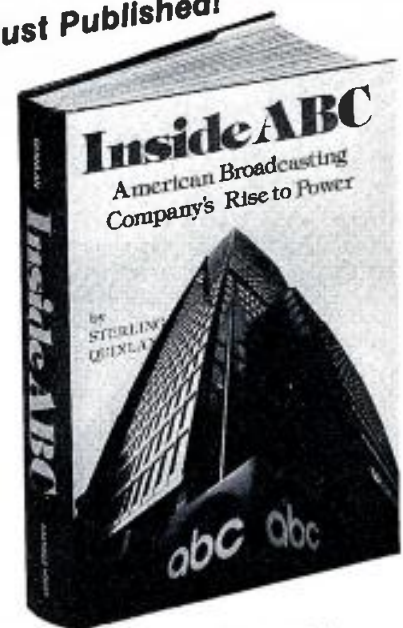
Daryl Staehle, instructor, Ohio University, Miami, joins WRUF-AM-FM Gainesville, Fla., as news and public affairs director.

Lori Matsukawa, reporter-anchor, KRCR-TV Redding, Calif., joins KPTV(TV) Portland, Ore., as reporter.

Cliff Eshbach, public affairs director and air personality, WARD(AM) Pittston, Pa., joins WLYH-TV Lancaster, Pa., as reporter.

Steve Glasser, news director, WTGR(AM) Myrtle Beach, S.C., joins WOLO-TV Columbia, S.C., as producer of 6 p.m. news.

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William Drummond, reporter in Washington bureau of *Los Angeles Times*, and **Theodore Clark**, Washington bureau chief of Pacifica Radio, five-station noncommercial network, join National Public Radio, Washington, as editors. **Carolyn Craven**, reporter for noncommercial KQED(TV) San Francisco, and **Steven Curwood**, producer with noncommercial WGBH-TV Boston, join NPR as reporters.

Fred Yager and **Cammy Seidel**, with Associated Press, New York, named supervising editor and assistant editor, respectively, of new high-speed newswire, scheduled to begin operation Sept. 1. **Maysie Stewart**, on administrative staff of AP in New York, named broadcast executive for Kentucky and West Virginia, based in Lexington, Ky.*

Adam Lynch, anchor, WIC-TV Pittsburgh, joins news staff of WWSW(AM) there.

Jim Dick, Trenton (N.J.) assignment editor, *New Jersey Nightly News*, joint presentation of New Jersey public television and noncommercial WNET(TV) New York (Newark, N.J.), named senior producer based in Trenton. **Louis Young**, from WFLA-TV Tampa, Fla., succeeds Dick. **Jeffrey Hall**, Newark-based reporter for *New Jersey Nightly News*, named associate news producer in Newark.

Mark Brochin, formerly with WCNB-AM-FM Connersville, Ind., joins KCTE(AM) Southwest City, Mo., as news director.

Promotion and PR



Davis

Gene A. Davis, manager of advertising and sales promotion, WMAQ-TV Chicago, named VP of advertising and public relations, television station division of Corinthian Broadcasting Corp., New York.

A. Michael Finn, director of public relations, Esmark Inc., New York, joins Cunningham & Walsh there

as VP in charge of public relations division.

Mark Harrad, associate director of information services, Public Broadcasting Service, Washington, named director of public information.

Ken Dennis, news producer, WOLO-TV Columbia, S.C., named promotion director.

Roxann Miller, on administrative staff of Good Samaritan hospital, Portland, Ore., joins KGW(AM) there as promotion director.

Roy Wallace, director of public relations for Cargill Inc., forms public relations consulting firm in Minneapolis. Roy Wallace and Associates. Wallace was formerly editorial director for WABC-AM-TV New York.

Jan Sheehan, former producer, KMOX-TV St. Louis, joins BHN-PR, public relations division of Batz-Hodgson-Neuwoehner, St. Louis, as account executive.

Allied Fields

Denis Courtney, executive director of Society of Motion Picture and Television Engineers, Scarsdale, N.Y., retires after 26 years with organization, last 11 as executive director.

