

FCC: Thinking bigger on radio deregulation
NBC follows ABC's act in Los Angeles

Broadcasting May 14

The newswEEKly of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER



Top Team in the Twins!

Top topic in Minneapolis-St. Paul? You guessed it: the weather. And it takes the top team to do it right.

That means KSTP-TV. With 8 professional meteorologists (that's 7 more than any other station has), a super-

sophisticated Weather Center and our Live Action Cam helicopter we've got every other channel beat cold.

In fact, the *entire* Eyewitness News is tops around here. Yea team!

#1 Eyewitness News at 6 and 10 p.m.

KSTP-TV 

The leading 24 hour station

51250 B9258 MUA NOV/79
KDCR RADIO
DORDT COLLEGE
SIOUX CENTER IA 51250



represented by TeleRep

The best "eyes" in Ohio

Newscenter 7 viewers depend on our team of talented photographers to let them see local news — and we have the best eyes in Ohio. WHIO-TV photographers recently earned more awards (13) from the Ohio News Photographers' Association than any other news photography unit

in the state — including the highest honor, Photographer of the Year. These awards are testimony to the skill, artistry, dedication and high standards of the Newscenter 7 photography team. Thanks to them, and all our news personnel, "We're Coming On!" at WHIO-TV, the news leader



COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIBC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

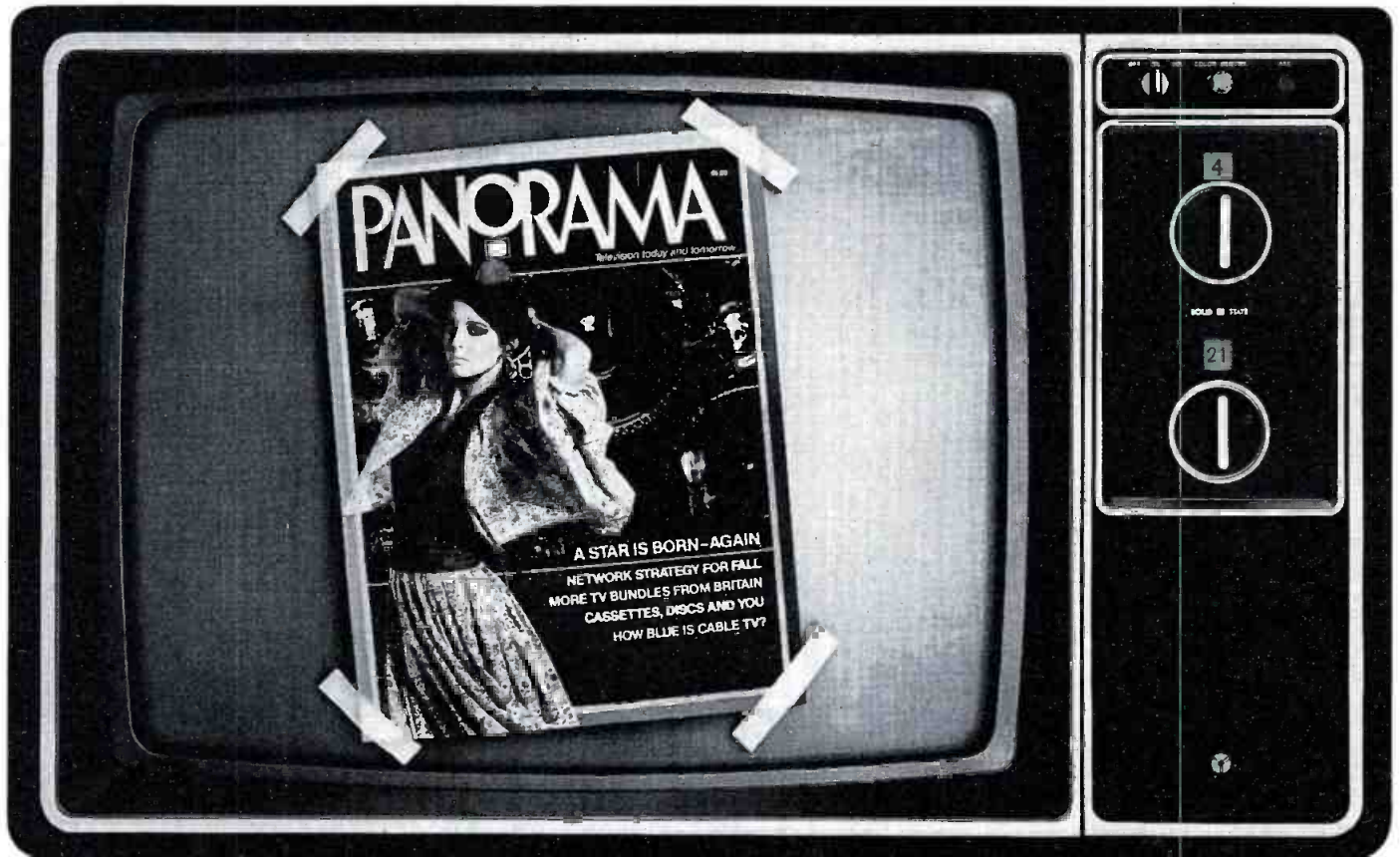
WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia

The magazine to watch.



Have you ever wondered about what really goes on behind the glowing screen?

The intricate deals? The incredible politics? The explosive new developments?

We believe there is a large group of people who are very interested in the whole phenomenon of television, and the effect it has on their lives.

Now they will have their own magazine. "Panorama-Television Today and Tomorrow."

A new monthly publication created by Triangle, the people who brought you TV Guide.

It's dedicated to the new breed of television watchers, the sophisticated, intelligent viewer who demands a total perspective of the single most powerful force in our society.

Panorama will feature well-illustrated articles by the brightest and the best on the provocative issues and crises of modern television.

It will report on the technological advances that affect the home screen—focal point of the communications revolution.

And explore the effect television and its programs have on millions upon millions of viewers.

It's aimed at a select audience. An audience that appreciates the best that television can afford. And who can afford the best products that you can advertise.

If you think your products will appeal to this select audience, then "Panorama-Television Today and Tomorrow" is your new television medium.

PANORAMA
Television today and tomorrow

All of these faces have one thing in common. Tomorrow.



The International Year of the Child is a celebration of children all over the world. And a reminder of their need for guidance, love and understanding no matter where they are growing up.

As part of this year's salute to the coming generations, NBC is presenting a series of messages that under-

line the different life-styles of children all over the world, and the universal joy that being young can mean.

The National Broadcasting Company invites you to watch for these messages and join in celebrating children around the world, in this the International Year of the Child.



NBC/Year of the Child

The Week in Brief

BIGGER IDEAS □ About to propose a limited experiment in deregulation of radio, the FCC reviews data that convinces it to try for wide-ranging revisions of the rules. Citizen groups gear up for a fight. **PAGE 23.**

HAPPY DAYS IN L.A. □ The smiles of Ned Beatty and Carol Burnett, stars of ABC-TV's *Friendly Fire*, are indicative of the mood of the network and its affiliates at



their annual meeting last week. ABC leaders, however, remind them they will always have to fight to stay on top. **PAGE 26.**

STIFF-UPPER-LIP-DAYS □ This week, it's NBC's turn at the Century Plaza, and there's little to cheer about. Affiliates aren't in revolt but are anxious for reassurance. **PAGE 30.**

PINCHED FOR PAYOLA □ Sonderling Broadcasting's WOL(AM) Washington is set for renewal hearing, but the station may go to minorities in a distress sale. **PAGE 30.**

A LOOK AT THE FCC'S LATEST □ Rarely has there been such a stir over a commission appointment as that concerning the naming of Cable Bureau Chief Philip Verveer to head the Broadcast Bureau. A "Men in the News" story looks at Verveer as well as his replacement on the cable side, Randy Nichols. **PAGE 32.**

READY FOR RETRANSMISSION □ That subject is first on the list of topics at the House Communications Subcommittee's hearings this week on the rewrite, with Geller testimony leading off. **PAGE 36.**

REGROUPING GROUP W □ The company realigns its headquarters staff structure, names George Moynihan VP of programming for the television group and gets rid of its central retail marketing unit. **PAGE 44.**

GATHERING AT GREENBRIER □ Members of the AAAA meet in West Virginia for their annual convention. On tap are discussions ranging from trends in new electronic media and emerging black markets to creativity in commercials. **PAGE 48.**

RKO GETTING READY TO FLY □ RKO Radio has set September as the target for launching a radio networking plan. It will start with taped features, but the long-range plan is to deliver hourly news, features and music programming via satellite by 1980. **PAGE 50.**

'WHITE PAPER' RECYCLED □ After five years, NBC News is bringing back its *White Paper* documentary series starting in September. Principal reporter is to be Edwin Newman; sole sponsor is Weyerhaeuser. **PAGE 52.**

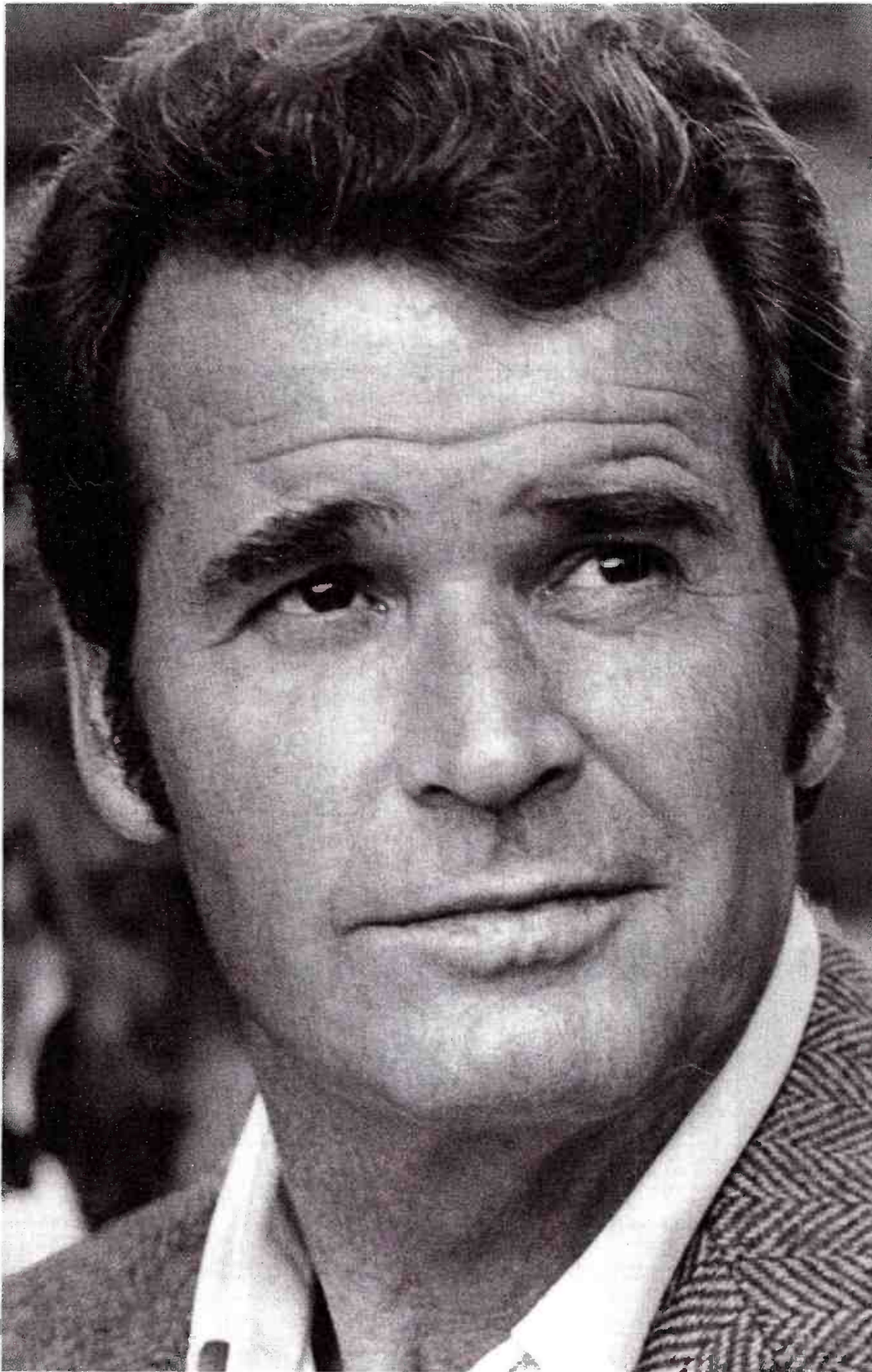
NCTA'S VEGAS HAND □ In a year which has seen cable's fortunes helped along by a number of favorable court and FCC decisions and improving economic indicators, NCTA is set to open its annual gathering in Las Vegas next week. The day-by-day agenda begins on **PAGE 58** and a list of exhibitors with booth locators starts on **PAGE 60.**

HAPPY DAYS FOR NARDINO □ The president of Paramount Television has one of the biggest winning streaks in TV going for him—half of the top-10 shows are Paramount products. A big factor in that success is his business ability and congenial personality that has attracted, and kept, some of the best talent in the business. **PAGE 89.**

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NOW, OUR FINEST HOUR CAN BE YOUR FINEST HOUR.



When "The Rockford Files" starts on local stations this Fall, many network affiliates will slot it as an early fringe lead-in to the news. Others will run it at 10:30 p.m. or later. Independents have it slotted for early fringe or prime time.

That's "The Rockford Files." NBC stations know it's consistently been one of their very top rated shows. It's #1 late night and #2* in its TVQ category. Rockford's light touch makes the difference.

When you've got James Garner in "The Rockford Files," you've got 113[†] of your finest hours.

**"The Rockford Files."
Don't start this Fall
without it.**

MCA TV

Source: NTI, NSI. Subject to survey limitations.

*Second only to Quincy.

†Plus 79-80 season.

Closed Circuit®

Insider report: behind the scene, before the fact

Who's on First

Growing alarm among journalistic media over such First Amendment setbacks as recent Supreme Court decision in Herbert-CBS case (BROADCASTING, April 23) may lead to new coordination among major elements in both broadcasting and print. Last Friday dozen lawyers representing NAB, Radio Television News Directors Association, American Society of Newspaper Editors, American Newspaper Publishers Association, broadcast networks and others met privately and agreed on need for multimedia committee to share information and, as necessary, join forces when freedom of print or broadcast press is under attack.

Meeting was held at NAB Washington headquarters at invitation of Erwin Krasnow, senior vice president and general counsel. Also present was Floyd Abrams of New York, among foremost practitioners of First Amendment law. There'll be another meeting of same group, at date to be set later, to discuss organizational details.

Half-million a minute

Another TV network has sports bonanza on horizon. CBS, whose turn it will be to carry football Super Bowl 1980, is now understood to be selling 30-second spots in that event at \$250,000 each. Anticipating some 40-45 positions within game itself, and excluding pre- and post-game shows, network gross could go over \$10 million. Street-wise sales executives say that while most of spots will go for top dollar, not all will. Even for Super Bowl, there are usually some last-minute "distress" openings close to the wire.

Bright side

Despite all bad press NBC has been getting (story page 30), 1979 will be "by far" best sales year television network ever had, and 1980 is already virtually assured of being far better than 1979. That's word from NBC sales sources, who say current season was sold out long ago, except for last-minute bits and pieces that are inevitable in any network inventory. Olympics and elections promise big boost for 1980. Olympics are "staggering" sales success, officials says, with more than 90% of availabilities already gone—at prices averaging \$85,000 to \$90,000 per 30-second spot, taking into account that Olympics spots will appear in all day parts. NBC is not saying exactly how many spots there will be, but Olympics coverage runs from July 18 to Aug. 5.

NBC sales people are still working on

pricing for 1979-80 prime-time schedule but predict cost-per-thousand price increases will match those of ABC-TV. ABC executives say it's too early to tell what those will work out to, but it's estimated they'll average out to 12%-13%—if not higher. That's range NBC—and presumably CBS—have in mind.

Noblesse oblige

FCC vote on Broadcast Bureau chief's job turns out to have been even closer than 4-3 vote for Philip Verveer indicates (BROADCASTING, May 7). Commissioner Tyrone Brown, who was in majority, told colleagues at meeting that, "If I were chairman, I might well have made a different choice." Implication was that "other choice" was Martin Levy, deputy chief, who was candidate of three dissenters. Commissioner Brown felt that Chairman Charles D. Ferris should have discretion of choice among "well qualified candidates." And he regarded both Verveer and Levy as "well within realm of reason." He said later he thought choice much closer than chairman did.

In any case, Brown believes Verveer and Levy bring different but complementary qualities to their jobs, hopes they will work together "for long time."

Fourth network

Program Managers Advisory Committee of Public Broadcasting Service goes to Washington tomorrow (May 15) to discuss, among other things, common carriage schedule, which PBS hopes to start some time in fall. Idea is to have stations in system run prime-time programs in same order three or four consecutive evenings—though not necessarily in same time slots. PBS is looking for at least 120 stations for five-month trial period; reaction so far has been favorable, but final decision on concept (and programs) will be made in June.

By any other name

Although he does not concede there is morale problem at FCC—in fact, he denies it—Chairman Charles D. Ferris is said to have contracted for three-day management seminar next month for key staff members, at least in part because of morale problem. Seminar, from June 7 to 10, will be conducted by management experts assembled by Jack Rosenbloom, of River at Sunrise Institute for Human and Organization Development, who did quick management survey of commission last month ("Closed Circuit," April 30).

Ferris last week said experts would

discuss with bureau, office and division chiefs and deputies how best to use resources of commission. In response to question, he said seminar had "nothing to do with morale." But other sources at commission say concern over morale was factor in contacting River at Sunrise (which had been recommended by Federal Trade Commission Chairman Michael Pertschuk, for whom it had done work). And "interpersonal relationships" are said to be one of matters scheduled for discussion.

Ear

FCC insiders are buzzing about intense rivalry for Chairman Charles D. Ferris's ear between General Counsel Robert Bruce and Plans and Policy chief, Nina W. Cornell, with latter, whose economic views are embraced by chairman, ahead. Chairman's administrative assistant, Frank W. Lloyd, erstwhile public interest lawyer, spends more time on sidelines, while General Counsel Bruce spends more time in chairman's office (where he prepares most of Ferris's copious Hill testimony).

Nonnews?

News stories about President Carter's nomination of Lynda Bird Johnson Robb to succeed controversial Bella S. Abzug on National Advisory Committee for Women omitted mention that she's in station and cable ownership in Southwest along with her mother and sister. Daughter of late President Lyndon B. Johnson, she is wife of Lieutenant Governor Charles Robb of Virginia.

Robb owns 21.1% of LBJ Co. in Austin, Tex., as does her sister, Luci Baines Nugent. Their mother Claudia B. Johnson, owns 49.3%. LBJ Co. interests include KLBJ-AM-FM Austin; WEEL(AM) Fairfax, Va.; 29% of KWTX-AM-FM-TV Waco, which owns 50% of KBTX-TV Bryan and 75% of KNAL(AM) Victoria, all Texas; 23% of KXII-TV Ardmore, Okla., and of KLFY-TV Lafayette, La., and 50% of Capital Cable Co. in Austin (Travis county).

Found homes

With Bolton Broadcasting deciding to get out of representation of U.S. TV stations (BROADCASTING, April 23), new representatives reportedly have been lined up by all outlets hit by Bolton move: WZTV(TV) Nashville and WGNO-TV New Orleans to H R Television; WUTV(TV) Buffalo, N.Y., to WGN Continental Sales; WTAF-TV Philadelphia to Telerep; WSNS(TV) Chicago to Adam Young Television and WCCB(TV) Charlotte, N.C., to Katz Television.

Business Briefly

TV only

SCM Corp. □ Alternate week flights of varying lengths will be launched for Maco paint in late July and continue through October in 14 to 16 markets in fringe and prime periods. Agency: Meldrum & Fewsmith, Cleveland. Target: men, 18-49.

Red Lobster □ Seventeen-week campaign for restaurant chain begins in early June in 98 markets in fringe and prime-time. Possibility is radio will be added this summer. Agency: D'Arcy-MacManus & Masisus, St. Louis. Target: men and women, 25-54.

Pillsbury □ Eight-week and six-week campaigns for Jel Ease gelatin and American Beauty macaroni start in early June during day, early fringe and late fringe time in 125 markets. Agency: W.B. Doner, Southfield, Mich. Target: women, 25-54.

Revco □ Thirteen-week campaign for discount drug store chain begins in mid-June in all dayparts in about 60 markets. Agency: Nelson Stren Advertising, Beachwood, Ohio. Target: women, 25-49.

Ponderosa □ Thirteen-week campaign for steak house chain starts early June in about 60 markets in Midwest and East during fringe and prime time. Agency: Doyle Dane Bernbach, New York. Target: adults, 18-49.

Nationwide □ Three-month campaign for financial services begins in late June in 23 markets. Agency: SSC&B, New York. Target: adults, 25-49.

Owens-Illinois □ Twelve-week campaign begins in late May in six major markets to promote use of glass containers for food and beverage products. Agency: Howard Swink Advertising, Marion, Ohio. Target: men, 18-49.

Jean Pierre □ Ten- or 14-week campaign for Love Affair douche begins in early June in approximately 35 markets in day, late fringe and weekend time. Agency: Barriett, Larson, Peck & Farnell, Los Angeles. Target: women, 18-49.

MJB Coffee □ Ten-week campaign starts in early July in 13 western markets in day time. Agency: Carlson, Liebowitz, Los Angeles. Target: women, 25-54.

Barclays □ Two-month campaign for travelers checks begins in early June,

during early evening, late fringe and weekend spots in 11 markets including New York, Los Angeles, San Francisco, San Diego, Dallas-Ft. Worth and Boston. Agency: Cunningham & Walsh, San Francisco. Target: adults, 25-54.

Kinney □ Five-week campaign for Kinney shoes starts in June, during fringe time in about 40 markets. Agency: Sawdon & Bess, New York. Target: teenagers and adults 18-34.

Scholl □ One-month campaign for Dr. Scholl's Exercise Sandals starts in mid-May during fringe and weekend time in 38 markets. Agency: N.W. Ayer, Chicago. Target: women, 18-34.

Gillette □ Four-week campaign for Trac II saving cream begins in early June in about eight markets in fringe periods. Agencies: Grey-North Advertising, Chicago, and Benton & Bowles, New York. Target: men, 18-49.

Carnation □ Four-week campaign for Chefs Blend cat food begins in late May during day and fringe time in 40 markets. Agency: Erwin Wasey; Los Angeles. Target: women, 25-54.

Dutch Boy □ Four-week campaign starts in mid-June for exterior paints in 28 markets during early and late news, prime and fringe time. Agency: W.B. Doner, Baltimore. Target: men, 25-54.

Cheesebrough-Pond's □ Four-week campaign for Ragu spaghetti sauce in 34 markets starts in early June during fringe

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Rent a Computer from IBM on a short term basis. Pay only the BCS installation charges.

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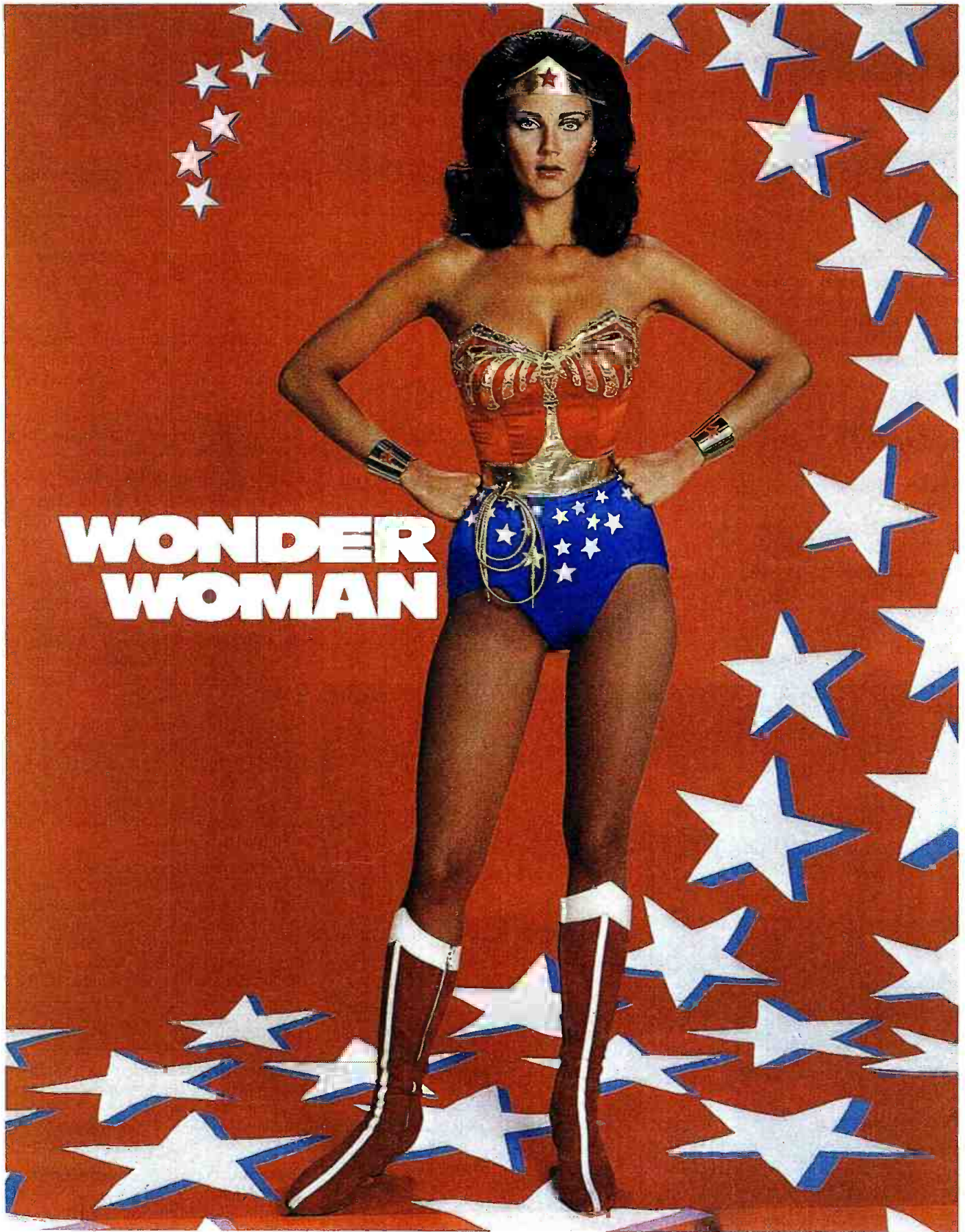
P.O. BOX 30266
CHARLESTON, S.C. 29407
TELEPHONE: 803/556-4165

BAR reports television-network sales as of April 22

ABC \$494,032,600 (36.2%) □ CBS \$446,048,600 (32.6%) □ NBC \$426,429,200 (31.2%)

Day parts	Total minutes week ended April 22	Total dollars week ended April 22	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.	167	\$1,421,800	2,526	\$18,622,600	\$16,248,900	+14.6
Monday-Friday 10 a.m.-6 p.m.	1,030	18,546,500	15,957	282,604,700	262,082,700	+7.8
Saturday-Sunday Sign-on-6 p.m.	359	10,269,900	5,594	163,850,400	144,383,600	+13.5
Monday-Saturday 6 p.m.-7:30 p.m.	98	5,040,400	1,574	78,973,000	69,210,800	+14.1
Sunday 6 p.m.-7:30 p.m.	27	1,433,900	384	26,502,000	22,207,900	+19.3
Monday-Sunday 7:30 p.m.-11 p.m.	394	46,022,500	6,581	708,230,600	617,806,400	-14.6
Monday-Sunday 11 p.m.-Sign-off	238	5,953,900	3,724	87,727,100	71,524,200	+22.7
Total	2,313	\$88,888,900	36,340	\$1,366,510,400	\$1,203,464,500	+13.5

Source: Broadcast Advertisers Reports



**WONDER
WOMAN**

Warner Bros. Television Distribution



A Warner Communications Company

time. Agency: Waring & LaRosa, New York.

Ralston Purina □ Four-week campaign starts in late May for Hi-Protein Dog Meal with day and prime-time spots in 210 markets. Agency: Della Femina, Travisano & Partners, New York. Target: women, 18-49.

American Hardware □ Four-week campaign for various hardware products starts in early June in 33 Eastern markets. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: men, 25-54.

Mazda □ Three-week campaign for various car models starts in late May during fringe and prime time in 60 markets. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: men, 18-49.

Pizza Hut □ Three-week campaign for restaurant chain begins in early June during fringe and prime time in 50 markets. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34.

Sunbeam □ Two-week campaign for men's shavers begins in early June during fringe time in 25 markets. Agency: N.W. Ayer, Chicago. Target: men, 18-49.

Princess Cruises □ Two-week campaign begins in late May during fringe time in San Francisco, Los Angeles and San Diego. Agency: Gray Advertising, Los Angeles. Target: adults over 50.

Rep Appointments

KFVS-TV Cape Girardeau, Mo.: Katz Television Continental and wccB(TV) Charlotte, N.C.: Katz American Television.

KWWQ(AM)-WPFM(FM) Panama City, Fla., and WRFY-FM Reading, Pa.: H-R/Stone Inc.

Polaroid □ Two-week campaign for One-Step camera begins in early June in approximately 61 markets during late fringe and prime time. Agency: Bozell & Jacobs, New York. Target: adults.

Nestle □ Campaign for Down Home lemonade begins in June in Cleveland, Columbus, Des Moines and St. Louis. Agency: Case & MacGrath, New York. Target: women, 18-49.

Radio-TV

Seits Meats □ Six-week campaign for various meat products begins in mid-May in 14 Midwestern markets during day, fringe and prime-time. Agency: Fremmerman, Malcy & Associates, Kansas City, Mo. Target: adults.

Silver Dollar City □ Five-week campaign begins in late June for

amusement park in Branson, Mo. in 15 Midwestern markets during daytime. Agency: Cranford/Johnson/Hunt & Associates, Little Rock, Ark. Target: adults, 25-54.

Becks Beer □ One-month campaign will begin in late May with TV spots in fringe and prime time in Los Angeles and San Francisco and radio spots in seven Western markets. Agency: Della Femina, Travisano & Partners, Los Angeles. Target: men, 18-49.

Plumrose □ One-month campaign for hams begins in late June in nine radio and 12 TV markets during day and fringe time. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49.

California Tree Fruit □ One-month campaign for assorted fruit products begins in early July in 52 radio and 16 TV markets, with TV placements in fringe and daytime. Agency: Steedman, Cooper & Busse, San Francisco. Target: women, 25-49.

Mid-America Farms □ Three-week campaigns begins May 28 in about 11 markets in fringe time for Sport Shake Drink, FroYo (frozen yogurt) and Fruit T Boot yogurt products. Agency: Paragon Advertising, Minneapolis. Target, men and women, 18-54.

Gordon's Jewelry □ One-week campaign for jewelry company's line of traditional gifts starts in late May with spots in 58 radio and 20 TV markets. TV spots will be during fringe and prime time. Agency: Ketchum, MacLeod & Grover, Houston. Target: adults, 18-34.

Radio only

Apollinaris □ Two-month campaign begins in mid-June for mineral water in New York, San Francisco, Seattle and Washington. Agency: Leber Katz Partners, New York. Target: adults, 25-34.

Southland □ Four-week campaign for 7-11 food stores begins in early June in approximately 75 markets. Agency: Stanford Agency, Dallas. Target: adults, 18-34.

Farmland Foods □ Two-week campaign for pork products begins in early June in eight Midwestern markets including Kansas City, Mo.; Omaha, Denver and Dallas. Agency: Barickman Advertising, Kansas City, Mo. Target: women, 25-49.

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WBOS, Boston

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with young
women.**



In 5-station
Cleveland
at 6:30 weekdays,
Andy defeats "Dinah"
and 3 network news
shows to win the
most women 18-49
(42 share) and women
18-34 (53 share)
for independent uhf
WUAB-TV.

**First
with young
women.**



In 5-station
Atlanta
at 6:00 weekdays,
Andy defeats 3
local news shows
and "The Brady
Bunch" to win the
most women 18-49
(25 share) and women
18-34 (34 share) for
independent uhf
WTCG.

**First
with young
women.**



In 8-station
Chicago
at 5:00 weekdays,
Andy defeats "The
Rookies," "The Brady
Bunch," 3 local
news shows and other
competition to win
the most women 18-49
(33 share) and women
18-34 (39 share)
for independent
WGN-TV.

**First
with young
women.**



In 4-station
Denver
at 5:30 weekdays,
Andy defeats one
network and 2 local
news shows to win
the most women 18-
(36 share) and wom
18-34 (47 share)
for independent
KWGN.

**In any size market, on an affiliate or independent,
in a variety of time periods and against all competition...
Andy Griffith wins your key audiences of young women.
Time and time again.**

PEATING!

**First
with young
women.**

**First
with young
women.**

**First
with young
women.**

**First
with young
women.**



In 6-station
New York
at 9:00 am weekdays,
Andy defeats "Every
Day," "Phil Donahue,"
"A.M. New York," "Joe
Franklin" and "The
Munsters" to win
the most women 18-49
(31 share) and women
18-34 (34 share)
for independent
WNEW-TV.

In 3-station
Raleigh-Durham
at 5:30 weekdays,
Andy defeats "Merv
Griffin" and the
"Early Show" to win
the most women 18-49
(67 share) and women
18-34 (70 share)
for affiliate
WRAL-TV.

In 6-station
Washington, D.C.
at 6:00 weekdays,
Andy defeats "Bionic
Woman" and 4 local
news shows to win
the most women 18-49
(29 share) and women
18-34 (39 share)
for independent
WTTG.

In 3-station
Columbus, Ohio,
at 10:30 am weekdays,
Andy defeats "The
Price Is Right"
and "All-Star Secrets"
to win the most
women 18-49 (53 share)
and women 18-34
(56 share) for
affiliate
WTVN-TV.

**'The Andy
Griffith Show'**

Source: Arbitron, 2/79. Audience estimates are subject to
qualifications available on request.





NATPE SAYS WE'RE BEST

This proud golden lady represents the National Association Of Television Program Executives choice for the best 1978 sports program produced in a television market smaller than the 25th. To win her, we competed with stations in markets four times our size. But, we wouldn't have entered the competition if we hadn't thought we might win. The program that won is typical of the excellent work we do year round.

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OUR VIEWERS SAY WE'RE BEST, TOO.



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KRNT-ARNQ
CBS-Des Moines

KGBX RADIO
CBS-Springfield, Mo.

KARZ RADIO
CBS-Phoenix

KSOK RADIO
Arkansas City, Ks.

KGFF RADIO
ABC-Shawnee, OK.

ALL-AMERICAN TELEVISION NETWORK

TOTAL TELEVISION-CATV-Amarillo

KANSAS CITY ROYALS BASEBALL NETWORK

ARB/NSI Feb '79. ADI share 6:00 PM, Mon-Fri. Ratings subject to the limitations therein.

Monday Memo®

A broadcast advertising commentary from Earl Reilly, sales manager, The Katz Agency, Seattle

The other half of the equation in a spot-TV effort

There are many parts that make up the whole of a manufacturer's spot TV campaign, and each is critical.

Over the last 10 years, I've worked on a number of these promotions. I've seen some great successes and a few failures.

Recently, one manufacturer's national spot television campaign was very successful in most markets, but only moderately successful in others. All of the successful sales ingredients were there: a unique and desirable product, a highly creative and provocative television commercial, beautiful four-color point-of-sale material, shelf talkers and price cards, attractive sales kits for both dealers and distributors, and adequate distribution of product.

The first step in designing this campaign was to create a media plan for the markets in which the product was distributed. Simultaneously, sales kits for distributors and dealers were created after the media plan and sales materials were developed, spark-plug meetings were held with manufacturer salesmen to exhibit the commercials and point-of sale material and to generate enthusiasm for the promotion.

The next step was for the manufacturer's sales people to sell the campaign to the company's distributors. Usually distributor participation includes certain product purchase requirements. This was the case here.

Following distributor commitment, the TV spots were purchased. Each distributor received an allotment of television spots to be used in his marketing area. In turn, distributors organized the dealers. Dealers were supplied with adequate stock, price cards and point-of-purchase material.

The distributors and dealers are key links in the chain. Distributor salesmen must be sure that dealers build adequate displays with proper price information. Store management and sales clerks must be made aware of the timing and impact of the advertising campaign. When a customer asks for the TV advertised special the clerk must know what it's all about.

It is distributor-dealer cooperation that can make or break the success of a retail-oriented radio or television campaign, as was dramatically demonstrated in this case.

In one major market the dealers sold out in the first day. They had to reorder twice during the term of the campaign,



Earl Reilly is sales manager of The Katz Agency's Seattle office. He was executive vice president of Simpson Reilly & Associates for 10 years before joining Katz. Reilly has also held managerial positions with Seattle stations KING-TV and KING(AM).

and on the last reorder customers were buying right out of the trucks. In a similar-size market, the campaign was only moderately successful.

In analyzing the difference between the two, and all the other markets, it was discovered that in markets where there was complete follow-through, the campaign was a smashing success; where there was only casual cooperation, success was marginal.

In one of the lukewarm markets, I found that half of the stores did not build displays. Pricing was not the advertised price, but much higher. Clerks and store managers had not been briefed about the promotion by upper management. When customers approached a clerk about the TV special, the clerk knew nothing about it.

This happens all too often. The purchasing department of a retailer contracts for a manufacturer promotion, but neglects to tell the people on the firing line about it. The manufacturer had spent big dollars to saturate the television market, but mediocre follow-through directly and negatively affected the success of the campaign.

Spot television's ability to move product in event promotions is unequalled, but only if the other half of the equation—the coordination of distributor/dealer participation—is properly planned. To insure success and prevent loss of control, manufacturers might devise a check list of distributor-dealer activities.

The list would include these questions:

■ Is the timing of the campaign proper? Is the consumer receptive to your product at this time? Have factors such as seasons and holidays been considered? What about the competition? Are they planning sales at this time?

■ Is the advertised item properly and competitively priced? Is it really a sale and attractive to the consumer as such?

■ Have distributors been briefed about the time frame of the campaign? Have they been given sales kits, display and promotional point-of-sale materials? Has material been given to distributors with ample time for delivery to dealers? Has a check system been devised to make sure such materials are in the dealers' possession?

■ Have dealer personnel been advised of the campaign? Does the department or store manager have full knowledge of the campaign, sale item, dates? Have dealers been checked as to their commitments regarding sales of other products stocked? Will they have shelf-space available? Can they accommodate point-of-purchase material?

■ Have dealer managers advised point-of-sale personnel of all information pertinent to the sale? Have sales personnel been adequately prepared to answer consumer questions about the product?

■ Have in-store displays been distributed and assembled? Is someone directly responsible for seeing that displays are assembled and properly placed?

■ Have dealers been provided the advertising schedule? Do they know the stations, days of the week, dayparts, programs and exact times spots will run? Have they been shown the commercials before they air?

■ Have proper dealer tags been provided to stations airing spots? Is someone responsible for making sure that dealer names, logos, store hours, locations, spellings, etc. are correct?

■ Are all dealers adequately stocked for the length of the sale or will they run short of merchandise during the sale? Is merchandise readily available if dealers sell over the projected stock?

Yes answers to all of these questions and delegation of specific responsibilities before the spot TV campaign begins will insure success.

The Professional

The Two Faces of Patti Berman

Patti Berman is 26 years old. But don't let her young face fool you. Patti's other face has the assurance that comes with years of experience. AP Radio's editor and weekend mid-day anchor began her career at 17. Since then, she has been news director of American University's AM station, anchored radio newscasts for WNAV and WRYE, Annapolis, and reported on-camera for Metro-media TV.

Faced with the choice: radio or TV, Patti came to AP. We like that. We're like Patti Berman.

Professional.

AP Radio

Associated Press
Radio Network



Datebook

■ indicates new or revised listing

This week

May 13-15—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 13-16—*Public Broadcasters' Organization of Michigan* annual meeting. Boyne Highlands Resort, Harbor Springs, Mich. Contact: George E. Lott, Northern Michigan University, Marquette 49855.

May 14—Hearings throughout week on broadcast and cable sections of Communications Act rewrite, before *House Communications Subcommittee*. Rayburn House Office building, Washington.

May 14-17—Conference for journalists on "The Role of Television and Newspapers in American Life," sponsored by *The Washington Journalism Center*. Speakers and discussion leaders will include Representative Lionel Van Deerlin (D-Calif.); Henry Geller, assistant secretary of commerce for communications; Peter Hoffman, McHugh & Hoffman, and author Ben Stein. Watergate hotel, Washington. Registration and information: (202) 331-7977. Conference will be limited to 15 to 20 working journalists.

May 15—New deadline for comments to FCC on AM stereophonic broadcasting (Docket 21313). Previous deadline was March 30. Replies are now due June 15.

May 15—Deadline for entries in *National Press Club* consumer journalism awards competition. Submissions should be for material broadcast in 1978. NPC, National Press building, Washington 20045.

May 15-18—*Audio Engineering Society* convention. Hilton hotel, Los Angeles.

■ **May 16**—*Federal Communications Bar Association* luncheon. Speaker will be Sheila Mahoney, executive director, Carnegie Commission on the Future of Public Broadcasting. Capital Hilton, Washington.

May 16—*National Radio Broadcasters Association* radio sales day. Americana, New York.

May 16—*Federal Communications Bar Association* luncheon. Sheila Mahony, executive director, Carnegie Commission on the Future of Public Broadcasting, will speak. Capitol Hilton hotel, Washington.

May 16-19—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17—*Television Bureau of Advertising* regional sales meeting. Marriott, Kansas City.

May 17-18—Consumer conference of *University of Wisconsin's Center for Consumer Affairs*, with assistance from *Milwaukee Journal*, WTMJ-TV Milwaukee, WMAQ-TV Chicago and *University of Wisconsin Department of Agricultural Journalism*. Theme will be the problems, strategies and rewards of consumer journalism. Marc Plaza hotel, Milwaukee. Information: (414) 224-4177.

May 17-19—*New Mexico Broadcasters Association* annual convention. Holiday Inn. Farmington, N.M.

May 18—*Radio-Television News Directors Association* Prairie regional conference. Sheraton Centre, Regina, Sask.

May 18—*Pacific Pioneer Broadcasters* luncheon meeting and salute to TV personality Soupy Sales. Sportsmen's Lodge. Studio City, Calif.

May 18-19—Meeting of *Radio Television News Directors Association Region 12* in conjunction with *Pennsylvania AP Broadcasters*. Treadway Resort Inn. Lancaster, Pa.

May 18-19—*National Broadcast Association for Community Affairs* Mid-Atlantic states regional conference. Marriott hotel, Philadelphia.

May 20-23—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas.

May 20-23—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 21—Hearings throughout week on broadcast and cable sections of Communications Act rewrite, before *House Communications Subcommittee*. Rayburn House Office building, Washington.

May 21-24—*National Public Radio* annual conference. Hyatt Regency, Washington.

■ **May 22-23**—*Telecommunications technology symposium* co-sponsored by National Telecommunications and Information Administration and National Academy of Sciences. Dealing with telecommunications technology and how it is evolving to meet current and future needs. National Academy of Sciences auditorium, Washington. Information: S. P. Propheer, (201) 234-4971.

May 22-24—*Electronic Industrial Association* annual seminar, "Telecommunications: Trends and Directions," designed to brief members of the financial community on the status of the telecommunications industry. Dunfey's Hyannis Resort, Hyannis, Mass. Information: Peter Bennett or Karen Settevig, (202) 457-4937.

■ **May 23**—Second annual creative awards luncheon of *Northern California Broadcasters Association*. Honors are presented to writers and producers of commercials. St. Francis hotel, San Francisco.

May 23—Revised date for *National Radio Broadcasting Association* radio sales day. Sheraton Airport Inn, Atlanta.

May 24—*National Radio Broadcasters Association* radio sales day. Hyatt Regency O'Hare, Chicago.

May 24—*New York Market Radio Broadcasters Association's* third annual Radio Day Festival. Sheraton Centre hotel, New York.

May 25-27—Southeast regional meeting of *National Association of Farm Broadcasters*. Myrtle Beach, S.C.

May 27-June 1—1979 *Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland. Information: P.O. Box 970—CH-1820, Montreux.

May 30—*International Radio and Television Society* annual meeting. Broadcaster of Year Award will be presented to Bob Keeshan of CBS-TV's *Captain Kangaroo*, Waldorf-Astoria, New York.

May 30-31—*American Research Foundation* fifth annual midyear conference. Detroit Plaza hotel, Detroit.

May 30-June 2—*Iowa Broadcasters Association*

Errata

Production company for ABC's **Working Stiffs** (program chart, page 32, May 7 issue) is **Paramount**, not Universal.

□

Buyer of WRYZ-AM-FM Jupiter, Fla. ("Changing Hands," April 16) is half-owned by **Thomas M. Rubenstein individually**, not as principal of Palm-Martin Development Corp. as reported.

□

"Fates & Fortunes" caption (May 7, page 87) omitted identifications of National Association of Broadcasters's **Darlene Palmer**, chairman of Exhibit '79, pictures on far left, and **Belva Brissett** of NAB, second from left. Also **Mitchell Gyson** was misidentified as Michele.



convention. Julien Motor Inn, Dubuque, Iowa.

May 31-June 2—Symposium on "Childhood and Creativity" and 25th anniversary tribute to Fred Rogers, *Mr. Rogers Neighborhood*. Keynote speaker will be Pulitzer prize-winning author Erik Erikson. Others will include Les Brown, *New York Times* radio-TV correspondent, and Dr. Harvey G. Cox, St. Vincent College, Latrobe, Pa. Information: David Newell, *Family Communications Inc.*, Pittsburgh 15213; (412) 687-2990.

June

■ **June 1**—*National Association of Broadcasters* license renewal workshop. Julien Motor Inn, Dubuque, Iowa.

June 1—Deadline for entries *National Commission on Working Women* broadcast awards program. Submissions for programing about working women must have aired between May 1, 1978, and April 30, 1979. NCWW, 1211 Connecticut Avenue, N.W., suite 400, Washington 20036.

June 1-2—*Radio Television News Directors Association of Canada* national conference. Chateau Halifax, Halifax, N.S.

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

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

■ **June 4-6**—*National Religious Broadcasters* "Practicum in Religious Broadcasting." Former FCC Chairman Richard Wiley and pollster George Gallup will speak. Nyack College, Nyack, N.Y.

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

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

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

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

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

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

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

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

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

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

■ **June 7-9**—Upper Midwest Communications Conclave, sponsored by the *Brown Institute*. Radisson Inn Plymouth, Minneapolis. Information: Dick Hansen, (612) 720-2481.

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

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

June 7-9—*Associated Press Broadcasters* conven-

tion. New Orleans Hilton. New Orleans.

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

June 7-10—1979 national conference of *Investigative Reporters & Editors*. Mike Wallace of CBS will be keynote speaker. Also on agenda is address by Federal Trade Commission Chairman Michael Pertschuk. Boston Plaza hotel. Contact: Norita Lee, (617) 523-6611.

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

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

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

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

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

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

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

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

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

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

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

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

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

June 15-17—Meeting of *Radio Television News Directors Association of the Carolinas*. Max Robinson, ABC News, will speak. Santee, S.C.

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

June 17-19—*New Jersey Broadcasters Association* 33d annual convention. Playboy Resort and Country Club, Great Gorge, N.J.

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

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

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

Major Meetings

May 7-11—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 13-15—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 16-19—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 20-23—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, May 25-28, 1982.

May 21-24—*National Public Radio* annual conference. Hyatt Regency, Washington. 1980 conference will be March 16-20, Crown Center hotel, Kansas City, Mo.

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

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

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

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

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

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

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

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

Sept. 9-12—*National Association of Broad-*

casters radio programing conference. Stouffer's Riverfront Tower, St. Louis.

