

July 2, 1979

Radio reps: Fewer in number,
fiercer in competition

Broadcasting Jul 2

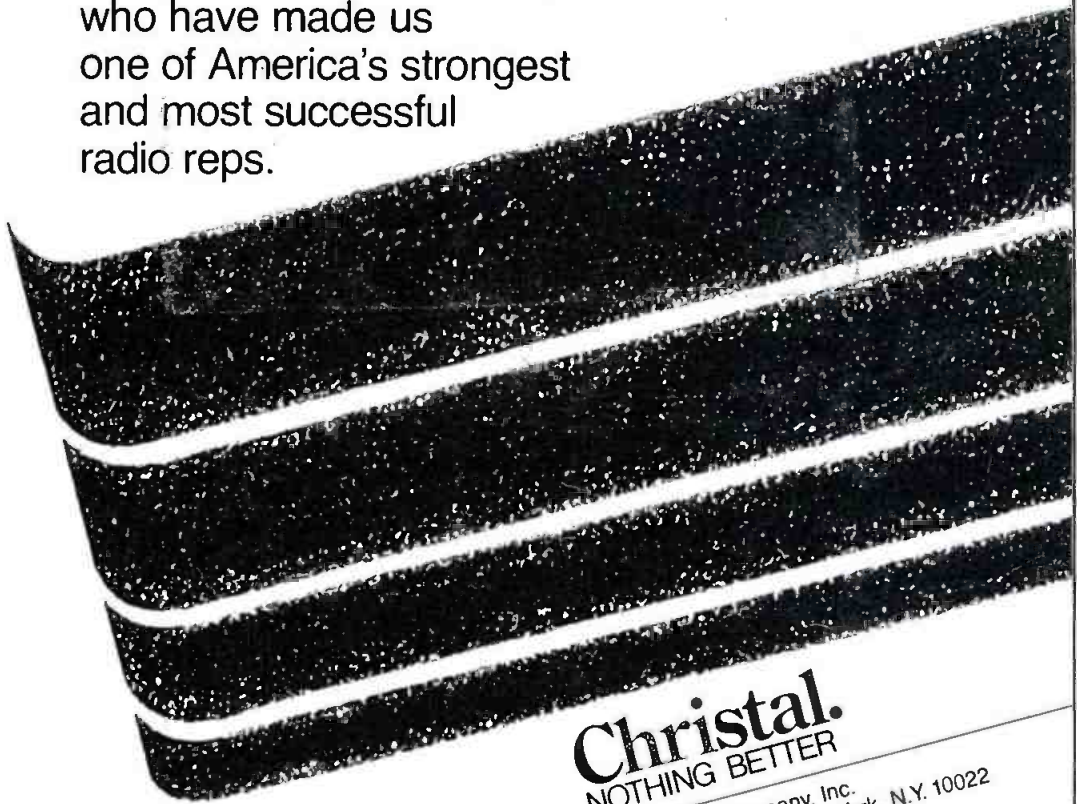
The newswkely of broadcasting and allied arts

Our 48th Year 1979

MORNINGSIDE COLLEGE
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strength

The Christal Company
wants to thank our clients,
who have made us
one of America's strongest
and most successful
radio reps.



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NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
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UPPER

FEB/82

**It's not only
what you say.
It's who you
say it with.**

CBS Radio Spot Sales
represents America's most
influential radio stations

WEEI BOSTON
WCBS NEW YORK
WCAU PHILADELPHIA
WTOP WASHINGTON, D.C.
WGBS MIAMI
WLYF MIAMI
WWJ AM DETROIT
WWJ FM DETROIT
WSPD TOLEDO
WLW CINCINNATI
WBBM CHICAGO
KMOX ST. LOUIS
WCCO MINNEAPOLIS-ST. PAUL
KPRC HOUSTON
KCBS SAN FRANCISCO
KNX LOS ANGELES
KSDO SAN DIEGO
KEZL SAN DIEGO

CBS RADIO SPOT SALES
NEW YORK • PHILADELPHIA • ATLANTA
DETROIT • CHICAGO • ST. LOUIS
SAN FRANCISCO • LOS ANGELES

The Week in Brief

THE BATTLE BEGINS □ The rewrite of the rewrite starts next week in markup, and trouble's brewing, both for Chairman Van Deerlin and for substantial deregulation. **PAGE 32.**

WASHBURN ON WARPATH □ up sentiments with his remarks. **PAGE 32.**

LAST BUT NOT LEAST □ Pull the final week of hearings or often does, turned to the si

JUST TALK □ The NAB joint and its troubles there are the action on rewrite is announ

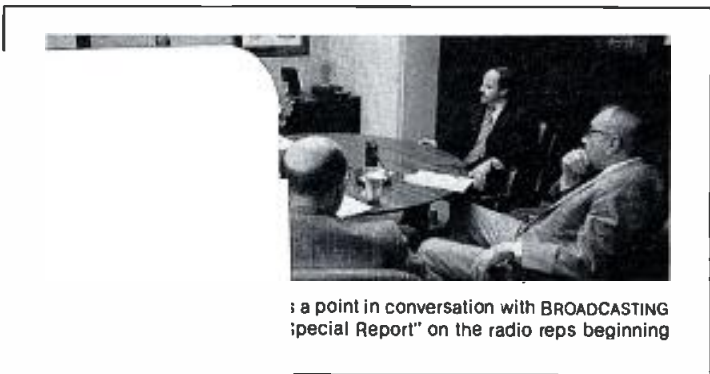
THE RADIO REP BATTLEGROUND decreasing, but the competition representatives is fierce. Billi but not as much as they should the business who say that regulatory agencies, advertisers switch generally slow spot market a A special report begins on 1

IN WITH THE NEW □ NAB's chief in Thomas Bolger of WMTV(TV) board chairman. "Consolidation working together with other groups the rewrite and other issue of **PAGE 64.**

RESTRUCTURING PBS □ Station members, meeting in Los Angeles, approve a plan for three program services, a national prime-time schedule and a reduction in the size of the board. **PAGE 66.**

'PRIME TIME' PREMIERE □ NBC's newsmagazine show,

Broadcasting
July 2, 1979



... a point in conversation with BROADCASTING special Report" on the radio reps beginning

debuts with live-and-tape format, reviews. **PAGE 70.**

erman signs Lucille Ball to network, star in specials and set **PAGE 72.**

□ The Supreme Court narrows libel protection is afforded to is afraid it will be more difficult against such suits. **PAGE 74.**

g & Rubicam and Marsteller, which had 1978 billings of operate independently under

FORMAT FIGHT □ In the home videocassette battle, VHS units are leading Beta, but both are wary of the potential of videodisks. **PAGE 81.**

MR. PERSISTENT □ Solomon Sagall has had a vision of pay television for 20 years. After listening to critics degrade the idea as unworkable, he has seen subscription stations go on the air using his Teleglobe Corp.'s equipment. **PAGE 105.**

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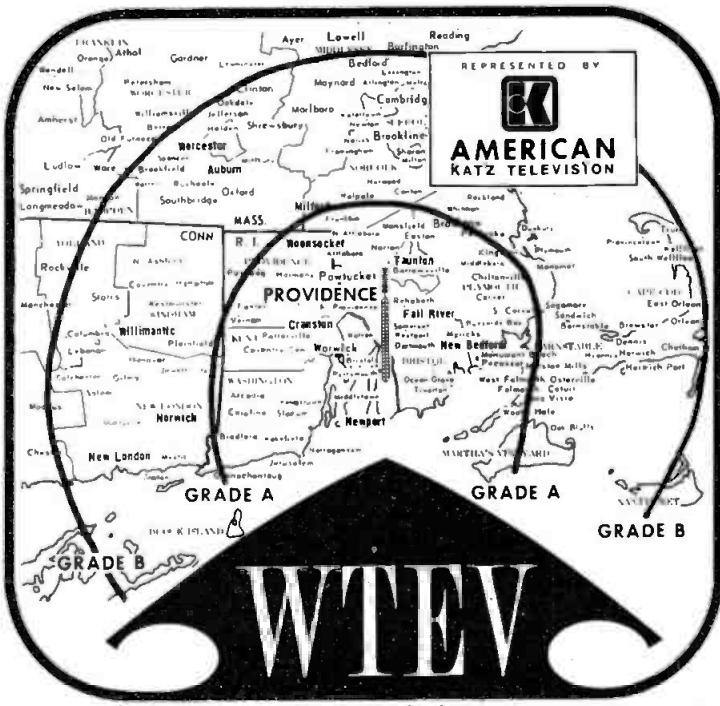
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PROSPERITOUS PERSONS



To cover the Providence DMA - use WTEV



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

WTEV 6

STEINMAN TV STATION

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



ACBS AFFILIATE

Vance L. Eckersley, Manager

STEINMAN TELEVISION STATIONS

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

E MAGICIAN

VPR-2

It's no trick at all to get special video effects from the Ampex VPR-2. This unbelievable helical delivers broadcastable slow motion and freeze-frame pictures with an optional Automatic Scan Tracking System that makes noise bars disappear. Drop in a tape, put your hands on the shuttle knob, and you'll be in total command of the playback picture, continuously variable from a dead stop to maximum shuttle.

VPR-2 is the second generation of Ampex broadcast helicals and an end product of 20 years of helical recording development. It works in SMPTE Type C format and comes with a built-in, frame-accurate programmable editor that lets you rehearse before doing a "take."

What's left? On-the-air time base accuracy, with the TBC-2 digital time base corrector. No other TBC can put the VPR-2 special effects library on the air. And you might want the SMC-60 Slow Motion Controller with remote tape timer, 60-second clock display and multiple cueing versatility.

The joystick control, bidirectional jog controls and three levels of slow motion range help you squeeze the last ounce of capability from your VPR-2 with AST or your shuttle-equipped VPR-1.

VPR-2. A whole show in one compact one-inch helical VTR. Packaged any way it suits your needs. A magician of a machine for exciting video productions.

AMPEX MAKES IT EXCITING.

Ampex Corporation, 401 Broadway, Redwood City, California 94063 415/367-2011



There's a sunny market in Talla- hassee.

The Tallahassee market is hot and growing. The Tallahassee-Thomasville area grew by more than 20% last year.

Forward Communications gives you two shots at this affluent market:

WONS-AM captures the 30+ segment of the market with its adult MOR/news and information format.

WBGM-FM-99 blankets the market with 100,000 Watts of adult contemporary music in stereo.

Both stations have an audience that's growing along with Tallahassee.

You're ahead
when you buy
Forward



WONS-AM WBGM-FM

TALLAHASSEE, FLORIDA

MEMBER... FORWARD GROUP

WTRF-FM Wheeling
WKAU-AM-FM Kaukauna
KVGB-AM-FM Great Bend
WONS-AM Tallahassee
WBGM-FM Tallahassee
WSAU-AM Wausau
WIFC-FM Wausau



Buying, New York. Target: total women.

Agway □ Four-week campaign for paints and sealer starts July 11 in 16 Northeast markets. Agency: Northrup & Teel, Pittsford, N.Y. Target: men, 25-54.

Sedgfield □ Four-week campaign for Sedgfield jeans begins in early August in eight markets. Agency: Mathieu, Gerfen & Bresner, New York.

Genesee □ Three-week campaign for Cream Ale begins July 16 in 21 markets. Agency: William Esty, New York. Target: men, 18-49.

Carnation □ Three-week campaign for Slender Bars food begins July 17 in 40 markets. Agency: Erwin Wasey, Los Angeles. Target: women, 18-49.

Tandy Corp. □ Three-week campaign begins July 9 for color tile kits in 20 markets. Agency: Mart Advertising, Fort Worth. Target: adults, 25-49.

Firestone □ Two-week campaign for tires begins Aug. 12 in 91 markets. Agency: Sweeny & James, Cleveland. Target: men, 25-54.

Nissan Motor Corp. □ One-week campaign for Datsun cars and trucks begins Aug. 6 in 24 markets. Agency: William Esty, New York. Target: men, 18-49.

RADIO ONLY

American Dairy Association □ Six-week campaign starts this week for milk in 30 Southeastern markets. Agency: D'arcy MacManus & Masius, Atlanta. Target: teens.

International Harvester □ Six-week campaign for Scout vehicles will start this week in six Southwest markets, including Dallas, Houston and Tulsa, Okla. Agency: The Bloom Agency, Dallas. Target: men, 18-49.

C & C Cola □ Six-week campaign begins July 16 for soft drink in San Diego and Los Angeles. Agency: Catalano & Gornick, Los Angeles. Target: women, 18-49.

Bell of Pennsylvania □ Four-week campaigns for Yellow Pages ad sales begins Sept. 10 and Sept. 17 in Scranton, Pa., and Pittsburgh, respectively. Agency: Lewis & Gilman, Philadelphia. Target: men, 25-64.

Alcoa □ Four-week campaign for various products begins this week in 31 markets. Agency: Creamer Inc., Pittsburgh. Target: men, 25-64.

Wrangler □ Four-week campaign starts Aug. 8 for jeans in about 250 markets. Agency: Doyle Dane Bernbach, New York. Target: teens.

Magic Pan □ Three-week campaign starts July 9 for restaurant chain in nine markets including New York. Agency: Allen & Dorward Inc., San Francisco. Target: adults, 25-49.

Boeing □ One-week campaign recruiting employees in New York begins July 27. Agency: Cole & Weber, Seattle. Target: men and women, 25-49.

Texas Instruments □ One-week campaign recruiting employees begins July 8 in Los Angeles. Agency: Popajoy & Fischel, Dallas. Target: men, 25-49.

BAR reports television network sales as of June 3

ABC \$689,672,200 (36.3%) □ CBS \$624,332,200 (32.8%) □ NBC \$588,001,900 (30.9%)

Day parts	Total minutes week ended June 3	Total dollars week ended June 3	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.	156	\$ 1,411,900	3,470	\$ 27,060,500	\$ 23,815,800	+13.7
Monday-Friday 10 a.m.-6 p.m.	985	17,707,900	22,039	392,606,900	363,869,100	+7.9
Saturday-Sunday Sign-on-6 p.m.	264	6,149,900	7,498	215,150,600	192,472,900	+11.8
Monday-Saturday 6 p.m.-7:30 p.m.	97	4,911,900	2,161	108,904,000	95,250,600	+14.3
Sunday 6 p.m.-7:30 p.m.	26	1,267,300	534	34,565,400	28,813,200	+20.0
Monday-Sunday 7:30 p.m.-11 p.m.	418	45,654,000	9,093	996,953,600	872,938,400	+14.2
Monday-Sunday 11 p.m.-Sign-off	240	6,770,400	5,160	126,765,300	103,379,000	+22.6
Total	2,186	\$83,873,300	49,955	\$1,902,006,300	\$1,680,539,000	+13.2

Source: Broadcast Advertisers Reports

IN OUR EMMY-WINNING TRADITION, WE WIN AGAIN!

The 21st annual Chicago Emmy Awards honored WBBM-TV with 34 Emmys for television news, programming and individual achievement, the largest number awarded to any Chicago station.

NEWS SPECIALS: AN

INVESTIGATIVE REPORT

Agent Orange: The Human Harvest
Bill Kurtis, reporter; Rose Economou, Brian Boyer,
co-producers

INFORMATIONAL PROGRAMMING: SINGLE PUBLIC AFFAIRS PROGRAM

Blizzard '79: Public Questions, City Answers
Bill Kurtis, Walter Jacobson, co-anchors; Tom Kuelbs,
Scott Gurvey, David Caravello, Dick Goldberg,
co-producers

COMMENTARY ACHIEVEMENT

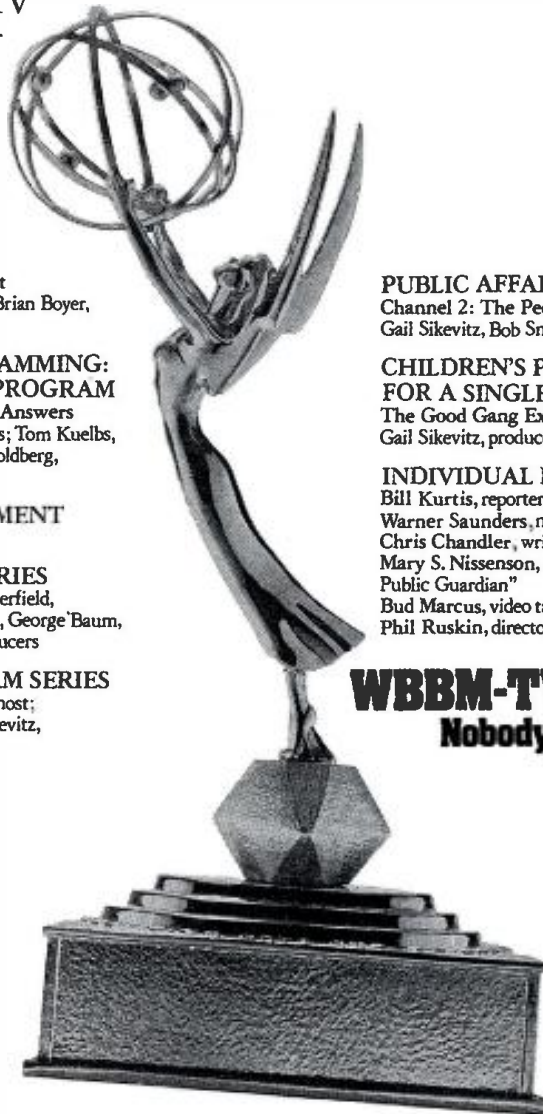
Perspectives, Walter Jacobson

MAGAZINE PROGRAM SERIES

Two on Two, Bob Wallace, Harry Porterfield,
Susan Anderson, co-hosts; Jim Hatfield, George Baum,
Patrice Fletcher, David Barnes, co-producers

CONVERSATION PROGRAM SERIES

Common Ground, Warner Saunders, host;
Frank Jackson, Kenn Calhoun, Gail Sikevitz,
Don Johnson, co-producers



PUBLIC AFFAIRS SERIES

Channel 2: The People, Harry Porterfield, host;
Gail Sikevitz, Bob Smith, Kenn Calhoun, co-producers

CHILDREN'S PROGRAMMING:

FOR A SINGLE PROGRAM

The Good Gang Express, Warner Saunders, host;
Gail Sikevitz, producer

INDIVIDUAL EXCELLENCE

Bill Kurtis, reporter/writer, "The Holy Land"
Warner Saunders, narrator, "The End of the Line"
Chris Chandler, writer/researcher, "Focus: 1968"
Mary S. Nissenon, researcher, "Factfinder:
Public Guardian"
Bud Marcus, video tape editor, "The Good Gang Express"
Phil Ruskin, director, "The Good Gang Express"

WBBM-TV 2 CHICAGO
Nobody Does It Better!
© CBS Inc.

BLAIR RADIO RESOURCES



How radio's most creative salespeople combine systems and salesmanship to get top results for our stations.

In radio, sales support is important. Computer-generated research is important. And Blair has the best of both. But when you get right down to it, it's what the salesperson does with the material that makes the difference.

And nobody's more resourceful at that than the Blair salesperson.

Like the time one of them drove a herd of turtles through a maze on a buyer's desk. To drive home specific points about a Blair station.

And another showed up in a bearskin costume to dramatize a Blair station benefit. (They said only his bare skin could have grabbed more attention.)

Still another sent big, juicy half apples to buyers. To demonstrate that without the Blair sta-

BLAIR RADIO RESOURCEFULNESS



tion, they were buying only half of the Big Apple.

Blair Radio's ability to deliver sales results is extraordinary, because we make an extraordinary effort to attract and hold the best people in the business.

The most talented, most spirited, most motivated salespeople in radio.

And the tools we give them to work with are also unmatched. Such as Blair's powerful new BRAIN computer system. Which makes all radio easier than ever to plan and buy.

Blair salespeople take the BRAIN's gray matter and give it color, life and a healthy dash of show biz. Bottom line, the Blair-represented radio station gets its national sales edge from resourceful people working with the best resources in radio.



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

GOOD NEWS!

(IN FACT, THE BEST.)

WCAU-TV Philadelphia

- 1st Place—The Best Regularly Scheduled Newscast
- 1st Place—The Best Spot News Reporting
- 2nd Place—Enterprise Reporting
- 3rd Place—Enterprise Reporting

1978 TELEVISION CONTEST
AWARDS by THE PENNSYLVANIA
ASSOCIATED PRESS
BROADCASTERS ASSOCIATION.

Almost every television station in Pennsylvania entered this competition.

They did what we did, their best.

WCAU-TV is proud to have been judged the best of the best. The Best Regularly Scheduled Newscast in the State.

Any night, in the Pennsylvania, South Jersey, Delaware area, at 5:30, 6 and 11, you can judge for yourself.

Who makes the news more awarding?

IT'S TV 10 AGAIN!

Datebook

■ indicates new or revised listing

This week

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

Also in July

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

July 8-11—*New England Cable Television Association* annual convention. Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, (863) 286-4473.

■ **July 10**—*Information Industry Association* breakfast meeting, with Glen Robinson, chairman of U.S. delegation to World Administrative Radio Conference, as speaker. Room B 338, Rayburn House Office Building, Washington. Information: Bob Willard, (202)-544-1969.

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

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

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

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

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

July 10—New deadline for filing comments to FCC on AM clear channel rulemaking.

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

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

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

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

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

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

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

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

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

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

June 14-16—*National Gospel Radio Seminar*. Holiday Inn-Clayton Plaza, St. Louis. Contact: Dave Wortman, P.O. Box 22912, Nashville 37202; (615) 256-2241.

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

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

July 15-19—*CATA Cable Operators Seminar '79*, sponsored by *Community Antenna Television Association*. The Abbey on Lake Geneva, Wis. Registration:

CCOS '79., 429 N.W. 23d, Suite 106, Oklahoma City 73107.

July 16-18—*Arbitron Television Advisory Council* meeting. Radisson South, Minneapolis.

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

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

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

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

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

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

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

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

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

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

■ **July 19-20**—Workshop on libel litigation, sponsored by *Practising Law Institute*. Sheraton Centre hotel, New York.

July 22-24—*California Broadcasters Association* annual meeting. NBC President Fred Silverman will speak July 24. Del Monte Hyatt House, Monterey, Calif.

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

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

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

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

August

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

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

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

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

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

Major Meetings

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

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

Sept. 6-8—*Radio Television News Directors Association* international conference.

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

Sept. 16-19—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria, New York. Future conferences: Sept. 14-17, 1980, Town and Country hotel, San Diego; Sept. 20-23, Sheraton-Washington.

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

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

Oct. 7-10—*National Radio Broadcasters Association* annual convention. Washington Hilton hotel, Washington.

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

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

Nov. 12-14—*Television Bureau of Advertising* annual meeting. Omni hotel, Atlanta. Future meetings: Nov. 10-12, 1980, Hilton hotel, Las Vegas;

Nov. 16-18, 1981, Hyatt Regency, New Orleans.

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

■ **Jan. 13-16, 1980**—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

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

Feb. 16-21, 1980—*National Association of Television Program Executives* conference.

April 13-16, 1980—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

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

■ **June 11-15, 1980**—*Broadcaster Promotion Association* 24th annual seminar and *Broadcaster Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal.

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

The Professional

Jack Briggs' Dreams Come True

Jack Briggs' childhood dream was to make it to the pitcher's mound of a pro baseball team. At 18 that dream came true. While on the ground crew of the Cleveland Indians, his job was covering the mound with tarpaulin when it rained.

Jack has covered many facets of the sports field. He did play-by-play coverage of the Utah Stars and was Sports Director of WERE and WJW in Cleveland. Now, as an APR Sportscaster, he feeds the dreams of another generation. We like that. We're like Jack Briggs.

Professional.

AP Radio

Associated Press
Radio Network (212) 262-4011



College, Olympia, Wash. Information: Nan Rubin (202) 289-1200.

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

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

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

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

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

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

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

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

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

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

September

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

Sept. 6-8—*Radio Television News Directors Association* international conference. RTNDA board will meet Sept. 5 and 9. Caesar's Palace, Las Vegas.

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

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

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

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

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

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

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

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

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

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

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

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

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

Sept. 20-22—Western area conference of *American*

Women in Radio and Television. Washington Plaza hotel, Seattle.

Sept. 21-22—*Maine Association of Broadcasters* meeting. Sebasco Estates, Bath.

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

Sept. 20-26—Telcom 79, world telecommunications exhibition, sponsored by the *International Telecommunication Union*. Palais des Expositions, Geneva. U.S. pavilion will be hosted by Electronic Industries Association Communications Division. Information: Mark Rosenker, EIA, (202) 457-4990.

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

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

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

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

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

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

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

October

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

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

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

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

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

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

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

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

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

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

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

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

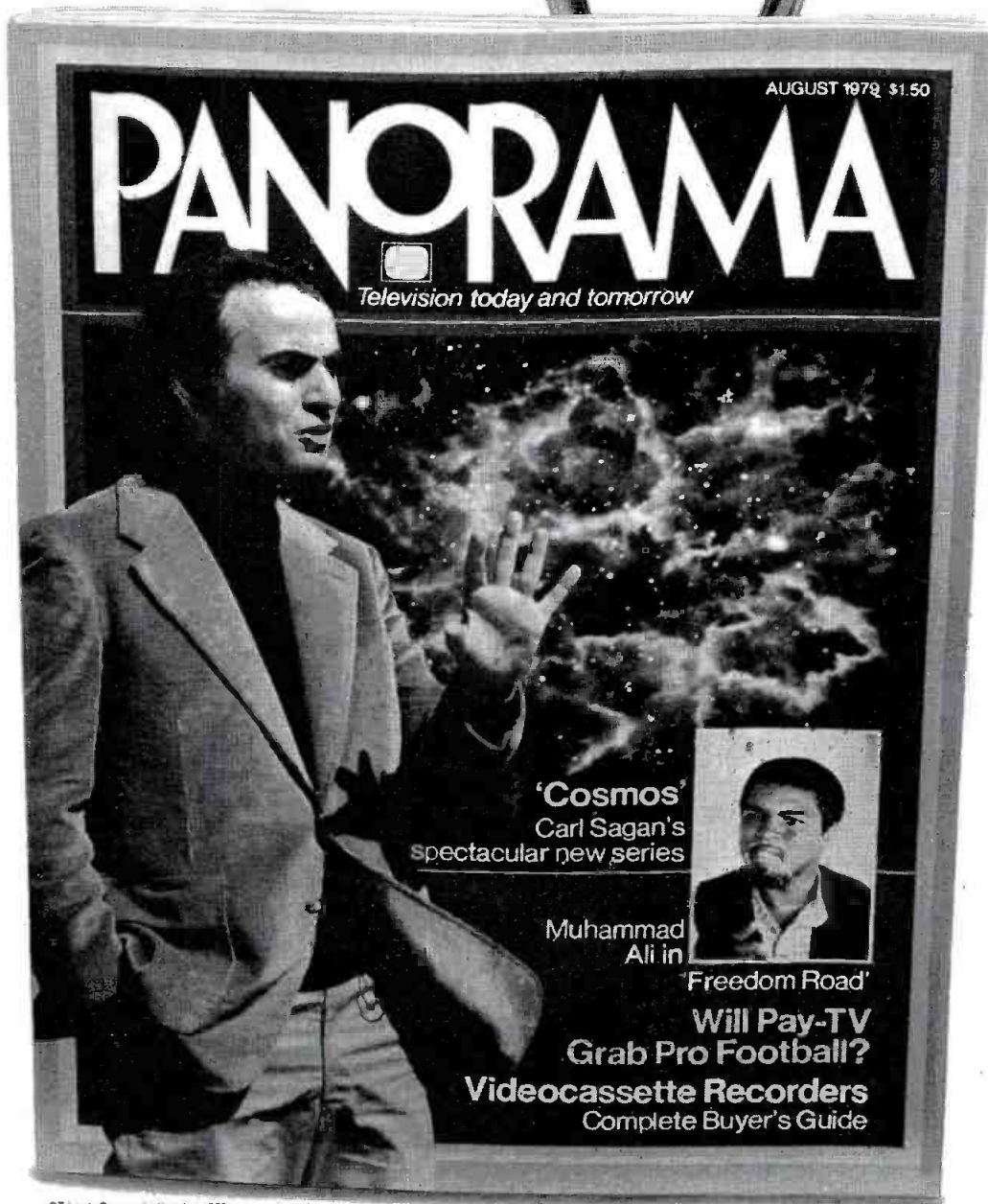
Oct. 15—*National Association of Broadcasters* legal workshop. Austin Marriott hotel, Austin, Tex. educational FM proceeding (Doc. 20735).

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

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

Oct. 18-19—*National Association of Broadcasters*

Get better television perception.



How often do you watch television? Every day? Once or twice a week?

No matter how much time you spend watching it, you can't deny the enormous impact television has on you and the people around you.

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television conference. Omni hotel, Atlanta.

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

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

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

Oct. 24-26—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington. Speaker: Vincent T. Wasilewski, president, National Association of Broadcasters. Contact: Robert K. MacLauchlin, Department of Speech and Theater Arts, Colorado State University, Fort Collins 80523.

Oct. 26-28—Southwest area conference of *Ameri-*

can Women in Radio and Television. Stouffers hotel, Houston.

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

Oct. 29-31—*Scientific-Atlanta* fifth annual satellite earth station symposium, exploring technical and business aspects of satellite communications. Marriott

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

November

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

Nov. 1-4—*Federal Communications Bar Association*

fall seminar. Cerromar Beach hotel, San Juan, PR.

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

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

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

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

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

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

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

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

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

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

December

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

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

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

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

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

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Errata

Two important entries were omitted from BROADCASTING's annual report on awards (June 25)—**daytime Emmys** presented by National Academy of Television Arts and Sciences and **several awards presented by Society of Motion Picture and Television Engineers**. Daytime Emmys appeared in BROADCASTING's May 28 issue (page 63) and included awards for "outstanding achievement" in television engineering to CBS Inc., PBS Engineering and Thomson/CSF Laboratories. SMPTE omissions: David Sarnoff Gold Medal to Masahiko Morizono, general manager of Sony Video Products Division, for ENG development; special commendations to Julius Barnathan, president, ABC Broadcast Operations and Engineering; George Broussard, director of research, Thomson-CSF, and Linwood G. Dunn, president, Film Effects of Hollywood. Also honored were Frederick M. Remley Jr., University of Michigan, and Paul F. Wittlig, consultant to CBS-TV, for outstanding service to SMPTE, and Eugene Leonard, Da Vinci Systems Group, for his paper, "Implications of Digital Video Graphics."

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The voice of the whole community.

At Gannett, responsible and responsive coverage of the whole community is not just our job. It's our responsibility.

Serving the best interests of a community means being its mirror. It means reflecting the varied tastes and interests and news needs of the old as well as the young. The rich as well as the poor. The powerful and the powerless.

And that means total community coverage. In the news. In features. In sports. And in the editorials—which must be the conscience of the whole community—constantly pressing for solutions to problems.

Newspapers and radio and television stations are forums for democracy. Places where people go to express and find diverse opinions. Without fear or favor or any question of fairness to all sides.

Places for the government to get consumer feedback, the public pulse, vital food for thought on important issues. The right places, too, for nourishing the economic well-being of the community and keeping its marketplace in good health through advertising services.

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Every Gannett newspaper, every radio and television station strives in its own way each day to touch the lives of its readers, viewers and listeners. Each as distinct as the community it serves.

This is community journalism. And at its heart is local news. The news that touches the lives of everyone it serves.

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At Gannett we have a commitment to freedom. Freedom for the men and women of Gannett to become more professional every day. Freedom to grow with a growing America. Freedom to share in the blessings of our free society and its free enterprise system. Freedom to fulfill our First Amendment obligations and to flourish with the opportunities of freedom.

We take our First Amendment responsibility seriously at Gannett. Not just because it protects the journalists' right to print or broadcast the news. But because it is the cornerstone of our democracy, the people's guarantee of freedom.

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And so from Guam to the Virgin Islands, from Reno to Rochester, from Pensacola to Phoenix, from Atlanta to Hawaii, every Gannett newspaper, every television and radio station is free to set its own course, to meet its local news obligations, to express its own opinions. Free to serve the best interests of its own community in its own way.

Gannett

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

Where Things Stand

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

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□

AM allocations. FCC has initiated rulemaking that could result in addition of 125 or even more AM stations in clear and adjacent channels. Commission decided against higher power for clear channel I-A stations as means of providing service to areas without nighttime radio service (BROADCASTING, Jan. 1). That action is coupled with increased discussion about converting daytime radio operations into full-time operations, with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytimers. Communications Act rewrite would require FCC to do something about it. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels, and FCC has adopted notice of inquiry on subject (BROADCASTING, June 25). Joint board of National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-

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

□

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

□

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

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

□

Antitrust/TV code. Department of Justice has filed suit against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18).

□

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

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

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

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

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

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

□
Children's advertising. Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington in March. Next phase, if recommended by hearing judge Morton Needelman, is disputed-issues hearings. Schedule is tentative, pending completion of Needelman's report, and pending achievement of commission quorum. FCC,

meanwhile, has received reply comments in its inquiry into children's programming and advertising (BROADCASTING, Jan. 22). And Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that his unit will be looking into matter.

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

□
Communications Act. Two and half years under way, House Communications Act rewrite is finally ready for subcommittee mark-up, scheduled to begin next week. H.R. 3333 by Representatives Lionel Van Deerlin (D-Calif.), James Collins (R-Tex.) and James Broyhill (R-N.C.) takes broadcast deregulation great deal further than leading Senate measure, S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.). H.R. 3333 calls for complete deregulation of radio immediately, for TV after 10 years. It also has retransmission consent plan that cable industry opposes. Both bills contain spectrum fee that broadcasters oppose. Other bill under consideration in Senate is S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-M.N.). (For comparisons of bills, see BROADCASTING, April 9.) Hearings on measures have been going on in both subcommittees since spring.

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

□
Crossownership (television broadcasting-cable television). FCC amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on appropriate grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request.

□
EEO. Supreme Court, in decision involving Federal Power Commission and its role—or

THEY'RE COMING.
MCATV

lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission has tentatively voted to amend Form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission decided to issue further notice of rulemaking to obtain comments on various options (BROADCASTING, Jan. 1). Final order was adopted in May (BROADCASTING, May 28).

□

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Arguments on appeals were held last month (BROADCASTING, June 18) in U.S. Court of Appeals for Ninth Circuit. In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers

"determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

□

FCC fees. Commission has adopted report and order providing for refund of fees in excess of \$129 for radio stations and \$121 for television facilities. Refund program began last month (BROADCASTING, June 25).

□

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

□

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

□

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court's WESH decision in October, although that decision was later amended (BROADCASTING, Jan. 2). Issue is treated in Communications Act revisions bills introduced in House and Senate (BROADCASTING, April 2), and it appears any action on renewal issues will take place within context of those bills. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year; both are reruns from last Congress.

□

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$9 million from networks and other broadcast organizations, its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1). National Radio Broadcasters Association has created program where its members help

minorities learn station operations.

□

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

□

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

□

Network standings. Prime-time TV ratings averages, Sept. 18, 1978-June 24: ABC 19.9, CBS 18.0, NBC 16.3.

□

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

□

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

□

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's au-

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thority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reaches 4.5 million subscribers (BROADCASTING, May 28). There are four over-air pay TV stations currently telecasting: wtvG(TV) Newark, N.J., wbsc-TV Corona, Calif., wotv(TV) Boston and kwHY-TV Los Angeles.

□

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

□

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

□

Retransmission consent. Henry Geller, head of National Telecommunications and Information Administration, has proposed this idea to FCC as means of introducing marketplace factor into distant-signal importation equation. Cable systems would have to obtain permission of either station or copyright owners for signals that are brought in. Proposal is also embodied in Representative Lionel Van Deerlin's (D-Mass.) Communications Act rewrite legislation.

□

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29). After *Stanford Daily* decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be con-

tested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9). It underwent recent hearings in House (BROADCASTING, May 28). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26). And Court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23).

□

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to \$610,000 on project (BROADCASTING, Jan. 8).

□

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

□

WARC. U.S. and 153 other member nations of International Telecommunications Union are in home stretch in developing national positions to present to World Administrative Radio Conference in 1979 (BROADCASTING, Dec. 11, 1978). WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals were due to be submitted to ITU in January (BROADCASTING, Jan. 1).

□

WESH. FCC renewal of license for Cowles Communications's wESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22). Cowles and competitor arrived at out-of-court settlement (BROADCASTING, May 21), but agreement was rejected by court (BROADCASTING, July 25).

THERE'S A NEW LEADER EMERGING FROM THAT OLD MYTH.



It's the myth about which Chicago TV station is the leading independent.
Take a look at the facts.

- WFLD leads all Chicago TV stations with a 4 rating & 28 share, 7-9AM, M-F*
- WFLD leads all Chicago TV stations with an 8 rating & 23 share, 3:30-6:30 PM, M-F*
- WFLD is the highest rated Indy at 10PM, M-F with a 7 rating & 11 share; AND delivers more than twice the women, 18-49 as that old myth.

Chicago television viewers aren't caught up in that old myth. They're switching to WFLD. So are the buyers and advertisers who can spot a trend like this one.

**May '79 ARB averages subject to qualifications of report.*

A FIELD COMMUNICATIONS STATION REPRESENTED BY FIELD SPOT SALES.



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David Berlyn, *Eastern sales manager*.
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Hollywood: 1680 North Vine Street, 90028.
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James David Crook, *assistant editor*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.

London: Number One, 22 Embankment Gardens, S.W. 3
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, *Teletest** in 1953 and *Television** in 1961. *Broadcasting—Teletesting* was introduced in 1946. □ * Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.

Open Mike®

Consumer overload?

EDITOR: We read with interest the extensive write-up that BROADCASTING (June 18) gave to Stu Upson's talk to our so-called Media Day in New York, and comments of Len Matthews in respect to broadcasting as well.

We were also interested in the editorial dealing with the 4-A's and the advertising business, in the general notion that in a highly regulated business broadcasting has fended for itself in a regulated atmosphere for a long time, and we've just begun.

I'm not really arguing with that position because I think it is essentially true.

On the other hand, I think it's fair to say that the 4-A's has been in Washington since 1967 and has been attempting, as best it can, with limited personnel, to be an information source and give some kind of leadership to the agency business since that time.

The part of the Stu Upson talk that did not emerge, but I think is important, is that there is hardly a station or network that does not have a consumer advocate highly placed in the editorial staff. I know of no comparable individual who covers and supports the business system.

It is my guess that if one were to monitor the leading stations, and for that matter the networks, we would find a very large predominance of material pro-consumer and antibusiness.—*William R. Hesse, executive vice president, American Association of Advertising Agencies, Washington.*

EDITOR: If Mr. Upson wants to spend those budgets ABC-TV won't clear, ask him to give me a call.—*Donald H. Friedrich, general sales manager, WOAI-FM San Antonio, Tex.*

(Upson, chairman of the AAAA, criticized ABC-TV for reducing commercial time in children's programming, among other points he made in his speech to the Media Day assembly.)

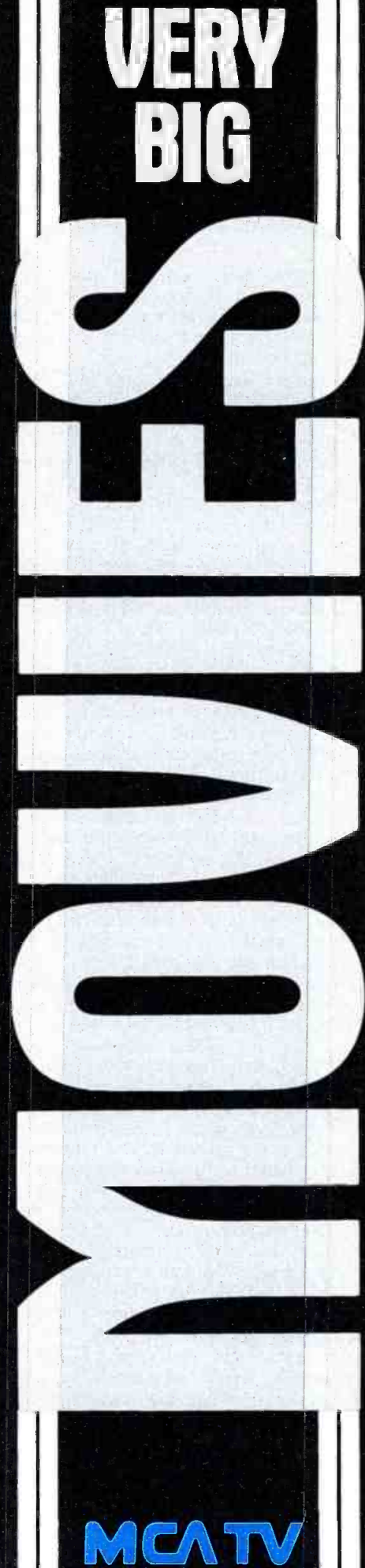
The real costs

EDITOR: The June 4 issue of BROADCASTING ("In Brief") stated that "Federal Trade Commission-sponsored study says ban on certain TV ads aimed at children would have small impact on network revenues." Not so.

The correct figures for the three-month study period in 1977 should have been \$21.8 million and \$32.9 million versus \$2.1 million and \$3.5 million as reported.

According to Broadcast Advertisers Reports in 1977, the total network television advertising for all child-oriented products was \$142.8 million.—*Clark Holt, Association of National Advertisers, New York.*

(The incorrect figures were contained in a report issued by Michigan State University about the study, which was done by an associate professor, John D. Abel.)



Monday Memo®

A broadcast advertising commentary from Frank E. Derry Jr., vice president, Ohio Edison Co., Akron

It costs too much for a utility to stay quiet

A public utility, probably more than any other business, operates in a constantly changing and volatile atmosphere, one demanding the most effective communications possible.

There are many excellent vehicles through which we can communicate: informed employees, speaker programs, company newspapers and magazines, sales and marketing representatives, customer service departments, pamphlets and mailers. Every far-sighted and responsible company develops and refines these "personal" communications methods.

There is, however, another method of communicating which, even though historically important, has become more vital—advertising. While other programs are geared to a limited group contact, advertising puts forth useful information to large numbers of customers.

Public utility communications in general, and advertising in particular, have become the subjects of controversy lately. This controversy has been spawned and nurtured by a vocal minority, mainly from the political and so-called consumer-interest sectors. It is interesting to note that many of the same critics also propound the antigrowth and antienergy arguments so often heard from these sectors. This fact might help explain their true motivation, since a well-conceived advertising program not only contributes to improved knowledge and mutual understanding, but usually helps control operating costs, ultimately meaning savings to the customer.

Early in 1975, a survey conducted for Ohio Edison showed that 76% of our customers sampled were interested in knowing the operating costs of various home appliances, obviously because bills were rising and customers wanted to feel they could control how much they had to pay for electricity. Yet, the same survey reported 77% of the customers had a favorable reaction to the value of electricity compared to other products and services. Based on their interest in operating costs, the Ohio Edison "Electric Decision Maker" campaign was born.

"Electric Decision Maker" booklets were developed with specific cost information for every conceivable type of appliance, tool, equipment and light by typical wattage, one-time-use cost and monthly cost. Subsequent editions of the booklet added helpful information on insulation, heating, air conditioning and other subjects.

Television, radio and newspapers discussed the contents of the booklet and offered free copies. Thousands of booklets



Frank E. Derry Jr. is in charge of the Ohio Edison's advertising and public and employee information services. A native of Cleveland, Derry held managerial positions with Scripps-Howard Broadcasting and NBC in that city prior to his present career of nearly 25 years service in the utility industry. In 1955 he joined the Cleveland Electric Illuminating Co., where he attained the position of general supervisor of advertising. He joined Ohio Edison in 1972 as manager of communications services and was elected a vice president in June 1978.

were requested.

But more significant was a survey of customers conducted six months after the campaign began which showed that 91% now had a favorable reaction to the value of electricity, 14% more than before. Since the start of the program, more than 500,000 copies of the booklet have been distributed. The campaign has not only continued in the Ohio Edison area, but also has been adopted by scores of other utilities around the country.

But the thrust of the Ohio Edison communications is primarily on television. When we are communicating with our customers, we are talking about issues that are emotional and only on television can we achieve this feeling. You also can dramatize how the customer feels and responds, and acknowledge how he feels.

Radio and newspaper advertising themes parallel those on TV while newspaper advertisements for Ohio Edison are used additionally to convey information that can't be adequately told in 60 seconds of air time.

Television commercials for Ohio Edison

cover its marketing area through stations in Youngstown and Akron, solely under Ohio Edison sponsorship, whereas in Cleveland, they are jointly sponsored by Ohio Edison and Cleveland Electric Illuminating Co. In 1978, Ohio Edison was the leading spot television advertiser among electric utilities with expenditures of \$1.3 million, according to the Television Bureau of Advertising.

Mass-media advertising has been proved to be the most cost-efficient method of communicating with customers. At Ohio Edison, we can reach customers at a cost-per-thousand of about \$1 to \$2 on radio, \$2 to \$3 on television, and \$3 to \$4 in newspapers. Compared to other methods of presenting information to the customer, the savings are great. It is estimated that the cost of handling a five-minute call to customer service is about \$1.40, or a cost-per-thousand of \$1,400, and the cost of answering a letter about \$6, or a cost-per-thousand of \$6,000.

Those utilities that stop advertising might initially save on communications expenses, but that saving would most likely be short term. It would soon be surpassed by the cost of answering additional phone calls and responding to more letters. The cost of customer-initiated communications greatly exceeds the cost of efficient, voluntary advertising communications with customers.

At Ohio Edison, we reach our nearly one million customers with a mass-media advertising budget which is about 0.1% of the company's total revenues of nearly \$1 billion.

To put these numbers into perspective, the budgets of the 100 leading national advertisers in 1977 ranged from \$22 million to \$460 million, with companies on either end allocating slightly more than 5% of total revenues to advertising. Quite naturally, their customers pay for that advertising as a part of the product or service, but few questions or voices of dissent are heard.

Somehow, the electric industry finds itself in the position of being criticized for its efforts to put worthwhile information before the customers. At the same time, surveys show it is not the majority who would stop that flow of information, but instead a vocal minority who often seem to have hostile feelings toward utilities for reasons beyond their opposition to advertising.

Most utilities understand the importance of more intense, well-directed communications. But fear of criticism is causing too many to back away from fulfilling their obligation to the customer and the industry. My own fear is that those companies are likely to pay an even greater price for their silence.

More Christal Strength:

CKLW AM*/FM

***One of the nation's most powerful radio properties featuring Detroit's #1 Drivetime Personality—Dick Purtan.**

***January 1979 Arbitron, Mon.-Fri., 6 AM-10 AM. Cume listening estimates. Adults 18-49 Metro & TSA.**

Christal.
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4414

More Christal Strength:

WSHH

"... Makes beautiful company" in Pittsburgh.

WKTO

"13-Q plays my music" in Pittsburgh.

WSHH and WKTO are Nationwide Communications Stations.

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919 Third Avenue • New York, N.Y. 10022
(212) 688-4414

Ferris wheels

In unannounced meeting of FCC members last Friday, FCC Chairman Charles D. Ferris presented two more controversial staff promotions, both from his own office: Tom Casey, lawyer, and William Ginsberg, economist, to be deputy chiefs of Common Carrier Bureau. Some commissioners objected to elevation to high posts of two relatively junior staffers. Ferris said both had been requested by Philip Verveer, new Common Carrier Bureau chief. To placate objecting colleagues, Ferris agreed to name third deputy in Common Carrier Bureau with more experience.

At same meeting, informal word got around that Richard Shiben, new chief of Broadcast Bureau, would ask approval of appointment of Frank Washington, another Ferris-office staffer who two months ago was named chief of Broadcast Bureau's Policy and Rules Division, as deputy bureau chief, to succeed Martin Levy, who quit last week (see "In Brief"). If report turns out, it will mean that Ferris has replaced all number-one and number-two staff jobs with his own people.

Old refrain

General Accounting Office, Congress's watchdog agency, is completing another study of FCC, this one dealing with management matters, and one recommendation is guaranteed to raise hackles on commissioners. It says chairman should be given statutory authority to head agency, with responsibility for personnel and budget matters, among others. Chairman has substantial authority over personnel now, but entirely due to tradition.

Recommendation that chairman be given statutory authority to run agency has been made often in past, always generates opposition from commissioners jealous of their relatively coequal status. Congress has not been keen on idea, either; reorganization plan providing for strong chairman that President Kennedy proposed was vetoed in House (BROADCASTING, June 19, 1961).

Gone with the gas

Gasoline shortage has resulted in slight slippage in national spot and local advertising by gasoline companies, according to reps and station group operators, but it could get worse. Stations fear that if crisis continues, retail, travel and amusement advertising could be affected. News coverage has been crimped, but stations are increasingly careful to schedule crews so several

assignments can be handled by one van, and some have resorted to sending vans home with personnel so staffers can line up for gasoline early in morning. One executive, Dan Gold, vice president and general manager of CBS-owned WCAU-TV Philadelphia, is riding bicycle to work.

Picture business

General Foods isn't interested in turning clock back and regaining status as major program supplier. But after years of absence, company will be back in TV network prime time with totally sponsored and developed made-for-TV movies. First deal is with CBS-TV for project based on Ernest Hemingway's "My Old Man." GF wants to do one or two a year, is in preliminary discussion with networks on two others. Agency is Benton & Bowles. GF already is involved with *Guinness Game* in access, and *Hot Fudge* children's programs.

Heat on Hill

Board members of NAB, in Washington last week for midyear meetings, got common reaction from senators and congressman in talks about Department of Justice's antitrust suit aimed at television code. Legislators were flabbergasted at scope of suit and injury that could result, including triple-damage suits against code subscribers. Predominant view was that TV, already under attack by other government agencies (FCC and FTC were cited) is being subjected to inordinate pressures by administration.

Branching out

Formation of broadcasting arm of Gannett News Service is one of the first projects on drawing board as result of \$370-million merger of Combined Communications Corp. into Gannett Co. GNS has more than 40 news people in Washington, serving Gannett's 80 newspapers. Allen H. Neuharth, president of Gannett, and Karl Eller, head of Combined (see page 77), plan to use and probably expand that staff to provide local and area coverage for seven TV and 12 radio stations in Gannett's Combined Communications subsidiary. They hope to devise broadcast version of GNS's newspaper newswire "rather quickly" and add audio and video news services later.

GNS broadcast service may be offered to stations outside Gannett-Combined group. Question has been considered but not decided. GNS newswire does not take outside newspaper clients, but fewer markets involved in Gannett broadcast ownership suggest higher potential for non-Gannett stations.