Labor's leaders. Hollywood was surprised last week by the announcement that Kathleen Nolan, two-time president of the Screen Actors Guild, has decided not to seek a third term. In her stead, the union's nominating committee selected William Schallert, a former union board member and a Nolan associate who has remained relatively removed from union politics since an unsuccessful 1977 bid for first vice president. Meanwhile in Nashville, the American Federation of Television and Radio Artists selected Bill Hillman, a reporter with KPX(TV) San Francisco, as its new president.



Jordan

Frank J. Jordan, director of news systems, NBC News, and former Washington bureau chief for NBC News, named dean of School of Communications at American University in Washington.

Ann Merick, associate producer of daily talk show, WTTG(TV) Washington, joins U.S.

Chamber of Commerce as associate producer of its new syndicated television program, *It's Your Business*.

Dell Heney, VP-account executive in client service, A.C. Nielsen, Menlo Park, Calif., named production manager of scanning services for Nielsen's marketing research group, Northbrook, Ill.

Cable

H. Michael Smith, manager of earth station sales, Scientific-Atlanta, Atlanta, named marketing support manager for cable communications division. **Basil Kehoe**, from Alcan Cable, joins Scientific-Atlanta as sales representative for cable communications pro-



In the line of duty. Two members of the special program unit of KYW-TV Philadelphia were killed July 14 when the helicopter in which they were flying crashed into the Schuylkill River there. They were filming a jog-a-thon benefitting the American Cancer Society, sponsored by KYW-TV. William Loomer, 43, soundman and editor, and Daniel Preuhs, 33, cameraman, were the victims, but the chartered helicopter pilot survived. Loomer had been with the station 11 years. His survivors include his wife and six children. Preuhs was a summer-relief cameraman and had been with KYW-TV less than four months. His survivors include his father, mother, brother and sister.

ducts, West Coast.

Roy Mehlman, general sales executive for cable television services of UPI, joins Cable News Network, subsidiary of Turner Communications Corp., Atlanta, as senior sales executive, operating New York office. Network is scheduled to begin broadcasting June 1.

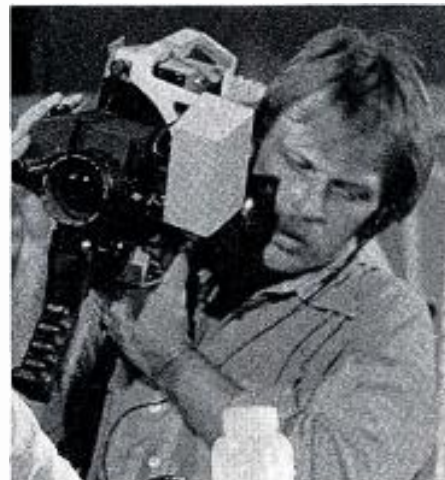
Deaths

William Edward Moore, 61, president and general manager of KLRB(FM) Carmel, Calif., died of heart attack July 2 in Carmel. Before joining KLRB two years ago, he had been VP-general manager of Avery-Knodel, based in San Rafael, Calif. He worked there 14 years. Moore began his broadcasting career in 1949 with station representative firm of Raymer & Co., and worked for KTAR(AM) Phoenix in 1952-1954. Survivors include his wife, Ellen, and two daughters.

Phillip F. Siling, 82, retired communications engineer for RCA Corp., died July 10 of cancer in Arlington, Va. He joined RCA in 1944 as director of frequency bureau and retired in 1963. He then worked as communications consultant in Washington area. Before joining RCA, Siling worked as assistant deputy administrator of National Recovery Administration and as assistant chief engineer for FCC. He served on Interdepartment Radio Advisory Committee and was former chairman of Joint Technical Advisory Committee. He also served as special adviser to Office of Telecommunications Management in White House. Survivors include his wife, Grace, and one daughter.

James Crockett, 63, of *Crockett's Victory Garden*, which appeared on noncommercial WGBH-TV Boston, and then became show on Public Broadcasting Service, died July 11 while vacationing in Jamaica. Survivors include his wife, Margaret Ellen Williams of home in Concord, Mass.