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

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

■ **Oct. 5-7**—*Mutual Broadcasting affiliates* first annual convention. Washington Hilton.

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.

■ **Feb. 16-21, 1980**—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conference: March 13-18, 1981, New York Hilton (Previously set for Feb. 13-18, New Orleans).

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

MGM



Herbert vs. CBS

EDITOR: The editorial, "Last Resort" (April 23) ignores the fact that the recent Supreme Court ruling in the Herbert-CBS case only applies when a story is not true. The decision does not limit traditional libel defenses such as the truthfulness of the story.

The ruling CBS sought would have been undesirable because of its impact on the credibility of the press. Journalists who maliciously publish false stories about public figures deserve to be sued. In some cases, the only way to establish malice is to ask questions about editorial and thought processes.

Instead of making themselves immune from libel suits, serious journalists need to concentrate on countersuing those who sue for libel without adequate grounds.—*Kenneth B. Lucas, consultant, Hutchinson, Kan.*

EDITOR: In your April 23 editorial on the Supreme Court's latest attack on the First Amendment, you close with: "Maybe its time to turn the talk into action."

Yes! And if we have learned anything from those we report upon, we should take a hint from a prominent farm union leader. He triggers nationwide boycotts against lettuce and bananas to make his point. Our newscasters should:

(1) Publicly and daily object to the Herbert decision; (2) refuse to use the name of any member of the House or Senate on the air or in print, until this encroachment on our freedom is lifted, and (3) place black masks over the faces of all legislators shown on TV, except for those who publicly favor press freedom.—*Dick Palmquist, president, Tape Networks Inc., Deland, Calif.*

But not that big

EDITOR: Your article "Timebuyers Begin To Think a Bit Older" appearing in the April 30 issue was certainly well read, as indicated by the number of calls and requests for additional information we received.

Therefore, I thought it was best to drop you a note about a typo that may cause some confusion. The quotation from your story:

"Katz statistics show that in the first quarter of 1979, 29% of spot radio presentations . . . made by its salesmen included demographic data on adults 25-54."

The correct statistic is 20%. Although 25-54 is indeed a fast-growing demo request it has not yet attained that large figure.—*Carol Gilbert Mayberry, director of radio research, The Katz Agency, New York.*

Still in Carson's corner

EDITOR: Johnny Carson's problems with Fred Silverman are pretty amusing to me—Johnny once worked for me for free. I was managing WOW-TV Omaha and between us we developed a program called *Carson's Corner* to give TV dealers a program for demo purposes.

There was no money, so Johnny produced, presented and emceed the program at no charge. Johnny took smart pills, went to Hollywood and ended up with Fred Silverman. Johnny's a great guy and all of us of the original WOW-TV staff are his greatest fans.—*Joe Herold, owner, Herold Broadcasting Co., Sonora, Calif.*

Thurm's turn

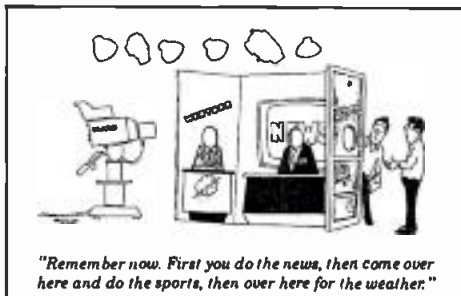
EDITOR: This is a testimonial. Following the publication of your reporter's interview with me (April 30), I received comments from all over the country from people I hadn't heard from in a long time.

I have been a reader of your publication for many years, but did not realize the extent of both your circulation and readership. Congratulations and keep it up.—*Samuel Thurm, senior VP, Association of National Advertisers, Washington.*

Men of many hats

EDITOR: It's remarkable how simple things bring back memories. Your cartoon in the April 30 edition was just such an item.

We were privileged to learn the television business in a manner few have experienced. When I was general manager of KXGN-TV Glendive, Mont., for nearly eight years, we learned how to operate with remote control cameras long before the equipment was available on the mar-



ket. We at one time operated with "one man"—one man doing a newscast from the studio, controlling pan-tilt and focus as well as slides, balloons and audio with a remote-control console on the news desk.

The business of moving over a couple feet and "changing" from news to weather to sports is not new at all. It was necessary in one, if not all the smallest markets.—*Gerry Robbins, president and general manager, WCMP-AM-FM Pine City, Minn.*

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Lee Taishoff, secretary.
Irving C. Miller, treasurer.

Broadcasting TELEVISION

The newswEEKly of broadcasting and allied arts

Executive and publication headquarters
Broadcasting-Teletesting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

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J. Daniel Rudy, assistant managing editor.
Frederick M. Fitzgerald, senior editor.
Randall Moskop, associate editor.
Mark K. Miller, Kira Greene, assistant editors.
Alan Green, staff writer.
Harry A. Jessell, editorial assistant.
Pat Vance, secretary to the editor.

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John Andre, sales manager—equipment and engineering (Washington).
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Diane Burstein, editorial assistant.

Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Harriette Weinberg, advertising assistant.

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Phone: 213-483-3148.
James David Crook, assistant editor.
Bill Merritt, Western sales manager.
Sandra Klauener, editorial-advertising assistant.

London: Number One, 22 Embankment Gardens, S.W.
Phone: 01-352-6009.
William J. Sposato, correspondent.



Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ Broadcast Advertising* was acquired in 1932. *Broadcast Reporter** in 1933, *Telecast** in 1953 and *Television** in 1961. *Broadcasting-Teletesting* was introduced in 1946. □ Microfilms of *Broadcasting* are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103; Microfiche of *Broadcasting*, is available from Bell & Howell, Micro Photo Div.: Old Mansfield Rd., Wooster, Ohio 44691 □ *Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.

MGM



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

GRAND PRIX
 HARUM SCARUM
 HEAVEN WITH A GUN
 HOT MILLIONS
 HOW THE WEST WAS WON
 IMPOSSIBLE YEARS
 LADY L
 THE LIQUIDATOR



TEN

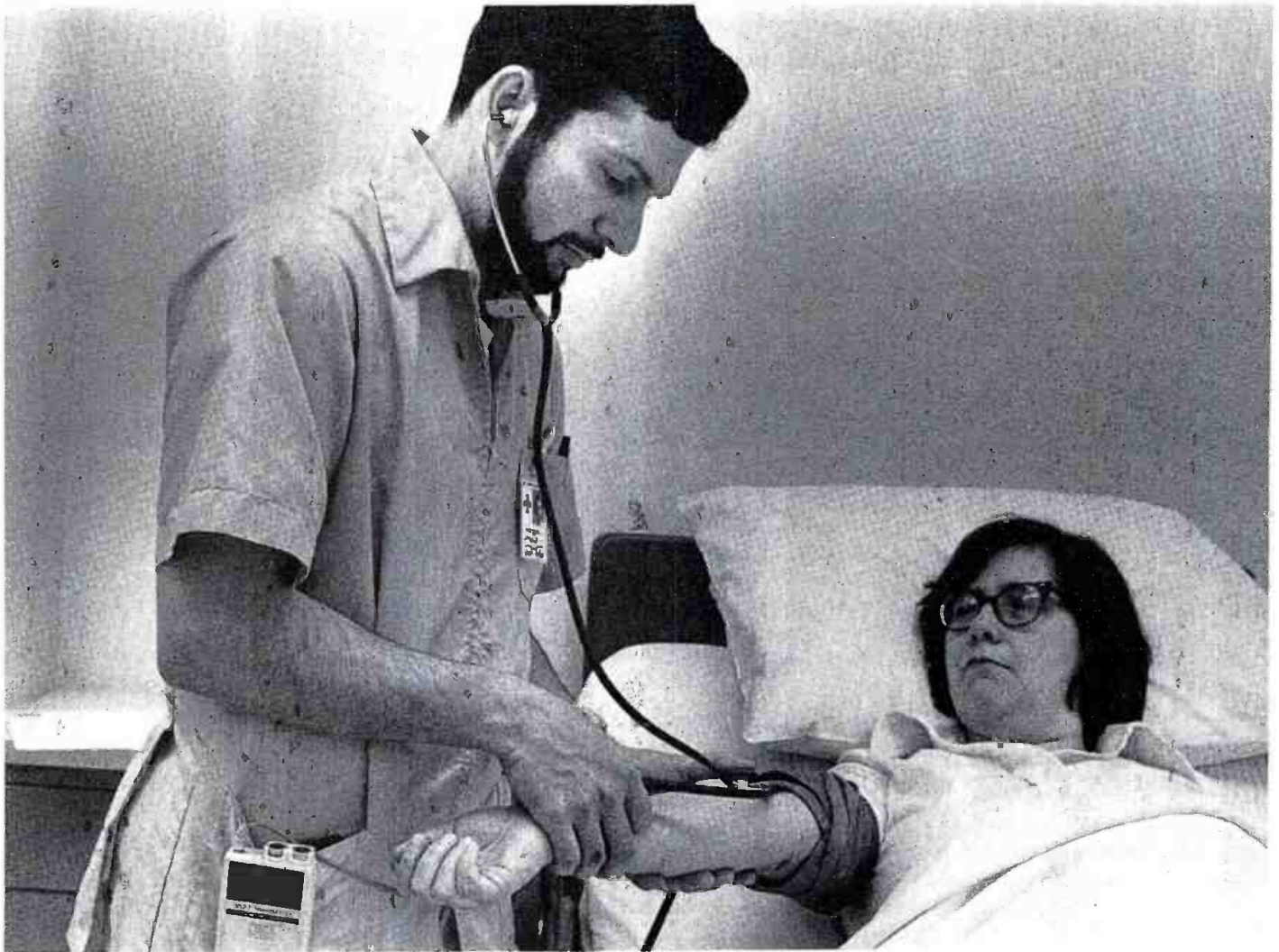
Distributed By

UO-TV

United Artists
 A Transamerica Company

MARLOWE
 MAYERLING
 NIGHT OF THE IGUANA
 A PATCH OF BLUE
 PLYMOUTH ADOVENTURE
 THE POWER
 THE SANDPIPER
 SEVEN BRIDES FOR
 SEVEN BROTHERS

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



We helped this man realize his ambition.

KTVI ACTION 2 CASE HISTORY

Over 7 years ago, Joe Redondo fell through a ceiling and suffered severe spinal injuries. Twenty-six operations later and Joe still wears an *electronic nerve stimulator*. He wanted to go to Nursing School to be able to help others as he was helped.

Joe Redondo enrolled in Nursing School and applied for Federal Government money he was entitled to for his education. But the Federal Government refused to provide aid, claiming he was "totally disabled" and unable to pursue a nursing career. Yet, Joe was already getting good grades and proving he could provide full nursing services to patients. He wanted that Nursing Diploma but without the Federal money he was unable to continue his education.

Joe came to KTVI ACTION 2. After hearing his story, KTVI ACTION 2 set out to prove he could and would be a good, efficient, fully qualified nurse.

ON APRIL 12, 1979, JOE REDONDO WAS TOLD HE COULD CONTINUE HIS NURSING EDUCATION BECAUSE HE WAS TO RECEIVE THE FEDERAL MONEY HE WAS ENTITLED TO.

KTVI ACTION 2 - there to help those who need it!



KTVI abc
ST. LOUIS, MO.

NEWHOUSE BROADCASTING CORP.

KTVI
St. Louis

WAPI-AM-FM-TV
Birmingham

WSYE-TV
Elmira

WSYR-AM-FM-TV
Syracuse

WTPA-TV-FM
Harrisburg

Top of the Week

Radio's next in line for the dash to deregulation

FCC has bigger ideas than proposal for limited experiment; wide-ranging rulemaking readied

The FCC last week took off at high speed down the road to deregulation of radio, the drive fueled by economic data indicating that some of its regulation is superfluous. The major questions left unanswered after the commissioners' three-hour meeting on the subject on Tuesday were the number of markets that would be affected, the manner in which deregulation would be crafted—and whether citizen groups would attempt to run the deregulatory drive into a ditch.

The commission's lawyers were clearly worried about the last question, as they cautioned the commissioners on the legal limits of the agency's authority to deregulate. The lawyers do not expect citizen groups to sit idly by while the regulatory levers used over the past dozen years to influence broadcasters' programming and employment practices are removed.

And Dr. Everett Parker of the Office of Communication of the United Church of Christ last week made it clear a court suit is a possibility. "We don't know what the commission is going to do," he said. "But we'd be concerned about the elimination of EEO rules and rules mandating that stations represent their local communities and afford an opportunity for all elements to be heard."

Whether the issue becomes a court case, citizen groups are said to be frustrated and angry at not having had an opportunity thus far to present their views. An opportunity to comment formally will come when the commission issues a notice of rulemaking. But Citizens Communications Center has written the commission, asking that it hold hearings in cities around the country on the issue. It has not yet received an answer.

"The staff's presentation has been one-sided," said Citizens' Edward Kuhlman. "And the commissioners' minds seem to be made up."

He feels the commission has its



Cast of characters. These were some of the participants last week as the FCC moved ahead on its Operation Deregulation: Radio. In the top photograph, Chairman Charles D. Ferris, who set a tone of enthusiasm for sweeping deregulation, is flanked on his right by Commissioner Robert E. Lee and on the left by Commissioner James H. Quello. Commissioner Tyrone Brown, above, left, with Commissioner Abbott Washburn, made clear he feels that, even with deregulation, radio licensees should be held responsible for some local public affairs programming. Commissioner Joseph Fogarty, above, right, warned that deregulation without a test would not withstand court scrutiny. At left, Dr. Nina Cornell, chief of the Office of Plans and Policy, presented economic analysis that, for the first time, caused the commissioners to consider extending deregulation to all radio markets, small as well as large. To her left is Lewis Paper, of the General Counsel's Office staff, who warned of the need for a complete "reasoned" record as the basis for changing policy.



priorities backward. If the commission is concerned about competition, he said, it should complete some other pending matters before dealing with deregulation—breakdown of the clear channels, opening the door to low-power television service in urban and rural areas, strengthening UHF.

Nor is Kuhlman impressed with the evidence on which the FCC is proceeding. Before it accepts the validity of broadcasters' logs, he said, it should monitor the stations' performance. (Ironically, FCC Chairman Charles D. Ferris's administrative assistant, Frank Lloyd, and the General Counsel's Office lawyer working most closely on the deregulation project, Lewis Paper, are former Citizens' lawyers. Lloyd is a former director.)

The commissioners' discussion made it

clear the commission did not intend to abandon equal employment opportunity regulations. But the regulatory underpinning for the other matters of concern to Parker—one of the pioneers of the citizen movement in broadcasting—could well be swept away. The marketplace, they seemed convinced, is providing the necessary regulation. The staff noted that the number of radio stations has jumped from 583 AM's in 1934 to 8,440 AM's and FM's in 1978.

At stake in the proceeding are the commission's radio license-renewal processing standards for news and public affairs programming, as well as commercialization, and the formal procedures broadcasters must follow in ascertaining community needs and interests, although not the ascertain-

ment requirement itself.

(Whatever approach the commission takes, it appears that radio broadcasters would not be freed of their equal time or fairness doctrine obligations. Those are imposed by statute.)

The commission had been scheduled to act on Tuesday on a notice of proposed rulemaking aimed at establishing a radio deregulatory experiment in more than 100 of the major markets. But the staff was not prepared; some economic data remained to be compiled. But the material that the staff—and the National Association of Broadcasters—had presented was sufficient to prompt the commissioners to think larger thoughts than they had in preparing for the meeting. Radio stations appeared to be providing more informational programming, than called for by the standards and airing fewer commercials.

"The data leads to the conclusion there is no justification for dividing small-market stations from larger-market stations," Chairman Ferris said. And later, when Commissioner James H. Quello said, "From what I see, there is no need to experiment," the chairman was almost ready to agree. He expressed the hope that data yet to be obtained from the small-market stations would obviate the need for an experiment.

The commission directed the staff to obtain additional data bearing on the issues, to redraft the notice of rulemaking to include a number of options and to present it to the commission for a decision by the end of the month.

Nor is that all. The commission will consider as well a proposed notice of inquiry into whether the commission should retain, modify or eliminate some 80 rules

and policies governing all broadcasters' business dealings. They include such matters as fraudulent billing, network clipping, coverage maps (which may mislead advertisers), rebroadcast consent, the use of combination rates by stations under different ownership and network programming agreements.

But it was the proposed notice of rulemaking regarding radio and what it would include that occupied most of the commission's time. The options are expected to include proposals for deregulation, with or without an experiment. (Deregulation would probably apply to all markets, at least in the case of informational programming. Some staff members feel the available evidence is not persuasive that small-market stations—those with fewer than eight or nine stations—would not devote more time to commercial matter than permitted under present standards if standards were removed.) In either case, the notice would contain a separate section proposing elimination of formal ascertainment requirements, which the commission adopted originally in response to the communications bar's plea for greater certainty as to what the commission required in connection with the ascertainment process.

The notice will probably include as well proposals offered by Commissioner Tyrone Brown and the NAB. These are essentially the same—NAB patterned its proposal on the commissioner's—and simply call for elimination of the processing standards and the formal ascertainment requirements. Brown's, however, would also require radio stations to broadcast a fixed percentage of local public service programming. Last week, he said why.

"I agree the tremendous growth of radio stations has created great diversity," he said. "But I'm not prepared to say the broadcaster has no public interest obligation. Specialization will occur, but we can't walk away from the public service obligation, and say that a station can simply be a Muzak. Why are we giving it a license?"

For Brown, at least, the kind of deregulation the commission is considering would carry with it a responsibility for the commission. "We will have to place new emphasis on the number of voices in a market"—though he was not talking of divestiture, he made clear later—"on the number of minorities owning stations, and on continued enforcement of the EEO program," he said. "That's the other side of the coin."

General Counsel Robert Bruce termed the NAB and Brown proposals "more limited" than the idea contained in the draft notice of rulemaking. For under their proposals, he said, the commission would simply return to the system of case-by-case processing of renewal applications it had followed before adopting the processing standards and the formal ascertainment procedures in the early 1970's. An experiment in any number of markets would not be a necessary prerequisite, he said. But simply deregulating stations, he said, "is a larger step." And he seemed to feel a test would be necessary.

Certainly, Lewis Paper, the member of his staff who has been working closely on the deregulatory project, seemed to think so. He noted that the deregulation approach would involve a change in policy from reviewing a licensee's service on an individual basis to reviewing the service of all the stations in a market. That, he said,

In Brief

Two half-hour comedies centered on youngsters will occupy **previously unannounced Sunday 7-8 p.m. block on ABC-TV** fall schedule. *Out of the Blue* (Paramount) will run at 7, features "an angel charged with returning hope to youngsters who have become cynical and suspicious of the world around them"; *A New Kind of Family* (Gordon/Eisner), dealing with home life of families of two women having "distinctly different life styles and interests" follows at 7:30.

National Association of Broadcasters has petitioned FCC to reconsider that part of commission's **fee refund order** that requires broadcasters to **wave right to further claim** in order to receive any refund. Provision "is unlawful, unconscionable, and inconsistent" with court orders, said NAB.

Warner Cable will be taking its two-way **Qube cable to Houston**. Warner becomes majority stockholder in Houston Cable TV, which holds franchise for 36-channel system expected to pass 200,000 homes in northwest part of city and adjoining Harris county. Gustave Hauser, Warner Cable chairman and chief executive officer, refused to talk specifics, but said system would cost in **\$25-million range** and take four years to build. Houston Qube, however, doesn't mean first Qube, in Columbus, Ohio, is in black, said Hauser.

Senator Harrison Schmitt (R-N.M.) has proposed legislation that would **free industry representatives on WARC delegation to serve as spokesmen for U.S.** Legislation, in form of amendment to State

Department Authorization bill (S. 586), would exempt private sector representatives from department's conflict-of-interest rules. Meanwhile, Senator Barry Goldwater (R-Ariz.), co-sponsor of Schmitt amendment, has written to Secretary of State Cyrus Vance, calling for **immediate appointment of delegation** and urging that steps be taken to make sure **all members are technically qualified**.

Senate action on six **Corporation for Public Broadcasting board nominees** was in doubt last week following disclosure that one of present board members, **Lucius Gregg**, has abandoned independent voter status for Democratic affiliation. Since nominations were made on assumption Gregg was independent, board could wind up with nine Democrats, which would appear to be one over limit law permits any party on 15-member board. Some observers note that law might be read as referring to party status at time person was nominated and confirmed, but Republican Senators clearly would not accept that.

National Citizens Committee for Broadcasting and board member **Nicholas Johnson** have petitioned FCC to issue declaratory ruling that **Ronald Reagan is candidate** for Republican presidential nomination and that 250 stations carrying Reagan's daily five-minute radio commentary are **subject to equal time**. Regan has not yet announced his candidacy, which led to yet another petition; it asks commission to make clear person is candidate for equal time purposes if Federal Election Commission has determined that person to be candidate under federal election law, as it has in case of Regan.

Sources last week confirmed reports that **Patricia P. Bailey** is likely to get nod as **new FTC commissioner**, taking spot left vacated by Elizabeth Hanford Dole (BROADCASTING, Feb. 12). People close to White

raises a number of "statutory questions," including the manner in which the commission reviews petitions to deny renewal and competing applications.

Commissioner Joseph Fogarty also warned against deregulation without an experiment. Without one, "we are faced with precise case law" which, he said, indicates that the commission "needs solid ground for changing policy." He said the U.S. Court of Appeals in Washington has made it clear it wants "a broad basis on which to decide whether the commission has acted responsibly."

The economic analysis that underlay the discussion was done by the Office of Plans and Policy and was designed to test the theory that marketplace forces would provide adequate regulation. Dr. Nina Cornell, who heads the office, feels the data prove the thesis. In fact, she argued in a staff briefing of Ferris on Monday, that the data justified expanding the proposed experiment to all radio markets.

However, as she noted, more information is required. The data on commercialization is limited to Georgia and Alabama renewal applicants, the only ones available at the commission for the purpose. And that data indicates that while it is rare that a radio station in a market with 11 or more outlets exceeds the 18-minute per hour limit (with exceptions) set in the processing standards, it is not unheard of among stations in smaller markets. All told, the stations studied constitute 14 markets.

The analysis of stations' performance in terms of informational programming was regarded by some staff members as more persuasive, although Ferris and Cornell both said more data is needed. An analysis

of 171 markets, ranging in number of stations from eight to more than 31, showed that even in the smallest markets, stations were broadcasting far more news and public affairs programming than called for by the commission's processing standards—6% in the case of FM, 8% in the case of AM. (In fact, the commission data is probably conservative, since the standard used by the commission includes "other" nonentertainment programming, including agricultural, religious and educational.)

The OPP data shows that 58.7% of the stations in the smallest markets studied—those with eight or nine outlets—devote 10%-25% of their time to news and public affairs programming. Almost 4% of the stations in the largest markets and 4.5% of the station in markets with between 23 and 31 outlets devote more than 50% of their time to such programming. (It is in the larger markets—12 or more stations—that all-news operations and National Public Radio stations are found.)

Furthermore, Cornell said the data indicates stations are not airing such programming simply as "insurance" against problems with the commission. If that were the case, she said, it would be aired in "dead time." But a study of the Georgia and Alabama renewal applicants shows the bulk of such programming is broadcast during morning drive time. Therefore, she said, it must be profitable.

Although most of OPP's analysis of the time devoted to news and public affairs programming involved stations in markets with at least seven outlets, the NAB provided a study indicating that the performance of the stations in the smallest markets was similar.

(Presentation of the study was not the NAB's only contribution to the commission consideration of the deregulatory proposals. A delegation of executives, including President Vincent Wasilewski, called on commissioners and pressed the argument that even one-station markets should be included in any deregulatory effort.)

The trade associations representing the stations that would be affected by deregulation issued statements stating they were "encouraged" by the commissioners' discussion and by their reaction to the data around which much of it revolved.

NAB executive vice president and general manager John B. Summers said the statistics "demonstrate that the radio industry can be deregulated immediately without any loss of service to the public. These numbers prove that radio stations, including those in the small markets, serve their communities, and will be able to serve better without the burden of those unnecessary rules."

Abe Voron, executive vice president of the National Radio Broadcasters Association, said the commission study was no "surprise," and added, "The most encouraging development is that it now appears that the FCC may extend deregulation to all radio markets, large and small." He also said the NRBA will submit the results of the small-market programming survey it has completed to the commission this week.

As one observer noted on leaving the commission meeting on Tuesday, the commission can count on the support of the broadcasters as it moves toward deregulation. "Now all it has to work on is the citizen groups."

House search for new commissioner said Bailey was most promising candidate. Attorney with Merit Systems Protection Board, Bailey has been active in Republican politics.

One of Philip Verveer's first accomplishments as Broadcast Bureau chief was to rescue commissioners, at least temporarily, from hook on which some appeared to be suspended during meeting last week. Staff had recommended that renewal of Christian Broadcasting Association's KAIM-AM-FM Honolulu be designated for hearing on alleged violation of equal employment opportunity rules. But Chairman Ferris was reluctant to go along, said it was difficult to distinguish, on basis of employment statistics, that EEO case from another on agenda involving Honolulu station, KHVH(AM). Staff recommended that station be given short-term renewal and ordered to file quarterly EEO reports. Unlike KAIM-AM-FM, staff said, KHVH was making effort to improve EEO performance. "You're attempting to evaluate intent," chairman said. Additional complications are that "minorities" allegedly suffering discrimination are Asian-Americans, who make up 67% of work force in area (but who remain among "protected" ethnic groups for EEO purposes), and that president of CBA and two of three members of board of directors also are Asian-Americans. Commissioner Quello was hostile to staff's recommendation, while Commissioner Brown seemed ambivalent, although he finally said he was "impressed" by staff's presentation. Only Commissioner Fogarty appeared fully prepared to accept recommendation. Without more information, chairman said, "Is hearing appropriate?" Staff was adamant. "This is classic case," said renewal branch chief, Jeff Bauman, in that it falls within boundaries established by cases in which courts have held renewals should be set for hearing—licensee has poor EEO record and weak affirmative action program. Verveer, who had said nothing during discussion of previous bureau items, finally took over. He

suggested postponing action on both EEO matters for three weeks, while bureau develops options. Recommendation was accepted without hesitation.

Worldvision Enterprises, supplier of children's *Discovery* series, has pulled program plug on superstation wrct(tv) Atlanta and asked that all prints be returned. In letter to station, Worldvision attorney said company was exercising option in contract signed July 1977. Agreement says Worldvision can cancel if wrct makes program available for satellite transmission—which it has been doing for two years. Worldvision President Kevin O'Sullivan says agreements he has around country can be adversely affected by satellite arrangement, adding: "If Turner wants to make points with the public or the [FCC] by putting on meaningful programming, he'll have to pay the price for it."

FCC has reconsidered its 1974 denial of renewal of KAIT-TV Jonesboro, Ark., and has granted renewal. Commission had originally denied renewal of George T. Herreich's station after inquiry into whether Herreich and number of other licensees had made payments to ABC officials to obtain network affiliations or effect favorable changes in existing contracts. Commission's reconsideration was based on Herreich petition alleging that commission had not treated KAIT-TV and other licensees in like manner: Only three other licenses were set for hearing, and only KAIT-TV's license was not renewed.

John A. Schneider, former president of CBS/Broadcast Group, will be awarded honorary doctor of laws degree from Notre Dame University at commencement exercises May 20. He's ND alumnus (class of '48) and, along with NBC Chairman Jane Cahill Pfeiffer, is member of university's board of trustees.



Pierce, Goldenson, Rule

No resting on laurels for ABC-TV

Network chiefs tell affiliates that both must look aggressively to challenges that lie ahead

ABC-TV affiliates, gathered in record numbers in Los Angeles last week to celebrate the past and present, were urged by ABC's top leaders to look to the future—not only their own, but that of television generally.

Celebrate they did, and there was no one who would say them nay. But from ABC Inc. Chairman Leonard H. Goldenson down, the message from the top was that the best was yet to come—but only if they made it so.

For the almost 900 station people (including spouses) on hand—the largest crowd in ABC-TV convention history—the network's presentations offered self-congratulations aplenty. They had come a

long way in three years, from a trailing third to a dominant first, and they were determined, ABC executives declared—and the affiliates were ready to believe—to expand their lead.

It began with James E. Duffy, president of ABC-TV, who called on his network's affiliates Monday to meet the challenge of the 1980's by continuing to "do what we do best—and then do it better.

"If we can do that," he said, "then it can be truly said, the best is yet to come."

Opening the annual convention of affiliates at Los Angeles, Duffy told the station executives that in view of ABC's rise to pre-eminence in the ratings it would be all right for them to celebrate, but that it would not be enough. Leadership, he said, imposes special responsibilities.

"Even our severest critics would probably forgive us on this occasion if we did nothing but relax and celebrate what has happened to ABC in the 1970's," he said.

"But our vision," Goldenson challenged in a brief exhortation at the end, "should not be limited just to the coming season. It should also focus on the years beyond—on the continuity of our efforts over the long haul.

"I think of continuity in terms of year-in, year-out commitment to innovation in our programs, for that is what will keep us fresh and vital. I think of continuity in terms of our commitment to news, for that is the unchanging keystone of our public service. But, especially, I think of continuity in terms of the ABC management team, and the ABC partnership of network and affiliated stations."

Goldenson said the team built by ABC Inc. President Elton Rule and ABC Television President Fred Pierce is "unsurpassed," and that the naming of Pierce as executive vice president of ABC Inc., in addition to his presidency of ABC Television (BROADCASTING, May 7), was meant to signify "that we intend the team to continue in force as far ahead as we can foresee."

Goldenson also called for continuity of the partnership between ABC and its affiliates: "Neither of us could be where we are today without the other," he said, and "on behalf of everyone at ABC, I want to thank you again for everything you have done to lift us to the top, and for everything I know you will do in the future to keep us there."

President Rule, too, showed gratitude to the affiliates. At the outset of his speech at the windup session, he asked all ABC network people in the room to stand up—and applaud the affiliates. "Without you," he said, "there'd be no ball game, and we know it."

Rule urged the affiliates to "rededicate" themselves to serving the public.

"If we serve them as well as we can," he said, "none of these new technologies can supplant us as the basic national medium of information and entertainment. They may well carve out profitable niches for themselves, but not at our expense."

In a third major address, the affiliates

were urged by Pierce to seek new ways to tell the story of the American system of broadcasting, and its benefits, to people in their communities.

Many, he said, including the chairman of the FCC, "have speculated about the decline of the present television system—and seem to be trying to hasten it"—although in fact, viewing is increasing.

"If I were to try to summarize in one sentence the challenge of the 1980's for us," Pierce said, "it would be this: to maintain and build our strong position of industry leadership, and to exercise that leadership to defend and enhance our system of free, advertiser-supported television in the U.S."

Performance, he said, is "our first consideration." But in addition, he asserted, "we are also going to have to tell our story much more effectively than in the past, nationally and in every community... I urge every general manager to seek ways to build understanding and appreciation locally of the present free television system... and to make clear what would be lost if it is eroded."

ABC says it's got it all— all day long

TV network reports to affiliates that it's delivering more homes, in all dayparts, than competition

ABC-TV claimed the last bastion of CBS-TV's former ratings supremacy last week.

When ABC took the prime-time ratings laurels in 1976-77, after CBS had ruled the roost for more than 20 years, CBS retorted that it was still the network that viewers most often turned to throughout the broadcast day.

Last week, in sessions showing the programming ABC has in store for 1979-80, ABC executives let their affiliates know that CBS had been deposed again. Without mentioning the CBS claim, Marvin Mord, ABC Television vice president for research services, told the affiliates convention that in calendar 1978, "at any given moment, from sign-on to sign-off, seven days a week, 52 weeks per year, ABC was delivering 11% more homes than CBS and 14% more homes than NBC."

The average ratings, sign-on to sign-off, Mord said, were 10.0 for ABC, 9.0 for CBS and 8.8 for NBC.

In prime time, he continued, ABC has been number one for the past 14 consecutive quarters, led CBS in the household ratings by 13% and NBC by 24% during the 1978-79 season and—a point not intended to be lost on the affiliates—was number one in the past 10 local-measurement sweep periods.

Looking ahead, ABC Entertainment President Anthony D. Thomopoulos and associates outlined and explained the 1979-80 schedule they had unveiled for

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advertisers and agencies earlier in the month. It concentrated on repairing ABC's "weaknesses" in its Monday, Friday, Saturday and Sunday early evening time periods, on using current 9-10 p.m. programming as "bedrock" for improvements fore and aft and on using established hits as lead-ins or "hammocks" for new shows (BROADCASTING, April 30).

Thomopoulos summed up:

"We had some weaknesses this past season in the early-evening hours, and we have aggressively attacked them. In fact, we have on six nights returning shows at 8 o'clock that averaged a 44 share of audience. About three-quarters of our schedule consists of returning track-record shows. These 18 series are all hits. There isn't a marginal performer among them. They average, for 1979 to date, a 37 share. And to that base we add eight new shows—five comedies and three dramas.

"These new programs are widely varied in style and form, adding balance and diversity that we set as a goal. They come from eight producers who are the best in the business. These creative teams insure a standard of quality that is our most important criterion.

"We approached this schedule with the determination to take nothing, absolutely nothing, for granted, and to do everything possible to maintain our momentum in prime time. We believe, and strongly believe, that we have come up with a schedule that can and will do just that."

As for the competition, he said the shows CBS is returning had a 32 average share last season, NBC's had a 29—and ABC's a 37.

Pilots of three of the new shows were shown, along with snippets from several other new series. The pilots were those of *Benson*, a spin-off from *Soap*; *Hart in San Francisco*, a comedy alternatively called *Man From Scotland Yard*, and *The Lazarus Syndrome*, a hospital drama. The affiliates seemed to like them all, with *Benson* probably their first choice.

The affiliates also heard news in other

program areas. Brandon Stoddard, ABC Entertainment's senior vice president for dramatic programs, motion pictures and novels for television, announced that Jane Fonda had been signed to make her dramatic TV debut in a film yet to be chosen; that Peter O'Toole and Peter Strauss will head an all-star cast in *Masada*, an eight-hour novel for television (with a production budget of \$18 million) to be presented next April; that production on *The French Atlantic Affairs*, a six-hour movie based on Ernest Lehman's novel of the same title, will start in July, and that Tony Musante, Robert Conrad, Jeff Conway and Billy Crystal have been signed for the four-hour movie, *Breaking Up Is Hard To Do*, dealing with divorce from a male point of view.

"We've embarked on a new golden age of drama in our medium," Thomopoulos said of the plans for TV movies and novels for TV.

Lewis Erlicht, ABC Entertainment's vice president and general manager, announced that John Travolta, Goldie Hawn, John Ritter and Donna Summer had been signed for variety specials over the next two seasons, and Marcia Carsey, senior vice president for comedy and variety programs, announced that Eileen Brennan, star of the midseason *1300 Queens Boulevard*, will star in *A New Kind of Family*, one of the comedies scheduled in the 7-8 p.m. NYT block on Sundays (page 24).

Reports of dominance or gains—or both—in other dayparts preceded the unveiling of the new prime-time schedule for the affiliates.

Squire Rushnell, vice president for children's and early-morning programming, confided that the *Good Morning America* staff originally had hoped for an average weekly rating of 4 or better—for four weeks in a row "to show it wasn't a fluke." Now, he said, the early-morning program has had 15 consecutive weeks with ratings of 4 or better and beat NBC's *Today* show for the week ended May 4.

Jacqueline Smith, vice president for



Why are these men smiling? James Duffy, president of the ABC Television Network, is flanked by Jeff Davidson, president and general manager of wxia-TV Atlanta, newly elected chairman of the ABC affiliate board of governors and Robert M. Bennett, vice president and general manager of wcvb-TV Boston, outgoing chairman of the affiliate board. Bennett presented Duffy last week with a foot-high Tiffany crystal sculpture inscribed with the call letter of all ABC-TV affiliates. Also inscribed was a tribute to Duffy that read, in part: "Jim Duffy has elevated respect for the words: Integrity and tact... His is the road to progress."

daytime programs, reviewed the daytime schedule—"fun and games in the morning and love in the afternoon"—which Thomopoulos said in terms of total homes has gone from "barely ahead" to well ahead of second-place CBS in the past year and commands a 46% share of women viewers aged 18-49, as compared with 33% for CBS and 21% for NBC.

In the late-night period, Lewis Erlicht, vice president and general manager of ABC Entertainment, said ABC expects to improve its ratings "appreciably" each night, especially with reports that Johnny Carson may leave NBC's *Tonight* show and CBS may drop reruns of *Rockford File* and *M*A*S*H*.

Except on Monday night when *Monday Night Football* extends into the late-night period, Erlicht said the weeknight schedule would be *Movie of the Week* on Tuesdays, *Love Boat* repeats on Wednesdays, *Police Woman* repeats on Thursdays, and *Charlie's Angels* repeats on Fridays.

In addition, Erlicht announced, *Baretta* will be scheduled as a second feature on Wednesday and Thursday nights in the fall, following *Love Boat* and *Police Woman*, respectively.

Erlicht also announced three new projects to develop new talent: *Off the Wall*, *Low Moan Spectacular* and *Friday's*.

In sports, Arledge said, ABC continues to widen its lead over the other networks. John Martin, vice president, ABC Sports programs, told the affiliates that in the first quarter of 1979, ABC had the five highest rated sports programs and six of the top seven, and that *ABC Wide World of Sports* reached audiences larger than those of the CBS and NBC counterparts combined.

To this, Arledge added the announcement that Fran Tarkenton, veteran pro football quarterback, had just been signed to a multiyear contract to provide football commentary on ABC starting this fall.

Good news ratings mean good news

ABC-TV affiliates were assured last week that their network was doing better—much better—in the area where it had been doing worst, at least as far as ratings were concerned: news.

They responded with prolonged applause when they were reminded, at their annual convention, that ABC's *World News Tonight* was now only three rating points behind *CBS Evening News* and "virtually tied" with second-place *NBC Nightly News* (BROADCASTING, April 30).

But that wasn't all, they were told: *ABC News Closeup* is up 11% in ratings from a year ago while the ratings of its NBC and CBS counterparts have declined, and *Closeup* is now ahead of both. "Network news viewers are getting the ABC habit," said Marvin Mord, ABC Television's vice president for research services.

Mord also had results of some special surveys to hearten the affiliates. Of all the viewers surveyed, he said, 66% said they thought *World News Tonight* had improved in recent months.

Of the ABC News viewers questioned, he said, 83% like the multiple-anchor concept introduced on *World News Tonight* last July. More than that, Mord continued, 63% of CBS News viewers who were surveyed, and 60% of NBC News viewers, also think it's good approach.

Compared with viewers whose primary allegiances are to the news on other networks, he said, ABC News partisans are more likely to think their own network is "doing most to improve coverage" (51%), "covers news from the scene better than other networks" (55%) and is "most likely to have a scoop" (65%).

NBC affiliates have their turn this week; for them, too, it's all eyes forward

With nothing to cheer about in the past year, that network's stations gather to hear what they might expect in the fall

There seems little doubt that this week's meeting of the NBC-TV affiliates will turn out to be the liveliest and, perhaps, most important of the spring's round of network-station conferences. It is unlikely, however, to be either the slugfest that some seem to expect or the wake that others dread. The affiliates are concerned, and they are expectant. They are not head-hunting, however—not yet.

Ancil Payne, president of KING-TV Seattle and chairman of the NBC-TV affiliates board, is a happier man this week than many would think he has a right to be. These may not be the best of times for the network, but they are hardly the worst either—as lengthy articles in last week's editions of *Time*, *The Wall Street Journal* and *The New York Times* suggested. Payne, who will be overseeing his fourth and last affiliates convention said last week: "I haven't seen any licenses being returned to the FCC, and I haven't seen any mortgages being called in. We may be third, but it's still only a three-man race."

"You don't have to go to Los Angeles to know we've had a very bad year," he continued, but he and other affiliates, who will be gathering today (May 14) and tomorrow at that city's Century Plaza hotel (where ABC-TV met last week and CBS-TV will gather next), are buoyed by what he called an "attitude of expectation." "Those who come in grumbling will go home grumbling, and those who come in happy will go home that way."

James Yager of WDSU-TV New Orleans, another member of the board (and the designated successor to Payne), admitted that he and other delegates were "terribly concerned" about NBC's position and that the "next 12 months are the key" to the network's future. "The 1979-80 season is the big test" of NBC President Fred Silverman, Yager said. He was critical, however, of the attention Silverman has received from the general-circulation press. "I don't think anyone knowledgeable in broadcasting expected Silverman to turn that network around in 11 months. You don't just wave a wand."

"Everybody's concerned as hell," Yager said. "If there is not a change in 12 months, then NBC may be in serious trouble. I want to come out with some feeling that things are going to turn around."

Although Silverman was at last year's meeting, this week's will be the first at which he will be presenting a schedule of

his own making. It will also be the first opportunity for many of the affiliates to see and hear the new NBC chairman, Jane Cahill Pfeiffer, who will be speaking at today's luncheon. Silverman will talk to the station people on Tuesday, immediately after the presentation of the fall schedule.

According to Payne, the affiliates will be "under no illusion that by January we'll be number one." He called the fall schedule a "sizable, material improvement" over this year's and one that he expects to meld nicely with the 1980 Olympics and the presidential election coverage—both of which are expected to improve NBC's performance substantially. Also, Payne said, Silverman has put together "excellent back-up material" to plug gaps that may develop in the schedule.

NBC has shown some of the delegates 15 new programs currently in development, none of which was included in the announced schedule.

(An NBC official in Los Angeles noted that those back-up shows will include a number of situation comedies, a genre with which Silverman had considerable success while at both CBS and ABC and one notably underrepresented on the NBC schedule announced two weeks ago. The official said that the feeling at the network was that there was a "precise plan" for bringing NBC out of its doldrums.)

Jack Harris, president of KPRC-TV Houston and a former chairman of the affiliates board, called this week's a "very important meeting for NBC," but he declined to characterize in the "make-it-or-break-it" terms that have dominated much of the advance discussion of the convention. "There will be great interest in what Fred Silverman says," Harris said, but he refused to go along with Yager's assessment that the upcoming season would be Silverman's test. He was looking, Harris said, over the next 24 months. "Silverman's no magician."

Like the others, Harris said that the bottom line of this week's meeting would be determined by the programs NBC will be showing. "On paper," he said of the announced schedule, "it looks like an improvement, but not a dramatic improvement."

Trying to convince the stations that it's more than that will be a raft of NBC executives, led by Silverman, Pfeiffer and Robert Mulholland, president of the NBC Television Network, who were hosts last night at an opening reception for affiliates.

The convention will get down to brass tacks today. Mulholland will welcome the affiliate representatives this morning at the network's studios in Burbank. There will be program presentations by Lester M. Crystal, president, NBC News Division; Chester Simmons, president, NBC Sports; Don Ohlmeyer, executive producer, NBC Sports; Mike Weinblatt, president, NBC Entertainment, and Jerry Golod, vice president and national program director, NBC Entertainment.

The schedule today also includes a presentation by W. Watts Biggers, vice presi-

dent, advertising and creative services, on the network's advertising and promotion plans for 1979-80.

Pfeiffer will speak to the gathering at lunch today and Silverman, tomorrow. NBC-TV's 1979-80 prime-time schedule will be previewed tomorrow morning at the Plitt theater in Century City.

The convention will conclude with an entertainment gala tomorrow night.

WOL set for hearing; distress sale possible

Payola-plugola charges land station in FCC hot water; problem will not affect Sonderling purchase by Viacom

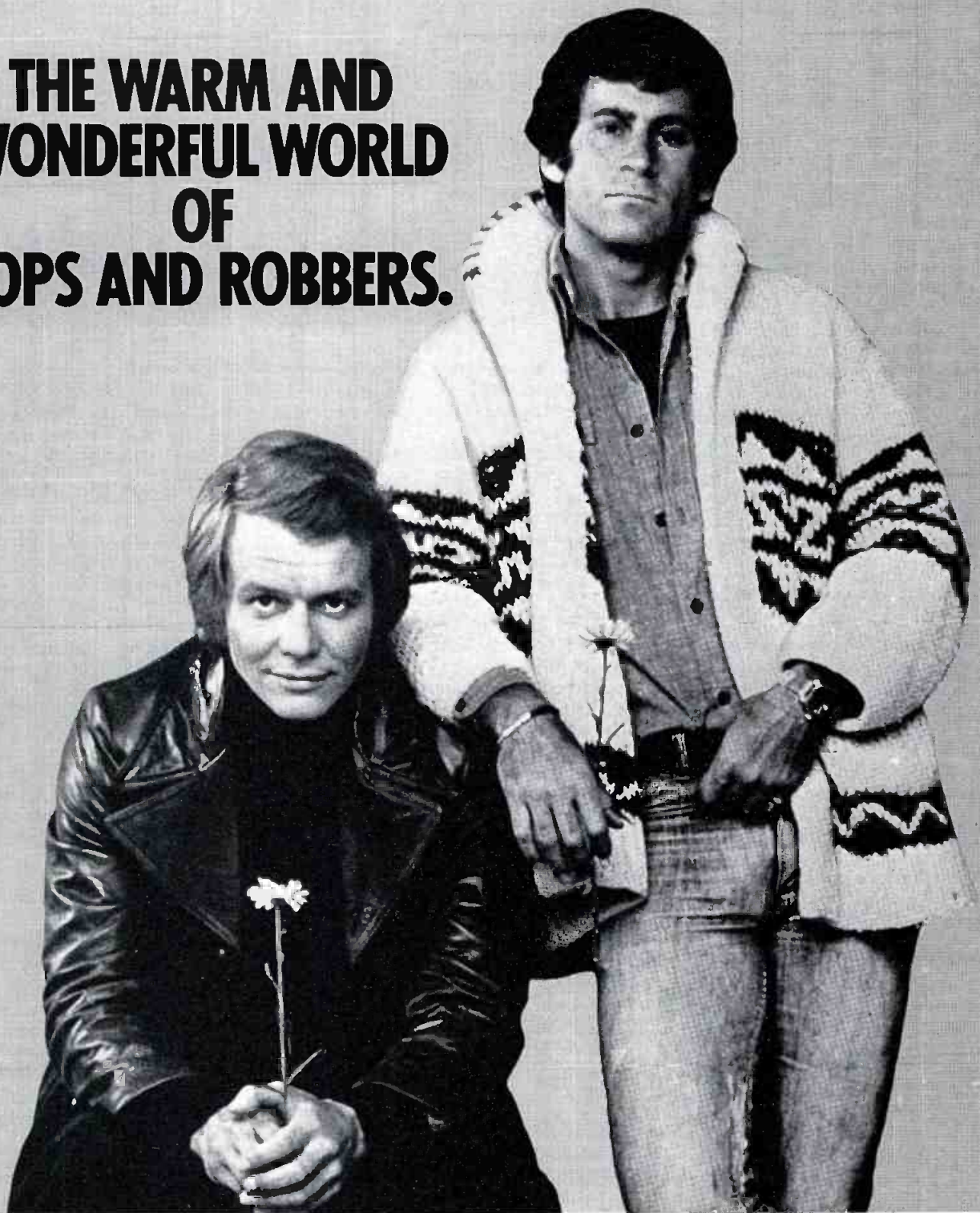
Sonderling Broadcasting Corp.'s WOL(AM) Washington is likely the latest candidate for a sale to a minority group under the FCC's distress sale policy. That possibility emerged last week after the commission, on a 7-0 vote, designated the station's license renewal application for hearing on evidence developed in a payola-plugola investigation.

The commission's action apparently will not kill Viacom International Inc.'s proposal to acquire Sonderling in a stock and cash transaction that was valued last March, when it was announced, at \$27,675,000. The proposal did not include Sonderling's motion picture chain or WOPA(AM)-WBMX(FM) Oak Park, Ill., which were to be spun off to Egmont Sonderling, chairman and president, who with his family owns about 25% of the public company. Lawyers for Sonderling and Viacom met with members of the commission staff on Friday to determine how the merger could proceed in light of the WOL matter. "We are looking at all options available," said one of the lawyers.