All aboard

One of more heartening reports to NAB radio board last week was dramatic increase in subscriptions to NAB radio code. Three years ago, only about 40% of NAB radio members belonged to code, figure that has risen now to close to 70%. NAB officials attribute gain to board's decision to consolidate NAB and code dues for radio members. Stations, when filling out annual form, check off whether they want to also belong to code. Their money goes for support of code whether they check off or not.

Gain was noted during board assembly last week when question was put to board members themselves: Who doesn't belong to code? Three years ago, nearly half would have responded, but last week only two members raised hands. One was Bill O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., whose station has accepted contraceptive ads, forbidden by code. Other was new radio board chairman, Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., who promptly joined up last week.

Reporters' robot

Computer system providing "electronic newsroom" for TV stations is said to be ready for marketing by Station Business Systems. It's called Newscom and is said to perform virtually all newsroom functions electronically. Basic package for relatively small stations, capable of handling assignments, on-screen writing and editing, arranging broadcast elements and printing scripts, is priced in \$30,000 range, with add-ons available for larger, more sophisticated operations.

Vic Burton, former KRON-TV San Francisco and KTTV(TV) Los Angeles news executive, since 1974 Western manager of News Election Service, worked on Newscom's development as consultant to Station Business Systems, division of Control Data Corp. SBS plans to introduce it at Radio-Television News Directors Association's international conference Sept. 6-8 at Las Vegas, hopes to have it installed in at least one station by then.

Week starters

Stung by charges of loose administration and lack of staff coordination, FCC Chairman Charles D. Ferris has initiated Monday-morning meetings attended by five bureau chiefs, four heads of major offices, plus executive staff. Sessions were held beginning at 9:30 a.m. on June 18 and 25, but today's session (July 2) was postponed because of some absences over July 4 holiday week.

Business Briefly

TV ONLY

Quaker Oats □ Seventeen-week campaign for Captain Crunch cereal begins this week in 34 markets. Agency: Adcom, Chicago. Target: children.

Gino's □ Thirteen-week campaign for restaurant chain begins this week in five markets, including specialized program in northern New Jersey. Agency: Lewis & Gilman, Philadelphia.

Aurora □ Thirteen-week campaign for racing-car sets starts Sept. 9 in top 10 markets. Agency: Scott, Lancaster, Mills, Atha, Los Angeles. Target: children, 6-11 and adults, 25-54.

Hunt Wesson □ Twelve-week campaign for Pfeiffer salad dressing starts this week in 24 markets. Agency: SFM, New York. Target: women, 25-54.

Tobin Packing □ Nine-week campaign for First Prize Franks begins this week in 10 markets. Agency: Weightman Inc., Philadelphia. Target: women, 21-54.

Lee Nails □ Eight-week campaign for

Lee Nails fingernail product begins this month in seven Eastern markets including New York, Chicago and Washington. Agency: Western International Media, Los Angeles. Target: women, 18-34.

Pabst □ Eight-week campaign for Extra Light beer begins July 9 in 80 markets. Agency: Kenyon & Eckhardt, Chicago. Target: men, 18-49, and women, 18-49.

Pizza Hut □ Seven-week campaign for restaurant chain begins in mid-July in 47 markets. Agency: Foote, Cone & Belding, Chicago.

Noxell □ Six-week campaign starts July 9 for Lestoil cleaner in 52 Eastern markets. Agency: Foote, Cone & Belding, New York. Target: women, 18-49.

Royal Optical □ Five-week campaign for eye glasses begins July 16 in 30 markets. Agency: Rosenberg & Co. Target: adults, 18-49.

Flushco □ Four-week campaign for bathroom deodorizer begins this week in six Southern markets. Agency: Time

Advantage

Retail advertising on radio has made substantial gains during past few years, according to station managers canvassed by Gaynor Media Corp., New York media buying service. Station respondents cited shifts in retail ad budgets from newspapers to radio, ranging from 10% to 25%. According to 85% of stations reporting, retail advertising in past six months has been running 20%-30% over last year. Advances in local advertising are largely at local level with few retailers buying radio on regional or national basis, study showed.

Panel of National Advertising Review Board found that Coca-Cola's TV commercial claim that "Coke is lighter than the challenger" is not considered by significant percentage of public as making dietary claim. Panel's decision was in response to appeal by Pepsi-Cola Co. of earlier finding of National Advertising Division of Council of Better Business Bureaus.

Rep Report

WRBL-TV Columbus, Ga.: To Blair Television from Katz Continental.

WHTV(TV) Meridian, Miss.: To Spot Time Ltd. (unrepresented).

WXRT(AM) Chicago: To Roslin Radio Sales from P/W Radio.

WMET(FM) Chicago: To Jack Masla & Co. from Metro Radio Sales.

KNUS(FM) Dallas: To Jack Masla & Co. from Major Market Radio.

WKPA(AM)-WYDD(FM) Pittsburgh: To Selcom Inc. from McGavren Guild.

KKLR(AM) Oklahoma City: To Bernard Howard from Paul Miller & Co.

KEZR(FM) San Jose, Calif.: To Selcom Inc. from Bernard Howard.

PRO Radio has formed new Dixie division incorporating offices in Dallas, Memphis, Atlanta and Raleigh, N.C. Heading division is Jim Cathey, Dallas manager, who will continue to be based there.

Radio only

MASLA MEANS BUSINESS

Ask George Wilson
KTLK, Denver

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

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

“Imagine increasing your station’s income without increasing either your ratings or your rates.”

*Jim Long, President,
TM Productions*

All you may have to do is increase the effectiveness of your sales approach. TM's sales consultant systems could help you do just that. To find out how you can cash in, read on.

The TM sales consultant systems are complete. They are designed to help you get more new clients, as well as bigger budgets and longer contracts from your existing clients.

Give them advertising to sell them time

The TM sales consultant systems equip your sales force to be advertising consultants instead of just time salesmen. What's the difference? The approach they use and the results they get.

A time salesman goes to a client and tells him the station has a few availabilities next week at a special rate and would he care to buy them. The client says yes, and buys a few spots.

An advertising consultant goes into the same store and talks to the owner about his business, his problems, his total advertising plans. Then he offers the prospect a complete radio campaign. He offers him national-quality commercials written by big-league pros. He offers him custom music, music that can't be used by any other business in the market. Then he suggests a long-term contract to give him more exposure for his money.

Can pay for themselves in a few months

The results? For many stations, TM's systems have resulted in higher closing



rates, more new accounts, longer initial contracts, better repeat sales and a solid bottom-line profit. Some station managers report liquidating the entire cost in just a few months. From then on, it's pure profit.

There can be other, more intangible benefits, too. The professionally produced commercials help improve the overall sound of the station. The success of the program, and the quality of the product, can give your sales staff a greater sense of pride and professionalism. These are things that can pay dividends far into the future.

Your TM representative can tell you all about it

The TM sales consultant systems can give you a new outlook on your station's profit potential, regardless of the size of your market. Ask your TM representative about the sales consultant systems. He'll find one that fits your budget and your profit goals.

**If you can't wait,
call (214) 634-8511, collect,
and ask for Fran Sax,
Sales Coordinator.**

TM TM Productions
1349 Regal Row
Dallas, Texas 75247



TOP OF THE WEEK

Ready to rewrite the rewrite

Van Deerlin may not have all his troops in line for the markup; subcommittee members may try to reinsert public trustee concept and ownership restrictions

The House Communications Subcommittee is heading toward markup sessions on the Communications Act rewrite (H.R. 3333) next week amid indications that the broadcasting section—the first order of business—may be sharply, perhaps fundamentally, revised. The results, according to some predictions last week, could be a blow not only to the hopes of the subcommittee chairman and the bill's principal author, Lionel Van Deerlin (D-Calif.), but to broadcasters' as well.

The situation, in the view of observers close to it, is still fluid. But there was talk that proposals for the complete deregulation of television after 10 years would go by the boards and would be replaced by a plan to "quantify" the public interest standard in a way that would permit some deregulation. There was talk, too, of efforts on the part of subcommittee Democrats at least, to retain the public trustee concept for radio. If successful, that could mean abandoning the bill's present scheme to free radio licensees of the periodic burden of license renewal.

Nor is that all. Subcommittee Democrats reportedly are not prepared to remove limits on radio station ownership, as would H.R. 3333. Ownership restrictions—possibly tracking those contained in the FCC's rules—may be written into the bill.

But not all advance indications necessarily run counter to broadcasters' hopes. The fate of the proposal to impose a substantial spectrum fee on broadcast licensees is said to be very much in doubt. One head-counter on the subcommittee knows of only four members who have indicated support for the bill's fee proposal, while there are five who have expressed opposition to it. But that leaves six who have not made their views known.

Van Deerlin declined to discuss the progress of the discussions in any detail. But he indicated he is not concerned. "Things are going pretty satisfactorily," he said. "We're in good shape." And he ob-

served that members' true feelings probably will not be disclosed until the start of the markup. But he also left a questioner who was pressing him on the likely fate of the rewrite pondering a cryptic remark: "Anyone opposed to H.R. 3333 as it was introduced will have reason to be pleased."

Indications that change is likely emerged at a series of four Democratic caucuses Van Deerlin called in an effort to develop a consensus in advance of the markup. Some observers had noted what they called "total confusion" on the part of subcommittee members. And some members have said they would prefer to see the markup date postponed to allow additional time to study the issues. But at least some Democratic members appear to have shaped strong views.

One source said flatly that "the total deregulation of television after 10 years is gone." The participants in the caucuses are said to be leaning toward a proposal ad-

doctrine applicable to election coverage. The equal-time law would still apply to paid political advertising.

Under the Swift proposal, the public trustee responsibility would be expressed in terms of a percentage of a station's total operating budget spent on local programming (BROADCASTING, June 25). He has said the percentage—which would be determined by the FCC after an industrywide study of stations' local-programming performance—should be pegged to the percentages of stations found to rank in the top 5%-10% of the industry. However, he has also said the bill should provide for different percentages for different-sized markets.

While Swift would apply the plan to radio as well as television, his colleagues apparently would not. They are said to feel the large number of radio stations—about 8,600—warrant substantial deregulation of the medium, though not necessarily to the degree Van Deerlin has proposed and, reportedly, is still insisting on in the caucuses.

The difficulty is in the unwillingness of some, perhaps a majority, of the subcommittee Democrats to eliminate the public trustee concept, and with it the obligation imposed on broadcasters to operate in the public interest. Once gone, those Democratic members feel, the concept could not be recovered if competition proved a poor guarantor of the public interest. (FCC Chairman Charles D. Ferris has expressed the same concern in urging retention of the public interest standard; he refers to it as a "safety net.")

Subcommittee members are sympathetic to Van Deerlin's proposal that would in effect assign radio broadcasters permanent licenses. But how, some wonder, could a permanent license be reconciled with retention of the public trustee concept? That concept, they feel, probably requires some kind of review of performance.

There is said to be support for retaining a handful of key regulations—equal employment opportunity rules and the fairness doctrine and equal time rule—though probably nothing else. And if periodic license renewal is to remain part of broadcast regulation, there is said to be sentiment for extending the present three-year period considerably—to seven years for radio broadcasters, and five for television.

Indications of concern on the part of subcommittee members regarding multiple-ownership limits came as a surprise, since that issue had not generated much controversy during the hearings on the bill. But Van Deerlin, in a letter to FCC



Van Deerlin. Casting about for consensus.

vanced by Allan Swift (D-Wash.), a former broadcast news and public affairs director, as a means of "quantifying" the public-trustee responsibility of television licensees, and then freeing television broadcasters of such regulations as ascertainment of community needs, logging and record keeping. Equal employment opportunity regulations would be retained. So would fairness doctrine and equal-time obligations, but the proposal being discussed would ease the burden they impose by making the less restrictive fairness

Across the way. Meanwhile, over in the Senate, there are indications that there's willingness to compromise on two disparate bills to revise the Communications Act. Barry Goldwater (R-Ariz.), ranking Republican on the Communications Subcommittee called last week for the drafting of a new, "clean" bill. Goldwater, sponsor of S. 622, the bill most favorable to broadcasters because it would deregulate radio, and to some extent television, while limiting the license fee to costs of regulation, said he thinks the Senate subcommittee's hearings during the last two months have pointed out a "solid basis for getting together" with Subcommittee Chairman Ernest Hollings (D-S.C.), author of S. 611. The Hollings bill, with only limited broadcast deregulation and a large spectrum-based fee, is currently the leading measure before the subcommittee.

"I have the feeling that our work is just beginning," Goldwater said at the subcommittee's last hearing Monday, during which FCC Chairman Charles Ferris testified on common-carrier matters. But "I do not think we should be wedded to the language of one bill or the other." The aim should be to clear up most controversies before taking any measure to the Senate floor, he said. Staffers for the majority and minority met after Goldwater's remarks last week to "discuss issues," as one put it, but no plans for a new bill have been announced. Nor has Senator Hollings announced dates for a mark-up.

Commissioner Abbot Washburn, has conceded that "tight limitations" on multiple ownership will probably be written into the bill. The congressman was responding to the commissioner's dissent in the Gannett Co.-Combined Communications Corp. merger case, which Washburn had sent him.

Details apparently have not been worked out. But one source said the subcommittee would probably follow the commission on the subject and limit ownership to seven AM, seven FM and seven TV stations, no more than five of them VHF, and impose bans on at least future acquisitions of stations that would result in media crossownership in a market.

The spectrum fee proposal was described as "up in the air." Strong arguments on either side of the issue have been heard in caucuses, but there were no firm views last week on what the pro-

posal's fate would be. Those backing a fee limited to generating funds needed to cover the cost of regulation received support last week from FCC Commissioner James H. Quello, in written comments filed with the Senate Communications Subcommittee, which is considering amendments to the Communications Act. Quello's statement represents a reversal of his original position favoring a proposal to dun broadcasters a percentage of their annual gross revenues—5% in the case of television, 2% in the case of radio.

The discussions at which the subcommittee Democrats have expressed themselves on the rewrite have been "very informal," according to one who has participated. And he noted that Republican members of the subcommittee could affect the outcome on issues on which the Democrats are split. But, he added, "we have a direction going."

Washburn wants some action on crossownerships

Commissioner sends copies of his dissent in Gannett-CCC merger to Congress, saying growth of large media companies is 'an unhealthy thing'

FCC Commissioner Abbott Washburn is not exactly leading a crusade. But anyone who wants to enlist in a fight against bigness in media on a national scale would probably be welcomed by the commissioner. He was talking last week about possibly trying to generate some interest at the commission in reviewing the multiple ownership issue.

Washburn, who has not been known for particularly strong feelings on the subject one way or the other, caused a number of people around the country to take notice when he issued his dissenting opinion in the Gannett Co.-Combined Communications Corp. merger (BROADCASTING, June 11).

With the merger resulting in a company owning 80 daily newspapers, seven television stations and 12 radio stations, Washburn warned that commission approval would serve as a "spur toward the placing of the organs of information and news and opinion in this country in fewer and fewer hands." Such a development, he said, is "an unhealthy thing for a democracy."

The publicity given the dissent pro-

InBrief

FCC decision dismissing fairness doctrine complaint that CBS's coverage of national security issues was biased **has been affirmed** by full nine-judge circuit of U.S. Court of Appeals in Washington. Court, which had heard appeal from three-judge panel that had ruled against commission last year (BROADCASTING, Sept. 18), issued opinion Friday upholding commission's decision that American Security Council Education Foundation had failed to present prima facie evidence of fairness doctrine violation. Three judges dissented—Malcolm Wilkey, who had written opinion for panel, George E. MacKinnon and Roger Robb. Judge Edward Allen Tamm, who had dissented from panel's opinion, wrote opinion for full court. Judge David Bazelon and Chief Judge J. Skelly Wright issued separate concurring opinions.

Department of Energy is planning **\$50 million advertising campaign** to encourage **reduction in use of energy**. Jackson Gouraud, deputy undersecretary of energy for commercialization, said campaign would employ radio, television, newspapers and magazines, and would be based on similar campaign that has been under way in Canada since 1975. That effort, Gouraud said, has helped reduce increase in use of energy from 6.1% to 2.1%. DOE is seeking funds from Congress for smaller test effort as well as for \$50 million that, Gouraud told House Energy and Power Subcommittee on Thursday, "will handle a quite respectable campaign."

FCC Commissioner **Tyrone Brown** on Thursday sailed through Senate Communications Subcommittee hearing on his nomination to **full seven-year term on commission**. Senator Ernest F. Hollings (D-S.C.), subcommittee chairman, said Brown has made record as an "out-

standing commissioner." And FCC Chairman Charles D. Ferris, who accompanied him to hearing, said he recommended Brown for reappointment **"with great enthusiasm."** In response to questions about pending proposals to amend Communications Act, Brown noted he is looking for "significant deregulation of radio within confines" of existing statute, but said commission needs help from Congress in some areas. He mentioned specifically commission procedure of conducting comparative hearing to choose among two or more applicants for broadcast license. Hearing, Brown said, often "consumes enormous resources" and still leaves commission facing several qualified applicants.

First of **April-May Arbitron Radio books**, for New York market, was mailed to subscribers last Friday, showing disco **wktu(FM) down considerably but still in lead** for third consecutive period with 7.6 share (full week metro 12+). **WOR(AM)** showed up second with 7.0, **WBLS(FM)** third with 6.4. **WABC(AM)**, longtime leader before **wktu** surge, dropped from second to fourth, with 5.9.

Broadcasters had better stop fighting cable and align themselves and their expertise with their local cable systems, **Irving B. Kahn**, chairman and president of Broadband Communications Inc., told Florida Association of Broadcasters convention Thursday. Networks "are in trouble," he said, and "if you're smart, you will prepare now to benefit from their eventual demise." Calling for **"natural alliance,"** Kahn said: "Whether this alliance takes the form of a joint venture with the local system operator, or positions you as a supplier of services to the cable system, or even, should the rules change, allows you to lease your own special channel on the system—whatever its ultimate form, you had better prepare for this forthcoming union."

After season noted for scheduling changes, **NBC-TV** last week closed-circuited its affiliates **hour-by-hour, day-by-day breakdown** of what's

duced some mail. One of the correspondents was Allen H. Neuharth, chairman and president of Gannett, who, Washburn said, promised that Gannett would be "a good giant." The letter stated Gannett's position in terms similar to those Gannett is using in full-page advertisements in major newspapers. The theme, as stated in heavy type, is "Gannett: a world of different voices where freedom speaks."

For the most part, the letters were from members of the public who voiced agreement with Washburn's views. There were also letters of approval from several former commissioners—Benjamin L. Hooks, who had served with Washburn before resigning to become executive director of the National Association for the Advancement of Colored People, one-time Chairman Newton N. Minow and Kenneth A. Cox. Representative Morris Udall (D-Ariz.), who is sponsoring legislation designed to encourage owners of small newspapers to hold on to them rather than sell out to newspaper chains, also wrote.

Then, too, there was a letter from Frederick W. Ford, a former chairman of the FCC as well as a former president of the National Cable Television Association. He expressed concern about the trend in the cable television industry he sees leading to a few companies owning most of the country's systems.

To Washburn, the Ford letter pointed up another inconsistency in the commission's multiple-ownership rules that is reason for a general review. Besides rules that permit Gannett to own 80 newspapers and 19

radio and television stations (actually, the limit is 21), he noted that while a person is limited to seven television stations, there is no limit to the number of cable systems he could own.

"It's clear to me the commission has to look at this," he said. "Things have changed a lot in this decade."

He is not interested in breaking up newspaper-broadcast holdings in the same market. He thinks the commission's decision, in the media-crossownership rule, to

grandfather existing crossownerships was "correct." But, he said, "We should have looked at it in terms of the national picture. And then," he added, "there's the cable business."

Is he going to "push" the issue?

He was not explicit. "I'm going to do a little stirring around here."

And he thought he might get some help from some of his colleagues—Commissioner Tyrone Brown, he suggested, would be a likely candidate.

Finishing up the House hearings

Public broadcasting is subject of final days of H.R. 3333; most who testify are upset over lack of funds for construction and improvement of facilities; plan to allow ads criticized

The House Communications Subcommittee last week wrapped up its hearings on the Communications Act rewrite with a three-day look at public broadcasting. A holiday recess follows this week, with a mark-up of the bill scheduled to begin July 11.

Tuesday was devoted exclusively to public radio, and the impact H.R. 3333 would have on the medium's ability to offer distinctive programming. And while there was some praise for certain portions of the bill, the consensus among witnesses was that a number of provisions—particularly the lack of support for public telecommunications facilities construction and improvement—needed reworking.

Others, however, simply suggested that the bill exclude public broadcasting completely. National Public Radio President Frank Mankiewicz, for example, said the preference of member NPR stations is to postpone consideration of public broadcasting legislation for a couple of years to allow the provisions in the Public Telecommunications Financing Act of 1978 to take hold.

The act, Mankiewicz said, changed the way public broadcasting did business, and time was needed to let the legislation effect the intended changes.

If public broadcasting were included in the bill, however, Mankiewicz suggested some changes be made. For one, he said the formulas used to distribute money raise problems of equity among public broadcasting stations, and would constitute only a small increase in funds which would be inadequate to cover the system's needs beyond 1983.

In addition, Mankiewicz said it was too

upcoming in prime time from Sept. 16 to Dec. 31, also highlighting movies and specials for January through May. NBC Entertainment President Mike Weinblatt, who has called early advance release unprecedented (BROADCASTING, June 25), told affiliates "We really think it's more important that you know what our shows are; the audience can find the shows; that the press gets the listings right; the advertisers know what they're buying on what date." Announcements ranged from Bob Hope special from China (Sept. 16, 8-11) to Kissinger special (Oct. 11, 10-11) to *25 Years of TV Guide* (Oct. 21, 8-10) to Lucille Ball and Dolly Parton specials on Jan. 31. Weinblatt said **competitive pressures might force some changes** but that such decisions would not be made "lightly."

Bill Stewart, ABC News correspondent murdered by Nicaraguan National Guardsman June 20, was described as "one of the soldiers of freedom" by UN Ambassador Andrew Young during memorial service in New York last Friday. "Our journalists are our front line of defense," Young said, "We have learned to mobilize the power of truth through mass media." Others offering tributes to Stewart were ABC News's Frank Reynolds; CBS News's Walter Cronkite; *St. Louis Post-Dispatch's* Richard Dudman and Marshall University's Bos Johnson, who once had been Stewart's news director.

Perry Lafferty, producer and former CBS-TV official, has been named senior vice president, programs and talent, for NBC Entertainment, Los Angeles, replacing John J. McMahon, who announced no future plans. Lafferty, taking over position today, comes most recently from role as producer of Mary Tyler Moore's comedy-variety show on CBS last season. During NBC President Fred Silverman's tenure as head of programming for CBS, Lafferty was vice president for programs, Hollywood, position he held from 1965 to 1976. Announcement of Lafferty's hiring



Lafferty



McMahon



Levy

was made last Wednesday by NBC Entertainment President Mike Weinblatt.

Martin Levy, deputy chief of FCC's Broadcast Bureau, who was twice passed over for appointment to chief, has retired from government. He left commission Friday, and will take position with Cohn & Marks, Washington communications law firm. Levy, who had been with commission 31 years and was known for his candor, did not go quietly. Although he felt he had sufficient support among commissioners to remain in deputy's job, he decided to leave after talk with new chief, Richard Shiben, who had leapfrogged him from post as chief of Renewal and Transfer Division (BROADCASTING, June 18). "There was clear indication he would like to have his own deputy chief," Levy said. He was also led to believe there might be "pressure from the eighth floor"—euphemism for Chairman Charles D. Ferris—"to move out." Later, he said, "Charlie doesn't like people who disagree with him."

Barton A. Cummings, chairman of executive committee of Compton Advertising, New York, elected chairman of Advertising Council.

early to predict how effective the Public Telecommunications Facilities Program will be by 1983 in expanding the system, but it was likely there will be a need for facilities funding beyond that date.

The one problem he cited in the general broadcasting provisions of the bill was the one that would limit licenses to no more than one AM or FM license in the same market. The problems created by such a situation, he said, do not apply to public broadcasting, and he noted that public radio's future may depend on single community groups obtaining two or more outlets for public radio—particularly in the FM band.

Peter Franck, vice president of the Pacifica Foundation, agreed that recent legislative initiatives ought to be given time, but cited other reservations as well. The bill, he said, "would tend to merge listener-sponsored radio with public radio, it would be a setback for affirmative action, it would remove the public interest from commercial broadcasting" and does not deal with a number of other problems, such as putting the satellite interconnection system in the hands of NPR, which Pacifica considers a competitor.

Pluria Marshall, chairman of the National Black Media Coalition, complained that there are no black-controlled public television stations in the country; minority programming is virtually nonexistent; public broadcasting is guilty of discriminatory employment practices, and the plight of the independent producer has grown worse in his dealing with the Public Broadcasting Service.

Marshall asked that a small portion of PBS funds be earmarked for operating an office that would assist in increasing minority ownership.

The biggest eye-opener of the day came from NPR Chairman Edward Elson, who offered his personal opinion to Representative Lionel Van Deerlin (D-Calif.), saying that it was time to break up "the shotgun marriage" between public radio and television, and consider their situations separately. "Public radio has shown its appeal and importance," Elson said, and it's time Congress recognized it.

To effectuate the split, Elson called for a one-time endowment from Congress of \$600 million. The grant, he said, would be repaid by spectrum fees, and would end "the rattling of the cup" by public radio. "You wouldn't see us again," he added, "but you sure would hear us."

■ Wednesday's session dealt with educational telecommunications and how well the bill reflects the need of the educational community.

A panel of educational broadcasters reiterated the position previously detailed that the bill would cut off facilities funding by 1983, which would spell disaster for the educational community. In addition, they expressed concern that the bill uses the word "educational" but does not define it adequately. For example, instructional TV is different from educational TV, and if money is specifically allotted for the

former category, there should be a provision in the bill that insures the funds are used for that purpose by qualified individuals.

Another criticism was that CPB was unresponsive to educators. Harold Morse, director of the Appalachian Education Satellite Program, said his group was getting no support from CPB, and the corporation, along with PBS, haven't been responsive to educational needs.

William Lucas, associate administrator for telecommunications applications at the National Telecommunications and Information Administration, said the agency believed legislation concerning public broadcasting is not necessary so soon after enactment of the 1978 act. Instead, Lucas said there might be a few amendments added that would clear the way for changes now going on in the industry.

Rather than abolish CPB and create a new Endowment for Program Development, as suggested in the bill, Lucas recommended giving added support to CPB, and perhaps reorganizing it into a programming endowment, which would be less disruptive than abolishing it and creating a new organization in its place.

Lucas also voiced disagreement with the proposal to allow advertising on public stations.

"Public broadcasting enjoys the freedom that it does in part because it is free from the scramble for high ratings. . . . This freedom would be lost, or at the very least diminished, if public broadcasters were encouraged to sell products on the air," he said.

William McGill, chairman of the Carnegie Commission on the Future of Public Broadcasting, agreed that ads should not be permitted on public stations, and suggested there are better ways to raise money for the system. When asked if he thought the American people would be willing to pay for public broadcasting, he said he thought they wouldn't want to put up their own resources, except on a voluntary basis.

■ A major portion of Thursday's hearings was devoted to how well public broadcasting is serving the needs of independent producers. According to the panel, there is much room for improvement; the consensus was that CPB and PBS have not been responsive to the plight of independents, with inadequate funding procedures and a lack of access to the system.

John Reilly, executive director of Global Village, a nonprofit video production group, said independent producers want to play a greater role in the selection, promotion and packaging of independent programs and series, and want greater control of funds available for production. Reilly said the proposed bill would be a step in the wrong direction, negating the positive aspects of the Public Telecommunications Financing Act of 1978.

Another complaint was that the bill's proposed Endowment for Program Development would not put funds directly in the hands of independent producers, leaving

their funding at the mercy of others. An alternative to this procedure was offered by Julie Motz, of the Hudson River Film Co., who proposed that grants from a programming fund be made available only to independent producers. Under the system, grants would be available on a one-to-one matching basis, and in order to qualify for the match, the project and its budget would have to be approved by at least one public television station.

Representing PBS was its chairman, Newton Minow, who had just returned from the PBS annual meeting in Los Angeles (see page 66) and who expressed a good deal of enthusiasm about the new direction in which the organization is headed. Unlike others, Minow said PBS had "built new bridges" with CPB and they were getting along "just fine." When asked if he thought changes were necessary for CPB, Minow said some would be in order, but he didn't think that, given the anticipated restructuring, it ought to be replaced by a new body.

Minow said he liked most provisions of the bill, and believed public broadcasting should be included in the legislation, but he suggested some alterations. He was concerned, he said, with the formulas by which federal funds will be authorized, the absence of a facilities program, and the possibility of advertising on public stations.

Of the proposed spectrum fee, Minow said it was "unfair" to target the money for public broadcasting, and it should go directly to the Treasury instead. As for advertising, he said he was opposed to it, as were nearly all member stations of the public system.

Hollings rebuffs effort to police administration's contacts with CPB

'Outrageous nonsense' is his evaluation of Schmitt plan to have new board nominees report back to subcommittee

The Corporation for Public Broadcasting's decision to restructure itself—intended, among other things, to insulate the organization from political influence on programming matters—drew a critical review from at least some of the six CPB board nominees at their Senate Communications Subcommittee hearing last week. Some, in fact, seemed to reflect the attitude of Senator Harrison Schmitt (R-N.M.), a continuing critic of public broadcasting, on the subject.

But if Schmitt found support on that score, he was isolated when he suggested that the nominees, after they join the board, inform the subcommittee of every contact they have with White House staffers or other members of the adminis-



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tration. Subcommittee Chairman Ernest F. Hollings (D-S.C.), dropping his normally courtly manner, called the suggestion "outrageous nonsense."

Confirmation of the nominees—which seems assured; Hollings referred to them as "an unusually outstanding group"—will mark the end of the White House's extended effort to stock the 15-member board with some new faces. They all replace lame ducks, whose terms have long since expired (one as far back as 1976).

The nominees are Howard White of ITT World Communications Inc.; Michael R. Kelley, a professor at George Mason University; Paul S. Friedlander, a Seattle businessman; Jose A. Rivera, a Brooklyn attorney specializing in equal employment opportunity matters; Geoffrey A. Cowan, an attorney with the Center for Law in the Public Interest and a lecturer at the UCLA Communications Department, and Kathleen Nolan, president of the Screen Actors Guild. Michael Gammino Jr., president of the Columbus National Bank of Rhode Island and chairman-president of National Columbus Bancorp Inc., is up for reappointment.

Senator Schmitt's concern—as that of ranking minority member Barry Goldwater (R-Ariz.)—is a reaction to the furor stirred by revelation of efforts by the Nixon White House to manipulate public broadcasting for political ends (BROADCASTING, Feb. 26). Schmitt said such efforts might be inevitable—"maybe it's the nature of the beast"—and that if they are to be resisted, "insulation" is needed. "But you're going to have to work with us," he told the nominees. Thus his request for reports on administration contacts.

Chairman Hollings, in dismissing the idea, said there is no evidence the Carter White House has engaged in efforts at manipulation. He said that suspicions that Barry Jagoda, former media adviser to the President, had engaged in such efforts were generated by Jagoda's boastful talk—"he was simply puffing himself up . . . He was running around like an unguided missile." But he had no real authority to affect policy, Hollings said. "That's been cleared."

To the board nominees, he said: "I don't want you to report to this committee . . . unless you feel pressure . . . I'm here to legislate, not to police." He expressed confidence that the "free press" and the board members themselves would call attention to any improper efforts at influencing board actions.

In a final matter, the subcommittee cleared up for the record the political affiliation (he is an independent) of Lucius P. Gregg Jr., CPB vice chairman. The question was raised by newspaper reports that he was planning to become a Democrat—a move that would have left the board with more Democrats than the law permits a political party. All of the new nominees are Democrats except Kelley, an independent.

NAB boards decide not to decide

Meeting is held in Washington, and despite its troubles there, association leaders hold off on taking firm rewrite stance; Lerner upset winner in radio race

It was mostly a nuts and bolts meeting, said officials of the National Association of Broadcasters at the conclusion of last week's joint board meeting in Washington.

Spokesmen reported a large portion of discussion in four days of meetings—one radio board, one TV board and two joint board meetings—was devoted to the Communications Act rewrite. But it was all talk and no formal action. And there was little discussion of the Justice Department's antitrust suit against the NAB TV code, the general feeling being that it must be fought. About the only action in the political arena was passage of a resolution reaffirming NAB's stance against relaxation of cable television regulations.

The cable resolution, an outgrowth of the TV board session Thursday, decries any attempt to do away with requirements that cable systems carry local TV signals (the rewrite, in deregulating cable, would do that), and questions the reliability of the FCC's cable economic inquiry, which concluded that cable poses no threat to broadcasting. The board "reaffirms its support of the present national communications policy of promoting free over-the-air broadcast service to the public," urging that as new communications technology becomes integrated with existing services, a locally oriented broadcast system must be protected. Specifically, it calls for continued protection of network and syndicated program exclusivity and enforcement of the requirements for cable systems to carry local signals.

New NAB officers were elected, the joint board chairmanship going to Thomas Bolger of WMTV(TV) Madison Wis., as expected. He ran unopposed for the seat vacated by now-immediate past Chairman Donald Thurston, WMBN-AM-FM North Adams, Mass. (for thoughts of both chairmen, see page 64). For the radio board chairmanship, there was an upset. Former Vice Chairman Carl Venters of WPTF(AM)-WQDR(FM) Raleigh, N.C., was beaten by Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass. The vote for Lerner, who succeeds Walter May of WPKE(AM)-WDHR(FM) Pikeville, Ky., was 20-10. The radio vice chairmanship went to Edward O. Fritts of Fritts Broadcasting, Indianola, Miss., who defeated Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C., by a vote of 17-13.

Robert King of Capital Cities Communications, Philadelphia, former TV vice chairman, was elected TV board chairman, running unopposed. He succeeds

Bolger in that post. The new TV vice chairman is Mark Smith of KLAS-TV Las Vegas, who beat Walter Windsor of WFTV(TV) Orlando, Fla., by the close vote of 8-6.

It may be that the most important development of the meeting was what didn't develop. Despite all the talk, the boards reportedly decided now is not the time to draw the line on the various Communications Act revision bills. Donald Zeifang, NAB senior vice president, said after the joint board's adjournment Friday that the board had given his department no further directions than at its special meeting last April, "which is to do the best we can."

Several comments were accepted without challenge. Eugene Bohi of WGHP-TV High Point, N.C., said, for example, that any bill requiring broadcasters to disclose finances should be opposed. Walter Windsor urged the members to hold firm against proposed broadcast fees. And Leonard Swanson, of WJIC-TV Pittsburgh, said he doesn't think now is the time for talk about trade-offs on legislation.

The board devoted little time to the Justice Department suit against the code, after being informed of NAB's decision to retain the Washington law firm of Howrey & Simon to defend the association. Earlier in the week, FCC Common Carrier Bureau Chief Philip Verveer, a one-time member of the Justice Department antitrust division, said he thought the government had a good case against the code and that the industry should settle on a consent agreement. If the industry fought and lost, he said in an appearance at the Monday "mindstretcher" session on future technology, NAB code members could be sued for treble damages by anyone who thought he had been hurt by the NAB commercial time standards.

The board seemed little fazed by that opinion, however. New TV board chairman Robert King said he thinks the industry would be seen as "doing a hell of a disservice to the viewing public" if it didn't fight the suit.

The board's immediate concern was for the mounting expense of the Justice proceeding, which could drag on for years. The board urged that the executive committee keep a close watch on the legal bills.

The joint board voted to create a new NAB department of minority and special services within the Stations Services Department, to give minority broadcasters professional help on management, engineering and research. It replaces the existing Community Affairs Department, which is primarily a job clearinghouse for minorities.

The board approved a by-laws change prohibiting board members who have served out two consecutive terms from being re-elected until another two years is up.

In response to mounting gasoline prices and scarcity, the board passed a resolution urging NAB stations to develop public service campaigns to promote energy conservation in their communities. The NAB

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Shoulder to shoulder. This is NAB's new executive committee, assembled at headquarters last Thursday during the final hours of the joint board's annual summer meeting. L to r: **Vincent T. Wasilewski**, president; **Mark Smith** of KLAS-TV Las Vegas, vice chairman of the TV board; **Robert K. King** of Capital Cities Communications, chairman of the TV board; the former joint board chairman, **Donald A. Thurston** of WMNB-AM-FM North Adams, Mass.; the new joint board chairman, **Thomas E. Bolger** of Forward Communications, Madison, Wis.; **Arnold S. Lerner**

of WLLH(AM)-WSSH(FM) Lowell, Mass., chairman of the radio board; **Edward O. Fritts** of the Fritts Broadcasting Group, Indianola, Miss., vice chairman of the radio board, and **William Small** of CBS Washington, this year's network representative on the executive committee. On the wall behind them is a wood sculpture depicting development of the radio and TV industries, along with the NAB's own history. The work of Richard Pinney of Cedar Rapids, Iowa, it was a gift to the NAB from Forward Communications.

staff is to act as a clearinghouse of information for the project.

On another money matter, the board voted to limit the cost of renovating the fourth floor of the Washington headquarters to \$190,000. It rejected an earlier projection of \$250,000 for construction of an engineering laboratory, new offices, a meeting room and an employe lounge.

In another, it approved a \$50,000 reimbursement to the Association of Independent Television Stations for its costs in participating in the Federal Trade Commission's children's advertising proceeding.

In an introspective move, the board approved the creation of an ad hoc committee that will study how the association is perceived by the industry. At the same time, the board's futures task force, which is reviewing the board's goals and reorganization moves of two years ago, is preparing a report to the executive committee to be delivered in November, which will result in a report to the full board in January.

The board also authorized seed money, the amount to be decided by the executive committee, for two First Amendment congresses next year. The meetings, scheduled for Jan. 17 in Philadelphia and March 16-18 in Williamsburg, Va., are being jointly held by NAB, Sigma Delta Chi, and other newspaper and press associations.

There was discussion, but no action, on holding a third board meeting in 1980. The decision will be left to the executive committee. Robert King, in comments after

the meetings, said he favors still another, a fourth, for the television board.

In other actions, the radio board:

- Turned down a request from the Radio Advertising Bureau for \$50,000 for RAB's new campaign to sell radio as a commercial vehicle ("Closed Circuit," June 25). The board passed a resolution endorsing the campaign "enthusiastically," and ordering, in lieu of a contribution, that the NAB staff coordinate the RAB campaign with its own annual NAB radio month campaign.

- Also "enthusiastically" reaffirmed last January's resolution for an all-out effort to bring about full-time status for daytime broadcasters. Board officials said they were encouraged by a letter received last week from Senator Ernest Hollings (D-S.C.), the Communications Subcommittee chairman who also heads the Appropriations Subcommittee with jurisdiction over the FCC's budget. Senator Hollings said that despite his intention to "hold the line" on this year's over-all budget, he will "see what we can do" to come up with \$440,000 for the creation of an industry-government group proposed by NAB to study ways to expand daytimer hours.

- Decided to mail out a letter by outgoing radio board chairman Walter May answering the question, "What Has the NAB Done for Radio Lately?" The seven-page summary of NAB activities on radio's behalf, to go out to all NAB radio members, is preceded by a comment by

May that "in my view, the NAB gets high marks for the work it does for its radio members, but low marks on its success in communicating the scope and the depth of its activities to those members." May told reporters last week that before his election to the NAB board he was "negative" about the association's efforts for radio. But he has changed his mind after seeing the operation at first hand.

- Passed a resolution opposing the FCC's June 8 public notice saying new station grants resulting in AM-FM combinations are subject to future divestiture.

The television board:

- Decided to go after new UHF members for NAB. It will try to entice the 130 nonmembers into the fold with free memberships for the first six months. After six months, they would pay 50% of normal dues, and jump to 100% after a year. The plan will get a one-year try and will be used only for UHF stations.

Also on UHF, Don Curran of Field Communications, chairman of the NAB UHF committee, proposed asking the FCC for an en banc meeting to oppose cable deregulation. Representatives of all the UHF stations in the country would be urged to attend, along with viewer groups such as disadvantaged citizens, to fight for preservation of over-the-air TV. UHF stations have long argued that cable deregulation could put them out of business.

- By an 8-to-5 vote, voted against a districting plan for the TV board. At present, all TV board members are elected at large.

The Radio Reps

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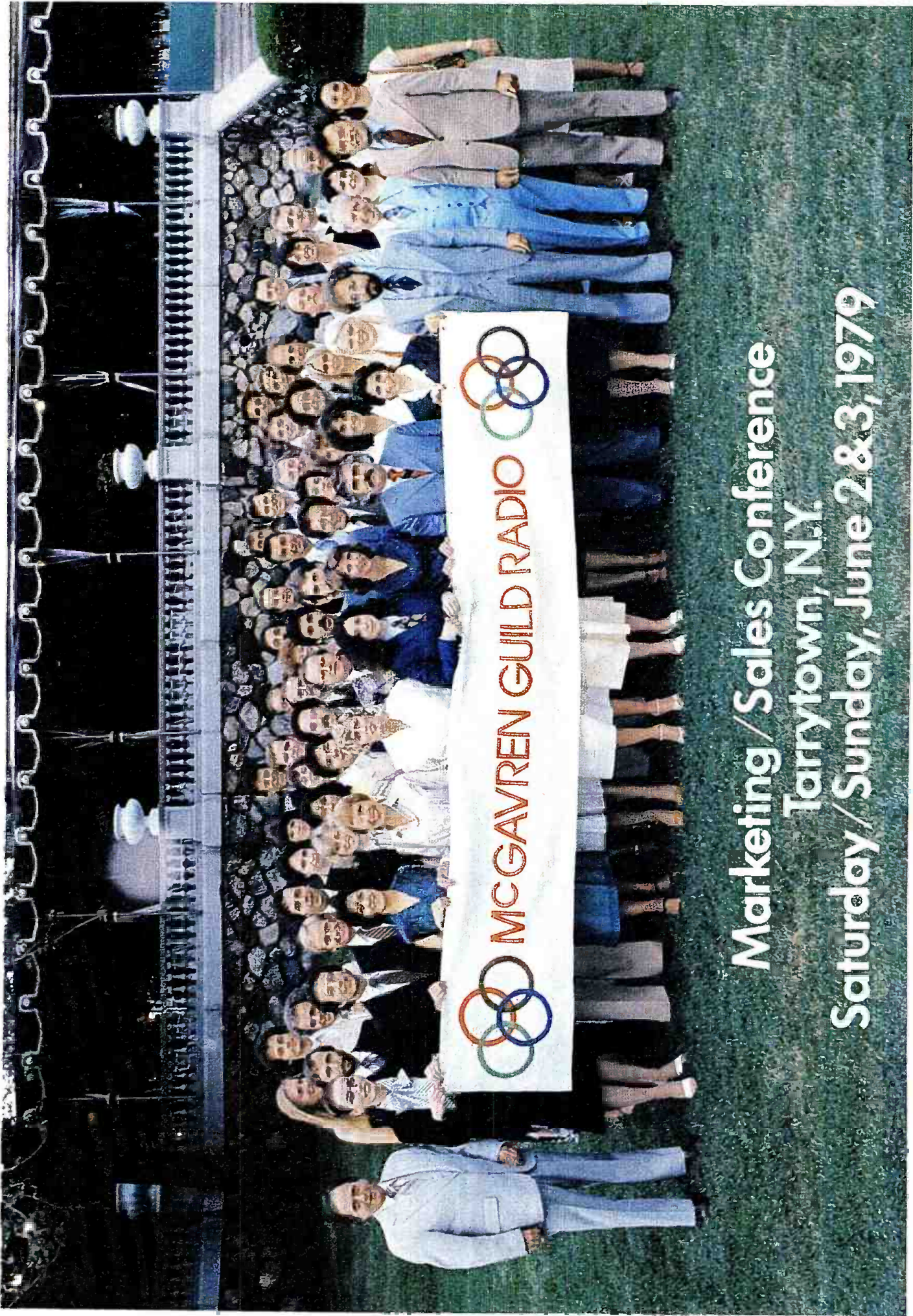
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Down in number but up in ambition

National radio station representatives are an intensely competitive, aggressive—and dwindling—breed in an often tumultuous field.

The majors handle something over \$400 million a year in billing. That's double the figure of four years ago, but the reps complain their growth is being retarded—by agencies buying regionally and buying direct, by advertisers who get their starts and make their names with radio and then move on to the glamour of television, and also, especially this year, by a fitful and often lethargic spot radio market.

National spot business in 1978 was estimated at about \$600 million. Thus the leading nationals account for about two-thirds. Some of the rest was placed through a few other national reps and through regional reps, but the bulk of it apparently went directly to the stations, bypassing the reps.

The competition for what is available can be fierce. And adding to the rep's problems, as he sees them, are a further shortening of already-too-short lead times before the start of campaigns, and in many cases a shortening of the campaigns themselves. Not to mention steadily rising costs, which have many reps wondering—again—whether the commissions charged to stations may have to rise.

Adding to the current tumult is Metromedia's decision to close down its Metro Radio Sales and assign its six AM and seven FM

stations to independent national representatives (BROADCASTING, April 16, et seq.). The ensuing domino affect—as the winning reps resign existing markets to make room for Metromedia stations, and as the stations thus cut loose find other reps, forcing other resignations, on and on—will not reach an end for months, if not years. Estimates of the number of stations that may eventually change representatives as a result of the Metromedia decision range from 30 to 80 or more.

Metro Radio Sales is the 30th firm to leave the national radio rep field in the past dozen years, according to a veteran rep and score-keeper (story page 52). Some of those were once among the biggest names in the radio representation business. As a consequence of the dropouts, reps point out, there are many markets that have more stations than there are national firms to represent them—another argument that reps raise in support of higher commission rates.

The shortage has reached the point where it's no longer a rarity to find a representative handling two individually owned stations in the same market. That isn't commonplace, but some reps think it may become a trend.

There's also the ongoing controversy over unwired networks operated by representatives, a still-growing phenomenon that many stations feel cuts into spot radio dollars. Some reps deny their networks are offered at discount prices; others defend them

The Sixteen at the Top

Rep firm	Number of stations			Estimated billings		
	1975	1979	% change	1975	1979	% change
Katz Radio	86	97	+12.8	\$31,000,000	\$66,500,000	+114.5
Blair Radio	70	73	+4.3	34,000,000	63,200,000	+85.9
Eastman Radio	103	88	-14.6	21,000,000	48,800,000	+132.4
McGavren Guild	104	104	—	19,000,000	45,500,000	+139.5
Torbet Radio	106	96	-9.4	12,500,000	40,100,000	+220.8
The Christal Co.	21	38	+81.0	14,800,000	22,400,000	+51.4
CBS Radio Spot	25	18	-28.0	11,100,000	17,500,000	+57.7
Selcom Inc.	59	66	+11.9	3,000,000	15,000,000	+400.0
Buckley Radio	60	58	-3.3	11,200,000	14,300,000	+27.7
RKO Radio	10	20	+100.0	9,600,000	13,700,000	+42.7
Jack Masla	31	66	+112.9	4,000,000	11,200,000	+180.0
Major Market Radio	20	20	—	4,200,000	10,500,000	+150.0
Bernard Howard	42	54	+28.6	3,800,000	9,800,000	+157.9
RAR	12	11	-8.3	5,200,000	9,300,000	+78.8
HR/Stone	54	65	+20.4	9,000,000	7,500,000	-16.6
PRO Radio	82	70	-14.7	3,000,000	5,600,000	+86.6

These estimates of the stations represented and the annual billings of 16 national radio representatives were prepared for BROADCASTING by researchers of a respected firm. They may be subject to error: Neither the estimated number of markets represented nor the estimated billing purports to be precise. However, they are offered as fair and reasonably accurate indicators of the relative positions of the 16 representatives. Further footnotes are on page 42.

as producing business that otherwise would be missed altogether, and on other grounds. The controversy was revived again last week when the Insilco Broadcast Group proposed a meeting with representatives, suggesting it would be willing to increase the commission rate if the reps would drop their unwired networks and concentrate on selling spot (see page 56).

Along with the other tensions, national radio representatives are finding business less than solid this year. Most say sales are up from a year ago but below their original projections, and several say the rate of gain has not been enough to offset inflation.

Some suggest that the spotty conditions augur a general eco-

nomie recession, as has happened in the past, and they hope that, as has also happened, radio will emerge from it early. In any event, estimates of this year's billing gain range in most cases from 5% to 8% or 10% over last year. There's much more optimism for 1980, when the political campaigns and the Olympics will be extra added attractions.

To examine conditions and changes in the national radio representation field, and to get some idea of where the practitioners think they're likely to lead, BROADCASTING editors have been interviewing national representatives over the past several weeks. Their findings follow.



CBS Radio's Widmann



Savalli-Gates's Savalli



MMR's Kale

In the face of soaring costs, there is little doubt that, with few exceptions, the short-list radio rep faces awesome problems.

Nancy Widmann, vice president and general manager of CBS Radio Spot Sales, heads a unit that fits the "short-list" description (18 stations in 14 markets). But with a difference. They are all highly rated stations, seven of them CBS-owned stations.

"I'm sure that more and more radio reps are going to disappear, and the short-list firm is most vulnerable," Widmann says. "But our strong station line-up is tremendous advantage for us. We can give stations excellent service. With our short list we have 26 sales people located in eight offices. The key is that our employees are specialists, particularly skilled at selling the adult audience our stations reach."

Joseph Savalli, president of Savalli/Gates, finds himself in a somewhat anomalous position: His firm represents 130 stations but still must meet the same challenge as many short-list reps in that

his stations are in small markets. And there's another problem.

"It's also a tough selling job to convince an advertiser to buy the 12th or 13th station in a fairly large market," he adds. "We can't set up an unwired network because my markets invariably aren't the ones the advertisers want," although the firm has had some success with state networks, offering a line-up of perhaps 15 stations.

Richard P. Kale, vice president for radio of Golden West Broadcasters and interim president of its rep firm, Major Market Radio, New York, can speak with painful experience of the limitations of the short list (27 stations in 20 markets). In the almost six years MMR has been operating, it has never shown a profit, according to Kale.

"You might say we have just now decided to go into the rep business," Kale says. "We found that with rising costs for personnel and other resources, we just could not compete effectively. We posi-

tioned ourselves as a company that would represent stations with a music-personality format and a strong sports orientation. We found that too limiting. Just a month ago we decided to take off the shackles and go out for stations with other formats."

Another short-list rep is RKO Radio Sales, whose roster embraces 31 outlets, of which 12 are owned by RKO General. Bill Hogan, recently named vice president and general manager of RKO Radio Sales, believes a limited-list rep can survive and flourish—although he agrees that the task is formidable.