George DeWitt, 56, host of game show in 1950's, *Name That Tune*, died July 14 of heart attack in Veterans Administration hospital in Miami. He was also host of *Be Our Guest* and *Be My Guest*. Survivors include one son and brother.



Stock Index

Exchange and Company	Closing Wed. July 18	Closing Wed. July 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000)
BROADCASTING						
N ABC	42 1/2	42 1/4	+ 1/4	+ .59	9	1,177
N Capital Cities	41	42	- 1	- 2.38	11	574
N CBS	50 3/4	52 5/8	- 1 7/8	- 3.56	7	1,426
N Cox	62 3/4	62 1/8	+ 5/8	+ 1.00	12	418
A Gross Telecasting	22 1/4	22 7/8	- 5/8	- 2.73	7	17
O Kingstip Commun.	17 3/4	17 3/4			32	8
O Lin.	43	44 1/4	- 1 1/4	- 2.82	10	119
N Metromedia	58 3/4	59 3/4	- 1	- 1.67	8	270
O Mooney	7	6 3/4	+ 1/4	+ 3.70		2
O Scripps-Howard	48	48			9	124
N Storer	38 1/8	38 1/2	- 3/8	- .97	10	222
N Taft	25	25 3/4	- 3/4	- 2.91	8	212

Exchange and Company	Closing Wed. July 18	Closing Wed. July 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	15	16 1/2	- 1 1/2	- 9.09	12	18
A Affiliated Pubs.	22	22			8	77
N American Family	12 5/8	13	- 3/8	- 2.88	6	133
N John Blair	19 5/8	20 3/4	- 1 1/8	- 5.42	4	72
N Charter Co.	33 3/8	32 3/4	+ 5/8	+ 1.90	29	641
N Chris-Craft	14 7/8	13 3/4	+ 1 1/8	+ 8.18	8	54
N Coca-Cola New York	6 5/8	6 3/4	- 1/8	- 1.85	9	116
N Combined Comm.	33 1/2	33 1/2			12	355
N Cowles	21 3/4	19 3/4	+ 2	+10.12	17	86
N Dun & Bradstreet	35	35			14	974
N Fairchild Ind.	32 3/8	31	+ 1 3/8	+ 4.43	7	184
N Fuqua	11	11 3/8	- 3/8	- 3.29	5	139
N Gannett Co.	41 3/4	43 5/8	- 1 7/8	- 4.29	13	1,122
N General Tire	22 3/4	23 1/4	- 1/2	- 2.15	5	527
O Gray Commun.	26	26			8	12
N Harte-Hanks	20 1/4	20 3/8	- 1/8	- .61	12	187
N Jefferson-Pilot	34 3/4	36	- 1 1/4	- 3.47	9	795
O Marvin Josephson	13 1/2	13 3/4	- 1/4	- 1.81	7	34
O Kansas State Net.	22 1/4	24	- 1 3/4	- 7.29	19	40
N Knight-Ridder	22 3/4	22 1/2	+ 1/4	+ 1.11	10	751
N Lee Enterprises*	21 3/8	21 3/8			11	155
N Liberty	36 3/4	38 3/4	- 2	- 5.16	8	248
N McGraw-Hill	23 3/4	24 1/4	- 1/2	- 2.06	9	588
A Media General	22 3/4	22 5/8	+ 1/8	+ .55	9	169
N Meredith	28 3/4	28 1/4	+ 1/2	+ 1.76	6	88
O Multimedia	26 1/4	26 1/2	- 1/4	- .94	11	174
A New York Times Co.	24	24 5/8	- 5/8	- 2.53	18	278
N Outlet Co.	20 1/8	20 1/2	- 3/8	- 1.82	5	49
A Post Corp.	18 3/4	18 3/4			8	34
A Reeves Telecom	4 5/8	4 5/8			51	11
N Rollins	18 3/4	19 3/4	- 1	- 5.06	9	251
N San Juan Racing	16	16 1/2	- 1/2	- 3.03	21	40
N Schering-Plough	29 3/4	30 7/8	- 1 1/8	- 3.64	8	1,585
A Sonderling	25 1/2	26	- 1/2	- 1.92	8	28
A Tech Operations	10	10 5/8	- 5/8	- 5.88	25	13
N Times Mirror Co.	29 3/4	30 5/8	- 7/8	- 2.85	8	1,010
O Turner Comm.*	11	11				108
A Washington Post	24 1/4	24 1/2	- 1/4	- 1.02	8	389
N Wometco	19	18 7/8	+ 1/8	+ .66	9	163