And one option is a distress sale of WOL. At the conclusion of the meeting, it appeared that Sonderling would dispose of the station under the commission policy permitting broadcasters facing revocation or denial of renewal hearings to sell the properties in question to minority groups at a distress sale price—something less than the "fair market value" of the outlet as "a going concern."

The issues facing Sonderling in a hearing on WOL's renewal include questions as to whether Sonderling allowed its employees to subordinate the public interest to their own in selecting records to play, whether Sonderling or its employees violated the plugola and payola sections of the Communications Act, and whether Sonderling exercised adequate control of the station. The inquiry is known to have involved allegations that disk jockeys used the station to promote concerts, in some of which the DJ's had a financial interest (BROADCASTING, Feb. 21, 1977). Another issue involves what the commission said is "the licensee's submission of false documents" to the commission staff.

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The FCC last week installed a new Broadcast Bureau chief, Philip Verveer, formerly head of the Cable Television Bureau. He was praised by Chairman Charles Ferris, who pushed the appointment, as "one of the most able, most intellectually honest lawyers I have come across in government." A National Association of Broadcasters executive, however, said the move leaves broadcasters "like a hockey team without a goalie in the net." Verveer was not only controversial outside the commission, he caused an unusual stir within; the commissioners split 4-3 in voting on his appointment. In the backwash of the Broadcast Bureau flap, a Common Carrier Bureau attorney, Randy Nichols, was named head of the Cable Television Bureau, replacing Verveer. That personnel shift was made with less fanfare; the commission made known simultaneously that it is looking toward the possibility of folding cable into the common carrier operation. Last week, Verveer and Nichols each had something to say about their new jobs.

A deregulator's regulator

At a time when, and in a place where, deregulation now is almost a cult, Philip L. Verveer would be the natural choice for the Broadcast Bureau chief's job he took over last week. Never mind that his last job was as chief of the Cable Television Bureau—traditionally a natural enemy of the broadcasting industry. Verveer is representative of a new breed of regulator, whose approach is cerebral, and for whom the talk once heard in the corridors of the commission (in what some old timers might call "the good old days"), of "holding broadcasters' feet to the fire," would seem, simply, barbarous.

"I tend to look at the regulatory processes fairly skeptically," the 35-year-old Verveer said last week. "I want to be shown why we do it [regulate in a particular way], and why the public is better off as a result."

His remarks came two weeks after the commission, acting largely on his recommendation and on the basis of a study he had directed, issued a rulemaking aimed at repealing two major cable television rules that had been adopted to protect broadcasters (BROADCASTING, April 30). They also came a day before the commission, in a public meeting, indicated it wanted to free as many radio station licensees as possible of as much of their regulatory burden as the law will allow (see "Top of the Week").

Much of the commission's enthusiasm for the deregulatory project was based on the kind of economic analysis with which Verveer feels comfortable: The market place seems to be producing the service mix that is in the public interest. Because for Verveer, the most efficient mechanism for regulating business in the public interest is the marketplace. There are some cases where competition might not work,



Verveer

he says. But generally, for him, competition provides the kind of answers New Dealers once looked to government to provide.

Of course the commission has had its share of members and staffers who believed that government was best that governed least. But in many cases, that attitude was the product of a pro-business bias that Verveer does not seem to share. Indeed, he frankly notes, "I know very little about the broadcasting industry." Nor does he know anything about the broadcasting section of the Communications Act of 1934.

Rather, his approach is intellectual, grounded in the training he received at the University of Chicago Law School in the late 1960's, and shaped during his more than six years in the Justice Department's Antitrust Division. Perhaps as a result, his discussion of his regulatory philosophy is shot through with terms that seem more fitting in an economics or antitrust law textbook.

He regards as unwise, for instance, "internal subsidies" (actions taken to protect an industry in the expectation or hope that it will provide a social service). "Direct subsidies" (payments for a particular ser-

"See what's happening now, check it against projections of what is likely to happen. Take a look at the law. Does it require us to act? We should start out looking at what the possible outcome is. And if we regulate at all, do it in the least intrusive way . . . We can't afford inefficiencies."

There may be cold comfort for some broadcasters in the Verveer philosophy. Since competition looms so large in Verveer's scheme of things, those who know him believe he can be expected to press for further restrictions on multiple ownership. Indeed, one situation where he thinks competition might not work is in a "highly concentrated market," and he talks of the need to be "careful about restrictions on entry" into markets.

Furthermore, he was a part of Justice's Antitrust Division when it was active in broadcasting matters, filing suit against the networks and petitioning the FCC to deny license renewals of a number of newspaper-owned television stations on grounds of concentration of control of media. During the same period, the division sought reversal in court of the commission's crossownership rule because it did not require break-up of existing crossownerships.

Verveer was not involved in any of those actions. But he says that, like others concerned with regulatory matters, he had been a "student" of Donald I. Baker, a high-ranking official of the division elevated to assistant attorney general in 1975. Baker had played a key role in expanding the department's activities into regulatory matters, including those involving broadcasting. Baker was, Verveer says, "the house intellectual . . . His views on competition and regulation were very pronounced."

At Justice, where he served between 1969 and 1977 (with 19 months out for service with Army intelligence in Korea), Verveer demonstrated a quality of his character that probably should be kept in mind. For four years he was the lead attorney in one of the largest antitrust actions brought by the division—the suit against AT&T aimed at forcing divestiture of some or all of its operating companies and Western Electric, as well as an "appropriate" disposition of Bell Labs. Clearly, the post was a plum. But Verveer gave it up in a disagreement with his

Men in the News

vice, as in the case of funds given public broadcasting), he feels, are superior. Then, too, he talks of "competition as the mechanism by which wealth is transferred from producers to consumers."

Compared to the emotional arguments broadcasting issues have engendered within the commission over the years, it all sounds rather bloodless.

Deregulation, Verveer feels, stems from the same set of theories from which antitrust law springs. Simply "getting rid of inefficient regulations" is not what deregulation means to him. "We should do that anyway." Rather, he says, "We should try to get rid of restrictions when the competitive process gives us a better outcome than the regulation in terms of the consumers."

And in adopting regulations, he feels, the commission should use great care:

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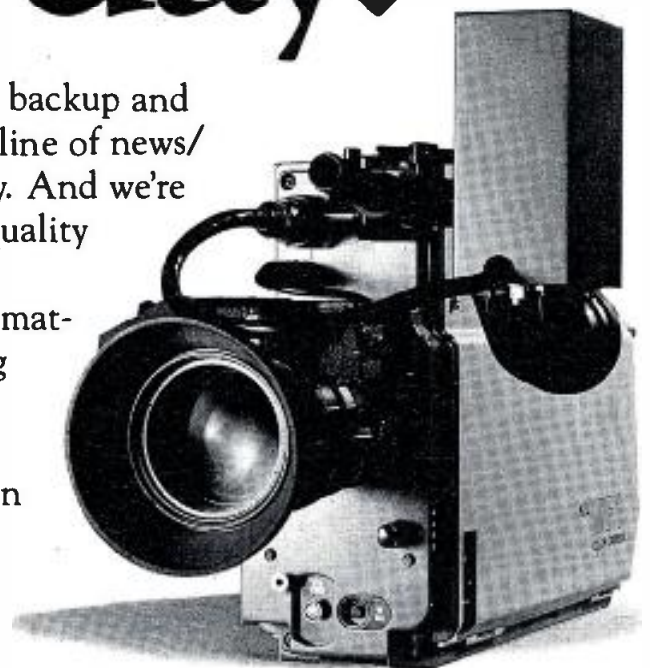
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“We should try to get rid of restriction when the competitive process gives us a better outcome than the regulation, in terms of the consumer.”

superiors over the manner in which the discovery phase of the case was to be conducted.

Verveer discusses the events leading up to his resignation guardedly and makes clear he is attacking no one's motives. “We came to a point at which I felt we should proceed in certain ways and at a certain speed, and I felt we should have a commitment of resources. But there was a difference of opinion with my superiors. Both because of the manner in which they wanted to go forward, and the manner in which they made that decision—it was made in a vacuum; there was little consultation—they forced me to get out of the way. It seemed the sensible and honorable thing to do.”

Bureaucrats don't operate in that manner very often. And Verveer says he is not sure he would do it again. “I was green then,” he says, half-joking. “I may have seen things more clearly.”

(After leaving Justice, Mr. Verveer spent four months at the Federal Trade Commission before being recruited by Chairman Ferris, reportedly on the recommendation of FTC Chairman Michael Pertschuk [BROADCASTING, Jan. 30, 1978].)

For now, Verveer has no concerns about running into similar troubles. And despite his lack of knowledge of broadcasting or the law under which it operates, he seems confident of the compass by which he will operate. “Adam Smith and supply and demand curves don't resolve all elements that define a civilized society,” he says. “But I think the marketplace will give us better results than regulation.”

A ride for all it's worth

For some, jumping on a dying horse might not seem the best way to gallop into the future. But Willard R. (Randy) Nichols last week seemed pleased that he had been plucked by the FCC from his job as a special assistant to the chief of the Common Carrier Bureau and named chief of the Cable Television Bureau, succeeding Philip Verveer.

Not that he didn't like his job working for Larry Darby; he did. But there is “personal satisfaction” in the appointment, he said last week. Besides, he knows most of the people in the Cable Bureau and thinks they are among the best and most innovative among the commission's

staff. And, he says, there are “important issues” coming up.

He does not refer to the expectation that the bureau will be folded into the Common Carrier Bureau once the rulemakings aimed at repealing the distant-signal and syndicated-exclusivity rules are completed (BROADCASTING, May 7). What amounts to the official commission line is that any discussion of consolidation at this point would constitute “prejudging the rulemaking,” and so is avoided.

Besides, a major task at the Cable Bureau is beefing up morale, a task to which Chairman Charles D. Ferris lent his presence last Monday. Assembling the 50-odd members of the bureau staff (down from more than 100 a couple of years ago) in the bureau's front office, the chairman promised there would be no quick collapse of the bureau and said there was a great deal of work to be done in the months ahead.

Indeed, Nichols says so many cable issues remain—not only the major deregulatory rulemaking (which also seeks



Nichols

comment on the retransmission consent proposal) but also other proceedings, including one involving the question of whether “saturated” systems must carry local signals and a new generation of applications involving superstation service—that “there is no doubt that a cable entity will continue to be necessary.” He did not say bureau.

Nichols, who is 32, caught the brass ring of a bureau chief's job on what was his second tour at the commission. He joined the FCC for the first time after graduating from the University of South Carolina Law School in 1974. He was assigned to the General Counsel's Office and in March 1977 was assigned to then-Chairman Richard E. Wiley as a special assistant. When Ferris became chairman, in October 1977, he asked Nichols to stay on and help in the transition, which he did. But in June 1978, he left the commission to rejoin Wiley in the law firm of Kirkland & Ellis.

Seven months later, in January, he was back in the commission. Common Carrier Bureau Chief Lawrence Darby made Mr. Nichols an offer he could not refuse. “I'd never done common carrier work,”

“A new environment for the cable industry has been developing . . . All those blue-sky proposals . . . that were never offered are beginning to be offered now.”

Nichols said last week. “When Darby offered me the job as special assistant, it seemed an exciting possibility. I could provide service, and I could learn a very important area of communications law.” His responsibilities cut across all areas of the bureau's jurisdiction, but he focused on international communications matters.

Nichols is not going to his new job cold. When he was in the General Counsel's Office, a large part of his duties involved

briefing the general counsel, Ashton Hardy, on cable items on the commission's meeting agenda. He served the same function for Wiley after moving to the chairman's office.

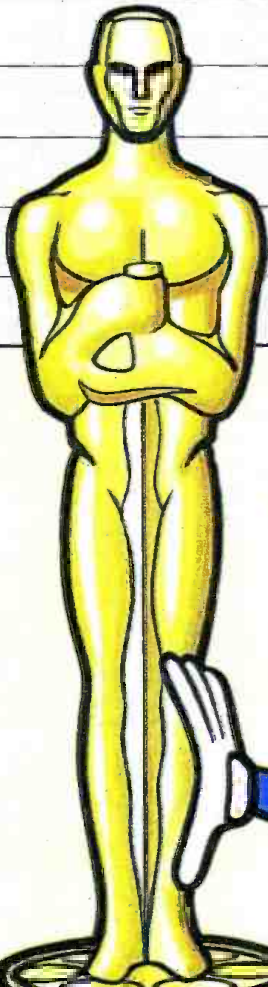
Nichols has not thought much about the cable industry in the recent past. He had no idea he was to be named to head the cable bureau until the evening before the announcement was made, on May 4.

But he began thinking about the industry last week, and he sounded bullish. “It's won some significant court decisions,” he said. “It's done well at pleading its case for deregulation before the agency. And a new environment for the cable industry has been developing in the past two years. All these blue-sky proposals of the late '60's that were never offered are beginning to be offered now.” He talked of the Qube experiment, with its interactive service, in Columbus, Ohio, and the increasing number of systems being built with capacity of 20 channels or more.

“There's a bright future for the industry,” Nichols said. And, for however long it runs, for the Cable Television Bureau, as well, apparently.

Source: ARB, February 1979 (subject to survey limitations).

	STATION		RATING	SHARE	RANKING
(M.-F. 8:00AM) (Sun. 11:00AM)	WNEW	New York	6 8	40% 30%	1 1
	WFLD	Chicago	8	25%	1
	WUAB	Cleveland	10	26%	2
	KPLR	St. Louis	9	30%	1
	WMAR	Baltimore	10	29%	1
	WVTV	Milwaukee	8	24%	2
	KBMA	Kansas City	10	29%	1
	WTVF	Nashville	10	31%	1
	WLUK	Green Bay	13	33%	1
	KMPH	Fresno	8	32%	1



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Retransmission consent at top of the list at rewrite hearings

Geller first to testify before Van Deerlin subcommittee this week; minority ownership, EEO, radio as public trustee also to be considered

The House Communications Subcommittee rewrite process is back in high gear this week with four days of hearings on the broadcast and cable sections of H.R. 7337.

The hearings get going today (May 14) with a look at the possible impact and consequences of retransmission consent. Heading the witness list will be Henry Geller, head of the National Telecommunications and Information Administration and promoter of the retransmission

consent idea. Geller will be followed by a panel that includes Baseball Commissioner Bowie Kuhn and Jack Valenti, president of the Motion Picture Association of America.

Today's afternoon session has 11 witnesses tentatively scheduled, including producer Norman Lear, superstation WTCG Atlanta owner Ted Turner and National Basketball Association Commissioner Larry O'Brien.

Tuesday will be devoted to a panel discussion on minority ownership of radio and TV stations, examining such provisions as the proposed \$10 million authorization for loan guarantees and equity interest to increase minority ownership.

Wednesday picks up with equal employment opportunities in radio and TV, with an examination of the impact of deregulation on EEO. Witnesses include Kathy Bonk of the National Organization for Women; Pluria Marshall, chairman of the National Black Media Coalition; J. Clay Smith, EEOC commissioner; and Sis Kaplan, executive vice president of SIS

Radio Inc.

The week ends Thursday with a look at radio broadcasters as public trustees. Next week's hearings resume on Tuesday with an examination of TV broadcasters as public trustees. Witness lists for both sessions are still tentative.

In hearings on Senate rewrite, Ferris and Washburn are critical of plan to form new agency to oversee policy-making for international facilities

FCC Chairman Charles Ferris and Commissioner Abbott Washburn expressed some concern last week over provisions of Senator Ernest Hollings's (D-S.C.) Communications Act revision.

At a hearing before the Senate Subcommittee on Communications, which explored the international telecommunications section of the Hollings bill, the two men said S. 611 would greatly reduce the FCC's role in international facilities planning, with possibly negative effects.

Ferris said that, under the bill, the primary responsibility for domestic decision making with respect to international facilities would shift to a new private, non-profit entity, the International Facilities Management Corporation. He wondered whether, with a diverse board composed of representatives of the carriers, users and the general public, it would be able to make better decisions than the FCC now does. "Before any new entity is designated as the key decision maker in the facilities planning program," he said, "we should be reasonably certain that it will have both adequate technical expertise and resources and an effective charter."

Ferris also said he worried about the way the new entity's disputes would be resolved—within its board room. He said there may not be enough review mechanisms to determine if the interests of one class of carrier or user were unfairly weighed against the interests of others. "Given the importance of these choices, there is much to be said for making this decision-making process actually 'public' as opposed to internalizing it within an ostensibly 'public' corporation," he added.

In addition, Ferris said he was against any proposal that would eliminate the FCC's authority to review and reject facilities plans, and he believed the proposed corporation would require a major restructuring of Comsat, which could have "a significant impact on its financial status and its current operations."

Washburn agreed with Ferris, adding that he believed the corporation would not achieve full and fair competition among carriers, nor would it benefit consumers. "Comsat's experience in providing satellite communications and as the U.S. representative to Intelsat would be virtually eliminated," he said.

Washburn said he thought the make-up of the board appeared to be "quite weighted in favor of cable, so that the intermodal debate in that private room would be unfairly balanced—and the decision coming out would have less chance of

Bottom Line

Grandeur grands. MGM promises more convention breathing room in Las Vegas, site of four of next eight NAB conventions as well as next week's National Cable Television Association gathering. MGM Grand will get 800 new rooms for total of almost 2,900. Diversified entertainment company simultaneously announced similar expansion at MGM Grand in Reno and plans for construction of new hotel in Atlantic City.

Bit by bit. Chris-Craft Industries has increased holdings in 20th Century-Fox Film Corp. from 11% to 12%. Purchase involved 941,000 shares and is in line with Chris Craft's intent to acquire 15% of Fox's outstanding voting stock.

Good news, bad news. Teleprompter Corp. last week reported record revenues of \$39,781,000 before extraordinary items for first quarter of 1979 (ended March 31). However, settlement of Leeds v. Teleprompter suit reduced net income from \$4,499,000 to \$152,000. Revenues in comparable quarter last year were \$32,095,000 with net income of \$1,128,000. Teleprompter credited cable television division with being largest contributor to gains in quarter, saying operating profits for consolidated cable systems amounted to \$14,481,000, improvement of 23% over first quarter of 1978. Leeds v. Teleprompter settlement was proposed Feb. 27 (BROADCASTING, March 5) and involved charges that company proxy statement had been misleading in connection with activities of former president, Irving Kahn.

Splitville. Shareholders of Liberty Corp. (parent of Cosmos Broadcasting) will vote June 19 on proposed two-for-one split of company's 6,457,358 shares of common stock currently outstanding. Proposal was approved initially by board of directors May 1. Also okayed: 36.4% increase in annual dividend to \$1.20 per share on existing shares and 60 cents per share after split.

MCA gains. MCA income in first quarter (ended March 31) increased 13% before extraordinary gain to \$24.2 million, or \$1.04 per share. It was record quarter for company that earlier had gained \$39.7 million from favorable resolution of tax refund suit that involved movie and TV films from 1962 to 1970. Extraordinary gain accounted for final net income of \$63.9 million, or \$2.74 per share. Income for same period in 1978 was \$21.4 million, or 92 cents. Revenues were \$236.4 million and record \$283 million in respective quarters of 1978 and 1979.

Blair, Wometco bullish. Jack W. Fritz, president of John Blair & Co., told stockholders last week that record earnings year in 1978 was followed by record first quarter in 1979. Net income in first quarter was almost \$2.4 million, or 95 cents per share, highest in company's history ("Week's Worth," May 7). And Wometco Enterprises President Mitchell Wolfson told shareholders that 1979 should be best in 54-year history. He reminded that Wometco—whose holdings include TV stations, cable and over-air subscription TV—had record first-quarter earnings ("Week's Worth," April 30).



Fringe benefits: Merv makes the difference.

	RATING	SHARE
The Merv Griffin Show	11	28
Talk/Variety	10	27
Situation Comedies	9	26
Hour-Long Action/Drama Shows	9	24
Movies	8	21

NSI, Feb. 1979. 3:30-6 pm on network affiliates. Rating and share averages not weighted. Estimates subject to limitations of rating service.

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being in the interest of the rate-payer."

Washburn said he thought the proposal "would cause severe disruption to the industry and administer a blow to Comsat from which it could possibly not recover. It would amount to surgery which the patient doesn't need or want, and which the consulting physicians are not recommending," he said.

Make them play pay

Over-air subscription station asks FCC to force cable systems to carry its programming

A pay television station on Long Island, concerned about cable systems that refuse to carry its pay programming—the systems have pay channels of their own—has petitioned the FCC to issue a declaratory ruling that would require such carriage. The "plain meaning" of commission rules, the petition says, calls for such a ruling.

The petition was filed by Suburban Broadcasting Corp., licensee of WSNL-TV Smithtown, N.Y., which claims some 200,000 of the homes in its service area are on cable television systems that provide a pay service.

And those operators, the petition says, "may be induced by economic motivations to not receive WSNL-TV's [subscription] programming in favor of their own pay service..."

Suburban contends that the commission rule requiring a cable system to carry the signals of local stations that request carriage applies to pay television as well as nonpay television. "Conversely," Suburban adds, commission rules "do not even permit" pay television or nonpay television stations to be treated differently.

Despite what Suburban calls the "plain meaning" of those rules, cable television stations generally take a different view. And the commission's own interpretations, Suburban adds, "have obfuscated these rules as they apply to [pay television] signals, thereby causing considerable confusion."

Suburban notes that the commission, in adopting cable television rules in 1966, did not distinguish between pay and nonpay signals in requiring cable systems to carry the programs of local stations. The commission in 1968 adopted "a temporary freeze" permitting cable systems to avoid carriage of local pay television stations, Suburban said. But it added, "the commission cannot adopt a policy which is patently inconsistent with the plain meaning of its rules and regulations." The "freeze" was contained in a rulemaking the commission terminated last fall.

The petition says it is technically feasible to carry scrambled pay television signals without degradation to other signals being carried, and to decode the signal at the subscriber's receiver.

The commission has the issue raised in Suburban's petition pending before it in another form. Blonder Tongue Laboratories last October petitioned the commis-

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sion for a rulemaking to require cable systems to carry local pay television signals. Suburban, in its comments, said the proposal was not needed, while cable systems said such carriage would interfere with their carriage of pay programming of their own.

Meanwhile, there was no indication last week when the Cable Television Bureau would present the BTL petition to the commission.

Back to square one for British fourth TV plan

With the Conservatives' victory in the general election, it appears very likely that Britain's unoccupied fourth channel (BROADCASTING, April 16) will become a second commercial channel (ITV II).

The previous Labor government had planned to have the channel run by a new Open Broadcasting Authority (OBA). One of the founders of the OBA concept, Tony Smith, said that some of the ITV II proposals are very similar to the OBA plan, and the longer he could keep people talking, the more support for the OBA would grow. He said the Conservatives don't understand what ITV II would mean and added that the OBA supporters are back at the beginning since they must now convince a new government of their plan.

Changing Hands

Proposed

■ **KACY(AM) Port Hueneme and KACY-FM Oxnard, both California:** Sold by Western States Radio Corp. and Channel Islands Broadcasting Corp., respectively, to The Channel Islands Radio Co. for \$1,690,000 plus \$20,000 for agreement not to compete. Sellers are subsidiaries of CTW Communications, which is subsidiary of Children's Television Workshop, producer of *Sesame Street* on Public Broadcasting Service and other children's programming. CTW is asking FCC to waive rule prohibiting sale of stations held less than three years except in extenuating circumstances. It purchased AM for \$866,000 (BROADCASTING, Nov. 22, 1976) and FM for \$338,000 plus \$220,000 in accounts receivable, notes and assets (BROADCASTING, Oct. 31, 1977) for total of \$1,424,000. CTW seeks waiver on grounds it lacks managerial ability to operate stations but is selling to officer in charge of them. Buyer is principally owned by Franz Allina, senior vice president of CTW Communications and president of station sub-

sidaries. Allina, who will leave CTW, headed group of investors that recently bought WBAB-FM Babylon, N.Y., for \$800,000 plus \$150,000 for agreement not to compete (BROADCASTING, Jan. 22). KACY(AM) is on 1520 khz with 1 kw day and 250 w night. KACY-FM is on 104.7 mhz with 2.85 kw and antenna 1,580 feet above average terrain.

■ **KODA(AM) Houston:** Sold by Taft Broadcasting Corp. to Spanish Broadcasting Corp. for \$1.1 million. Seller is owned by Paul E. Taft and family. They also own 85% of WNNE-TV Hanover, N.H., and 41% of KMZK(AM) Fort Worth. They have sold, subject to FCC approval, KODA-FM Houston to Westinghouse Broadcasting Co. for \$6.1 million less price of KODA(AM) (BROADCASTING, April 30). Buyer is owned by Marcos A. Rodriguez (58.7%) and 21 others. Rodriguez has additional interest as 58.31% owner of Latin American Broadcasting, which owns 11.5% of buyer and is licensee of KESS(AM) Fort Worth. KODA is 5 kw daytimer on 1010 khz.

■ **KNPT-AM-FM Newport, Ore.:** Sold by Yaquina Radio Inc. to Charmar Broadcasting Inc. for \$1 million. Seller is owned by Thomas R. Becker, who has no other broadcast interests. Buyer is owned by Charles F. King (30%) and nine others. King is former general sales manager of KPAM-AM-FM Portland, Ore. KNPT(AM) is on 1310 khz with 5 kw day and 1 kw night. KNPT-FM is on 102.5 mhz with 100 kw and antenna 890 feet above average terrain.

■ **WLGM(AM)-WJJS(FM) Lynchburg, Va.:** Sold by Rulon-Maynard Corp. to Neighborhood Communications Corp. for \$700,000 plus \$20,000 for agreement not to compete and \$45,000 for consultancy. Seller is owned by L. John Denny and his wife, Rosalind, who have no other broadcast interests. Buyer is wholly owned subsidiary of Neighborhood Theater Inc., movie theater chain. Morton G. Thalmer is president and principal stockholder (21.54%). It also owns WKGN(AM) Knoxville, Tenn., and is applicant for new TV in Richmond, Va. WLGM is 1 kw daytimer on 1320 khz. WJJS is on 101.7 mhz with 3 kw and antenna 290 feet above average terrain.

■ **KTXI-AM-FM Jasper, Tex.:** Sold by Jasper Broadcasting Service to KTXI Radio Inc. for \$580,000 plus \$60,000 for agreement not to compete. Seller is partnership of Thomas H. Spurlock (37.5%), Roger C. Hall (37.5%) and Lynda Bell (25%). None has other broadcast interests. Buyer is principally owned by Galen O. Gilbert (51.87%) of Dallas. He is principal of KSWM(AM)-KELE(FM) Aurora, KBTN(AM) Neosho and KXEO(AM)-KWWR(FM) Mexico, all Missouri; KPET(AM)-KCOT(FM)



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Lamesa and KZEE(AM) Weatherford, both Texas, and KTLQ(AM)-KEOK(FM) Tahlequah, Okla. He also owns 71% of applicant for new FM in Sulphur Springs, Tex. KTXJ(AM) is 1 kw daytimer on 1350 khz. KTXJ-FM is on 102.3 mhz with 2.9 kw and antenna 140 feet above average terrain.

■ KWHO-AM-FM Salt Lake City, Utah: Sold by Radio Station KWHO to Northwest Radio Broadcasting Co. for \$600,000. Seller is owned by Reese C. Anderson, who has no other broadcast interests. Buyer is wholly owned subsidiary of Northwest Energy Co., publicly owned natural gas company. John G. McMillian is chairman and president. It has no other broadcast interests. KWHO(AM) is 1 kw daytimer on 860 khz. KWHO-FM is on 93.3 mhz with 30 kw and antenna 3,660 feet below average terrain.

■ KXXR-FM Spokane, Wash.: Sold by Independent Broadcasting Corp. to Monroe Broadcasting Co. for \$567,321. Seller is principally owned by Edward F. Kelley, who also owns KXXR(AM) Spokane. Buyer, principally owned by Wesley L. Monroe (32%) and Delbert Bertholf (33%), owns KGA(AM) Spokane and KEED(AM) Eugene, Ore., which has been sold, subject to FCC approval (BROADCASTING, April 23). KXXR is on 93.7 mhz with 56 kw and antenna 2380 feet above average terrain.

■ WGRT(FM) Danville, Ind.: Sold by Hendricks County Broadcasting Corp. to Universal Broadcasting of Indiana Inc. for \$250,000 plus \$25,000 for agreement not to compete and \$25,000 for consultancy. Seller is principally owned by Gordan Graham (43%) and Charles Marlowe (21.5%). Neither has other broadcast interests. Buyer is owned by Howard Warshaw, his wife, Miriam (25% each), and his brother-in-law Marvin B. Kosofsky (50%). They also own WVVX(FM) Highland Park, Ill.; KEST(AM) San Francisco; KPPC(AM) Pasadena and KMAX(FM) Arcadia, both California; KUXL(AM) Golden Valley, Minn.; WARO(AM) Canonsburg, Pa.; WYLO(AM) Jackson, Wis.; WTHE(AM) Mineola, N.Y., and KCNW(AM) Fairway, Kan. WGRT is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ KJCH(AM) Cleveland, Tex.: Sold by Cleveland Broadcasting Service to Thomas F. McDaniel for \$255,000. Seller is owned by Jessie C. Howard, who has no other broadcast interests. Mr. McDaniel is manager and 10% owner of WCJU(AM) Columbia, Miss. KJCH is on 1410 khz with 500 w full time.

■ KNEM(AM) Nevada, Mo.: Sold by radio KNEM to Nevada Broadcasting Co. for \$200,000. Seller is principally owned by Kenneth E. White (99.2%), who has no other broadcast interests. Buyer is principally owned by Marvin E. Luehrs (41%) and his father-in-law, Everett G. Wenrick (49%). Luehrs's wife and son own 5% each. Family owns controlling interest in KTTN-AM-FM Trenton, Mo., and WMNE-AM-FM Menomonie, Wis. Mr. Wenrick also owns 28% of KBOE-AM-FM Oskaloosa, Iowa. KNEM is on 1240 khz with 250 w full time.

■ Other proposed station sales include: KBSA(TV) Guasti, Calif.; WQWX(AM) Mebane, N.C.; WDNH(AM) Honesdale, Pa., and WHAL(AM)-WTCV(FM) Shelbyville, Tenn. (see "For the Record," page 71).

Approved

■ WJNO(AM) West Palm Beach-WJNO-FM Palm Beach, both Florida: Sold by Walter-Weeks Broadcasting Inc. to Fairbanks Broadcasting Co. for \$3 million plus 10-year consulting agreement for \$2,500 per month. Seller is owned by James Walter and Robert M. Weeks who also own WSPB-

AM-FM Sarasota and WMFJ(AM)-WQXQ(FM) Daytona Beach, both Florida. It recently sold WTNT(AM)-WLVW Tallahassee, Fla. for \$1.1 million (BROADCASTING, Feb. 5). Buyer is principally owned by Richard M. Fairbanks. It also owns WIBC(AM)-WNAP(FM) Indianapolis; WKOX(AM) Framingham and WVBF(FM) Framingham-Boston, both Massachusetts; WZZD(AM) Philadelphia, and KVIL(AM) Highland Park and KVIL-FM Highland Park-Dallas, both Texas. WJNO(AM) is on 1230 khz with 1 kw day and 250 w night. WJNO-FM is on 97.9 mhz with 100 kw and antenna 340 feet above average terrain.

■ KJLH(FM) Compton, Calif.: Sold by



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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	
Doyle Dane Bernbach.....	3 mo. 3/31	\$21,863,000	+21.1	\$1,235,000	+20.4	.46	\$18,050,000	\$1,026,000	.39	
Dun & Bradstreet.....	3 mo. 3/31	208,388,000	+16.7	19,627,000	+25.4	.70	178,493,000	15,641,000	.56	
Gannett.....	3 mo. 4/1	168,710,515	+13.6	18,455,377	+21.7	.69	148,479,159	15,155,674	.57	
Gray.....	3 mo. 3/31	17,799,900	+10.1	592,000	-22.8	.95	16,150,600	767,000	1.23	
Lee Enterprises.....	6 mo. 3/31	57,382,000	+14.5	6,722,000	-21	.93	50,106,000	8,504,000	1.15	
LIN.....	3 mo. 3/31	11,186,000	+6.3	2,168,000	+16.5	.79	10,524,000	1,861,000	.65	
Media General.....	3 mo. 3/31	28,912,000	+8.9	4,758,000	+62.9	.64	26,555,000	2,921,000	.39	
Ogilvy & Mather.....	3 mo. 3/31	43,611,000	+12.2	797,000	-55.1	.20	38,875,000	1,776,000	.45	
Post Corp.....	3 mo. 3/31	14,749,000	+32.7	436,000	-21.7	.24	11,112,000	557,000	.31	
Scientific-Atlanta.....	9 mo. 3/31	85,990,000	+29.3	5,009,000	+37.1	1.85	66,484,000	3,653,000	1.50	
Teleprompter.....	3 mo. 3/31	39,781,000	+23.9	152,000	-87.0	.01	32,095,000	1,128,000	.07	
Walt Disney Productions.....	6 mo. 3/31	341,357,000	+11.2	43,750,000	+20.3	1.35	307,026,000	36,381,000	1.12	
Warner Communications.....	3 mo. 3/31	453,795,000	+45.2	30,818,000	+51.2	1.54	312,497,000	20,382,000	1.06	
Weather.....	Year 12/31/78	43,415,000	33.4	883,000	-17.2	.38	32,552,000	1,067,000	.47	
Zenith Radio.....	3 mo. 3/31	237,400,000	+10.9	3,700,000	+363.6	.20	213,900,000	1,100,000	.06	

John L. Hill to Taxi Productions Inc. for \$2.2 million. Seller has no other broadcast interests. Buyer is wholly owned by Stevie Wonder, recording artist, who has no other broadcast interests. KJLH is on 102.3 mhz with 3 kw and antenna 100 feet above average terrain.

■ KKUA(AM)-KQMO(FM) Honolulu: Sold by KoKUA Radio One Corp. to CCLA Communications Inc. for \$2.2 million, subject to adjustments at closing. Seller is principally owned by H. G. Fearnhead, who has no other broadcast interests.

Buyer is wholly owned subsidiary of Coca-Cola Bottling Co. of Los Angeles. It also owns KJOI(FM) Los Angeles. Gordon F. Mason, VP-general manager of that station, is company's principal broadcast officer. KKUA is on 1170 khz with 10 kw. KQMQ is on 93.1 mhz with 100 kw and antenna 126 feet above average terrain.

■ KELI(AM) Tulsa, Okla.: Sold by Broadcasting Associates Inc. to Philip R. Jonsson for \$1.65 million. Seller is owned by Sammons Enterprises (80%) and Raymond Ruff (20%). Sammons, principally owned

by C. A. Sammons, is holding company with interests in hotels, CATV, insurance and broadcasting. With Ruff, it owns KTRN(AM) Wichita Falls, Tex., and KHOG(AM) Fayetteville, Ark. It recently sold KIXZ(AM) Amarillo, Tex. (BROADCASTING, Feb. 26). Jonsson is former owner of KRLD(AM) Dallas. He also is chairman of petroleum exploration company in Dallas and principal owner of bank in Richardson, Tex. KELI is on 1430 khz with 5 kw.

■ WBSM(AM) New Bedford, Mass.: Sold by Your Good Neighbors Stations Inc. to George Gray for \$1.5 million. Seller is owned by Bruce M. Lyon and his wife, Sally, who also own WZID(FM) Manchester, Mass. Gray is former station group owner who sold WBSM to Lyons in 1970 for \$1 million. He has no other broadcast interests. WBSM is on 1420 khz with 5 kw day and 1 kw night.

■ KISO(AM)-KLOZ(FM) El Paso, Tex.: Sold by Mesa Radio Inc. to Jalepeno Broadcasting Inc. for \$875,000. Seller is owned by James Clauson and Bill Walcik, of Klute, Tex., who own real estate and construction business. They have no other broadcast interests. Buyer is owned by Kentucky Technical Institute (80%) and Lee Masters (20%). Kentucky Technical, owned by Clarence Henson and family, also owns WLRS(FM) Louisville, Ky. Henson personally owns WXVW(AM) Jeffersonville, Ind., and WORX-AM-FM Madison, Ind., through his engineering consulting firm. Masters, former announcer at WNBC(AM) New York, will become general manager at El Paso stations. KISO is 1 kw daytimer on 1150 khz. KLOZ is on 102.1 mhz with 57.3 kw and antenna 1,189 feet above average terrain.

■ KXXV(AM)-KINX(FM) Colorado Springs: Sold by Silver West Broadcasting Co. to Mountain Center Broadcasting Co. for \$765,000. Seller is owned by William S. Cook, who has no other broadcast interests. Buyer is principally owned by Alfred T. Burke (40%), Steve Adams (40%) and Dale E. Palmer (5%), who also own KZAK(AM)-KTYL(FM) Tyler, Tex. Burke is president of Burke Beverage Co., bottling

May 2, 1979


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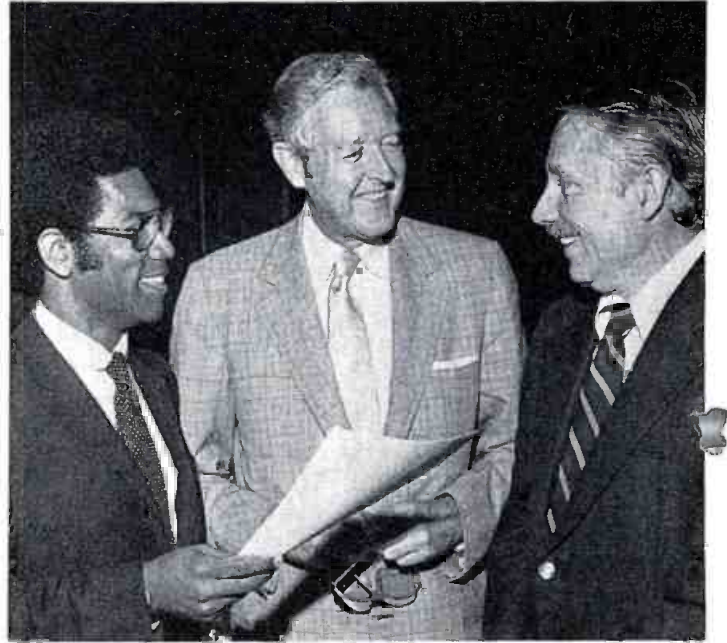
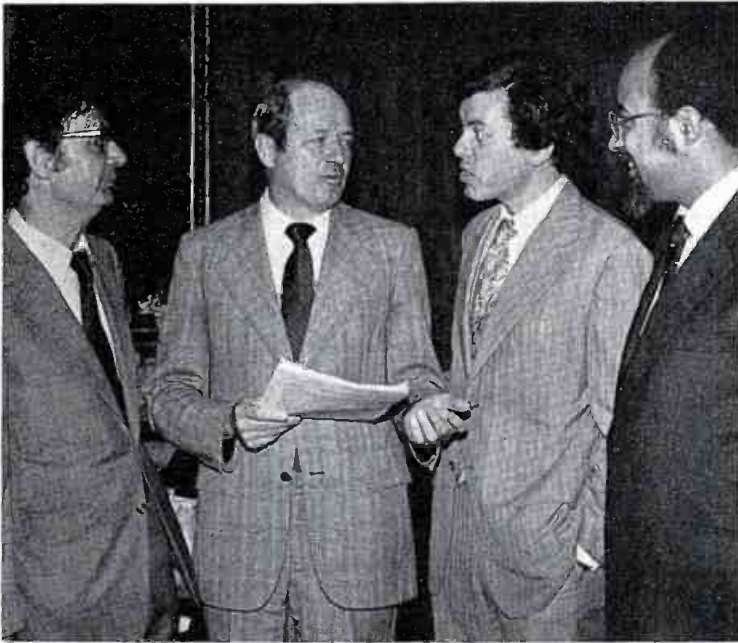
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Spreading the word. The board of trustees of NAB's Task Force on Minority Ownership came together in Washington last Wednesday for an "informational meeting" to share facts and figures with others involved in the process of helping capitalize minority broadcast enterprises. On hand for the occasion (l to r): (at left) Henry Geller, assistant secretary of commerce for communications and information; NAB Board Chairman Donald Thurston; Richard M. Neustadt, assistant director of the White House's domestic policy staff, and Charles J. Beard of Foley, Hoag & Eliot, Boston law firm; (at right) Wesley Samuel Williams Jr., Covington & Burling; John F. Dille Jr. of Federated Media, chairman of the task force, and Gustavo L. Garcia of Garcia, Morrison &

Co., public accountants of Austin, Tex. **What's been going on.** Small Business Administration officials in charge of the broadcast purchase program told Wednesday's meeting that \$12.738,000 in loans for a total of 58 properties had been processed through March this year. Of those, 13 (22.4%) for a total of \$3,669,000 (28.8%) went to minority enterprises—an average of \$282,230 per minority loan. So far, the program's largest single loan has been to a minority group: a \$720,000 loan to Spanish Broadcasting Corp. of Fort Worth. In addition, the task force was told that two other federal agencies—the Economic Development Administration and the Farmers Home Administration—also are making loans for purchases of broadcast and cable properties in rural areas.

and real estate firm in Longview, Tex. Adams is Minneapolis banker and Dale is manager of Tyler stations. KXXV is 1 kw daytimer on 1530 khz. KINX is on 101.9 mhz with 28 kw and antenna 310 feet below average terrain.

■ **KUFF(AM) Albuquerque, N.M.:** Sold by Radio New Mexico Inc. to West America Broadcasting Inc. for \$540,000. Seller was granted waiver of three-year rule (it bought station in April 1976 for \$350,000) because of its financial difficulties. It is owned by Charles W. Weaver (95%) and Donald C. Keyes (5%). Weaver has no other broadcast interests. Keyes is 66.6% owner of WNYN(AM) Canton, Ohio. Buyer is owned by Bernard Perlin (president), Edward R. Marshall, Bruce Minkus and Stanley P. Abrams (16.6% each) and four others. Perlin owns public relations and advertising firm in Tucson, Ariz. Marshall owns air conditioning and sheet metal company there. Minkus is sales manager of Tucson advertising specialties firm. Abrams is Tucson land developer. None has other broadcast interests. KUFF is on 1150 khz with 5 kw day and 500 w night.

■ **Other approved station sales include:** KFMR(FM) Fremont, Calif.; KPUA(AM) Hilo, Hawaii; WAIT(AM) Chicago; WHYT(AM) Noblesville, Ind.; KCFX(FM) Edmond, Okla.; WKFD(AM) Wickford, R.I.; KFCB(AM) Redfield, S.D., and KHFI-FM-KTVV(TV) Austin, Tex. (see "For the Record," page 72).

Regrouping Group W

New York office shuffled; Moynihan gets top program post; central retail unit is abolished

Group W has realigned its headquarter's staff structure, topped by the selection of George Moynihan as vice president of programming for the Television Group.

Moynihan formerly was vice president/executive producer, programming, Television Station Group, a post that has been eliminated. He will now be responsible for programming at the five TV stations, corporate projects and for Group W Productions activities. In the changeover, Jeff Schiffman is leaving the company as his post of vice president, television program operations, has been dropped.

Another major change has been the elimination of the headquarters Retail Marketing Group and five positions there. Group W said the retail marketing units at the five television stations are fully operative, obviating the need for the headquarters group. Steve Seymour, vice president of sales, Television Station Group, will continue to be responsible for local sales and retail marketing efforts.

Jim Yergin, vice president of research for Group W, will now focus his attention primarily on the Television Group operation rather than the entire company but will continue to consult for the Radio Sta-

tion Group and other areas of the organization. Alex Dusek has been promoted to vice president of creative services for the Television Station Group; his former title of manager of Group W station advertising and promotion has been eliminated. Owen Simons continues as vice president of creative services for Group W Productions.

In the Radio Station Group, John Burns has been named to the new post of director of public affairs (his old post of vice president of Group W Urban Affairs has been dropped). Roy Shapiro has been appointed to the new post of director of research and marketing for the Radio Station Group (his former post of Group W manager of station research has been abolished). A new position of director of programming and promotion for the Radio Station Group has been created and a staff announcement will be made shortly.

Robert W. Hoffman, who has been vice president of Group W Creative Services, has been moved to the new post of vice president of special projects for Group W with responsibility for corporate advertising, the 1978 management meeting and similar projects. Jay Francis, director of Group W information services, assumes management responsibility for corporate communications and for coordination of public relations for the Television Group and the Radio Group, reporting to Donald Ritchie, president of the parent Westinghouse Broadcasting Co.

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KBMA-TV	Kansas City	WCBD-TV	Charleston (S.C.)

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Ranking of syndicated children's programs based on Nielsen Station Index November 1978

	AVG. DMA RTG %
1. THE MUPPET SHOW	20.0
2. THE BRADY BUNCH	15.2
3. TOM & JERRY	14.1
4. WOODY WOODPECKER	13.3
5. KROFFT SUPERSTARS	13.0
6. SHA NA NA	12.2
7. FLINTSTONES	11.7
8. GILLIGAN'S ISLAND	11.6
9. BUGS BUNNY	10.5
10. BATTLE OF THE PLANETS	10.5



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#1 Total Children 2-11
#1 Total Children 6-11

Dallas-Fort Worth (KTVT)
#1 Total Children 2-11
#1 Total Children 6-11
Bonus #1 Total Teens

Fresno (KMPH)
#1 Total Children 2-11
#1 Total Children 6-11
Bonus #1 Total Teens

Houston (KHTV)
#1 Total Children 2-11
#1 Total Children 6-11

Los Angeles (KCOP)
#2 Total Children 2-11
#1 Total Children 6-11

Miami-Fort Lauderdale (WCIX)
#1 Total Children 2-11
#1 Total Children 6-11

New York (WPIX)
#2 Total Children 2-11
#2 Total Children 6-11

Portland, Maine (WMTW)
#1 Total Children 2-11
#1 Total Children 6-11
Bonus #1 Total Teens

Seattle-Tacoma (KSTW)
#1 Total Children 2-11
#1 Total Children 6-11
Bonus #1 Total Teens

Tampa-St. Petersburg (WTOG)
#1 Total Children 2-11
#1 Total Children 6-11

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Keeping abreast of ad trends

AAAA convention at Greenbrier will look at new media and markets and types of creativity

Approximately 700 executives and their guests are expected to attend the annual convention of the American Association of Advertising Agencies this week for a round of talks ranging from the new electronic media and the emerging black consumer market to new attitudes and life styles, and commercial creativity in words and pictures.

The four-day convention will open on Wednesday (May 16) at The Greenbrier in White Sulphur Springs, W. Va., with John S. Pringle, chairman of the board of the AAAA and president of Ross Roy Inc., Detroit, presiding. Wednesday's session will feature a Washington report by William R. Hesse, executive vice president of the association and a speech by Leonard S. Matthews, president of the Four A's. Election of new officers and directors also will be held on Wednesday.

On the agenda Thursday are breakfast sessions with Florence Skelly, executive vice president of Yankelovich, Skelly and White Inc., New York, on "Emerging Attitudes and Life Styles" and with Herbert Schertz, vice president, Mobil Oil Corp. on "Speaking Out: Risks and Rewards." An afternoon meeting will feature remarks on the English language by Edwin Newman, NBC News correspondent, during a session titled "Preserving a Civil Tongue."

During breakfast on Friday delegates may sit in on a session exploring advertising opportunities implicit in the new electronic media. The discussion leader is William Donnelly, vice president, group supervisor, new electronic media, Young & Rubicam, New York. Or they may choose a breakfast meeting with Gene Jackson, president of the National Black Network, New York, and John Procope, publisher, *Amsterdam News*, New York, who will lead a discussion on "Blacks as Consumers."

Other speakers during Friday morning sessions will be Katherine Graham, board chairman of the Washington Post Co., on "The Press Today" and John W. Hanley, board chairman and president of the Monsanto Co., St. Louis, on "Advertising Technology and Public Trust."