Hogan believes RKO already has a strong station line-up whose forte is the 18-to-34 market. He envisions the company's strategy in the future to be two-fold: to step up its sales-development thrust to advertisers for new dollars and to attract stations in markets where the firm is not represented, including Philadelphia, St. Louis, Phoenix and Seattle.

Robert Duffy, president of Christal, said the spiraling costs and growth of FM competition have hit the short-list rep particularly hard. Christal terms itself "a select list," with 72 stations in 46 markets, but Duffy intends to expand his representation to about 100 stations.

At one time, Ralph Guild, president of McGavren Guild, felt the representation of stations in about that many markets was a reasonable goal but points out that today MG's list covers 125 markets, most of which are AM-FM combinations. He notes that MG has a staff of 80 which he feels can satisfactorily serve the long list of

1. The researchers could locate no source, acceptable to them, that consistently reflected numbers of stations represented. However, *Radio Programming Profiles* (Spring 1979 and Winter 1975) was deemed to offer a reasonably accurate presentation of numbers of markets represented. A review of these sources suggested that although they were subject to error, they seemed to be more consistent than any other single source, and certainly more consistent than dissimilar sources. Researchers concluded that where *Radio Programming Profiles* was inaccurate or inconsistent, the degree of error on either plus or minus side seemed to balance out among all representatives.

2. Relationship between audience size and sales was a primary consideration in estimating billing. Average quarter-hour listenership among total persons in the Total Survey Area, 6 a.m. to midnight, Monday through Sunday, was used as the audience base. Researchers devised a consistent and standard formula and applied it to all representatives equally. Working from certain knowns regarding national spot radio billing, the formula developed estimated billings for individual representatives on a cumulative average basis. Estimate results were compared to public information available and adjustments made as necessary.

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Christal's Duffy

continue to be attracted to the ranks. Two recent examples are Schutz & Co. and Roslin Radio Sales, perforce short-list companies.

William Schutz, with experience at McGavren Guild, Buckley and Bolton-Burchill, struck off on his own almost two years ago, and is president of his firm. He now represents 28 radio stations in 22 markets, including outlets in Miami, Washington, Knoxville, Tenn., and Augusta, Ga.

He concedes that his first year was "a bomb," but said business has been picking up in the second. He stresses to prospective station clients that he can offer "the personal sell" and manages with a small New York staff and sub-offices in Chicago, Atlanta, Los Angeles and San Francisco.

Marvin Roslin, president of Roslin Radio Sales, says his firm shortly will mark its fifth anniversary as a short-list rep and is flourishing. He represents 28 stations, mainly in medium-sized markets, and says billings will approach \$3 million this year.

Roslin says the secret of his survival and growth has been the personalized, in-depth service his firm can provide. He has offices in New York, Boston, Chicago and Los Angeles.

"With the large ratio of sales representatives to stations, we can spend a lot of time calling on the agencies," he says. "We make it a practice to call on not only the buyers but also the planners, the account executive and the client. It pays off."

One of Roslin's strong points is the Greater New York Suburban Radio Network, consisting of 13 stations in areas of New York, Connecticut and New Jersey. Roslin says his firm has gained a reputation for selling suburban markets and believes there is opportunity for growth: He is now planning to expand the suburban market concept to the Los Angeles area.

In contrast to Schutz and Roslin, Katz is

stations the firm represents.

"The numbers and rankings of stations must be related to the commissions you can earn on your investment of time and effort," Guild says.

There are exceptions. Radio Advertising Representatives is a short-list rep which is owned by Group W and represents stations in only 11 markets (Group W in seven markets, Doubleday Broadcasting in three and Jefferson-Pilot in one). Michael Faherty, president of RAR, says the unit is showing a profit and intends to remain small.

"We can grow through acquisition of new stations by Group W, which would like to get its full complement of FM and move into such areas as the Southwest, Northwest and the Southeast," Faherty reports. "And if Doubleday or Jefferson-Pilot adds new stations, we would like to be considered for representation, but we are not looking for new stations. Our basic function is to serve as the national sales arm for the radio groups we now represent."

Frank Boyle, chairman of Eastman Radio, points out that in the past six years, even major organizations such as his have undergone changes. He notes that the lexicon of the business has changed: "You can't count stations—you have to count markets. We used to have about 125 markets, but today we have 89. We found that one big station is worth five little stations."

Part of what happened, according to Mr. Boyle, was on the client side.

"The reps are interfacing with the groups now," he explains. "It's no longer a rep dealing with one guy. It's Capacities, 14 markets; Susquehanna, 14. As the groups got bigger, we got bigger, because the groups we started with bought bigger

properties in bigger markets and said, "Hey, you did a pretty good job for us in markets A, B and C. Do you think you could do as good in market D?"

In addition to the 89 markets, Eastman represents the Intermountain Network (85 markets); the Oklahoma News and Farm Network (regionally wired, up to 40 markets) and the Indiana News and Farm Network (30 or so markets). Those networks are sold as networks and not as markets.

And despite the shrinkage in the number of national reps, new entrepreneurs



McGavren Guild's Guild

National Reps: What's The Difference?

Major Market Radio sells just like your station's local sales staff by pre-selling with a creative sales program utilizing radio's most comprehensive research tools. We offer the most man hours of experience per station to concentrate on making the sale, with an individual "full blown" presentation every time.

In Depth

We also do something else your local salespersons do - we take your presentation to all the decision making levels necessary to make the sale.

Results

Most importantly we understand an element that's so often forgotten - the value of "results" in addition to numbers and schedules. We sell results because we know how to get results for advertisers.

The real difference? We generate the most dollars per listener at the highest unit rates - we can prove it, just ask us!

Major Market Radio

New York, Chicago, Detroit, Philadelphia, Boston, Atlanta, Dallas, Los Angeles, San Francisco

acknowledged to be among the biggest reps. Is it too big and does it represent too many stations? Ken Swetz, president of Katz Radio, does not think so. Its bigness, he says, provides extensive computer capability, a large number of offices staffed by well-paid professionals, a sports division and a radio network. "So the bigger we are, the more volume, the more dollars we can generate," Swetz contends.

Katz Radio is structured into three station divisions to take care of the needs of its clients. Swetz recalls that a potential client once asked of a Katz delegation, "God damn it, how many stations do you represent?" A salesman stood, Swetz says, and replied, "One at a time."

John Boden, president of Blair Radio, another major radio rep, with 120 stations in 70 markets, also feels that the company's resources enable it to perform satisfactorily for its clients with its network of offices, substantial sales staff and strong support services.

There's a big debate as to whether the expansion in unwired networks does a service or disservice to spot radio. And there seems to be no consensus as to whether they are taking funds out of spot radio or on-line networks.

Joseph L. Dorton, president of Torbet Radio, echoes the view of many of his confreres when he says that Torbet is in unwired networking because station clients are demanding it. The "real key" to off-line networks, he asserts, is new



RAR's Faherty

business. They enable a rep to pitch a client like General Foods, offering a large line-up of stations with a minimum of effort by agencies, he says.

He notes that Torbet's network is particularly strong with women and adult audiences ranging from age 18 to 49 and says a buy can be useful to advertisers testing the medium: They can experiment with radio in the markets that conform to their geographical distribution.

Major Market Radio, a short-list rep, looks toward an unwired network future, but it may be several years off. With its new philosophy of expanding its station



Schutz's Schutz

roster considerably over the next few years, Kale says, a line-up of 60 outlets might make an unwired network feasible for MMR. He notes that he had experience in this sector while he worked for a number of years at Katz.

Robert Coppinger, president of Buckley Radio Sales, says he has no objection to a concept of a rep network except that what invariably happens is that the advertisers wind up with discounted rates. It's Coppinger's contention that unwired networks do not create business for markets that would not ordinarily get the business anyway. But like other fairly large reps, Buckley, with 82 stations, feels it must compete in the unwired sweepstakes.

Guild of MG says his firm was one of the last of the larger rep organizations to get aboard the unwired bandwagon. And he points out that he was reacting defensively.

"It was a fact of life; it was something that had arrived and we accepted it," Guild says. "The unwired networks are an area that's bound to grow. But frankly I don't think it's bringing in new money to radio, as some people claim."

Saul Frischling, president of HR/Stone, also says that "we are going into it defensively and are actively seeking business as an unwired network for our stations," which number 122 in 85 markets. He says he's imposing some limitations: "We look for a minimum of six spots per station—or more."

Boden of Blair says the attitude of stations seems to be "mixed." Some stations feel they are "getting a great benefit" from the unwired networks, he continues, but others think that "we're taking spot dollars and converting them to network dollars."

One of Boden's deepest concerns relates to the rate schedules on the unwired: "The rates are higher than on the wired networks, but we keep getting pressure to lower the rates because of the competition. I think if radio is going to grow, we have to have higher and higher rates, and we don't need anything that's going to detract from getting higher rates."

Blair has two limitations on network



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In exchange for exclusive rights to the Consumer Newslines in your market, we're looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting Dow Jones publications. Remember, only one major quality station in each market gets to broadcast the Consumer Newslines. So don't delay. Write or call Donald Sutphen today for your free information kit.

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Other radio reps used to laugh at the idea of our 8:30 AM sales meetings.

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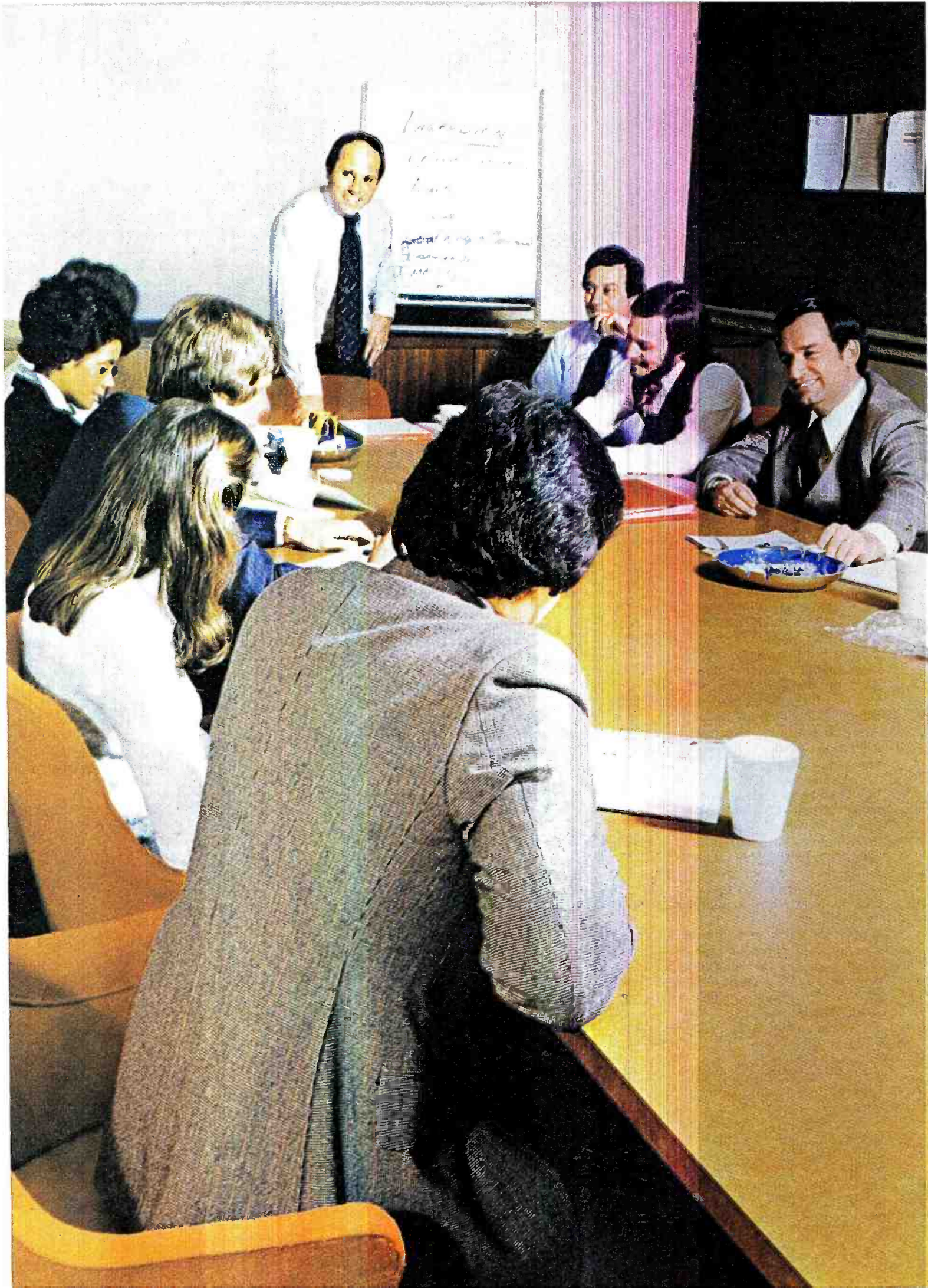
For the past nineteen years, those early morning meetings have helped our sales people know more about the stations we rep, their markets, and their competition than anyone else. And be completely prepared when our sales teams are out pitching for our stations.

It keeps them aware of the buys being made and those in the planning stages at advertising agencies and media buying services. And then we go out and get the orders.

And that's more important than an extra half hour of sleep.



We do things differently.





Eastman's Boyle

buys, according to Boden. "For a Blair Group Plan, we have a minimum of 10 markets," he reports. "That means if an account is going into 10 markets, they have to buy the Blair station in each market. For the network, it's 105 stations—a basic list of 105. We say 105 because that includes the top 100 markets and the five Blair stations outside the top 100."

Charles Colombo, executive vice president of Eastman, says some stations complain that the unwired networks are not good for the industry, depress the rates. "But we did some checking and we can see stations doing 40% to 50% better this year. And the spot level remains the same, so it's proof that the rates on network have gone up."

Colombo insists that Eastman initially tries to sell spot radio but says once it's established that the agency is going to buy unwired networks, Eastman will work for that order. "We could sit back and say, 'But that's spot money, and not go after it, but it doesn't matter any more. The ball game's over and you're either going to pitch it and win or not pitch it and lose all those orders.'"

Boyle of Eastman says agencies recognize unwired networks as a buy that is easier than spot to plan and execute and perceive it as "a good buy." But he agrees that "very few station people believe it is good; they believe they are being ripped off. That's an inaccurate perception, but if I were in their chair, I'd find it difficult to think any other way."

According to Boyle, 10% to 15% of a rep's business comes from unwired networks.

Swetz says the Katz Radio Network (KRN) solicits dollars only from radio network clients. He elaborates: "We will not sell the Katz Radio Network to a spot advertiser. The individual sell of the station or stations does not exist in KRN. It is more conceptual and bottom line, selling

100 markets. It's the delivery of these 100 markets against certain criteria that come up with a certain efficiency."

Swetz estimates that over the past five years the unwired network has meant about \$20 million to \$25 million in new business to Katz client stations. He estimates that 10% of Katz Radio's billings originate with KRN.

Swetz says there has been some resistance to the unwired networks from stations but calls it "minimal." He adds that "over all, it's a healthy, good relationship for our stations."

A recent entry into the race to unwired is Selcom. Lou Faust, Selcom's president, said the firm opened its network last Sept. 11 and is

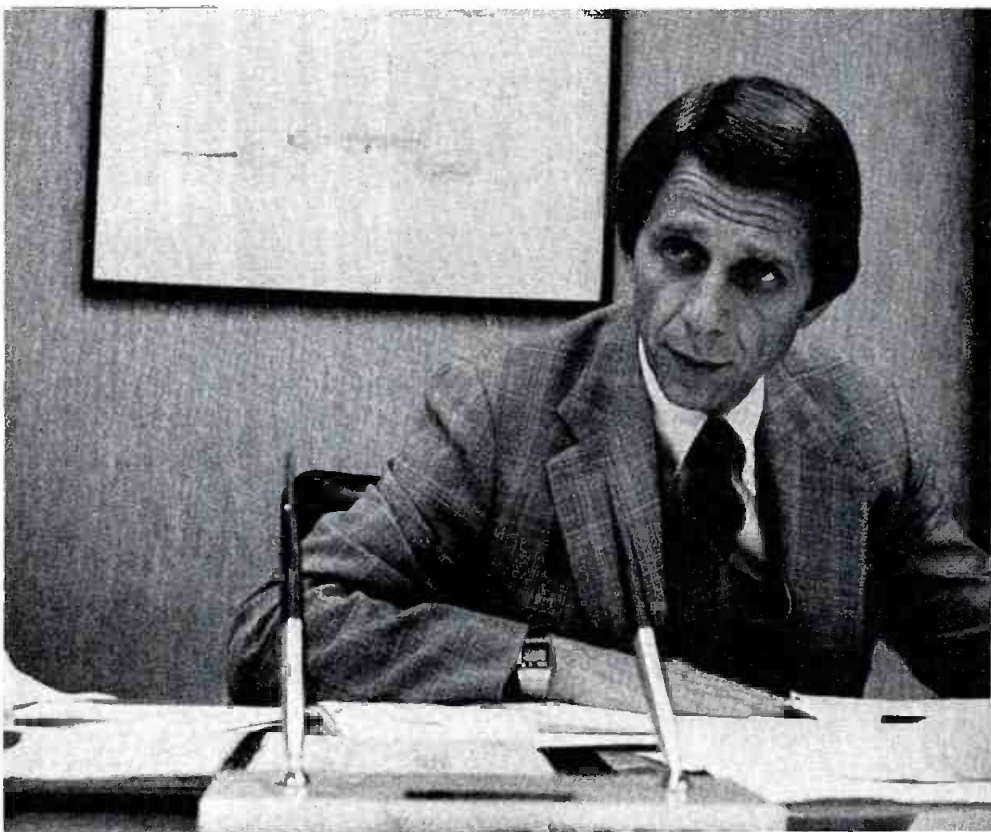
in the process of building a list. As a rep, Selcom handles national sales for 130 stations in 85 markets.

In order to accommodate advertisers, Selcom, on occasion, joins with other reps on certain buys and in others, simply sells its own stations.

"The main concern of stations seems to be, 'Gee, am I going to give you a real low rate?'" Faust says. "But on the whole, the network has become of more interest to stations."

He acknowledges that the network rates tend to be lower than spot rates and says Selcom has no "hard-and-fast rules" about the size of network buys. "We do require a fairly sizable group of stations," he says. "We don't sell three or four sta-

Blair's Boden



tions, or something on that order."

Sam Brownstein, president of PRO Radio, which represents stations in more than 150 markets, says stations no longer complain about the unwired networks. "Now they want to know if you have a network," he says. "If you don't, that's a strike against you."

Brownstein says PRO Radio imposes no limitations on the use of its network, but that "we don't sell our stations in a network lower than they would be sold on an individual basis."

Duffy of Christal agrees that the unwired service is a necessity to a rep organization since agencies are solidly behind the concept. Without this facility, he ventures, other long-list reps would "go out and pick off your stations."

Christal didn't go into the unwired business until February 1978 and, according to Duffy, "though we didn't expect to do it, we hit a million bucks for the first six months." He adds that he expected to lose money for the first year but instead wound up "breaking even."

"Now in 1979, we have a sizable budget and are far ahead," he says.

Duffy claims that stations do not complain. "We told them that it was a necessary part of their revenue base and our future together," he explains. "And we sell ours quite differently. Christal has been known historically for higher rates in the spot business and we have that same circumstance in the [network] business."

There is no discount factor in the Christal network, according to Duffy. "What we do is where we have grid cards, the station allows the lower grid," he said. "We do go to that, but we don't have sizable discounts or a different rate card."

□

One fact of life that has hindered the growth of spot radio has been the switch of

advertising dollars into other media, particularly television, once spot radio has built up advertisers' visibility.

"I would say the attrition rate is 40% to 60%," Coppinger of Buckley complains. "It used to be only 30% a year. Spot radio just doesn't seem to be able to keep accounts once we've launched them. Look at what happened to Blue Nun wine. Radio did a fabulous job. Now Blue Nun is heavy into TV.

"We've stepped up our sales development effort here at Buckley. And the computer is a big help. We can now tell prospects how to set up a media mix, which will include spot radio. We have to keep bringing in new accounts to take up the slack."

Peter A. Lund, vice president and general manager of CBS Owned AM Stations, who has responsibility for CBS Radio Spot Sales, agrees that advertiser defection has been a recurrent problem, but says his unit has been able to circumvent it. It generates new business each year. Lund notes that the firm stresses sales development and has four full-time people working solely in this area—two in New York and one each in Chicago and Los Angeles.

"They call on the advertiser as well as the agency," Lund says. "And through May 15 of this year they have generated more than a million dollars in billings, mainly from print accounts new to radio. Attrition is something we live with—but it can be met."

Guild of McGavren Guild says the firm moved into the sales development sector on an organized basis only last January, setting up a marketing/new-business department headed by Bob Krieger, vice president. Krieger points out that he and his department have learned as much about the prospects' businesses as the potential clients have learned about spot radio.



Katz's Swetz

"We've already landed some business and have about 50 prospects in hand," Krieger says.

Hogan of RKO Radio also is a booster of sales development, and one of the first projects he plans to tackle as the new general manager of RKO's development unit is to set up a marketing department. He is convinced that a continuous flow of new dollars can be generated only through an aggressive marketing group that makes constant calls at the advertiser level.

The new-business responsibility at RAR lies with Jim Aberle, vice president and director of marketing services. Faherty says Aberle has made 64 research presentations to advertisers and agencies in the past year, stressing that "radio is not too tough to plan and suggesting various media mix plans in which radio plays a part."

"The problem of attrition of radio advertisers is partly that we haven't sold radio well as a national medium," Faherty says. "The Radio Advertising Bureau is starting to do something in that area. But another problem is that agencies are attracted by the glamour of television; they think of TV as the only national medium of our times."

Kale of MMR says that the rep firm intends to step up dramatically its sales development activities as it enlarges the number and types of stations it represents. It intends to intensify its trade advertising and direct-mail presentations and accelerate calls on clients.

Duffy notes that Christal has had and will continue a sales development thrust among advertisers and agencies but prefers to rely on the "personal salesman." He envisions the 1980's as a period of intense competition, engendered in part by the emergence of new electronic media, and he feels the radio industry must place added emphasis on the high-quality, skilled salesman.

Dorton of Torbet is insistent that one factor that has hindered the growth of spot radio generally has been the paucity of promotional endeavors in New York. He contends that New York still accounts for more than 40% of spot business but that the industry there has been lackadaisical.

"The agency planners and buyers here scarcely know that radio exists," he argues. "Yet they are the people responsible for buying radio not only for New York but for many more markets throughout the country."

Dorton says New York has been "the cradle" of many innovative and creative ideas over the years. But not in radio.

"According to FCC figures, during 1977 Los Angeles became the largest local billing market in the country," he maintains. "National spot money originating from the market also has risen significantly during the last several years. Now it may be purely accidental that all of these things have happened in the same market during the same period of time... but I seriously doubt it."

"Isn't it possible that the powerful New York advertising community has been judging the entire country by the only radio exposure that most of them receive day in and day out, or should I say lack of exposure?" he asked. "How much influence has this one element had on the all too slow growth of national spot radio across the country?"

He says that happily there are some stirrings in New York. He points to the formation of the New York Market Radio Broadcasters Association as a positive step, and he voices the hope that the upgrading of programming quality in New York will not be far behind.

The need to replace defecting advertisers by attracting new clients and persuading old-line clients to bolster their budgets is stressed by Boden of Blair. One avenue that Blair has found successful is



what they call "high-intensity seminars." Blair has held more than 20 such sessions over the past two and a half years.

"We'll go into a market and have the major buyers and advertising people in," says Boden. We do two a day, morning and afternoon. We position radio among the other media; we tell them how to program a radio station; we go through basic research terminology and we tell them how to plan radio.

"I'd say we've played before over 3,000 people since we started these seminars. And we'll probably do seven or eight cities this year, at our expense."

Boyle of Eastman says that spot radio has not grown as rapidly as network and particularly not as speedily as television and magazines. Part of the problem, he believes, is that agencies are attracted to the glamour of TV and magazines and are inclined to be apathetic about radio.

Bill Burton, president of Eastman, chimes in: "There's a crying need in radio for creativity in commercials. Get a good, creative commercial and agencies will buy—all we have to do is get out of the way."

"We've got two dynamite things going for us—frequency and mobility. The most difficult people to reach are those on the move—in those automobiles. Another thing, I agree that New York is probably the worst place to listen to radio. If radio improved in New York, it would help business throughout the country."

□

With the number of national radio reps dwindling, there is increasing speculation that there will be more and more instances of one rep handling sales for two—or more—separately owned stations within the same market. It's been happening occasionally, and in at least one instance Katz Radio represented three stations within a market, though Swetz says that situation no longer exists.

Not all reps think this sort of arrangement is a good thing. Jack Masla of Jack Masla & Co., for one, doesn't think it's the "compatible" thing to do. Masla and others who question the practice raise the question of what the rep does if one of the



Attrition. The universe of radio representative firms is growing smaller. Alan Torbet, a pioneer station and representative executive, has prepared an analysis showing that in the past 12 years approximately 30 radio rep firms have gone out of business. He used 1967 as his benchmark because he formed his company, Alan Torbet Associates, New York, in July of that year. The firm is now known as Alan Torbet Radio and owned by Bonneville Broadcasting.

Torbet, now chairman of the firm, conceded he may have missed a rep company or two, but says that these national firms have gone out of business since 1967: Advertising Time Sales-Branham, Avery-Knode Radio, The Bolling Co., Avco Radio-BCG, Burn-Smith Co., George Hollingbery Co., Meeker Radio, Metro Radio Sales, NBC Spot Sales, PGW Radio, Quality Radio, Paul H. Raymer Co., ABC Spot Sales, Adam-Young Radio, Bolton-Burchill, John C. Butler Co., Century National Sales, Greener-Hiken & Sears, Lifestyle Radio, Radio 1, Spectrum Radio Sales, Time Sales, Grant Webb & Co., Headley-Reed, Roger Coleman Inc., Bob Dore Associates, Forjoe & Co., Broadcast Times Sales, Burn-Smith and Weed Radio.

Torbet believes there are two major reasons for the fall-off in the number of national radio reps: Regionalization by advertising agencies has meant that a rep must maintain strong sales offices in eight or nine markets outside New York, adding greatly to overhead, and the need for expensive research material demanded by agencies has required added personnel and high-cost computer capabilities.

"The few of us who are still in business on a truly national basis have grown beyond anything we thought possible back in 1967," Torbet said. "This is simply to say that a national rep must be large, with huge operating costs, to meet all the complex demands in today's radio marketplace. The small, underfinanced rep simply can't make it on this kind of track."

Torbet added: "If I were thinking today of starting my own rep business, I just couldn't do it. A major rep today has at least \$2.5 million a year in operating costs."

stations reaches primarily a young audience and the other primarily an older audience. "Who do you owe allegiance to," Masla asks, on, say an 18-49 buy that brackets both stations' demographics?

Others say it depends on the stations. Christal's Duffy, for example, notes that in the San Diego market his firm represents both Force Communications' KBZT(FM), an adult contemporary station, and Heftel's KJOY(FM), whose format is beautiful music. "There's no conflict," Duffy says. "The ownerships are separate, but the demographics are dissimilar and therefore they sell together well because you get the old and the young."

They are offered to advertisers as combinations, Duffy says, but if an advertiser wants to buy only one, he can. "By law, we have to do that," he explains. There is also a limit on offering them as a combination, he points out: "We cannot legally discount them—their rates are just added together

as anybody could do." If they were AM-FM combinations under common ownership—the overwhelmingly predominant form of "combo" representation—"then you could discount one or the other," but not when they are separately owned.

Katz's Swetz says that stations want the best representation they can get, even if it means, in some cases, having the same rep handle two unrelated stations from the same market. He also foresees—admittedly a long way down the road—the possibility of an entirely different type of representation.

In eight radio markets Katz already has arrangements under which it receives, say, 7.5% commission on the stations' total business rather than 15% on just the national. Going far beyond that, Swetz says it's conceivable that somewhere, some time, "maybe a rep might represent a whole market."

"That," he says, "may be the answer to the question about whether there are enough good reps to go around. Who knows, we might go in and end up representing the whole market of Cincinnati [for] all media in the market: television, newspapers, radio, everything."

"Maybe that would be the rep business of the year 2000, which is not inconceivable because, hell, that would make it easier on the agency. If he can call one person for the entire Cincinnati market, he doesn't have to deal with anyone else."

□

Few national radio reps concentrate their representation on specific station formats any more.

Bob Duffy took the Christal company, which used to specialize in 50 kw "old line" network affiliates, into wider waters several years ago. Major Market Radio is currently moving away from music-per-

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Gordon Zellner spent a whole year "hanging around" the hardware and housewares business.

"I kept asking questions," says Zellner, a Katz marketing executive, "about distribution patterns and discounts, relationships between vendors and retailers, co-op advertising practices, you name it. It took time, but once I caught on to these businesses I could intelligently apply what I know about media to their problems." His efforts paid off.

What he learned turned him on to marketing and media opportunities for both the manufacturers and retailers of thousands of consumer items that fall into

these products categories.

Eventually, Zellner helped these marketers, and their agencies, to promote products with specially designed Spot TV and Spot



"With computerized PROBE data," says Gordon Zellner, "we can help advertisers do a better job of selling their products and services. Usually our efforts result in new Spot dollars flowing to broadcast stations.

"Of course, you have to learn to speak the other guy's language before you can contribute much in the way of media strategy. Robert Frost put it right when he said education is 'hanging around until you've caught on.' That's what it takes to do the job."

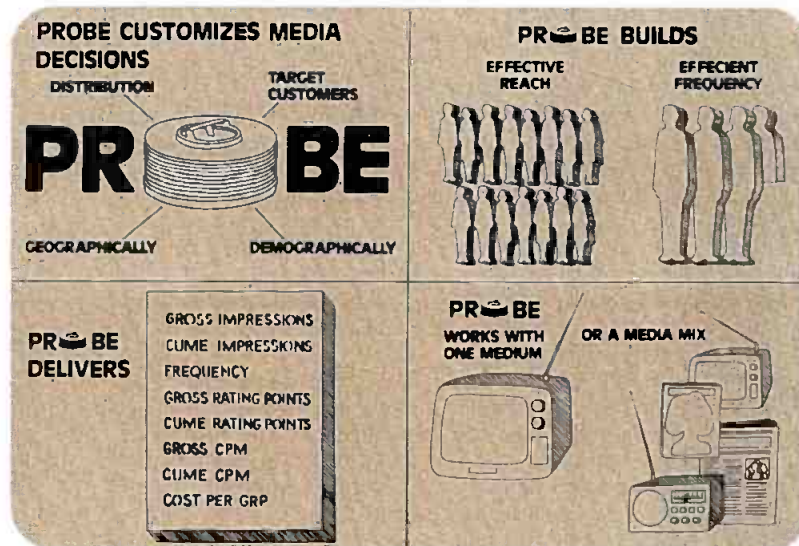
Gordon Zellner will be happy to hang around your shop to find ways to help with your media planning. Call him at (212) 572-5586.

Radio co-op campaigns.

One hardware manufacturer alone will spend \$4 million this year in Spot media as a result of Zellner's work. Others will spend millions more.

Bringing vendors and retailers together in innovative co-op programs is only one aspect of Katz marketing activity.

Introducing advertisers and agencies to Katz PROBE systems is a primary element of the program. With PROBE a brand manager or media planner gets the use of sophisticated computer programs to assist in finding the right media mix; to aid in setting goals and budgets; and to establish criteria for measuring media plans against marketing objectives.



"What we've developed here at Katz," explains Zellner, "is a two-tier operation. On one level we have line sales teams vying for larger shares of budgets

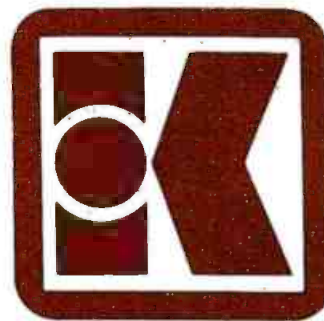
from ongoing Spot advertisers. That's the traditional rep business.

"The second tier effort grows out of Katz investment in developing computerized systems to help advertisers and agencies match media to marketing goals. That's PROBE. It's what the rep of the future will be doing — only Katz is doing it now."

Sales and marketing. You need both to be the best in the rep business.

Kevin McDermott is one of five Katz marketing executives, who, like Gordon Zellner, "hang around" the marketing and advertising departments of companies — and their agencies —

across the country. In recent months they've been working on media plans with a specialty retailer in the Southwest, a bowling group in the East, a theme park in the South, a drug company in the Midwest, airlines, a tire company, a fast-food chain and many others.



Katz. The best.

Negative on unwired. Insilco Broadcast Group, operator of eight radio stations and two specialized wired radio networks, for one, is opposed to unwired rep networks. In a letter to the firm's national representatives—Blair Radio, Eastman Radio and Torbet Radio, Fred E. Walker, president of Broad Street Communications, which owns Insilco, contended that the unwired networks offer a package that meets the criteria of advertisers but said individual stations are asked to discount their normal spot rates to help obtain this business. "Are we really selling radio—or are we selling inexpensive buys to advertisers who have already chosen the media?" Walker asked.

He pointed out that years ago radio stations received more money per unit sold from national business than local. The one-rate card ensued, Walker said, because national agencies began to buy locally to save money. "Now we have the situation where local rates are surpassing national rates—and this is particularly prevalent at radio stations utilizing the grid card or pre-emptive selling," Walker noted. "The basic grid card is set up to allow competitive pricing based on demand—hence, maximum revenue."

He wrote the rep organizations that they were "pushing" unwired networks as a way to increase billings and their own revenue and profit, and added: "The purpose we applaud ... the method we question. We know rep organizations have increased sales staffs, research, added computers etc ... "We would prefer to see a higher commission paid to you, the reps. This higher commission would allow each of you to then mount aggressive hard-selling radio campaigns. At the same time, national sales reps would drop unwired networks and would concentrate on selling spot radio in their specific markets ..."

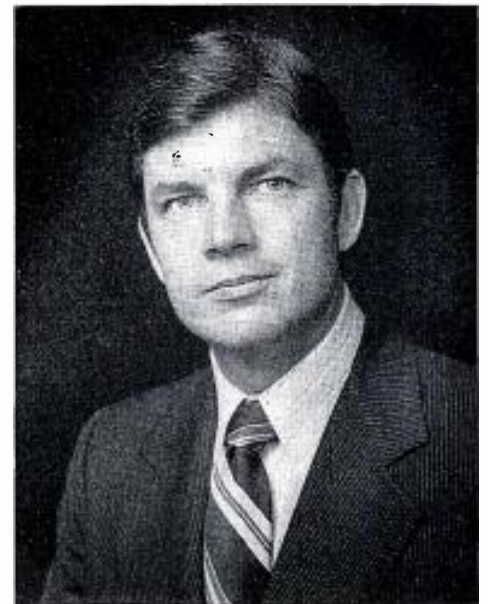
"How about a meeting of key reps—and some key groups—to get a discussion going?" Walker suggested. "Let's talk about the value of unwired networks and the current rep commission policy, and other topics of common concern."

David Pollei, vice president of the Torbet Network, said the rep firm is agreeable to discussing the issues raised by Walker's letter. But he insisted that the Torbet unwired network discounts rates only very slightly. Bill Burton, president of Eastman, said he is willing at all times to sit down with a client such as Insilco and discuss the issues. He still maintains that an unwired network today provides a benefit to radio stations as well as to the rep firm, which would prefer to sell spot radio whenever it's possible. John Boden, president of Blair Radio, was traveling and could not be reached for comment.

radio stations as a universe, commercially, in Phoenix, which happens to be more radio stations than there are commercial TV stations in the combined states of Ohio and Pennsylvania. So we say to the TV folk: 'God love you, we're pleased for you, but you don't have the slightest goddamn idea what real competition is.'

"So our costs are comparable to TV, on a one-for-one basis. They have maybe four times as many sales people as we do, as an industry. They're a vital medium; we're what I would call the last judgment-buying and selling frontier in media."

The services that radio representatives provide to their stations are of the same order as those that television reps provide,



Torbet's Dorton

with one exception: Generally, radio reps do not provide a full-time program counseling service, although they are consulted—and apparently listened to—on format changes and related questions.

One radio rep that does have a full-time program counselor is Blair Radio. He is Dave Klemm, a veteran of almost 15 years with the company. If a Blair station wants his help, says President Boden, Klemm will go into the market, listen for a couple of days and then "give them a candid appraisal—we call it a snapshot—of what the station sounds like and what it ought to do to improve itself." For this service, Blair charges a fee, but Boden isn't saying what it is.

The most basic service, outside sales, is research. With the help of computers, this can become extensive, complex—and, according to the practitioners, essential. Katz Radio's Ken Swetz says Katz stations can get "virtually anything they need to help sell their product," and he ticks off such items as the Katz Radio Optimizer, Katz Radio Analyzer programs, syndicated scorecards. "The only thing we don't provide our stations is an in-house programing consultant," says Swetz. "For that we direct them to some respected program consultants."

Other reps are equally proud of their

sonality-sports concentration.

Bernard Howard, president of Bernard Howard & Co., started his firm as a specialist in representing stations that program for black audiences but has moved now into the general field: Of his current list of about 110 stations in 80 markets, he estimates over half are general audience stations, reflecting all kinds of formats.

By and large, it seems agreed that one format is about as easy to sell—or as hard—as another. As Selcom's Lou Faust says: "It depends on the station's niche in the market, and of course the numbers help. The only problem areas are where somebody says, 'We don't want that type.' But there's less and less of that."

"There's not the stigma against top 40 that there once was. The stigma against country is lessening. Disco is still sort of a

question mark in some people's minds, but I think that's pretty generally accepted too."

□

There are painful differences—and painful similarities—between repping television stations and repping radio stations. Eastman Radio's Frank Boyle offers this perspective:

"The big difference is that we're dealing in pennies and they're dealing in dollars. It costs us just as much to hire a good sales person, and they're dealing in four or five times more revenue than we are. They have a higher communications cost, because they're dealing with limited inventory at all times ..."

"But our side of the coin is we're dealing in a fragmented marketplace—like 33

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services. Blair's Boden says that, among other things, "we do an awful lot of reach-and-frequency work for our stations, which we don't charge for, and we do it on an overnight basis." Blair also is programming a new calculator to show R&F of radio, TV and newspapers, to compare the three media "and show radio's advantage."

Along with other services, some emphasize their people—and their managements—as their finest assets.

"Our number-one priority is our sales people," says Eastman's Boyle. "Number two is management. One, we believe, has to go with the other.

"We believe in the management philosophy of General Motors, the Catholic Church and Procter & Gamble. That's called the backup system; there's always a backstop. We have a deliberate process of having people trained behind each position—in the selfish interests of our clients and our own growth.

"It has worked for us enormously well. For people who have titles, the average length of time they have been with us is now 12 years. The average of our sales people is six years."

What it boils down to, of course, is sales. Christal's Duffy says his firm provides "every standard service you could expect from a major representative in terms of research, computerization, client backup, promotion advice, involvement in advertising. But as the founding fathers of the rep business learned years ago, we don't get hired or fired for our service, but for our ability to deliver revenues and sell."

Salesmen cost money. Rep managements estimate that the "average" radio rep salesman probably makes around \$30,000 a year, maybe as much as \$35,000 to \$40,000, while top salesmen probably draw close to \$60,000 a year, with, as one put it, "maybe a few out there making \$70,000 or \$80,000." Says Eastman's Boyle: "I think as an industry we're higher paid than TV salespeople are."

By and large, radio reps do not have formalized sales training programs, though many do put new salespeople through some form of on-the-job training course. For most, it seems to be a case of, as Christal's Duffy puts it, "into the swim-



Howard's Howard



Buckley's Coppinger



PRO Radio's Brownstein



CBS Radio's Lund

ming pool—we're going to swim to the other end, let's go." Or, as Eastman's Boyle says, "we work harder at training people than on having a training program."

One that did have a formal program, and dropped it, is Blair Radio. Boden explains: "We started a training program about two years ago and we had one person who went through it. But we didn't have any turnover, and he sat there and sat there, and

we didn't have anything to do with him, so we just decided the program wasn't worth it to us."

Guild of McGavren says new personnel aiming for a sales career are placed through a strenuous program in radio research. Experienced sales and management people often attend management training programs. And in May, a large group of marketing and sales officials and their assistants spent a weekend at the Tarrytown (N.Y.) Conference Center, largely a brain-storming session on what the company's goals should be over the next five years.

As with many radio-rep issues, there are a number of opinions about the trend to regionalization of buying.

Coppinger of Buckley cited regionalization by agencies as one factor that has drained away dollars from reps. He notes that regionalization also has sped up the practice by some agencies of buying directly.

"Perhaps regionalized buying has helped the radio stations but it can only hurt the reps," he says. "I think the growth of buying services has been a factor in the growth of regionalized buying."

Dorton of Torbet is caustic, particularly

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Selcom's Faust

about the buying-direct ploy. He says he knows of one radio station that bills about \$1.2 million, and 40% of that total is via direct placement.

Duffy of Christal points to at least four major markets—Los Angeles, Chicago, San Francisco and Detroit—where he says a sizable proportion of advertising expenditures is being bought locally. Among the advertisers heavily involved in the direct route, Duffy said, are Trans World Airways, Federal Express, Schlitz, Eastern Airlines, Allegheny Airlines, Chevrolet, Quaker State and Air France.

"There are stations who will take the

local business," he comments, "but when they are left out of a buy they come to us and ask us to get to the agency planner or buyer in New York or other cities and see if they can be included in the buy."

On the other hand, Kale of Major Market Radio views regionalization as a possible plus. He points out that when the buyer (the agency) and the seller (the rep) are located in the same market, there is an improved opportunity for better communications. Kale adds that the qualitative advantages of a station can be explained more easily to an agency buyer located in the same city and one with whom the rep has built up a personal relationship.

He is not overly concerned about the direct-buying maneuver. Kale believes that in the top markets, at least, buying direct does not provide an advantage to the buyer. "In most instances our stations, at any rate, pay us our commission, direct buying or not," he says.

Guild of McGavren Guild says the regionalization thrust was one that his firm anticipated as far back as 1969, when MG

undertook an analysis of national spot radio dispersal. Accordingly the company rearranged its staff to follow the business.

"To meet the regionalization move we had to assign strong sales and support personnel in all our offices, and we now provide what we feel is highly skilled staff in our 11 offices," Guild says. "At one time a rep could get away with a strong sales presence in New York, Detroit and Los Angeles. But those days are gone forever."

Lund of CBS, who has responsibility over CBS Spot Radio Sales, observes that regionalization and direct buying have posed no problems. Regionalization, he continues, has had the effect of scattering the spot radio business, but says "we are well staffed in outside offices, which have benefitted by this trend." He feels, along with some other colleagues, that buying services accelerated the movement toward buying direct. He says:

"Our stations—those owned by CBS and the others—pay us our commissions whether or not a buy is direct. And we have found that with the passage of time the major media services that have flourished have become highly professional, and we can deal with them in a businesslike manner."

Savalli deplores the direct-buying practice. He says at the outset agencies may save a little by bypassing the reps but subsequently agencies will insist on lower rates from stations themselves.

Flaherty of RAR, on the other hand, has found no problem with direct buying but says RAR suffered because of regionalized buying. He says there have been instances of agencies with a number of offices placing business directly and bypassing the reps.

Hogan of RKO Radio senses that both the buying-direct and regionalized-buying approaches have "slowed down" and considers neither to be an overriding problem at this time.

Regarding regionalization, Boden of Katz comments, "It's here, and it is a problem and it isn't a problem."

He says Katz has geared itself to meet the regionalization thrust by setting up new offices. Katz had 10 offices five years ago. It now has 13 and is planning additional branches in the future, with Miami, Cleveland and Houston as prospects.

"The problem is what rate the station holds," Boden observes. "If an agency calls a station and tries to get a rate, and the station gives him a lower rate than we've gone in with, then it's a problem. The sum and substance of why an agency goes direct is that it thinks it can get a better rate. In some cases they do, unfortunately, which undermines our whole business."

Frischling of HR/Stone says flatly that "regionalization creates problems." He reports that when J. Walter Thompson landed the accounts of Schlitz and National Airlines, a substantial part of the dollars that were handled through HR/Stone's offices disappeared, especially in the major markets.

Can a rep do anything about it? "It de-

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depends on what kind of contract you have with the stations," Frischling says. "Most of the time you leave the station its local area to sell, and you have the rest of the country. If there's a J. Walter Thompson office there, and they buy all of their accounts out of that market, the rep is out."

Frischling does not believe that buying locally and direct is an efficient way for an agency to represent a client. When an agency wants to eliminate or change schedules, he continues, it has "to contact a lot more people as well as the reps."

Boyle of Eastman figures that "the erosion over the past five years, from a radio rep's standpoint, has to be in the \$50-million range." He offers this example:

"Let's say you're a sales guy and you call on McCann-Erickson. Buick is an account, and when there's a radio campaign

it's customarily 120 or 150 markets. With Eastman you have 100 markets you can pitch. But now McCann has 11 offices around the country, buying regionally. You—same guy who had 100 markets to pitch, and on commission—you now have four markets to pitch: Toledo, Flint, Lansing and Grand Rapids. Nothing illegal happened, nothing immoral. But now the local sales people in Chicago, Houston, Dallas—places where these offices have now been opened—they're sitting there with a bucket, and it's terrific for them."

Eastman's Burton also has this word about direct buying: "Buyers do better dealing with reps than flying around the country making direct deals. That's an expensive way for agencies to do business. We've had numerous occasions when there's been an accident: They bought

direct at the station, and the agency placed it at the same time through us. The station then has two different orders. And almost invariably the agency comes out much better dealing with the rep."

□

All hands agree that rep costs are rising. Some reps say the escalation exceeds their growth in billing, particularly this year, when business has been spotty. This raises again a question that has been asked intermittently in recent years: Is the present rate of commission enough?

The present rate, by most accounts, is for the most part the traditional 15%. In some cases, for smaller stations, it may go up to 20% and, some say, 25%. In a few cases, reps say, it may drop below 15%, to 12% or even 10%, perhaps when groups or TV-radio combinations are involved.

One leading rep, noting the decline in radio representatives over the years, doubts the slide will be halted until the commission rate is increased. "Unfortunately," he says, "there's a lack of representatives. That's a shame, and I think it's going to have to change, but I don't know how it will until the radio stations recognize that they're just going to have to pay a higher commission rate. We've operated on a 15% commission for a long, long time, and I suspect that's not enough; I think they're going to have to change their sights."

"Somewhere along the line, radio station operators are going to have to recognize that perhaps that 15% figure ought to be reviewed, that it's not adequate to encourage enough people to go into this business so every station that deserves a rep can have one."

Some reps see their declining number as putting the remaining reps in the driver's seat to get a higher rate. Others see it as fomenting even more intense competition among the surviving reps and thus keeping the rate down.

"I think we've got to do something," says Blair's Boden. "The expense of getting and keeping good sales people is in-

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Down and up. Figures released by the Station Representatives Association show that the percentage of national spot radio billings over the past four years has been declining in the Northeast and in Chicago and Detroit and growing in most of the other principal advertising centers. The table is based on the dollar volume sold by offices of national reps.

	1978	1974
New York,		
Philadelphia,		
Boston	40.5%	42.6%
Chicago	15.6	17.3
Los Angeles	13.4	11.5
Detroit	10.8	11.6
San Francisco	7.8	6.3
Atlanta	5.3	5.1
Dallas	3.7	2.8
St. Louis	2.9	—



Masla's Masla

creasing. The expense of our computers is increasing. And expenses are increasing faster than our billing is. So I think we're going to have to take a long look at our commission structure, and see where we go."

He wasn't suggesting that this was imminent. And he says he hasn't formed any opinion about what a new rate might be, whether 17.5% or something else.

Christal's Duffy, calling attention to the smaller number of radio reps, says he hopes the occasional dropping of rates below 15% will stop. His own stations, he says, are "one-hundred percent 15%," and adds: "If you didn't have 15% today, you couldn't make it . . . With less and less of us, why would anybody have to drop their commission? Now there's some talk about going to 17.5%. I think that for major stations that want to be with the top six reps, ultimately they'll have to be willing to pay a little bit more because of operating costs."

Frischling of HR/Stone says that increases in billing in the past few years should have taken care of increased costs, but that "this year the increase is so small, and the increase in doing business is gigantic, that [the billing increase] really is not covering it. Considering the paper that is being processed, it probably is less profitable this year than it was a year ago."

Faust of Selcom puts it this way: "It's getting tighter—the expenses are going up a hell of a lot more than billing. This year is a particularly tough year. I think something's got to give in some way. And that could mean increased commissions."

Boyle of Eastman says the commission rate *should* go up, and that part of the problem has been that "the rep business has been so damn defensive that we've

been afraid to stand up and say, 'Hey, we have a problem: Why are there fewer reps? To begin with, the income has been declining. We have not kept up, as an industry, with inflation . . .'

"So 15% is not enough. Part of the reason we don't say it is that half the reps are house reps and they're willing to take 10%, so how the hell do we compete?"

Sam Brownstein of PRO Radio agrees that costs are up, and he would like to see the rate go up too. But, he says, "the competition has become so intense among those of us that are left that I suspect an increase isn't going to happen in the foreseeable future."

Jack Masla takes much the same tack: "Realistically, I don't think the rate will

increase, because of the competitive pressure in the industry."

Down the road a way, Boyle sees a prospect that is both grim and promising: A further shrinking of the ranks of radio reps, but a better payoff for those that survive.

"Here's what I think is going to happen five or 10 years down the road as it relates to radio rep commissions," he says. "It's going to be a little like a grid card. The fallout of radio reps will continue, not because it's a bad business, but because the business was run badly. The solution will be that there will be bigger and better reps. And because there'll be fewer, stations will be bidding for our services."

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The NAB's Tom Bolger: Consolidating in a time of change

New joint board chairman will be as energetic as his predecessor, if not as evident an activist; uniting splintered broadcast elements—and even some nonbroadcast ones—is high among his priorities

The guard changed at the NAB last week, bringing in a new joint board chairman with a new watchword. "Consolidation" is how Thomas Bolger, president of Forward Communications' WMTV(TV) Madison, Wis., expresses his ambitions for the next two years.

The word has two uses, one connoting a uniting of parts, another a strengthening or firming up. Bolger would have it both ways. The uniting is of the various broadcast associations—not in the specific sense of a federation, but of a group of individuals retaining their identities while increasing their cooperation with one another. The firming up is really a continuation of what Bolger considers a string of successes, begun around the time the outgoing chairman, Donald Thurston, took the reins in 1977.