Exchange and Company	Closing Wed. July 18	Closing Wed. July 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000)
CABLECASTING						
A Acton Corp.	10 7/8	11	- 1/8	- 1.13	7	26
O Ameco+						
O Athena Comm.	4 1/4	4 1/4			9	9
O Burnip & Sims	5 5/8	5 3/4	- 3/8	- 2.17	30	47
O Cable Info.*	6	6			30	3
O Comcast	19	21 1/2	- 2 1/2	-11.62	18	31
O Entron*	5	5			5	4
N General Instrument	40 3/4	43 1/4	- 2 1/2	- 5.78	11	317
O Geneve Corp.*	13 3/4	13 3/4			6	15
O Tele-Communications	29 1/8	29 3/8	- 1/4	- .85	36	155
N Teleprompter	17 7/8	19 1/4	- 1 3/8	- 7.14	24	356
O Texscan	3 5/8	4 1/4	- 5/8	-14.70	21	2
N Time Inc.	41	40	+ 1	+ 2.50	7	1,145
O Tocom	12 3/4	12 3/4			27	19
O UA-Columbia Cable	33	32 3/4	+ 1/4	+ .76	15	110
O United Cable TV	32	34 1/4	- 2 1/4	- 6.56	23	65
N Viacom	30 1/2	30 1/8	+ 3/8	+ 1.24	16	115

Exchange and Company	Closing Wed. July 18	Closing Wed. July 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000)
PROGRAMING						
A Amer. Intl. Pictures**	9 3/4	9 3/4				23
O Chuck Barris Prods.	12 1/4	13	- 3/4	- 5.76	5	
A Cinema 5 Ltd.**	4 1/2	4 1/2				3
N Columbia Pictures	22	22 3/4	- 3/4	- 3.29	3	214
N Disney	36 1/2	35 1/4	+ 1 1/4	+ 3.54	11	1,183
N Filmways	13 3/8	14 1/2	- 1 1/8	- 7.75	8	67
N Four Star	3/4	3/4				8
N Gulf & Western	15	15 5/8	- 5/8	- 4.00	4	714
N MCA	44 7/8	48	- 3 1/8	- 6.51	8	1,046
N MGM	18	19 3/4	- 1 3/4	- 8.86	8	548
O Medcom	3 1/2	3 1/4	+ 1/4	+ 7.69	14	6
N Transamerica	17 3/4	18 1/8	- 3/8	- 2.06	6	1,171
N 20th Century-Fox	38	39 1/8	- 1 1/8	- 2.87	5	296
O Video Corp. of Amer.	9	9 5/8	- 5/8	- 6.49	30	8
N Warner	35 3/4	36 3/8	- 5/8	- 1.71	8	701
A Wrather	16 5/8	17 3/8	- 3/4	- 4.31	45	38