Saturday morning will be devoted to a discussion of creativity in various phases of advertising. Dick Orkin and Bert Berdis of Dick & Bert, Hollywood commercial producer, will speak on "Creativity in Words"; Steve Karmen of Karmen Productions, Bedford Hills, N.Y., will explore "Creativity in Music" and Henry Wolf, president, Henry Wolf Productions, New York, will focus on "Creativity in Pictures."

AdVantage

PSA and DFT&P. Pacific Southwest Airlines will fly its estimated \$2.5 million account with Della Femina, Travisano & Partners after reviewing presentations from 20 of nation's top ad agencies. Scott D. Alevy, broadcast coordinator for San Diego-based PSA (which serves Western U.S. and Mexico), said that "broadcast and billboard activity make up the vast majority of our advertising expenditures." Short saturation spots on radio and TV are used to sponsor newsbriefs and similar news inserts in TV. PSA also looks to sports programming.

Missing ingredient. Approximately 35 markets throughout U.S. are scheduled to carry spot radio flights lasting three to four weeks, starting in July, for vitamin tablet, Replenish, formulated for "people who drink." Target: adult men and women. Commercial claim that drinkers require C and B-complex vitamins that Replenish may supply. Dearborn Pharmaceutical Co., Chatsworth, Calif., manufacturer, also plans to take proposed TV commercials before NAB Code Authority to obtain clearance. Carl Asmus, principal of Dearborn's agency, C. William & Associates, Los Angeles, said few TV stations approached believe commercial may cause problems. Radio spots, he said, have been accepted by stations, with only few reservations at outset.



Geier

McNamara

The men who. New line of succession at Interpublic Group of Companies Inc. was chosen last week when Philip H. Geier Jr. was named to become chairman and chief executive officer next Jan. 1 and J. Donald McNamara was tapped as president. Appointments help to explain abrupt resignation of Carl Spielvogel as vice chairman and chairman of executive committee week earlier (BROADCASTING, May 7). Speculation has it that Spielvogel felt he was in line to succeed Paul Foley (who has reached 65 and retires at end of year) as chairman or to replace

Geier as president. Geier joined McCann-Erickson, Interpublic subsidiary, in 1958 as trainee and moved up on account side to post of president and chief operating officer of parent company in 1977. McNamara, an attorney, has been with Interpublic since 1960 as secretary and general counsel, senior vice president and recently as executive vice president.

No deal. Tracy-Locke Advertising, Dallas, and Hoefer, Dieterich & Brown, San Francisco, have broken off merger talks. In joint statement, companies said "people mix and many other elements of the union would have been correct... [but] there are simply too many financial and procedural differences to allow us to accomplish the merger."

RAB aiming for million-dollar promotion of radio

Bureau's board approves campaign, supplemented by advertising in business press; 10% assessment will be levied on member dues

The Radio Advertising Bureau board of directors has approved an advertising campaign that will include not only radio station announcements but also paid space in business publications.

Elmo Ellis, vice president and general manager of WSB(AM) Atlanta and chairman of RAB, said the promotion will be designed to "reposition radio as a primary medium among advertisers and agencies who have a high regard for radio but sometimes think of it as supplementary to other media."

Riess Capiello Colwell, New York, has been retained by RAB to develop the posi-

tioning strategy ("Closed Circuit," May 7).

The starting date of the campaign will be announced later this month. RAB anticipates that with expenditures for business press advertising, radio time provided by broadcasters and donations of more print space by networks and stations, more than a million dollars worth of advertising will be purchased in the first year of the campaign.

RAB's board, which met in Hilton Head, S.C., 10 days ago, unanimously voted an assessment of 10% over existing dues to help fund the costs of the campaign. All RAB members will be provided shortly with details of the campaign and the assessment.

Two ad hoc committees are being formed to assist with the positioning campaign. The chairman of one group is Richard F. Carr, vice president, Meredith Broadcasting, Des Moines, Iowa. This unit will develop promotional tie-in material with the advertising campaign for local use by stations. The other committee, headed by David H. Morris, president, KNUZ(AM)

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Houston, will try to supplement the financing of the campaign by soliciting companies whose businesses depend on the prosperity of radio.

The board also authorized the establishment of a new plans committee to consist of radio station general managers and sales managers. It will serve as a source of ideas and will review plans of RAB involving all aspects of sales development.

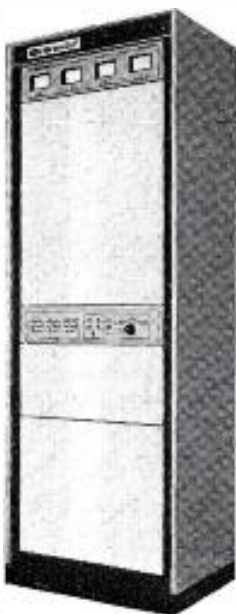
Black audience more accurately measured by new technique, says NBN

The National Black Network said a special study by Arbitron Radio during 1978 points to methodology that will improve the accuracy of measuring the black audience.

The study, developed in cooperation with a committee organized by NBN, was conducted in Norfolk, Va., and Atlanta and tested various measurement techniques. The telephone retrieval method (households are phoned) led to a technically better sample among blacks, according to NBN. Use of expanded sample frame (including unlisted telephones) also tended to improve the Arbitron samples among blacks. NBN said Arbitron will test in 1979 a new way of implementing the mail diary to measure black listening behavior.

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Programming

RKO Radio wants to spread its wings

Plans readied for network service, with news geared to 25-49 group

RKO Radio, the RKO General division which operates 12 radio stations, plans to go into the networking business.

Details still are being worked out, but the game plan is to begin circulating taped features by September of this year; provide hourly news through satellite and landline by January 1980 and have complete satellite distribution by the following June. By then, all transmission is expected to be in stereo.

Key to the emphasis on stereo is that the contemporary-style RKO Radio Network will be going beyond just news and features to include music as well. Ancillary services such as special business material for station managers also are envisioned, according to Harvey Mednick, RKO Radio vice president.

Mednick said the company is looking for 100 affiliates within the year. He characterized the network in effect as a "logical extension" of RKO's KFRC(AM) San Francisco in terms of gearing its news programming to specific demographics. KFRC, a contemporary station, is top-rated in its market. The base target audience the RKO Radio Network will be seeking is 18-49.

Deals have not yet been signed, but ac-

ording to George Capalbo, vice president, engineering, RKO Radio, discussions are underway with RCA about the possibilities of RKO joining in on the end-to-end satellite service the common carrier hopes to provide for UPI Audio customers and others (BROADCASTING, March 5).

While the thrust is toward satellite, there remains a chance that a total terrestrial network could be set up. Capalbo said RKO also has been talking with AT&T about its expected FCC filing of a tariff to provide landline services in stereo to the top-100 markets.

Network headquarters will be in New York where RKO owns WOR(AM) and WXLO(FM). Washington and Los Angeles staffs also are planned (RKO has WGMS(AM) Bethesda, Md.-WGMS-FM Washington and KHJ(AM)-KRTH(FM) Los Angeles).

Sklar on how things are and will be in radio programming

"In radio programming, the future depends on how well we listen to our audiences and how quickly we learn to identify new tastes and interests," according to Rick Sklar, vice president, programming, ABC Radio.

Speaking to a radio day audience at the Washington Advertising Club, he stressed that such understanding will hinge on changes and improvements in ratings techniques and methodologies as adver-



In the kitchen. More than 1,500 people gathered at New York's Waldorf-Astoria hotel Sunday, May 6, for a Friar's Club Roast honoring *Tonight Show* host Johnny Carson as "Man of the Year." Among the notables on the dais trading barbs with Carson while attracting a good deal of attention himself was NBC President Fred Silverman (shown above left with Mr. Carson just before the festivities began)—especially in light of Carson's plans to leave the network before his contract expires (BROADCASTING, April 23). In tongue-in-cheek Friar's fashion, toastmaster Bob Hope introduced Silverman as "the only man in America who knows what it feels like to rearrange the deck chairs on the Titanic." Silverman said that when he heard Carson's earlier statement that he expects to continue with his late-night show definitely until after Oct. 1 and possibly into 1980, Mr. Silverman jabbed: "I got down from the chair and put the rope back in the closet." The NBC president also had some words for Carson's attorney, Henry Bushkin, saying that Bushkin would be participating in the 1980 Moscow Olympics as "a javelin catcher." In a more serious vein, Silverman called Carson "the entertainer of our times and the best friend television ever had."

Looking around at the NBC executives on the dais, Mr. Carson had his own Friar's appraisal of the evening: "It reminds me rather of another meal—the Last Supper."

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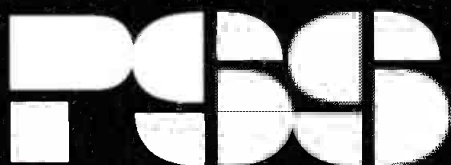
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NICK DE NOIA

Outstanding Individual Craft Award

Actor

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tisers and programers demand additional audience information.

(Although he wasn't so sure advertisers and programers would demand more radio stations. As for the proposals to the FCC to shoehorn more stations into the spectrum, Sklar said that the economic competition such new outlets would provide existing stations might not be worth the additional program diversity they would offer. He noted that while this is the age of specialized listening, a format must be sufficiently strong to attract enough people for advertisers "to pay the bills to support what the station is broadcasting.")

Looking to the 1980's, the ABC executive observed:

- Disco music formats could become

even stronger than they are today because of that format's appeal in single-family households in this age of the "alienated lonely individual."

■ Hispanics, already a force in some markets and destined to be the largest ethnic minority by the end of the 1980's, will substantially influence radio formats similar to disco.

■ News-talk stations will continue to expand. They will be to the older audience what disco is to the young, a channel for people to reach out and identify with others.

■ The diminishing proportion of teenagers and the leveling of the birth rate will cause even more consolidation of album rock.

NBC brings back its 'White Paper' series

Initial plans call for four each year; Weyerhaeuser is sole sponsor, approached network with idea for backing

NBC News is reviving its *White Paper* documentary series after a five-year absence.

The series, which ran from November 1960 to November 1974, is to start up again in prime time Sept. 5, with a two-hour examination of U.S. foreign policy. Plans call for about one program per quarter. Principal reporter will be Edwin Newman, joined by correspondents Garrick Utley and Jack Reynolds; Anthony R. Potter will produce the first program. A second 90-minute *White Paper* is planned for December. Topics are still being considered.

Backing the series as sole sponsor for the first two outings and with an informal agreement to continue on in that role "if mutually acceptable" is Weyerhaeuser, producer of lumber and paper products.

With the current *NBC News Reports* and *White Paper*, NBC News President Lester M. Crystal said he expects his network to average about a documentary a month, in excess of 12 hours next season. This year, he said, the total should come out to be about 10-11 hours. Not included are instant specials on breaking news.

As opposed to just repackaging documentaries under a new name, Crystal said he hopes the *White Paper* specials would be "even deeper and broader" than *NBC Reports*. All *White Paper* shows will run more than an hour.

According to Ted Van Dyk, Weyerhaeuser's vice president of communications, all three networks were approached by his company. He said Weyerhaeuser was looking for sole sponsorship, quality, important themes, multi-hour presentation and long-term commitment.

Although it bought no corporate advertising this past season, favoring instead product promotion, Van Dyk said Weyerhaeuser would be spending \$5 million-\$6 million this coming season for corporate, within *White Paper* reports, during the Olympics and including Public Broadcasting Service underwriting. Weyerhaeuser is withdrawing from its National Football League advertising, Van Dyk said.

Texas radio reporter jailed for protecting confidentiality

The FBI has begun an investigation into the jailing of a reporter for KLUE(AM) Longview, Tex., who was detained for

Monitor

Science times. CBS News is not altogether satisfied with new science program now under development. Half-hour starring Walter Cronkite has been prepared and is tentatively scheduled for airing in June. Another try will be shot later, probably in fall. Problems with new show include two of three segments that, in words of Bob Chandler, vice president for public affairs broadcasts, bear "slight ring of familiarity." (Segments are about earthquakes in California and multiple sclerosis.) "We want people to come away saying: 'I didn't know that,'" Chandler said. "We want to get stories with which people are not familiar." Another problem is Cronkite, who has hands full with regular news obligations. On bench, however, is CBS News's science editor, Charles Crawford. For now, plans call for weekly prime-time series out of New York with location shots from around the world.

Hot subject. CBS isn't only organization recognizing that science has become important, new "fertile and fascinating" field for television, to use Chandler's words. In works at noncommercial KCET(TV) Los Angeles is *Cosmos*, new series featuring Cornell University physicist Carl Sagan and destined for networking by PBS. *Nova*, PBS series produced by WGBH-TV Boston, has been attracting attention and audiences in its last couple of seasons. Other science projects are now in various stages of development at Children's Television Workshop and American Association for the Advancement of Science.

Grasshopper returns. It may seem that every off-network show going into syndication is presold while it's still on ABC, CBS or NBC. But not all. Take *Kung Fu*. After four-year absence (it was on ABC from 1973 to 75), Warner Bros. Television has brought back 62 hours starring David Carradine. So far Warner claims about 20 takers, including KTLA(TV) Los Angeles, WMAR-TV Baltimore, WUAB(TV) Cleveland and WTAF-TV Philadelphia. Global Television in Canada also has signed up.

Cable connection. Center for Nonbroadcast Television in New York is claiming potential to reach six million viewers in 42 states April 29, noon to 1:30 p.m. (NYT), with *The Lost Million: Is American Labor Becoming Obsolete*. Produced in association with International Association of Machinists and Aerospace Workers, cable special's costs were put in \$20,000-\$25,000 range; 200 cable systems were said to have been in network, with distribution through RCA satellite. During 25 minutes devoted to call-in, six viewers made it on show. Word from telephone company, according to center, is that 2,000 made it to the main telephone trunk line in New York, with perhaps five times as many making attempts. Show was repeated May 1, at 8-9:30 p.m..

What the world needs now. Buying habits vary from country to country, but of 5,032 programs (not to mention 1,518 feature films) now said to have been available through this year's MIP-TV (BROADCASTING, April 30), cartoons (20.72%) and documentaries (20.54%) were leading entries. Other categories included series (12.87%), children's programs (10.17%), music programs (9.8%), drama (9.7%) and variety (8.66%). Trailing were sports (4.09%), news (2.22%) and serials (1.23%).

Sold out. With addition of military—or, more specifically, Joint Advertising Directors of Recruitment—MCA TV Program Enterprises last week sold out four-and-a-half national minutes it had to offer for each of 22 hours of *The Road to Moscow 1980*, being produced by Trans World International. Advertising list already included Anheuser-Busch (Budweiser), Brown Shoe, Scott Paper and Diner's Club. Although program won't begin until mid-December, MCA TV is counting 78 stations (85% network affiliates) on board, amounting to more than 70% U.S. clearance. Series will cover major competitions in advance of Olympic Games as well as profiles of leading contenders.



Don't shoot. A TV station and a Florida judge last week made life a little easier for motorists when he ruled that radar clockings could not be used as evidence against 80 accused speeders. Judge Alfred Nesbitt, administrative judge for the Dade county courts, conducted hearings concerning the accuracy of radar guns after viewing a WTVJ(TV) Miami series that showed the devices to be inaccurate. In the series, written and narrated by WTVJ reporter Spiro Canton, a tree was clocked travelling at 86 mph and a stationary police car at 28 mph.

three hours because he refused to reveal his sources.

News Director Wayne Harrison was jailed by district judge David Moore for contempt of court, but was later released when the judge decided the court no longer needed to know the name of Harrison's sources. The judge added, however, that the sources probably weren't reliable anyway.

Harrison appeared in court voluntarily at a jury sequestration hearing in a murder trial and was asked about a story he had broadcast concerning an aborted attempt by the defendant's wife to smuggle a gun to him in jail.

Harrison was asked to reveal his sources, but he refused, citing First Amendment grounds.

The judge then said: "Mr. Harrison is remanded to the custody of the Gregg county sheriff's office and will remain in jail until he reveals his sources." Moore gave no reason for his action, and it was only when the arrest form was being completed that Harrison learned the charges against him. Station attorneys asked a federal judge to issue a writ of habeas corpus to free Harrison, but the reporter was released from jail before the federal court took action.

According to KLUE(AM) general manager H. A. Bridge, there was "an outpouring of support" from news organizations across the country in support of actions the station might take. On advice of its attorneys, the station decided to file a complaint with the Texas Judicial Conduct Commission.

The Tyler office of the FBI has begun an investigation, and has transmitted materials on the case to Washington.

The station, meanwhile, is assisting Harrison, who believes he has solid grounds for a civil-rights suit.

Broadcast Technology®

Anselmo angry over satellite allocation

SIN president claims RCA is excluding his network from desired transponder grade to service others it feels will be more profitable

Spanish International Network feels it has been engaged in a game of "satellite poker" with RCA Americom, and has

lost, and intends to complain to the FCC as a result. That is the message in a letter Rene Anselmo, SIN president, sent to FCC Chairman Charles D. Ferris.

At issue in SIN's inability to rent a transponder on a new RCA Americom satellite serving some 15 million cable homes. Anselmo contends that, under the commission's rules, SIN should have been granted access.

According to Anselmo, SIN placed an order last November for the highest grade of transponder service then available—unprotected and nonpre-emptible—but found that space went to two entities that had placed their orders after SIN did.

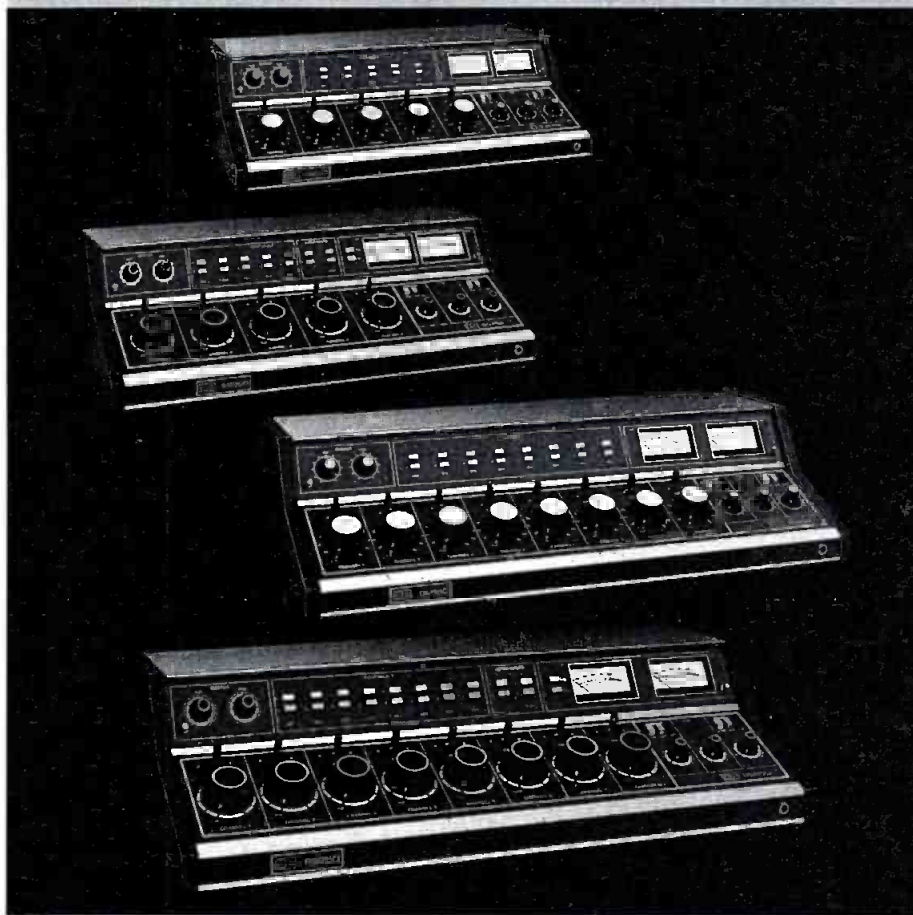
RCA Americom's reason for not following the traditional first come, first served

Elegant 150/250 Series Consoles

The new look in audio consoles is **ELEGANCE!** Freshly styled, with durable laminated polycarbonate front panel overlays, fashioned control knobs, hardwood end panels and brushed stainless covers. Broadcast Electronics' new 150 and 250 series consoles stand out in any environment, broadcast or production.

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method of common carrier service, Anselmo said, was that the two entities had ordered an even higher type of service—protected and nonpre-emptible. But that was not made available until March, and Anselmo contends SIN did not know it was to be offered.

SIN is expected to request the commission to review the service requests filed with RCA Americom and then order the company to offer SIN a transponder.

The network is also expected to do more than complain that RCA Americom violated its rules in passing over SIN's request. It will probably complain that RCA Americom permits entities to lease more transponder space than they need, then hold it in reserve or sublease it. That practice, Anselmo feels, permits entities to "lock up" a transponder simply to preclude competition.

SIN is also expected to ask the commission to order RCA Americom to make public the names of the entities placing the service requests; they are not routinely made available. Mr. Anselmo, in his letter, suggested that the winners in "satellite poker" are RCA Americom's "big customers, the ones that helped RCA pioneer the cable satellite."

Dark day for WCBS-TV

Technical problems knock it off air for half-hour during morning; cause still unclear

A switching failure at the transmitters of WCBS-TV New York took the CBS-owned station off the air last Tuesday morning for 33 minutes—from 7:29 to 8:02 a.m.—slicing off the last two minutes of the *Tuesday Morning* news program and the first 31 of *Captain Kangaroo*.

According to a station spokesman, there had never before been "any on-air interruption of this magnitude" because of a transmitter failure. Normally, he explained, transmitter problems are corrected within a matter of seconds by one of the two back-ups the station has. This time, however, the circuitry that would have made the change in transmitters also went out, making it "impossible to switch the back-ups on line."

While a team of engineers was able to put the station back on the air at 8:02, they were still said to be wrestling with the reasons for the blackout last week.

Once back on the air, WCBS-TV apologized for the interruption but during the time it was dark, the station said it logged 120 viewer calls. Most, seeing only snow on their television screens, were complaining to the station about "poor reception."

As for the advertising revenue lost, the local and network sales departments were calling it minimal. During *Morning* for example, a 30-second network commercial is said to run in the \$2,000 range and only about 5% of that would be for WCBS-TV's coverage.

InSync

All in one. Oak Communications will unveil "Total Control" at NCTA convention in Las Vegas this month—system to allow cable operators to remotely control programming at all times and at all locations. As example of use: Operator can authorize converter/decoder to receive all sports programs in addition to regular programming, sports programs exclusively, or special one-time sports event. In addition, Oak/CATV will introduce Total Control Videotext, method of addressable information transfer that transforms TV receiver into video "electronic newspaper."

Forget the calculator, use the TV. New plans on horizon for TV screens. Atari, electronic game division of Warner Communications, plans this summer to market home computer that hooks up to TV set. Two models (\$600 and \$1,000), expected to be certified by FCC, display data in color. Texas Instruments also has computer that connects to home sets, but it can't meet current FCC standards (BROADCASTING, May 7).

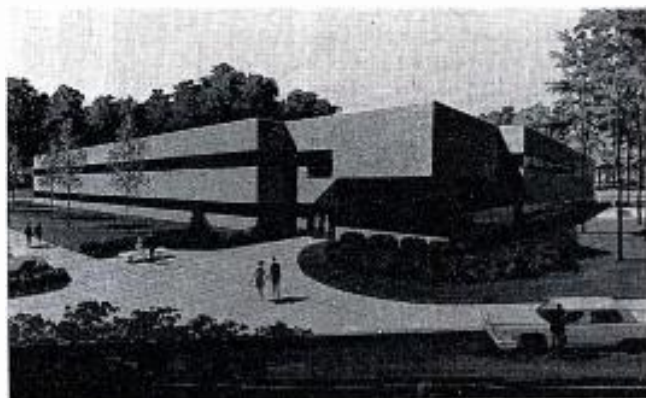
Still another use for the TV set. Teletext continues to generate interest. IEEE spring conference on consumer electronics is planning major feature: "Consumer Text TV Display Systems." Live demonstrations are slated to show specific systems, with discussions about their suitability for adoption in North America. Of 70 technical papers to be presented at conference, more than 20 will be teletext/Viewdata related.

Satellite bargain. Comsat has filed with FCC for general 15% rate reduction in its basic charges for international communications satellite channels used by U.S. international common carriers. Cut would be effective May 16. Under filing, Comsat's leased voice-grade channel rates will be trimmed 15% (from \$1,575 to \$1,340 per month). Combined audio and video rate for first 10 minutes of TV transmission would be reduced from \$275 to \$189. Thus, cost of average TV transmission, which was 44 minutes in length in 1978, will be 15% less.

Satellite beginning. Comtech Laboratories has received \$1.5 million contract from Comsat to design and manufacture ground communication equipment to be installed in Intelsat satellite communications center at Etam, W.Va. Station will operate at 14/11 ghz frequencies, and will serve as forerunner of Standard C earth stations, which will be used with new high-capacity Intelsat V communications satellites.

Satellite disk. Public Service Satellite Consortium put up first satellite transmission of video disk during symposium on use of educational media for teaching deaf in Lincoln, Neb. Media Development Project for the Hearing Impaired and kuon-TV Lincoln produced videodisk, portions of which were transmitted from disk to monitor, then to satellite, for ultimate reception at Gallaudet College in Washington. Team is working with MCA Disco-Vision Inc. to produce four videodisks through grant from Captioned Films and Telecommunications Branch of Bureau of Education for the Handicapped, Department of Health, Education and Welfare.

Twice as good. Voice of America has inaugurated new double satellite circuit across Pacific Ocean—first use of twin communications satellites for day-to-day broadcasting. Programs intended for Asia will now be transmitted from Washington to California via RCA satellite, then beamed to Intelsat satellite above Pacific Ocean to Philippines. From there, programs will be transmitted by short wave to eastern Pacific and as far away as India.



Ground breakers. RCA Group Vice President Julius Koppelman (l) and RCA Americom President Andrew F. Inglis officiated at last week's ceremony inaugurating the satellite company's \$3 million headquarters building at Princeton University's Forrestal Center. The structure, shown here in an architect's rendering, is expected to be completed in the first quarter of 1980.

Direct drive made Panasonic Series 9000 a great 3/4" editing system. Here's what makes the new 9000A an even better one.

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The new system consists of the NV-9500A editing recorder, the inexpensive NV-9200A player/recorder, and the NV-A950, the versatile editing controller that goes between them.

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S/N ratios are our highest ever, 46 dB color and 50 dB black and white, thanks to new crystal-oriented HPF™ video heads. And in addition to those crisp, clean edits, you get reduced audio delay at the edit point. And substantially increased frequency response at the first generation.

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even better dubbing quality. And still another of the many important improvements is a new tape guide path on the video head cylinder. It reduces tape edge movement for an even better RF envelope, and an even better signal—the best yet from Panasonic.

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NV-A950

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The Broadcasting Playlist May 14

Contemporary

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1 1	<i>Reunited</i> □ Peaches & Herb	Polydor
2 2	<i>Heart of Glass</i> □ Blondie	Chrysalis
8 3	<i>Hot Stuff</i> □ Donna Summer	Casablanca
6 4	<i>In the Navy</i> □ Village People	Casablanca
4 5	<i>Knock on Wood</i> □ Amii Stewart	Ariola
3 6	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
10 7	<i>Goodnight Tonight</i> □ Wings	Columbia
5 8	<i>Shake Your Body</i> □ Jacksons	Epic
18 9	<i>Ain't No Stoppin' It</i> □ McFadden & Whitehead	Phila. Intl.
1 10	<i>We Are Family</i> □ Sister Sledge	Cotillion
7 11	<i>Music Box Dancer</i> □ Frank Mills	Polydor
11 12	<i>Disco Nights</i> □ G. Q.	Arista
14 13	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
13 14	<i>Take Me Home</i> □ Cher	Casablanca
9 15	<i>He's the Greatest Dancer</i> □ Sister Sledge	Cotillion
22 16	<i>Logical Song</i> □ Supertramp	A&M
15 17	<i>I Want Your Love</i> □ Chic	Atlantic
20 18	<i>Ain't Love a Bitch</i> □ Rod Stewart	Warner Bros.
19 19	<i>I Got My Mind Made Up</i> □ Instant Funk	Salsoul
38 20	<i>She Believes in Me</i> □ Kenny Rogers	United Artists
24 21	<i>Love You Inside Out</i> □ Bee Gees	RSO
23 22	<i>Deeper Than the Night</i> □ Olivia Newton-John	MCA
26 23	<i>Honesty</i> □ Billy Joel	Columbia
16 24	<i>Blow Away</i> □ George Harrison	Dark Horse
31 25	<i>There But For the Grace of God Go I</i> □ Machine	MCA
25 26	<i>Just When I Needed You Most</i> □ R. VanWarmer	Warner Bros.
12 27	<i>Lady</i> □ Little River Band	Harvest
37 28	<i>Rock 'n' Roll Fantasy</i> □ Bad Company	Swan Song
27 29	<i>Love Is the Answer</i> □ England Dan & John Coley	Big Tree
32 30	<i>You Take My Breath Away</i> □ Rex Smith	Columbia
30 31	<i>Chuck E's In Love</i> □ Ricky Lee Jones	Warner Bros.
39 32	<i>Minute By Minute</i> □ Doobie Bros.	Warner Bros.
29 33	<i>Love Takes Time</i> □ Orleans	Infinity
47 34	<i>Old Time Rock and Roll</i> □ Bob Seger	Capitol
36 35	<i>Boogie Wonderland</i> □ Earth, Wind & Fire/Emotions	Col.
40 36	<i>Dancin' Fool</i> □ Frank Zappa	Zappa
- 37	<i>Shine a Little Love</i> □ Electric Light Orchestra	Epic
35 38	<i>Good Timing</i> □ Beach Boys	Caribou
41 39	<i>I Want You To Want Me</i> □ Cheap Trick	Epic
34 40	<i>Love Ballad</i> □ George Benson	Warner Bros.
- 41	<i>Dance the Night Away</i> □ Van Halen	Warner Bros.
48 42	<i>Hot Number</i> □ Foxy	Dash
42 43	<i>Renegade</i> □ Styx	A&M
17 44	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
- 45	<i>Makin' It</i> □ David Naughton	RSO
44 46	<i>Little Bit of Soap</i> □ Nigel Olsson	Bang
45 47	<i>Such a Woman</i> □ Tycoon	Arista
- 48	<i>Bad Girls</i> □ Donna Summer	Casablanca
- 49	<i>Get Used To It</i> □ Roger Voudouris	Warner Bros.
- 50	<i>I Don't Want To Be Right</i> □ Barbara Mandrell	ABC

Playback

Hits on the heavy side. Styx's current single, *Renegade* (A&M) and Cheap Trick's *I Want You To Want Me* (Epic) have proven more successful on the local level than many program directors predicted they'd be. Both records are too harsh for adult contemporary or easy listening formats, but at stations where teen-agers form much of the listening audience, steady phone requests have charted both records within the top five. "The acapella singing is the hook with *Renegade*," says Dave Bishop, program director at wxGT(FM) Columbus, Ohio. "It's a very untypical sound for rock 'n' roll radio." While *Renegade* appears to have peaked on "Playlist" at 42, *I Want You To Want Me* moves up again this week from 41 to 39. "I'm very impressed with it," says Roger Mason, program director at KBDF(AM) Eugene, Ore. "It's darn good rock 'n' roll with good vocals, good lyrics, and the beat is a hook within itself." **More for the mainstream.** After a quiet take-off, Rickie Lee Jones's first single, *Chuck E's In Love* (Warner Bros.) is eliciting high praise from program directors as well produced rock 'n' roll with a unique, pleasant sound. Steve Christian, program director at WMEE(AM) Fort Wayne, Ind., says, "we played it as an album cut and the phones went crazy. It's an easily relatable song full of airy, good feelings." And Jeff Frank, program director at WAEB(AM) Allentown, Pa., comments: "It sounds different. It sounds like 1965, like clean old rock 'n' roll." **Summer lightning.** Electric Light Orchestra will release its newest album, *Discovery* (Epic) in two weeks. The LP's first single, *Shine a Little Love*, bolts onto "Playlist" this week at 37 and is described by Vince Radilovic, program director at WCUE(AM) Akron, Ohio, as an "uptempo, summertime tune."

Country

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
3 1	<i>Don't Take It Away</i> □ Conway Twitty	MCA
6 2	<i>Down On the Rio Grande</i> □ Johnny Rodriguez	Epic
1 3	<i>Lying In Love With You</i> □ J. Brown & H. Cornelius	RCA
2 4	<i>Sail Away</i> □ Oak Ridge Boys	ABC
5 5	<i>Lay Down Beside Me</i> □ Don Williams	MCA
4 8	<i>Back Side of Thirty</i> □ John Conlee	MCA
19 7	<i>Beautiful Body</i> □ Bellamy Bros.	Warner Bros.
- 8	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
8 9	<i>Where Do I Put Her Memory</i> □ Charley Pride	RCA
7 10	<i>Someone Is Looking For Someone</i> □ Gail Davies	Lifesong
12 11	<i>I Don't Want To Be Right</i> □ Barbara Mandrell	ABC
10 12	<i>All I Ever Need Is You</i> □ Rogers & West	United Artists
14 13	<i>Farewell Party</i> □ Gene Watson	Capitol
9 14	<i>Slow Dancing</i> □ Johnny Duncan	Columbia
15 15	<i>I'll Love Away Your Troubles</i> □ Janie Fricke	Columbia
- 16	<i>How To Be a Country Star</i> □ Statler Brothers	Mercury
- 17	<i>Just Long Enough To Say Goodbye</i> □ Mickey Gilley	Epic
18 18	<i>Isn't It Always Love</i> □ Lynn Anderson	Columbia
16 19	<i>Wisdom Of a Fool</i> □ Jacky Ward	Mercury
- 20	<i>September Song</i> □ Willie Nelson	Columbia
11 21	<i>Music Box Dancer</i> □ Frank Mills	Polydor
23 22	<i>Nobody Likes a Sad Song</i> □ Ronnie Milsap	RCA
22 23	<i>Sweet Memories</i> □ Willie Nelson	RCA
21 24	<i>When I Dream</i> □ Crystal Gayle	United Artists
- 25	<i>You've Got Somebody</i> □ Vern Gosdin	Elektra

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.

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Cable, on a winning streak, heads for Las Vegas

And many from Washington will be along as NCTA meets May 20-23

Fortified by a year in which the fortunes of its constituency have risen conspicuously, the National Cable Television Association heads next week for Las Vegas and its 31st annual convention.

An array of top government and cable industry spokesmen fill out an agenda that will focus on the Communications Act rewrite, copyright, the ongoing jousts with telephone companies, pay cable, technological issues and a myriad of other topics. The meeting will also function as a hardware marketplace.

The line-up of exhibitors by last week had reached 197, about one-third more than at last year's convention in New Orleans.

Following are agenda highlights:

Former President Gerald Ford will deliver the keynote address at the Sunday (May 20) opening session, which will also feature Senator Howard Cannon (D-Nev.), chairman of the Senate Commerce Committee, and Burt Harris, chairman of the NCTA convention committee.

Monday morning (May 21), the Senate and House Communications Act rewrites will be on center stage when Senator Ernest F. Hollings (D-S.C.), chairman of the Communications Subcommittee, is to give an update on his version. Next: a look at the involvement of Congress in communications from Senator Larry Pressler (D-S.D.) and Representatives Mickey Leland (D-Tex.), John M. Murphy (D-N.Y.), Charles Rose (D-N.C.) and Alan B. Swift (D-Wash.).

A Monday morning session on regulatory issues, including franchise fees and the future of the FCC Cable Bureau, will offer FCC Commissioner James Quello, New York State Cable Commission Chairman George Cincotta, Representative Thomas A. Luken (D-Ohio) and Frank Scarpa of National Video Systems.

With cable a specific topic of the House Communications Subcommittee when it resumes its rewrite hearing in Washington the next day (May 22), Chairman Lionel Van Deerlin (D-Calif.) will be the timely Monday luncheon speaker in Las Vegas.

Signal carriage and copyright are to be discussed at another significant Monday

morning session by Henry Geller, head of the National Telecommunications and Information Administration; Mary Lou Burg, commissioner of the Copyright Royalty Tribunal, and communications economist Alan Pearce.

FCC Commissioner Tyrone Brown and Representative Timothy Wirth (D-Colo.) will be on a Monday panel that will deal with concerns about telephone company inroads into cable.

The emphasis of the Tuesday (May 22) agenda will be on financial issues, programming topics and related technical developments.

The association's annual awards will be conferred at the Tuesday luncheon, presided over by NCTA President Robert Schmidt.

The convention will adjourn at 1 p.m. Wednesday (May 23). But as an aperitif to that morning's mostly technical meetings, FCC Charles D. Ferris will speak at an 8 a.m. general breakfast session. He will be introduced via satellite from Washington by House Speaker Thomas P. (Tip) O'Neill (D-Mass.), for whom he was formerly a principal aide.



Hour by hour: the NCTA agenda

Registration. The NCTA delegate registration desk will be located in the Meeting Room Foyer of the Las Vegas Convention Center. Registration hours are 10 a.m.-6 p.m. Sunday, May 20; 7:30 a.m.-6 p.m. Monday and Tuesday, and 7:30 a.m.-noon Wednesday.

Exhibit hours. Cable television equipment and services will be displayed in East Exhibit Halls B and C 2:30-5:30 p.m. Sunday; 10:30 a.m.-5:30 p.m. Monday and Tuesday, and 9 a.m.-1 p.m. Wednesday.

Meetings. Workshops and most general sessions are located in the Las Vegas Convention Center. The Monday and Tuesday luncheons, the Tuesday evening banquet and the Wednesday breakfast general session will be held in the Grand Ballroom of the Las Vegas Hilton, adjacent to the Convention Center.

Sunday, May 20

Opening general session. 1-2:30 p.m. Welcome: Burt Harris, chairman, NCTA convention committee. Remarks: Senator Howard Cannon (D-Nev.), chairman, Commerce Committee, and member, Communications Subcommittee. Keynote address: Former President Gerald Ford.

Monday, May 21

Management session. 9-10:30 a.m. Rooms A 1-6. Speaker: Senator Ernest Hollings (D-S.C.), chairman, Communications Subcommittee.

Panel, "Fresh Visions—Washington." Moderator: Thomas E. Wheeler, NCTA executive vice president. Panelists: Senator Larry Pressler (R-S.D.), member, Communications Subcommittee; Representative Mickey Leland (D-Tex.), member, Commerce Committee; Representative John Murphy (D-N.Y.), member, Communications Subcommittee; Representative Charles Rose (D-N.C.), member, Speaker's Advisory Committee on Broadcasting; Representative Alan Swift (D-Wash.), member, Communications Subcommittee.

Opening technical session. 9-10:30 a.m. Rooms B 2 and 3. Welcome: Ken Gunter, UA-Columbia Cablevision, San Angelo, Tex. Special presentation, "Cable Signal Leakage and Potential Interference to Aeronautical Radio Services," by Robert Powers and Ralph Haller, FCC.

Five concurrent management sessions. 10:45 a.m.-12:15 p.m.

Where To Regulate Cable and How. Room E 1. Moderator: Monroe Rifkin, American TV & Communications, Englewood, Colo. Panelists: George Cincotta, chairman, New York State Cable Commission; Representative Thomas Luken (D-Ohio), member, Communications Subcommittee; James Quello, commissioner, FCC; Frank Scarpa, National Video Systems, Vineland, N.J.

The Quest: Reaching New Markets. Room D 2. Moderator: Henry Harris, head of joint cable venture with Newhouse Broadcasting. Panelists: Senator John Melcher (D-Mont.), member, Commerce Committee; Richard Loftus, Amvideo Corp., Wellesley Hills, Mass.; Gene Schneider, United Cable Television, Englewood, Colo.; Anna Marie Hutchinson, Eagle North Cable TV, Oakhurst, Calif.

Signal Carriage and Copyright (Here We Go Again). Rooms E 2-3. Moderator: Russell Karp, Teleprompter, New York. Panelists: Mary Lou Burg, commissioner, Copyright Royalty Tribunal; Henry Geller, assistant secretary of commerce and head of National Telecommunications and

Information Administration; Alan Pearce, communications economist, Washington.

Television and Telephones: Today and Tomorrow. Rooms G 1-2. Moderator: Ralph Baruch, Viacom International, New York. Panelists: Representative Timothy Wirth (D-Colo.), member, Communications Subcommittee; Tyrone Brown, commissioner, FCC; James Napier, Continental Telephone, Atlanta; Frank Drendel, Comm/Scope, Catawba, N.C.

Pay Cable: Visions of What's Ahead. Room D 1. Moderator: Edward Allen, Western Communications, Walnut Creek, Calif. Panelists: Peter Kendrick, Home Theater Network, Portland, Me.; John Calvetti, Prism, Philadelphia; Jim Heyworth, Home Box Office, New York; Jeffrey Reiss, Showtime, New York; John Gwin, Oak Industries, Rancho Bernardo, Calif.; Arthur Lipper III, Microband Corp. of America.

Two concurrent technical sessions. 10:45 a.m.-12:15 p.m.

Satellites. Rooms B 2 and 3. Chairman: Nick Worth, Telecable Corp., Norfolk, Va. "Small Earth Station Protection of Service," R.H. Allen, Rockwell International, Dallas; "Satellite Crosspolarization," Robert C. Tenten, Manhattan Cable TV, New York; "EIRP of the Satcom Cable Television Spacecraft," J. Christopher and W. Braun, RCA, Piscataway, N.J.

Education and Training. Room B 1. Chairman: Oscar Reed, Atlantic Research Corp., Alexandria, Va. "When All Else Fails, Do It Yourself," Glenn Chambers, American Television & Communications Corp., Englewood, Colo.; "Development of a CATV Technical Practices Manual," Michael McKeown, Cox Cable Communications, Atlanta; "Education—the Means to an End," Thomas J. Polis, Magnavox CATV Systems, Manlius, N.Y.; "A Charm School for Installers and Techs? Who Needs It!" Sheldon B. Satin, Sheldon Satin Associates, New York.

Luncheon. 12:45-2:15 p.m. Grand Ballroom, Hilton. Moderator: Robert Hughes, NCTA chairman. Speaker: Representative Lionel Van Deerlin (D-Calif.), chairman, Communications Subcommittee.

Membership meeting. 2:30-4 p.m. Room B 1.

Tuesday, May 22

Five concurrent management sessions. 9-10:30 a.m.

Making Sense of New Ways to Make Dollars. Rooms G 1 and 2. Moderator: Amos B. Hosttetter, Continental Cablevision, Boston. Panelists: H.D. Graham Jr., Arthur Anderson & Co., Washington; Greg Liptak, Communications Properties Inc., Austin; Trygve Myhren, American Television & Communications Corp., Englewood, Colo.; Sheldon Satin, Sheldon Satin Associates, New York.

Specialized Programming. Room E 1. Moderator: William Strange, Sammons Communications, Dallas. Panelists: Mitsuru Kataoka, UCLA; Brian Lamb, Cable-Satellite Public Affairs Network, Washington; Harold E. Morse, Appalachian Education Satellite Program, Washington; Richard Neustadt, White House domestic policy staff; Earl Haydt, Burks-Suburban TV Cable Co., Reading, Pa.

Financing—Beyond Dollars and Cents. Room D 2. Moderator: John Malone, Telecommunications Inc., Denver. Panelists: Thomas Bubier, First National Bank of Boston; Louis Diamond, Danzansky & Dickey, Washington; William Egan, TA Associates, Boston.

Taking Advantage of New Opportunities Through Tiered Services. Rooms E 2 and 3. Moderator: Gustave Houser, Warner Cable Corp., New York. Panelists: Lorne McFadden, Pine Ridge Cable TV, Oshawa, Ont.; Norman Rubin, NBFAN New York; Robert Schultz, VideoProbeIndex, Bayside, N.Y.; Bill Rasmussen, Entertainment & Sports Programming Network Inc., Plainville, Conn.

Cable and New Communications Technologies. Room D 1. Moderator: Kenneth Gunter, UA-Columbia Cablevision Inc., San Angelo, Tex. Panelists: Jack Fox, Satellite Business Systems, McLean, Va.; Robert Quinn, Insac Viewdata, New York; Bernard J. Lechner, Video Systems Research, RCA Laboratories, Princeton, N.J.; Collin J. O'Brien, Jerrold Electronics Corp., Hatboro, Pa.

Two concurrent technical sessions. 9-10:30 a.m.

Small System Problems. Chairman: Robert D. Bolodeau. Suburban Cablevision, East Orange, N.J. "Calculation and Balance Techniques for

a Smaller, Dedicated Return Line," Bert Henscheid, Theta-Com CATV, Phoenix; "Preventive Maintenance of Small Systems," Richard F. Roberts, Cobb-Cherokee Cable TV, Acworth, Ga.; "Small System Problems," Larry L. Searcy, Enterprise Cable Television Inc., Enterprise, Ala.; "Program Management in CATV Implementation," Ernest O. Tunman, Tele-Engineering Corp., Framingham, Mass.; "Power Supply Requirements and Voltage Calculations for Cable-Powered CATV Systems," James K. Waldo, Teleprompter Cable TV, El Paso, Tex.

Advanced Techniques. Room B 2. Chairman: Frank Bias, Viacom Communications, New York. "A Wide-Band Data Transmission Link Utilizing Existing CATV and Microwave Facilities," Ed Callahan, American TV & Communications Corp., Englewood, Colo., and William J. Deerhake, IBM, Triangle Park N.C.; "A Versatile, Low-Cost System for Implementing CATV Auxiliary Services," Robert V.C. Dickinson, E-Com Corp., Sterling, N.J.; "A Bidirectional Coaxial Cable Inter-City Transmission Network for Multipurpose Uses," William E. Evans and Jeffrey C. Rohne, Manitoba Telephone System, Winnipeg, Man.; "Pay Per View, Security and Energy Controls Via Cable: the Rippling Rivers Project," Clifford B. Schrock, C.B. Schrock & Associates, Aloha, Ore.; "Narrowband Video: the UPI Newtime Technology," Glen Southworth, Colorado Video Inc., Boulder.

Exhibit time. 10:30-noon.

Luncheon. 12:30-2 p.m. Grand Ballroom, Hilton. Moderator: Robert L. Schmidt, NCTA president. Presentation of ACE and National Awards.

General session: "The Future in Communications." 2:30-4 p.m. Rooms A 1-6. Moderator: Robert L. Schmidt, NCTA president. Panelists: Marshall McLuhan, futurist; Ralph Nader, consumer activist; Gerald Rafshoon, White House Assistant to the President for communications; Ted Turner, president, Turner Communications, Atlanta; Ian Ross, president, Bell Laboratories.

Two concurrent technical sessions. 2:30-4 p.m.

Fiber Optics. Room D 2. Chairman: James W. Stilwell, Communications Properties Inc., Jenkintown, Pa. "Installation and Field Operation of an Eight KM Fiber Optic CATV Supertrunk System," Donald G. Monteith, Cablesystems Engineering, London, Ont.; "Installation and Performance of a Fiber-Optic Video System at Viacom," Paul J. Dobson and Tad Witkowitz, Valtec Corp., West Boylston, Mass., and Jerry Marnell, Suffolk County Cablevision, Long Island, N.Y.; "Design of Fiber-Optic Baseband Video Systems," Tad Witkowitz, Valtec; "A 12-Channel, Eight KM Fiber-Optic Supertrunk," Sol Yager, Times Fiber Communications Inc., Wallingford, Conn.