In an interview with BROADCASTING, Bolger stressed his concept of collaboration with other associations. "We've kind of splintered out," he said, referring to such groups as the Radio-Television News Directors Association, the National Association of Television Programing Executives, the National Radio Broadcasters Association and others including promotion executives, program directors and

editorialists—even the National Cable Television Association. He said there has been a maturing process that has reduced the competitiveness, particularly with the cable operators. The time has come, he feels, to drop the fists and search for common ground. "We're not trying to change them," Bolger said. "We're just trying to be more cooperative."

He continued, "Sure, we're not going to go ahead and support them on all things. But I think they're of a size and we're of a size that we can work together on some items."

His idea of consolidation doesn't just take in the other broadcast associations. It is to go inside NAB as well. Bolger moves to the top just as the negotiating begins on the various bills to revise the Communications Act. The bills themselves, particularly H.R. 3333, the basic rewrite, carry the potential of splitting the industry into factions. There is more in the rewrite for radio than for television; daytime broadcasters have an ax to grind, with clear channel stations doing their best to thwart them. Minority broadcasters tend to see the bill differently from those in the mainstream, as there are differing points of view between small-market and large-market broadcasters.

Bolger observes all this and counts it as one of his and the NAB board's challenges—to keep the industry together during the rewrite process.

He takes it as a special obligation, too, to develop closer ties between NAB and state broadcast associations. Actually the association has begun to do that already, seeing to it that an NAB staff member is at most

state broadcast conventions. But Bolger says that isn't enough. A participant in a state association convention "can hear the paid gun tell about what they're doing in Washington, and its completely different when one of his fellow broadcasters and elected representatives tells him," he said. To strengthen ties with the states, Bolger plans to attend 10 state association meetings a year. He will encourage other members of the executive committee to attend four each, so that among them they will have covered the 50 states in two years.

He is braced for a heavy schedule of travel on association business—he estimates it will cause him to be on the road or in the air every other week until August, every week after that. It will tax Bolger's considerable energy, but he apparently is used to it. Aside from running a television station, he is also a director and vice president of Forward Communications Corp., a director of the Television Information Office and director of a local savings and loan institution and Junior Achievement of Wisconsin. In the past he has been active in the local advertising club and United Way campaign.

At 45—young for a joint board chairman—he has energy to burn, he says, and plans to burn it for the NAB. In that way, he brings continuity to the chairmanship, just vacated by one of the most vigorous NAB chairmen in recent memory, Don Thurston—who, among his other activities, made sure that his heir apparent would be up to speed when he took over ("I'll hit the ground running," says Bolger). But it is also apparent the Bolger style will differ in substantial ways from

Thurston's. The outgoing chairman set out to be an innovator (among his conspicuous successes: the establishment of a trust fund to boost minority ownership in broadcasting, which has so far attracted about \$9 million in contributions from the industry, and which Bolger promises to "strongly continue.") But it isn't like Bolger to keep things as stirred up as Thurston did.

Unlike his predecessor, Bolger comes to the job with no special programs to push. Consolidation will be his goal, he repeats, to press for success in the legislative and regulatory arenas and bolster NAB's image. "NAB has done a lot of things," he said. "But many of them are not highly visible."

A facet of the Bolger style is a strong organizational ability. A firm believer in goalsetting and constant evaluation, he comes to the job with a list of aims in his pocket (one he won't share, however, until firmly established in the chair). He also has a list of 25 key industry leaders with whom he plans to meet in his first 100 days. Those plans, however, include no structural reform of the sort that resulted in major shifts of staff and job titles at the association more than two years ago. On the contrary, said Bolger, the current staff makes up a "pretty well fine-tuned organization."

But he does have in mind the NAB board meeting more than just twice a year. Rather than the traditional January and June meeting times, he would have the board get together three times, in January, May and September.

Bolger cautioned against portraying the changing of the guard as the start of a Bolger era. NAB cannot be a one-man show, he said, and he talked of the necessity of concerted action by the NAB executive committee, joint board and staff.

In the context of the Communications Act rewrite, which will continue to be one of the biggest ongoing events during the next two years, Bolger's politics might be considered moderate. He personally would not be upset, for instance, if some regulation were retained for television. He supports retention of the public interest standard, as well as the fairness doctrine and equal time.

But ultimately he will support the positions that the joint board formulates. On the NAB board, in Washington all of last week, there remained a question whether the crucial stage had yet arrived to take hard stands. Bolger is one who felt it was not time to get down to the "nitty gritty."

There are, of course, many other issues in which the association is involved, not the least of which is the Justice Department's suit against the NAB television code time standards. In fact a summary of all the broadcast proceedings in the FCC and Congress, a voluminous document prepared by the NAB government relations and legal departments, fills 134 pages. A major goal of the next two years would be to bring many of those proceedings to a close, Bolger said: "My ambition would be to reduce that book to 50 pages."

Thurston invokes hindsight

Outgoing NAB board chairman looks back over his two years and is pleased with successes including minority trust fund and First Amendment legal activity, but sorry that ratings plan never got off the ground

For Donald Thurston, it may seem as if school is out at last. Ending two years as National Association of Broadcasters joint board chairman last week, he has no more meetings to preside over, no more

airplanes to catch, no more long hours on the telephone talking over NAB business. That flood of obligations turns to a trickle as Thurston takes on the largely advisory role of immediate past chairman.

The change will probably seem strange after what has been one of the more vigorous administrations in recent memory. If the watchword of the new administration under Tom Bolger is "consolidation," that of the two years past might have been "innovation." Thurston was a chairman with ideas. Some worked and some didn't.



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Thurston

and some things happened without his involvement. During his chairmanship, there was a major reorganization of association staff, a flurry of new activity, especially in the legal arena, and the start of some new programs, the chief among them a trust fund to help finance new minority-run broadcast operations. The last, although involving many people, was painstakingly shepherded by Thurston and may well stand as the monument of his chairmanship.

But that was only one of the association's recent activities. Thurston, in an interview last week, exhibited some satisfaction with the over-all picture that emerged in two years. It is a picture of an association with a new style of working, he thinks, a style that says "Let's be out in front," instead of being reactive to events caused by others. It is a picture of an association with membership at an all-time high, and an in-the-black balance sheet.

Nearly all departments at the association have advancements to report, he said. With the NAB board's approval, for instance, the NAB legal department has vastly increased the association's visibility in First Amendment disputes, filing friend-of-court briefs in a number of major press cases this year and last. The public affairs department has worked to carry NAB's activities to the public eye—with success, Thurston thinks. The engineering staff has been increased and a laboratory planned. The association's liaison with the "grass roots" has been greatly strengthened and proved its effectiveness in lobbying Congress. And with

the minority effort, said Thurston, "we're leagues out front of everybody [in encouraging minority ownership, hiring and raising money]. No other industry is doing anywhere near this."

But the outgoing chairman, returning his full attention to his small-market radio operation in the Berkshire mountains of Massachusetts, doesn't go without regrets. He thinks it a failure, not just of the last two years, but of the past decade, that NAB has not tried to understand the world outside broadcasting, to see the advances in computers, satellites and cable television that to Thurston spell both opportunity and threat for the future of broadcasting. One of the big dangers of the Communications Act rewrite, especially since the cable and telephone industries have buried the hatchet (BROADCASTING, June 25), Thurston thinks, is that broadcasters could get squeezed off the very picture tube they put in place. "I think the leadership of the broadcasting industry would make better decisions if it knew more about common carriers, information services and computers," Thurston said.

Nor has the industry ever dealt directly with its detractors about the quality of

broadcast programming, Thurston thinks. He counts it an "unfulfilled desire" to create some role for NAB in improving programming on both radio and TV. This involves working more closely with the educational establishment and with the development of new writing talent and programming concepts. Thurston's own idea of a system of qualitative ratings for television never got off the drawing board. And that's a shame, he said. "Programming is the common denominator of every problem the broadcasting industry has."

Although he plans to remain active in the formation of the minority trust fund, Thurston's official role with the association is now reduced to continued attendance at NAB executive committee and board meetings. That won't fill the void left by his relinquishing the active chairmanship, however: He has already begun looking for new properties to expand his radio operation, which now includes two AM's, an FM and a background music service.

For NAB, Thurston hopes to see "more success," not just in government-related activities, but in all the association's departments. "I'd like to see that winning spirit continue," he said.

PUBLIC BROADCASTING

PBS will go separate ways

System's membership approves plan for three services: national prime time, regional networks and educational programs; size of governing body also is reduced.

In a move widely viewed among public broadcasters as a personal endorsement of Public Broadcasting Service President Lawrence K. Grossman, the membership of the noncommercial television network overwhelmingly approved a reorganization plan designed, according to its principal architect, to better equip the broadcast service for the current communications revolution and for the changes almost certain to come in the 1980's.

The membership, meeting last week at Los Angeles's Century Plaza hotel, voted to create multiple program services under the auspices of one system president, to separate the lobbying and membership functions of PBS from the programming arm and to substantially reduce the size of the 52-member board of directors. In supporting the ideas of a strong programming executive and a smaller board, the member stations rejected recommendations by their board to establish managing directors for each of the up to three separate networks and to maintain the large number of persons on the network's board of directors.

As a result of last week's action PBS is expected to create three networks—a national or primary service of prime-time entertainment and cultural programs, a regional and special-interest service featuring the works of independent producers or local stations and an instructional and informational service dedicated

to educational programs and in-school and home-study offerings. Each of those networks will be operated independently under the authority of one president responsible solely for PBS programming.

The lobbying and membership functions of the organization will be handled by a new Center for Public Television, the head of which will represent the system of stations in the way, for example, that the president of the National Association of Broadcasters represents the interests of commercial radio and television stations.

Although the network's membership endorsed the general plan, actual implementation of the restructuring will be the job of a new transition committee to be selected by PBS Chairman Newton Minow. At a meeting of the PBS board last Wednesday, Minow indicated that the transition committee will be heavily weighted with nonprofessional representatives, as well as members of the board's executive committee.

The transition committee, which was not given a deadline to come up with its recommendations, is expected to report to the PBS board some time this fall with a set of specific plans and proposals, including the exact size and composition of the new board. Furthermore, Minow will appoint a board of incorporation that will report with the specific structure of the new public television center. It, too, is expected to have a report ready in the fall.

Although no date for implementing the reorganization was set, Jan. 1, 1980, was mentioned several times during Monday's discussion of the plan as the most favorable date. In answer to one question from the floor about implementing the plan,

PBS Senior Vice President and Corporate Secretary Michael Hobbs said that by next year's annual meeting in Washington, the new networks would be in operation or "we'll tell you why."

The restructuring plan was largely the work of PBS Vice Chairman Hartford N. Gunn (see below), a career noncommercial broadcaster who was the first PBS president. Although Gunn viewed the membership's endorsement of the concept of a strong programing president and that of a smaller board as a partial rejection of his plan, he considered the vote an over-all victory for him in that the members unanimously approved the multiple program services, the foundation of the proposal. "I thought I had made a good case for putting the strength and the power at the individual network level rather than with a super executive," Gunn said last week while commenting on the members' decision. He said the new programing executive should appoint "very strong independent managers" to operate the networks. But, as a practical matter, he said, how the networks will look will be "largely dependent on the personality" of the programing chief.

Grossman declined to comment on the issue of whether the vote was indeed an endorsement of his personal leadership of the system for the past three years, but he was clearly pleased with the outcome. Under the new arrangement, he said, PBS will be "entering a whole new territory."

Grossman described the reorganization as PBS's way of "dealing with the satellite"—a reference to the satellite interconnection of the stations that began last year. Under that new means of networking, PBS has three distribution channels, enabling it to offer that many national program feeds at one time. PBS also has an option for a fourth satellite transponder that would make yet another programing service a possibility in the future.

The PBS president has long advocated more central authority in programing, and the vote for an authoritative executive in that area suggested that the stations have been persuaded to that view—at least as far as the national service is concerned. In another action last week, the members approved a plan for four nights of national programs, a national schedule, that will be shown on all PBS stations at the same time (see page 73). The stations will be able to maintain much of their autonomy, however, regarding the program offerings of the other networks.

Perhaps the most far-reaching decision made by the public television managers last week, was to separate programing from the other functions of PBS. Referred to as the Center for Public Television in discussions last week, the new office will become, in effect, the trade association for public television stations—representing them before Congress, the FCC, the executive branch or other government agencies.

"You just had to pull them apart," said Gunn, in order to clearly distinguish between station interest and network pro-



Minow



Gunn



Grossman

graming decisions. "It's no different from NBC and NAB," he added.

Actually, Gunn's vision is that by separating the two areas, programing will be much more insulated from outside influences—government as well as private. Although he said there was no way to keep the programing executive from being called before Congress, for example, Gunn said that under the new structure such a call would "clearly show that Congress or the government is looking at programing."

"That ought to put a flag in everyone's newsroom that the head of a program service is being called on the carpet. If it's abusive, then that abuse would be clear," Gunn said.

Grossman, too, followed that logic. "Vince Wasilewski [NAB president] testifies before Congress, but so do the heads of the networks. The essential thing is to have someone representing the interests of the stations."

Who will do what under the new set-up is still the big question yet to be answered. There will be a need for a head of the public television center as well as directors of the networks. Also, there will be some experienced talent—most notably Gunn, who suggested the abolition of his own job—that will be looking for jobs in the not-too-distant future. Grossman, who will be on the transition committee, was uncertain whether he would be more interested in the programing position or the lobbying one—if either. Chloe Aaron, PBS's senior vice president for programing, said it was far too early to be talking about new positions. And Ron Devillier, director of program administration who was named vice president for programing last week, half jokingly said that in six months he may be looking for a new job himself.

"It would be inappropriate to start staking out claims on positions," Grossman said.

Gunn urges PBS membership to stay apace with technology

"It means a new way of thinking. Not thinking just as broadcasters, but as communicators, as centers for information and education in our communities and states, centers which deliver programing and information by whatever is the best means. It means seeing ourselves as community institutions for education, information and cultural growth."

That's what Hartford N. Gunn Jr., vice chairman of PBS and architect of the system's reorganization plan, told more than 500 public broadcasters gathered for the PBS membership meeting.

In his speech, Gunn outlined a broad vision for the public television system in the 1980's that attempts to accommodate many changes in the communications industry. What are those changes, Gunn asked, and what are their consequences?

He recited a list:

"Until recently, most Americans had a maximum choice of up to five or seven TV

channels at any given time.

"Now over 14 million homes—nearly 20% of all TV households in the country—are connected to cable television systems and thanks to cable most of those homes now have 12 or more programs to choose from at any given time.

"With only a modest capital investment, 50% of America's homes could have that same amount of choice tomorrow. That's the number of homes cable systems pass with their present cables.

"The developing technology of lasers and fiber optics could enable cable television to offer literally hundreds of channels more in future years.

"More than two dozen distinct network program services now feed these cable systems by satellite, providing much programming that once belonged exclusively to public television: high-quality children's programming (now available 13 hours a day); daily live coverage of the U.S. House of Representatives; as well as programs targeted to women and minorities, to name just a few.

"Several million people in this country have purchased videocassette recorders and another half a million will do so this year. Now videodisk technology will bring you more programming—including public television's own *Julia Child*.

"Demographic and population trends in the U.S. indicate rapid growth in groups with very different interests over the next decade: single young people in their 20's, people over 65, Spanish-speaking Americans."

As a consequence, Gunn said, there inevitably will be more consumer choice of programs, initial confusion among programs and channels and networks, possible fractionalization of audiences, raised consumer expectations and greater competition.

Under its old system, he said, "public television in particular could well be submerged in all this abundance."

Public broadcasters, he said, should look upon the new technologies as opportunities to serve different audiences with different programs at the same time, to deliver more useful programs and to provide shows of broad appeal that build strong constituencies and solid financial support while, at the same time, serving small-audience minority interests "which have justifiable claims on us."

Local stations should work with cable systems and experiment with videocassette production and marketing. "It means working hard at finding ways to make the new technologies work for you—to help you improve your service, expand it to reach more people and generate more support so you can further improve your service," he said.

That set the stage for the group discussions and, finally, for the vote of the membership last Monday to reorganize the public system into multiple program services and to spin off the programming arm of the system from its lobbying and membership organization. The result, he said, was "not simply what PBS as a cor-

poration should be and how it should be managed, but what public television itself will be and how it will be managed."

Bigger can mean better, Brown tells PBS; the FCC commissioner urges public television to go unashamedly after the audience

An FCC commissioner told public television broadcasters last week that they could learn much about the business of television from their commercial counterparts. Delivering the keynote address to the PBS membership meeting, Commissioner Tyrone Brown said that public television "must seek to generate the largest possible loyal audience" and that the stations



Brown

should "approach the business of audience building in a much more businesslike way" than they have in the past.

"Public television no longer should be satisfied in the knowledge that it provides excellent and innovative programming," the commissioner said. "At this stage in your development, you must do more.

"You must make every effort now to build a large and loyal following which will stay with public television in the face of emerging competitors spawned by the new technologies. To assure a place for yourself in the new telecommunications age is one very good reason why public television should be more concerned about its audience than it has been in the past," Brown said.

Holding that public television had been defined by the "myth of alternative television" (a phrase he insisted was not meant critically) that has demanded it "be everything that commercial television could not or would not be," Brown said the noncommercial medium has spurned audience analysis and deliberate audience building "as being too closely associated with commercial television."

Actually, Brown stepped back a bit from his position, which sounded as if he were telling PBS to program the kinds of shows the commercial networks do, but his prescription for expanding the public television audience was straight from midtown Manhattan. He suggested four

"building blocks" to expand the PBS audience:

- More effective audience research.
- Establishing specific and concrete program objectives based on the identification of potential targeted audiences and their interests.
- Greater efforts on developing and acquiring programming directed to the target audiences identified.
- A much better job of program promotion.

Brown's statement was made, he said, because public television's present audience could well become as fractionalized by the new technologies of cable television, pay TV, videocassettes and disks as has been claimed will happen to commercial television's. "These new realities of the marketplace—increased fractionalization and increased diversity—suggest to me that if public television stands still as the new technologies are introduced, it may have a very bleak future," he said.

Beyond that, however, the commissioner said that an effort to increase the size of the PBS audience—which he estimated at 2% of the U.S. television households—could have the very tangible result of helping to solve two of the system's most prevalent woes—inadequate funding and the threat of external interference from its funding sources.

He suggested that public television's legislated funding levels would increase appreciably "only if Congress receives a strong message from a broad constituency of viewers that public television is their television and they want it to prosper."

With a substantially broader audience base, Brown indicated, "direct viewer support can become a truly significant part of your over-all funding. I believe that kind of funding is your best insulation from restraints imposed on your journalistic and artistic creativity by either government or private forces."

PBS board and officers are elected at annual meeting; members get review of finances

Although last week's annual meeting of the Public Broadcasting Service was given over in large part to the business of reorganizing the noncommercial network, it was still the system's annual get together for doing a number of regular housekeeping chores.

In his annual report to the members, PBS President Lawrence Grossman said that PBS's three fund-raising campaigns—last August, December and March—brought in a total of \$32.6 million—more than \$7 million above the previous year. (March's *Festival '79* marathon netted more than \$15 million—a 27% increase over 1978).

Support from private businesses, corporations and foundations reached the \$30-million level, Grossman said. In all, he added, 135 companies and foundations made contributions; 37 of those firms had never before contributed.

Support from the public sector reached

Crosscountry. Congressman Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, had been the scheduled speaker at the PBS luncheon in Los Angeles last Monday, but business in Washington—public broadcasting hearings and an appropriations bill vote—kept the rewriter of the Communications Act on the other end of the continent. He delivered a taped speech, however, advertising the rewrite as a "possible antidote for the malaise of fiscal restraint and its challenge to public broadcasting"—a reference to the growing tightfistedness of the 96th Congress and its possible impact on noncommercial broadcasters. He said H.R. 3333 "proposes a substantial increase in federal funding for public broadcasting ... despite the current infatuation back here with frugality." The chairman said that now, rather than in 1981 when a reauthorization of public broadcasting funds will be necessary, is the time to "nail down the financial and structural reforms" for the system. "By 1981, you might need all your resources to cope with structural change. A fight for continuing authorizations could sap your strength—and jeopardize your stability—just when you need them the most," the congressman told the broadcasters.

From the other side of the Hill, Ernest F. Hollings (D-S.C.), chairman of the Senate's Communications Subcommittee, sent a letter to the PBS members saying the 1978 Public Telecommunications Financing Act has helped "make the tools available for a tremendous increase in the quantity and quality of programming." Congress at that time, the senator wrote, was telling the public broadcasters to take the initiative in identifying "your role in the rapidly changing communications world." That, Hollings continued, "is certainly what we in Congress have long envisioned and do expect of a maturing, cooperative community. It was for that reason that we agreed to a three-year authorization bill to give you a chance to develop that role. Then in 1981 we will review your progress."

\$33 million—with \$12 million of that coming from the Corporation for Public Broadcasting and another \$21 million from other departments and agencies within the federal government.

On other fronts, the board of directors of the service added eight new members: Edward E. Hales, attorney with the firm of Hales & Harvey, representing WHA-TV Madison, Wis.; Richard A. R. Pinkham, consultant and the former vice chairman of Ted Bates & Co., representing WNET(TV) New York; Henry J. Cauthen, president and general manager of the South Carolina Educational Television Commission; Bruce L. Christensen, general manager of KUED(TV) Salt Lake City; John R. Morison, executive vice president and general manager, WHRO-TV Hampton-Norfolk, Va.; F. Lee Morris, executive director, Mississippi Authority for Educational Television; Donald E. Schein, president and general manager, WMHT(TV) Schenectady, N.Y., and Otto F. Schlaak, manager, WMVS(TV)-WMVT(TV) Milwaukee.

Re-elected to the board were: Dollie Cole, Alfred C. Galloway, Phillip Gonzales, Dallin H. Oaks, Ralph B. Rogers, Barbara C. Roper, John W. Ryan, Robert F. Schenckan, Juanita Storey and Ann Stranahan.

The board of directors also re-elected the corporation's officers for another year. Renamed were: Grossman; Hartford N. Gunn Jr., vice chairman; Chloe Aaron, senior vice president for programming; Neil B. Mahrer, senior vice president for development and public information; Daniel Wells, senior vice president for engineering and operations; Michael Hobbs, senior vice president/corporate secretary; William T. Reed, senior vice president for station relations; Haskell Arnold, treasurer, and John E. D. Ball, vice president for engineering. The board also promoted Ronald J. Devillier, director of program administration, to the new post of vice president for programming, reporting to Aaron.

Fellows gets Lowell award as public broadcasters hand out honors to stations

James A. Fellows, president of the National Association of Educational Broadcasters, received the Ralph Lowell Award, public television's highest honor, at a banquet sponsored by the Corporation for Public Broadcasting last Monday (June 25) in Los Angeles.

Fellows, president of NAEB, Washington, since 1975, was honored for his contributions to public television over the years—specifically for his role in expanding and enhancing the level of professionalism in the public broadcasting community. Fellows joined NAEB in 1962 and rose through the association's ranks to its leadership, first as its associate director of the office of research and development, then assistant to the president, director of research and development, director of professional services and executive director.

Selected to receive the award by a panel of public television program managers, Fellows received his award last week from Lillie Herndon, chairman of the CPB board of directors.

Other CPB local program awards handed out last week included:

WTTW(TV) Chicago □ *Frankie and Johnny* (performance).

WGBH(TV) Boston □ *Irish Treasures* (cultural documentary).

Georgia ETV Network □ *Langston* (drama).

WNET(TV) New York □ *Hip, Hip, Parade!* (children's generic).

WVIZ-TV Cleveland □ *Nellie Bly* (instructional).

Mississippi ETV Network □ *Prenatal Care Vaccinations* (instructional).

KDIN-TV Des Moines, Iowa □ *Farm Digest* (target audience).

WHWC-TV Menomonie, Wis. □ *Logrolling* (informational).

KQED(TV) San Francisco □ *Moscone/Milk Assassinations* (public affairs).

KCTS-TV Seattle □ *Backstreets* (news and public affairs documentary).

Will variety be the spice of added channel capacities?

Aspen Institute will investigate relationship of new technology to programming and whether diversity will be the natural result

A question whose answer has been largely assumed in the rush to broadcast deregulation will be the focus of a study being undertaken by the Aspen Institute Program on Communications and Society.

It involves the relationship between the increasing number of channels of communications being made available by technology and the resulting number of programming choices being made available for the public.

Start-up funding of \$20,000 will be provided from a \$220,000 grant the John and Mary Markle Foundation has made to the Aspen program. The remainder of the grant will be used to provide basic support for the program for the next two years.

Michael Rice, director of the program, said the grant "recognizes the program's contributions to the field and should help significantly to attract support from other sources." But he said further amounts equaling in total the Markle grant will be needed to keep the program effective.

Two other grants, each of \$10,000, have been announced. One, from United Telecommunications Inc., will help fund a study on content and policy issues raised by the teletext and viewdata technology; the other, from the Harris Foundation, will help provide basic resources.

Rice said the study on future diversity in television programming, which he will head, was prompted by the view shared by many communications policy makers that "the forces of the marketplace, together with new distribution modes, will ensure viewers a greater variety of programs from which to choose."

Local official charges Cox with trafficking Atlanta cable franchise

If the merger is approved, the transfer of properties from Cox Broadcasting to General Electric (BROADCASTING, Oct. 9, 1978) will probably mean more to Cox than shares of stock: It may put an end to months of criticism directed at the company by an Atlanta city official.

Councilman James Bond, chairman of the city's development committee, has charged that Cox failed to develop its local cable system—which it is in the process of selling—to protect its broadcast interests.

According to Bond, Cox received a franchise six years ago for a \$10,000 deposit and enlisted only 7,700 subscribers. By not developing the system to its

capacity, he said, Cox cost the city millions of dollars in lost revenues. In addition, Bond is incensed that Cox, which is selling the system, stands to make a large profit on the sale. Cox has reached an agreement in principle with Cable America Inc., a subsidiary of Cablecasting Ltd. of Canada for purchase of the system for \$5.5 million (BROADCASTING, June 18).

Cox officials, however, call Bond's charges unfounded. They say they would have further developed the system had it been feasible in the pre-satellite period. "Atlanta will be one great cable market,"

one Cox official said. "If we could have developed it, we would have."

With Cox negotiating to divest itself of the Atlanta cable system, the city council adopted new provisions that would require a franchise owner to be at least 20% locally owned, and would prohibit a cable company from owning a network TV station in Atlanta.

Cox had proposed trading its franchise for one in Port Huron, Mich., owned by Harron Communications of Philadelphia, but Harron ultimately reneged, saying it couldn't accept proposed amendments to

the franchise. Cox then made the deal with Cable America.

The transfer to Cable America has to be approved by the city council, and Bond said last week that, although he was impressed with the plans the new company had for developing the system, he wasn't certain he would vote for approval of the deal.

Bond said he was worried that the high cost of the franchise would be passed along to the consumers. He introduced an ordinance prohibiting rate increases based on the purchase price.

Journalism

'Prime Time' premiere

NBC's news magazine effort, hosted by Tom Snyder, bows with slick technical effects, respectable ratings and reviews

With an on-air voice: "Up on one and announce. Cue tone," NBC News on June 24 launched *Prime Time Sunday*, the network's successor to *Weekend* and answer to CBS News's *60 Minutes* and ABC News's *20/20*.

Although the broadcast's ratings didn't equal first-placed *Three's Company* or fifth-placed *60 Minutes*, its score—placing it 25th out of 65 prime-time programs—was being considered a promising debut for a news magazine show.

From 10 to 11 p.m. *Prime Time Sunday*, anchored by Tom Snyder, scored a 15.5 rating and a 29 share, against CBS-TV's rerun of *Moses the Lawgiver* (17.3/32) and the second half of an ABC-TV movie, *Hollow Image* (17.6/33). Earlier that evening, *60 Minutes* had brought in a 21.9/48. The previous Thursday, *20/20* had a 21.7/24 for 41st place.

NBC said that the first *Prime Time* outing represented a 46% ratings improvement over what *Weekend* had been receiving in the same time period. And a spokesman pointed out that when *60 Minutes* premiered on Sept. 24, 1968 (Tuesday, 10-11 p.m.) it only earned an 11.4/22.

With anchor Snyder (who's continuing his late-night hosting job on NBC's *Tomorrow*) and correspondents Chris Wallace and Jack Perkins, the network had promised a less than conventional newsmagazine—one that would stress live television and also give the viewers a feel for the technology it takes to put the show together.

The first segment was live, with Snyder interviewing airline entrepreneur Sir Freddie Laker in London; Langhorne Bond, Federal Aviation Administration chief, in Washington, and James Dunne, Airline

Passengers Association president, in the *Prime Time* New York studio.

Following that were prepackaged segments that allowed for live interplay with Snyder at the end. Chris Wallace (son of *60 Minutes* co-editor Mike Wallace) had a piece on a legal car repossessing business in Chicago and Jack Perkins was in Santa Fe, N.M., with controversial children's novelist Judy Blume. The program ended with a shorter story on two Panda bears in the Washington Zoo who aren't mating.

On the set, an array of monitors were behind Snyder; a control board and those working it were in front of him. Viewers saw and heard commercial countdowns. Typical was "Insert . . . roll commercial . . . five, four, three, two, one."

In reviewing the program, John J. O'Connor of *The New York Times* found that the countdowns "became quickly tiresome" and suggested that "the seconds, always incredibly precious in TV news, could be put to far more substantial

use." The set, he found, "crisply attractive, its banks of monitors calculated to suggest a modish futuristic mentality lurking in the background." But as for the concept of doing the show in the control room, he said Edward R. Murrow did the same in 1952: "So much for innovation and suspiciously bright ideas."

Tom Shales of the *Washington Post* called it "the second best newsmagazine program in network television" but admitted that was "not precisely meteoric" since there are only three.

He said it "got off to a slick, swift and efficient beginning, and after a summer's worth of shakedown, could well give some measure of competition to Mr. Number 1 on CBS, *60 Minutes*."

Although lacking "the nearly Bar-mormorian theatricality of *60 Minutes*" to grab audiences, Shales said, "the segments were all well produced. And while he said *Prime Time Sunday* did not warrant the "extermination" of *Weekend*,



"neither did it rub salt in a nasty wound. It was not a cheap or gaudy production as some may have feared." And, he said, it was "hard to recall the maiden voyage of any other program so technically complex that went off so smoothly."

Howard Rosenberg of the *Los Angeles Times* said that judging from the first episode, the show "may never stop the presses or add significantly to our understanding of the world. But it has that nice middle-minded look... and even if Snyder ends up tap-dancing, it would be a most welcome addition to prime time and more appealing than *Weekend*..."

O'Connor, on the other hand, questioned the Blume piece saying that it "suggested that *Prime Time Sunday* may be less interested in exploring and analyzing contemporary vagaries than in exploiting them. As the series goes through its inevitable shakedown period the true direction will doubtlessly be unmistakable."

As for Snyder, he was commended for his control. O'Connor said that he, "for good or ill, is a true creature of the medium. He is one of its natural 'personalities.'" Shales described Snyder as "mighty comfortable" and "incomparably commanding" in situations such as the airline piece.

Rosenberg said "there is more activity between those gray Wolfmanish sideburns than his severest critics have been willing to admit. However, bottom line, Snyder is essentially a fast-on-his-feet showman, with pizzazz in his veins. That, not his journalism, is what's on display."

Shaky future for 'Universe'

CBS science program, hosted by Walter Cronkite, isn't found strong enough by brass to get weekly nod; network hopes to have another pilot ready to air by next year

Familiarity may not always breed contempt. But in the case of *Universe*, a half-hour science newsmagazine aired last Wednesday at 8 p.m., CBS found the approach "too familiar" to accept the show as a pilot for a regular weekly series.

"Although the show itself is fine," explained Bob Chandler, vice president and director of public affairs broadcasts, "you don't come out of it saying: 'Gee whiz, I didn't know that.'"

The broadcast, anchored by Walter Cronkite, began with a brief sequence telescoping 20 billion years of the universe's development. Cronkite then reported on multiple sclerosis through a victim of the nervous system disease, cellist Jacqueline duPre. Charles Osgood had a piece regarding the far side of the moon and Terry Drinkwater reported on the possibility of an earthquake in Los Angeles in the not too distant future.

According to Chandler, CBS News hasn't given up on a weekly prime-time science show and will "try to put together another pilot." However, he doesn't expect



that any earlier than the first of the year.

As for Cronkite's participation in another science program attempt, Chandler said "I'm sure he would like to... and we would want him to."

Cronkite, a science buff, is said to have volunteered to join in the *Universe* project when he heard it was being developed.

However, he is reported to be in sharp disagreement with the piloting of such a project, believing that the show should be given several outings to allow for a natural shakedown.

Executive producer for *Universe* was Ron Bonn. With the set completed and animations and other staples already prepared, he said it would "not be a particularly costly thing" to go on with the show. He hadn't received any word, however, making him "pessimistic, only because nobody has given me any reason for optimism."

TV turns to Florida to cover murder trial

Networks, PBS and 20 stations set up in Miami court under state law allowing coverage

The first trial of national interest in a Florida court since the state's supreme court decision allowing cameras in the courtroom got under way last week in Miami. And broadcasters, representing all three networks, the Public Broadcasting Service and 20 network affiliates, are ready.

The trial is that of Theodore Bundy a former Seattle law student, accused of murdering two women students at Florida State University in Tallahassee in January 1978. National interest stems from the lurid details of the crime and the fact that Bundy is suspected of murdering 18 to 38 other young women in Washington, Utah and Colorado. The trial was moved to Miami after a judge ruled Bundy could not get a fair trial in Tallahassee.

Throughout the first week of jury selection, a single camera mounted on a stationary tripod and three microphones recorded events in the courtroom for the army of some 100 reporters, producers and engineers stationed on the ninth floor of the courthouse.

The ninth floor is the headquarters for the ABC pool, created to coordinate access to the video and audio from the courtroom

and provide the means for sending stories back to network headquarters in New York or to 11 Florida and nine Western stations that have reporters on the scene. Stations in Salt Lake City, Seattle and Denver are covering the trial because Bundy is a suspect in murder cases there.

Steve Tello, who is in charge of the pool for ABC, said stories are sent to the Florida stations through a telephone line and to the networks and the Western stations via microwave and telephone lines to Atlanta and an uplink from there to a Westar satellite.

Mike Sullivan, assistant news director at WFTV(TV) Orlando, Fla., coordinated the network of Florida stations set up to cover the trial. He said to accommodate the Florida stations, ABC routed its Miami to Atlanta line through Tampa, Orlando, Jacksonville and Tallahassee. His main job on the first two days of the pool's operation was "directing traffic"—making sure each member got a chance to feed his story home in the 15 or 20 minutes allotted the Florida stations. He said "the operation looked like chaos but actually went fairly smoothly."

According to Tello, the three Miami network affiliates will take turns providing camera and sound crews and equipment for the courtroom coverage. He also said ABC has set up two monitoring sets so

that the public and courthouse personnel, who cannot get inside the courtroom, can watch the proceedings.

The state supreme court permanently opened the state's courtrooms to cameras with a decision handed down April 12 (BROADCASTING, April 16). (The decision did not become effective, however, until the first of May.) Between June 1977 and June 1978, the court had allowed cameras in the courtroom on an experimental basis. It was during that period that the murder case of Ronny Zamora came to trial. Those proceedings were televised gavel to gavel by WPBT(TV) Miami, a non-commercial station which, incidentally, has chosen not to take part in the coverage of the Bundy trial.

Public television, however, will again be providing the most extensive coverage. WFSU(TV) Tallahassee will produce a 30-minute report each day for distribution over PBS, which promises to stay with the story until the verdict comes down. Ed Hula of WFSU will anchor the reports which will not begin until jury selection is over and the actual trial begins.

Despite the elaborate set-up provided by ABC and the prospects of a sensational trial, NBC and CBS both left Miami last week because, as Medine Stewart, a reporter with the CBS affiliate in Jacksonville, WJXT(TV) said: "Jury selection is excruciatingly boring. Nothing has happened."

Programing

Fred's redhead

Silverman signs Lucille Ball to develop talent and star in specials while network helps her start a comedy production house

Lucille Ball, for 28 years one of CBS-TV's brightest stars, has joined the competition. In a surprise announcement last week in Los Angeles, NBC President Fred Silverman said that the veteran film and television actress would be joining the NBC-TV stable as part of an arrangement whereby the network will assist her in starting a new comedy production company. She will also star in specials and develop talent.

Silverman, who made the announcement Sunday, June 24, at a press conference with television editors and writers at the Los Angeles Century Plaza hotel, introduced the well known actress shortly after he had fielded several questions about his network's lack of comedies in the upcoming season and after having weathered several comments suggesting, as one reporter did, that NBC's comedy development for the new season had been a failure. To that comment, Silverman had said that NBC would have four half-hour comedies in its schedule by the end of the year and six in the fall of 1980.

But it was the red-headed star of *I Love Lucy* and *The Lucy Show* who wound up stealing the stage. "Mr. Silverman asked

me to do something that's a challenge, and I like a challenge," she said. "I'm ready. Oh boy, am I ready."

For his part, Silverman said, "The really exciting part is that we can get Lucy back into the creation of comedy because I don't think there's anybody better."

Ball, who only two months ago had been introduced to CBS affiliates in the same hotel, made her debut on that network with her then husband, Desi Arnaz, in *I Love Lucy* in 1951. That series, which is constantly rerun in this country and abroad and is generally held to be a classic of the situation comedy genre, had a network run until 1957. She and Arnaz continued to make a limited series of one-hour shows for CBS until 1959. She returned to CBS with *The Lucy Show* in 1962.

In November of 1962, Arnaz retired as president of Desilu, their co-owned and successful production company, and sold his interest to Ball, who then became the first woman president of a major Hollywood film producing company. She sold Desilu to Gulf & Western Industries in 1967 and then formed Lucille Ball Productions Inc. Under that title she continued to produce *Here's Lucy* for CBS until 1974.

CBS keeping up with ABC

ABC-TV and CBS-TV tied for first place in the prime-time ratings for the week ended June 24. Each averaged a 14.9, with CBS

inching ahead in share: 29.6 to ABC's 28.4. NBC-TV trailed with a 12.9 rating/25.5 share.

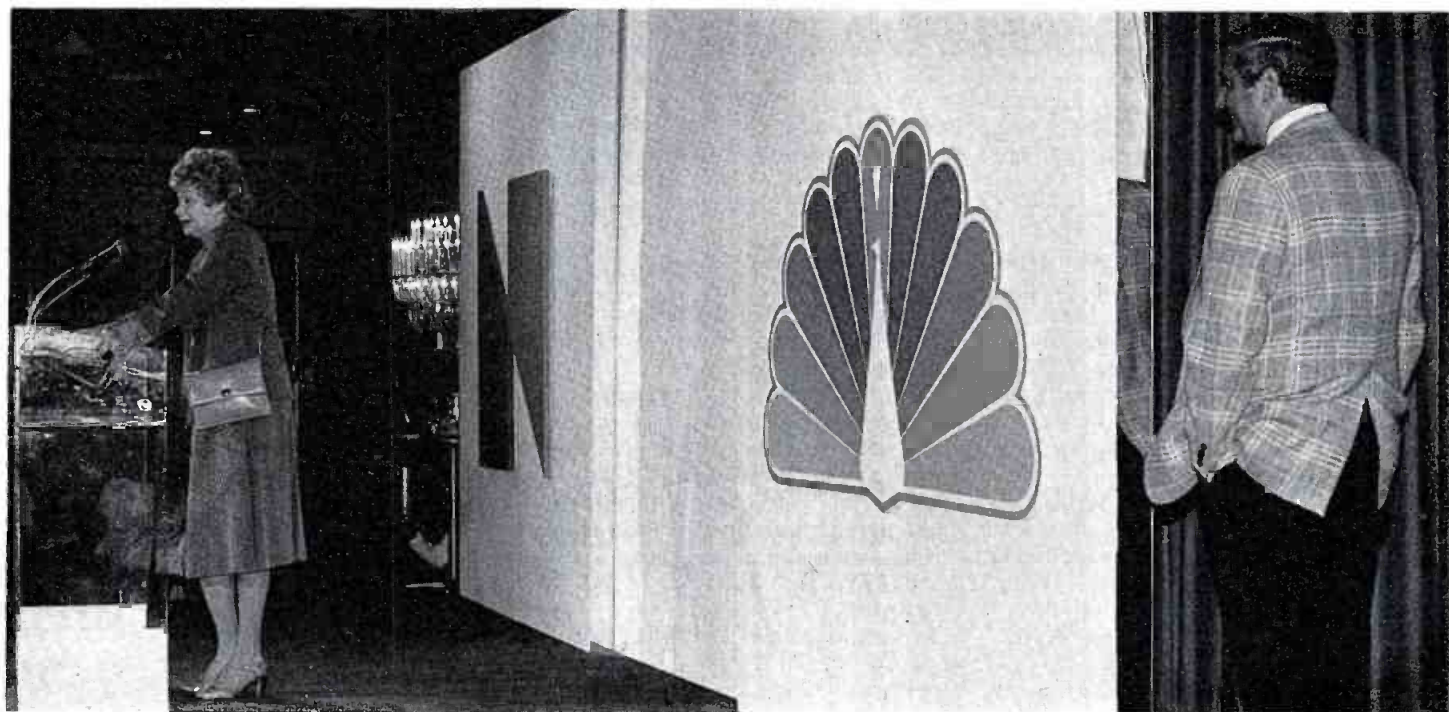
Until the week ended May 27, ABC had scored 19 consecutive wins. CBS's tie now comes after two CBS wins in the past five weeks.

Tempering the CBS comeback, however, are network schedules now dominated by reruns. For the latest week of ratings, ABC's 15th-placed *Julie Farr, M.D.* (18.6/35) was the only original offering to break into the top 20.

The launch of NBC's *Prime Time Sunday* newsmagazine hour, anchored by Tom Snyder (see page 70), placed 25th (15.5/29) against CBS's repeat of *Moses the Lawgiver* (17.3/32) and an ABC original movie, *Hollow Image* (second hour: 17.6/33). A repeat of CBS's *60 Minutes* was fifth (21.9/48) and an ABC *20/20* original was 41st (12.7/24).

Leading the pack, in order, were ABC's *Three's Company*, CBS's *Jeffersons* (in its new time on Sunday and *Alice*, ABC's *Taxi*, CBS's *60 Minutes*, ABC's *Mork & Mindy*, CBS's *Barnaby Jones* and *All in the Family*, ABC's *Happy Days* and CBS's *One Day at a Time*. NBC didn't show up until 19th place with the movie, *Alice Doesn't Live Here Anymore*.

At the other end of the 65-program prime-time list, from the basement up, were NBC's *Response to SALT II* news special, ABC's *Hardy Boys* and *Operation Petticoat* and NBC's *Runaways* and *Comedy Theater: Me and Ducky*.



Waiting in the wings. Silverman stands by as Lucille Ball steals the show.

Public TV will get its schedule together

For the first time, starting this fall, PBS's prime-time shows on four nights will be aired at the same time throughout the country

This fall, most public television stations will carry four nights of Public Broadcasting Service-fed prime-time programs at the same time. For the first time, PBS will be able to mount coordinated national promotion campaigns for its shows, and the network will do that "without eroding that critical local autonomy of stations," according to PBS's senior vice president for programming, Chloe Aaron.

Aaron said last week that 126 of the 157 public television licensees had agreed to carry two hours of national programs on Sunday, Monday, Tuesday and Wednesday nights between 8 and 10 p.m., NYT.

The public broadcasters call the plan an experiment in "common carriage." Aaron told the PBS member stations meeting in Los Angeles that they should make use of the opportunity "to bring new viewers to public television. Through national promotion and advertising, we can attract more people to the kind of programs we are proud of. And it is my belief that audiences will grow not only for national, commonly carried programs but for local programming as well."

The local stations have asked the Corporation for Public Broadcasting, the funding agency of the noncommercial system, for \$3 million for program promotion next year, which they will match with another \$3 million. About \$2.5 million was spent for promotion last year.

The PBS national schedule will be as follows:

■ *Connections*, a new series on technology, will lead the Sunday night feed at 8 and be followed by PBS's stalwart, *Masterpiece Theater* at 9.

■ Monday night's schedule will be given over to specials, including *Musical Comedy Tonight*, a series recreating excerpts from Broadway musicals, and *Paul Robeson*, the play starring James Earl Jones. Documentaries on the lives of William Faulkner and actress Jane Fonda are also slated.

■ *Nova*, WGBH-TV Boston's science program, returns on Tuesday from 8 to 9, followed by another project from that station—*World* at 9.

■ Wednesday night will be given over to *Great Performances*, which will include dramas by John Cheever, a production of the opera "Carmen" and a five-part dramatization of the life of Moliere, the French playwright.

PBS will continue to offer a national feed throughout the remainder of the week, but individual stations will have the option of carrying it at the PBS-set time or at any other—as is the rule now.

Monitor

Teaming up. Paul Klein, former NBC Entertainment executive vice president, programs, who left NBC in February with production agreement, has taken Osmond Communications as partner for NBC-TV projects. Klein's PKO Television Ltd. and Osmond Communications say they'll co-produce four feature-length programs in next six months. The first is two hours on Hitler, to be produced in association with Kleinerman/Kaiser Associates Ltd., who also handled Air Time International's *The Unknown War*.

□

More notes from the Century Plaza. NBC President Fred Silverman said last week he was moving out of hands-on programming function because it has become "physically impossible" for him to remain personally involved in day-to-day programming decisions. Talking to Los Angeles reporters during NBC press tour Sunday, June 24, Silverman said he can step back because "for the first time we have a very strong creative program team"—which is headed by NBC Entertainment President Mike Weinblatt. (That team was changed four days later; see "Top of the Week.") Silverman also talked about his desire to see more advertisers get involved in programming—as is Procter & Gamble this fall with *Shirley* (Friday, 8-9 NYT). He said he would "welcome additional creative input" from advertisers and that *Shirley* has proved to be a "very good collaborative effort." But, he added, "P&G is the licensee. Past the first couple of scripts, it's P&G's show." Earlier in tour, Weinblatt had said that P&G's involvement—buying half of show's time—would not assure it of overly long life on network if ratings aren't up to snuff.

□

Revamp. Plagued by continual ratings losses to CBS-TV's *60 Minutes*, NBC-TV's *The Wonderful World of Disney* will be going through some changes next fall—including name. To be called *Disney's Wonderful World*, 25-year-old show (18 on NBC) will feature monthly "Animation Night" along with regularly slated comedy, feature and adventure nights. Show will feature new theme song, two-part shows, some feature films and specials.

□

Three's a charmer. First known as *The Man from Scotland Yard*, then *Hart in San Francisco*, ABC-TV's new Tuesday situation comedy starting next fall (8:30-9 NYT) will now be known as *Nobody's Perfect*.

□

Porat the producer. Aspen Institute for Humanistic Studies is involved in production of 90-minute documentary for public television called *The Information Society*, based on book of same name. Executive producer is Marc Porat, associate director of program and author of book, which indicates that information industry contributes about half nation's gross national product. National Science Foundation, Polaroid and KCET-TV Los Angeles provided \$365,000 to produce documentary, which is expected to be ready for broadcast next spring.

□

Programming party. First New York World Television Festival, noncompetitive showcase for about 15 hours of international prize-winners and other programs, has been scheduled for three weeks beginning Nov. 9. Financial backing is from John and Mary R. Markle Foundation and International Council of National Academy of Television Arts and Sciences. Panel discussions and other presentations on international TV also will be included. John Grist, BBC director in U.S., is credited as founder; Angelica F. Morse is festival's executive director. Festival will be held in small theater; general public can attend but it's being geared primarily to TV professionals.

□

Minority stride. New nonprofit organization, National Black Programming Consortium Inc., has been formed for development of programs reflecting experiences of black people. Objectives include establishment of program library, encouraging production of more programs relating to blacks, recruitment and training of blacks in broadcast journalism, creation of clearinghouse for information pertaining to black programming and setting up of links between black communities and public broadcasting stations. Chairman of group, whose membership is open to public broadcast stations and black production centers, is Curtis Jackson of noncommercial KTPS(TV) Tacoma, Wash.

□

New medium. Action for Children's Television has launched public-service radio campaign, with spots to be distributed to over 2,000 stations nationwide. Fourteen 30- and 60-second PSA's are done by celebrities, including E.G. Marshall, Joanne Woodward, Estelle Parsons, Penny Marshall, Tony Randall, Ann Landers and John Havlicek. In announcing campaign, produced by Doug Wyles Productions, ACT president Peggy Charren said: "We hope that these spots will let listeners know that they have the power to make a difference in children's television and that ACT can provide them with the tools to effect meaningful change."

Public-figure libel defense is reduced by Supreme Court

In two cases, justices narrow definition; one involves Proxmire, and it also concludes Constitution doesn't protect congressional press releases; news organizations see rulings as weakening press's ability to disseminate information

The Supreme Court, in the final days of its 1978-79 session, last week issued two opinions that will make it more difficult—and more expensive—for the press to defend itself against libel suits. But this time, Congress as well as the press feels some pain, for one opinion, involving Senator William Proxmire (D-Wis.), also holds that members of Congress are not constitutionally protected against libel suits based on statements in their news releases and newsletters—not infrequently the same material used by broadcast stations and local newspapers. In fact, the court specified that members' libelous remarks in radio or television interviews are not protected.

In both cases, lower courts had granted the defendants summary judgments on the ground the plaintiffs were "public figures" and that the defendants were therefore protected by the First Amendment unless they could be shown to have acted out of "actual malice." But the Supreme Court, in two 8-1 decisions (with Justice William J. Brennan Jr. the lone dissenter in both cases), held that the defendants were not public figures. Thus the court appeared to be defining more narrowly the person who is a "public figure" and, therefore, subject to the heavy burden of proving "actual malice" in the case.

Proxmire was sued by a behavioral scientist, Ronald R. Hutchinson, who had been named in one of the senator's monthly Golden Fleece Awards—Proxmire's sardonic way of directing attention to what he considers extraordinary wastes of taxpayers' money. Several government agencies had spent some \$500,000 in funding Hutchinson's studies of the behavior of animals subjected to stress. In a speech later incorporated into a press release, Proxmire said, "The good doctor has made a fortune from his monkeys and in the process made a monkey out of the American taxpayer." Later, Proxmire re-

ferred to the award in a newsletter sent to some 100,000 people and discussed it on a television interview program, though without specifically mentioning Hutchinson's name.

Proxmire has contended that Hutchinson had become a public figure for the limited purpose of comment on his receipt of federal funds for research projects. But the Supreme Court disagreed.