Exchange and Company	Closing Wed. July 18	Closing Wed. July 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000)
SERVICE						
O BBDO Inc.	32	31 3/4	+ 1/4	+ .78	7	80
O Compact Video	7 3/4	8 3/4	- 1	-11.42		13
N Comsat	42	46 1/2	- 4 1/2	- 9.67	10	336
O Doyle Dane Bernbach	18	18 1/4	- 1/4	- 1.36	6	31
N Foote Cone & Belding	18 1/8	18 3/8	- 1/4	- 1.36	6	47
O Grey Advertising	32	32 1/2	- 1/2	- 1.53	4	19
N Interpublic Group	35	37 5/8	- 2 5/8	- 6.97	7	83
O MCI Communications	6 1/2	6 3/4	- 1/4	- 3.70	81	134
A MovieLab	5 3/8	6 1/8	- 3/4	-12.24	10	8
A MPO Videonics	4 1/2	4 3/4	- 1/4	- 5.26	4	2
O A. C. Nielsen	22	22 5/8	- 5/8	- 2.76	10	241
O Ogilvy & Mather	19 1/4	19	+ 1/4	+ 1.31	6	69
O TPC Communications	7 1/2	7 1/4	+ 1/4	+ 3.44	14	6
N J. Walter Thompson	25	25 1/4	- 1/4	- .99	6	66
N Western Union	20 5/8	21 5/8	- 1	- 4.62	9	313

Exchange and Company	Closing Wed. July 18	Closing Wed. July 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	7	6	+ 1	+16.66	5	11
N Ampex	15 1/8	15 7/8	- 3/4	- 4.72	10	171
N Arvin Industries	13 3/8	14 1/8	- 3/4	- 5.30	4	79
O CCA Electronics*	1/8	1/8				1
A Cetec	4 5/8	4 5/8				10
A Cohu	3 3/4	3 5/8	+ 1/8	+ 3.44	13	6
N Conrac	16	16			25	32
N Eastman Kodak	53 1/2	56 3/8	- 2 7/8	- 5.09	10	8,634
O Farinon	12 1/2	13 3/4	- 1 1/4	- 9.09	12	59
N General Electric	50 1/2	50 3/8	+ 1/8	+ .24	9	9,321
N Harris Corp.	25 3/4	27 3/8	- 1 5/8	- 5.93	11	672
O Harvel Industries	6 3/4	6 3/4			18	3
O Intl. Video Corp.*	1 1/8	1 1/8				3
O Microdyne	16 3/4	17 1/4	- 1/2	- 2.89	17	1
N M/A Com, Inc.	21	22 1/2	- 1 1/2	- 6.66	27	55
N 3M	53	55 1/8	- 2 1/8	- 3.85	11	6,173
N Motorola	42	44 3/4	- 2 3/4	- 6.14	10	1,198
N N. American Philips	27 7/8	27 1/2	+ 3/8	+ 1.36	5	335
N Oak Industries	30 1/4	31 1/2	- 1 1/4	- 3.96	21	109
O Orrox Corp.	5 3/4	5 7/8	- 1/8	- 2.12	8	11
N RCA	23 1/2	24 3/8	- 7/8	- 3.58	6	1,758
N Rockwell Intl.	37 1/4	37 3/8	- 1/8	- .33	6	1,296
A RSC Industries	3	3			17	7
A Scientific-Atlanta	36 1/2	36 1/2			16	98
N Sony Corp.	8 1/2	8 7/8	- 3/8	- 4.22	14	1,466
N Tektronix	52 3/8	54	- 1 5/8	- 3.00	13	942
O Telemation	1 1/2	1 1/2			2	1
O Valtac	13 1/2	12 3/4	+ 3/4	+ 5.88	29	53
N Varian Associates	21 3/8	22 1/2	- 1 1/8	- 5.00	119	146
N Westinghouse	19 7/8	20 3/8	- 1/2	- 2.45	6	1,719
N Zenith	12 5/8	12 5/8			12	237
Standard & Poor's 400						
Industrial Average	112.40	114.66	-2.26			

Notes: A-American Stock Exchange, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Loeb, Rhoades Hornblower Inc., Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. +Traded at less than 12.5 cents.



The news that's in the news

A public increasingly skeptical of other institutions is turning more and more to television as its favorite medium of journalism.

Among all media, television ranks far out in front as the first source of news and the most credible.

How did television achieve that rank? Why does it keep gaining in stature? The answers will be found in a Special Report in **BROADCASTING** August 6

Applying the experience gained in an ongoing series of reports on television journalism, the editors of **BROADCASTING** are preparing a portfolio of news operations coast to coast. They will seek the reasons why the quality of news presentation determines station rank in market after market.