Testing and Maintenance. Room D 1. Chairman: Michael Jeffers, Jerrold Electronics Corp., Hatboro, Pa. "Reliability—a Total Approach," Don Dworkin, Ellery Litz, Peter Parikh and Harry Suri, Warner Cable Corp., New York; "Microprocessor Control for CATV Test Instruments," Syd Fluck and Marv Millholland, Waveteck Indiana Inc., Beech Grove; "Spectrum Analyzer as a Computerized Proof-of-Performance Machine," I. Switzer, I Switzer Engineering Services Ltd., Mississauga, Ont.; "Analysis and Measurement of CATV Drop-Cable RF Leakage," Kenneth L. Smith, Times Wire & Cable Co., Wallingford, Conn.; "The measure and Perceptibility of Composite Triple Beat," Dan Pike, Communications Properties Inc., Austin, Tex.

Annual banquet. 7-11 p.m. Grand Ballroom, Hilton.

Wednesday, May 23

Breakfast management session. 8-9:30 p.m. Grand Ballroom, Hilton. Speaker: Charles Ferris, chairman, FCC; introduction by House Speaker Thomas P. (Tip) O'Neil (D-Mass.) via satellite.

Technical session: "Computers." 8-9:30 a.m. Room D 2. Chairman: Walter S. Wydro, Wydro Consultants, Pineville, Pa. "Master File Search," Phillip G. Tremper and Joseph V. Cesaitis, FCC; "Potential Use of Microprocessors by Technical Personnel," Ray Daly, Computer Cablevision Inc., Washington; "System Design and Operation with 'Basic,'" James B. Grabenstein, Potomac Valley Television, Cumberland, Md.; "Computer-Aided CATV System Design," Richard Amell, Cox Cable Communications Inc., Atlanta.

Management session. 9:45-11:15 a.m. Rooms A 1-6. Speaker to be announced.

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Character generators, titlers, crosspoint switcher/controller*. Staff: Rod Herring, Don MacClymount, Dave Anderson, Jim Sherry, A.N. Derson.	
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Programming and equipment for pay TV, construction*, direct sales*. Staff: Robert Sewak, Robert Brown, Frank Klimék, Jack Long, Doug Cooper, Joan Dotzenko, Greg Dotzenko, Nancy Eidemiller.	
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Management information and subscriber billing service with dual on-line processing system*. Staff: Bob Mathews, Rod Hansen, Ray Matteson, Vikki Knoche, Barry Hyne, Susie Hagan, Bill Riggins, Debbie Fisher.	
The Cable People	30
Cable and pay TV marketing services including direct sales campaigns, advertising and promotional materials, market surveys, marketing research, complete system audits*, installation services*. Staff: Eric J. Behre, Linda A. Stanek, Jeff Townsend, Ken Russell, Peter McCarthy.	
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Microclock II TVRO automation systems for earth stations*, DTMF tone remote control equipment, programable *seven-day time-of-day controllers, single page pre-programed character generators, remote status monitoring systems, vertical-interval videocassette automation systems, VCR automation systems.

Staff: Bill Killion, David Mayer, Sally Killion, Vernon Bertrand.

Cinamerica Satellite Network 155

Staff: Ken Silverman, Pam Branner, Jill Courtney, Lawrence Feinberg, Carol Hunter, Tom Johnson, Helyne Landres, Joseph Letkomiller, Jim Magee, Tony Miller, Jack Osofsky, Jim Parker, Marvin Segelman, Sylvester Weaver, Gunther Weil.

Clown Communications 37

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Computerized system design, strand mapping, financial services, operational auditing, non-computer accounts receivable billing system, system management, marketing services.
Staff: Robert Fanch, Ross McPherson, Terry Hulseberg, Steve Gower.

Collins Transmission Systems/Rockwell 69-70

Microwave video relay system for CARS. **Staff:** V.M. Riley, W.C. Shurtleff, K.F. Hinthier, L.M. Fisher, T.W. Moore.

Communications Distribution 238

Communications Marketing 1-2

Brokerage services*; research, marketing, personnel, contract installation referral services; temporary help; sales promotion; system audits and delinquent account collections.
Staff: Jim Bloxham, Suzanne Bloxham, Jim Applegate, John Landefeld, Cheryl Landefeld, Bonnie Saiz, Jimmy Saiz, Dennis Thomas, Bob Bequpre, John Reaves, Thomas Wotruba, Al Szabo, Jeff Gleason, Chuck McAtee, Bruce Marks.

Compact Video Sales 219

Twenty-foot production vehicle with Hitachi cameras, one or two-inch tape recorders, time code and character generators, Grass Valley 1600-1a switcher, microphones, mixers, self-contained 4 kw power plant and front, rear and top camera platforms. **Staff:** Robert F. Seidenglanz, Darlinda Dovolis, Oscar Wilson, Jim Buehler.

Compucon 22

Computer Video Systems 129

Microprocessor-based character generator display systems. **Staff:** Carl Rosekrans, Bruce Robertson, Pryce Hales, Ray Malheiro, Tom McEntire.

Comm/Scope 14

Trunk and distribution coaxial cable, dropwire, Valtec fiber optic cable. **Staff:** Frank M.

Drendel, Dale Sherill, James E. Webb, Joe Teague, E.S. Barbour, George Hutton, George Voehl, Frank Logan, Gene Swithenbank, Steve Coffey, Marshall Hudson, Roy Tester, Gary Watson, Tad Witkowitz, John Maly, Jerry Smith, Fred Wilkenloh, Rich Cerney, Greg Couch, Bill Gooden, Jearld Leonhardt, Larry Bowman, Larry Nelson, Diane Bullen.

Comsearch 38

Satellite earth station placement, frequency coordination. RFI measurements, CARS bands microwave frequency assignment, point-to-point microwave frequency coordination, computer systems software development. **Staff:** Harry L. Stemple, Kurt R. Oliver.

ComSonics 243-244

Uninterruptible LNA Power source*, video sensing coaxial relay*, RF leakage detection system, armor surge protection, CATV repair

services. **Staff:** Dick Shimp, Carl Hensley, Dennis Zimmerman, Alex Lushpinsky.

Comtech Data 7

Five-meter satellite earth station, Comtech receivers. **Staff:** Earle Davis, Milt Deever, Laurel Fowler, Bob Miller, Dan Cromwell, Eugene Augustine, Lou Harper, Bob Fitting.

Continental Consultants 262

Continental Lift 264-265

Control Technology 34

Cosmo Graphics 166

CWY Electronics 107

Cybertech 115

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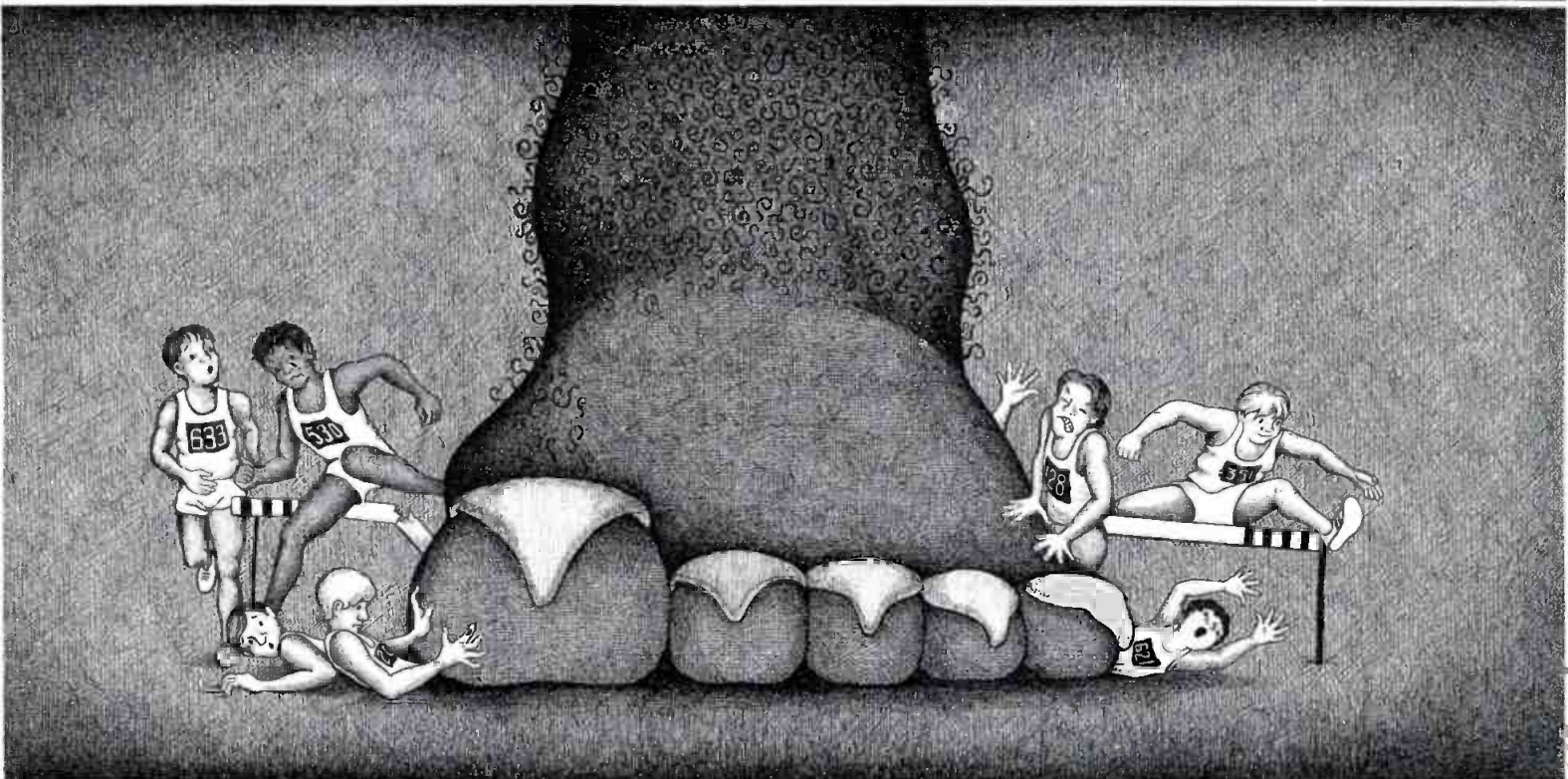
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- Daniels & Associates 66-67**
Negotiators, consultants, appraisers, investment bankers and brokers for purchase and sales of CATV systems. **Staff:** Bill Daniels, John Saeman, Jerry Buford, Keith Burcham, Tom Johnson, Bob Holman, Bob Brown, Hugh McCulloch, Jim DeSorrento, Andy Eiseman, Steve Halstead, Jay Busch, Sam Evans, John Muraglia, Bob Nagel, Tony Acone, Wendell Owen, Johnny Mankin, Dick Kirby, Bob Clark.
- Delta Benco Cascade 156**
Addressable wall plates for control of basic and pay service in apartments, hotel pay TV, 300 mhz trunk amps and line extenders, addressable return amps, modulators and signal processors. **Staff:** Dennis Atha, David Fear, Bob Ward, Charles O'Reilly, Ken Jones, Phil Allman, Willi Tack, Paul Lancaster, Tom Watson.
- Distributed Information Processing 84**
- Ditchwitch 63-65**
- Di-Tech 256**
Pace 1000 real time event controller*, audio, video, pulse distribution equipment, audio follow video routing switchers, touch tone control systems, video detectors, 75 ohm cable equalizers with clampers. **Staff:** George Petrilak, Tony Bolletino.
- Dotson & Brown Insurance 263**
- Eagle Comtronics 226**
- Eastern Microwave 191**
Satellite delivery of WOR-TV New York. **Staff:** Sam Morse, Arthur Perkins, Charles Mills, Donald Vadeven.
- Edutron 94**
Video time-base correctors* **Staff:** Dave Comstock.
- Elan Enterprises 19**
Staff: Joe Johnsen Sr., Joe Orebaugh, Joe Johnsen Jr.
- Electroline Television Equipment 247**
- Electronics, Missiles & Communications 24**
- Entertainment and Sports Programing Network 201-202**
350-event NCAA "Championship Season" package, international and national professional and amateur sports. **Staff:** William Rasmussen, Scott Rasmussen, Robert Chamberlain, Robert Bray, Lou Plamer, Dennis Randall, Peter Fox, Robert Ronstrom.
- E & O Systems 132-134**
Barco electronic picture mosaic system*, AVD33 audio/video demodulator*, NTSC-PAL-SECAM color monitors, modulators, demodulators, SMPTE time code generator/reader for field use. **Staff:** Michael Paull, Maurice Evans, Donald Power, Eric Grant, Jack Beel, Patrick
- Bouvin, Vic Jansoone, Jack Seynaeve, Joris De Bouvre, Rudy De Becker.
- Farinon Electric 91-92**
- FCC 40**
- Firstmark Financial 68**
Cable TV financing, including new system construction, modernization, purchase and expansion of systems. **Staff:** Phil Thoben, Bill Van Huss, Mike Knowles, Bill Kennedy.
- Fort Worth Tower 72 & outside**
Staff: Tommy Moore, Fred Moore, Betty Moore, Carl Moore, Cheryl Moore, Valinda Moore.
- Gamco Industries 225**
- Gardiner Communications 227 & outside**
- General Cable 178**
Fused disk coaxial cable, optical fiber cable. **Staff:** R.D. Asdourian, Earl Jones, Steve Hallock, Bruce Lane, Eric Winston, Larry Crosello, Glenn Wilfong, Mann Bush, Tracy Minton, Rich Schwager, Michael Ampere, Joseph Cooper, Ron Lloyd, John Cavanaugh.
- General Cable/Apparatus 160-162 & outside**
- Gilbert Engineering 101-102**
Coaxial connectors, tools, accessories. **Staff:** Jim Moulin, Robert Spann, Howard Flink, Don Arndt, Del Shumate, Joe Dolan, Robert Hayward, Tony Ramsey.
- Gill Management Services 224**
On-line data processing and customer service. **Staff:** Peter E. Mobley, Corky Downing, Doyle Catlett, Tom Lamb, Don Reiman.
- GTE Sylvania 124**
- Hamlin International 207**
- Harris 272**
- Hollywood Home Theatre 83**
- Home Box Office 9**
Satellite delivered pay programing services. **Staff:** Gerald Levin, N.J. Nicholas Jr., Austin Furst, Peter Gross, Jim Heyworth, Sean McCarthy, Angela Schapiro, Robert Bedell, Winston Cox, Glenn Britt, Michael Fuchs, Donald Anderson, William Hooks, W. Thomas Oliver, Peter Frame.
- Home Theater Network 232**
- Hughes Aircraft 122**
Earth station antennas with two feed options and ability to convert five-meter station to six-meter*. **Staff:** A.H. Sonnenschein, Gene Stanley, Norm Weinhouse, Marty Plost, Jim Taglia, Ben Forte, Norm Woods, Art Heiny, Dalton Couig, Jim Randolph, Joe Sparacio, Marilyn Talley, Bob Stanton, Keith Larson.

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IBM	23	Jerrold Electronics	13
System/34 computer system for on-line customer service and billing. Staff: Len Clarke, Lou Ozor, Denny Sullivan, Virginia Minor, Dave McLaughlin, Marshall Hall, Ed Hertzberg.		Staff: Frank Hickey, Fred Shuh, Colin O'Brien, Ron Polomsky, Rob Corrao, Jack Forde, John Dahlquist, Ed Ebenbach, Dennis Anelli, Patricia Berk, Matt Hart, Ray Cawley, Tom McMinn, Chuck Conner, John Dieckman.	
Independent Cinema Artists & Producers	21	Kelcee Communications	184-185
Film and taped programing for pay TV. Staff: Susan Einigenburg, Laurie J. Young.		Keystone Electronics 192	
Intercept Corp.	250-251	Key and outdoor subscriber taps, wire, cable, amplifier service and repair. Staff: Lewis A. Jaffe, Bill Homer.	
Staff: Jay F. Shapson, Robert A. Twaskas, Mark Segan, Sayre Swartztrauber.		Kluggess Electronic Supply	144

Electrical and hardware equipment, safety equipment, Standard Colman three and seven channel converter*. Staff: Jim Danielson, Marian Gammey, Larry Filson.	
Larson Electronics	23
Lindsay Specialty Products	31-32
Little Giant	189
LRC Electronics	61-62
Attenuator pads*. Staff: Keith McIntosh, Art Bodner, John McQuaid, Ken Wood, Charlie Miller, Terry French, Steve Grossman, B. Duval, Art Whitaker, Al Laughlin.	

Magnaverde Productions	51
Magnavox CATV Systems	8
Amplifiers, passive products, terminal products, pay TV products, systems, connectors, turnkey services, financing program, System Sentry II*. Staff: Daniel N. Mezzalingua, James R. Fischer, Allen Lipp, Jim Duffy, Tom Polis, Bob Finnerty, Tom Olson, Marty Zelenz, Anthony Vogelpoel, Ian Verness, Jack Koscinski, Dick Behr, Chuck Anderson, Bill Bryant, Carl Buesking, Dominic Coppolino, Dave Headley, Steve Schoen, Ted Slopey, Chet Syp, Ron Townsend.	

Malarkey, Taylor & Associates	119
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MCE	76
Amplifiers, line extenders, poser supplies, addressable taps. Staff: Kevin Barry, Tom Heiser, Les McArthur, Don Hoffman, Dee Rose, Phil Merrill, Bruce Merrill.	

MetroData	116
MD-110 single-channel character generator. Staff: Dick Jensen, Jim Baunsgard, Jim MacKenzie, Sandy Burley, Bunny MacKenzie, Cam Baunsgard, Kathy Jensen, Scott Myhre.	

Microdyne	199-200
Satellite TV receive-only terminals, receivers. Staff: L.H. Wolcott, D.L. Alvarez, G.A. Bell, J.K. Thorne, M.S. Balbes.	

Microflect	248
Microwave towers, passive repeaters, waveguide support systems. Staff: Aaron M. Reed, John J. Kranitz.	


Microtime	100
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Microwave Associates	209
Staff: D. Acher, R. Anapol, D. Atchley, J. Brown, P. Cass, R. DiBona, J. Fielek, C. Guastaferrro, C. Halle, G. Hardy, T. Leonard, D. McCarthy, E. Stromsted, R. Trowhill, D. Sicard, C. Stanton.	

Mid State Communications	149
Staff: Lawrence C. Dolan, Doyle Haywood.	

3M Video Products	267
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Modern Cable Programs 109

Free programs in individual and series formats delivered via satellite and on cassettes. **Staff:** William Oard, Jim McPoland.

Mosher Doors 136-137

Motorola Semiconductors 268-269

Hybrid amplifier circuits, general purpose wide-band amps, discrete products for CATV. **Staff:** Bill Cumberledge, Alan Wagstaffe, Jim Eachus, Dennis Cambell, Ed Loupe, Murray Karn, Glenn Anderson, Dick Dupchak, Bob Sauer, Glen Schafer.

MSI Television 16

National Christian Network 203

24-hour religious programming, distributed via Satcom F-3*. **Staff:** Ray Kassis, John Fox, Ann Kassis.

National Council of Churches/U.S. Catholic Conference 131

Software and written materials relating to local church involvement with cable and video. **Staff:** Rev. Dave Pomeroy, Sister Marie Clare Powell, Bruce Mosher, Rev. Fred Erickson, Rev. David Abernathy.

National Federation of Local Cable Programmers 133

Representation and informational resources for local programmers, access groups, educational institutions, municipalities etc.; programming and regulatory consulting; community education materials. **Staff:** Tom Borrup, Sue Buske, David Hoke, Sue Smoller, Paul Denn, Sallie Fischer, Gary Knowles, Carol Brown-Eilber, Brian Owens, Carolyn Perkins.

National Investment Services 273

National Oceanic & Atmospheric Administration 214

Films, public service announcements. **Staff:** Jeff Baker.

National Screen Service 259-260

Promotional and advertising displays, merchandising materials. **Staff:** Seymour Kaplan, Harvey M. Baren, Terry McIntire, Robert Sedlak, Steve Foster, Rik Barnes, Steve Rockabrand.

Northern CATV Distributors 25-26

Northern Telecom Canada 128 & 130

Oak Communications 80

Econo-Line 35-channel converter*. Moduline 39-channel synthesized channel converter/decoder*, wired remote FT converter*. Total Control 35-channel converter/decoder*, 30-channel converter, single channel low-band

decoder. **Staff:** Werner Koester, Hank Sauer, Dean Bach, Graham Stubbs, Loris Thacker, John Gwin, Gene Keys, Mary Lou Coburn, Art Johnson, Jack Hooper, O.J. Hanas, Don Diehl, Dick Kolarik, Rick Burns, Ed Goossens, Bob Bartos, Phil Golbeck, Dave Jacoby.

Optimus Productions 135

Panduit Corp. 195

T.R. Pitts Co. 241-242

Powervision 197

Prodelin 29

Staff: John Morrissey, Dean Dixon, Bob Stevenson.

Progressive Electronics 261

PTL Television Network, 176

Pyramid Industries 5-6

Coaxial connectors and fittings, metal closures for underground cable installations. **Staff:** Paul Rhodes, Earl Gilbert, Lanny Gilbert, Willard Pequignot, Harley Van de Loo.

Q-TV Telesync 271

RCA American Communications 75



Bernard Baruch



Winston Churchill



Carl Sandburg



Harry Truman



Fiorello La Guardia



Franklin Delano Roosevelt

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RCA Cablevision Systems	82	Scientific-Atlanta	82 & outside	equipment and accessories. Staff: William Lawry, Paul Rebeles, Marlene Tanner, Diane Hinte, Ron Roberts, Mayes Kendrick.
Hybrid amplifiers*, passive components*, 36-channel set top converters*. Staff: John Cassidy, Warren Reihls, P.G. Walters, Ray Pastie, Peter Chunka, John Ovnick, Bert Arnold, Bob Hamell, Bob Schoenbeck, George Kanen, D.O. Reinert.		Model 8005 4.6 meter Cassegrain antenna*, 6600 satellite receivers and video protection switch*, CATV headend products, trunk amplifiers, line extenders. Staff: Sidney Topol, Howard Crispin, Jack Kelly, J.H. Levergood, Alex Best, Hank Cason, Barney Geolat, Paul Beavin, John King, John Cheval, Solomon Webb, James Power, Ben Forrester, Pat Bohana, Doug Light.		
Reuters	42	Seal-O-Matic	188	Texscan/Theta-Com
News, sports, financial services delivered via satellite, retrieval services. Staff: Michael Blair, Kurt Hansen, James Outman, Nick Vasilakis, Charles Walther.		Seaway Supple	254	Staff: Carle Pehlke, Jim Luksch, Raleigh Stelle, Bert Henscheid, Bob Freedlund, Bob Jackson, Bob Shannon, Gerry Goldman, John Glass, John Shaw, Bill Dawson, Randy Haas, Ed Kirk, Sue Arnold.
RMS Electronics	59	Overhead wire measuring and fetching lay-up pole. Staff: George Hine, Harrison Hine, Marc Loopesko.		Time Manufacturing
Indoor/outdoor splitters, couplers. Staff: Arthur Fink, Don Edelman, Kerwin McMahon, Ray Perez, Bill Tielert, Cary Manning, John Vitali.		Sebastian International Pictures	266	218
Rockwell International	140 & 142	Simcom International	270	Times Wire & Cable
Sadelco	39	Society of Cable Television Engineers	198	10
Digital db signal level meters. Staff: Harry Sadel, Leslie Kaplan, Mack Brink.		Southern Satellite Systems	215	Tocom
Satori Productions	60	Satellite distribution of WTCG(TV) Atlanta, KTVU(TV) Oakland, Satellite Program Network, vertical interval satellite transmission information service. Staff: Edward L. Taylor, Selman M. Kremer, Kiplyn R. Farmer, Gary W. Stanton, Thelma J. Smith.		DC-1003 three-channel block Converter*, Paymate, converter/descrambler, Tocom III micro computer controlled security communications system. Staff: John G. Campbell, Michael R. Corboy, James L. Smith, Sandra L. Rogers, Sid Prothro, Robert Short, Carl Schoeneberger, Don Thomsen, Hal Steward, M.A. Dizdar, Allan Bundens.
Original programing for pay cable and local origination, feature film distribution, production services. Staff: Ernest G. Sauer, Gary P. Conner, Janice DeMadona, Sandra J. Hall, Michael Egan, Denise Borden, Patrick Gallagher, Alison Steele.		Station Business Systems	118	Tomco Communications
C.B. Schrock & Associates	141	Subscriber Business System in-house minicomputer system for billing, cash receipts, installations, trouble calls, inventory and accounting*. Staff: Joseph D. Coons, James R. Lang, Larry T. Pfister, Ron Leone, Delane Bell, Lee Facto.		89-90
		System Concepts	154	Toner Cable Equipment
		Merchandiser automatic mass memory display system*, Q-III Billboard automatic alphanumeric weather, news and message system. Staff: Ray M. Unrath, Roy Romijn, Shirley Dixon, Gordon Hofhine, Dick Bullock, Ken Otto, Steve Mackelprang, Gene Leonard, John Weeks, Bill Lindberg.		125
		Systems Wire & Cable	71	Total Communications Systems
		Trunk, distribution and drop cables. Staff: N.M. Marshall, C.D. Taylor, E.G. Langenberg.		93
		Telegen-Sofratev	181-182	Satellite network of sports programing. Staff: Nelson L. Goldberg, Tom Huet, Dave Rubenstein.
		Telemation	28	Trans USA
		Video noise filter*, compositor graphics generator*, Programatic 4000. Staff: Paul Warnock, N.H. Bennett, Ray L. Cloward, Dave Pickering.		258
		Telemine	35-36	Trench-Masters
		Tele-Wire Supply	4	165
		Telidon/Canadian Government Dept. of Communications	187	Trinity Broadcasting Network
		TEST Inc.	77	245
		Pay TV security equipment, MDS receiving		Video tapes of religious programing. Staff: Sam Starr, Tim Flynn.
				Triple Crown Electronics
				233
				Staff: Charles Evans, Ted Schapiro, Ben Duval, Tom Carbaugh, Charles Miller, Lois Miller.
				TRW RF Semiconductors
				97-98
				Turner Communications
				222
				Programing services of WTCG(TV) Atlanta. Staff: Ted Turner, Don Andersson, Brenda Gregory, Judy McClenaghan, Roger Williams, Terry McGuirk, Nory LeBrun, Doug McGinnis, Don Lachowski, Bob Sieber.
				TV Watch
				158
				UA-Columbia Satellite Services
				155
				Madison Square Garden Sports, Calliope, Major League Baseball. Staff: Kay Koplovitz, Bill Padalino, Joe Cohen, Mary Lou Brown, Joel Nixon, Rod Gilbert, Gene Francis, Bill MacRae.
				UEC Manufacturing
				56-58
				Unarco-Rohn
				143 & outside
				UAM 68 universal antenna ground mount and No. 65 solid leg tower*. Staff: Gene Francis, Bob McMahon.

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Continental
Electronics

United Press International	49-50	United Video	20	Video Data Systems	41
Alpha numeric cable news wire, state news wires, UPI Newstime*. Staff: Roy Mehlman, Jack Klinge, Tom Hawley, Ed Yotka, Clarence Zaitz, Frank Beatty, Gordon Rice, Robert Page, Myram Borders, Frank Tremaine, Richard Boggs.					
United States Air Force	198	Utah Scientific	179	Vitek Electronics	103 & 105
Staff: Robert G. Geissler, Carmine D'Elio, Paul Ellman, Donna Imbriaco, Trish Kearns.					
United States Tower	234 & outside	Van Ladder	229-231	Warner Cable	108-110
Sat Flec III 4-meter TVRO antenna*, Sat Flec III 5-meter TVRO antenna*, Scientific Communications Inc. 24 channel receiver and low noise amps. Staff: Maynard Weathers, Dan Weathers, Leonard Mitchell.					
		Viacom/Showtime	117	Wavetek Indiana	150-151
		Satellite-distributed pay TV programming services.			
		Video Aids Corp. of Colorado	33	Weather Scan	186 & outside
		Video Communications	274	Winegard	180

Fates & Fortunes

Media



Tanksley

Alfred Tanksley, executive VP-general manager, Kingstip Communications, Austin, Tex., licensee of KTVV(TV) and KHFI-FM Austin, elected president. FCC has approved acquisition of 70% of Kingstip by LIN Broadcasting (BROADCASTING, May 7).

Robert M. Chandler, VP-general manager of

KENR(AM) Houston, appointed senior VP of Lake Huron Broadcasting Corp., licensee of station.

Barry Baker, general sales manager, KMJQ(FM) Houston, appointed VP-general manager of co-owned KKSS(FM) St. Louis.

Robert Ware, director of engineering and operations services, noncommercial KUED(TV) Salt Lake City, joins noncommercial WETV(TV)-WABE(FM) Atlanta as general manager.

Don William Berndt II, sales manager, KLEO(AM) Wichita, Kan., appointed general manager of co-owned KKNQ(FM) Oklahoma City.

Harry Kaplan, VP-general manager, KWTO-AM-FM Springfield, Mo., joins KFAL(AM)-KKCA(FM) Fulton, Mo., in same capacity.

Diane B. Healey, director, regional affiliate relations, NBC-TV, appointed director, affiliate planning, NBC-TV, New York.

Joe Taylor, operations manager, KHOW-FM Denver, joins WPEN(AM) Philadelphia as manager of operations and programming.

Steve West, program director, KJR(AM) Seattle, named assistant manager.

Claude Earl Rorabaugh, program consultant, Broadcast Programming International, Bellingham, Wash., appointed operations manager for Prime Time Radio Group, licensee of KYAK(AM)-KGOT(FM) Anchorage, KIAK(AM) Fair-

banks, Alaska, and KQWZ(AM) Everett, Wash.

Dan Kawakami, program director, KHON-TV Honolulu, named station manager.

Lindsay Schnyder, general sales manager, KZZX(FM) Albuquerque, N.M., appointed station manager.

Larry (Mike) Moore, assistant manager, WCBX(AM) Eden, N.C., named station manager.

Lewis Caster, controller, WOR-AM-TV and WXLO(FM) New York, joins Post Corp., Appleton, Wis., broadcast and newspaper group, as treasurer.

Lynn Alford, personnel administrator, KNBR(AM) San Francisco, joins KYUU(FM) San Francisco as senior accountant.

Richard Skelton, accounting supervisor, Cosmos Broadcasting, Columbia, S.C., named assistant controller.

Ralph Cole Jr., VP-personnel, Provident hospital, Baltimore, joins WJZ-TV there as human resources manager.

Broadcast Advertising

Howard C. Shank, president and chief creative officer, Leo Burnett Co., Chicago, announces



Shank



Muse

early retirement. **Norman L. Muse**, head of Burnett's United Kingdom-Europe region, returns to Chicago as executive VP in charge of U.S. creative services division.

Ira Matathia, Susan Marber and David May,

account supervisors, Grey Advertising, New York, elected VP's.

Charles Claggett Jr. and Curt Olson, associate creative directors, D'Arcy-MacManus & Masius, St. Louis, named VP's and creative directors for Budweiser, Donruss Co., Thorofed dog food and United States Brewers Association accounts. **Richard Foristel**, from W.B. Doner, Baltimore, joins DM&M in St. Louis as account executive.

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John M. Otter, VP and director of programming, SSC&B Inc., New York, and **Robert W. Hin-**



Otter



Hinson

son, VP and director of media operations, named senior VP's. **Ramon R. Lasa**, manager of agency's Puerto Rico office in San Juan, and **Marianne C. Hussey**, account supervisor, New York, appointed VP's.

Penny Bernstein and **Peter Schaeffer**, account supervisors, **Jack Deitchman**, assistant media director, **John Gruen**, copy supervisor, and **John Gill**, controller, Ogilvy & Mather, New York, elected VP's.

Joyce DiBona, broadcast-print media supervisor, Gillette Co., joins Kenyon & Eckhardt Advertising, Boston, as VP-media director. **Pearl Joseph**, media research director, K&E, New York, elected VP.

E. Ray Wilkin, president, Byer & Bowman Advertising, Columbus, Ohio, named chairman of board and chief executive officer. **John A. Bowman**, senior VP, and son of agency co-founder, Gus K. Bowman Sr., named president. **Alan L. Ayres**, operations manager, named

VP-operations. **Thomas J. Heiby**, treasurer, elected VP-finance.

Irene Taffel, from Kelly, Nason, Univas, New York, joins Waring & LaRosa there as manager of broadcast services.

Joe Africano, with Al Paul Lefton Co., New York, appointed VP-supervisor of broadcast production.

Mark Fox, assistant media director, Benton & Bowles, New York, joins Foote, Cone & Belding there as associate media director.

Clarke A. Greene, account supervisor, Peitscher-Janda Associates, forms marketing consulting firm in Chicago, Clarke Greene/Creative Group.

Diana Brown, former media director for Noble-Dury & Associates and Buntin Advertising, Nashville, opens D. L. Brown Media Services there.

Bill Schrank, director of radio research, The Katz Agency, New York, named VP-radio and



Schrank



Ignal

television research. **Shelley Ignal**, director of marketing services, named VP-marketing services. **Carol Mayberry**, president of broadcast consulting firm, Intermedia Analyses, succeeds Schrank.

James D. Hardy, with retail sales development staff of Television Bureau of Advertising, New York, named marketing director of Peters, Griffin, Woodward Inc., New York.

Keith J. Ritter, senior market analyst for ABC Television Spot Sales, New York, named assistant director of marketing planning.

Phyllis R. Leibert, manager of research, radio stations, NBC, New York, named director of research, radio stations.

Deanna K. Harris, account executive, WEEI(AM) Boston, appointed account executive, CBS Radio Spot Sales, San Francisco.

Jerry Pelletier, account executive, WNAC-TV Boston, joins TeleRep as Boston sales manager. TeleRep forms new sales group, jaguars, to service New York and Chicago spot buying communities on behalf of WTAF-TV Philadelphia. **Larry Goldberg**, group sales manager for TeleRep's New York tigers group, named sales manager for New York jaguars. **Harvey Gamm** and **Dave Davis**, from Bolton Broadcasting, and **Peter Mathes**, graduate, Newhouse School of Communications, Syracuse University, Syracuse, N.Y., join New York jaguar staff as account executives. **Irwin Siegel**, VP-Midwest sales director for Bolton, named Chicago jaguar sales manager. **T. C. Schultz**, also from Bolton, and **Joe Antello Jr.**, from WFLA(AM) Chicago, join Chicago jaguar staff as account executives.

Pat Gennell, account executive, Blair Television, New York, joins MMT Sales there as ac-

count executive.

Steve Schussler, from TeleRep, joins Field Spot Sales in Chicago as account executive.

Maureen Meahan, office manager-sales assistant, Avery-Knodel, Minneapolis, named account executive.

Andrea Cetera, account executive, Arbitron Television, New York, joins Petry Television there as director of research.

Arthur Carr, account executive, WLVI-TV Cambridge, Mass., joins WXNE-TV Boston as general sales manager. **Robert Riordan**, account executive, WXNE-TV, named local sales manager.



Proffitt

Larry Proffitt, national sales manager, Kansas State Network, Wichita, appointed general sales manager for KARD-TV Wichita and KSN.

Dexter Taylor, account executive, KLAC(AM) Los Angeles, appointed general sales manager.

Paul Kress, account executive, WIIC-TV Pittsburgh, joins WEEP(AM)-WDSY(FM) Pittsburgh as general sales manager.

John Bitting, regional manager of McGavren Guild's Philadelphia office, joins KMJQ(FM) Houston as general sales manager, succeeding Barry Baker (see page 67).

Roger Strawbridge, local sales manager, WBZ(AM) Boston, appointed general sales manager. **Judith Langley**, from Radio Advertising Representatives, New York, joins WBZ as national sales manager.

Harry Kalkines, general sales manager, WJXT(TV) Jacksonville, Fla., assumes additional duties as VP of Post-Newsweek Stations of Florida, which includes WJXT and WPLG(TV) Miami.

John K. Dew, general sales manager, KENR(AM) Houston, named VP.

Douglas Dunlop, sales manager, KMEL(FM) San Francisco, joins KSJO(FM) San Jose, Calif., as general sales manager. **Gregory Bell**, general sales manager for KXRK(AM) San Jose, co-owned with KSJO, appointed national sales manager for both stations.

Joe Orso, account executive in Chicago national sales office of CBS, named national sales manager of CBS's WBBM-TV Chicago.

George Walsh, program director, WTVH(TV) Syracuse, N.Y., named national sales manager.

Nicholas Schiavone, manager of research, NBC, New York, appointed director.

Deborah Wood, graduate, Louisiana State University, joins WJBO(AM)-WFMF(FM) Baton Rouge, La., as advertising director.

Thomas Cadigan, manager of New York sales office of King Health Care Division of Spartan Mills, joins WNBC(AM) New York as account executive.

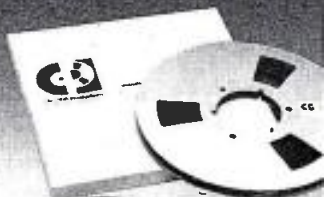
Scott Solomon, sales executive, Pierre Cardin, Chicago, joins WFYR(FM) there as account executive.

Ernie Kovacs, former general sales manager,

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XETRA-AM-FM Tijuana, Mexico (San Diego), joins KFMB(AM) San Diego as account executive.

Tom Winters, from WINZ(AM) Miami, and **Tom Duffy**, from WGSN(AM) New York, join sales staff of WCKO(FM) Fort Lauderdale, Fla.

Programming

Zvi Shoubin, program manager, WMAQ-TV Chicago, joins WPHL-TV Philadelphia in same capacity.

John Hrubesky, operations manager, WMTV(TV) Madison, Wis., joins WISC-TV there as program manager.

Joe Whitmeyer, VP-production, WECT(TV) Wilmington, N.C., appointed VP-programing.

Amy Dorn Kopelan, program administrator, ABC Entertainment, New York, named director, program administration, East Coast.

Larry Alt, president of Larry Alt and Associates, business consulting firm in Elkhart, Ind., joins WXYZ-TV Detroit as assistant program director. **John Gross**, sports director, KXAS-TV Fort Worth, joins WXYZ-TV as sports producer and reporter.

Ken Rees, producer, *P.M. Magazine*, WFAA-TV Dallas, joins WCCO-TV Minneapolis as executive producer of *P.M. Magazine*.

Bob Craig, program director, WWYZ(FM) Waterbury, Conn., joins WMGK(FM) Philadelphia in same capacity.

Tracy Mitchell, music director, KJR(AM) Seattle, named program director, succeeding Steve West (see page 67).

Mark Larson, operations manager and announcer, KFMB(AM) San Diego, named program director.

John Galanes, air personality, WCKO(FM) Fort Lauderdale, Fla., assumes additional duties as program director. **Greg Budell**, from WGCI(FM) Chicago, and **Laser Bill** and **Alan Michaels**, from WHYI(FM) Fort Lauderdale, join WCKO as air personalities.

Catherine Konner, music director, WRQX(FM) Washington, named assistant program director.

Bob Walsh, sports commentator, KVI(AM) Seattle, assumes additional duties as executive sports producer.

Yolanda Romero, air personality, KDCE(AM)-KBSQ(FM) Espanola, N.M., assumes additional duties as music and public service director.

Anita Gevinson, from WMMR(FM) Philadelphia, joins WCOZ(AM) Boston as air personality.

George Means, air personality for various Miami stations, joins WIOD(AM) there in same capacity.

Connie Michaels, from WPAZ(AM) Pottstown, Pa., and **Mike Shannon**, **Joel Michaels** and **Suzie Sands**, from WRAW(AM) Reading, Pa., join WRFY-FM Reading as announcers.

Charles Gilmore, freelance artist in Reno, Nev., joins KUTV(TV) Salt Lake City as art director.

Barry Lowen, VP of program development for Columbia Pictures Television, Burbank, Calif., joins Bennett/Katleman Productions. He will create and develop television series and will serve as supervising producer.

Richard D. Klinger, in private law practice, joins Paramount Television as director of busi-

ness affairs, Hollywood.

James Ian Mervis, attorney with Rubin Baum Levin Constant & Friedman, New York, joins Viacom Enterprises there as director of business affairs, East Coast.

Christopher Zermeno, from 20th Century-Fox legal department, Beverly Hills, Calif., named assistant director of business affairs for 20th Century-Fox Sports.

Phoebe Kaylor, assistant in network television department of Time-Life Films, New York, named story editor.

Norman Hatch, retired chief of audio-visual division in Office of Public Affairs, Department of Defense, Washington, named government sales representative for MCA Corporate Films, division of MCA Inc.

Tom Rasmussen, associate director of broadcast operations, Public Broadcasting Service, Washington, joins Robert Wold Co., Los Angeles, as assistant to president.

Cyril Akashi, operations manager for KGMB-TV Honolulu's Hawaii Production Center, joins Quenzer Driscoll Dawson there as operations manager.

Jim Cook, production coordinator for "Jazz Album Concert," Orcas Productions, joins Watermark, Los Angeles radio syndication production company, as studio director.

News and Public Affairs

Ed Rabel, from Atlanta bureau of CBS News, named Latin America correspondent. He succeeds **David Dick**, who has been reassigned to Dallas bureau. Dick had been headquartered in Caracas, Venezuela, but bureau will be moved to new location, to be announced.

Jack Kellner, associate news director, KHON-TV Honolulu, named news director.

Henry Kanegsberg, director of financial planning, news, NBC, New York, appointed VP-business affairs and administration, news.

Barry Shanley, general assignment reporter, WZZM-TV Grand Rapids, Mich., named co-anchor and co-producer of 6 and 11 p.m. news.

Robert W. McCall, news director for WLWT(TV) Cincinnati for past six years, resigns to manage broadcast company being formed in Midwest. Company has not yet been given name.

Jim Hefner, evening news producer, WRAL-TV Raleigh, N.C., named assistant news director. **Don Kobos**, reporter, named news assignment editor.

Leesa Powers, weekend anchor, KVOA-TV Tucson, Ariz., joins KGTV(TV) San Diego as weekend anchor and weekday entertainment reporter.

Nancy Laffey, reporter, WISN-TV Milwaukee, named weekend co-anchor.

Larry Estepa, news director and anchor, WBNG-TV Binghamton, N.Y., joins WJAR-TV Providence, R.I., as noon co-anchor and reporter.

Mike Potter, director of public affairs for non-commercial WSBE-TV Providence, joins WJAR-TV as general assignment reporter.

William David Savoy, formerly with WWBA(AM) Tampa, Fla., joins WSKW(AM)-WTOS-FM Skowhegan, Me., as news and public affairs director.

Jay Berry, weekend anchor-reporter, KPRC-TV Houston, joins WLS-TV Chicago as sports anchor.

Dave Foote, photographer, KTVO(TV) Kirksville, Mo., joins KETV(TV) Omaha as reporter and photographer. **Dennis Stearns**, photographer, C.P. Productions, Omaha, joins KETV as staff photographer.

Lloyd Wright, reporter from KTUL-TV Tulsa, Okla., joins KRDO-TV Colorado Springs in same capacity.

Jim Holley, reporter, KALB-TV Alexandria, La., joins WAPT(TV) Jackson, Miss., in same capacity.

Cammy Seidel, associate producer, KDFW-TV Dallas, and **Warren Levinson**, news director, WBLG(AM) Lexington, Ky., join Associated Press, New York, as broadcast journalists.

Alan C. Swan, news and public affairs director, KQXE(AM)-KIOG(FM) Mesa (Phoenix), Ariz., joins WZZD(AM) Philadelphia news department as feature reporter.

Audrian Stubblefield, from Urban League of Albany (N.Y.), joins WTEN(TV) Albany as public service director.

Ricki Green, associate producer, noncommercial WETA-TV Washington, named producer in news and public affairs unit.

Elaine Ziamba, news director, WVIC-AM-FM Lansing, Mich., and **Connie Rein**, public information officer for Albuquerque Department of Parks and Recreation, join KOB(AM) Albuquerque, N.M., as reporters.

Allan Siegert, on staff of UPI Newstime, named production manager. **Art Collier**, from Georgia Network and WATL-TV Atlanta, joins Newstime staff, Douglasville, Ga.

Dan Ryan, sports reporter, KMGH-TV Denver,

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joins KIMN-AM-FM there as sportscaster.

Mark Cember, announcer-salesman, WKXR-FM Exeter, N.H., joins WGRC(AM) Spring Valley, N.Y., as sports director.

Keith Dobson, KWHW-AM-FM Altus, Okla., and **George Tomek**, KTVY(TV) Oklahoma City, elected president and president-elect, respectively, of Oklahoma Associated Press Broadcasters Association.

New officers, UPI Carolinas Broadcasters Association: **Allen Jones**, WTVD(TV) Durham, N.C., president; **Jack Jones**, South Carolina Network, Columbia, VP, and **William Adler**, UPI, Charlotte, N.C., secretary-treasurer.

Promotion and PR

Jerry Hellard, manager of special projects, West Coast, ABC public relations, named director.

Paula Mermelstein, supervisory writer-producer in advertising department, NBC, named director of on-air promotion, East Coast, NBC Entertainment. **Natalie Tiranno**, senior magazine editor of press department, NBC, New York, serving as liaison between NBC and consumer magazine press, named manager of magazine publicity in press department.

Jeffrey Sohinkl, from WTAJ-TV Altoona, Pa., joins WPHL-TV Philadelphia as promotion manager.

Harold Stein, director of advertising and promotion, WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey, joins WKTU(FM) New

York as promotion manager.

Cheri Rusbuldt, advertising and promotion director, KXAS-TV Fort Worth, joins WTTG(TV) Washington as promotion director.

Chris Carter, anchor-editor for Kansas Information Network, Wichita, joins public relations staff of Fromm Inc., advertising agency in Overland Park, Kan.

Cable

James Vodak, assistant VP-public relations, Central Telephone & Utilities, Chicago, elected VP in charge of company's cable television operations, which include Consolidated Cable Utilities in Aurora, Ill., and Lone Star Video, near Houston. He will be based in Chicago.

Frank Biondi Jr., assistant treasurer for Children's Television Workshop, New York, joins Home Box Office there as director of original program planning. **Lee De Boer**, director of research and development for HBO, named director of programming for Take 2, HBO's new mini-pay service.

John F. Cooke, manager of budgets and forecasts for Times Mirror Co., named VP for business planning of combined cable television operations of Times Mirror and Communications Properties, Austin, Tex. **Martin Glassman**, president of Times Mirror subsidiary, Tipco, data processing services company, named Western regional VP for cable operations, based in Laguna Niguel, Calif.

Ian Vernes, consulting industrial engineer for North American Philips Corp., joins Magnavox CATV Systems, Manlius, N.Y., as manager of manufacturing engineering.

Eugene Gorman Jr., account executive, Cox Cable TV of Virginia Beach, Va., joins Citizens Cable of Fort Wayne (Ind.) as marketing manager.

New officers, Virginia Cable Television Association: **John P. Lewis**, Mid-Atlantic Network, Winchester, president; **H.W. Goodall**, Continental Cablevision of Richmond and Henrico County, VP; **Sally Davison**, Staunton Video Corp., Staunton, secretary, and **Don A. Perry**, Don A. Perry Associates, Newport News, treasurer.

New officers, Alabama Cable Television Association: **Arthur Smith**, Coosa Cable Co., Pell City, president; **W. Jack Gilbert**, Auburn/Opelika TeleCable, Auburn, VP, and **M. M. Victory**, Liberty Communications, Birmingham, secretary-treasurer.

Broadcast Technology

Stuart Gray, VP, research planning, NBC, appointed staff VP, "SelectaVision" video disk program research, RCA Corp., New York. **Charles Patterson**, manager of international sales for McMartin Industries, Omaha, joins RCA Broadcast Systems as sales representative, based in Charlotte, N.C. **Dana Pratt**, with RCA Broadcast Systems, joins RCA American Communications, Piscataway, N.J., as manager of new SMARTS service designed to provide earth stations and satellite-fed video programming to all U.S. commercial television stations.

Neal Rydall, director of video tape sales, Consolidated Film Industries, joins Vidtronics, Hollywood, as sales manager.

Richard Moscarello, Northeast regional manager for Convergence Corp., Irvine, Calif., named national sales manager.