The court, in an opinion written by Chief Justice Warren E. Burger, said that Hutchinson "did not thrust himself into the public controversy to influence others." Indeed, he said, "Hutchinson's access [to the media] was limited to responding to the announcement of the Golden Fleece Award. He did not have the regular and continuing access to the media that is one of the accouterments of having become a public figure."

The second case involved a Soviet-born, naturalized American, Ilya Wolston, who claims he was falsely described as a Soviet agent in a book about Soviet espionage published in 1974 by the Reader's Digest Association and later distributed by two book clubs. Wolston had attracted attention 21 years ago when he pleaded guilty to contempt of court for refusing to testify before a grand jury in New York investigating the activities of Soviet intelligence agents in the United States. Earlier, he had attempted to persuade officials to excuse him from testifying because of what he said was his state of mental depression.

But those activities did not transform Wolston into a public figure, said the Supreme Court, in an opinion written by Justice William Rehnquist. "The undisputed facts do not justify the conclusion ... that petitioner 'voluntarily thrust' or 'injected' himself into the forefront of the public controversy surrounding the investigation of Soviet espionage in the United States," Rehnquist said. "It would be more accurate to say that petitioner was dragged unwillingly into the controversy."

Justice Brennan, in his dissent, said he agreed with the lower courts' holding that Wolston was a "public figure" for the limited purpose of comment on his possible involvement with espionage in the 1940's and 1950's. But Brennan did not agree with the lower courts' holding that summary judgment should be granted the author of the book, John Barron. Brennan said the evidence raised a question of "actual malice" on his part.

To news media representatives, the two opinions, which they see as making the press more vulnerable to libel suits, are of a piece with a string of Supreme Court decisions extending back two years that they regard as chipping away at First

Amendment protection.

"Today's decisions continue the trend of Supreme Court decisions that have weakened the press's ability to fulfill the information gathering and dissemination role envisioned for it by the authors of the First Amendment," said the Reporters Committee for Freedom of the Press. "These decisions will encourage harassing libel suits and will discourage publishing news about public events."

Richard Schmidt, counsel for the American Society of Newspaper Editors, agreed. He said the decisions narrowing the definition of "public figure" will make it more difficult for newspapers and broadcasters to defend themselves against libel suits. "There will be fewer summary judgments," he said, adding, "Tremendous amounts of money will be spent defending these cases." And that prospect he termed "frightening." For the costs that would be involved, he said, "will persuade the press to withdraw" from stories that might lead to libel suits.

The decisions disappointed but did not surprise the Radio-Television News Directors Association. "We have neither won nor lost ground in the area of libel and invasions of privacy," said Paul Davis, president of the Radio-Television News Directors Association. "The court has simply reaffirmed what it said in (two earlier) libel cases. We are disappointed, but not surprised, that the court failed to seize the opportunity to broaden the range of newsworthy persons who constitute 'public figures.'"

The ruling that the protection against libel that the Constitution affords members of Congress does not extend to news releases and statements away from the halls of Congress adds another dimension to the danger faced by the media. Schmidt said the media could be named along with members of Congress for allegedly libelous statements made in the press or over radio and television. However, media liability was not at issue in this particular case.

The Supreme Court, in an opinion reversing decisions of district and appeals courts, held that not only was Hutchinson not a "public figure" but that the clause of the Constitution declaring that members of Congress may not be questioned "in any other place" but the Senate or House "for any speech or debate" did not protect material transmitted by individual members of Congress by press releases and newsletters.

The court held that there is nothing in the history of the clause or its language that provides a member of Congress with absolute protection against libel suits for statements made outside the legislative

chambers. "Indeed," Burger wrote, "the precedents abundantly support the conclusion that a member may be held liable for republishing defamatory statements originally made in either house." Furthermore, he said, "we are unable to discern any 'conscious choice' to grant immunity for defamatory statements scattered far and wide by mail, press and the electronic media."

Newsletters and press releases are neither "essential to the deliberations of the Senate" nor "privileged as part of the informing function" of members of Congress, Burger wrote. Newsletters and press releases, he added, "are primarily means of informing those outside the legislative forum; they represent the views and will of a single member. It does not disparage either their value or their importance to hold that they are not entitled to the protection of the speech or debate clause [of the Constitution]."

The dissenter, Brennan, disagreed with the conclusion that Proxmire's newsletters and press releases are not constitutionally protected. "In my view," he said, "public criticism by legislators of unnecessary governmental expenditures, whatever its form, is a legislative act shielded by the speech or debate clause."

Both sides argue for more hearings in FTC proceeding on children's ads

Opponents and advocates of rule agree on one thing: that staff's conclusion that there are no disputed issues of fact is wrong

Opponents of the Federal Trade Commission's proposed limitations on advertising to children have been given their last chance to convince the presiding officer in the case, Morton Needelman, that key issues still remain in dispute and further hearings are warranted.

After being swamped with comments calling for disputed-issue hearings, which would allow cross-examination of witnesses, Needelman now has to sift through rebuttal submissions as well (BROADCASTING, June 18). This latest round of comments—the last before Needelman makes his recommendation to the commission on whether there are disputed issues of fact, and if so what they are—gave interested parties a chance to comment on the first round of disputed-issues submissions.

The rebuttals primarily focused on the FTC staff suggestion that no factual matters meet the necessary criteria to be properly designated as disputed issues, and that no further hearings are necessary. This position, which took most opponents of the proposed rule by surprise, was soundly criticized.

ABC, for example, called the staff argument "remarkable," and reiterated its

earlier position that there is no legal basis for the rulemaking, but that if the FTC does proceed, there are several important issues that should be designated for hearing.

"The essential flaw in the staff's argument is that it ignores the wording of the statute and its legislative history," ABC argued. "The Magnuson-Moss Act does not distinguish between legislative and adjudicative facts; rather it only refers to disputed issues of material fact."

The FTC staff tries to evade the legislative history of the Magnuson-Moss Act, ABC added, by citing cases that describe the difference between legislative and adjudicative facts, but don't really address the provision contained in the Magnuson-Moss Act.

The staff, however, did not change its position. It noted that the criteria in the original notice of proposed rulemaking was consistent with congressional intent in enacting the Magnuson-Moss Act.

"Nevertheless, a number of parties have expressly indicated that in proposing disputed issues they have disregarded the standard for designation set forth in the notice. Instead, they have applied a standard of their own construction," the staff said.

Although the staff maintained that no issues met the standard for designation of disputed issues, it recommended that two points be further developed in the record: (1) how sugared food products "which pose the most serious dental health risks" should be defined for purposes of the regulation of children's TV advertising, and (2) whether a rule regulating children's TV advertising would have an impact on the quality and quantity of children's programming.

Proponents of the action held firm to their previously stated positions. Action for Children's Television and the Center for Science in the Public Interest called on Needelman to hold a second hearing and offer at least some opportunity for cross-examination.

Opponents of the rulemaking basically reiterated points already made, stating that a number of issues still need to be resolved. In addition, the majority sided with ABC in calling the FTC staff position unfounded. CBS, for example, registered "strenuous disagreement" with the staff.

Needelman will now decide which position is to prevail. After a review of all submissions, he will make his recommendation to the commission. It is then up to the commission to designate such issues for hearing—if there are any.

If another round of hearings is called for, it would likely begin some time in the fall. What may alter the schedule, however, is that the commission is without a quorum—a necessary requirement to proceed. This can be rectified by either reinstatement of Chairman Michael Pertschuk, whose appeal from disqualification in the case is now pending in the courts, or the appointment of a new commissioner to replace Elizabeth Dole, who resigned.

Teaching sessions for FCC personnel

Ferris, commissioners, bureau chiefs and staffers attend classes to help improve agency's efficiency and morale

If things were particularly quiet at the FCC the last part of last week, there was a reason. Several commissioners, their legal and engineering assistants, bureau and office chiefs and their deputies, and some division chiefs—about 40 people in all—were in a building several blocks away at a management training session.

The session was aimed at developing management, communication, leadership, planning and decision-making skills—or, as Dr. Jack Rosenblum, director of the River at Sunrise Institute for Human and Organization Development put it, at "helping the FCC to become more effective, to meet its goals and to become a more human place at which to work."

The commission, Rosenblum said, "is concerned with both—productivity and morale. They asked us to look around." Staffers and at least some commissioners have regarded morale as a problem—a serious one, in the view of some—almost since Charles Ferris became chairman in October 1977.

The management session last week was the second that River at Sunrise has held

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for FCC personnel. The first was earlier last month and involved Ferris and about a dozen key staffers at a retreat in Elkridge, Md. (BROADCASTING, June 11). Chairman Ferris was also at last week's session. Other commissioners attending all or part of it were Robert E. Lee, Joseph Fogarty, Tyrone Brown, and Anne P. Jones.

Both sessions were the result of a three-day diagnostic study River at Sunrise did at the commission in April. The study was based on interviews and resulted in recommendations for a two-month organizational development effort that looked to the two sessions and 21 days of consulting with top staff personnel on organizational matters.

Commission officials last week talked of a possible third session—one involving division and branch chiefs—if an evaluation of the first two sessions warranted it. However, Rosenblum said River at Sunrise is interested in a longer-term commitment than another ad hoc session.

River at Sunrise has such a long-term agreement with the Federal Trade Commission. It is, Rosenblum said, in the second year of a project aimed at helping FTC "focus on things that keep them from being effective."

The management-training organization, based in Rosenblum's Deerfield, Mass., home, came to Ferris's attention as the result of its work at the FTC.

Reprieve for WXPB

The FCC has granted a 120-day extension of operating authority to WXPB(FM) Philadelphia which had been scheduled to go off the air June 10 after the FCC denied the station's license renewal last October.

The extension will allow WXPB, licensed

to the Trustees of the University of Pennsylvania, to stay on the air while the FCC considers a new application.

The FCC denied the station's license on a finding that the university failed to exercise sufficient control and supervision over the station. The case against the noncommercial station began in 1976 when the station was fined for broadcasting obscenities and the license application was designated for hearing.

In the new application, station operation would be entrusted to a five-member board.

Law protecting juvenile criminals held unconstitutional

W. Va. newspapers win case at Supreme Court on First Amendment grounds and because broadcasting didn't receive equal treatment

A West Virginia law barring the publication of the names of juvenile offenders has been struck down by the U.S. Supreme Court, in part because the statute did not apply also to broadcasting.

The court issued its unanimous ruling last week in a case in which two Charleston, W. Va., newspapers—the *Daily Mail* and the *Daily Gazette*—had been indicted by a county grand jury for violating a state statute barring such publication without a judge's approval.

Violation constitutes a misdemeanor punishable by a \$100 fine or jail term of up to six months. But both papers chose to make the legal fight to overturn the law, which the high court, in an opinion written by Chief Justice Warren E. Burger,

said violates the First Amendment.

Reporters for both papers had obtained from eyewitnesses and the police the name of a 14-year-old juvenile who was accused of the fatal shooting of a junior high school classmate. The *Daily Gazette* used the name of the boy in its first account of the incident, stating its view, in an editorial, that the law banning publication of the name was "unwise and possibly illegal." The *Daily Mail* withheld the name from its first story because of the law, but used it in a story the following day after three radio stations in the area had broadcast the information.

The newspapers sought and won relief at the West Virginia Supreme Court, which held that the law was unconstitutional.

In affirming that decision, the U.S. Supreme Court did not resolve the question of whether the law constituted a prior restraint, for Burger said that past decisions of the court "suggest strongly that if a newspaper lawfully obtains truthful information about a matter of public significance, then state officials may not constitutionally punish publication of the information, absent a need to further a state interest of the highest order."

And the state failed to demonstrate that need in the Charleston case, Burger said. The sole interest advanced was the desire to protect the anonymity of the offender in an effort to further his rehabilitation. But, Burger said, the constitutional right "must prevail" over that interest of the state's.

Furthermore, he noted that the statute does not satisfy constitutional requirements in that it does not apply to broadcasting or any form of communication except newspapers.

Nor is there evidence, Burger said, that the law is needed to protect the confidentiality of juvenile proceedings. While all 50 states have statutes designed to provide confidentiality for juvenile proceedings, only West Virginia and four other states impose criminal penalties on nonparties for publishing the name of the juvenile.

But the court's holding is, as Burger said, a "narrow" one. There is no issue of "unlawful press access to confidential judicial proceedings," or of "privacy or prejudicial pretrial publicity," he said. "At issue is simply the power of a state to punish the truthful publication of an alleged juvenile delinquent's name lawfully obtained by a newspaper."

Justice William Rehnquist, while concurring in the opinion to strike down the West Virginia law, did not fault it on First Amendment grounds. The West Virginia statute's fatal flaw, he said, is that it applies only to newspapers. A law applicable to all forms of mass communication, he said, would be constitutional.

Noble still after McKinnon

Companies supplying taped programming to two Mexican stations broadcasting into the San Diego area are pressing their conten-

Washington Watch

Gabbert after Wilcher. James J. Gabbert, KIOI(AM)-KIOI(FM) San Francisco, who has made no secret of his unhappiness with citizen groups and deference with which he feels FCC treats their petitions to deny, has stepped up his campaign to sensitize commission to his concerns with letter focusing on Marcus Garvey Wilcher, of Bay area's Community Coalition for Media Change. Letter, written to Commissioner Tyrone Brown, with copies to other commissioners, cites Wilcher activities to make point that petitions to deny transfers of stations "inevitably" lead to "substantial payoff" to petitioners "solely to prevent the delay" they could cause. Gabbert mentions several cases in which payments to CCMC as part of settlement were reported to commission, also alleges payment is being "demanded" in case of GE-Cox Broadcasting merger. Brown's office, which received letter several weeks ago, has not yet responded.

On top of regulatory heap. Chamber of Commerce of the United States has established new Regulatory Action Center. Patterned after chamber's successful legislative action network, center serves to channel business opinion from around nation into Washington's decision-making system and, in turn, funnel back to members updated information and background on regulatory issues. New undertaking is under direction of Jeffrey Joseph, director of government and regulatory affairs for chamber since 1977.

Talking to the locals. President Carter and FCC Chairman Charles Ferris will be among those attending briefing July 13 for Radio-Television News Directors Association members in Room 450 of Old Executive Office Building in Washington. Room can accommodate 200 persons; contact RTNDA, (202) 737-8657.

tion that Dan McKinnon of KSON-AM-FM San Diego, who heads a group of stations seeking to block the delivery of the tapes, had violated the FCC's ex parte rules by writing to FCC Chairman Charles D. Ferris about the controversy. The letter, which referred to an earlier "briefing" McKinnon had given the chairman, arrived on March 14, two days before McKinnon's group petitioned the commission to issue a show-cause order barring delivery of the tapes.

The commission staff last month held that the ex parte rules were not violated, since they do not apply to a show-cause proceeding until an order has been issued (BROADCASTING, June 25). However, William J. Potts Jr., counsel for Noble Syndications Inc., Noble Multimedia Communications Inc. and International Radio Inc., has asked the commission to set that

ruling aside. "A ruling based on the narrow wording of the rules is not sufficient in light of the aggravated case of meddling with the adjudicatory process" which he had submitted to the commission staff, Potts wrote.

Potts said his clients are entitled to know the arguments advanced in the "off-the-record" presentation to the chairman, as well as the circumstances surrounding it.

Staff backed on Barnstead

The FCC has affirmed a staff decision issued last October dismissing equal-time and fairness-doctrine complaints against noncommercial WGBH-TV Boston.

The complaints were brought by William A. Barnstead after WGBH-TV broadcast an hour-long program about the

area's incumbent Democratic congressman, House Speaker Thomas P. (Tip) O'Neill on July 18, 1978. At that time Barnstead, a Republican, and O'Neill were both unopposed candidates in their respective party primaries for the seat held by O'Neill. Barnstead maintained WGBH-TV had denied him equal opportunities, a "reasonable" opportunity to express his views under the fairness doctrine and "reasonable" access to air time during his candidacy.

The FCC upheld its staff's argument that since O'Neill and Barnstead were seeking nomination by their respective parties, they were not "opposing candidates" entitled to equal time. The FCC also pointed out the fairness doctrine was not applicable in that Barnstead did not show that any controversial issues had been discussed on the program.

Business

Staff set-up at Gannett

Company is reorganized after merger with Eller in charge of Combined subsidiary; new five-member office established to coordinate management policy

"The top management of Gannett and Combined are now merged in fact as well as in name." With that statement, Allen H. Neuharth, chairman and president of Gannett Co., announced a reorganization plan to implement the recently completed merger of the Combined Communications Corp. into Gannett.

Responsibility for the company's broadcast operations will not change appreciably. Karl Eller, Combined's founder and president, will have charge of Gannett's non-newspaper operations, with the title of president and chief executive officer of the Combined Communications subsidiary of Gannett. Reporting to him will be Alvin G. Flanagan, president, Gannett Broadcasting Group, who was previously president of Combined's broadcast division.

The expanded Gannett board of directors, which now includes Combined's Eller, its chairman John J. Lewis and a board member, Thomas A. Reynolds Jr., met Tuesday and established a five-member Office of the Chief Executive to "coordinate over-all management policy for all present operations and for future growth."

The five are Neuharth, as chairman, president and chief executive officer; Eller; John E. Heselden, senior vice president and chief of newspaper operations; Douglas H. McCorkindale, senior vice president and chief financial officer, and



Eller



Flanagan

John C. Quinn, senior vice president and chief news executive.

Quinn's involvement in news will "operate . . . across Gannett's new broad spectrum of total communications." That includes expanding to the broadcast news operations the role he has played in Gannett's newspaper endeavors, and which he describes as "always an adviser, never a participant" in the local operations. The advisory capacity includes "recommend-

ing people, suggesting improvements and working toward over-all goals" of the company.

Flanagan, noting the possibility of the Broadcast Group's establishing a unit at the Gannett News Service headquarters in Washington, anticipates Quinn working with the group's vice president of news, Jim Sieger, on such plans. Expressing his desire "to have the newspaper division acquainted with how well TV does" in covering the news, Flanagan voiced the belief that the new relationship will be beneficial for both elements of Gannett's operations. The company's broadcasting properties are: KBTV(TV) Denver, KTAR-TV Phoenix, KOCO-TV Oklahoma City, WXIA-TV Atlanta, WLKY-TV Louisville, Ky., KARK-TV Little Rock, Ark., WPTA(TV) Roanoke, Ind., KSDO(AM)-KEZL(FM) San Diego, WWWW(AM)-WGCI(FM) Chicago, WDEE(AM)-WCZY(FM) Detroit, KSD(AM)-KCFM(FM) St. Louis and KITS-AM-FM Los Angeles.

A Gannett development committee, de-

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signed to "explore acquisitions, mergers and new ventures in the entire communications field," was also named on Tuesday. Chaired by Eller, it includes Neuharth, McCorkindale and Gannett's retired chairman, Paul Miller, who now serves as a company consultant.

Gannett operations are to remain based in the corporate headquarters in Rochester, N.Y., with the Combined subsidiary operating from its present Phoenix offices. However, Neuharth said a study committee will review possible sites and facilities "to make recommendations for the future." A 1976 committee of Gannett executives recommended that the company stay in Rochester following its study of corporate headquarters locations.

The day-to-day management of the company is overseen by the Gannett operating committee, which has as its nucleus the five Office of the Chief Executive members. The committee has been expanded from 10 to 14 under the reorganization. The additions, all from Combined, are Eller, Flanagan, Harry T. Goss, president of what is now the Gannett Outdoor Advertising Group, and William Keating, publisher of the *Cincinnati Enquirer* under Combined, who retains the post and was also named president of the Gannett Central Newspaper Group. The other members of the operating committee were formerly Gannett regional vice presidents who have been promoted to group president status.



Young & Rubicam's Ney, Marsteller's Marsteller

Y&R and Marsteller agree to merge

Firms, which had 1978 billings of more than \$1.6 billion, will operate independently under Ney

One of the larger advertising agency mergers in history was announced last week when Young & Rubicam Inc., New York, agreed in principle to acquire Marsteller Inc., New York and Chicago, which has worldwide billings of \$306 million.

The only transaction that tops the Y&

R-Marsteller consolidation is the agreement by the Interpublic Group of Companies Inc. to purchase SSC&B Inc. and that agency's 49% interest in SSC&B Lintas International, representing more than \$700 million in billing (BROADCASTING, Nov. 13, 1978). Edward N. Ney, chairman and chief executive officer of Y&R, noted that the Interpublic project involved a communications complex and an agency and not an agency-to-agency transaction, as is Y&R and Marsteller.

Since both companies are privately held, Ney declined to discuss the financial aspects. The agreement is subject to a favorable ruling by the U.S. Internal Revenue Service, submission to the Department of Justice and the FTC, and the formal approval of Marsteller stockholders.

Marsteller Inc. consists of Marsteller, an advertising agency, and Burson-Marsteller, a public relations organization. They will continue under their present management and report directly to Ney. Marsteller has six offices in the U.S. and 19 abroad.

Y&R has implemented an aggressive agency acquisition program in recent years in the U.S. and abroad. In 1978, Y&R had worldwide billings of \$1.36 billion and was the largest agency in the U.S. and third-largest U.S.-owned agency in the world.

In 1978 Y&R had domestic billings of almost \$800 million, of which almost 60% was in broadcast. Marsteller, an agency heavily involved in industrial advertising but moving into the consumer area in recent years, had estimated U.S. billings in 1978 of \$225 million, of which about 10% was in TV and radio.

Marsteller and Burson-Marsteller will continue to have their own Marsteller Inc. board of directors and will function as independent profit centers. William A. Marsteller, founder and chief executive officer, will retire as a full-time employee at the end of 1979 and will assume the title of chairman emeritus. Richard C. Christian continues as chairman of Marsteller Inc. and Harold Burson as chairman of Burson-Marsteller.



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Changing Hands

PROPOSED

■ **KLRA(AM)** Little Rock, Ark.: Sold by KLRA Inc. to First Communications Corp. for \$3 million. Seller is principally owned by Leonard Coe, who has no other broadcast interests. Buyers are Kerby E. Confer and Paul Rothfuss (24.99% each) and Jerome H. Atchley and James Long (25.01% each). Group also owns KSSN(FM) Little Rock, Ark. Atchley and Long are minority shareholders of Starr Broadcasting, recently granted FCC approval to merge into Shamrock Broadcasting (BROADCASTING, June 11). Rothfuss and Confer are principal owners of WLYC(AM)-WILQ(FM) Williamsport and WHUM(AM) Reading, both Pennsylvania, and WKRT(AM)-WNOZ(FM) Cortland, N.Y. KLRA is on 1010 khz with 10 kw day and 5 kw night.

■ **WMOH(AM)** Hamilton, Ohio: Sold by Raymar Communications Inc. to RaKel Inc. for \$900,000, including \$150,000 for consultancy and agreement not to compete. Seller is principally owned by R. Markey & Sons Inc., New York, principally owned by Hugh A. Markey. Bill R. McRae is president and minority shareholder. Raymar sold only other broadcast interest, WYCH(FM) Hamilton, Ohio (now WOKV), in March 1978. Buyer is wholly owned subsidiary of Superior Distributing Co., Tiffin, Ohio. It is principally owned by Robert Klepper, who has no other broadcast interests. WMOH is on 1450 khz with 1 kw day and 250 w night. Broker: Ted Hepburn & Co.

■ **KIRL(AM)** St. Charles, Mo.: Sold by Contemporary Media Inc. to Bronco Media Inc. for \$642,000. Seller is principally owned by Michael S. Rice, who also owns KFMX(FM) Columbia, Mo. Buyer is owned by William White, Johnny E. Roland and seven others. White is St. Louis vacuum cleaner retailer. Roland, former professional football player and coach, works for St. Louis insurance company. Buyers have no other broadcast interests. KIRL is on 1460 khz with 5 kw day and 500 w night.

■ **WJPR(AM)** Greenville, Miss.: Sold by WJPR Inc. to River Broadcasting Inc. for \$500,000. Seller is owned by Bruce H. Gresham (70%) and John K. Gresham (30%), who have no other broadcast interests. Buyer is owned by George E. Pine and his son, George (25% each); James Elbin (25%); David P. Rousso and Wayne Rogers (7.95% each), and Peter Falk (9.1%). Pines own farm in Lake Village, Ark. Son is sales manager of McGavren-Guild, New York, radio representative. Rogers and Falk are TV and motion picture actors. Rousso is businessman in partnership with Rogers. Elbin is vice president and general manager of WKEE-AM-FM Huntington, W.Va., which has been sold by its owner, Reeves Telecom, subject to FCC approval (BROADCASTING,

Feb. 12). WJPR is on 1330 khz with 1 kw day and 500 w night.

■ **WATM-AM-FM** Atmore, Ala.: Sold by Southland Broadcasting Co. to Talton Broadcasting of Escambia County for \$350,000. Seller is equally owned by Tom C. Miniard and Grady L. Ingram, who have no other broadcast interests. Buyer is owned by Julius E. Talton (65%) and four others. Talton is also principal owner of WHBB(AM)-WTUN(FM) Selma and WBIB(AM) Centreville, both Alabama. WATM(AM) is 5 kw daytimer on 1590 khz. WATM-FM is on 104.1 mhz with 29 kw and antenna 195 feet above average terrain.

■ **WANC-TV** Asheville, N.C.: Sold by WISE-TV Inc. to Pappas Telecasting Inc. for \$206,000. Seller is owned by Meredith S. Thoms (64.75%) and her daughter, Matilann (32.83%). They also own WEAM(AM) Arlington, Va., and WKLM(AM) Wilmington and WCOG(AM) Greensboro, both North Carolina. Buyer is owned by Harry J. Pappas, who also owns KMPH-TV Tulare, Calif., and has applied for new UHF at Omaha. WANC-TV is independent on ch. 21 with 17.2 kw visual, 1.49 kw aural and antenna 432 feet.

■ **WFNE(FM)** Forsyth, Ga.: Sold by Forsyth Broadcasting Co. to P.O.S. Inc. for

\$257,500. Seller is owned by Carmen D. Trevitt, who also owns WQMT(FM) Chatsworth, Ga. Buyer is owned by Larry R. Picus, who also owns half interest in WOBS(AM) New Albany, Ind. He has recently sold, subject to FCC approval, WPDQ(AM) Jacksonville (BROADCASTING, March 26) and WKUE(FM) Green Cove Springs (BROADCASTING, May 21), both Florida. WFNE is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Reggie Martin & Associates.

APPROVED

■ **KOKH-TV** Oklahoma City: Sold by Independent School District No. 89 of Oklahoma County to John Blair & Co. for \$3.5 million. Seller operated noncommercial station on commercial allocation since acquiring it in bankruptcy in 1958 (BROADCASTING, Dec. 18). It has no other broadcast interests. Buyer is publicly owned and diversified; it has major station representation division, graphics companies and other broadcast interests, KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, purchased in February (BROADCASTING, Feb. 26), and WHDH(AM)-WCOZ(FM) Boston. KOKH-TV is on channel 25 with 296 kw visual, 55 kw aural and antenna 460 feet.

■ Other approved station sales include: KVIO(AM) Cottonwood, Ariz.; WKDL(AM) Winchester, Ky., and WGTU-TV Traverse City and WGTU-TV Sault Saint Marie, both Mich. (see "For the Record," page 84).

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Contemporary

Last This week	This week	Title □ Artist	Label
2	1	Logical Song □ Supertramp	A&M
1	2	Hot Stuff □ Donna Summer	Casablanca
4	3	Bad Girls □ Donna Summer	Casablanca
3	4	Ring My Bell □ Anita Ward	TK
6	5	She Believes In Me □ Kenny Rogers	United Artists
5	6	We Are Family □ Sister Sledge	Cotillion
8	7	Boogie Wonderland □ Earth, Wind & Fire/Emotions	Col.
9	8	Chuck E's In Love □ Ricky Lee Jones	Warner Bros.
7	9	Reunited □ Peaches & Herb	Polydor
13	10	I Want You To Want Me □ Cheap Trick	Epic
10	11	Ain't No Stoppin' □ McFadden & Whitehead	Phila, Int'l.
12	12	Just When I Needed You Most □ Vanwarmer	Warner Bros.
11	13	You Take My Breath Away □ Rex Smith	Columbia
17	14	Shine a Little Love □ Electric Light Orchestra	Epic
15	15	Shake Your Body □ Jacksons	Epic
14	16	Love You Inside Out □ Bee Gees	RSO
24	17	Makin' It □ David Naughton	RSO
18	18	Gold □ John Stewart	RSO
16	19	Minute By Minute □ Doobie Bros.	Warner Bros.
28	20	You Can't Change That □ Raydio	Arista
29	21	Good Times □ Chic	Atlantic
26	22	Mama Can't Buy You Love □ Elton John	MCA
25	23	I Was Made For Lovin' You □ Kiss	Casablanca
23	24	When You're In Love □ Dr. Hook	Capitol
20	25	One Way Or Another □ Blondie	Chrysalis
32	26	Is She Really Going Out With Him □ Joe Jackson	A&M
22	27	Days Gone Down □ Gerry Rafferty	United Artists
21	28	Heart Of the Night □ Poco	ABC
33	29	Does Your Mother Know □ Abba	Atlantic
30	30	Main Event □ Barbra Streisand	Columbia
34	31	I Can't Stand It No More □ Peter Frampton	A&M
31	32	Shadows In the Moonlight □ Anne Murray	Capitol
19	33	Rock 'n' Roll Fantasy □ Bad Company	Swan Song
27	34	Dance the Night Away □ Van Halen	Warner Bros.
35	35	Getting Closer □ Wings	Columbia
38	36	Shake Down Cruise □ Jay Ferguson	Allied
42	37	Do It Or Die □ Atlanta Rhythm Section	Polydor
44	38	Up On the Roof □ James Taylor	Columbia
-	39	After the Love Is Gone □ Earth, Wind & Fire	Columbia
-	40	Lead Me On □ Maxine Nightingale	Windsong
43	41	You Gonna Make Me Love □ Jones Girls	Phila. Intl.
45	42	My Sharona □ The Knack	Capitol
50	43	Let's Go □ Cars	Elektra
-	44	Suspicious □ Eddie Rabbitt	Elektra
-	45	Devil Went Down To Georgia □ Charlie Daniels Band	Epic
-	46	People Of the South Wind □ Kansas	Kirschner
39	47	Disco Nights □ GQ	Arista
-	48	Weekend □ Wet Willie	Epic
-	49	Kiss In the Dark □ Pink Lady	Elektra
49	50	I Do Love You □ G.O.	Arista

Playback

Foot stompin' for radio. Charlie Daniels Band has slipped a bit of bluegrass onto contemporary radio with *Devil Went Down to Georgia* (Epic) which bolts onto "Playlist" this week at number 45. "It's going to be a number one record," predicts Don Nordene, program director at KREM(AM) Spokane, Wash. "We've been playing it for three days and it's our most requested record. It won't last long, but it's a get-down, good-time song and the three minutes of fiddle are unique for radio." Ed Alexander, program and music director at KTKT(AM) Tucson, Arizona, says, "teen-agers will love it because they're not used to hearing bluegrass, and everyone else will love it because it's great music." **Does he really have a hit?** Adding another off-beat dimension to contemporary radio is Joe Jackson's *Is She Really Going Out With Him?* (A&M) now at number 26 in its fourth week on "Playlist." "It's an absolute smash," says Nordene. "We've been playing it for 11 weeks and have had an excellent response to it. It's unique, refreshing and a top 10 record." And Dave Sweeten, music director at WEEO(AM) Waynesboro, Pa., comments: His sound leans in the direction of Elvis Costello's but Jackson is more marketable for top 40 radio." **Leading the soft and slow.** Though not an instant smash, Maxine Nightingale's *Lead Me On* (Windsong) may be one of this summer's most important records. "It's an excellent programming record," says Nordene, "and a classic for stations trying to attract adult listeners. No matter what the time of year, you need a good ballad and right now this is the premier ballad." And Jeff King, program director at KSEL(AM) Lubbock, Texas, says: "The time is right for a female ballad and this one will go top five."

Country

Last This week	This week	Title □ Artist	Label
2	1	Shadows In the Moonlight □ Anne Murray	Capitol
5	2	You're the Only One □ Dolly Parton	RCA
-	3	Amanda □ Waylon Jennings	RCA
4	4	I Can't Feel You Anymore □ Loretta Lynn	MCA
3	5	She Believes In Me □ Kenny Rogers	United Artists
7	6	If I Give My Heart To You □ Margo Smith	Warner Bros.
9	7	When I Dream □ Crystal Gayle	United Artists
10	8	I Don't Lie □ Joe Stampley	Epic
22	9	Play Together Again □ Owens/Harris	Warner Bros.
13	10	If Love Had a Face □ Razy Bailey	RCA
-	11	Since I Fell For You □ Con Hunley	Warner Bros.
6	12	Nobody Likes Sad Songs □ Ronnie Milsap	RCA
12	13	Just Like Real People □ The Kendalls	Ovation
-	14	You Can Have Her □ Jones/Paycheck	Epic
-	15	Simple Little Words □ Christy Lane	LS
20	16	(Ghost) Riders In the Sky □ Johnny Cash	Columbia
14	17	Me And My Broken Heart □ Rex Allen, Jr.	Warner Bros.
18	18	Are You Sincere □ Elvis Presley	RCA
15	19	Beautiful Body □ Bellamy Bros.	Warner Bros.
8	20	Red Bandana □ Merle Haggard	MCA
17	21	I Just Want To Love You □ Eddie Rabbitt	Elektra
16	22	Two Steps Forward □ Susie Allanson	Warner Bros.
21	23	Save the Last Dance □ Emmy Lou Harris	Warner Bros.
11	24	Down To Earth Woman □ Kenny Dale	Capitol
19	25	Soil Away □ Oak Ridge Boys	ABC

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.

VHS leading Beta in VCR format fight

Estimates are that market is split about 60-40; salesmanship seen as big a factor as technology

In the race for dominance in the home videocassette recorder market, units employing the VHS format have gained an early lead over their Beta-format competitors.

Japanese firms have until now dominated the picture, with the two major manufacturers, Sony (Beta) and Matsushita (VHS), turning out machines for a raft of U.S. companies. And as American manufacturers gear up to produce their own, the format battle promises to intensify.

The young market has been plagued by talk of buyer confusion. And the specter of videodisks also looms on the horizon with their promise of providing a cheaper source of pre-recorded material cited as a deterrent to sales of all VCR's. (That promise may be diluted by recent price boosts for videodisks available from MCA in the test markets for the Magnavision videodisk player.) However, VCR sales are now booming, up dramatically over last year. While each brand guards its sales figures, some hard data on purchasing trends is beginning to emerge.

Industry sources place the proportion of the approximately one million VCR's now in use at 60/40 VHS to Beta, and current sales figures are said to show VHS units leading with a 70/30 edge. That pattern is mirrored in purchases of pre-recorded videocassettes. Magnetic Video Corp., headquartered in a suburb of Detroit, reports sales running three to two in favor of cassettes recorded in the VHS format.

That company's vice president of consumer products, Bob Vandergrift, notes that the VHS predominance was especially noticeable last Christmas, gaining a four-to-one lead. He ties that surge to the heavy promotion push made at the time by RCA for its VHS Selectvision units.

New York's Videotape Network, which bills itself as the oldest supplier of programming on cassette, sees a similar distribution, with two-thirds of its cassette sales in the VHS format.

Meanwhile, the Silver Spring, Md., research firm of Media Statistics Inc. has announced plans to undertake an in-depth survey of "home video families," with a report due later this month. Its initial sampling figures from 16 markets show VHS



units with a 57% share of the total field to the Beta 43%.

Among the factors influencing purchasers, price was initially an important consideration, with VHS listing about \$300 lower than Beta, the first to enter the field. However, competition has forced a closing of the list price differential. Sets in both formats list between roughly \$1,000 and \$1,500, and retail costs vary from dealer to dealer.

The effect of consumer perceptions of quality is difficult to assess, largely because there is disagreement over the comparative merits of the formats. Some say Beta offers higher fidelity, and indeed Zenith's belief that the Beta format offers a demonstrably better picture was a major factor in that firm's decision to enter the market with Beta units. On the other hand, *Consumer Reports* in its September 1978 issue gave two VHS machines slightly higher marks for picture resolution than the Beta machines it tested. A gener-

al impression in the industry, and one voiced even by representatives of firms involved in this competition, is that differences in quality between the two formats are for practical purposes insignificant. Magnetic Video's Vandergrift states that in his company's experience, there is no perception of fidelity difference, and consumers will find more variation in television receivers than in VCR's.

Perhaps the major determinant to date has been the gulf in recording-time capability offered by each format. Through most of the brief history of VCR's, Beta machines were far surpassed by VHS units in this critical area, offering only two hours instead of the VHS four. *Consumer Reports* leaned heavily on this time advantage in making its recommendations favoring the VHS machines.

The time factor was also cited as a primary consideration by most American companies that opted to follow the VHS format. Beta manufacturers have now an-

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nounced a five-hour capability, achieved in part by the use of a thinner tape.

VHS companies are now introducing six-hour units, but there may be limits to any war of hours. A primary use of VCR's has been to tape broadcast programs off the air and while many special events broadcasts or films run up to or over three hours, the need for discrete blocks of recording time in excess of five hours is debatable.

Longer tape lengths may also increase the attractiveness of the scanning capability announced for the new Beta machines. This permits the operator to view a large image instead of a jumbled signal in the fast-forward mode, thus aiding in the location of specific portions of a recorded program. Although some consider scanning simply another gimmick, Sony and the other Beta companies are counting on that technology to have a significant impact on future sales. The VHS format offers no comparable process at this time.

Compatibility both between and within the formats is a sore point of VCR marketing. Videotape Network's John Lallos,

while downplaying its over-all importance, says incompatibility has "muddied the waters" of the "media explosion" represented by home videorecorders. VHS companies consider that format's internal compatibility as a definite plus, particularly with purchasers interested in exploiting the "home movie" potential of VCR's and others who would want to exchange cassettes with friends and relatives. Successive generations of Beta equipment were not able to accommodate tapes recorded by other Beta machines, a factor which competitors claim damaged the "credibility" of the systems.

Both formats appear to have carved out solid footings in the expanding field, and firms on both sides refer to the present as a "nice healthy situation" and "good, clean competition." As RCA has already demonstrated, the influence of marketing campaigns on future sales cannot be underestimated. Similarly, the retailer's participation through pricing and advice in point-of-sale decisions by consumers is generally conceded to be a variable of great importance.

FCC looks toward Buenos Aires meeting

Inquiry is issued in anticipation of next spring's conference of nations of western hemisphere on radio spectrum management

Representatives of the nations of the western hemisphere (Region 2, according to the International Telecommunication Union scheme of things) will assemble in Buenos Aires on March 10, 1980, for a three-week conference that could lay the technical basis for changes in the manner in which radio services are provided in the U.S. and affect the accommodation of innovative services.

In preparation for the conference—and a follow-up one, tentatively scheduled for November 1981—the FCC last week issued a notice of inquiry (BROADCASTING, June 25). It seeks comments to help the commission develop recommendations for the U.S. position.

And in the process, the commission stressed the importance of the conference. It said the regional agreement that will result could affect existing ones—such as the North American Regional Broadcasting Agreement, which includes the U.S., Canada, the Caribbean countries and Cuba, and the U.S.-Mexico bilateral agreement—and play a major role in establishing permissible interference levels, classification of AM broadcasting channels, channel spacing and power levels.

Such decisions, the commission added, "may well influence" the future distribution of radio services in the U.S. as well as the manner in which new technologies, such as AM stereo, are accommodated.

Two matters of particular interest in the U.S. that are expected to be considered at the regional meeting are not addressed in the inquiry—proposals to reduce AM channel separation from 10 khz to 9 khz and to permit Class IV stations to operate with 1 kw power at night, rather than 250 w. The commission, noting those proposals are already pending before it, said they involve national issues that must be resolved before an international position can be developed. The commission said it is "expediting separate inquiry notices" on the two matters so they can be considered in the Region 2 proceeding.

The commission said the results of other proceedings that could have an impact on the work of the international conference will also be "coordinated." The commission mentioned specifically the rulemaking aimed at breaking down the 25 U.S. clear channels.

The conference session to be held in March will be confined to establishing technical bases for planning. The second session, in two years, will develop the regional plan and serve as the means for implementing it. An inventory of broadcast assignments and procedures for its modification will be an integral part of the plan and agreement.

The conference is being organized by

InSync

Getting busy. Association of Broadcast Engineering Standards held special meeting of its board of directors last week in offices of its attorney, William Potts, and decided association once again needs full-time executive director. Organization, primarily made up of AM broadcasters, has been without such leader since 1973. Board indicated growing number of FCC proceedings involving radio spectrum (clear channels, 9 khz, daytimers) necessitated move.

□

Testing, testing. Society of Motion Picture and Television Engineers is making available video test tape cassette, for \$70, to verify if playback system is operating normally and to supply reference signals for adjusting operating controls on receiver or monitor for its intended use. Test instruments aren't required with cassette; commentary describes each scene and what it's intended to check.

□

Cable expansion. Scientific-Atlanta will be delivering more than \$3 million worth of equipment over next four years to Cox Cable Communications. Principal products included in order are Model 6500 trunk amplifier and Model 6550 line extenders.

□

Better transformations. Modern Telecommunications Inc. has introduced process to enhance quality in tape-to-film transfers. ESP—Electronic Separation Process—reduces video grain by integrating all 30 videotape frames per second onto film's 24, permitting retention of all information on videotape.

□

Look, up in the sky. Americans may get opportunity to see live TV coverage from space shuttle when it goes into orbit next year. Closed-circuit TV system will allow astronauts and NASA personnel to keep in visual contact with satellite ejection operations, cockpit and cargo bay; RF signals will be received at NASA ground stations and carried between facilities by RCA Americom's dedicated earth stations, which can be used to provide transmission for TV broadcast. Associated 4 khz audio channel will be provided in conjunction with each video channel.

□

Moving right along. Speech compression module developed by Integrated Sound Systems Inc., Long Island City, N.Y., allows recorded sound to be played at faster or slower rate than originally recorded, without loss of clarity. This means more information can be delivered in shorter time: 30-second commercial can be shortened to 20 seconds without distortion. Production models of unit are expected to be available by end of year.

the Inter-American Telecommunications Conference (CITEL), which was established under the Organization of American States to coordinate inter-American telecommunications matters. And a working group of experts has begun drafting technical planning criteria and a regional agreement. The U.S. has been represented by FCC personnel at the four working group meetings held thus far.

The commission's inquiry seeks comments on the work of the working group— for instance, on proposed definitions, on broadcasting standards for use in the existing AM band (535-1605 khz), on methods for predicting propagation and for calculating objectionable interference and on techniques for reducing interference. The inquiry also seeks comments on the terms of the draft agreement and on "any other

matters believed pertinent."

Comments are due by Aug. 15, and replies by Aug. 31.

Ultimate responsibility for the U.S. position at the Region 2 conference rests with the State Department. And along with the commission's recommendations, the department will consider the views of the National Telecommunications and Information Administration.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by FCC during the period June 18 through June 22.

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

AM application

■ Bullhead City, Ariz.—Holiday Broadcasting seeks 1000 khz, 1 kw-D. Address: P.O. Box 1604, Bullhead City 86430. Estimated construction cost \$3,700; first-quarter operating cost \$900; revenue \$20,000. Format: variety. Principals: Albert C. Freeman and his wife, Mildred, and Charles L. Pfeiffer and his wife, Mildred (25% each). Group also owns KRHS-FM Bullhead. Ann. May 31.

FM applications

■ Tuscaloosa, Ala.—University of Alabama seeks 90.7 mhz, 118 w. HAAT: 142 ft. Address: P.O. Box BT, University, Ala. 35486. university which is also licensee of WUAL-FM Tuscaloosa and WBHM-FM Birmingham, both Alabama. Keith E. Barze is assistant dean, broadcast services. Ann. May 31.

■ Green Valley, Ariz.—Green Valley Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 88 ft. Address: 7014 North 16th St., Phoenix 85020. Estimated construction cost \$18,500; first-quarter operating cost \$10,500 and revenue \$30,000. Format: beautiful music. Principal: Larry E. Salsburey, Phoenix businessman with interests in construction, landscaping and financial consultancy. He has no other broadcast interests. Ann. May 31.

■ Green Valley, Ariz.—Johnson Broadcasting Inc. seeks 92.1 mhz, 3 kw, HAAT: 150 ft. Address: 445 West Rapa Place, Tucson, Ariz. 85704. Estimated construction cost \$104,643; first-quarter operating cost \$27,450; revenue \$180,000 (year). Format: easy listening. Principals: William P. Johnson and his wife, Pauline (50% each). They own newspaper in Evergreen, Colo., and have interest in shopping center and farming. They have no other broadcast interests but intend to apply for new radio station at Evergreen. Ann. June 1.

■ Toccoa Falls, Ga.—Toccoa Falls College seeks 90.9

mhz, 100 kw, HAAT: 333 ft. Address: Toccoa Falls, Ga. 30557. Estimated construction cost \$108,807; first-year operating cost \$102,378; revenue \$785,808. Applicant is private college: Dr. Paul Alford is president. Ann. May 31.

■ Lincoln City, Ore.—Rainbow Broadcasting Corp. seeks 96.7 mhz, 3 kw, HAAT: 670 ft. Address: 6265 S.W. Arrowhead Lane, Portland, Ore. 97223. Estimated construction cost \$126,075; first-quarter operating cost \$23,052. Format: MOR. Principal: Charles Rowe-Rook and six others. He is newscaster at KTTY-TV Los Angeles. He has no other broadcast interests. Ann. May 31.

■ Ponce, P.R.—Catholic University of Puerto Rico Service Association seeks 88.9 mhz, 10.8 kw, HAAT: 2914 ft. Address: Box 529, Sta. 6, Ponce 00731. Estimated construction cost \$103,000; first-year operating cost \$73,500; revenue \$75,000. Ann. May 31.

■ Yankton, S.D.—Sorenson Broadcasting Corp. seeks 100.3 mhz, 30 kw, HAAT: 256 ft. Address: Box 309, 106 W. Capitol, Pierre, S.D. 57501. Estimated construction cost \$65,051; first-year operating cost \$12,000; revenue \$84,000. Format: standards/contemporary. Principals: Dean P. Sorenson and Thomas J. Simmons (50% each). They also own equally KCCR(AM) Pierre, KYNT(AM) Yankton and KWAT(AM)-KIXX(FM) Watertown, all South Dakota, and KOZY(AM) Grand Rapids, Minn. Ann. May 31.

■ Nashville—Tennessee State University seeks 91.7 mhz, 813 w, HAAT: 580 ft. Address: 3500 Centennial Blvd., Nashville 37203. Estimated construction cost \$17,095; first-year operating cost \$6,000; revenue \$50,000. Principal: Applicant is governed by state board of regents. Lamar Alexander, governor of state, is chairman. Ann. May 31.

■ Abilene, Tex.—Craft Communications Inc. seeks 99.3 mhz, 2.97 kw, HAAT: 134.5 ft. Address: 1010 Washington Blvd., Abilene 76901. Estimated construction cost \$32,100; first-quarter operating cost \$20,000; revenue \$60,000 (year). Format: easy listening. Principals: Bruce Campbell (75%) and his brother,

James (25%). Bruce is managing director of KKYN(AM) Plainview, KKYR(AM) Marshall, KYXX(AM) Odessa and KXYL(AM) Brownwood, all Texas. He has small ownership interest in KKYN, but none in others. James is pilot for Braniff airlines. He has no other broadcast interests. Ann. June 1.

■ Corpus Christi, Tex.—South Texas Educational Broadcasting Council seeks 90.3 mhz, 100 kw, HAAT: 802.36 ft. Address: 4455 S. Padre Island Dr., Suite 38, Corpus Christi 78403. Estimated construction cost \$254,461; first-year operating cost \$178,353; revenue \$178,353. Applicant is nonprofit Corp. and licensee of KEDT(TV) Corpus Christi, Tex. Don Weber is chairman. Ann. June 1.

AM action

■ Opp, Ala.—Broadcast Bureau granted Opp Radio Inc. 1290 khz, 2.5 kw-D, 500 w-N, P.O. address: Route 3, Box 165, Opp 36467. Estimated construction cost \$157,650; first-year operating cost \$56,785; revenue \$72,000. Format: C&W. Principals: Robert H. Boothe Sr. (22.4%), his son, Robert Jr., and Albert G. Goree (17.3% each) and 30 others. Goree is former owner of WTUB(FM) Troy, Ala., where younger Boothe was station manager. Father is employe of Opp textile firm (BP-20,868). Action June 12.

FM actions

■ Phoenix—FCC granted American International Development 99.9 mhz, 100 kw, HAAT: 1,647 ft. P.O. address: 4548 W. Osborn Rd., Phoenix 85031. Estimated construction cost \$38,716; first-year operating cost \$204,204; revenue \$175,100. Format: Spanish, Latin music. Principal: Julia S. Zozaya (96.7%) works for Arizona Department of Economic Security. Zozaya has one percent interest in application for UHF TV station in Phoenix (Docs. 78-40, 41 and 43). Action June 21.

■ Glasgow, Mont.—Broadcast Bureau granted H-Z Corp. 93.5 mhz, 3 kw, HAAT: 29 ft. Address: 504 Second Ave. South, Box 671, Glasgow 59230. Estimated construction cost \$67,602; first-quarter operating cost \$7,000; revenue \$38,000 (year). Format: MOR. Principals: W.L. Holter (60%) and Joan Marlene Zerbe and

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Maurice K. Graham (20% each). Holter owns 100% of KLTZ(AM) Glasgow. KYLT-AM-FM Missoula. KBL(AM) Helena and KPRK Livingston, all Montana. Zerbes has interests in farming and farm equipment. Graham is partner in insurance and travel agency (BPH-10.324).

■ Jersey Shore, Pa.—Broadcast Bureau granted Jersey Shore Broadcasting Co. of Pennsylvania Inc. 97.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 112, Woolrich, Pa. 17779. Estimated construction cost \$76,190; first-year operating cost \$80,000; revenue \$150,000 (year). Format: religious. Principal: Jeffrey O. Schlesinger, who works in textile factory in Woolrich, Pa.

■ Charleston, S.C.—Broadcast Bureau granted Charleston County Public Schools 90.9 mhz, 8.8 w, HAAT: 82 ft. Address: Box 2218, Charleston 29402. Estimated construction cost (donated); first-year operating cost \$1,000 or less; revenue \$1,000. Lawrence G. Derthick is superintendent of schools (BPED2679). Action June 4.

■ Corpus Christi, Tex.—Broadcast Bureau granted 91.9 mhz, 2.4 kw, HAAT: 320 ft. Address: 600 Building, Corpus Christi, Tex. 78418. Estimated construction cost monthly lease payments; first-year operating cost \$86,150; revenue not given. Format: information variety. Principal is nonprofit, unincorporated association formed to operate noncommercial station. (BPED-2596). Action June 12.