The August 6 issue containing this Special Report will go, of course, to the magazine's regular circulation of 36,487, which includes the cream of broadcast-oriented marketing and advertising executives and the members and key staffers of the FCC and other government bodies concerned with broadcast regulation and legislation. The issue will also be specially delivered to every member of the United States Senate and House and to all state governors.

A prime medium for prime advertisers.

If you count your news department to be a factor in television journalism, if your company is a network, a news service or a supplier of anything to television journalism—or if you have something to say *to* television journalists, this Special Report offers Special Opportunity.

The closing date for advertising is July 30.

You belong in Broadcasting  Aug 6

Gannett's Allen Neuharth: a joker but no joke

Legend has it that Al Neuharth once walked past a conference room in a Chicago hotel, glanced inside and, seeing several strange men all voting "yes" on something he knew nothing about, walked in, found a seat, voted "no," got up, walked out and went on about his business.

It is also said that he once sent his first wife and a friend to a football game in a rented car, notified police the car had been stolen, left on a business trip and got word two days later that his wife was in jail.

Legends seem to collect around the chairman, president and chief executive officer of the Gannett Co., the biggest newspaper chain in the U.S. and now a major station group owner as well. Handsome, flamboyant, articulate, known as a formidable and tireless publisher and a first-rate journalist, a man a former close associate at Gannett says is "probably the most intelligent person I ever worked with," Neuharth is also—obviously—a prankster and practical joker as well.

Neuharth himself suggests that Gannett's \$370-million acquisition of Combined Communications Corp. last month, the largest merger yet in broadcast history (BROADCASTING, June 11), actually started as a joke. "The way these things start sometimes," he says, "is you kid about them." He and Karl Eller, president of Combined, had known each other for several years. During that time, he says, "there were a few times when I kidded Karl about our getting married, and a few times when he kidded me about taking us over." Two or three years ago, making a speech in Phoenix with Eller in the audience, Neuharth "announced" that Combined, Gannett and the newspaper in nearby Scottsdale, Ariz., were all merging, with the owner of the Scottsdale paper becoming the top man.

"That's the kind of kidding that goes on," Neuharth explains. "I can't tell you where the idea originated or who first mentioned it to whom. But we didn't get serious in talking about it until February or March of last year. I think that happened out of mutual interest in talking seriously—I didn't call up and say, 'Hey, let's talk seriously about this,' and neither did he. It just happened that we had a chance meeting and a chance to talk privately and seriously."

Once the talk turned serious, the details were hammered out in a couple of months.

At 55, Al Neuharth sits atop an empire that includes 80 daily newspapers in 33 states, reaching a total circulation of 3.45



Allen Harold Neuharth—chairman, president and chief executive officer, Gannett Co., Rochester, N.Y.; b. March 22, 1924, Eureka, S.D.; U.S. Army, 1943-46; BA, University of South Dakota, 1950; reporter, *Rapid City (S.D.) Journal*, 1948; sports writer, *Mitchell (S.D.) Daily Republic*, 1949; staff writer, AP, Sioux Falls, S.D., 1950-52; editor, publisher, *South Dakota Sports Weekly*, Sioux Falls, 1952-54; reporter, later assistant managing editor, *Miami (Fla.) Herald*, 1954-60; assistant executive editor, *Detroit Free Press*, 1960-63; general manager, *Times-Union and Democrat and Chronicle*, Rochester, N.Y., 1963-67; executive VP, Gannett Co., 1967-70; president since 1970, chief executive officer since 1973 and chairman since last Jan. 1; chairman and president, American Newspaper Publishers Association, 1978 to date; m. Lori Wilson Dec. 31, 1973; two children from first marriage: Dan, 25, and Jan, 23; two stepdaughters by present marriage: Rhonda, 23, and Kim, 19.

million; seven TV stations, six AM and six FM stations; outdoor advertising interests in the U.S. and Canada; weekly newspapers; Canadian newsprint interests; a news service, and Louis Harris & Associates, the polling concern. The Combined subsidiary, headed by Eller as president, now houses the broadcasting and outdoor advertising interests acquired from Combined, plus all other nonnewspaper operations.