Greg Miller, technical supervisor, WQRF-TV Rockford, Ill., named chief engineer.

Allied Fields

John W. Macy Jr., first president of Corporation for Public Broadcasting, Washington, from 1969 to 1972 when he resigned, named by President Carter to head new Federal Emergency Management Agency.

James A. Gammon and **George R. Grange II**, Washington communications lawyers, form Gammon & Grange law offices there at 1925 K St., N.W., Suite 304, 20006.

O. O. Twedt, VP-account executive in Dallas for A. C. Nielsen, named regional manager of Nielsen Dallas marketing research group.

Gary Donohue, co-op advertising supervisor, WJJD(AM)-WJEZ(FM) Chicago, joins Arbitron Midwestern Radio Station Sales in Chicago as account executive.

Albert Ingallinera, from Mead Digital Systems, Mead Corp., Schaumburg, Ill., joins Market Compilation and Research Bureau as director of Midwestern marketing, based in Chicago.

William Best, former head of television news promotion department, Frank N. Magid Associates, Marion, Iowa, forms The Television News Group, North Hollywood, Calif., specializing in research and consulting in television news promotion.

C. Dianne Petty, VP of ABC Music Companies, New York, joins SESAC there as director of country music division.

David Howell, assistant editor, *SMPTE Journal* of Society of Motion Picture and Television Engineers, Scarsdale, N.Y., named editor.

Jeffrey Mathiew, operations manager, WEZI(FM) Memphis, joins Bonneville Broadcast Consultants, Tenafly, N.J., as client services associate.

Deaths

Thomas S. Renk, 32, partner in Oakland, Calif., law firm active in communications law, Farrow, Schildhouse, Renk & Wilson, died April 28 of heart condition at Alta Bates hospital in Berkeley, Calif. Survivors include wife, Diane Gillespie, daughter, father, brother and sister.

Marvin Vines, 67, farm services director, KAAY(AM) Little Rock, Ark., was killed May 1 at his farm in Faulkner county, Ark., when crushed by overturned tractor. Mr. Vines had been farm services director for KAAY for 24 years. He was past president of National Association of Farm Broadcasters. Survivors include his wife, Lois, and five children.

Bonnie Carlisle, 52, wife of William Carlisle, NAB vice president, government relations, died last Tuesday after brief illness. Mrs. Carlisle, nee Barbara Fisher, was former Miss Connecticut (1945). From 1954 to 1957, when Mr. Carlisle was field representative of NAB, she accompanied him on visits to more than 1,000 radio and television stations. Mrs. Carlisle had suffered from complications of emphysema. Her husband and one sister survive.

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For the Record

As compiled by BROADCASTING based on filings, authorization, petitions and other actions announced by FCC during the period April 30 through May 4.

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

New Stations

TV applications

- Atlanta—Broadcast Corp. of Georgia seeks ch. 69; ERP: 1260 kw vis., 126 kw aur., HAAT: 950 ft.; ant. height above ground 1170 ft. Address: 2400 First National Bank Tower, Atlanta 30303. Estimated construction cost \$1,791,000; first-year operating cost \$679,000; revenue \$2,470,000. Consulting engineer Jules Cohen & Associates, Washington. Principals: Thomas O. Cordy and David J. Harris (24% each); David M. Franklin, Henry W. Hooker and Prentiss Q. Yancey Jr. (10% each), and five others. Mr. Cordy is station manager of WAOK(AM) Atlanta and has various other business and banking interests there. Mr. Harris, Mr. Yancey and Mr. Franklin are Atlanta attorneys. Mr. Hooker is Nashville businessman and attorney with interests in oil drilling, health spas and gift manufacturing. Ann. April 30.
- Atlanta Ga.—CLW Communications Group seeks ch. 69; ERP: 597 kw vis., 119.4 kw aur., HAAT: 847 ft.; ant. height above ground 1170.5 ft. Address: 6815 Shallowford Rd., Chattanooga, Tenn. 37421. Estimated construction cost \$273,720; first-year operating cost \$342,917; revenue \$750,000. Legal counsel Larry Perry, Oak Ridge, Tenn.; Consulting engineer Scott Baxter & Associates, Brentwood, Tenn. Principals: CLW is owned by AMG International, religious nonprofit corp.; Spiros Zohiates in president. Group also owns WHYD(AM) Columbus, Ga.; WCRJ(AM) Jacksonville, Fla.; WSCW(AM) South Charleston, W. Va., and 40% of WJEE(AM) Jacksonville, Fla. It has also applied for new FM in Alexandria, Ind. Ann. April 30.
- Atlanta—Supreme Broadcast Enterprise Inc. seeks ch. 69; ERP: 1452.4 kw vis., 145.2 kw aur., HAAT: 530.69 ft.; ant. height above ground 535 ft. Address: Suite 301, Equitable Bldg., 100 Peachtree St., Atlanta 30303. Estimated construction cost \$1,042,096; first-year operating cost \$384,000; revenue \$625,000. Legal counsel Cole, Zylstra & Raywid, Washington; Consulting engineer E.M.R. Engineering, Channelview, Tex. Principals: Clayton Sinclair Jr. (7.7%), president, Joseph Hudson (3.1%) vice president, and 19 others. Mr. Sinclair is Atlanta attorney. Mr. Hudson is caterer here. No stockholder has other broadcast interests, except William Dilday (3.1%) who owns 3.6% of WBNB-TV St. Thomas, V.I., and is general manager of WLBT-TV Jackson, Miss. Ann. April 30.
- Atlanta—Telechoice of Georgia Inc. seeks ch. 69; ERP: 2483 kw vis., 487.5 kw aur., HAAT: 798.7 ft.; ant. height above ground 1170 ft. Address: 1211 Connecticut Ave. NW Washington 20036. Estimated construction cost \$1,711,500; first-year operating cost \$431,000. Legal counsel Fly, Shuebruk, Blume, Gaguine, Boros & Schuikind; Consulting engineer Stillman, Moffet & Kowalski. Principals: Ben H. Tongue, Vicki M. Barletta, Jan B. Timm, Robert H. Rines, Isaac S. Blonder and Samuel S. Kravetz (162/3% each). Mr. Tongue has interest in WBTB-TV Newark, N.J.; CP for WQTY-TV Boston, and various CATV and STV

systems. Ms. Barletta owns less than 1% of WCVB-TV Boston. Ms. Timm has interest in WOZN(AM) Jacksonville, CP for WSGL(FM) Naples and WGLF(FM) Tallahassee, all Florida, and WDMG-AM-FM Douglas, Ga. Mr. Rines is Boston attorney with small interest in WBTB. Mr. Blonder had various STV and CATV interests and small interest in WBTB. Mr. Kravetz owns CATV system in Dover, Del. Ann. April 30.

TV actions

■ Flint, Mich.—Broadcast Bureau granted Regents of the University of Michigan UHF ch. 28 (554-560 mhz); ERP: 1005 kw vis., 100.5 kw aur.; HAAT: 823 ft.; ant. height above ground 865 ft. P.O. address: Administration Building, University of Michigan, Ann Arbor, Mich. 48109. Estimated construction cost \$2,125,108; first-year operating cost \$470,000; revenue not given. Principal is governing board of public educational institution (BPET-596). Action May 1.

Ownership Changes

Applications

- KBSA(TV) Guasti, Calif. (ch. 46)—Seeks assignment of license from Broadcasting Service of America to United Minority Broadcasters Inc. for \$1.8 million. Seller is owned by Berean Bible Ministries Inc., nonprofit corp.; W. Kenneth Connolly is president. Buyer is owned by Richard C. Hernandez (20%), Max F. Vigil (20%) and eight others. Mr. Hernandez is administrator at Orange Coast College, Palm Barbers, Santa Ana, Calif. Mr. Vigil is Tustin, Calif., CPA. Neither they nor any other stockholder have other broadcast interests. Rec. April 20.
- KLOM(AM)-KLPC-FM Lompoc, Calif. (AM: 1330 khz, 1 kw-D; FM: 92.7 mhz, 550 w)—Seeks assignment of license from Robert D. Janacek and his wife, Mary Anne, to D 'n' T Broadcasting Inc. for \$1 million. Sellers have no other broadcast interests. Buyer is principally owned by Richard N. Savage and his wife, Tanya. Mr. Savage is vice president, network services and affiliate planning, ABC-TV. Mrs. Savage is real estate broker in Darien, Conn. Ann. May 1.
- KOVA(FM) Ojai, Calif. (105.5 mhz, 130 w)—Seeks assignment of license from Radio Ojai Inc. to Frank W. Spencer Jr. for \$375,000. Seller is owned equally by Fred M. Hall, Edward T. Martin and William G. Myers. Mr. Hall will remain at station as general manager and chief engineer. Neither Mr. Martin nor Mr. Myers has other broadcast interests. Mr. Spencer also owns WCLT(AM) Newark, Ohio. Ann. May 3.
- KACY(AM) Port Hueneme and KACY-FM Oxnard, both California (AM: 1520 khz, 1 kw-D, 250 w-N; FM: 104.7 mhz, 2.85 mhz)—Seeks assignment of

license from Western States Radio Corp. and Channel Islands Broadcasting Corp., respectively, to the Channel Islands Radio Co. for \$1,690,000 plus \$20,000 for agreement not to compete. Sellers are subsidiaries of CTW Communications, which is broadcast subsidiary of Children's Television Workshop, producer of *Sesame Street* and other children's television programming. Having purchased the stations in spring of 1977, CTW is asking for waiver of three-year rule on grounds it lacks managerial ability to operate station. Buyer is principally owned by Franz Allina, senior vice president of CTW Communications, who will leave CTW. He purchased WBAB-FM Babylon, N.Y. last January. Ann. May 3.

■ KFOX(FM) Redondo Beach, Calif. (93.5 mhz, 3 kw)—Seeks assignment of license from Jack Barry to KFOX Radio Inc. for \$810,000 plus accounts receivable. Mr. Barry, television personality and producer, has no other broadcast interests. Buyer is owned by group of Los Angeles businessmen—Bancroft J. Howell and Melvyn Bell, bankers; Samuel Brown, attorney; Edward Roper, municipal bond broker, and Louis Whallon, private financial consultant. None have other broadcast interests. Ann. April 20.

■ WRMF-AM-FM Titusville, Fla. (AM: 1060 khz, 10 kw-D, 5 kw-N; FM: 98.3 mhz, 3 kw)—Seeks assignment of license from Advance Communications Inc. to Brevard Broadcasting Co. for \$790,000. Seller is owned by Frank P. Nugent, Elmo Franklin, John P. Jenkins and Andrew Rector, who purchased station in 1977 for \$575,000. A waiver of the FCC's rule against the sale of properties held by sellers for less than three years, except in hardship cases, will be sought. Mr. Franklin has minority interest in WVOY(AM) Charlevoix, Mich., and Mr. Rector in WIHN(FM) Normal, Ill. Buyer is principally owned by Alastair B. Martin who is president of Regional Broadcasters Group, owner of WGRD-AM-FM Grand Rapids, WTRU(AM) Muskegon and WTRW(FM) Whitehall, all Michigan; WAAL(FM) Binghamton and WKNY(AM) Kingston, both New York, and WNGW(AM)-WZPR(FM) Meadville and WYFM(FM) Sharon, both Pennsylvania. Ann. May 3.

■ WGRT(FM) Danville, Ind. (107.1 mhz, 3 kw)—Seeks assignment of license from Hendricks County Broadcasting Corp. to Universal Broadcasting of Indiana Inc. for \$250,000 plus \$25,000 for agreement not to compete and \$25,000 for consultancy agreement. Seller is principally owned by Gordon Graham (43%) and Charles Marlowe (21.5%). Neither has other broadcast interests. Buyer is owned by Howard Warshaw and his wife, Miriam (25% each) and his brother-in-law Marvin B. Kosofsky (50%). They also own WVVX(FM) Highland, Park, Ill.; KEST(AM) San Francisco, KPPC(AM) Pasadena and KMAX(FM) Arcadia, all California; KUXL(AM) Golden Valley, Minn.; WARO(AM) Canonsburg, Pa.; WYLO(AM) Jackson, Wis.; WTIE(AM) Mineola, N.Y., and KCNW(AM) Fairway, Kan. Ann. May 1.

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■ **KNEM(AM)** Nevada, Mo. (1240 khz, 250 w-U)—Seeks assignment of license from Radio KNEM to Nevada Broadcasting Co. for \$200,000. Seller is principally owned by Kenneth E. White (99.2%), who has no other broadcast interests. Buyer is principally owned by Marvin E. Luehrs (41%) and his father-in-law, Everett G. Wenrick (49%). Mr. Luehrs wife and son own 5% each. They also own controlling interest in KTTN-AM-FM Trenton, Mo., and WMNE-AM-FM Menomonic, Wis. Mr. Wenrick also owns 28% of KBOE-AM-FM Oskaloosa, Iowa. Ann. April 20.

■ **KSHO-TV** Las Vegas (ch. 13)—Seeks assignment of license from Channel 13 of Las Vegas Inc. to WTMJ Inc. for \$13.5 million. Seller is owned by Arthur P. Williams and family, who also own KWMS(AM) Salt Lake City. Buyer is wholly owned subsidiary of The Journal Co., publisher of *Milwaukee Journal* and *Sentinel* and owner of WTMJ-AM-TV and WKT1-FM Milwaukee. Michael McCormick is president of WTMJ Inc.

■ **WLIR(FM)** Garden City, N.Y. (92.7 mhz, 3 kw)—Seeks transfer of control of Stereo Broadcasters Inc. from all stockholders (100% before; none after) to Domino Broadcasting Co. (none before; 100% after). Consideration: \$2 million. Principals: Sellers are John R. Rieger (50.5%) Elton Spitzer (37.5%) and two others. Buyer is owned by Mr. Spitzer (49%), Percell L. Johnson and Frank L. Mingo (25.5% each). Mr. Johnson is president of magazine rep firm. Mr. Mingo is founder and president of New York advertising firm of Mingo, Jones and Guilmenot. Mr. Spitzer, in addition to his interest in WLIR, owns 42% of WGRG(AM) Spring Valley, N.Y. Messrs. Mingo and Johnson have no other broadcast interests. Ann. April 20.

■ **WQWX(AM)** Mebane, N.C. (1060 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Radio Mebane-Hillsborough Inc. to Benchmark Communications Ltd. for \$151,000. Seller is owned by Donald W. Curtis (41.6%), C. Grier Beam (20.8%), Kenneth B. Beam (20.8%), Aaron B. Moss and Lee Settee. Messrs. Curtis, Kenneth Beam, G. Grier Beam and Moss also own WPXY(AM) Greenville and WSTS(FM) Laurinburg, both North Carolina. Buyer is owned by Roger Jennings (100%), commercial artist from Chapel Hill, N.C. He currently has no other broadcast interests. Ann. May 1.

■ **KNPT-AM-FM** Newport, Ore. (AM: 1310 khz, 5 kw-D, 1 kw-N; FM: 102.5 mhz, 100 kw)—Seeks

assignment of license from Yaquina Radio Inc. to Charmer Broadcasting Inc. for \$1 million. Seller is owned by Thomas R. Becker, who has no other broadcast interests. Buyer is principally owned by Charles F. King (30%) and nine others. He is former general sales manager of KPAM-AM-FM Portland, Ore.

■ **WDNH(AM)** Honesdale, Pa. (1590 khz, 2.5 kw-D, 500 w-N)—Seeks 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. Mr. Mermell also has no other broadcast interests.

■ **WHAL(AM)** Shelbyville, Tenn. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Bedford Broadcasting Co. to Shelbyville Broadcasting Corp. for \$600,000. Price includes WTCV(FM) Shelbyville (see below). Seller is owned by Edward M. Johnson, Millard V. Oakley and Robert W. Gallaher (33-1/3% each). Messrs. Johnson and Oakley own WTCV (see below) and WCSV(AM) Crossville, Tenn. Messrs. Johnson and Gallaher are principals in WKYR(AM) Burkesville, Ky. Messrs. Oakley and Gallaher are principals in WKXN(FM) Greenville, Ala. In addition, Mr. Johnson owns WTKR(AM) Kingston, Tenn. Mr. Oakley owns 33 1/3% of WLIV(AM) Livingston, Tenn., and Mr. Gallaher 70% of WUCR(AM) Sparta, Tenn. Buyer is owned by Thomas H. Strawn of Fayetteville, Tenn., banker and part owner of car dealership and electrical supply company. He has also purchased WTCV (see below).

■ **WTCV(FM)** Shelbyville, Tenn. (102.9 mhz, 100 kw)—Seeks assignment of license from The Christian Voice Inc. to Bedford County Broadcasting Corp. for \$600,000. Price includes WHAL(AM) Shelbyville (see above). Seller is owned by Millard Oakley and Edward M. Johnson (see WHAL above). Buyer is owned by Thomas H. Strawn (see WHAL above).

■ **KJCH(AM)** Cleveland, Tex. (1410 khz, 500 w-U)—Seeks assignment of license from Cleveland Broadcasting Service to Thomas F. McDaniel for \$255,000. Seller is owned by Jessie C. Howard, who has no other broadcast interests. Mr. McDaniel is manager and 10% owner of WCJU(AM) Columbia, Miss. Ann. April 20.

■ **KODA(AM)** Houston, (1010 khz, 5 kw-D)—Seeks assignment of license from Taft Broadcasting Corp. to Spanish Broadcasting Corp. for \$1.1 million. Seller is owned by Paul E. Taft and family, who also own 85% of WNEE-TV Hanover, N.H., and 41% of KMZK(AM) Fort Worth. They have sold, subject to FCC approval, KODA-FM Houston (BROADCASTING, April 30). Buyer is owned by Marcos A. Rodriguez (58.7%) and 21 others. Mr. Rodriguez has additional interest as 58.31% owner of Latin American Broadcasting, which owns 11.5% of buyer. Latin American is licensee of KESS(FM) Fort Worth. Rec. May 1.

■ **KTXJ-AM-FM** Jasper, Tex. (AM: 1350 khz, 1 kw-D; FM: 102.3 mhz, 2.9 kw)—Seeks assignment of license from Jasper Broadcasting Corp. to KTXJ Radio Inc. for \$580,000 plus \$60,000 for agreement not to compete. Seller is partnership of Thomas H. Spurlock (37 1/2%), Roger C. Hall (37 1/2%) and Lynda Bejj (25%). None have other broadcast interests. Buyer is principally owned by Galen O. Gilbert (51.87%) of Dallas. He is also principal of KSWM(AM)-KELE(FM) Aurora, KBTN(AM) Neosho and KXEO(AM)-KWWR(FM) Mexico, all Missouri; KPET(AM)-KCOT(FM) Lamesa and KZEE(AM) Weatherford, both Texas, and KTLQ(AM)-KEOK(FM) Tahlequah, Okla. He also owns 71% of applicant for new FM in Sulphur Springs, Tex. Ann. May 3.

■ **KWHO-AM-FM** Salt Lake City, Utah (AM: 860 khz, 1 kw-D; FM: 93.3 mhz, 30 kw)—Seeks assignment of license from Radio Station KWHO to Northwest Radio Broadcasting Co. for \$600,000. Seller is owned by Reese C. Anderson, who has no other broadcast interests. Buyer is wholly owned by Northwest Energy Co.; publicly owned natural gas company. John G. McMillian is chairman and president. It has no other broadcast interests. Ann. May 1.

■ **WLGM(AM)-WJJS(FM)** Lynchburg, Va. (AM: 1320 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)—Seeks assignment of license from Rulon-Maynard Corp. to Neighborhood Communications Corp. for \$700,000 plus \$20,000 for agreement not to compete and \$45,000 for consultancy agreement. Seller is owned by L. John Denney and his wife, Rosalind M. They have no other broadcast interests. Buyer is wholly owned subsidiary of Neighborhood Theatre Inc., movie theater chain. Morton G. Thalimer Jr. is president and

principal stockholder (21.54%). It also owns WKGK(AM) Knoxville, Tenn., and is applicant for new TV in Richmond, Va. Ann. May 3.

■ **KXXX-FM** Spokane, Wash. (93.7 mhz, 56 kw)—Seeks assignment of license from Independent Broadcasting Corp. to Monroe Broadcasting Co. for \$567,321. Seller is principally owned by Edward F. Kelley, who also owns KXXX(AM) Spokane. Buyer, principally owned by Wesley L. Monroe (32%) and Delbert Bertholf (33%), also owns KGA(AM) Spokane and KEED(AM) Eugene, Ore., which has been sold, subject to FCC approval (BROADCASTING, April 23). Ann. May 3.

Actions

■ **KJLH(FM)** Compton, Calif. (102.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from John L. Hill to Taxi Productions Inc. for \$2.2 million. Seller has no other broadcast interests. Buyer is wholly owned by Stevie Wonder, recording artist, who has no other broadcast interests (BALH790228HM). Action April 27.

■ **KFMR(FM)** Fremont, Calif. (104.9 mhz, 3 kw)—FCC granted assignment of license from Alameda Broadcasting Inc. to Spanish Metro for \$500,000. Seller is owned by Robert F. Bell, president (42.2%), Max Churchill and J. Thomas Hurvis (20.3% each), Dennis King Jr. (10%) and John D. Emory (7.2%). They own WXL(AM) Decatur, Ga., and WCGL(AM) Jacksonville, Fla. Buyer is owned by Robert L. Williams (85%) and James E. Coyle (15%). Mr. Williams owns Salinas, Calif. management firm and owns, with Mr. Coyle, KCTY(AM)-KRAY(FM) Salinas (FCC 79-266). Action May 2.

■ **KXXV(AM)-KINX(FM)** Colorado Springs (AM: 1530 khz, 1 kw-D; FM: 101.9 mhz, 28 kw)—Broadcast Bureau granted assignment of license from Silver West Broadcasting Co. to Mountain Center Broadcasting Co. for \$765,000. Seller is owned by William S. Cook, who has no other broadcast interests. Buyer is principally owned by Alfred T. Burke (40%), Steve Adams (40%) and Dale E. Palmer (5%), who also own KZAK(AM)-KTYL(FM) Tyler, Tex. Mr. Burke is president of Burke Beverage Co., bptiting and real estate firm in Longview, Tex. Mr. Adams is Minneapolis banker and Mr. Dale is manager of Tyler stations (BAL790302EQ, BALH790302ER). Action April 25.

■ **WJNO(AM)** West Palm Beach-WJNO-FM Palm Beach, both Florida (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 97.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Walter-Weeks Broadcasting Inc. to Fairbanks Broadcasting Co. for \$3 million. Seller is owned by James Walter and Robert M. Weeks who also own WSPB-AM-FM Sarasota and WMFJ(AM)-WQXQ(FM) Daytona Beach, both Florida. It recently sold WTNT(AM)-WLWV Tallahassee, Fla., for \$1.1 million (BROADCASTING, Feb. 5). Buyer is principally owned by Richard M. Fairbanks. It also owns WIBC(AM)-WNAP(FM) Indianapolis; WKOX(AM) Framington, and WVBF(FM) Framington-Boston, both Massachusetts; WZZD(AM) Philadelphia, and KVIL(AM) Highland Park and KVIL-FM Highland Park-Dallas, both Texas (BAL790308FW, BALH790308FX). Action May 3.

■ **KPUA(AM)** Hilo, Hawaii (970 khz, 5 kw)—Broadcast Bureau granted assignment of license from KPUA Partnership to Hawaii Broadcasting Co. for \$200,000. Seller is owned by Thomas K. Reed and his former wife, Lynn W. Reed. They also have interest in KKAU(AM) and KQM(AM), both Honolulu. Buyer is wholly owned by Realty Investment Co., owned principally by Richard Henderson (24.7%) and his wife, Eleanor (14%). None of stockholders has other broadcast interests (BAL790102EC). Action May 3.

■ **KKUA(AM)-KQM(AM)** Honolulu (AM: 690 khz, 10 kw; FM: 93.1 mhz, 100 kw)—Seeks transfer of control of KOKUA Radio One Corp. from H. Fearnhead et al. (100% before; none after) to CCEA Communications Inc. (none before; 100% after). Considerations: \$2.2 million, subject to adjustments at closing. Principals: Sellers have no other broadcast interests. Buyer is wholly owned subsidiary of Coca-Cola Bottling Co. of Los Angeles. It also owns KJOI(FM) Los Angeles; Gordon F. Mason, VP-general manager of that station, is company's principal broadcast officer (BTCH790215FC, BTC790215FB). Action April 27.

■ **WAIT(AM)** Chicago (820 khz, 5 kw-D)—FCC granted assignment of license from WAIT Radio to Century Chicago Broadcasting Ltd. Seller is owned principally by Maurice Rosenfield and Milton I. Shadur (62%) as co-trustees of three different trusts. They have no other broadcast interests. Buyer is partnership formed by agreement between WAIT Radio (23%) and

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Summary of broadcasting

FCC tabulations as of March 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,508	5	36	4,549	65	4,614
Commercial FM	3,032	2	75	3,109	159	3,268
Educational FM	849	0	44	993	72	1,065
Total Radio	8,489	7	155	8,651	296	8,947
Commercial TV						
UHF	215	0	3	218	54	272
VHF	514	1	1	516	8	524
Educational TV						
UHF	152	2	4	158	5	163
VHF	94	1	7	102	7	109
Total TV	975	4	15	994		
FM Translators	259	0	0	259	88	347
TV Translators						
UHF	1,161	0	0	1,161	266	1,427
VHF	2,423	0	0	2,423	199	2,622

*Special temporary authorization

**Includes off-air licenses

Century Broadcasting Corp. (77%). Partnership (Century Chicago Broadcasting Ltd.), will own and operate WAIT(AM) as well as Century Broadcasting's WLOO(FM) Chicago (FCC 79-265). Action May 2.

■ WHYT(AM) Noblesville, Ind. (1110 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Mid-Indiana Broadcasters Corp. to Broadcast Communications Inc. for \$345,000 plus \$40,000 for agreement not to compete. Seller is owned by Dr. Wendell Hanson, who also owns WESL(AM) East St. Louis, Ill. Buyer is owned by James T. Morris, James B. Mathis and Emmett E. Depoy. Mr. Morris is vice president of Lilly Endowment in Indianapolis. Mr. Mathis is former general sales manager at WRTV(TV) Indianapolis, where Mr. Depoy was salesman (BAL790215FA). Action April 24.

■ WBSM(AM) New Bedford, Mass. (1420 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted transfer of control of Your Good Neighbors Stations Inc. to George Gray for \$1.5 million. Seller is owned by Bruce M. Lyon and his wife, Sally, who also own WZID(FM) Manchester, Mass. Mr. Gray is former station group owner who sold Lyons WBSM in 1970 for \$1 million (BTC79031360). April 27.

■ KUFF(AM) Albuquerque, N.M. (AM: 1150 khz, 5 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Radio New Mexico Inc. to West America Broadcasting Inc. for \$540,000. Seller, which has applied for waiver of three-year rule (it bought station in April, 1976, for \$350,000), is owned by Charles W. Weaver (95%) and Donald C. Keyes (5%). Mr. Weaver has no other broadcast interests. Mr. Keyes is 66-2/3% owner of WNYN(AM) Canton, Ohio. Buyer is owned by Bernard Perlin, president; Edward R. Marshall; Bruce Minkus, and Stanley P. Abrams (16.6% each), and four others. Mr. Perlin owns public relations and advertising firm in Tucson. Mr. Marshall owns air conditioning and sheet metal company there. Mr. Minkus is sales manager of Tucson advertising specialties firm, Mr. Abrams is Tucson land developer. None have other broadcast interests (BAL790205FJ). Action April 25.

■ KCFX(FM) Edmond, Okla. (97.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Central Broadcasting Co. to Shreveport Broadcasting Co. for \$350,000. Seller is owned by William H. Payne, who also owns KTFX(FM) Tulsa, Okla. Buyer is owned by J. A. Dykes (22%), James A. Reeder, managing partner (20%) and 14 others. They also own WKA(AM) and KCOZ(FM) Shreveport, La. (BALH79031HT). Action April 27.

■ KELI(AM) Tulsa, Okla. (1430 khz, 5 kw)—Broadcast Bureau granted assignment of license from Broadcasting Associates Inc. to Philip R. Jonsson for \$1.65 million. Seller is owned by Sammons Enterprises (80%) and Raymond Ruff (20%). Sammons, principally owned by C.A. Sammons, is holding company with interests in hotels, CATV, insurance and broadcasting. With Mr. Ruff, it owns KTRN(AM) Wichita Falls, Tex., and KHOG(AM) Fayetteville, Ark., and recently sold KIXZ(AM) Amarillo, Tex. (BROADCASTING, Feb. 26). Mr. Jonsson is former owner of KRLD(AM) Dallas. He also is chairman of petroleum exploration company in Dallas and principal owner of bank in Richardson, Tex. (BAL790314HL). April 24.

■ WKFD(AM) Wickford, R.I. (1370 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Live Broadcasting Co. to Acton Communications of Rhode Island for \$300,000 plus 75% of value of accounts receivable. Seller is principally owned by H.W. Livingston (14%) and his sons, Gary L. Livingston (33.5%) and H. W. Livingston II (32%). Live also owns WCNL-AM-FM Newport, N.H. Buyer is wholly owned subsidiary of Acton Corp., manufacturer and distributor of snack foods with interests in communications. It is cable operator and is seeking to purchase WMUR-TV Manchester, N.H., and KECC-TV El Centro, Calif. Samuel J. Phillips is president, board chairman and major stockholder (BAL781127EA). Action April 27.

■ KFCB(AM) Redfield, S.D. (1380 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Victoria Broadcasting System Inc. from Gordon T. Sjodin, Raymond A. Sjodin and Roger Wilson (100% before; none after) to James and Renae Davis and Steven and Marjorie Kaiser (none before; 100% after). Consideration: \$108,000. Principals: Gordon T. Sjodin (52%), his father, Raymond A. Sjodin (30%), and Roger Wilson (18%) are sellers. They have no other broadcast interests. Buyers, Davis's and Kaisers, will own equal interest. Messrs. Davis and Kaiser have worked on news departments of various radio and TV stations. Mrs. Davis is bookkeeper. Mrs. Kaiser is coordinator of special education program (BTC781214EJ). Action April 25.

■ KHFI-FM-KTVV(TV) Austin, Tex. (FM: 98.3 mhz, 1.3 kw; TV: ch. 36)—FCC granted transfer of control of 70% of Kingstip Communications Inc. from John R. Kingsberry, Henry B. Tippie and others to LIN Broadcasting Corp. for approximately \$5.6 million. Sellers have no other broadcast interests. LIN, major group owner, is paying \$18.35 a share for 70% of 462,435 outstanding shares of Kingstip. Publicly held, LIN owns WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBBF(AM)-WMJQ(FM) Rochester, N.Y.; WFIL(AM)-WUSL(FM) Philadelphia; KXAS-TV Fort Worth; KILT-AM-FM Houston, and WAVY-TV

Portsmouth, Va. Donald A. Pels is president and chairman of New York-based firm. Action May 2.

■ KISO(AM)-KLOX(FM) El Paso, Tex. (AM: 1150 khz, 1 kw-D; FM: 102.1 mhz, 57 kw)—Broadcast Bureau granted assignment of license from Mesa Radio Inc. to Jalepeno Broadcasting Inc. for \$895,000. Seller is owned by James Caluson and Bill Walcik of Klute, Tex., who own real estate and construction business. They have no other broadcast interests. Buyer is owned by Kentucky Technical Institute (80%) and Lee Masters (20%). Kentucky Technical, owned by Clarence Henson and family, also owns WLRS(FM) Louisville, Ky. Mr. Henson personally owns WXVW(AM) Jeffersonville, Ind., and WORX-AM-FM Madison, Ind., through his engineering consulting firm. Mr. Masters, former announcer at WNBC(AM) New York, will become general manager at El Paso stations (BAL790227HC, BALH790227HD). Action May 3.

Facilities Changes

AM applications

- WELB(AM) Elba, Ala.—Seeks CP to make changes in ant. system. Ann. May 2.
- KPOI(AM) Honolulu—Seeks CP to change TL and SL to 741 Bishop St., Honolulu. Ann. May 2.
- KVIB(AM) Kihei, Maui, Hawaii—Seeks mod. of CP to specify SL and RC as 269 E. Papa Place, Kahului, Hawaii. Ann. May 2.
- KISU(AM) Pocatello, Idaho—Seeks CP to increase ant. height by 100 ft. Ann. May 2.
- WUME(AM) Paoli, Ind.—Seeks mod. of CP to make changes in ant. system; change trans. Ann. May 2.

FM applications

- KSNM-FM Pocatello, Idaho—Seeks CP to increase ERP: 38 kw (H&V), HAAT: 104 ft. (H&V); make changes in ant. system. Ann. May 2.
- WDEK(FM) DeKalb, Ill.—Seeks CP to increase ERP: 20 kw (H&V), HAAT: 487.5 ft. (H&V); change TL just south of Keslinger Rd., DeKalb; install new ant; make change in ant. system; operate by remote control from main SL: 711 North First St., DeKalb. Ann. May 1.
- WSAE(FM) Spring Arbor, Mich.—Seeks CP to change freq. to 89.7 mhz; increase ERP: 4 kw (H&V) and HAAT: 238 ft. (H&V). Ann. May 1.

AM actions

- WCNB(AM) Connersville, Ind.—Granted CP to make changes in ant. system; increase height of tower to 215 ft. (BP781211BD). Action April 13.
- WGBF(AM) Evansville, Ind.—Granted CP to specify MEOV's on the nighttime directional pattern; conditions (BP-21,081). Action April 26.
- KRMD(AM) Shreveport, La.—Granted CP to change TL to 1902 Park Ave., Shreveport; change type trans. (BP78115AL). Action March 26.
- KESM(AM) El Dorado Springs, Mo.—Granted CP to make changes in ant. system (increase height) (BP-780918AI). Action April 3.
- WGIR(AM) Manchester, N.Y.—Granted CP to

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change MEOV's on nighttime directional pattern (BP-20,011). Action April 19.

■ **WRIE(AM)** Erie, Pa.—Granted CP to make changes in the nighttime directional ant. pattern (BP-20, 962). Action March 23.

■ **KJRB(AM)** Spokane, Wash.—Granted CP to make changes in ant. system (increase height of northern tower to 325 ft. above base insulator); conditions (BP-21,052). Action March 27.

■ **KMO(AM)** Tacoma, Wash.—Granted CP to change ant. and TL to Ton-A Won-Da Ave., at shore line of Tacoma Bay (BP-20, 755). Action March 23.

■ **WBTH(AM)** Williamson, W.Va.—Granted CP to change TL to 0.4 mile E of business district in Williamson (BP781106AY). Action April 4.

FM actions

■ **KEZQ-FM** Jacksonville, Ark.—Granted CP to make changes in ant. system; change type ant. and cons.; increase ERP: 76 kw (H&V) and ant. height: 195 ft. (H&V); condition (BPH790103AB). Action March 23.

■ **KRE-FM** Berkeley, Calif.—Granted CP to make changes in ant. system; change TL to Radio Road, San Bruno Mountain, Bayshore-Brisbane, Calif.; change type trans. and ant.; decrease ERP: 6.6 kw (H&V); increase ant. height: 1290 ft. (H&V); change TPO (BPH790302AD). Action April 11.

■ **KDNO(FM)** Delano, Calif.—Granted CP to change TL to Highway 155, 1.5 miles E of Blue Mt. Rd.; install new trans. and ant.; make changes in ant. system (decrease height); change ERP: 50 kw (H&V); ant. height: 410 ft. (H&V) (BPH780918AL). Action March 29.

■ **KSFJ(FM)** San Francisco—Granted CP to make changes in ant. system; install new ant. at slightly different position, Mt. Sutro Tower; increase ERP: 7.8 kw (H&V); increase ant. height: 1470 ft. (H&V); change TPO (BPH781229AH). Action April 13.

■ ***WAMU-FM** Washington—Granted CP to install new aux. antenna; change type trans.; ERP: 13.5 kw (H&V); ant. height: 310 ft. (H&V) (BPED781219AJ). Action April 13.

■ **WTM1(FM)** Miami—Granted CP to increase ant. height: 460 ft. (H&V), ERP: 100 kw (H max.), 93 kw (V, max); conditions (BPH781026AC). Action March 26.

■ **KQPI(FM)** Idaho Falls, Idaho—Granted CP to install new aux. ant. on main tower; ERP: 41 kw(H); ant. height: 510 ft. (H) (BPH781222AH). Action April 17.

■ **WCNB-FM** Connersville, Ind.—Granted CP to make changes in ant. system; change type ant.; make changes in transmission line; condition (BPH781204AT). Action April 4.

■ **WFMS(FM)** Indianapolis—Granted CP to make changes in ant. system; change type ant.; increase ant. height: 710 ft. (main, H&V), 370 ft. (aux., H&V); decrease ERP: 21 kw (H&V, main), 7 kw (aux, H&V); change TPO (BPH781117AF). Action March 29.

■ **WQLK(FM)** Richmond, Ind.—Granted CP to increase ERP: 50 kw (H&V); change type trans. and change TPO (BPH781213AK). Action April 9.

■ **WNDU-FM** South Bend, Ind.—Granted CP to make changes in ant. system; change TL E of Ironwood Road, south of Kern Road, South Bend; change type trans. and ant.; decrease ERP: 12 kw (H&V); increase ant. height: 880 ft. (H&V); change TPO (BPH790110AC). Action April 25.

■ **KQKQ-FM** Council Bluffs, Iowa—Granted CP to make changes in ant. system; change type trans. and ant.; increase ant. height: 530 ft. (H&V); change TPO (BPH781212AF). Action April 9.

■ **KFMD(FM)** Dubuque, Iowa—Granted CP to make changes in ant. system; change TL to 1.6 miles N. of Wisconsin-Illinois line on Highway 35, Jamestown Township, Wis.; change type trans. and ant.; decrease ant. height: 470 ft. (H&V); change ERP: 76 kw (H&V) (BPH781208AD). Action April 4.

■ **WKMO(FM)** Hodgenville, Ky.—Granted mod. of CP to change TL to six miles N of Hodgenville W of Hodgenville-Shepherdsville Road; change SL to 111 N. Lincoln Blvd., Hodgenville; change remote control to Highway 62 West, Elizabethtown; change type ant.; decrease ERP: 1.5 kw (H&V); increase ant. height: 400 ft. (H&V); change TPO (BMP781218AR). Action April 13.

■ **WLAP-FM** Lexington, Ky.—Granted CP to install new ant.; make changes in ant. system (increase

height); change ant. height: 640 ft. (H&V); condition (BPH781102AG). Action April 27.

■ ***WRKF(FM)** Baton Rouge, La.—Granted mod. of CP to change TL S of Frenchtown Road, near Baton Rouge; change type trans. and ant.; decrease ERP: 51 kw (H&V); decrease ant. height: 410 ft. (H&V) (BMPED 781219A1). Action April 25.

■ ***WRJR(FM)** Lewiston, Me.—Granted CP to make changes in ant. system; change TL, SL and remote control location to 31 Frye St., Lewiston; change type ant. and TPO (BPED781213AD). Action April 13.

■ **WCZY(FM)** Detroit—Granted CP to make changes in ant. system; change type trans. and ant.; decrease ERP: 100 kw main (H&V); 165 kw aux. (H), 43 kw aux. (V); increase ant. height: 430 ft. main (H&V); 320 ft. aux. (H&V); establish remote control from SL at 15401 West Ten Mile Road, Oak Park, Mich.; change main ant. to auxiliary ant. (BPH781229AF). Action March 23.

■ **WLBS(FM)** Mt. Clemens, Mich.—Granted CP to make changes in ant. system; change type trans. and ant., ERP: 40 kw (max, H&V); increase ant. height: 410 ft. (H&V); change TPO; conditions (BPH790125AD). Action April 3.

■ **KZIO(FM)** Duluth, Minn.—Granted mod. of CP to change TL to 13th and Highland Streets, Duluth, Minn.; change SL and remote control location to 1105 E. Superior Street, Duluth (BMPH781130AG). Action April 4.

■ **KUDO(FM)** Las Vegas—Granted mod. of CP to make changes in ant. system; change TL to east side of Durango Road, 300 ft. N of West Charleston Blvd., Las Vegas; change SL and remote control location to Barbary Coast Hotel, Las Vegas Blvd. at Flamingo Road, Las Vegas; change type trans. and ant.; decrease ERP: 25 kw (H&V) and ant. height: 16 ft (H&V); change TPO (BMPH781122AJ). Action April 5.

■ **WFLR-FM** Dundee, N.Y.—Granted CP to make changes in ant. system; change type trans. and ant.; decrease ERP: 0.6 kw (H&V); increase ant. height: 600 ft. (H&V); change TPO; conditions (BPH781204A1). Action April 11.

■ **WKZL(FM)** Winston-Salem, N.C.—Granted CP to install aux. facilities and main SL; ERP: 32 kw(H), 10 kw(V); change ant. height: 280 ft. (H), 290 ft. (V); change TPO (BPH781121AG). Action March 29.

■ **KQDY(FM)** Bismarck, N.D.—Granted CP to make changes in transmission line; change type trans. and increase ant. height: 1090 ft. (H&V) (BPH781130AF). Action April 6.

■ ***WAPS(FM)** Akron, Ohio—Granted CP to change TL and SL to corner of Steiner Ave. and South Main Street, Akron; change type ant.; make change in ant. system (decrease height); change ERP: 1.7 kw (H&V) and ant. height: 71 ft. (H&V); condition (BPED780914AA). Action March 29.

■ **KGOK(FM)** Pauls Valley, Okla.—Granted CP to make changes in ant. system; change type trans. and ant.; increase ERP: 3 kw (H&V); change TPO (BPH781226AG). Action April 25.

■ **KPNC(FM)** Ponca City, Okla.—Granted mod. of CP to change TL and SL to 1.05 miles SE of junction highways 177 and 60, Ponca City; decrease ant. height: 285 ft. (H&V); change TPO (BMPH781220AG). Action April 25.

■ **WZVS-FM** Viesques, P.R.—Granted mod. of CP to make changes in ant. system and increase ant. height:

950 ft. (H&V) (BMPH781011AH). Action April 4.

■ **KRCS(FM)** Sturgis, S.D.—Granted CP to change TL S of Sturgis; change SL and remote control location to Highway 79, E of Sturgis; change type trans. and ant.; change ERP: 100 kw (H&V); change TPO (BPH781201AI). Action March 30.

■ **WWKX(FM)** Gallatin, Tenn.—Granted CP to redescribe SL and TL as Highway 109 North, 3.4 miles N of Highway 31-E, Gallatin; install new trans.; install former main trans. as aux.; install new ant.; change TPO, ERP: 100 kw (H&V) and ant. height: 780 ft. (H&V) (BPH780727AG). Action April 9.

■ **WSIM(FM)** Red Bank, Tenn.—Granted CP to install aux. trans. and ant.; change studio and remote control location to 621 O'Grady Dr., Chattanooga, Tenn.; change ERP: 2.7 kw (H&V) and ant. height: 330 ft. (H&V) (BPH781219AK). Action April 11.

■ **KTFM(FM)** San Antonio, Tex.—Granted CP to change ant., ERP: 100 kw (H), 70 kw (V) and ant. height: 670 ft. (H&V); install formerly licensed trans. and ant. at AM trans. site: 4050 Eisenhower Rd., San Antonio, for aux. purposes only (BPH781120AO, -AP). Action March 29.

■ **WJJS-FM** Lynchburg, Va.—Granted CP to make changes in ant. system; change type trans. and ant.; condition (BPH781120AK). Action March 23.

In Contest

Procedural ruling

■ **Kalamazoo and Portage, Mich.** (WHW Enterprises Inc. et al.) **FM proceeding:** (Docs. 21374-7)—ALJ James J. Cullen Jr. rescheduled April 30 hearing conference for May 18 at 9:30 a.m. in Washington. Action April 27.

FCC actions

■ **KAIT-TV** Jonesboro, Ark.—FCC in closed meeting held May 2, 1979, directed its staff to prepare document for Commission consideration granting George T. Herrreich reconsideration of 1974 decision denying renewal of his station.

■ **WELO-AM-FM** Tupelo, Miss.—FCC has renewed licenses of Tupelo Broadcasting Company for stations through the remainder of regular license term for Mississippi stations—June 1, 1979. Action May 2.

■ **WPXY(FM)** Rochester, N.Y.—FCC has renewed license of Associated Communications Corp. for station subject to condition requiring quarterly reports on its public affairs programing. Action May 2.

Allocations

Petitions

■ **Youngstown, Ohio**—Gloria D. and George M. Jones request amendment of FM table of assignments to assign 101.5 mhz to Eagle, Colo. (RM-3374). Ann. May 4.

■ **Fayetteville, Ark.**—Robert R. Estes requests amendment of FM table of assignments to assign 98.3 mhz to Springdale, Ark. (RM-3373). Ann. May 4.

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- Oak Grove, Mo.—Montgomery County Broadcasters requests amendment of FM table of assignments to assign 92.1 mhz in lieu of 94.3 mhz at Coffeyville, Kan., and assign 94.3 mhz to Nowata, Okla. (RM-3372). Ann. May 4.
- Helena, Ark.—John D. Miller requests amendment of FM table of assignments to assign 105.5 mhz to Stuttgart, Ark. (RM-3368). Ann. May 4.
- Roncevert, W. Va.—Radio Greenbrier Inc. requests amendment of FM table of assignments to assign 97.7 mhz to either Ronceverte or Lewisburg, W. Va. (RM-3371). Ann. May 4.
- San Luis Obispo, Calif.—Sunbelt Communications Inc. requests amendment of FM table of assignments to assign 95.3 mhz to Thomaston, Ga. (RM-3370). Ann. May 4.
- Vincennes, Ind.—Original Co. requests amendment of FM table of assignments to assign 102.3 mhz there (RM-3369). Ann. May 4.

Rulemaking

Petition

■ Washington—National Association of Broadcasters requests rulemaking proceeding looking toward adoption of guidelines and procedures designed to assure compliance with 309(d)(1) of the Communications Act with respect to filing and processing of petitions to deny. Also develop an expedited procedure whereby applicants for renewal or assignment of license may raise preliminary objections to petitions to deny with regard to the failure of petitioners to comply with requirements of Sec. 309(d)(1) (RM-3375). Ann. May 4.

Cable

- The following operators of CATV systems have filed service registrations:
- Johnstown Cable Television, for East Taylor, Pa. (PA1747) new system.
- Cablevision Co., Alabaster, Ala. (AL0177) new system.
- Kickapoo Antennavision Inc., for Lansing, Marquette and New Albin, all Iowa, and Readstown, Wis. (IA0025-7, WI0027) new system.
- Community Cablevision Service, for Partridge, Ky. (KY0213) new system.
- Mount Union Antenna Co., for Mount Union, Kistler, Newton Hamilton and Shirley, all Pennsylvania (PA0400, 1588, 0401, 1589) add signals.
- Mount Union Antenna Co., for Shirleyburg, Pa. (PA1002) new system.
- Cowlitz Cableview Co., for Castle Rock, Wash. (WA0288) new system.
- Trans-AM Communications Co., for Pontotoc county, Okla. (OK0162) new system.
- Mammoth Electric Inc., for Mammoth Lakes, Calif. (CA0788) new system.