TV action

■ Conway, S.C.—Broadcast Bureau granted South Carolina Educational Television Commission ch. 23; ERP: 873 kw vis., 174.6 kw aur., HAAT: 822 ft.; ant. height above ground 835 ft. Address: 2712 Millwood Ave., Drawer L, Columbia, S.C. 29250. Estimated construction cost \$1,099,300; first-year operating cost \$310,000; revenue \$310,000. Legal counsel Dow, Lohnes and Albertson, Washington. Applicant is nonprofit operator of educational TV's in South Carolina (BPET-587). Action May 27.

Ownership Changes

Applications

■ WATM-AM-FM Atmore, Ala. (AM: 1590 khz, 5 kw-D; FM: 104.1 mhz, 29 kw)—Seeks assignment of license from Southland Broadcasting Co. to Talton Broadcasting Co. of Escambia County for \$350,000. Seller is owned equally by Tom C. Miniard and Grady L. Ingram, who have no other broadcast interests. Buyer is owned by Julius E. Talton (65%) and four others. Talton is also principal owner of WHBB(AM)-WTUN(FM) Selma and WBIB(AM) Centerville, both Alabama. Ann. June 21.

■ KLRA(AM) Little Rock, Ark. (AM: 1010 khz, 10 kw-D, 5 kw-N)—Seeks assignment of license from KLRA Inc. to First Communications Corp. for \$3 million. Seller is principally owned by Leonard Coe, who has no other broadcast interests. Buyers are Kerby E. Confer (24.99%), Paul N. Rothfuss (24.99%), Jerome H. Atchley (25.1%) and James Long (25.01%). They own KSSN(FM) Little Rock, Ark. Atchley and Long are minority stockholders of Starr Broadcasting, which has merged into Shamrock Broadcasting. Rothfuss and Confer are principal owners of WLYC(AM)-WILQ(FM) Williamsport and WHUM(AM) Reading, both Pennsylvania, and WKRT(AM)-WNOZ(FM) Cortland, N.Y. Ann. June 21.

■ WPBR(AM) Palm Beach, Fla. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from GR Group Inc. to WPBR Inc. for \$300,000. Seller is owned by Gerson Reichman, who has no other broadcast interests. Buyer is owned by Everett H. Aspinwall and his wife, Valerie (50% each). Everett is general manager and Valerie is program director of station. They have no other broadcast interests. Ann. June 21.

■ WJPR(AM) Greenville, Miss. (1330 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from WJPR Inc. to River Broadcasting Inc. for \$500,000. Seller is owned by Bruce H. Gresham (70%) and John K. Gresham (30%). They have no other broadcast interests. Buyer is owned by George E. Pine and his son, George (25% each); James Eblin (25%), David P. Rouso and Wayne Rogers (7.9% each). Rogers and Falk are TV and movie actors. Rouso is business partner of Rogers. Eblin is only owner with other broadcast interests. He is vice president and general manager of WKEE-AM-FM Huntington, W. Va., which has been sold by its owner, Reeves Telecom Corp., subject to FCC approval. Ann. June 21.

Summary of Broadcasting

FCC tabulations as of May 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,512	5	32	4,549	71	4,620
Commercial FM	3,032	2	75	3,109	159	3,268
Educational FM	949	0	44	993	72	1,065
Total Radio	8,493	7	151	8,651	302	8,953
Commercial TV						
VHF	514	1	2	517	7	524
UHF	215	0	3	218	57	275
Educational TV						
VHF	94	1	7	102	8	110
UHF	152	2	4	158	6	164
Total TV	975	4	16	995	78	1,073
FM Translators	265	0	0	265	88	353
TV Translators						
UHF	1,161	0	0	1,161	272	1,433
VHF	2,402	0	0	2,402	199	2,601

■ KIRL(AM) St. Charles, Mo. (1460 khz, 5 kw-D, 500 2-N)—Seeks assignment of license from Contemporary Media Inc. to Bronco Broadcasting Co. for \$642,000. Seller is principally owned by Michael S. Rice, who also owns KFMZ(FM) Columbia, Mo. Buyer is owned by William White and Johnny E. Roland and seven others. White owns vacuum cleaner retail firm in St. Louis. Johnny Roland, former professional football player and coach, works for St. Louis insurance company. None has other broadcast interests. Ann. June 18.

■ WANC-TV Asheville, N.C. (ch. 21)—Seeks assignment of license from WISE-TV Inc. to Pappas Telecasting Inc. for \$206,000. Seller is principally by Meredith S. Thoms (64.75%) and her daughter, Matilann (32.83%). They also owned WEAM(AM) Arlington, Va.; WKLM(AM) Wilmington and WCOG(AM) Greensboro, both North Carolina. Buyer is wholly owned by Harry J. Pappas, who also owns KMPH-TV Tulare, Calif., and has applied for new VHF at Omaha. Ann. June 18.

Actions

■ KVIO(AM) Cottonwood, Ariz. (1600 khz, 1 kw-D)—Broadcast Bureau granted of license from Duane D. Kirby to KVRD Inc. for \$190,000. Kirby has no other broadcast interests. Buyer is owned by H.S. McMurray (51%) and Richard B. Dehert (49%). McMurray owns 51% of KATO(AM) Safford, Ariz., where he is general manager and Dehert is news director and salesman (BAL790426HD). Action June 7.

■ KFEL(AM) Pueblo, Colo. (970 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KFEL Inc. to Pueblo Broadcasting Co. for \$200,000. Seller is wholly owned by Joseph M. Clifton, who has no other broadcast interests. Buyer is owned by George C. Alban (29%) and Smiley & Fay Income Properties Inc., owned by Thomas B. Smiley and two others. Alban is principal in advertising agencies in San Jose and San Diego, both California. Smiley is Houston real estate broker, manager and investor. Neither has other broadcast interests. Action March 6.

■ WKDJ(AM) Winchester, Ky. (100.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Clark Communications Co. to WKDJ Inc. for \$160,000. Seller is owned by David H. Greenlee who has no other broadcast interests. Buyer is owned by John R. Albright, William A. Potts, Noah D. Daniel and Bob E. Wolcott (25% each), all of Dickson, Tenn. Albright owns 25% of WDKN(AM)-WTNQ(FM) Dickson and is sales manager at WKDJ. He and Potts own also 25% each of WSLV(AM) Ardmore, Tenn. Daniel is assistant principal of high school and Wolcott is dentist (BALH790507FH). Action June 13.

■ WGTU-TV Traverse City and WGTQ-TV Sault Saint Marie, both Mich.—Broadcast Bureau granted assignment of license from Michigan Television Network Inc. to Panax Television Inc. for \$923,000. Seller is owned by Harry Calcutt (12.5%), William Becker (13.2%), William A. Royce Jr. (12.8%) and 14 others. None has other broadcast interests. Buyer is wholly owned subsidiary of Panax Corp., holding company with interests in newspaper publishing and printing. John P. McGoff (40.3%) is president. He is also on board of directors of American Family Life Assurance Co., Columbia, Ga., owner of four TV's. Action May 31.

■ KTAT(AM) Frederick, Okla. (1570 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Tillman Broadcasting Co. to Heritage Broadcasting Corp. for \$225,000. Seller is owned by Mary Ann Brewer (66 2/3%) and Ray Floyd (33 1/3%). They also each own half interest of KFYN(AM) Bonham and third interest of KBGH(AM) Memphis, both Texas. Buyer is owned by G.A. Day and Ray E. Parker (50% each). They also owned KIUM(AM) Pecos, Tex., and are applicants for new AM at Granbury and FM at Pecos, both Texas. Parker is also 60% owner of KCOM(AM) Comanche, Tex. (BAL790226GW) Action May 29.

Facilities Changes

Am applications

■ WVCP(FM) Gallatin, Tenn.—Seeks CP to change freq. 88.5 mhz; ERP: 1.0 kw; HAAT: 394 ft.; change TL; install new ant.; make changes in ant. system. Ann. June 11.

■ KQXY(FM) Beaumont, Tex.—Seeks CP to increase ERP: 100 kw (H&V); decrease HAAT: 594.88 ft. (H&V) and change TPO. Ann. June 12.

■ KVIL-FM Highland Park-Dallas, Tex.—Seeks CP to install new aux. trans. and aux. ant. at main TL; Bellline Road, Cedar Hill, Tex. to be operated on ERP:

AM actions

■ WXLW(AM) Indianapolis—Granted CP to add nighttime operation with 500 w; change SL to Speedway, Ind.; change hours of operation to unlimited, DA-2; change TL (two site operation); install new trans.; make changes in ant. system (increase height) (BP-20245); Action April 30.

■ WGRK(AM) Greensburg, Ky.—Granted CP to change freq. to 1540 khz; increase power to 1 kw and increase ant. height; conditions (BP-780727AN). Action May 14.

■ KQCA(AM) Canton, Mo.—Granted CP to make changes in ant. system; change type trans.; change type ant.; increase ant. height 300 ft. (H&V); ERP 3 kw (H&V); and change TPO (BPH 781211AP). Action April 9.

■ KYLT(AM) Missoula, Mont.—Granted CP to change ant., TL to Waterworks Hill, NE of Higgins and Broadway in downtown Missoula (BP-21,142). Action June 7.

■ KHHA(FM) Carlsbad, N.M.—Granted mod. of CP to change trans. and SL to 539 Radio Blvd., Carlsbad; change type trans.; increase tower height to 291 ft. (BMP790124AG). Action June 7.

■ KRVB(AM) Medford, Ore.—Granted CP to change TL (same site) (BP-780927AH). Action June 15.

■ WISN(AM) Milwaukee—Granted CP to change radiation pattern; conditions (BMP-14,505). Action June 7.

FM actions

■ WZYP(FM) Athens, Ala.—Granted mod. of CP to change type trans. and ant.; increase ERP: 100 kw; in-

crease ant. height: 760 ft. (H&V); change TPO (BMPH781219AN). Action June 15.

■ KAVV(FM) Benson, Ariz.—Granted mod. of CP to make changes in transmission line; increase ant. height: 300 ft. (H&V); change TPO (BMPH790223AS). Action June 15.

■ KPDJ(FM) Eureka, Calif.—Granted mod. of CP to change TL to atop Barry Ridge, 10 miles SE of Eureka; change ant. height: 1540 ft. (H&V) (BMPH780713AA). Action June 13.

■ KAER(FM) Sacramento, Calif.—Granted CP to make changes in ant. system; change TL to 22nd & R St.; change type trans. and ant.; increase ant. height: 240 ft. (H&V); change TPO (BPH790315AK). Action June 15.

■ KIOI(FM) San Francisco, Calif.—Granted CP to install aux. trans. and ant. at main TL to be operated on ERP: 61 kw (H&V); change TPO; remote control from main studio, 700 Montgomery St. (BPH790206AH). Action May 9.

■ WHBS(FM) Holiday Fla.—Granted mod. of CP to change studio and remote control location to 1473 Springer St., Port Richey, Fla. (outside city limits) (BMPH790417AF). Action June 14.

■ WQIK(FM) Jacksonville, Fla.—Granted CP to change type trans. and ant.; increase ERP: 100 kw (H&V); ant. height: 570 ft. (H&V); change TPO (BPH790313AK). Action June 15.

■ KFSH(FM) Hilo, Hawaii—Granted mod. of CP to change TL to Saddle Rd., 4.6 miles west of Kaumana; change type trans.; change type ant.; increase ERP: 40 kw (H); decrease ant. height — 145 ft. (H) and change TPO; remote control from main studio to be determined within limits of Hilo city (BPH790209AF). Action May 9.

■ WHLT(FM) Huntington, Ind.—Granted CP to change TL E of Roanoke, Ind.; change type trans. and ant.; make changes in ant. system (increase height), ERP 3.0 kw (H&V), ant. height 300 ft. (H&V); major environmental action (BPH-11040).

■ WCTD-FM Federalsburg, Md.—Granted CP to specify main SL at 112 South Main St.; increase ERP: 2.65 kw (H&V); decrease ant. height 320 ft. (H&V); change TPO; remote control from main studio (BPH790207AE). Action May 9.

■ WMAS-FM Springfield, Mass.—Granted CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 50 kw (H&V); increase ant. height 195 ft. (H&V) and change TPO; conditions (BPH790105AD). Action May 9.

■ WMBN-FM Petoskey, Mich.—Granted CP to increase ERP: 1.15 kw (H&V); increase ant. height: 450 ft. (H&V); change TPO (BPH790403AJ). Action June 15.

■ KDWB(FM) Richfield, Minn.—Granted CP to utilize main trans. as aux.; change TL to Woodbury Township at U.S. hwy 12 and Radio Road, Woodbury Township; install aux. ant.; ERP: 8.4 kw (H&V); change TPO (BPH790314AD). Action June 15.

■ KQIC(FM) Willmar, Minn.—Granted CP to change TL 12 miles N of Willmar; install new trans. and ant.; make changes in ant. system; increase height; change TPO; ERP: 42 kw (H&V); ant. height 830 ft. (H&V) (BPH-10683). Action May 9.

■ WTYX(FM) Jackson, Miss.—Granted CP to make changes in ant. system; change type trans.; change studio and remote control to 5850 N. State St.; change type ant.; increase ERP: 100 kw (H&V); decrease ant. height 430 ft. (H&V); change TPO; remote control from main studio (BPH-790123AL). Action May 9.

■ *KNPR(FM) Las Vegas—Granted mod. of CP to change TL to 1.25 miles NNW of Black Mountain, 7.5 miles SW of Henderson; change type trans. and ant.; decrease ERP: 5 kw (H&V); increase ant. height: 1570 ft. (H&V) (BMPED781220AB). Action June 12.

■ KNEN(FM) Norfolk, Neb.—Granted mod. of CP to decrease ant. height 530 ft. (H&V); ERP 100 kw (H&V); remote control from main studio (BMPH790111A1). Action May 9.

■ KKJY(FM) Albuquerque, N.M.—Granted CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 22.5 kw (H&V); decrease ant. height 4110 ft. (H&V); change TPO; remote control from main studio. (BPH-790206AK). Action May 9.

■ WGF(BM) Plattsburgh, N.Y.—Granted CP to in-

stall aux. trans. and ant. at main TL; ERP: 10 kw main (H&V), 450 w aux. (H&V); ant. height: 780 ft. main (H&V), 830 ft. aux. (H&V) (BPH790308AO). Action June 15.

■ KYYY(FM) Bismarck, N.D.—Granted CP to make changes in ant. system; change type trans. and ant.; ERP: 96 kw (H&V); ant. height: 1180 ft. (H&V); change TPO (BPH790329AF). Action June 15.

■ KSPI-FM Stillwater, Okla.—Granted CP to make changes in ant. system; change type ant.; decrease ant. height 260 ft. (H&V); ERP: 10 kw (H&V); change TPO; remote control from main studio at 215 West 9th St.; conditions (BPH790205AD). Action May 9.

■ WQAL(FM) Cleveland—Dismissed application for CP to change type ant.; increase ERP: 11 kw (H&V); decrease ant. height 1060 ft. (H&V) and change TPO (BPH-790212AK). Action May 17.

■ *WUSO(FM) Springfield, Ohio—Granted CP to change TL to Tower Hall Penthouse, 909 Woodlawn Ave., Springfield; change studio and remote control location to Sprecher Hall, Wittenberg University, Springfield; condition (BPED790319AB). Action June 15.

■ WDAO(FM) Dayton Ohio—Dismissed application for CP to install aux. ant. at main TL for use with aux. trans. (BPH781116AG). Action May 10.

■ WLEC(FM) Sandusky, Ohio—Granted CP to make changes in ant. system; change SL and remote control to 105 W. Market Street, Sandusky; change type trans. and ant.; increase ERP: 9.8 kw (H&V); increase ant. height: 145 ft. (H&V); condition (BPH790306AI). Action June 12.

■ WOQI(FM) Ponce, P.R.—FCC has returned as unacceptable for filing application of Portorican American Broadcasting Company Inc. seeking to relocate the trans. site and increase power and ant. height. Action June 7.

■ WLJC(FM) Beattyville, Ky.—Granted CP to make changes in ant. system; change type trans.; change type ant.; decrease ERP: 1.7 kw (H&V); increase ant. height: 400 ft. (H&V); change TPO (BPH790312AG). Action June 15.

■ *WFMQ(FM) Lebanon, Tenn.—Granted CP to change trans. and SL to Cumberland College Campus, Lebanon (BPED790306AJ). Action June 15.

■ KZOK-FM Seattle—Granted CP to install aux. trans. at former main trans. site, 4441 21st Ave., S.W.; install aux. ant. to be operated on ERP: 16.5 kw (H), ant. height 320 ft. (H); change TPO (BPH790205AJ). Action May 9.

■ KCPX-FM Salt Lake City—Granted CP to make changes in ant. system; change TL to atop Nelson Peak, 18 miles SW of Salt Lake City, Rural, Utah; change type trans. and ant.; decrease ERP: 25 kw (H&V); increase ant. height: 3830 ft. (H&V); change TPO (BPH790403AI). Action June 15.

■ KISN(FM) Salt Lake City—Granted CP to install aux. ant. to common FM ant. for other stations via notch diplexer sys.; change TL to 18 miles SW of Salt Lake City, Farnsworth Peak, Utah; change type trans. and ant.; increase ERP: 26 kw (H&V); increase ant. height: 3740 ft. (H&V); change TPO (BPH781124AK). Action June 15.

TV actions

■ WLFL-TV Raleigh, N.C.—Grant mod. of CP to change ERP: to 933 kw; max.. 1150 kw; ant. height

1150 ft.; change TL to State Rd. 1010, 1 mile E of Raleigh, SL to 2410 Broad St., Durham. (BMPCT-781103KG). Action May 11.

■ KTVX(TV) Salt Lake City—Granted CP to change ERP: 32.4 kw; max. ERP: 32.4 kw; ant. height: 3890 ft. (BPCT790314LC). Action June 13.

In Contest

Procedural rulings

■ Birmingham, Ala. (Southeastern Bible College Inc. and Glen Iris Baptist School) **FM Proceeding:** (Docs. 78-61-62)—ALJ John H. Conlin closed record in this proceeding. Action June 18.

■ Palm Springs, Calif. (KPSI Corp. and Westminster Broadcasting Corp.) **FM Proceeding:** (Docs. 78-105-06)—ALJ James K. Cullen granted motion and approved agreement providing that Westminster will dismiss its application in consideration of reimbursement of incurred expenses in amount not to exceed \$17,500 upon grant of KPSI's application; dismissed Westminster's application; granted KPSI's application and terminated proceeding. Action June 19.

■ WOL(AM) Washington (Sonderling Broadcasting Corp.) **Renewal Proceeding:** (Doc 79-115)—ALJ Thomas B. Fitzpatrick granted to limited extent motion by Sonderling and cancelled July 2 prehearing conference and Aug. 13 hearing, set certain procedural dates including initial prehearing conference on Dec. 10 at 9 a.m. Action June 14.

■ Largo and Dunedin, Fla. (BIE Broadcasting Co. and Stereo FM 92 Inc.) **FM Proceeding:** (Doc. 78-169-71)—ALJ Joseph Stirmer closed record in proceeding and ordered proposed findings and conclusions and reply findings to be filed according to previously established schedule. Action June 7.

■ Omaha, Neb., and Council Bluffs, Iowa (Webster-Baker Broadcasting Co.) **AM and FM Proceeding:** (Docs. 78-337-45)—ALJ Frederic J. Coufal granted petition by Omaha Broadcasting Service Co. and extended to July 3 time to respond to supplemental interrogatories of Webster-Baker. Action June 18.

■ WIZR-AM-FM Johnstown, N.Y. (Street Broadcasting Corp.) **Renewal Proceeding:** (Docs. 78-353-54)—ALJ Lenore G. Ehrig continued all procedural dates to be reset after June 30. Action June 11.

■ Enumclaw and Bremerton, Wash. (Robert J. Reverman and Ke-Pen-Bro Corp.) **AM Proceeding:** (Docs. 79-82-83)—ALJ Reuben Lozner, by three separate actions, set certain procedural dates including hearing for Aug. 14 at 9 a.m., denied motion by Ki-Pen-Bro for enlargement or clarification of issues. Action June 13.

FCC actions

■ KKH(AM) San Francisco—FCC has denied Community Coalition for Media Change reconsideration of staff action denying its objection to renewal of licenses for station. Coalition contended that Broadcast Bureau's action last July 10 had avoided question of whether KKH had deliberately misclassified two white males as American Indians in its annual reports. Action June 7.

■ Miami—FCC has denied petition by The New Continental Broadcasting Co. for review of Broadcast Bureau's acceptance for filing of seven applications for

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new AM station at Miami, mutually exclusive with its own. New Continental claimed that it only had reasonable assurance of WFAB site because it has agreed to purchase former licensee's land and transmitting plant and does not intend to make them available to any other applicants in event that its application is not granted. Action June 12.

■ Media, Pa.—FCC granted review of decision by its Review Board awarding CP for new FM station on 100.3 mhz there to Greater Media Radio Company and denying mutually exclusive applications of Alexander S. Klein Jr. and Roberts Broadcasting Corp. In FCC's view further proceedings will be necessary to determine whether Board was justified in awarding decisive preference to Greater Media because 5 percent of Greater Media's stock is owned by black woman who would serve as full-time business manager of new station. Action June 21.

Translators

■ Onancock, Va.—County of Accomack seeks CP's for new UHF translators on ch. 19, 25, 41, 44 and 60 to rebroadcast indirectly WYAH-TV Portsmouth, WHRO-TV Hampton-Norfolk, WAVY-TV Portsmouth, WTAR-TV Norfolk, WVEC-TV Hampton, all Virginia, respectively. Ann. June 21.

Allocations

■ Pine Keys, Fla.—Broadcast Bureau has assigned 93.5 mhz there as its first FM assignment, in response to petition by the Lower Keys Broadcasting Corp. Action June 18.

Other

■ WWLP(TV) Springfield, Mass.—Springfield Television Corporation, licensee of station has asked Federal appellate court to review FCC's April 27 action denying review of staff denial of WWLP's request for network and syndicated exclusivity protection in excess of that required by rules. Springfield filed its petition in U.S. Court of Appeals for First Circuit (Boston). Action June 21.

Cable

■ The following cable operators have filed service registrations:

■ Queen, Donovan E., for Lakeview Estates, Ohio (OH0658) new system.

■ Warner Cable of Warrenburg, for Warrenburg, Mo. (MO0024) add signal.

■ UA-Columbia Cablevision, for Oakland and Washington, both Jersey (NJ0034, 271) add signal.

■ CPI of Louisville Inc., for Seneca Gardens, Ky., (KY0380) new system.

■ Millers TV Cable Corp., for Waterford, Belpre, Barlow and Vincent, all Ohio (OH0660, 81, 59, 61) new system.

■ Leeds Cablevision Inc., for Leeds and St. Clair, both Alabama (AL0157-8) add signal.

■ Cable TV of Wilburton, for Wilburton, Okla. (OK0021) new system.

■ Texas Community Antennas Inc., for Bentonville, Ark. (AR0054) add signal.

■ Cable TV of Hartshorne, for Hartshorne and Haileyville, both Oklahoma (OK0015, 30) new system.

■ Cumberland Television Inc., for Cumberland, Hiram and Blair, all Kentucky (KY0029, 30, 28) add signal.

■ Total TV Inc., for Dodgeville and Mineral Point, both Wisconsin (WI0188-9) new systems.

■ Arizona Cable TV Inc., for Eloy, Ariz. (AZ0025) add signal.

■ Huntington TV Cable Corp., for Huntington, Northport, and Huntington Bay, all New York (NY0424, 652-3) add signal.

■ Arizona Cable TV Inc., for Casa Grande, Ariz. (AZ0047) add signal.

■ Mid-Coast Cable Television Inc., for Sweeny, Van Vleck and Markham, all Texas (TX0536-8) new system.

■ Katy Cable Television Inc., for Katy, Tex. (TX0539-41) new system.

■ Rensselaer County Cablevision Corp., for Castleon on Hudson, Valatie, Kinderhook, Kinderhook and Schodack, all New York (NY0775, 777, 778, 779) new system.

■ Hanover Cable TV Inc., for Berwick, Pa. (PA1770) add signal.

■ Vision Cable Communications of Morehead City Inc., for Havelock, Craven, and Carteret, all North Carolina (NC0204-5, 2) new systems.

■ Omni-Midwest Communications Corp., for Sesser, Ill. (IL0300) new system.

■ Gulf Coast Cable Television Inc., for Houston (TX0534) new system.

■ Greer Associates, for Greer, S.C. (SC0034) new system.

■ Waterwood CATV Inc., for Waterwood, Tex. (TX0542) new system.

■ Watson, Robert G., for Forsyth, Ga. (GA0249) new system.

■ St. Francis Cable TV Co., for St. Francis, Kan. (KS0109) add signal.

■ Bayshore CATV Inc., for Accomac, Onley, Melfa, Keller, Parksley, Bloxom, Accomack and Wachapreague, all Virginia (VA0009, 12, 102, 132, 013, 131, 010, 187) add signal.

■ MBS Cable TV Inc., for Paris, Mineëva, Sebring, Beloit, Butler, Goshen, Knox and Smith, all Ohio (OH0564, 168, 276, 393, 561, 562, 560, 558) add signals.

■ Pioneer Valley Cablevision Inc., for Shelburne and Buckland, both Massachusetts (MA0030, 70) add signal.

■ Wm Penn Cable Co., for Delmont, Export and Murrysville, all Pennsylvania (PA1436-7, 513) add signal.

■ Bisbee CATV, for Bisbee and Cochise, both Arizona (AZ0002, 43) add signal.

■ Central Valley Cablevision Inc., for Mayville and Portland, both North Dakota (ND0057-8) new system.

■ Clayton County Cable Communications Inc., for Clayton, Ga. (GA0143) add signal.

■ Holton Cable Inc., for Holton, Kan. (KS0192) new system.

■ Tower Cable Inc., for Licking, Ohio (OH0655) new system.

■ Tower Cable Inc., for Granville, Ohio (OH0656) new system.

■ Tennessee Cablevision Inc., for Oak Ridge, Tenn. (TN0045) add signal.

■ Davis Cablevision, for Smethport, Pa. (PA1707) add signal.

■ Teltron Cable TV, for Plover, Wis. (WI0186-7) new system.

■ Broward Communications Corp., for Broward, Fla. (FL0457) new system.

■ Warner Cable of Massachusetts, for Chelsea and Melrose, both Massachusetts (MA0064, 97) add signal.

■ Mountain Brook Cablevision Inc., for Mountain Brook, Ala. (AL0086) add signal.

■ UA-Columbia Cablevision of Westchester Inc., for Bronxville, Eastchester, New Rochelle, Scarsdale and Tuckahoe, all New York (NY0750, 39, 700-1, 43) add signal.

■ UA-Columbia Cablevision, for Bloomingdale, Bogota, Butler, Cedar Grove, Clifton, Garfield, Glen Rock, Hackensack, Haledon, Hasbrouck Heights, Hawthorne, Kinnelon, Lincoln Park, Little Falls, Maywood, North Caldwell, North Haledon, Nutley, Paramus, Pequannock, Pompton Lakes, Ramsey, Ridgewood, Ringwood, River Edge, Riverdale, Rochelle Park, Saddlebrook, South Hackensack, Teaneck, Totowa, Wanaque, Wayne, West Paterson, Westwood, Wood Ridge, Prospect Park, Elmwood Park and Lodi, all New Jersey (NJ0077, 201, 033, 176, 219, 245, 227, 228, 318, 331, 196, 171, 185, 183, 244, 181, 215, 224, 226, 191, 035, 313, 195, 176, 264, 184, 315, 265, 276, 204, 197, 075, 036, 180, 266, 326, 333, 341-2) add signal.

■ Teleprompter of Virginia Inc., for Grundy and Deel, both Virginia (VA0056, 94) add signal.

■ Clearview Cable TV, for Valdosta, Lowndes and Remerton, all Georgia (GA0011, 210, 193) add signal.

■ Teleprompter of Virginia Inc., for Deskins, Vansant and Buchanan, all Virginia (VA0095, 3, 209) add signal.

■ Crossville Cable TV Inc., for Crossville, Tenn. (TN0116) add signal.

■ Clinton TV Cable Co., for Clinton and Loudon, both Tennessee (TN0116, 092) add signal.

■ Birmingham Cable Communications Inc., for Birmingham, Ala. (AL0125) add signal.

■ Community Cablevision Inc., for Woodstock, Ill. (IL0288) add signal.

■ American Cablevision, for Cushing, Okla. (OK0175) new system.

■ Cablevision Company Inc., for Fultondale, Gardendale and Jefferson, all Alabama (AL0180-2) new system.

■ T and T Cable Corp., for Watonga, Okla. (OK0174) new system.

■ Logan Cablevision Co., for Snow Shoe and Snow Shoe, both Pennsylvania (PA1751-2) new system.

■ Vision Cable Communications of Morehead City Inc., for Beaufort, Atlantic Beach, Pine Knoll Shores, Emerald Isle, Swansboro, Cape Carteret and Newport, all North Carolina (NC0196-9, 203, 200, 201) new system.

■ Winhill Corp., for Shoshoni, Wyo. (WY0093) new system.

■ Oliver Springs Cablevision Inc., for Oliver Spring, Tenn. (TN0157, 102) new system and add signal.

■ Claxton Cablevision Inc., for Anderson, Tenn. (TN0156) new system.

Cosmos Broadcasting Goes Harris!

**WIS-TV, Columbia, South Carolina
goes Harris with a
BTD-50H2, Dual 50kW, TV Transmitter**

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Manager Wanted: M.O.R. AM with power increase pending, separately programed FM needs manager strong on sales, collections and promotions. Send Resume to: Ben Ferguson, WJIC PO Box 132, Salem, NJ 08079.

General Manager, southeast, medium market top 40 group owned FM leader. If you are experienced G.M. with great sales track record, send resume and how you did it to Bob Manning, Beasley Broadcast Group, Box 1355, Goldsboro, NC 27530.

Expansion at 2 prime growth market AM's creates openings for sales/management personnel. Applicants must exhibit proven ability to handle top local account list plus ability to create top-flight sales promotions. Markets: WLAR, Athens, Tennessee and WGNS, Murfreesboro, Tennessee. Apply with resume and success stories to: James Broaddus, Music Square Services Corp., 200 4th Avenue, North, Nashville, TN 37219. No telephone interviews please.

Sales Manager—KLYD AM/FM in Bakersfield, California is in need of a sales manager that is not afraid of hard work. Must be able to handle (4) person sales staff plus his own list. Reply in writing with references & track record in first letter. Jim Treanor, KLYD AM/FM, 924 Truxton Ave., Bakersfield, CA 93301—EOE.

The Rapid Expansion of our group has opened a number of positions and we are looking for general management personnel—a dedicated hard worker with radio background that can motivate a sales manager and sales staff to reach attainable goals and operate within a budget. Are you the person we need? EOE. Reply in confidence with resume and salary history in first reply to Box F-156.

Station Manager: for 50,000 watt public Radio station; coordinates activities of seven full-time and 10-15 part-time staff. BA in Broadcasting required, MA preferred; minimum one to three years management experience and thorough knowledge of FCC regulations. Public Radio philosophy, organization and goals essential. Position available July 1, 1979. Salary dependent upon education and experience. Submit resumes to Office of Personnel Services, Eastern Kentucky University, Richmond, KY 40475. EOU is an affirmative action/equal opportunity employer.

Sales Manager with good sales and administrative record for small daytimer in above average growing community near metro midwest. Take active accounts. Details to WINU, Box 303, Highland, IL 62249.

Assistant Manager needed for successful small-market FM. You can top 20K if you use problem-solving to sell and can motivate others to do the same. Paper-pushers need not apply. Doug McLuen, WVTL, Box 570, Monticello, IN 47960. 219—583-4666.

Wanted: Radio station general manager. AM-FM combination in ideal coastal Carolina town. Sales, marketing and managerial skills required. Excellent opportunity in expanding market area. Send resume to: South Carolina Broadcasters Association, College of Journalism, University of South Carolina, Columbia, SC 29208

Manager—For Mid-West major market FM with AOR format. Programming/Sales background very desirable. Great compensation package for right person. Please send complete resume, including references by July 6 to Shamrock Development Corp., 149 Penn Avenue, Scranton, PA 18501 E.O.E.

Religious Group owner needs manager. Must be leader and experienced salesperson. Company over 20 years in broadcasting. Excellent benefits and earning potential Retirement program. Would you like to join us in ministry and lead one of our stations to profitability? Send complete resume and references immediately to Box G-38.

Midwestern Broadcasting is expanding into the northeastern region. We need experienced salespeople, a sales manager, and general manager. EEO-Affirmative Action. Call Lew Dickey, WOHO/WXEZ, Toledo 419—255-1470.

WXEZ (Z-105) Toledo needs a top salesperson. Take your 4-5 years sales experience... couple it with your abilities as a leader and give some direction and growth to the sister FM of WOHO. EEO-Affirmative Action. Call J. Richard Lamb, General Manager 419—255-1470.

HELP WANTED SALES

Salespeople wanted for new Northern California Coastal 5000 watt MOR AM. Air Aug/Sept. Broad based broadcast company Write Robin Lawson C/O California-Oregon Broadcasters, Box 5M, Medford, OR 97501. E.O.E.

Look no further for the perfect situation. If we think you're as good as you think you are you've found a home. A growing group with new acquisitions has avails for sales people with management potential. Are you the right person? Send resume and commission history in first reply to Mr. Young, 2325 East Grant Road, Tucson AZ 85719. EOE.

Sales Manager. AM FM stereo operation, with 50,000 watt CP for stereo, this Fall. Central California. Resume, sales, salary requested, before July 1st. Box F-136.

Sales Manager West Coast—Must be aggressive. \$25,000 first year. Send resume only if you are ready to start immediately. Box F-190.

Florida, West Palm Beach "small market" AM/FM needs sharp people with minimum one year experience and copy ability. Aggressive new owners will pay for results. Contact Ron Winblad at WVSI/WCEZ, Jupiter. FL 33458, 305—746-5191. E.O.E.

Sales Manager, California 100,000+ Market. Must know Jennings or Welsh training and be able to implement it with sales staff. Send complete resume to Box F-189.

South Florida. At least 3 years fulltime radio Sales experience in small-medium markets (our metro 200,000). Substantial base plus commission. All replies in strictest confidence. EOE. Send complete resume to Box F-210.

Naples, Florida, number one contemporary music station needs an experienced radio salesperson. You must possess a proven sales track record, have an outgoing personality, and the desire to work diligently for high income. Position can lead to becoming Sales Manager. Send resume to General Manager, WRGI, 950 Manatee Road. 33942. EOE.

Aggressive Sales Manager to expand department. Adult MOR station with large, loyal listenership needs the right person to generate sales volume and build staff. Unlimited income opportunity at this Hudson Valley station. Send resume to WWLE, Box 484, Cornwall-on-Hudson, NY 12520.

If you know production and would enjoy working a good account list, this T.M. stereo rocker on the GA.-Fla. line in a retail market of 150,000 could be your place in the sun. Sal. + Comm. rush tape and resume to: PO Box 1327, Valdosta, GA 31601.

Growth station needs aggressive sales person preferably RAB training. 2 years minimum experience. We have an account list that should be producing you 12 and better first year. All fringe benefits. Can lead to sales management located in Southeast. This ad will appear once. It's your opportunity call 703—466-9511 and mail resume PO Box 706, Bristol VA 24201. Need by August 1. Equal opportunity employer.

Anncr/Sales. Light announcing. Protected territory. Applicant should have some radio sales experience. Contact Ed Marzoa, WJWL, Georgetown, DE 19947

HELP WANTED ANNOUNCERS

Can you think, create and deliver? Will start right person at \$200/week or ?, we are an MOR-Pop C/W, small market, full time station, with good reputation sound equipment. If you want to relocate, lets talk. Call Butch Luth, KIML, Gillette, WY 1—307—682-4747. EOE.

If you've got the tubes and the talk we've got the town. A going group with new acquisitions is looking for talented bright announcers. We will have it all. Sign on, Mid-Day, PM drive. The location that's the best part, all in the western United States. Interested send tape resume and salary history to Mr. Young, 2325 East Grant Road, Tucson, AZ 85719. EOE.

Religious Format, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTOF-FM, 1957 Blairs Ferry Rd. N.E., Cedar Rapids, IA 52402.

FCC First Class Announcer for production and newscast in automated evening shift. Opportunity for growth and wide experience in medium market, group operation. Send tape and experience history to WPVL, Painesville, OH 44077. An Equal Opportunity Employer.

Need experienced combo announcer/technician with 1st class or lesser grade license. Permanent position. Pat Finnegan, WLBC, Muncie, IN 317—288-4403 EOE.

WHUT Anderson needs a creative communicator for afternoon drive. We're an Adult/Contemporary station in Indiana's 7th largest city. EOE. Send tape and resume to Mike Kase, WHUT, Box 151, Anderson, IN 46015.

Experienced Announcer with some news interest. Tape and resume to Tom Pike, KWHK, Hutchinson, KS 67501.

Mid-day country jock needed on Western Kentucky's favorite country music station. Must be friendly, natural sounding person-to-person communicator. Send tape and resume immediately to: Danny Koeber, WFMW, Box 338, Madisonville, KY 42431 E.O.E. M/F

Experienced Announcer wanted for big band formatted station. Send tapes and resumes to Jim Davis, WMAS, 101 West St., Springfield, MA 01104. E.O.E.

Eastern station needs experienced announcer. Handle air shift and become music director. Small market fulltime AM. You must believe in MOR/Good Music, not charts. Excellent pay and benefits. An affirmative action/EOE. Box F-163.

Morning drive personality. Adult Contemporary/MOR. Opportunity to build long term position in Great Lakes capital city. Your creativity and individuality are important to us! EOE. For details, write Box F-188.

Announcer/MD, with good production skills for well respected Central Virginia Modern Country music station. Some sales a possibility. EOE. Send tape, resume, salary requirements to H.H., 2245 Ivy Road, Charlottesville, VA 22901.

Talented personality/production pro wanted for South Florida MOR AM/automated FM. 3 years experience minimum. EOE. Send resume, salary requirements to Box F-197.

Late night personality for No. 1 Rocker in Western Mass. 10PM - 2AM. 1 to 1 communicator. Solid news read a must. Experienced only. Tape, resume, salary to Doug Hawkes, PD, WHYN AM 56, Box 3633, Springfield, MA 01101. No phone calls.

Country morning personality wanted—If you're looking to settle with a fast growing station in a fast growing company let us know. Send tapes to WHUM, PO Box 1657, Reading, PA 19603. Calls to Teddy G 215—376-3987 EOE M/F

Announcer for religious music format. Opening immediate. will consider beginners. Tape and resume to Dick Teubner, WVLU, Monticello, IL 61856.

HELP WANTED ANNOUNCERS CONTINUED

Solid air person for contemporary MOR station in New York Metropolitan area. Good production skills a must. Send resume to Box G-31.

Seattle Afternoon Drive open now at KAYO (we're out to be No. 1) Requirements: 5 years experience, creativity, retatable one-to-one personality, local involvement and willingness to take direction. Excellent opportunity. Salary negotiable. 206-623-2480. Kris Carpenter PD, 2939 4th Ave. So., Seattle, 98134.

Experienced Beautiful Music Announcers needed. Tapes and resumes to PO Box 25924, Albuquerque, NM 87125.

Major league team accepting resumes for play-by-play announcer and color commentator. Send to: Box G-16

Air personality with production talent needed for immediate opening. Send tape and resume to Joe London, WMOH, 220 High Street, Hamilton, OH 45011. EOE. M/F

Top 40 Air Personality for top rated station in Northeast. Must be experienced. EEO. Mail detailed resume with your salary requirements and references to Box G-35.

Full-time we are looking for three announcers to staff new 10kw daytimer. Must possess excellent production skills, tight board and very smooth, up-tempo air manner. Excellent opportunity, beautiful surroundings, progressive, young management. Tape, resume to WPOE, Box 823, Greenfield, MA 01301. E.O.E.

Adult MOR Announcer for number one station in Northeast market. Experienced applicants only. EEO. Mail complete resume to Box G-36.

HELP WANTED TECHNICAL

WDEF, one of the Southeast's leading radio stations, is looking for a chief engineer. Must have experience with Directional A.M. and Stereo FM. Send resume, (include salary history for past three years), to Mike Solan, WDEF Radio, 3300 Broad Street, Chattanooga, TN 37408. E.O.E.

Chief Engineer for AM, directional night time only. Studio maintenance. Excellent opportunity for engineer ready to move up to directional operation. Good salary in Midwest. Call RWG 712-239-2100. EEO.

Ex. opportunity, ass't. chief engineer, South, city 100,000, excellent equipment, must be leader, strong maintenance, hire, schedule, evaluate engineers, complete resume. Box F-105.

Qualified engineer/chief needed for upper mid-west AM/FM combo. Large radio group in medium size community. If you know RADIO we would like to know you. Resume/replies in strictest confidence. Send to Box F-181.

Experienced maintenance engineer for southern New England resort AM/FM. Send resume. Box F-172.

Assistant Chief Engineer needed by one of Northern California's top FM stereo stations. Send detailed resume and salary requirements to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. Equal Opportunity Employer, M/F.

AM/FM station in Pa. needs assistant Chief Engineer with first class license. Bright beginner welcome. Write to Box G-6.

Chief Engineer or assistant ready to move up, having a background in AM directional systems, FM and automation, along with expertise in maintenance and FCC regulations. Top rated contemporary in sunny southwest Florida offers you a great position and future. EOE. Resume to Box G-33.

Chief Engineer for Pacific Northwest AM/FM, part of 12 station group. Strong studio and directional knowledge a must. Resumes to: Rod Loudon, KALE/KIOK-FM, PO Box K, Tri-Cities, WA 99302, 509-586-2151.

Help Wanted: Chief Engineer needed for 5,000 watt AM/FM combo. Automation experience helpful. Send salary requirements and resume to: Bill Stallard, Box 317, Plentywood, MT 59254.

Chief Engineer needed for number one FM station in medium sized midwestern market. Beautiful city, great opportunity EOE. Resume to Box G-48.

Immediate opening for chief engineer at 1,000 watt, 4 tower directional, religious station in Ohio. Call Lee Mick at 1-419-874-7956. E.O.E. M/F

Conscientious Chief Engineer for New York State AM fulltimer. Send full details to: Box G-29.

Chief Engineer for Midwest Family group station in Michigan. Experienced with automation, state of the art audio processing & class installation work. All new equipment to be installed for AM-FM station in growing market. Send resume to, Chris J. Cain, Engineering Supervisor, Midwest Family, Box 2058, Madison, WI 53701.

Growing broadcast corporation in need of experienced engineer for assistant chief in Florida. Salary commensurate with ability. Box F-23.

Montgomery, Alabama... WLSQ-WREZ Radio needs chief engineer immediately—starting salary \$15,000 Call Gene Moorhead collect 205-832-4295

HELP WANTED NEWS

Immediate opening for ND. Small market, Georgia. News experience necessary. Tape to Box 832, Milledgeville, 31061. 912-452-7291.

AM-FM in medium market seeking news announcer. Send tapes and resumes to Jim Davis, WMAS, 101 West Street, Springfield, MA 01104. E.O.E.

Everyone says we have a good operation, and we won't argue. Opening is our number two news-person slot. Fast-growing major energy development area. Need willingness to work, mature outlook, deal well with people, news experience or journalism education, prefer Midwest or Mountain West background. 200 week, negotiable based on ability. EOE. Contact David King, News director. Call 307-682-4747 first, then send tape, resume with references. KIML, Box 1009, Gillette, WY 82716.

WHBQ/Memphis needs morning news anchor. Minimum 5 years experience; some contemporary format news experience. Send tape and resume to News Director, WHBQ Radio, 483 S. Highland, Memphis, TN 38111. Equal Opportunity Employer. M/F/H/VET.

Fast paced, good voice for top station in Western New England market. Rush tape and resume with salary requirements to Ron Russell, Assistant News Director, WHYN, 1300 Liberty Street, Springfield, MA 01101 No phone calls or walk-ins. EOE.

WHBQ/Memphis needs a News Writer/Reporter who can fill in at anchor position. Must be a good writer who likes to cover the streets and get story on the air. Send tape & resume to News Director, WHBQ Radio, 483 South Highland, Memphis, TN 38111. Equal Opportunity Employer. M/F/H/VET.

WHBQ/Memphis needs afternoon drive news anchor. Writing, production and interviewing experience required, some contemporary format news experience. Send tape and resume to News Director, WHBQ Radio, 483 S. Highland, Memphis, TN 38111 Equal Opportunity Employer M/F/H/Vet.

WEMU Staff Announcer/Morning Show—Eastern Michigan University—Duties: host and assist in the production of a local Information Morning Show on WEMU. Will assume role of "Morning Drive Time" host; will assist News, Public Affairs and Production Departments in the production of News, Public Affairs and Art features to be programmed into a 6 a.m. to 9 a.m. Information Show; may serve as producer for morning show and may also host daily interview program. Requires FCC Third Class Permit, good interview techniques, and professional delivery which appeals to the taste of a sophisticated urban/suburban audience. One to three years on-the-air News and Public Affairs experience is required. Send resume and audition tape (mono half or full track 7 1/2 or 3 3/4 IPS) or cassette of not more than 10' minutes with a sample of "on-the-air" style for News and Information type show. Application deadline July 9, 1979. Employment to start as soon after August 1, 1979 as possible. (Starting salary \$13,847). To apply Contact: Eastern Michigan University, Personnel Office, 112 Welch Hall, Ypsilanti, MI 48197. 313-487-3430. Affirmative Action/Equal Opportunity Employer and Educational Institution.

I have an immediate opening for News Director. This small-market position offers an outstanding radio station, excellent facilities, an award-winning news operation and a fine community in which to live. If you have experience, and are interested, please call me now! 616-842-8110. EOE.

Skilled Journalist needed for immediate News opening. A/C North Central PA AM looking for aggressive self-starter. Creative writing, voice and reading ability a must. News happens at all hours, need individual committed to work under those conditions. Award-winning facilities, good pay and benefits. Resume (including salary) and tape to Ken Sawyer, WWSA, Box 2168 Williamsport, PA (E.O.E.)

Twin Falls, Idaho—Modern Country—NBC Affiliate has opening for a dedicated News "Pro" who knows how to dig for local news. Beautiful Rocky Mountain city with excellent climate 90 miles from Sun Valley. Tape and resume to David Bromwin, KTLG, Box 65, Twin Falls, ID 83301 208-733-3381. EOE/MF

WFLB has immediate opening for news anchor/reporter. Medium market near the beach. Great place to work and grow. Must be aggressive, street-wise. Call Doug Fellows 919-323-0925 8AM-12 Noon. Females encouraged. EOE M/F

We need a news director with good writing skills, experienced reporter, good delivery for 5 KW AM. Daytimer New York Metropolitan area. Send resume to Box G-31.

News Director needed immediately for top rated contemporary FM and MOR AM in beautiful southwest Florida. Experienced, professional news voice, excellent writing skills, and desire to hustle are requirements. EOE Resume and salary requirements to Box G-32.

News Director: Collect, write, and anchor morning news. Excellent radio market and working conditions. Top pay, extra bucks for sports play-by-play ability. Great opportunity. Send tape and resume to Wayne Hiller, KQWB, Box 2983, Fargo, ND 58108.

San Luis Obispo, California... News, PBP, Highly respected MOR with excellent news and sports profile has opportunity for the total "Pro". Must be heavyweight on local news with exciting PBP style for college football and basketball. Tape & resume. Dan Clarkson, Box 787, San Luis Obispo, CA 93401. EOE/MF

Can you talk to people and not just read at them? Can you find news when there is no fire, flood or earthquake?—no speech, committee hearing or news conference? Can you write without cliches? Can you translate jargon, bureaucratize and wire service into English? Quickly and accurately? Have you mastered a compelling, high-energy reading without screaming? Do you have a sense of humor? Can you develop features that people listen to and talk about? Do you know what people 25-34 think?—how they live?—what they worry about?—what they enjoy? Are you ready for a top-five market and \$30,000-plus? If you are really ready, send an aircheck, resume and some of your best features to Gil Haar, KYUU, 1700 Montgomery, San Francisco 94111. Do not phone. An equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director, Creative Announcers, and an Announcer/Engineer combo wanted for new 5000 watt MOR AM. Northern California Coast. Air date Aug/Sept. Top equipment, competitive pay, strong diversified broadcast company. Tapes and resumes to Robin Lawson C/O California-Oregon Broadcasters, Box 5M, Medford, OR 97501. E.O.E.

Program Director, top 60 market in search of heck of a good Radio Programmer, will also do afternoon show. Excellent knowledge FCC rules, paperwork! More than excellent production skills, knowledge. No. 1 ratings a must! Our facility is and has been one of the top facilities in city. Must direct, supervise, motivate staff! We are Black Contemporary! \$15,000 + top benefits, profit sharing, letter resume. Box F-92.

Talent search—looking for bright, energetic morning or radio talk show person who has always wanted to be TV talent. EOE. M/F Send resume, and salary requirements to Box F-153.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Program Director—After many job ads, we are still looking for the right person. The Program Directorship at WBHP offers an excellent salary for the PD with strong administrative skills, ability to manage and motivate a creative staff, and good competitive skills. Serious prospect should investigate. Send tape & resume to Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804. "Alabama Has It All!"

A growing Group is looking for a person Friday with a strong broadcast background a take charge person to oversee operations from bookkeeping to traffic to production to typing. We need you. Reply with resume and financial history to Mr. Young, 2325 East Grant Road, Tucson AZ 85719. EOE.

Production Director. Immediate opening for qualified applicant. Station is in College Town in Southwestern Virginia. Format Modern Country. Equal Opportunity Employer. Box F-170.

If you know production and would enjoy working a good account list, this T.M. Stereo rocker on the GA-FLA. line in a retail market of 150,000 could be your place in the sun. Sal + Comm. Rush tape and resume to: PO Box 1327, Valdosta, GA 31601.

Several experienced programing people are needed for one of the leading broadcast groups in the midwest. Robert Ingstad Group is taking applications for several markets. This company offers good facilities, modern equipment, a belief in quality programing and a chance to grow with a staff of professionals. Send tape, resume and salary requirements to General Manager, KGFX, Box 1197, Pierre, SD 57501 E.O.E.

Public Affairs Director/Production Supervisor for Local public radio station to direct/supervise one full-time professional assistant and students in the production of local informational/public affairs programs. Applicants must have bachelors degree, at least one year radio experience, commitment to public radio. Competitive salary with excellent benefits. Send letter/tape (postmarked no later than July 10, 1979) to Ben Paxton, Manager, WGLT, Illinois State University, Normal, IL 61761. ISU is an EEO/Affirmative Action Employer.