The merger transformed Gannett, in Neuharth's words, "into a total communications company—or nearly total. Before Combined, just about 97% of our business was in newspapers. Now, a little over 75% is in newspapers, a little over 10% is in broadcasting, a little over 10% in outdoor and 3% or 4% in other things." He expects eventually to add one more AM and one more FM station to get to the FCC-set maximum, and to diversify further within the communications field, probably including cable and magazines.

Neuharth leaves no doubt that he considers Eller the resident expert in both

broadcasting and diversification. And they share, Neuharth says, "a fairly modest goal—to become the biggest and best total communications company in the country."

Neuharth is almost constantly on the go, getting home to his wife (a former Florida state senator, Lori Williams) in Cocoa, Fla., only on weekends—and not always then. He has offices at Gannett headquarters in Rochester, N.Y., and in New York, Washington and Cocoa. The company jet is a fully equipped office, too, which is fortunate, for his schedule in one recent week included:

Meetings in Florida on Sunday, an all-day meeting of the Gannett operating committee in Rochester on Monday, a board of directors meeting Tuesday morning, a meeting in Cincinnati Tuesday afternoon, a dinner meeting in Boise, Idaho, Tuesday evening and a flight to Oakland, Calif., Tuesday night for a breakfast meeting on Wednesday, further meetings Wednesday morning, flight to New York Wednesday night for meetings Thursday morning, then a flight to Florida for meetings Friday. In addition to everything else, he has been chairman and president of the American Newspaper Publishers Association since 1978.

To help him maintain the pace of 15-18 hour work days, he runs. "I'm very, very disciplined about my physical condition," he says. "I say I invented jogging. I started jogging daily when I was city editor of the *Miami Herald* [in the 1950's] before anybody ever thought of jogging. I jog every morning, wherever I am."

Neuharth was born in Eureka, S.D., and began his love affair with newspapers as editor of his high school paper. "I liked that," he says, "because it got my name in the paper every week." Actually, he hoped to become a lawyer, but after four wartime years in the Army he returned and cast about for something that didn't take seven years of schooling. At the University of South Dakota, working summers on newspapers, he also tried his hand at sportscasting and newscasting on the school station, KUSD(AM) Vermillion, but found, he says, that "I was better suited for writing than announcing."

He started a sports weekly in South Dakota that went broke in two years, an experience so humiliating that he "ran away from home." He went to Florida and got a job on the *Miami Herald*. From Miami he went to the *Detroit Free Press* and from there to Gannett's hometown newspapers in Rochester as general manager, which led to the executive vice presidency of the Gannett chain. Since 1971, when he became president, Gannett has added over 50 newspapers to its group.

It's unlikely Gannett or Neuharth will stop running after more.

It's over, and nobody wins

Lionel Van Deerlin, who hoped to see his name on a new communications act, has learned the truth of the hoariest of Washington clichés: Legislation is more easily killed than adopted. Fragments of his H.R. 3333 may survive, marked down to, say, H.R. 1995, but his ambitious rewrite of the Communications Act of 1934 will vanish with all the other bills that never make it out of committee.

H.R. 3333 failed precisely because of its ambition. In attempting to erase a 45-year-old act that the objects of its regulation had learned to live with, however uncomfortably at times, Van Deerlin threatened to steal the all-purpose security blanket. In proposing a substitute that assessed a penalty or price for every benefit conferred, he created a document containing something for everyone to hate. It takes a certain genius to draft legislation to which Nicholas Johnson and Vincent T. Wasilewski can both find objections.

In a way it is too bad that things turned out this way. For broadcasters there were demonstrable advantages to be gained in H.R. 3333. Radio was promised virtual emancipation from the most tedious of chores now assigned by the existing act and FCC interpretations of it. Television would have gotten less relief, but more than it has under present law and regulation.