- Rural Antenna Systems Inc., for Sugarloaf Lake, Midland, Hartford and Hackett, all Arkansas (AR0164-7) new systems.
- Clearview Cable Co., for Mitchell County, N.C. (NC0190) new system.
- Rancho Cable Vision, for La Serena and Heritage, both California (CA0791-2) new system.
- Coastal Bend Cablevision Corp., for Arkansas Pass, Tex. (TS0525) new system.
- North Ottawa Cablevision Inc., for Grand Haven, Spring Lake, Spring Lake and Fruitport, all Michigan (MI0371-5) new system.
- S and S Services Inc., for Arnett, Stover, Shiloh, Saxon, Posey, Dameron and Masseyville, all West Virginia (WV0590-6) new systems.
- Total Television Ltd., for Sedalia and Pettis, both Missouri (MO0014, 147) add signals.
- Clear Vision TV of Savannah, for Savannah, Tenn. (TN0003) add signal.
- Raritan Valley Cablevision Co., for Edison, Metuchen and Highland Park, all New Jersey (NJ0239, 262-3) add signals.
- Valley Antenna Systems Inc., for Piqua, Springcreek, Washington, Newberry and Covington, all Ohio (OH0134-6, 554-5) add signals.
- Liberty Communications Inc., for Bessemer, Ala. (AL0083) add signal.
- Landmark Cablevision Associates, for Littlefield, Tex. (TX0221) add signal.
- Frostburg Cable Television Inc., for Frostburg and Allegany, both Maryland (MD0008, 128) add signals.
- American Cable TV Inc., for Tempe, Ariz. (AZ0036) add signal.
- Community TV System Inc., for Greenwood and LeFlore, both Mississippi (MS0021, 22) add signal.
- Great Lakes Cable Co., for Elk Rapids, Mich. (MI0238, 481) add signal.
- CATV Systems Inc., for Henrietta and Iowa Park, both Tex. (TX0481, 77) add signals.
- Liberty TV Cable Inc., for Charleston and McDonough, both Illinois (IL0031, 164) add signals.
- County Cablevision Inc., for Madawaska, Winslow and Fort Kent, all Maine (ME0001, 25,40) add signals.
- Cablecom-General Inc., for Ponca City, Ponca City and Kay, all Oklahoma (OK0020, 159, 139) add signals.
- Sammons Communications of Washington Inc., for Grant, Ephrata, Moses Lake, Othello, Grant, all Washington (WA0090, 89, 19, 90, 20) add signals.
- Sammons Communications Inc., for Hazelwood and Haywood, both North Carolina (NC0034, 57) add signals.
- Sammons Communications Inc., for Brookhaven, Miss. (MS0007) add signal.
- Sammons Communications Inc., for Estherville and Emmet, both Iowa (IA0007, 6) add signal.
- Sammons Communications Inc., for Middlesboro, Ky. (KY0061) add signal.
- Derby Cable TV Inc., for Derby Kan. (KS0127) add signal.

- San Juan Cable TV Inc., for Aztec, Bloomfield and San Juan, all New Mexico (NM0020-1, 77) add signal, new system.
- Janney Cable TV Co., for Ghent, Cool Ridge, Clear Creek, White Oak, Shady Spring, all West Virginia (WV0549, 48, 14, 46, 45) add signals.
- Saguaro Cable Communications Co., for Pima County, Ariz. (AZ0099) new system.

Call Letters

Applications

Call	Sought by
New AM's	
WDL5	Paulding Productions Inc., Dallas, Ga.
KLWJ	Interfaith Christian Center, Umatilla, Ore.
WREA	Rhea County Broadcasting Co., Dayton, Tenn.
New FM's	
KMCW-FM	Service Communications Inc., Augusta, Ark.
KRTL	William N. Babcock, Holtville, Calif.
KNAB-FM	KNAB Inc., Burlington, Colo.
KNOD	Shelby Broadcasting Co., Harlan, Iowa
KBUZ	Violet Broadcasting Co., Arkansas City, Kan.
KSDM	KGHS Inc., International Falls, Minn.
WYBT	Jersey Shore Broadcasting Co. of Pennsylvania Inc., Jersey Shore, Pa.
New TV's	
WVGA	Peachtree Telecasting Inc., Valdosta, Ga.
WMDT	MDV Television Co., Salisbury, Md.
KGMC	Seraphim Corp., Oklahoma City, Okla.
KTAB-TV	Big Country TV Co., Abilene, Tex.
Existing AM's	
WABT	WQTY Montgomery, Ala.
WWPF	WIYD Palatka, Fla.
WPXN	WROC Rochester, N.Y.
WCNS	WTRA Latrobe, Pa.
KSAX	KLBK Lubbock, Tex.
Existing FM's	
KWNE	KLIL Ukiah, Calif.
WMMQ	WCER-FM Charlotte, Mich.
WUOK	WHBI Newark, N.J.
WAZZ	WRBK New Bern, N.C.
KOOX	KLBK-FM Lubbock, Tex.
KWWA	KBRO-FM Bremerton, Wash.
KPLZ	KVI-FM Seattle, Wash.

Grants

Call	Assigned to
New AM's	
WACO	Hughey Broadcasting Co., Carrville, Ala.
KOLI	McVay Communications Inc., Coalinga, Calif.
KLBA	Albia Broadcasting Co., Albia, Iowa
WZBR	Brady & Jones Associates, Amory, Miss.
WJSA	Tiadaghton Broadcasting Co., Jersey Shore, Pa.
WCQL	S.K.R. Inc., Pewaukee, Wis.
New FM's	
WCIF	First Baptist Church Inc., Melbourne, Fla.
KQRT-FM	4-K Radio Inc., Grangeville, Idaho
KLER-FM	4-K Radio Inc., Orofino, Idaho
KHPR	Hawaiian Islands Public Radio Inc., Honolulu
KFYZ-FM	Bonham Broadcasting Co., Bonham, Tex.
New TV	
WRBV	Renaissance Broadcasting Corp., Vineland, N.J.
Existing AM's	
KEKA	KHUM Eureka, Calif.
KPMO	KMFB Mendocino, Calif.
WVSI	WRYZ Jupiter, Fla.
WLRO	WLRC Whitehall, Mich.
KNDN	KWYK Farmington, N.M.
Existing FM's	
KBLX	KRE-FM Berkeley, Calif.
KROY-FM	KROI Sacramento, Calif.
WCEZ	WRYZ-FM Jupiter, Fla.
WHLB-FM	WIRN Virginia, Minn.
KBLR-FM	KLTB Bolivar, Mo.
WLOS	WLOS-FM Asheville, N.C.



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Religious radio group owner seeking general manager for west coast fulltime station. Must be experienced in all phases of secular and religious broadcasting including strong sales record. Excellent starting salary plus bonus and other incentives. Full resume with references required. Box E-8.

Applications are now being taken for a general manager to head up three divisions of a broadcasting company in midwest metro area of 180,000. Compensation \$25,000 plus hefty profit bonus. A successful track record as a manager is important. This opportunity is one of the best openings in all broadcasting. All replies strictly confidential. M/F EOE. Send resume to Box E-26.

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General Manager, contemporary FM, Class C in Texas' beautiful Rio Grande Valley. 400,000+ population, tremendous growth area. Turn around situation. Should be No. 1 contemporary station in a year. I want a leader by example. Be involved in the community, a street sales person capable of building and maintaining an organization, promotional minded, creative, a "tiger" AND if you are good enough to make this station a winner, and do so, you will be able to earn 15% ownership over the next 3 year period. I want to see your track record. I want to know how successful you are and the reasons why, all in writing. Tell me what you have done and how you did it, full details. To: Dick Oppenheimer, Box 5820, Austin, TX 78763.

Manager, for small town station in deep south. AM FM combination solid history of success. Must be thoroughly knowledgeable of FCC rules and adept at local sales. Equal opportunity employer. Box E-66.

Station Manager, new FM in fine quality midwest community of 25,000 population. Going on air very soon. Sales interest and experience preferable. Must be self-starter. Send resume, references, compensation needs to Box E-55.

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New AM/FM stations ... Central New York ... needs complete staff ... manager, sales manager, salespeople, D.J., News. Box E-75.

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Sunny Central California! The sky's the limit. Join an Adult Contemporary winner in one of California's fastest growing markets. Guarantee and expense allowance to get started. If you're a winner, let me hear from you. Send resume and billing records to Bob Neutzling, K-MIX, PO Box 979, Modesto, CA 95354. (E.O.E.)

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Sales Manager needed for long established, 5,000 watt West-central Michigan radio station. Excellent opportunity for highly motivated, experienced person who can motivate others. Large active account list, car, health and other benefits. Resume to G.M., WJON, Radio, PO Box 143, Ionia, MI 48846. 616-527-4400.

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Salesperson. Career position open immediately. Central Minnesota stations with top competitive positions and proven track records want goal-busting self-starters who want to be successful. Contact Dean Minnick, WJON Broadcasting, Box 220, St. Cloud, MN 56301. An Equal Opportunity Employer.

If you always make lots of calls—send us your pitch. 130,000 pop. One station market with huge growth! Earn \$2000+/mo. Don't apply unless you're billing \$8000+/mo. now. Prefer Jennings or Welsh training. One hour drive from San Francisco. Send resume, billing and pitch to: Manager, KUIC, 419 Mason St., Vacaville, CA 95688.

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.

First-rate organization needs a first-rate professional communicator to hold critical weekend shift and assist in copy and production. Salary in teens. Opportunity in the sky. Cassette tape and resume to: Bill Hoverson, KFGO Radio, Fargo, ND 58108; or call 701-237-5346. EOE

Morning drive. Mature communicator with warm delivery and production ability. You'll present news and weather on leading beautiful music FM in growing university market. Good growth opportunity with group owner. Tape and resume to Steve Hibbard, WYYD, Box 12526, Raleigh, NC 27605.

Beautiful Music Announcers with commercial experience: sent tapes now for future openings! WSSH, 4 Longfellow Place, Suite 3001, Boston, MA 02114.

Are you a bright, hard worker who can accept responsibility? Good voice and top production a must. Send tape and resume to PO Box 5344, Wichita Falls, TX 76307. An Equal Opportunity Employer M/F

Wanted: Air personality for East Coast beautiful music station. E.O.E. Send resume to Box E-20.

Looking for mass appeal communicator to join top shelf adult FM rock team. Tapes and resumes only. No phones please. Send to KCLD-FM 104½, St. Cloud, MN 56301.

Break away from a dull air-shift. Specialize in production, news, play-by-play. Five figure income. Tape and resume to WOXO/WXIV, Norway, ME 04268.

WSVS AM-FM, a small market automated C&W station, has entry level position for announcer with potential. Starting salary range 120 to 150 weekly based on qualifications. Contact: Bert Silverman, WSVS AM-FM, 800 Melody Lane, Crewe, VA 23930. An equal opportunity employer.

Announcer with strong production for small market automated C&W stations. Must be experienced and knowledgeable of small market operation. Good pay for good credentials. Better pay for super performance. Contact: Bert Silverman, WSVS AM-FM, 800 Melody Lane, Crewe, VA 23930. 804-645-7734. An equal opportunity employer.

Chief Announcer/Music Director. Must have held similar position, research background helpful, supervise 6 person announcing staff, variety-adult oriented format. Vacation, insurance, profit-sharing. Contact Mike Diem, WJON Broadcasting, Box 220, St. Cloud, MN. 56301. Applications must be in May 19, 1979. An Equal Opportunity Employer.

New AM/FM stations ... Central New York ... needs complete staff ... manager, sales manager, salespeople, D.J., News. Box E-75.

Evening person for 10 KW AM, 100KW FM first phone. Resume and tape to Box 7167, Greenville, NC 27834. Or call 919-758-1070 E.O.E.

Morning Personality needed immediately for top station in great medium market. Excellent pay and benefits. Must be experienced, entertaining and personable. Send tape to WENY, Box 208, Elmira, NY 14902.

Opening for experienced C&W DJ. Evening shift. Tom Archibald, WSRW, Drawer A, Hillsboro, OH 45133.

Medium Market New England Adult Contemporary AM, Creative producer/Writer, organized, knows traffic, good production skills, morning air shift, Operations Manager possibility. Box E-60.

Rediscover America in San Antonio, Texas, WOAI-FM needs a personality for production manager with air shift. 97 FM is a Bonneville beautiful music client using automation assist. WOAI-FM is an EOE. Send tape and resume to: John D'Angelo, WOAI-FM, 1031 Navarro, San Antonio, TX 78201. You'll remember this ad when the first snow hits.

HELP WANTED ANNOUNCERS CONTINUED

Morning Personality/Sales/Production combination. Enjoy low pressure small market. Benefits. Tape/Resume to Neil Gray, KTKN, Box 8500, Ketchikan, AK 99901, 907-225-2193. EOE.

Morning Drive Personality sought by Northeast suburban 5 KW daytime in growing market. Right person will combine a natural ability to relate to people, a contemporary/MOR music service, and the best news in the market to produce a cohesive, relevant sound. Salary: open, best in area. E.O.E. Minorities encouraged. Send resume to Box E-105.

Small Market Station in the Northeast anticipates an opening for an announcer. Must be versatile and reliable. Some experience preferred. Call 914-856-5185.

Announcer with mature voice wanted by growing daytime. Adult/contmp. 1st preferred. Good production. Tapes and resumes to: Peter Jaye, Box 1170, Somerville, NJ 08876.

HELP WANTED TECHNICAL

Chief engineer needed for AM/FM combo. Automation experience helpful. Growing operation in Midwest. Write Box D-195.

Chief Engineer for medium-market group-owned station. Applicants must possess skills in construction, automation, audio-processing, remote-control and AM & FM Transmitters. Opportunity to learn television. Video skills an asset. An engineer presently working as chief or assistant and desiring improvement will be given preferential consideration. Excellent pay and fringe benefits including life insurance and profit-sharing. Position available immediately. Salary in high teens. Reply with complete details first letter. Box D-219.

We have an immediate need for a hard working, talented person to assume the duties and responsibilities of chief engineer of WAAF/WFTQ, Worcester, MA. Previous experience as a chief not required but knowledge of and "hands on" experience with AM/FM transmitters and studio equipment plus organizational abilities a must. WAAF/WFTQ is owned by Park City Communications. A growing, acquisition oriented company. This is a job with a future. Write to John Marino, Technical Director, WAAF/WFTQ, 34 Mechanic Street, Worcester, MA. EOE M/F minority applicants encouraged.

Sunshine! SW group AM-FM operations has opening for C.E. experienced with automation. Must be a motivated professional. Salary negotiable. Box E-3.

Chief Engineer with proven record. Vacancy in our group. No phone. Jim Rivers, Cordele, GA 31015.

Fulltime Engineer or Combo person for large small-market operation in Oregon, to assist chief on big construction job and maintain studio equipment. Salary commensurate with ability, plus incentive program. EOE. Mr. Smith, 503-882-8833.

Suburban New York. Assistant chief engineer. 50 KW FM, 1 KW AM. Must be experienced in all phases of equipment maintenance, including Schafer 903 automation. First class license required. Resume and salary requirements to Ed Creem, WHUD-WLNA, Box 188, Peekskill, NY 10566. EOE M/F.

Chief Engineer—for Colorado Springs AM/FM radio station. Experienced in maintenance of transmitter and audio production equipment. Send resume, salary history and requirements to Box E-86.

Immediate Opening: If you have a couple of years of solid engineering experience, both studio and transmitter, preferably FM, and would like the chance to supervise your own department, lets talk. Opening is for engineering supervisor at student run FM in Midwest university community. Position involves supervision of the department and training of student engineering staff. Work with First Class equipment and First Class people. Good salary plus generous fringes. Send resume immediately to Tim Anderson, WPGU(FM), 1241 S. Euclid, Champaign, IL 61820 or call 217-333-2016. EOE.

Engineer/Announcer: For a Rocky Mountain Contemporary FM. Maintenance and board shift necessary. KPLV-FM 303-564-5450.

Chief Engineer for a large, modern well equipped, AM carrier broadcast system. Must have experience in AM and have strong performance in audio and studio maintenance repair and construction. Supervisory and carrier current experience highly desirable. Will supervise 1-2 student assistants and be responsible for 6 studios and 13 transmitters. This is a full-time year round position. Starting salary \$12,000 or more depending on qualifications and experience. Good fringe benefits package. Reply to: B. Eft, All Campus Radio, Room 8, Student Service Bldg. East Lansing, MI 48824. An Equal Opportunity Employer.

AM-FM in growing Southeastern New York market of 800,000 seeks experienced engineer with C.E. potential, whose training and ability includes DA, automation, stereo, proofs, remote control, and audio processing with strong emphasis on audio quality. Salary open. E.O.E. Minorities encouraged. Send resume to Box E-104.

Only 23 days without sun in the past 10 years! KINT-FM & KKOL-AM, El Paso, looking for Chief Engineer to work and play in the sun belt. Must be experienced in microwave. Good salary with a growing company. Rush resume to: Jhani Kaye, Operations Director, 5959 Gateway West No. 120, El Paso, TX 79925. EOE.

HELP WANTED NEWS

Reporter-Evening Anchor. Degree and/or experience. Grads welcome. Send short tape, resume, and writing samples to WTRC. c/o Curt Miller, Box 699, Elkhart, IN 46515. EOE.

News Director: To write and report in California's Capitol. Personality important. Send tape and resume along with salary requirement to: KROY-FM, 1019 Second Street, Sacramento, CA 95814. (EOE)

Area's number one and two stations need newsperson immediately for AM-FM combo newsroom. Rush tape, resume and writing samples to Ron Russell, WHYN, Springfield, MA 01101.

WTLB has rare news opening with market's most respected radio news team. Good voice and writing ability a must for this May or June opening. 1979 grads encouraged to apply. Tapes and resumes to Brian Whittemore, WTLB, Box 781, Utica, NY 13503. EOE M/F.

Morning drive anchor/reporter for leading sunbelt station. Join a 9 person news department in the state capitol city. Group broadcaster with major emphasis on radio and TV news. Send resume and tape to Personnel WRAL, PO Box 12000, Raleigh, NC 27605. EOE,M/F.

News Director for KLOE AM-TV, Goodland, Kansas. Some small market experience necessary. New television and radio facility. Must gather, write, report. Good salary and benefits. Call Kay Melia or Ken Halbleib ... 913-899-2309.

Small/Medium market AM/FM, western Kentucky, seeks experienced ND who can gather, write, edit, deliver news, use actualities, supervise active department. Tired of being No. 2? Tired of the big market? Great opportunity. \$10,000-\$12,000 depending upon qualifications. Box E-107.

News reporter/Editor/Announcer. Lots of hard work in the street and on the air. Prefer applicants with commercial experience. Tape, resume, salary requirements in one package. Mail to WRTA, PO Box 272, Altoona, PA 16603. WRTA is an Equal Opportunity Employer.

Top News voice in Buffalo seeks strong air personality. Please: only apply if you have several years experience in news anchoring, writing, and reporting. Send resume, reel to reel tape to Don Dussias, WGR, 464 Franklin Street, Buffalo, NY 14202. EOE.

Kentucky—Sports news and play by play. Pay equal to effort. Call Jim Ballard 606-248-5842. Immediate opening.

Needed: experienced, professional/journalists who want to work in a beautiful market, with excellent salary and low cost of living. We are number one and want to stay there. If you're interested and able, write Steve Jankowski, News Director, KTCS AM&FM, PO Box 1017, Fort Smith, AR 72902 or call area code 501-646-6151. Tape and resume in first letter.

Expanding news department. Need Anchor/Reporter, morning drive. Capital city, top 100 market. Send aircheck, resume, and salary requirements to: News Director, WKAZ/WQBE, PO Box 871, Charleston, WV 25323.

Excellent opportunity for aggressive reporter in a medium market. Duane Gay, 414-235-7530. Oshkosh WI.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Southern/County AM. New facilities, top-rated, highly respected, people oriented station seeking dedicated PD. with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to WBHP Radio % Buster Pollard, PO. Box 547, Huntsville, AL 35804.

Program Director. KROY in Sacramento, looking for strong background in technical and legal, as well as airshift. Send resume and tape along with salary requirement to: Mark Johnson, 1019 Second Street, Sacramento, CA 95814. (EOE)

Advertising agency needs a full-time talent/production coordinator. You will produce radio commercials based on information from fact sheets. In other words, you must be a good ad-libber. A deep voice is nice but your ability to communicate one-to-one is what we're looking for. Salary \$20,000. Send tape and resume: Lewis & Freese Advertising, Inc. 7 E. Franklin St., Richmond, VA 23219.

Prosperous small market AM/FM operation in Indiana seeking self-starting Program Director. Must have considerable supervisory, talk-show, promotion and programming experience. You will have necessary latitude in directing staff. Salary commensurate with experience. Send resume, salary requirements, checkable references, and your own philosophy on radio programming. This position is open for first time in 10 years, so apply only if you have credentials. Believe it! This IS the situation you have been looking for! EOE. Box E-34.

Program Director for daytime religious and ethnic radio station. Must have past or current experience in this field. Requires knowledge of religious music and handling of production equipment. Call or write: Ralph Baron or David Leiner, WEDO, Midtown Plaza Mall, McKeesport, PA 15132. Call: 412-664-4431.

WNMU-FM seeks applicants for the position of Development Director. Responsibilities include on-air fundraising; underwriting, station promotion, volunteer coordination and publishing quarterly program guide. Successful candidate must have a B.A. degree plus experience in public radio fund-raising and development or commercial radio advertising and sales promotion. Experience in grant-writing and on-air work helpful. Salary range: \$12,220 to \$17,500 depending on experience. Superior fringe benefit package in addition. Send applications to: Employment Supervisor, Personnel and Staff Benefits, Northern Michigan University, Marquette, MI 49855. Applications should be postmarked no later than June 1, 1979. NMU is an EEO/Affirmative Action Employer.

Northern California PD/morning drive personality. Small growing market. Adult contemporary moving toward country cross seeks experienced PD. Profit sharing. Send tape/resume to KBLF, Box 1010, Red Bluff, CA 96080.

Big Market seeks big talent. Top ten market seeks number one production manager. Top priority: Administration and organization of AM/FM department with separate format stations. Must take charge and consistently produce creative commercial and promotional product. EOE. Complete resume to: Box E-58.

HELP WANTED MANAGEMENT

Operations/GM. sales, programming, administration. Eight year pro. Excellent references. Top 100. Box D-210.

Stable, 48 year old, family man, over twenty years same company. Former group owner. Top management all phases radio and CATV looking for growing company or expanding group can invest in right situation and area, but not necessary. I would like to get back into broadcasting. Box D-208.

HELP WANTED MANAGEMENT CONTINUED

General Manager. Major market experience. Experienced and results oriented. Best references. Box E-27.

General Manager Specialties include sales, sales and audience promotions, sales motivation. Long, successful track all phases AM-FM from CP to number one in market. Prefer small-medium market with potential; opportunity for \$30,000 plus. Box E-2.

Wanted: Challenging opportunity in Radio station management. 15 years experience in all aspects of station operation. Prefer West, Southwest, Northwest. Box E-11.

Today's broadcasting requires knowledgeable professional and profitable leadership. If your thinking coincides with that statement ... let's talk! Box E-92.

Seasons only—management position desired. Community oriented, young family man. Motivator, experience. I will make money for you. Box E-78.

Strong business management background. Presently News Director of major station. Seeking GM position. East. Box E-69

Capitalist. 39 year old manager at current position 12 years. Our balance sheet includes driving sales growth coupled with intense community involvement. Securing a 29% cash flow but retaining top professional staff. Balancing fun and games with award winning news and public affairs. We tripled sales, won the ratings and the hearts of our community of 60,000. Box E-70.

GM Creative leader, seller, programmer. Exceptional professional. Box E-72.

Broadcast Executive seeks full responsibility corporate or general management position offering long-term association with growth-oriented organization. High performance background includes unusually broad experiences emphasizing sales, programming, management; tops in systematic business administration! Impressive record of responsibility. 20+ years in majors, mediums, for groups, independents, AM, FM. Demonstrated high-level intelligence, strong-managerial capabilities, dynamic leadership skills, profit orientation. Achievement driven self-starter, articulate decision-maker, team-player, creative conceptual-thinker. MBA. A highly-polished mature person you can TRUST! Reply in confidence to Box E-73.

Seeking Small College FM directorship. 5 years commercial radio. 1½ years high school 10 watt director. BA and completing MA. Box 622, Plains, TX 79355.

You Don't Have to Go Disco! General Manager looking for long term opportunity to run medium to major AOR. Presently employed at station with 200+% increase in ratings, 41% in sales. I like both of us to make money. Box E-99.

SITUATIONS WANTED SALES

Experienced, hard-working, young broadcaster wants into sales! B.A. in communications. First Phone, good voice. Excellent references. Prefer Southeast. Box E-88.

SITUATIONS WANTED ANNOUNCERS

Recent Grad Third Class wants first air personality job. Call Doc Rock anytime or write 4728 S. Princeton, Chicago IL 60609. 312-285-0873. Better hurry, relocating and going fast!!!

Female DJ; news, production and continuity experience. BS Broadcast Journalism. Knowledge of rock, jazz, MOR. I'm bright, a self-starter, dependable. Prefer Western U.S. Box E-39.

I, John Pluta, due to circumstances beyond my control, have been out of radio since the early seventies, but let me assure you, that as the result of painstaking endeavor, I am the most improved news announcer and should merit your approval, correspondence school grad, 18 months prior experience. Kindly dial 315-736-1538. I'm 36, single, slender, sober and reside at 121 Whitesboro Street, Yorkville NY. P.S. I sport a flat top and mustache; may God be with you!

Currently working upstate NY DJ ready for bigger things. Good voice, tight board, excellent copy/production skills. All-around hard worker. Box E-12.

Dependable Announcer, 3rd Endorsed. Over 3 years experience all formats. Great Sports/play-by-play. Great Lakes area, or Southern Ohio preferred. Call Bill, 517-489-0822.

Classical Announcer—Adam to Zipoli—creative production/programming. Bruce Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

Remember your first break? Please help me with mine. No experience but willing to work hard and learn. Will relocate. Please contact Don at 714-464-0850.

2½ years professional experience, tight board, great production, desire AOR format, 805-527-1016, Mark.

Country & Adult Contemporary Announcer. Creative & humorous. Experienced as PD/MD. Good news & production. Dependable. Will relocate. Box E-87.

This ad's gonna work for both of us. Listen, I think I'm a darn good MOR personality. Lots of real experience, good mind, willing to take directions and committed to a biz I love. I'd like to know what you think. Call 315-463-4500 for tape and resume.

Major Market County Pro seeks a change. If you're a medium-major to major market station that is committed to win, let's hear from you. Top 50 markets only. Box E-67.

Trade Out! Long hours, hard work for opportunity. Fully trained 3rd endorsed, first on air job experience behind me. Relocate anywhere. Reply: Karl Kuegerl, 906-635-9508.

Recent college grad with broadcasting degree wants announcer/sportscaster job. Will relocate. 412-929-3053. Donald Lancaster, R.D. No. 2, Crest Ave., Belle Vernon, PA 15012.

Experienced 1st phone looking for contemporary station. Prefer nights and Midwest—would consider days. Box E-71.

Need secure announcing position in music oriented station. Ten years experience in all forms of rock. Excellent references. 219-583-7630.

Sure-fire audience builder! Ratings prove team concept works! New M/F combo will make a hit with your listeners. For more info: Box E-91.

Experienced College Grad looking for upper mid-west market to move into. Good Production, willing to relocate. John Enlinger, 808 N. 24th Street No. 108, Milwaukee, WI 53233. 414-344-4988.

SITUATIONS WANTED TECHNICAL

Quality-minded Chief Engineer seeks opportunity. Strong background which includes: First phone, ham, high power, DA's, FCC, construction, etc. West or Southwest. Box D-212.

Creative Individual—Wants to serve the Lord in religious broadcasting. Experienced with studio equipment repairs & maintenance and audio production. Charles Weisel, R.D. 2, Hadley, PA 16130 412-253-3610.

SITUATIONS WANTED NEWS

You Name It—I've done it in sportscasting! Five years experience: play by play, interviewing, writing, production winner of WGN Radio National Sportscasting Contest. Masters Degree, Radio-TV. Two years experience, professional baseball administration. Desire sportscasting position in medium or major market. Box E-38.

Super Sports ability! I can excite and entertain your sports audience. Six years experience. Seeking medium market sports or sports/news position with PBP 212-663-0503, Barry or Box E-89

Thoroughly experienced Newsmen desires new challenge. Organized administrator, Public Affairs, Telephone Talk. Now employed near NYC. Box E-56.

Sports director, talk show, play-by-play hockey, football, basketball, medium market, Box E-95.

Strengthen Your entire operation! 8 years experience, sports, news, management and announcing. PBP is my forte. Would like more management responsibility. Dedicated, dependable. 208-624-3830 after 4 m.t.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production, copywriting, announcing sought by '79 Ashland College R/TV graduate with professional experience. Mark Miller, 407 Jacobs, Ashland, OH 44805.

Experienced programmer, 14 yrs. in business. Will consider small market and air-shift. East-Southeast. Good administrator and references. Box E-59.

Copywriter-Production. Effective, original, knowledgeable. Twenty years experience. Impeccable credits and references. West Coast only, please. Jay Knight, 1834 Cooper Drive, Santa Rosa, CA 95404.

Alan Waite works for me—he's ready for a move to MD or PD but those slots are filled here. We've agreed to assist him in moving up. Call Alan for an interview, tape and resume, then, call me for one helluva reference. Stacy Taylor, PD, WSIR 813-294-4111.

Need someone to get your stations Promotional Program going? Creative and Effective Writer-On air Personality Too! Box E-77.

Los Angeles Veteran: 6 years Los Angeles, 4 Years Major O&O, looking for programing position. Prefer station changing format to AOR. Western states. Box 36834, Los Angeles, CA 90036.

Experienced small market PD, MD, morning personality looking to join small or medium market contemporary station. Must be stable, demanding and competitive situation with room for dependable, aggressive professional to advance. Creative production. First phone. 206-988-8624.

Major Midwest Market Announcer seeking programming and/or full time air work in a sizeable market. Box E-80.

Experienced Operations Manager and Program Director. Diversified background, excellent references. All opportunities considered. Box E-21

Metro Market Telephone-Talk Program Director available July 16th. Telephone-Talk is the single most viable AM format for the 80's. If your station has a marginal income status and moderate-to-low ratings, Telephone-Talk can place you within the top three in your market. Avoid the usual programming pitfalls. Bring in a pro. Call 404-892-8710. All calls will be returned.

TELEVISION

HELP WANTED MANAGEMENT

Director of Development, large northeastern community PTV station. Real challenge for a real pro. Manage \$1.5 million development program for top-rated well-established public TV and 2 public radio stations. Also supervise publicity operation. Should have on-air membership experience, and program underwriting background. Direct mail experience helpful. Development/publicity staff of 11; budget of \$600,000. An Equal Opportunity Employer. Salary open. Send resume and salary requirements to: Box D-250.

Director of Administration. Challenging job for creative person. Responsible for all corporate financial and administrative functions for one public TV and two public radio stations. Includes corporate planning and some special projects. Reports directly to President. Three years' financial and administrative experience a must. Writing skills important. An EEO employer. Send resume and salary needs to Box D-251.

Controller for North East Indy Experienced Business Manager to assume financial control. Accounting credentials and supervisory experience required. Responsible for Budgets, Statements, Receivables, Payables, Cost Control, Payroll, Insurance and Fringe Benefit Plans. Helpful to be familiar with Labor and Tax Laws. Equal Opportunity Employer. Send resume and salary history to Box E-46.

HELP WANTED MANAGEMENT CONTINUED

Promotion Manager for North East Ind. Challenging position available for someone seeking greater management opportunities. Must be creative, ambitious, thoroughly experienced in Promotion. Strong production background helpful. Superior writing skills essential. Equal Opportunity Employer. Send resume and salary history to Box E-47.

Chief Engineer for North East Ind. Thorough technical experience a necessity. Supervisory experience helpful. Excellent career opportunity to join management team of growing company. Benefits plus car. Equal Opportunity Employer. Send resume and salary history to Box E-48.

Assistant General Manager: Public broadcasting station has challenging opportunity becoming available for individual possessing experience in public broadcasting with degree, preferably in Business Administration. Applicants should be self starters, detail oriented with strong communication skills. Send resume with salary requirements in confidence to Personnel Manager, PO Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

Promotion Manager, Northeast affiliated station in Top 50 market seeks promotion manager with a minimum of three years experience as promotion manager or assistant promotion manager. Self-motivation creativity, organization and experience in all facets of promotion at the station level is a definite requirement. Station is an Equal Opportunity Employer. Box E-51.

Director of Advertising & Promotion: Top Twenty network affiliate seeks Director of Advertising & Promotion to head three-person department. 5-7 years broadcast and/or advertising agency experience required. Administrative and creative ability a must. An Equal Opportunity Affirmative Action Employer, M/F. Please send resume to Box E-82.

Development Officer for local underwriting, WETA-TV/FM, Washington. Must have proven track record. \$16,170-\$20,000. Send to Mariea Webb, Personnel, Box 2626, Washington, D.C. 20013 or call 703-998-2869.

Executive Producer, Nightly News. Responsible for execution of nightly news and public affairs program for PBS affiliate. Assign, supervise and evaluate a staff of 6 reporters. Share anchor/reporting duties. 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. Send resume, including tape and writing samples to: Personnel Dept., WXXI TV, PO Box 21, Rochester, NY 14601. EOE.

General Manager New England major market U. Strong administrative and planning skills. A fully experienced businessperson as well as broadcaster whose hallmark is organization. Mandate to implement market analysis related programming and sales in a unique format. Small staff necessitates a "people person". EEO employer. Detailed resume and salary requirement to Box E-83.

General Manager—WMUL-TV, Huntington, WV. Minimum requirements: Bachelor's degree minimum, advanced degree preferable. 5-7 years experience in station administration and management with demonstrated success in programming, fundraising, administration, instructional TV, post-secondary education, and community service. Application deadline: June 1, 1979. Salary commensurate with experience and qualifications. Send resume to: Executive Secretary, WV Educational Broadcasting Authority, Suite B424, State Building 6, Charleston, WV 25305. Equal Opportunity Employer.

HELP WANTED SALES

Dayton Television, WDTN has an opening for an experienced, successful salesperson. College training and previous broadcast sales experience preferred; however, a solid, successful sales record in intangible or consumer product sales will be considered. If you are currently creating excellent sales results, but seek greater challenge to compensate you for your talent and efforts, send your resume today to: John Stoddard, WDTN Television, PO Box 741, Dayton, OH 45401. An equal opportunity employer M/F/H.

Local Account Executive: Top 100 market network affiliated VHF seeking applicants for a local account executive. Experience in sales required. An Equal Opportunity Employer. Send resumes to Box E-28.

Television Sales Manager Wanted: Group-owned, small market UHF network affiliate is seeking a Sales Manager to administer an eight person sales team. This is a highly competitive mid-South market in a rapidly growing area. We are looking for a personable, aggressive self-starter with a solid sales background. Equal Opportunity Employer. Send resume and salary requirements to Box E-101.

HELP WANTED TECHNICAL

Title: TV Maintenance Eng. Full time. Description: Associate Degree of minimum of 5 yr. experience and FCC First Phon required. UHF transmitter experience desirable. Excellent fringe benefits. Salary negotiable. Send resume to: Metromedia Inc., Attn: Personnel Dept. PO Box 22810, Houston, TX 77027. We are an EOE.

Wanted Immediately ENG/FP Maint. Engineer for Southern Gulf Coast VHF ... expanding facilities in news and production ... need maint. engineer with 3/4" helical VCR, editor and one-tube color camera or equivalent experience. Must know circuits and have above average mechanical ability. \$11.5k starting minimum, higher per experience. Advancement. Must have resume and references. Call Chief Engineer at 318-439-9071. KPLC-TV an equal opportunity employer.

Assistant Chief Engineer 5 year minimum, FCC 1st, experienced in studio and transmitter. No. 1 rated Rocky Mtn station. Excellent salary. Contact CE, KIFI TV, Idaho Falls, ID 208-523-1171.

Wanted Studio Maint. Supervisor for growing VHF in Southern Gulf Coast market ... urgently need 1st phone engineer with 2-5 years solid maint. experience on cameras and quad VTR's. 13k starting minimum—higher per qualifying experience. Advancement. Need resume and references. Call Chief Engineer at 318-439-9071. KPLC-TV an equal opportunity employer.

Television, Engineer: ABC Affiliate looking for Assistant Chief Engineer. Must have solid background in latest equipment. First class license, professional training, and at least five years experience in television maintenance. Transmitter experience helpful. Send resumes to: Chief Engineer WTVC-TV, Box 1150, Chattanooga, TN 37401 or call 615-756-5500. EOE.

TV Maintenance Engineer—Two years experience (or technical school) in studio equipment maintenance, especially color cameras. 3/4" tape maintenance experience helpful. Send resume and salary history to: David Archer, 1175 Potrero Avenue, San Francisco, CA 94110.

TV Maintenance Engineer, experienced in audio, video, VTR's, ENG and test equipment. FCC First. Salary commensurate plus fringe package. Major EOE group owner. Great future. Resume to Box D-252.

Chief Engineer. WGTE-TV, Toledo. First class license, strong broadcast experience plus E.E. degree or equivalent. Full charge of engineering staff. Call Art Hafer or Bob Smith for application information. 419-255-3330. Equal Opportunity Employer.

Maintenance Supervisor. WGTE-TV, Toledo. First class license, 2-year engineering degree or equivalent, strong experience in theory and maintenance of all television equipment, especially UHF transmitters and microwave systems. Call Art Hafer or Bob Smith for application information. 419-255-3330. Equal Opportunity Employer.

Chief Engineer for Television Services: Indiana State University. This position requires the supervision of three full-time engineers and four or five part-time engineers. It includes tube-to-digital electronics, making trouble-shooting experience essential. Television Services facilities include a color studio, a black and white studio, a 11,700 watt radio station, a campus cable system, three electronic field production color cameras, two EFG editing carrels, and a considerable number of black and white portable cameras and VTR's. Exceptional fringe benefits package with a salary commensurate with experience and qualifications. Direct letters of applications, resume and three letters of recommendation to Dr. Arvin Workman, Indiana State University, Terre Haute, IN 47809. (I.S.U. is an Equal Opportunity Employer)

Television Systems Engineer: If you are a television systems engineer with a track record in designing color television studios, master controls, RF and base-band distribution systems, surveillance systems, and specification writing, or, if you have equivalent design experience in broadcast television or a top CCTV business, industrial, or educational operation, if you want to advance your professional future by working with the leading television and audiovisual consulting and design firm in the field with offices in New York, Los Angeles, and London. If you want to work in New York City, where the action is, with top professionals, on projects which are setting the trend. Send your resume and salary history, in confidence, to: Robert J. Nissen, Vice President, Hubert Wilke, Inc., 280 Park Avenue, New York, NY 10017. Full company benefits. Salary commensurate with experience.

Chief Engineer for Network VHF. Hands on chief looking for Future with Growing Group. Position could lead to Director of Engineering position. Must have Studio and Transmitter Experience and ability to teach and direct young and hard working staff. Harry Neuhardt, KFDA-TV, PO Box 1400, Amarillo, TX 79189. 806-383-2226.

WLFI-TV Lafayette Indiana is seeking a transmitter maintenance engineer. Responsibilities include maintenance of transmitter microwave and some studio maintenance. Call Ken Gardner 317-463-3516.

Operations Engineer—transmitter, camera, video tape, etc. Ideal opportunity for recent technical school graduate. 1st class license required. An equal opportunity employer. Al Scheer, WLEX-TV, Lexington, KY 606-255-4404.

ENG/EFP Maintenance Engineer UHF group owned station in Midwest needs maintenance engineer to service 3/4 inch studio and field recorders, edit stations portable cameras. Must have FCC first; experience desirable but will train the right person. Contact Personnel Director, Ms. Geri Mackey, 815-987-5300, Rockford, IL WIRF-TV. An Equal Opportunity Employer.

Maintenance Engineer—Enjoy South Florida living, while working for progressive Production Facility. Position requires strong maintenance background. Digital experience a must. Vital Squeezoom, Ampex Quad VTR's, RCA TK288, Datatron Editors, Vital Switchers, Bosch Fernseh. One inch VTR's, IVC 9000 2" Helical VTR's. Send resume and salary requirements to: Mike Orsburn, Video Tape Associates, 2351 S.W. 34th Street, Ft. Lauderdale, FL 33312.

Audio Visual Technician with responsibilities for small format television operation (production and hard wire distribution), closed circuit radio, and general classroom audio visual equipment. F.C.C. First Class License and 2 year technical degree preferred but not required. Eleven month position, available immediately. Contact Personnel Department, Highland Community College, Pearl City Road, Freeport, IL 61302 An EEO/AA Employer.

Remote Unit Engineers—maintenance and operation—familiar with RCA cameras and tape, Grass Valley Switcher, oktel disc. E. J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008. 215-543-7600.

Editor for post production facility in beautiful Pacific Northwest. CMX experience on commercial productions required. Good pay. Contact Sterling Davis 206-623-5934.

Maintenance Engineer—Videotape post production company in beautiful Pacific Northwest has immediate opening. Good pay and benefits. Contact Sterling at 206-623-5934.

TV Maintenance Engineer: we have several openings in our growing organization. If you have a good technical background but are short experience, or are experienced in television maintenance ... VTR's, (quad, 3/4"), transmitters, ENG equipment, and general studio work, we would like to talk to you! Salary open and a good benefit package available to the right people. Send resume in complete confidence to Box E-90.

HELP WANTED NEWS

The leading news station in one of the top ten markets is looking for an experienced ENG photographer. Hustle and an excellent eye are required. The first step is to send us a resume. We will then contact you for a tape. Box E-5.

HELP WANTED NEWS CONTINUED

Top 25 market network affiliate in northeast seeking producer for 6 and 11 o'clock newscasts. Excellent opportunity for an individual desiring to take charge of weekday newscasts. Station is an Equal Opportunity Employer. Send resume, written ideas about what news producing involves, and salary requirements to Box E-37.

Public Affairs: Writer, producer, talent needed for editorials, public affairs programs, and documentaries by leading Quad Cities network Radio/TV affiliate. Send resume and video tape to General Manger, WOC Broadcasting, 805 Brady, Davenport, IA 52808. An equal opportunity employer. No phone calls, please.

Top 50 market Sunbelt rating winner looking for an experienced weathercaster. Equal Opportunity Employer. Send tape and resume to John Hayes, News Director, WBRC-TV, Birmingham, AL 35201. No calls.

News Cameraperson. Must have experience in shooting and editing videotape and 16MM film. Knowledge of ENG essential. Full details and salary requirements first letter. Write: John Banks, News Director, WSYR-TV, 1030 James Street, Syracuse, NY 13203. WSYR is an Equal Opportunity Employer.

Late news producer who can exercise authority over content, personnel, and production. Major market ABC affiliate in NE. No beginners. Need management skills. Equal Opportunity Employer. Box E-29.

Wanted; On air weather person, Monday through Friday. \$164.50. Send resume, tape with first letter, to Jon Janes, News Director, KAAL TV, PO Box 577, Austin, MN 55912.

News/Public Affairs Director: Expanding station is currently in search of an experienced newsperson to develop a weekly "Magazine" format and other public affairs programs for Northwest Indiana. Bachelor's Degree in Radio/TV Journalism or related fields required. Minimum 3 years television news experience including reporting and some anchoring. Supervisory and public broadcasting experience desirable. Salary commensurate upon experience. Send resume and video cassette to: Bob Voss, Program Manager, WCAE-TV, 123 Sesame, St. John, IN 46373.

Weekend Anchor/Reporter. We are looking for a bright, aggressive Broadcast Journalist to anchor our weekend newscasts and work with one of our two "live" units. Send resume and tape to Paul McCaye, WAFF-TV, PO Box 2116, Huntsville, AL 35804. E.O.E.

Weather person for sunbelt NBC affiliate. Meteorologist preferred. Personality essential. Resume, salary history, and tape to: Tom Maxedon, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An Equal Opportunity Employer.

News Director—professional journalist for medium market—experienced in all areas of news gathering techniques and production. Must have experience in television news. An equal opportunity employer send resume to Box E-109.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager: Experienced in all phases of commercial and promotional assembly, including on location, film, ENG, studio, and live productions. If you are energetic, experienced, well-organized, a good leader of people and able to accomplish all objectives, then we have an excellent opportunity for you. Medium market, SE United States. Position available May 1. EOE. Send resume to Box D-230.

Studio Co-ordinator—Schedules, trains and evaluates studio crew; supervises set construction and studio set-up and lighting. Requires B.A. and experience in TV production. Salary: \$11,500-\$12,500. Application deadline: June 8, 1979. Contact: Don Peterson, University Television, University of Nebraska at Omaha, Omaha, NE 68182.

Director's Position: Are you a top drawer director able to switch flawless newscasts and public affair's shows? Do you have a creative eye and enjoy the pressure of the control room during live productions? Do you want to live in the sunny-south at a rapidly expanding network affiliated station? If so, send resume and letters of recommendation to Box E-31. EOE/MF

Cultural Affairs Producer—Produce cultural programs for KUSD-TV and the South Dakota Public Television Network. College degree in arts, theater, English or communications and 3 years experience in cultural affairs, including the lively and popular arts, or an equivalent combination required. Direct experience in the arts and on-air television experience with extensive writing and editing skills and proven research abilities desired. Must be familiar with all facets of ENG, quad and cassette editing. Salary range \$12,252-\$15,366. Application deadline, May 31, 1979. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Producer-Writer-Reporter, need "all in one" pro for new weekly prime time documentary unit. Rush resume, tape c/o Marilyn Baker, KOVR-TV, 225 East Miner, Stockton, CA 95201. All replies answered—EOE.

Producer/Director—Top 20, Sunbelt television station has opening for a producer/director with a minimum of two (2) years experience at a commercial station. Send resume and salary requirements to John Pigg, Production Manager, WTSP-TV, PO Box 10000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

News Producer—ambitious, creative Producer needed for top 20 ABC affiliate. 3 years experience required. Send resume to: George Faulder, PO Box 10000, St. Petersburg, FL 33733. An equal opportunity employer.

SITUATIONS WANTED TECHNICAL

Technician, Assoc. Degree in Electronics, FCC First W/Radar. Would like to return to Television. Prefer Northeast, but will consider all. Box E-96.

SITUATIONS WANTED NEWS

Sharp female anchor/reporter wants medium market TV opportunity. TV reporting/anchor experience plus Top market radio background. Journalism Degree. Box D-247.

Science Reporter. Award-winning science reporter seeks similar position. Experience includes nationally televised science news reports and documentaries. Can translate science into people's language. Ph.D. in chemistry. Proven track record and four years experience in major market. Box E-30.

Anchor/Reporter, experienced, seeking anchor, exec. producer, or assistant news director. Dedicated journalist, family man, 26, employed. Box E-43.

Accomplished: Creative, authoritative female with excellent ratings, B.A., and 3 years Television anchoring, producing, and reporting ... seeks position with totally professional news team in Top 75 market ... Box E-18.

Start Immediately. Experienced writer, reporter, photographer, editor, anchor with First Phone. Ted Wolfe. Box 133, Cabin Creek, WV 25035 or leave message Charlotte, NC 704-568-7535.

NewsWriter/Production Assistant Combo, ready to work for your news company. NBC News staffer. Skilled in EJ and assignment desk work. B.A. in Broadcast Journalism. Samples Available. Box E-76.

Female Anchor/Reporter, 4½ yrs. experience; co-anchor 5:00 show, top 35 market; desires better anchor spot; Box E-68.

Sportscaster. Two years experience. Anchor, reporter, film, eng. degree. 26, single. Prefer Southeast. Box E-79.

TV Weatherperson. B.S. meteorology. Presently in top 100 market. Prefer eastern U.S. I've got the personality and the accuracy. Proven number-getter. Let's talk. Box E-62.

Female radio newscaster with strong writing skills and pleasing appearance seeking television news. Will relocate. Box E-63.

Weathercaster/Meteorologist looking for small or medium market sunbelt station. Presently employed major market. Box E-81.

TV Weatherman available immediately. Television and radio experience. B.S. Meteorology, May 1979. John Fuller, 814-238-8179.

Young, aggressive reporter-producer in small market looking for new challenge. Call Sal before noon at 1-304-425-0041.

Television news director, top fifty market, ten years experience, looking for major market challenge; producer/news management. Box E-94.