Radio Operations Assistant, WEKU-FM. Responsible for audio engineering, student training and occasional on-air work. B.A. in broadcasting or equivalent, 3rd class FCC license and familiarity with classical and jazz music required. Salary dependent upon experience and education. Contact Personnel Office, Eastern Kentucky University, Eastern Kentucky University is an Equal Opportunity/Affirmative Action Employer.

Operations Coordinator: Responsibilities include traffic, record library, on-air and production. Requirements include B.A. or comparable, FCC restricted, good announcing and production skills, broadcasting experience and affinity with fine arts format. Send resumes to: WGGL-FM, Michigan Technological University, Houghton, MI 49931. Michigan Technological University is an Equal Opportunity Educational Institution/Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Business Manager, aggressive executive with loads of initiative wants to advance. Responsible for budgets, financials, cash flow, contracts, management planning and controls. Prefer Northeast but willing to relocate. Box F-32.

General Manager with total hands on experience, administration, sales, programming, promotions, license, plus other broadcast oriented profit centers. Exceptional twenty year results record of profit and progress. Station sale allows family desired relocation. Seeking company who needs now a strong proven general manager. Box F-121.

A Programmer can be an excellent General Manager. Especially with 14 years experience in all aspects of station operation including Sales. Top credentials. Box F-138.

Diversified track record. AE, PD, administrator. Detailed resume/references. GM/operations oriented. Employed. Box G-1.

In West or Southwest Working Manager. Sales Leader Run a "Tight Ship" with pleasant atmosphere. 27 years successful Radio Management. Small to Medium Market preferred, \$20,000 plus benefits. Box G-24.

Success oriented team: seeks challenge in med. or sm. market radio. He offers 11 yrs. B.C. exp., first phone and mgmt. exp. She: sm. ofc. mgmt. 14 yrs and PR and sales. Call Dan or Tanya for resumes 402-896-1057.

16 years experience in radio: 6 years GM in top 25 market, 2 years GSM in medium market, 8 years as leading salesman in top 25. Excellent track record. Resume on request. Willing to relocate. Sunbelt preferred. Call 1-414-782-6102 or 782-5099.

SITUATIONS WANTED SALES

Salesman, long on experience, wishes good active list with growth potential and advancement possibilities. Write Box G-37.

SITUATIONS WANTED ANNOUNCERS

Female Announcer. 23 ambitious with charisma. Hard worker. Will relocate. 8831 South Wood, Chicago IL 60620. 779-8778. Marzine Richardson.

Three year professional seeks air position with a quality contemporary outlet preferably in North Carolina, but anywhere in the East will be fine. Box F-95.

Experienced DJ, tight board, good news, commercials and production, will go anywhere, now. Box F-116.

Broadcasting School grad. 3d D.J. good voice, tight board, some production, interested. Doni Reed, 558 W. Adline 3S, Chicago IL 312-477-9105.

Wanted: weekends/summers/vacation-relief DJ work. Northeast preferred. Third-endorser, experienced, Master's, 26, schoolteacher, tight board, Jack, 5414-18th Avenue, Brookly, NY 11204.

Disc Jockey-News-caster background in selling. Experienced, dependable. Runs a tight board. Aggressive and versatile. Looking for the N.Y. metropolitan area. The Music Man, PO, Box 128, Elmwood Park, NJ 07407 201-791-8349.

Need someone who is creative, hard working, and reliable. I'm third endorsed and will relocate anywhere immediately Tape and resume available upon request. Call or write, Jim Mulvaney 312-388-3040, 12832 May, Chicago, IL 60643.

Looking for First Break in radio in northeast. Blind, will work one week without compensation to prove ability. 4 years college radio, 3rd, tight board, great production, editing, mixing, stable, brains, guts, and chutzpah. Tape and resume on request. David 201-777-0749.

First job wanted. Broadcast trained. Third ticket. Phone weekdays 716-834-4459.

Recent graduate of Communications School (A.A.S. degree) is seeking employment with a station desiring personnel for a beautiful music or big-band format. Applicant prefers cool-weather climate. Contact Cory Nightengale, 52 Hillsboro Rd. Mattapan, MA 02126. 617-298-5564.

Classical Music DJ playing the top 200 of past 400 years. Creative production, unique programming. Bruce Thomson, 1508 Valjejo Drive, San Jose, CA 95130.

Are you looking—for a good voice, talent and great potential? I'm looking for a place to learn and grow, in AOR—MOR personality, prefer N.E., will consider all. Dan Sanders, 50 Cedar Lane Way, No. 4, Boston, MA 02108. 617-523-4012.

4 year pro seeks relocation in the Arizona area. Currently am PD. at top 40 and country stations. I can do it all. Available July 15th. Interested call Bobby at 405-224-1828 or 405-224-1604. 1st Phone and up to date on FCC Rules & Regs.

Big voiced, 1st phone. C&W entertainer, seeks position requiring use of highly creative abilities and experience. Box G-10.

Adult Contemporary Communicator with major market track record looking for new major market gig. ... impressive credentials, outstanding creativity, award winning production and super pipes. Family desires relocation. Call Pat Rodgers ... 703-466-9511 or 703-466-8150.

Air Personality 22, dedicated hard worker, 3rd phone. Dependable and creative will relocate immediately. Work any format, resume and audition tape available. Call or write, 312-524-9605, 1406 No. Austin, Oak Park, IL 60302. Michael Ellis.

Female D.J., 21, 3rd ambitious, dependable, disciplined. Resume and audition tape available. Call or write: Ladwyna Thomas, 312-285-7257, 4332 So. Michigan Chicago, IL 60653.

Sportscaster. 16 years broadcasting experience. Radio and television sportscasting; ready for your market. PBP all sports. Box G-11.

Talk Show Host; Broadcast veteran-12 years commercial 15 years international radio; top interviewer & dialogue programmer residing in Florida. Would consider anchorman TV. Call 813-484-6530 or write B. Parsons, 1585 Tarpon Center Rd. Venice, FL 33595. Unit 33.

Versatile Broadcast School Grad, 1st phone, NCAA hockey and baseball PBP experience. Knowledge of news, jockeying, production. Dave Hinckley, 512 Corrinthia, Elk Grove, IL 60007. 312-437-0357.

Medium Market P/A PD., Also PBP 11 years experience, 1st ticket, married & stable. Available now. Mid-Atlantic region preferred, but all offers over \$14,000 considered. Call Frank at 301-862-1277.

Canada's "Phil Donahue" of radio talk desires permanent relocation in U.S. He's turned around major station's ad sales and ratings. Businessman-lawyer-journalist background guarantees fascinating shows with well known guests. N.Y. agents and radio pros say he's "warm, witty, intelligent; ready for U.S. major markets. 212-673-6043 or Box G-45.

Experienced pro-1st ticket, prefer OM/PD/MD slot in small or medium market. Call 714-722-5540.

8 year Pro, 1st Phone, Exp. PD.- C&W and Pop Adult. Like to grow roots in large good paying market. Presently in Dallas. Call Harry Dierks 214-245-3194.

SITUATIONS WANTED TECHNICAL

Chief, Director of Engineering, consultant? Chief engineer of large operation in Eastern major market seeks opportunity in West. Management, technical background. Reasonable salary requirements. Box F-69.

First Phone needs a chance. Willing to learn. Full or part time. Some experience. Resume available. Box F-88.

SITUATIONS WANTED NEWS

Sports Director, 7 years play-by-play, award winning commentaries. 29, B.A. Journalism. Seeks larger market. 906-774-3987.

Driving, take-charge news director now recognized as the leader in a West Coast medium market seeks career advancement. If you'll do what it takes to be number one, let's talk. Box F-94.

Female Sports Director. Available fall 79. Seeking position on medium/major market sports staff. 4 year pro. Good talk/PBP. 3rd endorsed. Degree. Box F-177.

Sportscaster-PBP. Experienced, 6 years, educated (M.S. Communications), award winning. Former university football-basketball broadcaster. Looking for college football PBP this Fall and/or sports director. Call Tom 316-231-6875.

Dedicated, aggressive reporter. Authoritative one-to-one delivery, accuracy-first policy. Enjoy this job, but outgrowing the market. Insist on professional quality, competence, in myself, others. Long/late hours no problem. Young, mature, intelligent, resourceful, personable. Female. Box F-203.

Midwest: Sports Director/PBP. 8 years experience, looking for PBP air work and/or management opportunity. Dedicated. Call 208-624-3830.

SITUATIONS WANTED NEWS CONTINUED

Young, ambitious and dedicated newsmen. B.S. in Journalism. Experienced in other areas as well. Prefer Midwest, but will go where I'm needed. All offers considered. Larry Jewett 419-675-2355; after 4, 419-674-4945.

Award winning sports director with baseball, football, basketball PBP, interviews and talk shows. Experience in all facets of radio sports including administrative and technical ends. Also, drive time jock. Box G-52.

Award-winning Sports Director/Announcer looking for a move to medium or major market. Excellent play-by-play (college/high school), reporting, writing. College grad. Experienced but young. I'm good. Box G-34.

Presently employed major market sports director, seeks free-lance football p.b.p., college or pro, radio or TV. Loads of p.b.p. experience. Box G-25.

Energetic newsmen eagerly looking for opening. Excellent writer and air delivery with strong college experience, commercial background and NYC internship. 312-445-1049.

Hiring a sportscaster? you should hear MY tape. I'm seeking a medium market sports and news position. 516-781-0037. Larry or Box G-27.

Experienced reporter. Currently in small Northeast market. Seeking step up. BA, 3rd endorsed. Box G-20.

Experienced Reporter, small market ND with medium and large market experience, 4 years, street reporting, public affairs and features my specialty. Box G-15.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

College Graduate in Radio with experience in 16-track recording desires production position. Some professional experience, air personality also. Box F-167.

Adult Contemporary Programming Specialist seeks new challenge. 15 years of solid successful medium and major market experience. Presently programming successful station in top 100 market. Call Pat Frisina at 703-466-9511 or 703-466-8150.

Veteran DJ, CA, PD, GM available PDQ. Strong production/commercial and news presentation. Prefer programming/production in Florida. Resume, tape, references on request. Jack Dodge, Augusta K, Riverbend, Tequesta, FL 33458. 305-746-6391.

8 year pro seeks challenging Program Directorship. Experience in both live and automated stations. Top 40 or Pop/Adult in top 100 markets considered. Mature, community oriented motivator. Box G-28.

Operations Manager seeks similar position in SE with a chance to move up. Young, enthusiastic with strong management background in Production, Traffic, Others. Box G-43.

TELEVISION

HELP WANTED MANAGEMENT

Wanted: Program Director at WQWK-TV, Charleston-Huntington, West Virginia. Heavy local program and commercial production commitments. Total local news commitment. Management skills dealing with union employees requisite. Submit letter, resume and references to: Leo M. MacCourtney, Vice President and General Manager, WQWK-TV, PO Box 13, Huntington, WV 25706. Equal Opportunity Employer.

Operations/Production Manager. PTV Station WBGU-TV, Bowling Green State University. Covers 19-county region and Ft. Wayne, Indiana. Salary: \$17,200 to \$18,200 depending on qualifications. Send application letter, resume, college transcript(s) and three letters of recommendation to: Dr. Duane E. Tucker, WBGU-TV, Bowling Green, OH 43403, 413-372-0121. Deadline of application and resume, July 31, 1979. WBGU-TV is an Equal Opportunity Employer.

Executive Producer wanted, to develop and take charge of planned 26-week public television series featuring Ben Wattenberg. Ben's unique "magazine of ideas" approach requires creative, intelligent, technically sophisticated exec. capable of handling large staff and budget. Familiarity with film, videotape and studio production techniques essential. Locate in Washington, D.C. Salary open. Write: Box G-50.

HELP WANTED SALES

Experienced TV Sales. Account executive to increase sales from established account list. Must be strong self starter, career minded and service oriented. If you are the one, sunny Florida awaits you. Good company benefits. Equal opportunity employer. Call Bill Black at 904-893-3127 or send resume to: WECA-TV, PO. Box 10027, Tallahassee, FL 32302. Attention: Bill Black.

Salesperson: Local sales, medium sized TV market, network affiliated. V. Fine production facilities, income from salary and commission plus bonuses. An equal opportunity employer. Write Box F-119.

Development Officer Local Underwriting. Duties: Secure funding primarily through underwriting grants, for WETV-TV and WABE-FM programs and projects. Requires: Extensive experience in fund-raising, sales, public relations, advertising or other appropriately related field. Ability to work effectively within the Atlanta community and with the WETV/WABE staff necessary. Must have a proven track record such as similar position with another broadcast station. Must be a self starter. Knowledge of public broadcasting, particularly as related to fundraising programs and program development desired. Deadline for applying July 20, 1979. Salary Range \$20,004-\$25,692, effective 9/1/79. For complete details write or send resume to: Atlanta Public Schools, Classified Personnel, 232 Pryor St., SW, Atlanta, GA 30303. Attn: H. S. Hendricks. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Assistant Chief Engineer with knowledge of UHF transmitters, FCC rules, and TV studio operation. Resume to Chief Engineer, WJCL-TV, PO Box 13646 Savannah, GA 31406.

Engineering Supervisor needed for independent major market UHF station in the Midwest. Must be thoroughly familiar with all types of equipment, including transmitter used in a modern TV station. Top salary, many benefits. A really good opportunity for the right person. We are an equal opportunity employer. Please send full resume to Box F-43.

Control board operator with First Class FCC license. Experience preferred, but not necessary. Contact Roger Rein, KUMV-TV, Williston, ND. Phone 701-875-4311. Equal Opportunity Employer.

TV Technician—Washington, D.C.—Federal Agency has openings for TV Technicians with operations and maintenance experience with all types of color TV broadcast studio and recording equipment. Normal working hours 8:45 to 5:30 Mon.-Fri. Interested applicants send Standard Form 171, obtainable any post office or Federal agency, to the Employment Branch (26777), International Communication Agency, 1776 Pennsylvania Ave. N.W., Washington, D.C. 20547. An EEO employer.

Ex. opportunity, television asst. chief engineer, South, city 100,000, excellent equipment, must be leader, strong maintenance, hire, schedule, evaluate engineers, complete resume. Box F-126.

Entry level position for news First Phone holders. EOE—EOE situation on Texas Gulf Coast. PO Box 947, Corpus Christi, TX 78403.

Florida Suncoast Group-owned ABC Affiliate in Top 20 Market is expanding its engineering staff. First phase of multi-million dollar facilities modernization under way. Need operating and maintenance engineers. Operators should be familiar with VTR and Video Control functions. Maintenance Engineers experienced with all studio equipment. Growing ENG commitment requires Operator/Maintenance engineers. All positions require 1st Phone. Excellent salary and benefits program. No 'snow! No big-city hassle! Send resume to Director of Engineering, WTSP-TV, PO Box 10,000, St. Petersburg, FL 33733 or Call 813-577-1010. EOE.

Chief Engineer to supervise staff of nine TV engineers, maintain plant, assist Director of Engineering design and eventually construct new facility. Must have First FCC license, supervision experience, and advanced knowledge/experience in video, audio, digital and RF systems. Salary range: \$19,000-24,000. Please send resume, salary history and references to B. Crandall, WGTE-TV, 415 N. St. Clair St., Toledo, OH 43604. Equal Opportunity Employer.

Television Engineer—full responsibility for repair/maintenance/improvement of monochrome studio/control room. Technical training and experience in comparable situation required. Prefer FCC 1st class license holder. Salary: \$14,000-\$16,000 depending on qualifications. Letter and resume to: Dr. Al Paul Klose, Chairman, Department of Communication, Seton Hall University, South Orange, NJ 07079. Equal opportunity/affirmative action employer.

Wanted Studio Maint. Engineer, 1st phone. Tech. school or equivalent. Experienced on quad VTRs, film or studio cameras. Advancement. Relocation help. Excellent opportunity and pay for right person. Send brief resume and salary requirements to KPLC-TV, Box 1488, Lake Charles, LA 70602 or call chief engineer collect. EOE.

Mobile Unit Engineers—Tel-Fax, Inc., an established and growing remote facilities operation, is seeking qualified mobile unit engineers. Duties will include maintenance and operation of equipment including quad and 1" VTR's, RCA, Ampex, Fernseh and Norelco cameras, HS-100, GVG switchers, etc. Send resume to: Greg Symanovich, Tel-Fax, Inc., 4654 Airport Road, Bath, PA 18014.

Television Technician (Closed Circuit Television Technician) High school graduation. Two years of training in electronic theory and two years of technical experience in closed circuit television work. Salary: \$965-\$1045 per month. Send resume to Fred Blakey, Personnel Office, Northern Illinois University, DeKalb, IL 60115; phone 815-753-0455. An equal opportunity/affirmative action employer.

Chief Engineers for fastest growing market in Florida. Superb Company benefits. Must know TCR, TR-60, Transmitter and Sony 3/4 Eng. Reply to Box F-83.

Assistant Chief Engineer for fastest growing market in Florida. Superb Company benefits. Must know RCA studio equipment and Sony Eng. Reply to Box F-82.

Engineer with the highest level of Technical expertise needed by Major Production Facility. Work with state of the art equipment: Vital Squeezezoom; Datatron Computerized Editing; etc: for a top salary and enjoy South Florida Living. All applicants must have heavy digital experience. Call: Mike Orsburn, Chief Engineer at: 305-587-9477 or write: Videotape Associates, 2351 S.W. 34th Street, Ft. Lauderdale, FL 33312.

TV Maintenance Engineer: Locally owned TV station in the Heart of the Ozark's playground region of Missouri, desires a first class maintenance engineer. Equipment is RCA, VITAL, Etc. Good pay and benefits plus a beautiful area to live. We are an Equal Opportunity Employer. Send Resume, or call: Walter Stansbury, Chief Engineer, Independent Broadcasting Co., PO Box 1716, S.S.S., Springfield, MO 65805. Tele - 417-862-7474.

Chief Engineer (Chief Instructional Media Operations Engineer) University graduation with a degree in Radio, Television, or Electrical Engineering or graduation from a recognized electronics institute and three years of experience in one or a combination of the following: multi-media systems engineering and operations or radio/television systems engineering and operations. Three years of administrative or supervisory experience. Salary: \$1225-\$1535 per month.

Television Technician: Assistant with installation, inspection and maintenance of University campus cable television, distribution and related equipment, oversee equipment and parts stock. Experience required: salary dependent upon experience and education. Submit resume to Office of Personnel Services, Eastern Kentucky University, Richmond, KY 40475. EKU is an Affirmative Action/Equal Employment Opportunity Institution.

HELP WANTED TECHNICAL CONTINUED

Maintenance Supervisor for large Washington, D.C. area production company. Technical school plus minimum 5 years experience. Must be familiar with all types of studio broadcast equipment. Reply Box G-22.

National Captioning Institute: Maintenance Technicians. National non-profit broadcast related communication service with centers in Washington, D.C. and Los Angeles has immediate openings for maintenance technicians. Applicants should have an A.S. degree in Electronics Technology or equivalent technical training; related work experience in Solid State Electronics necessary. Must have a minimum of 2 years prior experience in operations, Trouble Shooting, repair and maintenance of broadcast related electronics equipment, microprocessors and peripherals. Salary will be commensurate with experience. Recent graduates with a BSEE will also be considered. For consideration please send resume with salary history to: Carole Dickert-Scherr, Manager, Employment and Records, Public Broadcasting Service, 475 L'Enfant Plaza, S.W. Washington D.C. 20024. EOE/Affirmative Action Employer.

Chief Engineer—Supervises the engineering staff and facilities of a large urban public television station. Responsible for supervision of maintenance, repair, testing and air operations. Experience in satellite operations highly desirable. EE or BS degree with television specialization from accredited technical school. At least five years successful experience in broadcast television, including two years of supervisory experience, or an equivalent combination of education and experience. Demonstrated success in supervision of personnel, and in the management of engineering equipment and facilities. Valid First Class Radiotelephone license. Salary range: \$21,253-\$26,561. E.O.E. Persons interested in consideration for this position should send the following items *to be received no later than July 16, 1979*: (1) a letter of application; (2) a qualifications summary which indicates the relationship of the candidate's education and work experience of the job requirements cited above; (3) the name, address, and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience; and (4) a copy of his first class license. Applications should be sent to: Dr. Harold Stetler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with a copy of all materials to Richard Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204.

Operations and maintenance engineer: Two years technical training or experience. Growing Michigan station looking for technicians to operate and maintain state of the art broadcast equipment. Must possess a valid first class FCC radio-television operator's license. Excellent benefits. Send salary history and reference. All replies strictly confidential. Box G-13.

Due to Expansion, WKEF TV is seeking applications from experienced broadcast engineers. First phone required. Send resume and salary history to: James Graham, WKEF TV, 1731 Soldiers Home Rd., Dayton, OH 45418. EEO M/F/H.

Chief Engineer—WRBL-TV—Channel 3—Columbus, Georgia. Must be strong on VHF transmitter maintenance and Sony Eng. Expanding group offering many fringes. Call collect ... Bob Walton, General Manager, 404—322-0601.

Experienced maintenance engineer for TR 600's, TK46's and TK28's: Excellent salary and fringe benefits in beautiful Great Lakes area. An EOE. Box G-5.

TV transmitter engineer needed immediately. Experienced on UHF transmitters and associated equipment. Must have 1st phone license. Religious broadcaster in South. Contact Gene Gibson, D.E., PO Box 1616, Greenville, SC 29602. Phone 803—244-1616.

Operating Technician for Washington D.C. area production company. Must be familiar with audio pickup and recording techniques and have a good working knowledge of television audio systems. Reply Box G-23.

Engineers with the highest level of technical expertise needed by Major Production Facility. Work with state of the art equipment. All applicants *must* have heavy digital experience. Call-Don Faso, Chief Engineer at 404—634-6181 or write Video Tape Associates, 1733 Clifton Road., All. GA 30329.

HELP WANTED NEWS

Weekend Anchor-Reporter—Number one CBS affiliate in the midwest needs strong backup anchor who can run the show on weekends. Must be strong producer. Will report three days. No beginners, please. An Equal Opportunity Employer. Send resumes to Box F-176.

Sports Director—Previous broadcast experience required. Play-by-play reporting, and anchoring skills essential. Resume to WVIR-TV, Box 751, Charlottesville, VA 22902. EOE.

Anchor for 6 and 11 o'clock news; group owned ABC affiliate, medium market, Great Lakes area. Anchor experience preferred. Will consider authoritative large market street reporter. Good salary, excellent benefits. EOE. Box F-212.

Experienced News Manager to help build growing news operation with CBS affiliate. Send resume and salary requirements to George Leh, Program Manager, WEYI-TV, PO Box 3265, Saginaw, MI 48605. An equal opportunity employer.

Be our Charles Kuralt/Feature Reporter to tell the human stories in our ADI. We'll give you the freedom and the tools to be creative. Medium Market station with strong news commitments. EOE. Box F-204.

Weather Reporter: Applicant should be knowledgeable about weather information and forecasting and have prior TV experience. Additionally, the person selected should be able to do some "on camera" commercial work, as well as doing booth announcements for various products and services. Send videocassette and resume to WXII-TV, Box 11847, Winston-Salem, NC 27106. Suzanne Yrhovac. No phone calls.

Top 50 Market News. Get-in on the ground floor of a new 5 camera ENG news operation. WKEF television is seeking tapes and resumes from experienced reporters, photographers and assignment editors. Send needed information to: James Graham, Station Manager, WKEF TV, 1731 Soldiers Home Rd., Dayton, OH 45418. EEO M/F/H.

We just bought nearly a quarter-million dollars worth of new equipment. Now we need more good people to use it. Reporters who think visual, can tell a story, and know how to write. Photographers with a good eye, know how to use natural sound, and can edit it all into an informative and interesting package. If you can do it, we want you doing it for us. E.O.E. Experienced only. Contact Fred Mays, New Director, WESH-TV, PO Box 7697, Orlando, FL 32854. No phone calls.

News Anchor: Previous broadcast experience required. One of Midwest's top independent stations expanding news coverage. To be considered resume must be accompanied by audition videotape, and received by 7/20/79. Send to Dick Stawicki, Station Manager WFFT-TV, PO Box 2255 Fort Wayne, IN 46801.

Television Producer/reporter. Bachelor's degree in Broadcast Journalism or related field. Two years experience in a broadcast station news department in reporting, writing editing, producing and presenting news material on camera. Deadline for submitting letter of application and resume, July 30, 1979. Send to: Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. E.O.E.

Highly-rated midwest medium-market CBS affiliate seeking anchor/producer for new noon newscast. Applicants should have two years commercial experience and ENG editing ability. Write Box G-9.

WFSB is looking for a news reporter with the following qualifications: Broad knowledge of field reporting and Electronic News Gathering techniques. The ability to prepare and deliver stories live or on videotape. On-camera experience. Ability to work under deadline pressures. Responsible for initiating, researching, gathering and writing daily news stories. Television production background and good writing skills necessary. Must be able to work under minimum supervision and able to compete successfully with other stations and newspapers in the region that the bureau serves. A college degree in communications or related field and/or two years experience as a TV news reporter in a top 30 market. Contact or send resume to Miss Tadesse 203—525-0801, Ext. 280, WFSB-TV 3, 3 Constitution Plaza, Hartford, CT 06115. We are an equal opportunity employer!

We are a major, group owned, top ten network affiliate seeking an experienced writer/film documentary producer for an award winning monthly program. Equal opportunity employer, male/female. Send resume and salary requirements to Box G-7.

Producer for 6 and 10PM news. Must have TV news experience. Send resume to Tom Moo, News Director, WTUV-TV, PO Box 7, Evansville, IN 47701. An Equal Opportunity Employer.

News Director for group owned (ABC) VHF in Virginia. One year news management required or producer/assignment editor experience in top 50. EOE. Write complete work history in first letter to Box G-12.

Producer/Assignment Editor: Northeast NBC affiliate in competitive market wants producer with strong background in TV, news production/news assignment. Must be creative and energetic. An Equal Opportunity Employer. Resumes & salary requirements to Box G-18.

Minicam Technician with a minimum one year's experience. Must be familiar with tape and film cameras. Send resume to Personnel Director, Broadcasting, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Weekend Anchor/Producer for medium-size market. Experience a must. Send VTR/resume. WBAY, 115 South Jefferson St. Green Bay, WI 54301. EOE.

WFSB-TV has an opening for a weekend sports anchorperson/sports reporter for the six and eleven o'clock newscasts. Basic requirements include thorough knowledge of all sports, on-air delivery and extensive experience in newsfilm production technique. Minimum requirements are two years on-the-air & ENG experience delivering sports in a top 30 market. Interested individuals should contact or send resume to Miss Tadesse 203—525-0801, Ext. 280, WFSB-TV 3, 3 Constitution Plaza, Hartford, CT 06115. We are an equal opportunity employer!

Need television news reporter with at least three years experience and preferably a Degree in Journalism. No calls, please. Send resume to Mark Pierce, WCSC-TV, PO Box 186, Charleston, SC 29402. EEO.

Video Services Coordinator—major energy company looking for young pro to staff a new corporate ENG facility. Candidate should have 4 to 6 years experience in television news writing, producing, photography and editing. Some supervisory experience desirable. Excellent salary. Suburban New York location. Send resume and salary history to: Rich Whitmyre, Public Relations, 2000 Westchester Avenue, White Plains, NY 10650.

Fifties station needs 10 pm producer-reporter with possibility of some anchor work. Experience with live shots necessary. Reply to Box G-47.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Executive Producer: Major PBS affiliate seeks creative, self starter to supervise and administrate local program and production activity. Requires knowledge of TV production management with strong background in producing and directing. Salary commensurate with experience. Send resume to Personnel Manager, WPBT, PO Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

Talent search—versatile talent for southeastern TV station. Must have prior host/anchor experience and be willing to contribute to design and success of new programming projects. EOE, M/F Send resume, and salary requirements to Box F-148.

Commercial Producer/Director: Creative and self motivated. Must be experienced in ENG camera, 3/4" video tape editing, writing, and lighting. Northeast Affiliate. Send resume to F-168.

Emmy Award winning weekly TV magazine show in top 35 market looking for dynamic talent to co-host with two male hosts already on board. Talent must be able to produce and write personality and human interest features. Send resume to Box F-169.

Creative Director to produce commercials and programs of network quality. Commercial and business acumen to join highly creative team. EOE. Box F-193.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Experienced Producers for major experimental TV project: versatility and imagination required. Staff or free lance Box F-194.

Director for KUSD-TV and the South Dakota Public Television Network. Responsible for directing studio and remote productions. Must have knowledge and experience in all phases of television production, including ENG production, quad and cassette editing, audio, lighting and set design. Minimum of two years experience and college degree or an equivalent combination of training and experience as a television director. Salary \$10,878. Application deadline, July 13, 1979. Apply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Lighting Director for commercial production. Expert in creative lighting, camera and audio with strong desire to be top-flight director. Top 10 market. Excellent income for lighting genius. EOE. Box F-171.

Audience Development/Promotion manager wanted Network affiliate in top 100 market. Need creative, effective, hard-charging professional to write and produce all on-air promotion material. Major emphasis on news promotion. Experience with ENG equipment and control room operation is necessary. If you have good air voice it's a plus. Maybe you're the number 2 person now and want a chance to do your own thing. Let's talk. An equal opportunity employer. Send resume, salary requirements, any creative examples in confidence to Box F-187.

Versatile Studio Directors needed for major experimental TV project. Minimum 3 yrs direct experience. Box F-195.

Operations Manager—Supervises all phases of television production. Administer production budgets. Schedule facilities. Exercise quality control supervision of all local productions. Evaluate performance of staff directors, production engineers, studio crew, and free-lance production personnel. Bachelor's degree and demonstrated fulltime successful experience in broadcasting as supervisor of studio, remote, film, and videotape production or equivalent combination of education and experience required. Demonstrated ability to evaluate television production in terms of style, quality, and appropriate technique. Thorough understanding of and experience with current "state of the art" television production techniques. Salary range: \$23,171-\$28,224. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than July 16, 1979: (1) a letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience of the job requirements cited above; and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Dr. Harold Stetler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with a copy of all materials to Richard Holcomb, Executive Director, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204

Staff Producer/Director for WHA Television, University of Wisconsin-Extension, Madison. Responsible for the coordination and management of the production of television series, programs, and segments of programs. Also responsible for studio and location directing of television programs. Must be able to manage ideas, money, people and time in the context of television production. Must be completely knowledgeable of all phases of the production process, and all aspects of television production including audio, lighting, film direction, stock and processing techniques, set design and graphic arts, video and film cameras, video tape and film editing. Must be able to evaluate aesthetics of television production. Proven track record in producing and directing both public and cultural affairs programming mandatory. Three years experience as a producer/director essential. Bachelor's degree required. Applications close July 16, 1979. Salary: \$16,000 minimum. For application write to Dick Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

Program Director: Midwest ABC affiliate is accepting applicants. Must have a strong background in production, promotion and operations plus the ability to motivate and inspire. Responsibilities include budgets, license renewals, composite weeks, program strategies, syndicated negotiations, cable monitoring, program log and local program development. Send resume and salary requirements to Geoffrey Pearce, General Manager, WYTV, INC., 3800 Shady Run Road, Youngstown, OH 44502. An Equal Opportunity Employer.

Producer/Director being sought by midwest PTV station. Salary range \$13,400-\$14,400 depending on qualifications. Send letter of resume, tape, college transcript(s), and three letters of recommendation to: Roger Fisher, WBGU-TV, Bowling Green, OH 43403, 419-372-0121. Deadline July 31, 1979. WBGU-TV is an Equal Opportunity Employer.

Graphic Artist—one-year staff position for ETV facility. Produce wide variety of visual materials for ETV productions, including artwork, props, scenery, photography, letterheads, brochures, etc. BA degree or equivalent with minimum of three years experience in television graphic art. Working knowledge of B & W, color and high contrast photography essential. Salary dependent upon education and experience. Position available August 15, 1979. Submit resume to Office of Personnel Services, Eastern Kentucky University, Richmond, KY 40475. EOU is an affirmative action/ equal opportunity employer.

Producer/Director: immediate opening for creative director with 3 years' experience in all phases of television production. Send resume and tape to Carol Bargfrede, KMBC-TV, 1049 Central, Kansas City, MO 64105, An Equal Opportunity Employer.

Director for fast paced top 20 market newscast. Must be able to switch your own. Qualified applicant will have minimum of 2-3 years' news directing experience. Send resume, tape and salary requirements to Production Mgr., WTHR-TV, PO Box 1313-B, Indpls., IN 46206. No phone calls, please. An Equal Opportunity Affirmative Action Employer, M/F.

Photographer: Small market midwest-tv needs experienced commercial photographer to handle shooting and processing of film. ENG camera work helpful. Send resume and salary requirements. E.O.E. Box G-17.

Play by Play and color announcers for Royals Baseball 1980 season and beyond. EOE. Contact Bud Turner, WDAF-TV, Kansas City, MO 64108.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Television 22 years; Radio 13 years; Broadcasting 35 years, including management 19 years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. In small, medium and large markets, overcame overwhelming obstacles, achieved revitalization/rapid turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility. At accelerated pace, produced outstanding ratings, sales, profits and prestige! Now arranging weekend-interviews. Box G-4

SITUATIONS WANTED NEWS

S.F. Bay Area radio reporter waiting for right opportunity to try television. 6 years experience, including correspondent duties for The Los Angeles Times and KNX News Radio, Los Angeles. Box E-164.

Young woman reporter, strong on air, strong writing, seeks challenging position. Excellent professional and academic credentials. Inexhaustible worker. Tape available on request. 212-838-5673.

Meteorologist, 31, currently employed, seeking position in medium or larger market. Successful TV and radio experience. AMS TV and radio seals. Experienced with radar and severe weather. Box F-186.

My first love is news. Experienced anchor-reporter wishes to return to television. Call Steve 404-972-2214.

Major Market Sports Director, 7 yrs. Big Ten basketball and football P-B-P award winning documentaries, seeking medium to major market sports position. Will consider combo. Box G-14.

London-based 29 yr. -old American television and radio correspondent seeks East Coast investigative reporter or producer position. Experienced in all aspects of broadcast for journalism, including host of live news public affairs program as well as contract cameraman for major American network in Africa operating as one-man-band. Know both film and eng. Currently free-lancing for British nation wide domestic radio network. Resume and video or audio demo tape upon request. Personal interview possible. Respond to Box G-30.

Innovative Female Sports/News-caster, interviewer/Host. Exciting and broad background in sportsfield with a fresh creative approach. Attractive and articulate. VTR and resume available on request. Box G-44.

Veteran Top Rated TV Anchorman with 16 years major market experience seeks new challenge. Tape, resume, and excellent professional and personal references available on request. Bob Chase, PO Box 28483, St. Louis, MO 63141.

Top ten reporter/anchor desires anchor position in top forty market, eight years experience. Box G-19.

Attractive, articulate female with radio experience seeks entry level television or advancement in radio. Will relocate. Virginia Perez 216-932-9280.

Major market radio newscaster—with major market tv anchor/reporting experience—desires anchor/rptg. position in pleasant climate. Medium markets considered. Security and salary paramount. Reply: Box G-40.

Experienced Black reporter interested in top 30's market. Strong in field reporting, anchor work and mini-documentaries. Send inquiries to M.I.S., Trowbridge, Detroit, MI 48202.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Creative Announcer-Writer/Producer, Ready to move up to fulltime Promotion Position. Box G-49.

Promotion, PR Director, 12 years ABC experience. Can relocate due to retarded daughter's death, which led to loss of private business position. Innovative, creative, active in community affairs, Jerry Bronston, 4908 Morningside Road, Minneapolis, MN 55416 612-920-4908.

Fill the gap between sales and production. Prod Mgr. Prod/Dir. seeks position as Prod. Mgr., Sales Service. Asst. Prgm Dir. 4 yrs. Nil Ad Agency, 7 yrs. TV Prod. 3 yr L.A. Film Ind. Box G-8.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Radio Satellite Service. National Public Radio is seeking applicants for positions with its new Satellite Distribution Service. *Distribution Center Manager* will set up and manage the satellite scheduling service for program distribution to 214 public radio stations. Requires B.S. or equivalent; 5 years' operational, administrative or station management experience. Prefer understanding of computer applications in scheduling and record-keeping. Salary \$27,000. *Senior Scheduler.* Will work in Distribution Center, processing scheduling requests. Will have opportunity to establish initial operating procedures. Requires B.S. or equivalent; 3 years' scheduling/operations experience in broadcasting or related field. Salary \$23,500. Apply by July 12 to Denise Johnson, NPR, 2025 M Street, N.W., Washington, D.C. 20036. NPR is an AA/EOE employer

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character who really wants to improve his income level. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage work. Northwest location, Chapman Company, Inc. 1835 Savoy Drive, Atlanta, GA 30341.

Rapidly growing California electronics firm needs polished ambitious sales rep with television capital equipment background to handle northeastern region sales. Will consider related industries. Immediate opening, compensation open. Please send resume in confidence to Box F-38.

HELP WANTED ANNOUNCERS

Openings in all formats and fields of announcing. Nationwide. If interested just call The Aircheck Guide for details 1-207-782-0947.

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.

Electronics technician wanted for electrical engineering firm on Maryland's Eastern Shore. Person must be honest, of good character and able to work on their own or with a team. Two years experience and familiarity with communications equipment required. May substitute suitable technical education for experience. First or second class radio engineers license desired. Send resume to Box G-26.

Communications Engineer 1st Phone. Largest radio common carrier in country. Multiple positions open. Available immediately. Excellent salary. F. DeCosterd 516-681-8050.

HELP WANTED INSTRUCTION

Two Positions Springfield Technical Community College has two positions available August 6, 1979 in the Radio Broadcasting Program, Division of Technology Needed: (1) Instructor and (1) Assistant Professor both to teach one or more courses in radio broadcasting. Manage 4,000 watt FM educational radio station which operates a minimum of 96 hours per week. Must be able to work evening and weekend hours on a staggered basis. Master's degree or bachelors degree with equivalent experience in radio broadcasting or communication. Must possess a Class III License. Candidates with experience on a college, commercial or public radio station will be given preference. Salary: Instructor—\$11,465-\$12,146; Assistant Professor \$13,046-\$13,966, depending upon experience and qualifications. These are non-state funded positions. All qualified applicants should send resume by June 20, 1979 to Edward R. Maclosky, Director of Personnel, Springfield Technical Community College, 1 Armory Sq., Springfield, MA 01105. An Affirmative Action/Equal Opportunity Employer.

Broadcasting—Master's degree required plus 6 years in commercial radio broadcasting with at least 3 years in supervisory-management level positions. Prefer graduate work beyond the M.A. Tenure-track position. Rank and salary dependent upon qualifications and experience. Send resume and three letters of recommendation to Dr. Randall Capps, Department of Communication and Theatre, Western Kentucky University, Bowling Green, KY 42101. Applications accepted until position is filled. An Affirmative Action/Equal Opportunity Employer.

Broadcast Engineering Technology Instructor. Two-year associate degree program training technicians in maintenance of broadcast equipment. Understanding of instruction at two-year level. Curriculum work, recruiting, and student internships. Bachelor's degree preferred and experience in broadcast engineering field. First class FCC license and working knowledge of TV production required. Salary commensurate with education and experience. Affirmative action, equal opportunity employer. Send resume by July 30 to Personnel Office, Hocking Technical College, Nelsonville, OH 45764.

Extension Electronic Media Specialist. Faculty position (assistant professor) with Oregon State University Extension Service. Provide statewide leadership for designing and delivering educational messages through radio, television, and small-format video. Steady production load. Train Extension professionals in use of electronic media. Masters degree and two years experience minimum. Salary \$18,000+. For details, write Extension Personnel, OSU Extension Hall, Corvallis, OR 97331 or call 503-754-2661. Request information and application materials, position No. 310. An Equal Opportunity/Affirmative Action Employer. Complies with Section 504 of the Rehabilitation Act of 1973.

One year replacement Assistant Professor. Minimum requirements—M.A. and professional experience in broadcast production and/or broadcast news. Teach three courses per quarter. Resume with three references by July 27 to Chariman, Radio-TV Dept. University of Montana, Missoula, MT 59812. The University of Montana is an Equal Opportunity Employer. Women and Minorities are encouraged to apply.

Assistant Professor of Broadcasting, PHD preferred. Demonstrate ability to teach in: (1) Broadcast sales and advertising, (2) Broadcast promotion, (3) radio or television production, (4) radio or television performance, (5) broadcast news, or (6) broadcast dramatic and continuity writing. Salary: \$12,000 minimum. Letters of application, resume, graduate school transcripts, and four references (including phone numbers), should be sent by July 16, 1979 to: Dr. N. Edd Miller, Chairman, Communication Program, Northern Kentucky University, Highland Heights, KY 41076. An Equal Opportunity/Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271)

Wanted: Channel 8 transmitter or amplifier. Also channel 8 antenna 809-773-0008, Len.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed Financing available. Transcom, 215-379-6585

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturnstile Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383

RCA TP-7 Slide Projectors: Very good condition, \$4,000

Collins MW-408D Microwaves: 7 Ghz, one audio channel, 2 available, \$4,500 ea.

Ampex 1200A VTRs: loaded with options \$28,000 ea.

RCA TTU-10 10KW UHF transmitter: 7 years old presently on air, \$35,000.

GEPE-250 Color Cameras: Excellent condition, 3 Available, \$8,000 ea.

RCA TR-4 Hi-Band VTRS. New heads, good condition, 2 Available \$16,000 ea.

GE 12KW UHF Transmitter: Ideal for new station, good condition, \$14,000

RCA TK27A Film Camera: Available with TP 15 Multiplexer \$12,000

RCA TP88 Film Projector Good condition \$10,000.

GE PE 240 Film Camera: Excellent Condition \$8,000

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation In GA call 404-324-1271.

Coaxial Cable 420 Ft length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800-241-7878 Mr. Kitchen. In GA call 404-324-1271

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

AM Transmitters (Used) 50 KW, 10KW, 5KW, 1KW, 500W, 250W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

10 KW AM Harris BC 10 H. Same as current production model. Excellent condition. M. Cooper. 215-379-6585

For sale: 75 foot steel broadcasting tower. Please write: Tom Kunes, S&S Inc., 21300 St. Clair Ave., Cleveland, OH 44117 or call 1-216-383-1880.

GE Transmitter: used model TT50 driver and TF4 power amplifier currently tuned to channel 9. Excellent condition. Mid-Florida Television Corp., Orlando, 305-423-4431 for information or write PO Box 6103-C, Orlando, FL 32803

5 KW AM Collins 820E-1. used one yr. with 125% positive peak option. Factory tuned, tested and warranted. Large savings. M. Cooper 215-379-6585.

Revox A-77's in stock call 404-487-9559.

For Sale—C C A 10,000 Watt AM Transmitter, S/N 10025 Condition unknown. Arrangements can be made for a serious buyer to test equipment on our premises. Needs cleanup and some capacitors. Will take best offer—as is—where is. KVWO, Inc., Cheyenne, WY Contact Larry Racine. 307-632-0551.

VR2000B Amtec Colortec, Valcomp, D.O.C., Auto Chroma 1058 Editor 1065 Editec—2 heads, \$45,000. John Weigand, KFMB-TV, PO Box 80888, San Diego, CA 714-292-5362, Ext. 224.

Hughes 300 helicopter. Narco Com 11A, King KT 78A, heater, oil cooler, strobes, dual controls, third seat, luggage container even a CB radio. New upholstery, new alumigrip paint, new plexiglass. All components mid or low time. Exceptionally well maintained aircraft. Call Homer Lane for details. 602-257-1234.

Vacuum capacitors. Many sizes. Good prices. Write for list. Mote Communications, 2427 Hastings, Belmont, CA 94002

Automation Recording Equipment, including two and four track Recorders, Mixers, Equalizers, Limiters, Turntables, Cartridge Equipment, 25HZ Oscillators and Filters, and much more. Contact: Elden Haskell, Twin Falls, ID. 208-733-4840.

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.

(2) RCA Electric Pedestals, (2) Houston Fearless. Model No HFCH Pan Heads Call 919-446-8734.

Ampex 1200B: Amtec, Colortec, Procamp, 2 Heads, \$29,000. Call DBD Associates, 617-655-5115.

Moseley SCG-9 stereo generator. Three years old, excellent condition. \$800. R.A. Kramer, Chief Engineer, WCRB-FM, Waltham, MA 02154. 617-893-7080. Available immediately

Schaefer 903 Automation, 3 years old. Excellent condition. Call: Don Wilks, WAQY Radio, Springfield, MA 413-525-4141

Five 3M Analog Drop Out Compensators Brand new, never been used. Call 312-348-4000.

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Free sample of radio's most popular humor service! O'LINERS. 366-C West Bullard, Fresno, California 93704

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227

Phantastic, Phunnies ... introductory month's 400 one-liners \$2.00! 1343-B Stratford Drive, Kent, OH 44240

News Kickers!!!!!! Two voices or one liners. Short! Concise! Power Packed! Brand New! Box 2585 ... Augusta, GA 30903.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**MISCELLANEOUS
CONTINUED**

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.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003

Pro-Com the numbers company offers you station ratings, music ratings and market analysis. Call Toll Free today 1-800-824-7888 Ext. A-2096.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo-PO. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 30 and September 10. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Situations Wanted Management

Broadcast Management

I would like to get back in to broadcasting with a professional company the consulting business not my cup of tea former group vice president, successful owner, former CEO broadcasting division of a national company FM AM CATV same Company over 20 years. 49 years old. Box F-201.

Retail Executive

Wants to make switch back to media. Presently responsible for buying merchandising and the total marketing of a 7 Mill. Dollar Profit Center of a major N.Y. retailer. Direct responsibilities have included radio, TV, newspaper, planning promotion and budgeting. Media experience includes sales, management, even on airwork. Presently consulting a N.Y.C. FM in the art of co-op adv. sales. MBA in marketing with extensive finance experience and strong administrative skill. Will relocate. Open to all ideas. Box G-39.

Help Wanted Announcers

Talk Host(s)

If you are looking for a challenging, satisfying yet demanding talk radio host position, we may be looking for you. The Talk of Miami—WKAT—has openings for talk hosts with a sense of humor, warmth, understanding, on-air experience, able to produce and project information in an alive and creative style. Salary open. All replies confidential. Equal opportunity. Send tape and resume to Ethel Blum, Vice President Programming and Promotion, WKAT, 1759 Bay Road, Miami, Florida 33139.

Help Wanted News

EXCITING OPPORTUNITY

**NEWS DIRECTOR
KGO NEWSTALK RADIO
SAN FRANCISCO**

Immediate opening with San Francisco no. 1 radio station. Please apply only if you have management experience with major news blocks in top 20 markets. Resumes only to:

Jerry Johnson
Operations Manager
KGO Radio
27 Golden Gate Ave.
San Francisco, CA 94102

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NEWS DIRECTOR

WCHV, Billboard Magazine's 1978 MOR Station of the Year, and its AOR sister 3WV, need a dynamic News Director. Want to know more? Contact Ed Owens, Box 5387, Charlottesville, Va. 22905 (804-977-5566) EOE/MF

Help Wanted Management

WBCS-FM/AM, Milwaukee

is looking for a small to medium market Sales Manager who is ready for the challenge of a Major Market.

If you know how to sell Direct and can teach others, and if you can motivate and manage a sales force—let's talk.

Send your resume and make your pitch to:

Terrell L. Metheny, Jr.
President & General Manager
WBCS-FM/AM
5407 West McKinley Avenue
Milwaukee, WI 53208

WBCS, owned by Great Trails Broadcasting Corporation is an Equal Opportunity Employer.

**GENERAL SALES
MANAGER**

Major group owned facility in top 30 market has rare career opportunity for experienced, promotionally oriented general sales manager. Send resume ASAP EOE. Box G-2.

Situations Wanted Announcers

SPORTS JOB WANTED NOW

8 Years news, sports and talk experience. Solid writing and reporting skills. Currently hosting all-night talk show at FM Station in Detroit. Call Douglas Nagy at 313-534-0251 after 1 p.m. Eastern Time.

TELEVISION

Help Wanted Technical

**LeSea Ministries
Television Stations**

Need qualified Engineers, 1st Class FCC License required. Chief, Maintenance Supervisors, Technicians, Miami/Midwest locations. An Equal Opportunity Employer. Send resume to: Larry Scott, WHFT-TV, P.O. Box TV 45, Miami, Florida 33169.

SUNNY NEW MEXICO

KOB-TV Albuquerque is looking for TV equipment maintenance technicians. Experience in broadcast maintenance required. Overtime and excellent benefits. Resumes and references to: FA. Bebeau, KOB-TV (NBC), Hubbard Broadcasting Inc., 4 Broadcast Plaza, Albq. N.M. 87104.

Help Wanted Technical Continued

EXPERIENCED TELEVISION ENGINEER

WITH FIRST CLASS LICENSE
has a good opportunity with WFMY-TV, Greensboro, N.C. Station has the latest and best equipment. Need an individual familiar with total television station engineering operation, strong in equipment maintenance. Apply to Personnel Department, P.O. Box TV 2, Greensboro, N.C. 27420 or telephone 919-379-9369.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted News

METEOROLOGIST

Top twenty market. AMS Seal required. Three years experience in top 75 market. Send resume to Box F-141. Equal Opportunity Employer, M/F.

ANCHOR PERSON

New England network affiliate. Must be strong personality ... strong broadcast journalist ... Willing to get outside and get involved. Strong writing & presentation a must. An Equal Opportunity Employer. Send resume to Box G-21.

Help Wanted Sales

REGIONAL SALES

Midwestern UHF Network Affiliate, 150 plus market needs a young aggressive experienced Broadcast Media Salesperson to call on major agencies and accounts in Ohio & Kentucky cities. Salary plus commission with automobile and expenses furnished. Equal Opportunity Employer. Send resume and salary requirements to Box F-161.

SALES MANAGEMENT

Outstanding opportunity for Sales Manager in strong CBS Affiliate. Must have demonstrated strong TV Sales experience. Responsible for local, regional and retail development.

Send resume to:

Donna Zapata
WHAS-TV
PO Box 1084
Louisville, Ky. 40201
An equal opportunity employer

LeSea Ministries Television Stations

need qualified Salespeople. Excellent compensation and opportunity. An Equal Opportunity Employer. Send Resume to: Larry Scott, WHFT-TV, P.O. Box TV 45, Miami, Florida 33169

Help Wanted Programing, Production, Others

ON-AIR PROMOTION DIRECTOR

Major market network affiliate seeks creative individual for on-air promotion director. Person selected must be skilled in concept writing and production. Must have at least two years previous television experience in promotion department. Knowledge of station logs procedure required. College degree preferred. Send resumes to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212 E.O.E. M/F.