But things had to turn out this way as long as H.R. 3333 contained the features that were unacceptable: large spectrum fees, amounting to an extortionate tax on top of present federal taxes; for television a federal quota of certain kinds of programs to be broadcast, to name two provisions that broadcasters resisted. Citizen groups, of course, objected to the modified license renewal procedures that would deny the professional agitators as much incentive and opportunity as they have now to harass licensees.

In the circumstances, Van Deerlin's colleagues began to detect more political risk than advantage in H.R. 3333. Clearly the mood on his subcommittee for the balance of this term is to entertain no broadcast legislation that is controversial.

Send in a pro

Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) are raising new questions about the State Department's readiness to represent this country's interests in the forthcoming World Administrative Radio Conference. They are unsatisfied with a report provided at their request by the Congressional Research Service, which expressed "cautious apprehension" over the prospects of WARC '79 (BROADCASTING, July 16). A report from the independent A. D. Little Co. has been ordered.

The law professor and former FCC commissioner who is to lead the U.S. delegation to the Geneva conference, which begins in two months, takes a less gloomy view. Glen Robinson talks of "cautious optimism," although he concedes that in recent months of preparation for the conference he has become "more aware" of problems that the U.S. may anticipate from countries with conflicting claims to frequencies and politically different views about their use.

As has been noted on this page before, there is no reason to question Robinson's intellectual capacity to carry out his WARC assignment, but his sophistication in international negotiation re-

mains to be tested. Robinson's initial observations indicated a political naïvete about the difficulties he is likely to encounter, especially from Third World nations, each with a vote equivalent to ours.

Senator Goldwater has volunteered to accompany the U.S. delegation to WARC "if the Senate's schedule permits." His presence, even as an observer, would be an asset. Another American official who should be in Geneva, and on the delegation in a leadership role, is FCC Commissioner Robert E. Lee who has been chairman or member of delegations to five international communications conferences during his long service on the FCC. Lee has learned how to negotiate in Geneva. His practical experience and political savvy would be the ideal complement to Robinson's more academic approach.

Proof of performance

Television's experience in covering the Ted Bundy murder trial in Miami ought to stand as the definitive answer to those—including, perhaps especially including, members of the judiciary—who would ban cameras from courtrooms. Or from Congress or the U.S. Supreme Court or almost anywhere else, for that matter.

As reported here a week ago, a record number of television stations—25 or more—are covering the Bundy trial. The procedure is simple: Under guidelines established by the Florida Supreme Court, a single, stationary camera covers the court proceedings full time. In a room outside, station crews can plug in for as little or as much as they want to take. Things may get a little hectic out there, but inside the courtroom there is no commotion, no distraction.

The Bundy trial judge, Edward Cowart, was a leader in the Florida courtroom experiment that led to the guidelines. Understandably, he won't talk about cameras in the context of the Bundy case. But he points out that he has had a lot of experience with television trials in the past, and he thinks they make life easier for witnesses and other participants—by eliminating the buttonholing they would otherwise endure when they leave the courtroom—and make for "far more accurate" and "far more credible" reporting as well.

Seems to us that's pretty expert testimony.



Drawn for BROADCASTING by Jack Schmidt



On the job in Grand Rapids.

WJFM in Grand Rapids regularly broadcasts "Job Talk," a listing of employment vacancies supplied by the Michigan Employment Security Commission (MESC).

Recently, MESC was contacted by a food processing engineer who, although he lived 60 miles away, needed a job in Grand Rapids. The engineer's daughter required frequent treatment in a Grand Rapids hospital for a congenital back ailment.

When WJFM learned of his problem, they encouraged MESC to include the engineer's story and job qualifications in a "Job Talk" broadcast. As a result, a Grand Rapids firm accelerated its long range expansion plans, hired the engineer and solved his problem.

Helping people help themselves is all part of the Fetzer tradition of total community involvement.



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WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

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For example, when the Clampetts take over from lead-in programming, ratings go up an average 56% for 24 stations. And audience shares soar 39% higher for 25 stations.

32 stations revel in a sudden 69% increase in women. And 31 stations see their prize audience of 18-49 women rise an impressive 80% over lead-in levels!

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