Entry Level ENG Cameraman/Reporter Position Wanted!!! Boston University Communications Graduate w/First Phone seeks demanding job in active News Department. Have basic knowledge of ENG Camera and Editing. Please contact, J. Knee, South Parliman Road, LaGrangeville, NY 12540 914-223-3743.

'79 Graduate seeks a career with a future. Background includes AP radio correspondent, Anchor/Reporter, producer and host of local talk show, and Press Aide to Massachusetts Governor. Willing to travel and relocate. Tape available. Joe Palmieri, 491 Commonwealth Avenue, Apt. 11, Boston MA 02215. 617-236-1705.

Attention West Coast Stations—High-energy photographer/editor, 28, ten years experience in several markets, currently Top Five. ENG or film news/doc or magazine. Aggressive, committed, creative. Excellent refs. dynamite reel. Box E-98.

Polished General Assignment Reporter. All E.N.G. Experienced, Creative, distinctive style. Excellent writing and appearance. Top 40 only please. Box E-110.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Network experienced videographer/editor; Live remote cameraman. Willing to work film, news. Lighting whiz. Box E-1.

Female First Phone well rounded education—audio/VTR operations, audio visual production. Mature person, flexible to budget. Box E-100.

ALLIED FIELDS

HELP WANTED SALES

2 positions. Technical sales for branch of large video systems organization. Positions located in D.C. area. Persons applying should have strong hands-on technical experience in cable or television and be sales oriented. Draw plus commission. Excellent earning opportunity. An Equal Opportunity Employer. Reply to: Box E-7.

Broadcasting sales whiz needed to volunteer time to help the National Gay Archive perform market analyses. Minneapolis area. Resume to Box E-106.

HELP WANTED TECHNICAL

Donrey Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Broadcast Editor—University seeks broadcast editor in University Relations Office. Experience in ENG, film, writing, BA in broadcast-related field required. Five years experience desired. Salary negotiable. University Relations, 300 Martin Hall, Auburn University, Auburn, AL 36830. Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Parkland College, a fully-accredited progressive community college, has an opening for a broadcasting instructor. Applicants must hold a bachelor's degree, master's preferred; and industry experience required. Academic year contract—full-time beginning August 20, 1979. Instruct courses in broadcast communications, serve as manager of college-operated FM radio station, act as liaison with broadcast industry. Assignment also includes summer responsibility at additional salary. Salary commensurate with education and experience. Application deadline—postmarked no later than June 1, 1979. Send resume and credentials to: Personnel Office, Parkland College, 2400 W. Bradley Avenue, Champaign, IL 61820 217-351-2220. Affirmative Action/Equal Opportunity Section 504 Employer.

HELP WANTED INSTRUCTION CONTINUED

Communication/Broadcast—Available August 16, 1979. Tenure track position. Ph.D. and professional broadcast experience required. Desirable qualifications: 5 years' experience in commercial radio broadcasting and 5 years' experience university/college teaching in radio-related courses. Rank and salary dependent upon qualifications. Applications considered until position filled. Forward applications with resume, transcripts, and three letters of recommendation to Dr. Randall Capps, Department of Communication and Theatre, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity 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, lowers, cameras, VTRS, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Chyron IIIB. Eric Address 215-543-7600.

We need Film Cameras, 16mm or 35mm, Lenses, Accessories, Editing Equipment, etc. Call Milt Gross, 305-949-9084.

School needs 250-1000 watt FM Transmitter. WAHS-Harold Strayer, Avondale High School, Auburn Heights, MI 48057. 313-852-9247.

Used 1-kW AM transmitter. Must be in good condition to be operated on 1460 KHZ. Contact Darren Dunlap 717-763-7021.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellax 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.

Hitachi FP 1010 Color Camera with Saticon tubes, includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturndie Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

GE PE-350 Color Cameras: Excellent condition, 3 Available, \$8,000 ea.

RCA TR-4 Hi-Band VTRS. New heads, good condition, 2 Available \$16,000 ea.

GE 12KW UHF Transmitter: Ideal for new station, good condition, \$14,000.

GE-PE-250 Color Cameras: Includes lens, cables, CCU's, 2 Available \$3,000 ea.

IVC-500A Color Cameras: With all accessories, excellent shape, \$7,000 ea.

RCA TK27B Film Camera: Available with TP15 Multiplexer \$22,000.

RCA TP66 Projectors: Good condition, \$10,000 ea.

GE PE 240 Film Camera: Excellent Condition, \$8,000.

New Lenco Terminal Equipment: Discount prices, fast shipment.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

RCA UHF TV Transmitter, Model TTU10A, presently on the air, available approximately July-1979. Includes filterplexer asking \$30,000 or best offer, contact Bob Martins, 714-328-8881 or write KESQ-TV, PO Box 4200, Palm Springs, CA 92263.

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.

Canon Lenses, 10 x 1, for ENG application, used, good condition. 202-686-5895.

Schafer 903E program automation, three day memory, teletype logging, 4 reel-reel, 2 audiofiles, time announce, and more. 303-484-5449.

For Sale—used Metrotech 500 stereo reversing logger \$800. Phone 615-586-7993.

Searchlights! A pair of the best in the country. Included in price are supplies parts training and manuals. Call for Tim at 712-258-5595 anytime.

For Sale—DC8-MS 8 Channel Ramco Console; 18 input; 5 output; stereo; purchased new a year and a half ago, sell now for \$1500, due to expansion. Contact Vic Jester, WLAG, LaGrange, GA 30240 404-882-3505.

Five 3M Analog Drop Out Compensators Brand new, never been used. Call 312-348-4000.

For Sale: Gates FM 10-H Transmitter, as is: \$4500. 817-776-3900.

2 Hitachi 1000P plumbicon studio cameras, 75' cables, 10x1 EBC lenses. Low time, excellent condition. \$12,000 complete. Contact Bob Featherly, Dow Chemical Co. Midland MI 517-636-5783.

Entire Station—Radio Station equipment repossessed. Almost everything you'll need except a transmitter and antenna. Priced for quick sale to repay short term note. Hagerstown, MD Certified check only. Daytime 301-797-4400. Mr. Smith.

Two (2) RCA TG-3 Sync Generators. Phone 202-686-5895.

One (1) RCA TK-27 Film Camera with TP-15 Multiplexer and Pedestal, TP-8 slide projector and TP-16 mm projector. 202-686-5895.

25 KW Collins FM Transmitter—Brand New, Immediate Delivery, 25% off list 215-667-1226.

Revox B77 demonstrator, 2 track stereo, 7 1/2, 3 3/4 ips, \$1200, 303-242-0405.

6 RCA TK 44A Cameras includes: Tubes, Lens, Cable, Vinten Head. Contact: KCET Engineering, 4401 Sunset Blvd., Los Angeles, CA 90027. 213-667-9262.

For Sale: 11-20 foot sections-Andrews 31/8 inch rigid line-other miscellaneous pieces, with connectors, spring hangers, 1 1/4 inner conductor. Box R-3.

RAMKO factory sealed items, new. Send for bargain closeout prices, monitor, mike & dist amps. Write David Green, Broadcast Consultants Corp., Box 590, Leesburg, VA-22075.

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.

MISCELLANEOUS

Charted Artist 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.

PI-ID The best sales-money idea in ten years. We have a great product that will increase your cash-flow in three directions. NO investment by your station. For information write Clare Productions POB 644, Glen Echo, MD 20768 or call 301-469-6825.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 18 and July 30. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

RADIO Help Wanted Announcers

TALK HOST-TAMPA BAY

Searching nationwide for a dynamic heavy hitter for the 22nd market. We're a brand new radio station that's patterned after KGO, KABC, MCA, etc. Cassette demo with guest, topic lists, bio. Send to: Michael Spears, General Manager, WPLP TalkRadio 57, P.O. Box 570, Pinellas Park, Fla. 33565 EOE M/F. No calls please.

Help Wanted Technical

FIRST CLASS ENGINEER AND CHIEF

Expanding group needs young—aggressive 1st Class Engineer. Must be maintenance and audio oriented. Directional experience a must. East coast medium market. Chief Engineers at all stations may also apply. Possibly replacing Chief also. Box E-85.

Help Wanted Programing, Production, Others

OPERATIONS MANAGER

Replacement for present department head. If you are just a jock, forget it. If you are a nut on detail—know the FCC and preparation of all their needs—sound great on the air and can do production OK. Can you control your staff? If you can say yes to all these, then send all details to this medium market station in Northeast. Box E-85.

Help Wanted Sales

Move up to a major market and major facility!

WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincelette. EOE.

GENERAL SALESMANAGER

Expanding group now looking for General Sales Manager. Must take complete charge of local sales department and work with GM on National. Staff now four persons. Medium market in Northeast. If you are bottom line oriented with ideas, write to us at Box E-85.

Situations Wanted Management

GENERAL SALES MANAGER

.... with eight years of MAJOR MARKET management experience with one company. Abilities to develop, motivate and lead. Extensive retail, agency and national sales success. Knowledge of how to use the right media tools in any kind of situation. Excellent personal and business references. Box E-42.

RADIO MANAGEMENT

23 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency, rep., & street sales, station owner, etc: Available at once. Jack A. Carpenter 801 Silverwood Tr. North Little Rock, Ar. 72116. (501) 771-1168

GENERAL MANAGER

Outstanding background—more than 10 years as highly successful GM! Strong sales, sales motivator, creative packaging and promotion. Industry recognized programming history. Community—FCC. A thorough pro. Presently GM of successful operation—want Northeast. If you've even considered a change, then check me out in confidence—don't wait to read that I just became your competition and you didn't know I was looking! Box E-97.

TELEVISION

Help Wanted Technical

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.

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.

CENTRAL DYNAMICS LTD.

Expansion of our Engineering group in Montreal has created several new openings. These include analogue and digital video circuit design, requiring several years' experience. Phone or send resume in confidence to:

Jens Laursen
V.P. Engineering
Central Dynamics Ltd.
147 Hymus Blvd.
Pointe Claire, Que. H9R 1G1
Tel: 514-697-0810

Help Wanted News

News Director

Strong net affiliate needs experienced news director. Full responsibilities for administration of department personnel and activities. Journalism degree or equivalent and proven leadership abilities essential. Station commitment to news and public affairs in excess of 11 1/2 hours weekly. Group owner of East Coast V offers liberal benefits. Salary to 20's. E.O.E. M/F. Box E-41.

Help Wanted News Continued

TV NEWS ANCHOR

West Coast Network Affiliate seeks experienced news anchor for early-late news. Excellent compensation and fringe benefits. Send resume and qualifications to Box E-57.

Equal Opportunity Employer



CO-HOSTS

Needed for this innovative program. Previous performing and writing experience is desirable, but dedication and ability to work as part of a team are required. Resume and cassette should be mailed to Gene Walsh, PD., WXEX-TV, P.O. Box 888, Richmond 23207. ABC affiliate; owned by Nationwide Insurance; an equal opportunity employer.

Help Wanted Programing, Production, Others

PROMOTION MANAGER

Major market network affiliate invites applications for promotion manager. Person selected will be responsible for budgeting and administration of department as well as heading up all creative aspects of print and on-air promotion/advertising. Appropriate prior experience in above areas required. Reply to: Nancy Fields. WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE, M/F.

ASSISTANT PROGRAM DIRECTOR

Must have experience in programming functions of a television station. Especially important: sound judgement in the screening and rating potential of movies based on knowledge and background of motion pictures. Call or send resume to Emanuela Upchurch, 915 N. La Brea, Hollywood, CA. 90038. (213) 851-1000. An equal opportunity employer. M/F.

Help Wanted Sales

SALES REPRESENTATIVE

— Due to expanding sales —

A leading manufacturer of Television Broadcast and Post Production equipment has openings for Sales Representatives for the Northeast and Mid-West Regions.

The company has been in business for twenty years and has consistently led the industry in technical innovations in Switchers, Automation and VTR Editing.

The opening is a unique opportunity for personnel with technical sales experience in TV equipment to meet his or her own personal objectives in a well-established territory where the company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits, company car and paid travel expenses.

For further information send your resume, in confidence to:

Central Dynamics Corporation
Attn: John Barker
Vice President
10 West Main Street
Elmsford, New York
10523

Graphics Designer/Illustrator

Design, illustrate and produce a variety of visual material for television presentation and printed publications. Will construct and paint scenes and props. Experience working with power tools and working knowledge of 35mm photography desirable. Requires one year college or art school training in graphics design or equivalent and one year experience as graphics illustrator or equivalent. Two years full time professional experience may substitute for college or art school work. Closing date for application June 4, 1979. Contact Juan Moncada, University of Washington Staff Employment Office, 1415 N.E. 45th, Seattle, Washington 98105.

Equal Opportunity Affirmative
Action Employer

Situations Wanted News

SENSE OF HUMOR

Me and my sense of humor coupled with fifteen years of professional journalism experience want to travel to your station to interview for an on air position. My specialty is the art of conversation, the craft of interviewing and carrying on dialogue as planet earth takes the plunge into the 1980s I want to host a talk show and moderate debates with an election year approaching. My experience includes panel discussion shows, two consecutive national journalism awards in print, and work in all phases of the fourth estate. I am not interested in happy talk journalism, being a talking head or the black art of the 11th estate of public relations. Tape, resume, samples of my work and references upon request but I prefer to pay my way to communicate with you on a personal level. My name is Jeff Gale. Please call me collect at 213-656-2498, or write me at Box D-256.

ALLIED FIELDS

Help Wanted Instruction

DEPARTMENT HEAD—UNIVERSITY OF ARIZONA RADIO-TV DEPARTMENT

- Terminal degree in broadcasting; teaching, administrative, and professional experience required.
- Appointment for fall semester, 1979 if possible.
- Send application, vita and names of references by June 18, 1979 to Dean Robert Hull, College of Fine Arts, University of Arizona, Tucson, Arizona 85721.

Equal Opportunity/Affirmation Action Employer.

Help Wanted Management

PRESIDENT

Our national non-profit corporation offers an outstanding opportunity to an individual with entrepreneurial instincts. Knowledge of the broadcast industry in general plus the ability to build and administer an organization with multiple locations is required. High visibility with producers, broadcasters and advertisers gives the President a fast-track to work on. Headquarters in Washington, D.C. with compensation first year to mid-sixties. Please reply to Board of Directors.

BOX E-102

Help Wanted Sales

REGIONAL SALES DIRECTORS

O'Connor, America's leading producer of quality radio programming is building a team of regional Sales Directors nationwide.

Exceptional earnings and advancement opportunities are available. Requires area travel offering Ronald Reagan, Art Linkletter, Earl Butz, Bob & Ray and other top-flite radio properties to stations, advertisers and agencies.

Send resume to: Harry O'Connor, President
O'Connor Creative Services
Box 8888 Universal City, CA 91608

Help Wanted Programing, Production, Others

NEW ALTERNATIVE NEWSPAPER

Area: Fairfield County, CT (next to the Apple); Circ.: 50,000
EDITOR - creative thinker w/extensive exp. in all phases of newspaper production.

WRITERS - staff and freelance - exp. pop music & lifestyles, writing and reviewing.

SALES - leads provided/territory protected/high earning potential. Exp. persons only.

Send resume (and clips) to: CJM Enterprises, 12 Manitou Court, Westport, CT 06880.

Miscellaneous



PROMOTION IDEA NEWSLETTER

Promotional ideas from broadcasters that work. Both radio and TV. 10 solid ideas per issue, plus more...

\$40.00 — 12 issues Promotion Idea Newsletter
\$25.00 — 6 issues 304 Union Arcade Building
\$5.00 — sample issue Davenport, Iowa 52801



LUM and ABNER

5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Consultants

Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

Public Notice

NOTICE

Notice is hereby given that the undersigned pursuant to an order of the Superior Court of Wayne County, North Carolina, will offer for sale the assets of radio station WYNG, Goldsboro, North Carolina, by means of sealed bids, to be filed with the Clerk of Superior Court, Wayne County, North Carolina, no later than June 1, 1979 at 5:00 PM. All interested persons should contact the undersigned for further details and bidding instructions.

This 20th day of April, 1979.

J. Darby Wood, Receiver for
Peace Broadcasting Corporation
2401 E. Ash St., Suite 201
P.O. Box 10188
Goldsboro, N. C. 27532
Telephone: (919) 734-8840

ADVERTISEMENT FOR CABLE TV BIDDERS

Sealed additional applications or sealed amendments to previously filed applications for a community antenna television license for the Town of Easthampton will be taken by the Board of Selectmen, Town Hall, Easthampton, Massachusetts until 5 PM., August 8, 1979. The Board of Selectmen's report is available at the Town Clerk's office on request. All NEW applications shall be accompanied by an application fee of One Hundred Dollars payable to the Town of Easthampton. The four applicants who have already filed before 5 PM., April 25, 1979 and have paid their One Hundred Dollar application fee, may submit sealed amendments to their original application without refiling and without any additional filing fee. All sealed responses, new applications, and amendments shall be opened at 7:30 PM. on the first business day following the filing deadline of 5 PM., August 8, 1979, and thereafter copies shall be made available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. Copies of the four applications already filed are available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee, which shall be paid to the Town Clerk at the time the order is placed. All orders should be placed at least one week in advance of expected delivery time.

Thaddeus A. Boruchowski, Chairman
Fletcher S. Smith
Angelo C. Yacuzzo
Board of Selectmen
Easthampton, Massachusetts

ADDITIONAL APPLICANTS FOR CABLE TELEVISION FRANCHISE

The City of Lynn, Massachusetts announces the availability of the issuing authority report setting forth policy guidelines with respect to the proposed Cable Television Franchise. Copies are available at the Mayor's Office, City Hall, Lynn, Mass.

Further notice is given that the City of Lynn will accept additional applicants until 4:00 PM. on Wednesday, August 1, 1979 at the address below.

Each application should be accompanied by a \$100 non-returnable filing fee, payable to the City of Lynn.

THE HONORABLE ANTONIO J. MARINO
MAYOR OF THE CITY OF LYNN
LYNN CITY HALL
LYNN, MASS. 01901

MARTIN J. HEALEY
CHAIRMAN

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Class IV AM 300,000 Terms*

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AL	Fulltime AM-FM	635K	Small
NY	Fulltime AM	1MM	Major
TX	Daytime AM	630K	Medium
FL	Daytime	390K	Medium
SC	Daytime	180K	Small
LA	Daytime AM/ Fulltime FM	450K	Small
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
NC	Daytime	175K	Small
GA	Daytime	275K	Metro
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The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

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Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD., etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Stock symbol	Exch.	Closing Wed. May 9	Closing Wed. May 2	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	35 3/4	36 1/2	- 3/4	- 2.05	41 1/4	23 1/2	8	27,700	990,275
CAPITAL CITIES	CCB	39	40 1/8	- 1 1/8	- 2.80	75	37 3/8	10	14,000	546,000
CBS	N	45 3/8	46 1/8	- 3/4	- 1.62	64	43 7/8	6	28,100	1,275,037
COX	N	60	60 3/4	- 3/4	- 1.23	61 1/8	25 1/2	12	6,667	400,020
GROSS TELECASTING	GGG	A	21 7/8	22	- 1/8	- .56	24 1/2	7	800	17,500
KINGSTIP COMMUN.	KTVV	O	16	11	+ 5	+ 45.45	16	29	462	7,392
LIN	Q	39 1/2	40	- 1/2	- 1.25	43	16 1/2	10	2,789	110,165
METROMEDIA	MET	N	52 3/8	54 1/4	- 1 7/8	- 3.45	71	7	4,600	240,925
MOONEY	MOON	O	5 3/4	5 3/4		6 1/2	1 7/8		425	2,443
SCRIPPS-HOWARD	SCRIP	O	48	49	- 1	- 2.04	52	9	2,589	124,272
STARR	SBG	M	14 1/4	14 1/4		14 1/2		45	1,547	22,044
STORER	SBK	N	38 3/4	40 1/4	- 1 1/2	- 3.72	40 1/4	10	4,948	191,735
TAFT	TFB	N	20 7/8	21 1/4	- 3/8	- 1.76	24 7/8	7	8,508	177,604
TOTAL									103,135	4,105,412

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	12 5/8	13 7/8	- 1 1/4	- 9.00	14 7/8	3 3/4	10	1,266	15,983
AMERICAN FAMILY	AFL	N	11 5/8	12 1/8	- 1/2	- 4.12	17 1/8	9 1/4	5	10,536	122,481
JOHN BLAIR	BJ	N	26 1/4	28 1/8	- 1 7/8	- 6.66	31 3/8	11 1/8	6	2,447	64,233
CHARTER CO.	CHR	N	16	18 3/4	- 2 3/4	- 14.66	18 3/4	3 7/8	14	19,219	307,504
CHRIS-CRAFT	CCN	N	11 1/2	13 1/4	- 1 3/4	- 13.20	14 5/8	4 1/2	7	3,696	42,504
COCA-COLA NEW YORK	KNY	N	6 5/8	6 3/4	- 1/8	- 1.85	9 1/4	6 1/8	9	17,641	116,871
COMBINED COMM.	CCA	N	31 3/4	33 1/4	- 1 1/2	- 4.51	45 1/8	19	11	10,606	336,740
CUNLES	CWL	N	20 1/4	22 1/2	- 2 1/4	- 10.00	25 1/4	12 1/2	16	3,969	80,372
DUN & BRADSTREET	DNB	N	33 5/8	33 1/2	+ 1/8	+ .37	39	26 1/4	13	27,829	935,750
FAIRCHILD IND.	FEN	N	32	32 1/2	- 1/2	- 1.53	35 1/4	9 1/2	7	5,708	182,656
FUQUA	FQA	N	11 1/4	12 1/8	- 7/8	- 7.21	13 5/8	8	5	12,661	142,436
GANNETT CO.	GCI	N	41 7/8	44 3/8	- 2 1/2	- 5.63	49	32 3/4	14	26,886	1,125,851
GENERAL TIRE	GY	N	25 1/4	26 3/4	- 1 1/2	- 5.60	30 5/8	22 3/8	5	23,196	585,699
GRAY COMMUN.	O	24 1/2	24 1/2			24 1/2	8	8	475	11,637	
HARTE-HANKS	HHN	N	19 1/2	20 1/2	- 1	- 4.87	24 1/2	13	11	9,262	180,609
JEFFERSON-PILOT	JP	N	31 1/8	31 1/8			34 1/2	26 5/8	8	22,895	712,606
MARVIN JOSEPHSON	MRVN	O	15	15 3/4	- 3/4	- 4.76	16 1/2	8 1/4	8	2,560	38,400
KANSAS STATE NET.	KSN	O	19	18 3/4	+ 1/4	+ 1.33	19	4 3/4	16	1,799	34,181
KNIGHT-RIDDER	KRN	N	22 1/8	22 1/2	- 3/8	- 1.66	28 1/8	13 1/4	9	33,031	730,810
LEE ENTERPRISES*	LEE	N	22 5/3	22 5/8			22 3/4	11 1/8	12	7,285	164,823
LIBERTY	LC	N	32 3/8	33 7/8	- 1 1/2	- 4.42	34 1/2	18	7	6,762	218,919
MCGRAW-HILL	MHP	N	25 5/8	27	- 1 3/8	- 5.09	32 5/8	15 5/8	10	24,777	634,910
MEDIA GENERAL	MEG	A	21 1/8	21 7/8	- 3/4	- 3.42	23 1/8	13 5/8	9	7,456	157,508
MEREDITH	MDP	N	29 1/4	30	- 3/4	- 2.50	40 1/4	17 3/8	6	3,094	90,499
MULTIMEDIA	MMED	D	25 1/2	25 1/4	+ 1/4	+ .99	28 1/4	16 1/4	11	6,659	169,804
NEW YORK TIMES CO.*	NYKA	A	25 1/2	25 1/2			31 5/8	15 3/4	19	11,599	295,774
OUTLET CO.	OTU	N	19 1/2	21 1/2	- 2	- 9.30	32 7/8	16 5/8	5	2,445	47,677
POST CORP.	POS	A	15 1/2	15 3/4	- 1/4	- 1.58	19 3/8	8 1/8	7	1,824	28,272
REEVES TELECOM	RBT	A	5 1/4	5 1/2	- 1/4	- 4.54	5 3/4	1 3/4	58	2,388	12,537
ROLLINS	RDL	N	20	19 7/8	+ 1/8	+ .62	24 1/4	14 7/8	10	13,407	268,140
SAN JUAN RACING	SJR	N	15 5/8	17	- 1 3/8	- 8.08	18 1/8	7 5/8	20	2,509	39,203
SCHERING-PLOUGH	SGP	N	28 3/8	29 5/8	- 1 1/4	- 4.21	44 3/4	26 3/8	8	53,580	1,520,332
SONDERLING	SDB	A	26 1/8	25 3/4	+ 3/8	+ 1.45	26 1/8	8 3/8	8	1,105	28,868
TECH OPERATIONS	TO	A	7 1/4	8 1/8	- 7/8	- 10.76	8 3/4	2 3/8	18	1,352	9,802
TIMES MIRROR CO.	TMC	N	28 7/8	29 3/4	- 7/8	- 2.94	35	20 3/4	8	33,955	980,450
TURNER COMM.	O	12 3/4	14	- 1 1/4	- 8.92	15 1/2	3 7/8		9,880	125,970	
WASHINGTON POST	WPO	A	22 5/8	22 3/4	- 1/8	- .54	26 1/2	10 7/8	7	16,056	363,267
WOMECO	WOM	N	19 3/4	20	- 1/4	- 1.25	20	10 7/8	9	8,524	168,349
TOTAL									450,339	11,092,427	

Cablecasting

ACTON CORP.	ATN	A	10 1/8	10 5/8	- 1/2	- 4.70	13 5/8	3 1/8	7	2,419	24,492
AMECO*	ACO	O					1/2			1,200	
ATHENA COMM.	O	4 3/4	4 3/4			5 1/2	1/8			2,125	10,093
BURNUP & SIMS	BSIM	O	6	5 7/8	+ 1/8	+ 2.12	6 1/8	3 1/8	32	8,447	50,682
CABLE INFO.	O	5 1/4	5 3/4	- 1/2	- 8.69	6	1/4	26		634	3,328
COMCAST	C	18	19 1/2	- 1 1/2	- 7.69	20 3/4	3 3/4	17		1,658	29,844
COMMUN. PROPERTIES*	COMU	O	16 1/2	16 1/2			16 3/4	3 5/8	17	5,018	82,797
ENTRON*	ENT	O	1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	37 7/8	38	- 1/8	- .32	40	17 5/8	10	7,794	295,197
GENEVE CORP.	GENV	O	12 3/4	13 1/2	- 3/4	- 5.55	15 3/4	7 1/2	5	1,121	14,292
TELE-COMMUNICATIONS	TCOM	O	28 1/2	28 7/8	- 3/8	- 1.29	28 7/8	2 7/8	35	5,327	151,819
TELEPROMPTER	TP	N	15 7/8	16 1/4	- 3/8	- 2.30	16 3/4	6 3/4	21	19,966	316,960
TEXSCAN	TEXS	O	2 7/8	3 1/8	- 1/4	- 8.00	3 1/8	1 1/4	17	786	2,259
TIME INC.	TL	N	36	36 1/2	- 1/2	- 1.36	50	31 3/4	7	20,505	738,180
TOCOM	TOCM	O	9 1/2	9 3/4	- 1/4	- 2.56	10 1/2	1 5/8	20	1,496	14,212
UA-COLUMBIA CABLE	UACC	O	51 1/4	52 1/4	- 1	- 1.91	53 1/2	15 1/2	24	1,679	86,048
UNITED CABLE TV	UCTV	O	33 1/2	38 1/4	- 4 3/4	- 12.41	39 1/4	3 7/8	24	2,035	68,172
VIACOM	VIA	N	30 1/4	30 7/8	- 5/8	- 2.02	32	16 5/8	16	3,799	114,919
TOTAL									86,988	2,004,517	

Stock symbol	Exch.	Closing Wed. May 9	Closing Wed. May 2	Net Change in week	% change in week	1978-79 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	23	23 1/2	- 1/2	- 2.12	24 5/8	7 3/8	4	9,749	224,227
DISNEY	OIS	N	34 1/8	36 3/4	- 2 5/8	- 7.14	47 5/8	32 1/4	11	32,423	1,106,434
FILMWAYS	FWY	N	16 1/2	18 1/2	- 2	- 10.81	18 1/2	6 7/8	9	10,980	181,170
FOUR STAR			1 1/4	1 1/4			2 1/8	1/2	13	666	832
GULF + WESTERN	GW	N	14 3/8	14 1/8	+ 1/4	+ 1.76	18 3/8	10 1/4	3	48,177	692,544
MCA	MCA	N	38 3/4	37 1/2	+ 1 1/4	+ 3.33	48 1/4	25 3/4	7	23,289	902,448
MGM	MGM	N	21 1/4	24 1/2	- 3 1/4	- 13.26	26 1/4	12 7/8	10	29,102	618,400
TRANSAMERICA	TA	N	16 5/8	17 1/2	- 7/8	- 5.00	19	13 1/4	5	66,019	1,097,965
20TH CENTURY-FOX	TF	N	39 3/4	40 7/8	- 1 1/8	- 2.75	41 1/2	10	5	7,790	309,652
VIDEO CORP. OF AMER	D		7	7 3/4	- 3/4	- 9.67	9 3/4	3 1/2	23	988	6,916
WARNER	WCI	N	33	34 7/8	- 1 7/8	- 5.37	56 7/8	25 3/4	7	19,611	647,163
WRATHER	WCO	A	15 3/8	16	- 5/8	- 3.90	16 1/4	4 1/2	42	2,308	35,485
TOTAL									251,102	5,822,853	
Service											
BBDO INC.	BBDO	O	30 3/4	33 3/4	- 3	- 8.88	38 3/4	22 1/2	7	2,513	77,274
COMSAT	CQ	N	41 3/4	45	- 3 1/4	- 7.22	48 3/4	28 3/4	10	8,000	334,000
DOYLE DANE BERNBACH	DOYL	O	20 1/4	20 1/2	- 1/4	- 1.21	31	16 1/4	7	1,776	35,964
FOOTE CONE & BELOING	FCB	N	17 5/8	17 1/2	+ 1/8	+ .71	23 1/8	14 3/4	6	2,607	45,948
GREY ADVERTISING	GREY	O	35	35			36	16 1/2	4	624	21,840
INTERPUBLIC GROUP	IPG	N	35 1/2	37 5/8	- 2 1/8	- 5.64	39 1/4	22 1/2	7	2,387	84,738
MCI COMMUNICATIONS	MCIC	O	7 3/8	8	- 5/8	- 7.81	8 1/4	7/8	92	20,692	152,603
MOVIELAB	MOV	A	5 1/4	6	- 3/4	- 12.50	6 1/8	1	9	1,481	7,775
MPO VIDEOTECHNICS	MPO	A	4 1/2	4 5/8	- 1/8	- 2.70	65 3/8	4	4	520	2,340
A. C. NIELSEN	NIELB	O	24	24 3/8	- 3/8	- 1.53	28 1/2	18 7/8	11	10,986	263,664
OGILVY & MATHER	OGILV	O	20 3/4	21 3/4	- 1	- 4.59	56 1/2	20	7	3,610	74,907
TPC COMMUNICATIONS	TPCC	O	7 7/8	8 1/2	- 5/8	- 7.35	10 1/2	2 1/4	14	899	7,079
J. WALTER THOMPSON	JWT	N	26 3/8	28 1/2	- 2 1/8	- 7.45	32 7/8	15 1/8	6	2,649	69,867
WESTERN UNION	WU	N	17 1/8	17 1/4	- 1/8	- .72	21 1/4	15	7	15,177	259,906
TOTAL									73,921	1,437,905	
Electronics/Manufacturing											
AEL INDUSTRIES	AELBA	O	6 1/4	7 1/4	- 1	- 13.79	10 1/4	2 3/8	5	1,672	10,450
AMPEX	APX	N	16	16 1/4	- 1/4	- 1.53	19 1/4	7 3/8	11	11,357	181,712
ARVIN INDUSTRIES	ARV	N	14 1/2	14 3/4	- 1/4	- 1.69	22 1/2	12 1/2	4	5,959	86,405
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4 1/2	4 3/4	- 1/4	- 5.26	5 3/4	1 3/4	10	2,127	9,571
COHU	COH	A	4 1/2	4 1/8	+ 3/8	+ 9.09	5 1/2	2 1/8	15	1,686	7,587
CONRAC	CAX	N	14 3/4	15 1/4	- 1/2	- 3.27	27 1/4	13 1/2	23	2,052	30,267
EASTMAN KODAK	EASKD	N	60 3/8	62 5/8	- 2 1/4	- 3.59	86 3/4	42	11	161,384	9,743,559
FARINDO	FARN	O	12	12 1/2	- 1/2	- 4.00	16 1/2	8	11	4,782	57,384
GENERAL ELECTRIC	GE	N	49 1/4	49 3/4	- 1/2	- 1.00	56 5/8	44 1/2	9	184,581	9,090,614
HARRIS CORP.	HRS	N	27 5/8	28 7/8	- 1 1/4	- 4.32	35 3/4	19 7/8	12	26,113	721,371
HARVEL INDUSTRIES*	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.	IVCP	O	3/4	3/4			2 5/8	1/4		2,701	2,025
M/A COM, INC.	MAI	N	21	23 1/2	- 2 1/2	- 10.63	23 1/2	10 1/8	27	2,640	55,440
3M	MMM	N	54 1/2	55 3/8	- 7/8	- 1.58	64 3/4	43 1/2	11	116,473	6,347,778
MOTOROLA	MDT	N	42 1/8	42 3/8	- 1/4	- .58	56 7/8	34 1/4	10	28,544	1,202,416
N. AMERICAN PHILIPS	NPH	N	28 1/4	29 3/4	- 1 1/2	- 5.04	36	24 1/2	5	12,033	339,932
OAK INDUSTRIES	OAK	N	26 1/8	28 3/8	- 2 1/4	- 7.92	29 1/2	6 1/4	18	3,653	95,434
ORROX CORP.	ORRX	O	5 1/2	6 1/4	- 3/4	- 12.00	7 1/4	1/2	8	1,977	10,873
RCA	RCA	N	24 5/8	25 3/8	- 3/4	- 2.95	33 5/8	22 3/4	7	74,821	1,842,467
ROCKWELL INTL.	ROK	N	38 3/8	38 7/8	- 1/2	- 1.28	39 3/4	28 1/4	6	34,800	1,335,450
RSC INDUSTRIES	RSC	A	3 1/8	3 1/8			4	1 5/8	17	2,412	7,537
SCIENTIFIC-ATLANTA	SFA	A	36 1/4	38 1/8	- 1 7/8	- 4.91	38 3/8	16 3/4	16	2,705	98,056
SONY CORP.	SNE	N	9 5/8	9 1/2	+ 1/8	+ 1.31	10 5/8	7	16	172,500	1,660,312
TEKTRONIX	TEK	N	51 1/2	54	- 2 1/2	- 4.62	68 1/2	28 1/4	13	17,995	926,742
TELEMATION	TLMT	O	1 1/2	1 1/4	+ 1/4	+ 20.00	2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	10	10 5/8	- 5/8	- 5.88	12 3/4	6 1/2	21	3,985	39,850
VARIAN ASSOCIATES	VAR	N	17 5/8	18 5/8	- 1	- 5.36	21	13	98	6,838	120,519
WESTINGHOUSE	WX	N	16 7/8	17 1/2	- 5/8	- 3.57	24 1/2	16 1/4	5	86,511	1,459,873
ZENITH	ZE	N	14 1/8	15	- 7/8	- 5.83	28	11 3/8	13	18,800	265,550
TOTAL									993,528	35,753,741	
GRAND TOTAL									1,959,013	60,216,855	

Standard & Poor's 400 Industrials Average 111.15 113.59 -2.44

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

Profile

Happy days for Paramount's Nardino

Twenty years ago, Gary Nardino's parents wanted him to go to work for Prudential. But he had his eyes on rainbows, not rocks, and he chose show business instead. Today, Nardino occupies a key perch atop the television world as president of Paramount Television, a company that boasts five of the top-rated shows on the air this season (*Mork and Mindy*, *Happy Days*, *Laverne and Shirley*, *Angie* and *Taxi*) and will field two more contenders next fall (*The Associates* on ABC and *Working Stiffs* on CBS).

Nardino is one of the few top executives in television who can claim to have worked his way up from the secretarial ranks. His first job out of the Army was as a secretary in the William Morris Agency TV department, an early exposure he recommends as one of the best ways to learn the business. "I saw right away that this was the best outlet for my abilities," he says now. "I could use my business sense, sales sense, managerial abilities and parlay them with a good perception of people."

It didn't take him long to become an agent, a job that put him in intimate contact with writers, producers, directors and packaging companies. His first big client was Skitch Henderson, the bandleader. "I had an uncle who was in the music business. He saw in me ingredients he thought were right for being a talent agent, and he really helped launch my career by introducing me to Skitch Henderson. Eventually I represented other people who worked on the *Tonight Show*—including their head writer, Al Robbin."

Nardino learned early how to establish a good rapport with writers—the people he calls the foundation of the business. "Even now, I do that best for Paramount. I realize that I'm just a suggester—a guide—not their teacher. I help writers realize what they're trying to create. I facilitate what the creative people do. I help protect them and their work. And since we have a good record of getting shows on the air, writers want to work for us. We have a sensational roster of people, and I'm responsible for giving them a happy atmosphere."

Nardino feels he has several advantages in running Paramount's highly successful television division. "First, I have tremendous support from a cohesive management team. Michael Eisner (Paramount's president and chief operating officer) is the finest executive and creative mind I've met in all my 20 years in the business. Barry Diller (chairman and chief executive officer) is absolutely terrific. They are the best in the business, and they give me all I need to run a successful operation.



Gary Nardino—president, Paramount Television, Los Angeles; b. Aug. 26, 1935, Garfield, N.J.; BS in business administration, Seton Hall University, 1957; U.S. Army, 1957-59; trainee, William Morris Agency, New York, 1959-61; TV agent, Frank Cooper Associates, New York, 1961-64 (purchased by Ashley-Famous Agency in 1964); vice-president, TV, 1969; New York TV department head, 1972; senior vice-president 1973-76; vice-president and head of New York TV department, 1976-77; president, Paramount Television, Los Angeles, since 1977; m. Florence Poluse, 1965; daughter Caroline, 18 months.

"And I started with an incredibly talented team—Garry Marshall, Tom Miller and Ed Milkis. I was able to branch them out so people like Lowell Gans, Arthur Silver and Bob Runner could start their own companies, and then we get more writers and more good products to sell and it just keeps going."

What is it that keeps Nardino going? "Maybe it's the trepidation that gives me the edge to keep going. In this business you anticipate failure, so I struggle to keep it from happening."

But Nardino admits it's tough to keep on top. He's been at Paramount for two years and the work has gotten harder rather than easier. "It's tougher than I anticipated and it's tougher this year than last. When you're a winner it's tough to keep on top and manage something this large.

"But I get this terrific feeling of accomplishment when a show gets on the air and it's a good show that people watch. I love feeling that accomplishment."

Others at Paramount second that motion. Garry Marshall, among the most successful producers in Hollywood, has been at Paramount for 10 years. "I've been through many regimes," he says, "but Gary's is one of the more pleasant.

"He's supportive and flexible. I often train new people for jobs as writers, producers, directors. Gary was the first new boss at Paramount to use the people I trained. He appreciates my training program where the other top men saw it as nepotism.

"For instance," Marshall continues, "I was asked for a suggestion as to who should direct a new pilot here called *Working Stiffs*. I said Penny Marshall, who is my sister, would be great as the director.

"The network thought it was a silly idea but Gary was willing to take the shot and let Penny direct it. No one else would have done that. They would have said, Penny's an actress, or Penny's never directed before, or Penny's your sister.

"But Gary doesn't care about a person's track record. If he thinks the person can do the job he gives the person a chance, and he fights for the person. That's what happened with Penny, and *Working Stiffs* got on the air.

"Gary doesn't judge talent by what's on the outside, either," Marshall explains. "A guy could come in and be clean-cut, bright, organized and articulate—a guy who knows how to play the trappings game. But Gary won't fall for that.

"He has faith in talent so he doesn't bug you on your methods. I work Chinese style. That would drive other bosses crazy but Gary doesn't always go by the book so he doesn't mind if I don't either.

"And he knows how to guide shows and protect the people who work for him. That's why people stay here. That's why we've been able to be pretty successful."

Circumstances in Nardino's personal life have also fostered his work efforts. "My wife and I divide our time between our homes in Connecticut and Los Angeles. When she [his wife Florence] and my daughter [Caroline, 18 months old] leave Los Angeles for Connecticut, I just pour myself into my work. The house seems so quiet I'm forced into concentrating solely on my work."

Gary Nardino is very happy with the way his life has shaped up. "Things have flowed for me. I've worked really hard but things have consistently happened. I had never thought about going to L.A. but when Michael Eisner called me and asked me to work at Paramount I immediately said yes. I realized it was the right thing to do—I wanted to do it.

"I remember when I started work at the William Morris Agency for \$50 a week. I shared a one-room brownstone in New York for \$90 a month. My roommate and I ate lots of bologna but it was exciting, fun and glamorous. It was a great time of life. But it's great now, too."

And, Nardino adds, his parents are happy, too.

Going through motions

Events at the FCC last week suggest that its version of deregulation, the political catchword of this season, may be more illusion than reality. It is difficult to predict just what kind of rulemaking will eventually emerge, but the extensive discussion in the commission's meeting last Tuesday indicated no tumultuous rush to free broadcasters of the worst features of government control.

At best, there will be some diminution of the paper work that the government now requires of radio licensees and perhaps the elimination of some programing and advertising restrictions that the commission may have been surprised to learn from staff analysis last week are less effective than the marketplace as regulatory instruments.

There is an obvious disinclination, however, to liberate broadcasters from the hectoring of special interests and the judgment of the FCC if complaints about programing or advertising come before it after "deregulation." Assuming that the FCC wipes out its rules and guidelines that specify minimums for some types of programing and maximums for advertising content, case-by-case rulings after that may erect a new set of precedents just as serviceable as rules.

Add to that prospect the very real possibility that the FCC, in its present composition and with a stacked staff, will tighten its restrictions on co-located crossownerships, and deregulation takes on a different meaning from the one broadcasters have had in mind.

The FCC is probably a poor place for broadcasters to look for any real relief from overregulation. Aside from the natural bureaucratic unwillingness to relinquish authority, the agency is restricted by law. For example, it cannot repeal Section 315, the regrettable part of the Communications Act that prescribes equal time for candidates and contains the fairness doctrine. Whatever relaxation of rules it may ultimately make, the FCC faces all but certain challenge in the courts by interests that want more federal regulation instead of less and will invoke the "public interest" standard of the existing statute.

In the circumstances, broadcasters may find more relief faster in the various repair jobs on the Communications Act that are now in process in Congress. The FCC may some day peel off some layers of regulation, but if there is to be constructive action on a meaningful scale, it will have to come from the Hill.

Libel insurance

The Radio Television News Directors Association may have hit upon a way to ameliorate, perhaps even to neutralize, the worst effects of the Supreme Court's decision in the Herbert-CBS case (BROADCASTING, April 23). The RTNDA has proposed that the rules of civil procedure in libel cases be amended to erect a First Amendment obstacle to fishing expeditions into journalists' thought processes.

The Herbert-CBS decision held that attorneys for the plaintiff in a libel suit were free in the pre-trial discovery process to probe a producer's innermost thoughts in the preparation of a *60 Minutes* segment at issue. The practical effect of a literal reading of the decision is to give plaintiffs a chance to harass defendants endlessly, to the inevitable discouragement of journalistic enterprise. In the Herbert case, the producer had already been subjected to 26 days of pre-trial questioning before declining to answer questions that he thought the First Amendment barred.

The RTNDA, however, has found some comfort in a part of the Supreme Court decision that referred to the power of lower

courts to prevent abuses of pre-trial discovery. The court also noted that it had previously criticized excesses of lawyer zeal in the discovery process. Beyond that, in an opinion dissenting in part from the majority, Justice William J. Brennan urged that trial judges be aware of First Amendment interests and require a strong showing of need for the information before, as the RTNDA put it, "invading the privacy of the editorial process."

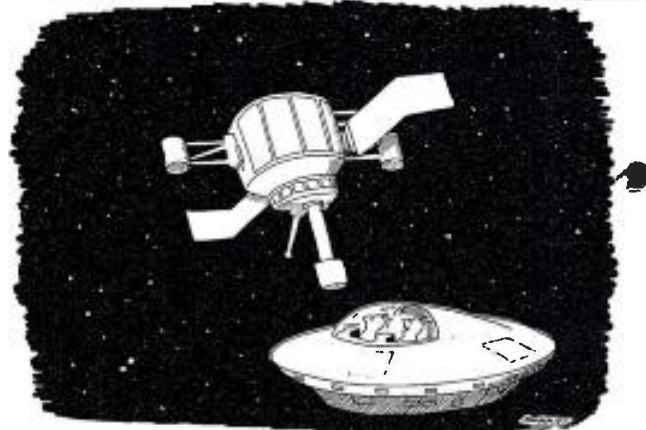
The RTNDA communicated its proposal to U.S. District Judge Roszel C. Thomsen of Baltimore, chairman of the U.S. Judicial Council's Committee on Rules of Practice and Procedure. It invited the participation of other journalistic organizations which we assume will unhesitatingly respond. This approach may make fewer headlines than a new petition to court or an appeal for congressional action. But it could also provide more protection than is likely to be found elsewhere.

Showing the way

There are those who will complain of obstructionist tactics in the jurisdictional question raised by the House Ways and Means Committee over the so-called "fees" proposed in the House Communications Subcommittee's rewrite of the Communications Act. As reported here a week ago, the Ways and Means chairman, Al Ullman (D-Ore.), has asked the Speaker of the House to refer the rewrite to his committee on the grounds that the "fees" are really a revenue raising device and as such belong to Ways and Means, which is charged with initiating tax legislation.

Well, of course, Ullman is right. No matter what label the rewrite authors attach to the \$150 million a year they want to charge broadcasters for the asserted value of the spectrum that they use, it is a tax—and one to be applied in addition to the federal income taxes of something like \$800 million a year broadcasters already are paying on their corporate profits, Ullman would be abandoning his assigned obligations if he let the Communications Subcommittee act unilaterally.

There is a way to avoid a confrontation. The authors of the rewrite have only to scale down their fees and change the basis of the charges to correspond with the amounts and principle contained in the Communications Act revision that Senator Barry Goldwater (D-Ariz.) introduced: about \$7.4 million a year to defray the actual costs of broadcast regulation. Ullman would be hard put to call a simple license fee a tax, and broadcasters would be hard put to oppose it.



Drawn for BROADCASTING by Jack Schmidt

"You get the best picture if you park about here."



**“No one is useless in
this world who lightens
the burdens
of another.”**

Charles Dickens
1812-1870

New York. The city of streets. Where thousands of miles of sidewalks are trod daily by millions of people in the pursuit of work, play and excitement in the fabled “Big Apple.”

Since 1974, WXLO, the nation's most listened to FM radio station, has used the streets of New York, through the WXLO Superwalk, to lighten the burdens of those young people afflicted by birth defects. Over a 20-mile course stretching from the verdant green of Central Park through the concrete jungle of midtown Manhattan, the bohemian vistas of Greenwich Village to the very tip of the island at Battery Park, thousands of people, their every step supported by cash pledges, go walkin' the Apple along with WXLO personalities

to raise funds to continue the work of the March of Dimes.

The record of success is inspiring. Starting with 14,000 marchers in 1974 through Superwalk '79, held on Sunday, April 29th, where 20,000 dedicated marchers raised 650,000 dollars, WXLO has contributed over two-and-one-quarter million dollars in pledges to help rid generations of children yet unborn of the spectre of braces, crutches and wheelchairs. Walking. A simple act, considered useless by many in the mobile society, has been given new meaning during this International Year of the Child by WXLO and the people of New York as they have stepped onto the path to end crippling birth defects.



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