PRE-TEEN SHOW PRODUCER

WCVB-TV, Channel 5, Boston, seeks an experienced, creative producer to concept and develop a pilot for a half-hour children's entertainment program geared to pre-adolescents.

Candidate must have proven writing skills and 3-5 years of experience in program production in both video and film.

If qualified and interested, send resume—no telephone calls, please—to Personnel Department, CO625, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

TV HOST/HOSTESS

Nightly prime/access TV show. Must have writing/producing abilities, be familiar with ¾" editing and work well under stress in team effort. Submit resume to:

LINDA IMBODEN
P.O. BOX 15047
LAS VEGAS, NV 89114
Equal Opportunity Employer

STAFF DIRECTOR

WCVB-TV, Channel 5, Boston, seeks an enthusiastic, creative, well-organized television staff director for variety, public service, and news assignments. Must have ability to relate to and to motivate talent for discussion and dramatic productions.

Candidates must have 3 years major market television directing experience and preferably 1 year network or syndication production. Should also have extensive knowledge of major markets, studio productions, post productions, and remote production in standard and minicam operations.

Interested candidates should send a resume (no telephone calls, please) to Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

Help Wanted Management

TV STATION MANAGER IN GROWTH SITUATION

An outstanding opportunity is being created for the No. 2 position at a leading and well-established independent UHF station in the south-central area. This job as Station Manager, reporting to the President, requires experience in all facets of the business plus a willingness to learn and grow with the present expansion plans of the station. All Equal Opportunity Employer. Respond in detail to Box F-110.

ALLIED FIELDS

Help Wanted Sales



DISTRICT SALES MANAGER

McMartin Industries, a leading manufacturer of radio broadcasting equipment, has an opening for a District Sales Manager to cover the Washington D.C. area and other East coast regions including New York City.

Preferably candidates should have previous broadcast equipment sales experience and must be able to liaison with Washington based broadcast consulting firms.

Send resume in confidence to
Tom Butler, Eastern Sales Manager,
McMartin Industries Inc.,
4500 South 76th Street, Omaha, NE 68127

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Very skilled broadcast engineer forming company to mfg. 1 KW AM broadcast transmitters. 100% solid state. The best! \$10,000 minimum. Investors and engineers wanted. Active, inactive. Box G-51.

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Public Notice

PUBLIC NOTICE OF AVAILABILITY OF REQUEST FOR PROPOSALS FOR CABLE TELEVISION FRANCHISE

The Village of Cattaraugus, Cattaraugus County, New York hereby invites the submission of sealed proposals for a cable television franchise in such Village. A formal "Request for Proposals" is available from the Village Clerk, Sylvia Swauger, 14 Main St., Cattaraugus, New York 14719, (Telephone: (716) 257-3661). All proposals must be submitted in writing in the form and manner specified in the "Request for Proposals" and must be received not later than 5:00 P.M. on September 7, 1979. All proposals will be available for public inspection during normal business hours at the Clerk's Office, Village of Cattaraugus, 14 Main St., Cattaraugus, New York. Sylvia Swauger, Clerk Village of Cattaraugus

Legal Notice REQUEST FOR APPLICATIONS

The Town of Reading, Ms., Pop. 23,500, in the County of Middlesex will accept applications for a Cable Television license until Sept. 20, 1979 at 4:00 P.M. These applications are the final filing under the Procedural Regulations of the Commonwealth and shall be sealed until the first business day following this deadline. The Issuing Authority Report is available for reproduction at a reasonable fee from the Town Hall, Reading, Ms. Applications shall be submitted to:

Robert G. Mallion, Chairman
 Cable Advisory Committee
 Board of Selectmen's Office
 Municipal Building
 16 Lowell St.
 Reading, Mass. 01867

Wanted To Buy Stations

THINKING OF SELLING YOUR RADIO STATION(S)?

I am trying to buy. I am a fellow broadcaster and know the value of discretion. Just drop me a note with your telephone number. A call is not a commitment, but could save you thousands if you do decide. Box G-3.

For Sale Stations

- Powerful Daytimer. Densely populated area of N.C. \$40,000 down, 20 year amortization. \$480,000.
- Stereo. Central Ohio. 1kw Daytimer in county. \$360,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000.
- AM-FM in Kentucky \$360,000. Terms..
- Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
- AM/FM-Central Georgia. \$20,000 down. \$260,000.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- Southern California. Spanish. \$520,000.
- Central California. Daytimer. \$420,000.
- North Central Texas. Daytimer. \$400,000.
- South Carolina AM/FM. 100,000 watts and powerful daytimer. \$1.15 million.

Let us list your station.
 Details confidential.

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S	Small	Profitable	\$230K	Terms	Bill Chapman (404) 458-9226
MW	Small	FM	\$300K	\$87K	Peter Stromquist (218) 728-3003
W	Small	AM/FM	\$325K	\$140K	Bill Hammond (214) 387-2303
W	Medium	Fulltime	\$350K	29%	Bill Whitley (214) 387-2303
E	Major	AM/FM	\$2.5MM	\$725K	Bill Cate (404) 458-9226

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

FOR SALE BY OWNER

Florida—Profitable Full Time 5 KW Soul/ Disco Radio Station. Real Estate, Growth Market. 1M Range. Terms to Qualified Buyers only. Write (with company letterhead) to Box F-3.

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VA	Daytime	180K	Small
FL	Fulltime AM	170K	Small
NJ	Daytime	650K	Medium
VA	Daytime	425K	Medium
NC	Daytime	225K	Small
GA	Daytime	385K	Small
TX	Daytime AM	630K	Medium
FL	Daytime	390K	Medium
SC	Daytime	180K	Small
LA	Daytime AM/ Fulltime FM	450K	Small
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
NC	Daytime	175K	Small

P.O. Box 5, Albany, Georgia 31702
912 883-4917

AM-Class C-FM

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Phone 816-259-2544

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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy, Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Western Opportunities

AM FM	\$ 3,000,000
AM FM	\$ 1,000,000
AM	\$ 585,000
AM	\$ 400,000
AM	\$ 335,000

W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, California 93401
805-541-1900

Fates & Fortunes

Media

James M. King, VP and general manager of Corinthian Broadcasting Corp.'s KHOU-TV Houston, named to new post of executive VP of television stations division of Corinthian, based in New York.



King



Ferguson

Robert W. Ferguson, president and general manager, WTRF-FM-TV Wheeling, W. Va., named senior VP for corporate projects, Forward Communications Corp., Wausau, Wis., licensee of WTRF. Ferguson will maintain Wheeling office. **Dr. Charles E. Sherman**, professor and chairman of department of telecommunications, Indiana University, Bloomington, named to succeed Ferguson, effective Aug. 1.

John C. Rose Jr., general sales manager, WDAF-TV Kansas City, Mo., appointed general manager of co-owned WTAF-TV Philadelphia.

William Aber, assistant general manager, Group W's KDKA-TV Pittsburgh, appointed assistant general manager of co-owned KYW-TV Philadelphia. He succeeds Art Kern (BROADCASTING, March 5).



Schwartz

Charles Schwartz, general sales manager, CBS-owned WBBM(AM) Chicago, named VP-general manager, co-owned WCAU(AM) Philadelphia. He succeeds Robert Sherman (BROADCASTING, June 18).

Bruce Maggin, director of corporate planning, ABC Inc., New York, appointed corporate VP-planning and corporate development, Ziff Corp., New York, whose holdings include six television stations.

Bill Stough, station manager, Corinthian-owned WANE-TV Fort Wayne, Ind., named acting general manager of co-owned WISH-TV Indianapolis, succeeding **Duane Harm**, VP-general manager, WISH-TV, who resigns to join Colorado real estate firm.

Gary L. Clouse, national and regional sales manager, KESY-AM-FM Omaha, named general manager.

Bernard W. Thompson, president and general

manager, WKLO(AM)-WCSN(FM) Louisville, Ky., joins KWJJ(AM)-KJIB(FM) Portland, Ore., as general manager.

Edwin L. Doyle, general sales manager, WKYE(AM) Bristol, Tenn., appointed VP-general manager.

Dave Thomas, general manager, WEZI(FM) Memphis, elected VP of licensee, Southern Broadcasting Co.

Jim Griffin, assistant news director, WJLA-TV Washington, joins WPLG(TV) Miami as manager of broadcast operations.

James M. Edwards Sr., program director, WJAC-TV Johnstown, Pa., appointed station manager. **Denny J. Bixler**, part-owner of WVAM-AM-FM Altoona, Pa. (in process of being sold), and formerly with WJAC-AM-FM Johnstown, co-owned with WJAC-TV, rejoins WJAC-AM-FM as station manager.

Ron Tillery, director of programing, research and development, KRGV-TV Weslaco, Tex., joins KPCL-TV Lake Charles, La., as director of station operations.

Clarence Bucaro, sales manager, WBKC(AM) Chardon, Ohio, assumes additional duties as assistant general manager.

Phillip Miller, senior account executive, Gordon-Kietzman-Dennis Advertising, Oklahoma City, joins WDLF(AM) Panama City, Fla., as station manager.

Chris Hikawa, attorney in owned stations division of legal department of ABC, New York, named assistant general attorney. **Phil Giordano**, controller, ABC Radio, Chicago, named director of finance and administration, ABC Owned FM Radio Stations, New York.

Roger Kirman, attorney with Columbia Pictures Industries, New York, and **Henry Schleiff**, attorney with New York law firm of Davis, Polk and Wardwell, join Viacom International, New York, as attorneys.

Ronald Jaworski, controller for Greenville, S.C., manufacturer, joins Multimedia there as assistant controller.

Kenneth Duarte from WTOP(AM) Washington, joins WKYS(FM) there as business manager.

Henry (Brick) Meers, managing director of Merrill Lynch White Weld Capital Markets Group, Chicago, elected chairman of board of trustees of noncommercial WTTW(TV) there.

Terry Lee, membership coordinator, noncommercial WSKG(TV) Binghamton, N.Y., joins noncommercial WFYI(TV) Indianapolis as manager of membership services.

Allen Hammond, program manager for minority telecommunications development program of National Telecommunications and Information Administration, joins WJLA-TV Washington as general counsel.

D. Grant Ruesch, sales planning manager, NBC Television Stations Division, named director of station business affairs for NBC-owned

WNBC-TV New York.

Stan Marinoff, program director, WYTV(TV) Youngstown, Ohio, joins WISN-TV Milwaukee as director of broadcast operations.

Tom Mossman, director of television production and operations, noncommercial KLCS(TV) Los Angeles, appointed station manager.

Robert Hatfield, former operations manager, WSBF(AM) Boca Raton, Fla., returns to WSBF as station manager.

Joyce James, public affairs director, WWWS(FM) Saginaw, Mich., named station manager.

Leonard E. Anderson, operations director, noncommercial KEYA(FM) Belcourt, N.D., joins noncommercial KOTZ(AM) Kotzebue, Alaska, as station manager.

Ann McMahon, with Louisiana Radio Network, Baton Rouge, named VP for communication services, responsible for regional and statewide sales and data communications and news projects.

Patricia Kane, office manager, WRUN(AM)-WKGW(FM) Utica, N.Y., named director of administration for licensee, Deer River Broadcasting Group.

Elected officers of New Mexico Broadcasters Association: **Ray Moran**, KRZY(AM)-KRST(FM) Albuquerque, president; **Dick McKeen**, KRKE-AM-FM Albuquerque, president-elect, and **Fred Sena**, KVSF(AM) Santa Fe, treasurer.

Elected officers of Southern Educational Communications Association: **Alvin Bolt**, WPLN-FM Nashville, chairman; **William Hay**, South Carolina Educational Network, vice chairman; **Richard Carvell**, KASU-FM Jonesboro, Ark., secretary, and **Ray Shirley**, WUOT-FM Knoxville, Tenn., treasurer.

Broadcast Advertising

Lawrence Storch, account executive, CBS Radio Network, New York, appointed West Coast sales manager, Los Angeles. He succeeds **Craig Rogers**, who retires after 21 years with CBS.

Randy Smith, national sales manager, WKRC-TV Cincinnati, appointed general sales manager of co-owned WDAF-TV Kansas City, Mo. He succeeds John Rose (see this page).

Norman Lewis, senior account executive, WOR(AM) New York joins WNEW(AM) there as general sales manager.

Marc W. Morgan, sales manager, WPLJ(FM) New York, named general sales manager. He succeeds Larry Divney (BROADCASTING, June 18).

Will Dougherty, VP-Southeast sales, Television Bureau of Advertising, Atlanta, joins WANX-TV there as director of retail and local sales.

Joseph Matthews, sales executive, RKO

Television Representatives, Chicago, joins KOTV(TV) Tulsa, Okla., as general sales manager.

Frank Jonas, assistant sales manager, WLUK-TV Green Bay, Wis., named station manager and general sales manager at co-owned WLUC-TV Marquette, Mich. **Robert Evans**, sales representative, WLUK-TV, named local sales manager there. **Kenneth Davis**, regional sales representative at WLUK-TV, named national and regional sales manager.

Lee Nixon, national sales manager, WTVQ-TV Lexington, Ky., named general sales manager.

Don Nahley, account executive, WRLB-TV Columbus, Ga., named general sales manager.

Dave Simons from WDVE(FM) Pittsburgh, joins WKSJ-AM-FM Mobile, Ala., as general sales manager.

Joyce Kleene, VP of Savoney Advertising, Cambridge, Mass., joins WEEI(AM) Boston as director of advertising and promotion.

John H. Moldthan, VP, Bus-Comm Inc., joins KDNL-TV St. Louis as local sales manager.

Darrell E. Williams, account executive, KYW(AM) Philadelphia, joins WCAU-TV there in same capacity.

Joe Young, formerly St. Louis branch manager of TeleRep, joins KARD-TV Wichita, Kan., as sales manager.

Lowell Hersey, sales manager, KCLM(AM) Redding, Calif., joins KCIK(TV) El Paso, Tex., as local sales manager.

Jim Norris, account executive, KYA-AM-FM San Francisco, joins KMPX(FM) there as sales manager.

Simon Salamon, Eastern manager, advertiser-agency sales, Arbitron Radio and Television, New York, joins WNBC(AM) there as account executive.

David A. Johnson from KGOU(FM) Norman, Okla., and **Jack Karhu** formerly with KKNB(FM) and KOFM(FM) both Oklahoma City, join KWTW(TV) Oklahoma City as local sales representatives.

Mark Sonderman, account executive, KMEO-AM-FM Phoenix, joins sales team of KOLD-TV Tucson, Ariz.

Gary Sabourin, faculty member, Coon Rapids, Minn., High School, joins KDWB-AM-FM St. Paul, as account executive.

Bob Masys, account executive, WBNS-FM Columbus, Ohio, named account executive for co-owned WBNS-TV there.

Craig Reumund, sales associate for Cherry Hill, N.J., realtor, joins WLYH-TV Lancaster, Pa., as account executive.

Debra Lee Toney, customer service representative, Federal Express, Los Angeles, joins KARN(AM) Little Rock, Ark., as account executive.

Maria Del Rio, sales assistant, KIOI(FM) San Francisco, joins KSOL(FM) San Mateo, Calif., as account executive.

Richard Enlow, from KODA-AM-FM Houston, joins KENR(AM) there as manager of co-op research.

David Bell, senior VP-general manager of Minneapolis office of Bozell & Jacobs, named president of Bozell & Jacobs Midwest. **Chet**

Frazier, senior VP of agricultural division, named president.

Elected senior VP's, BBDO, New York: **Norman Bierman**, **Joseph Crowley**, **Clark Hine** and **John Thorne III**, management supervisors; **Joseph Barrett** and **Mary Ellen Campbell**, associate creative directors, and **James Cannon**, controller. All had been VP's.

Bob Carney, producer, Tatham-Laird & Kudner, Chicago, elected partner of firm. **Linda Miller** and **Mary Lou Gorno**, assistant account executives, named account executives. **Rich Lalley**, assistant account executive, BBDO, Detroit, joins TLK in same capacity. **Richard Klauber**, from Campbell-Mithun, and **Mel Shaver**, formerly with Niefeld, Paley & Kuhn and Foote, Cone & Belding, join TLK as art directors.

Roger Vilsack, VP-creative director, Abramson/Himelfarb, Washington, joins Henry J. Kaufman & Associates there as senior VP-creative director. **Irving Sloan**, VP, American Advertising Federation, Washington, joins HJK&A as senior VP-account services. **Andrew Attilis**, operator of Attilis Graphics, named senior art director, HJK&A. **Paula Christie**, from Martin Agency in Richmond, Va., joins HJK&A as media supervisor.

Madeline Nagel, media director, Foote, Cone & Belding/Honig, Los Angeles, named VP-media director, New York. **Betty-Ann Morse**, supervisor of media research unit, Foote, Cone & Belding, New York, named assistant media director. **Steve Gray**, media analyst, named manager of media research and analysis. **Michael Prvitello**, assistant planner, named media planner.

Bruce F. Stauderman, former executive VP and executive creative director, Meldrum & Fewsmith, Cleveland, joins Kenyon & Eckhardt, New York, as VP and associate creative director.

Edgar Jay House, account executive, David, Oksner and Mitchneck Advertising, New York, joins Hecht Higgins & Petterson there as account supervisor. **Jerry Rotondi**, art director, Doyle Dane, Bernbach, New York, joins Hecht Higgins & Petterson as senior art director.

Ralph Day, new products marketing manager, Campbell Soup, Camden, N.J., joins Weightman Advertising, Philadelphia, as account supervisor of new products for Allen Products, manufacturer of Alpo pet food. **Ray Dundas**, media supervisor, Weightman, named associate media director.

Stephen Citrin, assistant manager, commercial production-talent, Campbell-Ewald, Detroit, named broadcast production manager in New York office.

Alan Greenwald, manager of national advertising and public relations, Sealy, Chicago, joins Haddon Advertising there as VP. **Frank Blossom**, associate creative director, Leo Burnett, Chicago, joins Haddon as creative director.

Anne Clisby, in various account, media and research positions, Luckie & Forney Advertising, Birmingham, Ala., named VP-media. **George Dick**, media buyer, named broadcast media director.

Richard W. Williams, senior art director, and **William L. Mount**, writer, both from Luckie & Forney, Birmingham, Ala., join D'Arcy-MacManus & Masius, St. Louis, as art director and writer, respectively.

George Lemmond, managing director of N W Ayer ABH International's financial communications subsidiary in New York. **Charles Barker/Ayer Financial**, elected senior VP of parent company. **John Nichols**, account supervisor in New York office of Ayer: **John Russell**, group research director in New York office; **Marshall Zandell**, VP-research in Ayer's Chicago office, and **Richard Welsh**, manager of network programming operations, elected VP's.

Peter Husting, senior VP-management director and plans board chairman. **Leo Burnett**, elected to board of directors.

Robert Pfundstein, senior VP-treasurer, Doyle Dane Bernbach International, New York, appointed chief financial officer.

Janice Boyer, manager of media and program contracts: **Sherry Valan**, manager of advertising standards and clearance, and **Gerald Jacobs**, director of media research. **Benton & Bowles**, New York, elected VP's.

Nancy Jordan, copy supervisor, and **Dennis Kromm**, art supervisor, Needham, Harper & Steers, Chicago, named creative supervisors. **Leo Brandstatter**, senior product research manager, Clairrol Inc., New York, named manager of research and business development, NHS, New York.

William Stein, from Tatham, Laird & Kudner, Chicago, joins Ketchum MacLeod & Grove, Pittsburgh, as account manager.

Ivy Beth Dibling, from McCaffrey & McCall, New York, joins Cunningham & Walsh there as talent payment coordinator in TV and radio commercial production department.

Eli Kaufman, general sales manager, WCBS-FM New York, named VP-general manager of CBS-



Kaufman

Kiernan

FM National Sales. **Edward Kiernan**, national sales manager, WCBS-FM, succeeds Kaufman.

Perry B. Bascom, marketing sales executive, Television Bureau of Advertising, New York, named director of Southeastern sales, TVB, Atlanta.

Robert Ferraro, account executive in New York office of Blair Radio, named VP-manager of San Francisco office. **Sharol Subbiondo**, freelance research consultant, joins Blair Radio in New York as research manager-spot sales.

Bob Einhorn, sales research team manager, Katz American Television, white team, New York, named director of research for Katz Television, supervising both Katz American and Katz TV Continental sales research staffs.

Loret Cusworth, head of San Francisco sales office of KRRX(AM) San Jose, Calif., joins Pro Radio as manager of San Francisco office.

Susan Gershon, senior estimator, Air Time, New York, named media group supervisor.

Steve Shadid, account executive, Harrington, Righter & Parsons, Chicago, named sales manager of company's new Cleveland office. **Carl Price**, account executive for HRP in Detroit, transfers to Chicago.

Peter Carnes, from WSB-TV Atlanta, joins Blair Television there as account executive.

Edward Bee, account executive, Petry Television, Chicago, transfers to New York. **Richard Stein**, account executive, Television Advertising Representatives, joins Petry in same capacity. **Marie Imbesi**, sales assistant, named sales assistant training director. **Tino Pappas** and **Ed Edelman**, group research managers, named associate research directors.

New officers, Canadian Association of Broadcast Representatives: **Bob Alexander**, Alexander, Pearson & Dawson Ltd., president; **Bob Munro**, Major Market Radio Ltd., VP-radio; **Ross McCreath**, All-Canada Radio & Television Ltd., VP-television, and **Dick Sienko**, Target Broadcast Sales Ltd., secretary-treasurer.

Programing



Resing

George E. Resing Jr., senior VP of Group W, and general manager of its KPX(TV) San Francisco, named senior VP-director of programing for Group W Productions, Los Angeles. **William Eckenrode**, supervisor of distribution, Group W Productions Television Syndication Center, Pittsburgh, named distribution manager. **Harry (Mickey) Davis** and **Elsie Ann Duerr**, production assistants, named distribution assistants. **Jean Sichak**, secretary, named production assistant.

Stefanie Kowal, producer, Universal Television, Universal City, Calif., named VP in charge of movies for television and miniseries. **Sheldon Perry**, VP-business affairs, named senior VP.

Theodore S. Field Jr., producer-writer, children's programs, WCAU-TV Philadelphia, CBS-owned station, named director, children's programs, CBS Entertainment, Los Angeles. **Joanne Folz**, program development executive, CBS Entertainment, New York, appointed associate director, program development, New York.

Gary W. Johnson, production manager, WKBD-TV Detroit, named program director.

Tom Owens, program director, WSAI-FM Cincinnati joins KZEW(FM) Dallas in same capacity.

Jim Smith, program director, WRVR(FM) New York, joins KSFJ(AM) San Francisco in same capacity.

Norm Gregory, program director, KZOK-FM Seattle, joins KQFM(FM) Portland, Ore., in same capacity.

Lynn Waggoner, on-air personality and music director, KEBC(FM) Oklahoma City, assumes additional duties as program director.

Tim Melton, from WHBQ-TV Memphis, joins WCPO-TV Cincinnati as sportscaster.

Sheila Tucker, operations manager and programing assistant, noncommercial WTVI(TV)

Charlotte, N.C., named program manager.

Andrea Carneiro, news and public affairs director, WPRO-FM Providence, R.I., joins WEEI(AM) Boston as air personality.

Angel Hernandez, from WPEC(TV) West Palm Beach, Fla., joins WTVX(TV) Fort Pierce, Fla., as production manager. **Luci Dunleavy**, also with WTVX, named assistant production manager.

Michael Sanders, senior news director, WLFI-TV Lafayette, Ind., joins WTHR(TV) Indianapolis as staff director.

Richard Dowdell, out of broadcasting since 1972, joins WHPA(FM) Hollidaysburg, Pa., as program director.

Ed Zoch, from KXLR(AM) Little Rock, Ark., joins noncommercial KLRE-FM there as operations and traffic manager.

Steve Hunter, air personality, KCMC(AM) Texarkana, Ark., assumes additional duties as music director.

Brent Garrett, art director, WAPT(TV) Jackson, Miss., joins WTVX(TV) Fort Pierce, Fla., as head of graphic arts department.

Bill Brademan, VP-creative affairs, QM Productions, New York, named senior VP.

Debbie Landes, director of sales, U.S. Television Co., New York, joins Independent Artists there, division of Columbia Pictures Industries, as associate director of sales.

William Padalino, marketing director, UA-Columbia Cablevision, Oakland, N.J., named director of national sales for UA-Columbia Satellite Services, satellite programing subsidiary of UA-Columbia Cablevision.

Robert Wong, assistant chief accountant for television and radio networks, ABC, New York, named director of finance and planning for ABC Pictures International.

Sid Cohen, Western regional manager, Warner Brothers Television, and **Greg Meidel**, Western division sales manager for Four Star Entertainment Corp., join Paramount Television Distribution as Western and Southwestern division managers, respectively.

Denny King, director of marketing in commercial production and audio-visual services, Vidtronics, named VP-sales for A&G Productions, based in Los Angeles. A&G is subsidiary of Vidtronics.

Geoffrey Craigen, supervising video editor, Glen Warren Productions, Toronto, joins Wilding Video, Detroit, to work on both industrial and commercial projects.

Bob Simons, producer-director, Meredith Video Productions, Kansas City, Mo., joins Producers Video Center there in same capacity.

Michael Joy, assistant director of public relations, Daytona (Fla.) International Speedway, and announcer with MRN Broadcasting, formerly Motor Racing Network, named associate producer for MRN.

News and Public Affairs

Beverly Poppell, director of news and public affairs, WCBS-FM New York, named director of editorials for WCBS(AM) there.

Jeff Rosser, management producer for news portions of 5 to 7 p.m. newscast, WNBC-TV New York, named news manager. **Joe Saraceni**,

director, named manager of news operations. **Carole Clancy**, producer, ABC News *Weekend Report*, New York, joins WNBC-TV as executive producer of 5 to 7 p.m. and 11 p.m. newscasts.



Novitz

Novitz, manager of ABC's syndicated news services, working on Daily Electronic Feed for subscribing affiliates, named managing director of Independent Television News Association, effective July 16. He succeeds **Roose Schonfeld**, who has signed on as president of Turner Communications' Cable News Network (BROADCASTING, May 28.).

Arden Charles Ostrander, field producer in Paris, ABC News, joins CBS News as producer and reporter, based in Johannesburg, South Africa. **Christie Basham**, CBS *Evening News* producer in Washington, named producer in New York for *Morning*. **Joseph Peyronnin**, Chicago-based associate producer for weekend editions of *CBS Evening News*, succeeds Basham. **Robert Gardner Anderson Jr.**, producer of evening news program at CBS-owned WCAU-TV Philadelphia, succeeds Peyronnin.

Cherie Bank, co-anchor, KTVI(TV) St. Louis, joins WCAU-TV Philadelphia in same capacity. **Ralph Penza**, 5:30 p.m. anchor, WCAU-TV, named weekend anchor and weekday reporter.

Alvin Snyder, executive news producer, WMAQ-TV Chicago, joins WLWT(TV) Cincinnati as news director.

Gene Strul, news director, WCKT(TV) Miami, resigns without announcing plans. No successor announced.

Doug Crombie, assignment editor, KATU(TV) Portland, Ore., named assistant news director. **Ken Strobeck**, senior producer, named assignment editor. **Jeff Bartlett**, 11 p.m. producer, named senior producer in charge of 5 p.m. news. **Shannon Dahl**, 6:30 p.m. producer, named 11 p.m. producer. **Gina Gess**, writer and weekend producer, named 6:30 p.m. producer. **Steve Amen**, writer, named weekend producer.

Peter Gardner, reporter and anchor, KRLD(AM) Dallas, joins KWMS(AM) Salt Lake City as news director and anchor. **Mike Powell**, news and sports director, KVEC(AM) San Luis Obispo, Calif., joins KWMS as reporter and anchor. **Robert Moseley**, news director, KEIN(AM) Great Falls, Mont., joins KWMS as reporter and editor.

Jim Mathews, anchor, WTAJ-TV Altoona, Pa., joins WBNG-TV Binghamton, N.Y., as 6 and 11

Officer corps. Philip Balboni, director of editorials and public affairs, WCVB-TV Boston, has been elected president of the National Broadcast Editorial Association at its convention in San Antonio, Tex. Ed Hinshaw, editorial director, WTMJ(TV) Milwaukee, was chosen VP; Mary Braxton, editorial director, WJLA-TV Washington, treasurer, and Carol Halicki, editorial director, WRAU-TV Peoria, Ill., secretary.

p.m. anchor. **Kerry Donovan**, associate news director, WBNG-TV, assumes additional duties as noon anchor. **Phil Fairbanks**, reporter, WENE(AM) Endicott, N.Y., and **Andy Greenspan**, general assignment reporter, KARK-TV Little Rock, Ark., join WBNG-TV as general assignment reporters.

Mary Starrett, co-anchor, WGHP-TV High Point, N.C., joins KVOS-TV Bellingham, Wash., as co-anchor with additional duties of producing weekly news magazine show.

Jerry Fiore, noon anchor, WFLA-TV Tampa, Fla., named weekend anchor. **Beth Blechman**, reporter, succeeds Fiore.

John Spiropoulos, assignment editor, ABC-TV News, Washington, joins WJLA-TV there as reporter, specializing in energy and environment issues. **Kristin Lindquist McCloskey**, chief of research, Washington bureau of ABC News, joins WJLA-TV as newswriter-producer. **Stuart L. Rivchun**, director-producer-writer, U.S. Information Agency's motion picture and TV service, Washington, joins WJLA-TV as newswriter.

Marty Gould, anchor-producer, WBMG(TV) Birmingham, Ala., joins WPTV(TV) West Palm Beach, Fla., as general assignment reporter.

Patrick Heffernan, reporter, WYBR(FM) Belvidere, Ill., joins WIFR-TV Freeport, Ill., as assignment editor.

Nick Lawler, II p.m. producer, WKBW-TV Buffalo, N.Y., named executive news producer.

Joe Kramer, news director and newscaster, KCMO-TV Kansas City, Mo., joins KMBC-TV there as anchor for *Good Morning America* local news insert.

Roz Harper, reporter-anchor, WSAV-TV Savannah, Ga., joins KSD(AM) St. Louis as general assignment reporter.

John Merll, reporter-producer on legislative affairs, Minnesota Public Radio, St. Paul, named news director.

Deborah Yost, producer, WBAL(AM) Baltimore, joins WMAR-TV there as news researcher and writer for consumer reporting unit. **Gail Bending**, graduate, Towson State University, Towson, Md., and part-time member of news staff, WMAR-TV, named weekend daytime assignment editor and weekday assistant assignment editor.

John W. Samples, producer-director, Tennessee Educational Television Network, Johnson City, joins noncommercial WFYI(TV) Indianapolis as producer-journalist for public affairs programming.

Lori Burns, with WTVX(TV) Fort Pierce, Fla., named public affairs director. **Glen Olmstead**, science and environmental editor and weekend weatherman, KTHV(TV) Little Rock, Ark., joins WTVX as weather reporter.

Ron Carlson, weekend anchor, producer and reporter, KHQ-TV Spokane, Wash., joins KATU(TV) Portland, Ore., as co-host of public affairs program.

Rick Swenson, news photographer, WKBW-TV Buffalo, N.Y., named special assignment photographer.

Bruce Conque, with KPFL(AM) Lafayette, La., elected president of Louisiana Associated Press Broadcasters Association.

Sandra D. Kolichman, from broadcast desk of

UPI, Chicago, named regional executive for Kentucky, based in Frankfort.

Promotion and PR

James Canfield, senior VP-general manager of New York public relations office of Bozell & Jacobs, named president of Bozell & Jacobs Public Relations.

Jay Francis, director of information services, Group W, New York, elected VP.

Margaret Digan, from Bonneville International Corp., New York, joins RKO Radio's newly formed RKO Lifestyle programming network there as director of creative services.

Dean Whitlow, production director, WBNG-TV Binghamton, N.Y., named promotion director.

Bobbi Jo D. Leber, account executive, MARC Co., Pittsburgh, joins KDKA(AM) there as promotion manager.

Vicki Anne Hodgson, production-continuity director, KDWB-AM-FM St. Paul, named promotion-public service director. **Lynn Frederickson**, director of copywriting and continuity, succeeds Hodgson.

Marci Mann, director of public relations and promotions, Hilton and Ocean Manor hotels, Fort Lauderdale, Fla., joins WINZ-AM-FM Miami as promotion director.

Cable

Harris Bagley, president of contract carpet company and registered pharmacist, joins Rome (Ga.) Cable TV Co. as VP-general manager, succeeding Wayne Knighton (BROADCASTING, May 28).

Harold Lorber and **Edward A. Pfeiffer, Jr.**, founding officials of Cable Concepts Corp., named general manager and plant manager of new Ivyland, Pa., facility, respectively.

Robert L. Johnson, press aide to Washington, D.C., delegate to House of Representatives, Walter Fauntroy, appointed VP for subscription cablecasting, National Cable Television Association, Washington.

Broadcast Technology

Mark Olkowski, partner in consultant firm of Sherman, Olkowski & Beverage, joins WYNY(FM) New York as manager of engineering.

Michael Gorniak, group engineer, Meyer Broadcasting, Bismarck, N.D., joins KDWB-AM-FM St. Paul as chief engineer.

Jack Phillips, senior engineer, noncommercial WTVI(TV) Charlotte, N.C., named assistant chief engineer.

Earna Campbell, director of engineering and technical operations, Radio Free Europe/Radio Liberty, Munich, appointed VP-engineering and technical operations.

Robert K. Bennett, manager of digital communications market development, Scientific-Atlanta, Atlanta, named director of marketing for satellite communications division.

Alan Ankerbrand, distributor marketing manager, Fairchild Camera and Instrument Corp.,

Germantown, Md., joins National Semiconductor Corp., Santa Clara, Calif., as product marketing director for transistors.

Charles R. Buzzard, chief engineer, WLS-TV Chicago, joins Dynasciences, Blue Bell, Pa., video products division, unit of Whittaker Corp., as Western regional sales manager, based in Albuquerque, N.M.

Julius Barnathan, president of broadcast operations and engineering, ABC, New York, receives Alumnus Award of Honor from Brooklyn College of City University of New York.

Allied Fields

Arthur Stambler has left Stambler & Shrinsky, Washington communications law firm which he founded, to join Lovett, Ford & Hennessey, Washington. His former firm has changed name to Shrinsky & Eisen, with **Jason L. Shrinsky**, **James M. Weitman** and **Bruce A. Eisen** as members.

Edward Case, VP-client service, A.C. Nielsen, Northbrook, Ill., named director of research and development for marketing research group, U.S.A.

Dr. Richard Haynes, director of radio and television division, University of Mississippi, joins Frank N. Magid Associates, Marion, Iowa, as manager of television research.

New officers, American Women in Radio and Television: **Timatha Pierce**, NBC, New York, president (BROADCASTING, June 4); **Martha Pell Stanville**, WCCO-TV Minneapolis, president-elect; **Jean Anwyll**, Polaroid Corp., Cambridge, Mass., Northeast area VP; **Charlotte Tharp**, WHAS Inc., Louisville, Ky., east central area VP; **Jodi Dore**, WDAF-TV Kansas City, Mo., west central area VP; **Audrey Creecy Olson**, Great Falls (Mont.) public schools, western area VP, and **Jeanette Mulder Greer**, KFDM-TV Beaumont, Tex., secretary-treasurer.

Deaths

E. Palmer Hoyt, 82, retired publisher of *Denver Post* and former publisher of *Portland (Ore.) Oregonian* and head of its then-owned KGW(AM) and KEX(AM) Portland (duopolies permitted at that time), died June 25 in Denver following extended illness. He was national president of Sigma Delta Chi, journalistic society, in 1942-43 and subsequently was executive in Office of War Information under director, late Elmer Davis. In mid-1960's, he was member of U.S. Advisory Commission on Information. Survivors include his second wife and six sons.

Stuart Schulberg, 56, executive producer of news documentaries for NBC and for eight years producer of network's *Today* television series, died June 28 in Beth Israel hospital in New York of apparent heart attack. He had been with NBC for 18 years. He is survived by his wife, Jane, and four children.

Hoover Tateshi, 50, founder and manager of KZOO(AM) Honolulu, Japanese-language station, died June 18 there after suffering stroke five days earlier. Native of Hawaii, he was major figure in development of Japanese-language broadcasting in state. He is survived by his wife, two sons and daughter.

Stock Index

Exchange and Company	Closing Wed. June 27	Closing Wed. June 20	Net Change in Week	Percent Change in Week	PIE Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	39 3/4	38 3/8	+ 1 3/8	+ 3.58	8	1,101
A Affiliated Pubs.	20 3/8	21 7/8	- 1 1/2	- 6.85		71
N Capital Cities	39 5/8	40	- 3/8	- .93	10	554
N CBS	48 3/4	48 7/8	- 1/8	- .25	7	1,369
N Cox	61	61 5/8	- 5/8	- 1.01	12	406
A Gross Telecasting	22 1/2	21 1/4	+ 1 1/4	+ 5.88	7	18
O Kingtip Commun.	17 1/4	17 1/4			31	7
O Lin.	42 1/4	46	- 3 3/4	- 8.15	10	117
N Metromedia	60 3/4	58	+ 2 3/4	+ 4.74	9	279
O Mooney	6 3/4	5 1/4	+ 1 1/2	+28.57		2
O Scripps-Howard	48	48			9	124
M Starr	14 3/4	14 3/4			46	22
N Storer	38 1/4	37 3/4	+ 1/2	+ 1.32	10	189
N Taft	22 1/4	23 1/4	- 1	- 4.30	7	189

Exchange and Company	Closing Wed. June 27	Closing Wed. June 20	Net Change in Week	Percent Change in Week	PIE Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	14	13 7/8	+ 1/8	+ .90	11	17
N American Family	12	12 1/8	- 1/8	- 1.03	5	126
N John Blair	29 5/8	28 1/2	+ 1 1/8	+ 3.94	7	72
N Charter Co.	30 3/4	35 3/8	- 4 5/8	-13.07	26	590
N Chris-Craft	13 5/8	13 7/8	- 1/4	- 1.80	8	50
N Coca-Cola New York	6 5/8	6 5/8			9	116
N Combined Comm.	33 1/2	33 1/2			12	355
N Cowles	19 3/4	19 3/4			16	78
N Dun & Bradstreet	33 3/4	33	+ 3/4	+ 2.27	13	939
N Fairchild Ind.	31	30 7/8	+ 1/8	+ .40	6	176
N Fuqua	11 1/4	12	- 3/4	- 6.25	5	142
N Gannett Co.	44	43 7/8	+ 1/8	+ .28	14	1,182
N General Tire	24 5/8	26 3/4	- 2 1/8	- 7.94	5	571
O Gray Commun.	26	25	+ 1	+ 4.00	8	12
N Harte-Hanks	20 5/8	20 3/8	+ 1/4	+ 1.22	12	191
N Jefferson-Pilot	36	33 1/2	+ 2 1/2	+ 7.46	9	824
O Marvin Josephson	14	13 3/4	+ 1/4	+ 1.81	8	35
O Kansas State Net.	24 3/8	23	+ 1 3/8	+ 5.97	20	43
N Knight-Ridder	21 1/4	21 1/4			9	701
N Lee Enterprises*	21 3/8	21 3/8			11	155
N Liberty	38 3/4	33 1/2	+ 5 1/4	+15.67	8	262
N McGraw-Hill	24 5/8	25 5/8	- 1	- 3.90	10	610
A Media General	22 1/4	22 3/8	- 1/8	- .55	9	165
N Meredith	27 1/2	28	- 1/2	- 1.78	6	85
O Multimedia	26 1/2	26 1/4	+ 1/4	+ .95	11	176
A New York Times Co.	24 5/8	25 1/4	- 5/8	- 2.47	19	285
N Outlet Co.	19 5/8	19 3/8	+ 1/4	+ 1.29	5	47
A Post Corp.	19	19 7/8	- 7/8	- 4.40	8	34
A Reeves Telecom	5	5			56	11
N Rollins	20 1/2	20 1/8	+ 3/8	+ 1.86	10	274
N San Juan Racing	15 1/4	15 1/2	- 1/4	- 1.61	20	38
N Schering-Plough	30 5/8	31 1/4	- 5/8	- 2.00	8	1,632
A Sonderling	25 3/8	25 1/2	- 1/8	- .49	8	28
A Tech Operations	12 1/2	10 1/2	+ 2	+19.04	31	16
N Times Mirror Co.	29	29 1/4	- 1/4	- .85	8	984
O Turner Comm.	11	11			108	108
A Washington Post	23 5/8	23 3/4	- 1/8	- .52	8	379
N Wometco	18 1/2	19 3/8	- 7/8	- 4.51	8	157

Exchange and Company	Closing Wed. June 27	Closing Wed. June 20	Net Change in Week	Percent Change in Week	PIE Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	11 3/4	11 3/4			8	28
O Ameco+						
O Athena Comm.	4 3/8	3 7/8	+ 1/2	+12.90		9
O Burnup & Sims	5 1/2	5 5/8	- 1/8	- 2.22	29	46
O Cable Info.*	6	6			30	3
O Comcast	23 1/4	24 1/4	- 1	- 4.12	23	39
O Entron*	5	5			5	4
N General Instrument	42 1/2	44 3/8	- 1 7/8	- 4.22	11	331
O Geneve Corp.*	13 3/4	13 3/4			6	15
O Tele-Communications	30 3/4	28 3/4	+ 2	+ 6.95	38	163
N Teleprompter	20 5/8	20 7/8	- 1/4	- 1.19	27	411
O Texscan	4 1/2	3 7/8	+ 5/8	+16.12	26	3
N Time Inc.	38 3/4	37 5/8	+ 1 1/8	+ 2.99	7	1,082
O Tocom	11 1/2	10	+ 1 1/2	+15.00	24	17
O UA-Columbia Cable	34 3/4	33	+ 1 3/4	+ 5.30	16	116
O United Cable TV	36 1/4	34 1/2	+ 1 3/4	+ 5.07	26	73
N Viacom	29 3/8	30 3/8	- 1	- 3.29	15	111

Exchange and Company	Closing Wed. June 27	Closing Wed. June 20	Net Change in Week	Percent Change in Week	PIE Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Chuck Barris Prods.	13 1/2	13 1/2				
N Columbia Pictures	23 1/8	22 1/2	+ 5/8	+ 2.77	4	225
N Disney	34 1/2	35 1/2	- 1	- 2.81	11	1,118
N Filmways	14 3/4	14 1/8	+ 5/8	+ 4.42	8	74
N Four Star	3/4	1 1/4	- 1/2	-40.00	8	
N Gulf & Western	14 5/8	14 5/8			3	704
N MCA	44 1/2	44 1/8	+ 3/8	+ .84	8	1,037
N MGM	20 1/4	21 1/2	- 1 1/4	- 5.81	9	617
N Transamerica	17 3/4	17 3/4			6	1,171
N 20th Century-Fox	38 7/8	43 3/8	- 4 1/2	-10.37	5	302
O Video Corp. of Amer.	9	8 3/4	+ 1/4	+ 2.85	30	8
N Warner	33 1/2	34 1/2	- 1	-2.89	7	656
A Wrather	18	18 3/4	- 3/4	- 4.00	49	41

Exchange and Company	Closing Wed. June 27	Closing Wed. June 20	Net Change in Week	Percent Change in Week	PIE Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	31	31 1/2	- 1/2	- 1.58	7	77
O Compact Video	8 7/8	9 1/4	- 3/8	- 4.05		15
N Comsat	45 3/4	45 1/4	+ 1/2	+ 1.10	11	366
O Doyle Dane Bernbach	17 3/4	17 3/4			6	31
N Foote Cone & Belding	18 1/8	18	+ 1/8	+ .69	6	47
O Grey Advertising	32 1/2	32	+ 1/2	+ 1.56	4	20
N Interpublic Group	37	36 5/8	+ 3/8	+ 1.02	8	88
O MCI Communications	7 3/8	7 7/8	- 1/2	- 6.34	92	152
A MovieLab	6 1/4	7 3/8	- 1 1/8	-15.25	11	9
O MPO Videotronics	4 1/2	4 5/8	- 1/8	- 2.70	4	2
O A. C. Nielsen	24 3/4	24 1/8	+ 5/8	+ 2.59	11	271
O Ogilvy & Mather	19 1/2	19 3/4	- 1/4	- 1.26	6	70
O TPC Communications	7 7/8	8 1/4	- 3/8	- 4.54	14	7
N J. Walter Thompson	25 1/2	24 5/8	+ 7/8	+ 3.55	6	67
N Western Union	22 5/8	23 3/4	- 1 1/8	- 4.73	10	343

Exchange and Company	Closing Wed. June 27	Closing Wed. June 20	Net Change in Week	Percent Change in Week	PIE Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	7 1/8	5 5/8	+ 1 1/2	+26.66	5	11
N Ampex	15 5/8	16	- 3/8	- 2.34	11	177
N Arvin Industries	14 1/4	14 3/4	- 1/2	- 3.38	4	84
O CCA Electronics*	1/8	1/8			1	
A Cetec	4 3/4	4 3/4			10	10
A Cohu	4	4			13	6
N Conrac	14 5/8	14 5/8			23	30
N Eastman Kodak	58	57 5/8	+ 3/8	+ .65	10	9,360
O Farlon	13 1/2	13 1/2			13	64
N General Electric	50	48 3/4	+ 1 1/4	+ 2.56	9	9,229
N Harris Corp.	28 3/4	28 1/2	+ 1/4	+ .87	13	750
O Harvel Industries	6 3/4	6 3/4			18	3
O Intl. Video Corp.*	1	1				2
N M/A Com, Inc.	21 1/4	21 1/4			28	56
N 3M	56 1/2	56 7/8	- 3/8	- .65	12	6,580
N Motorola	45 3/4	44 7/8	+ 7/8	+ 1.94	11	1,305
N N. American Phillips	27 5/8	28 1/8	- 1/2	- 1.77	5	332
N Oak Industries	31 7/8	31 7/8			22	115
O Orrox Corp.	5 1/2	5 7/8	- 3/8	- 6.38	8	10
N RCA	25 1/8	25 1/4	- 1/8	- .49	7	1,879
N Rockwell Intl.	37 7/8	38 3/8	- 1/2	- 1.30	6	1,318
A RSC Industries	3	3 1/8	- 1/8	- 4.00	17	7
A Scientific-Atlanta	36 1/2	37 7/8	- 1 3/8	- 3.63	16	98
N Sony Corp.	9 3/8	9 1/2	- 1/8	- 1.31	16	1,617
N Tektronix	51 3/4	50 5/8	+ 1 1/8	+ 2.22	13	931
O Telemation	1 1/2	1 1/4	+ 1/4	+20.00		1
O Valtec	12 1/2	13 1/4	- 3/4	- 5.66	27	49
N Varian Associates	19 3/4	20	- 1/4	- 1.25	110	135
N Westinghouse	19 5/8	19 1/8	+ 1/2	+ 2.61	5	1,697
N Zenith	12 1/2	12 1/2			12	235

Standard & Poor's 400 Industrial Average 113.40 112.73 +.67

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

**No P-E ratio is computed, company registered net loss
***Stock split
+Traded at less than 125 cents

Over-the-counter bid prices supplied by Loeb, Rhoades Hornblower Inc., Washington
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



The news that's in the news

A public increasingly skeptical of other institutions is turning more and more to television as its favorite medium of journalism.

Among all media, television ranks far out in front as the first source of news and the most credible.

How did television achieve that rank? Why does it keep gaining in stature? The answers will be found in a Special Report in **BROADCASTING** July 30.

Applying the experience gained in an ongoing series of report on television journalism, the editors of **BROADCASTING** are preparing a portfolio of news operations coast to coast. They will seek the reasons why the quality of news presentation determines station rank in market after market.

The July 30 issue containing this Special Report will go, of course, to the magazine's regular circulation of 36,487, which includes the cream of broadcast-oriented marketing and advertising executives and the members and key staffers of the FCC and other government bodies concerned with broadcast regulation and legislation. The issue will also be specially delivered to every member of the United States Senate and House and to all state governors.

A prime medium for prime advertisers.

If you count your news department to be a factor in television journalism, if your company is a network, a news service or a supplier of anything to television journalism — or if you have something to say to television journalists, this Special Report offers Special Opportunity.

The closing date for advertising is July 23.

You belong in Broadcasting  Jul 30

Solomon Sagall: a prophet, finally, with some honor

Solomon Sagall is nothing if not persistent. He has had to eat more than a few words of overly optimistic prophecy about impending booms for over-the-air pay television. But having been a voice in the wilderness for more than 20 years, he has now seen four pay systems go on the air (a fifth, in Detroit, was due to start yesterday, July 1). Sagall feels that just maybe the time has come for him and his ideas.

"Advertiser-financed television and mediocrity are as inseparable as Siamese twins," says Sagall, president of the New York-based Teleglobe Pay-TV System Inc. Hardly an old friend of commercial broadcasters, Sagall nevertheless qualifies as a friend of television—a medium with which he has had an affair since the idea of a set in every home was a gleam in David Sarnoff's eye.

One Sunday morning in 1929, Sagall noted an item in *The (London) Observer* telling of an inventor in Berlin, Dene Von Mihaly, demonstrating a system of transmitting pictures with radio. Two days later, Sagall, a 27-year-old economist, was himself in Berlin watching a 30-line, postage-stamp sized picture. He soon returned to his London home with the British rights to Mihaly's Telicon system in his pocket.

So began one of the longest—if rocky—careers of any in television. As events proceeded, Sagall never went very far with the Telicon system. Rather, he formed Scophony Ltd. of London in 1930 to develop and market an optic-mechanical method of television invented by a British inventor, George William Walton. By 1940, when Sagall moved to the U.S. and formed Telicon Corp., Scophony had grown into a \$1.5-million-a-year manufacturing corporation.

Sagall actually became associated with pay television in 1938 in London when Scophony set up large-screen systems in two London film houses. After his move across the Atlantic, however, World War II slowed the development of television here. Sagall and Telicon built equipment for the U.S. Signal Corps instead. After the war, he was again building television sets and installing them in New York bars. Then, too, he developed his Intra-Vision System of master antennas for apartment buildings. (The patent for Intra-Vision would later be acquired by Jerrold Electronics, a pioneering cable television firm.)

In 1957, Sagall founded Teleglobe, intending to develop the TV technology for coding, decoding and per-program billing. The first Teleglobe system, which was



Solomon Sagall—president, Teleglobe Pay-TV System Inc., New York; b. May 2, 1902, Jirmony, Russia (near Minsk); studied at University of Jena, Thuringis (Germany), and London School of Economics; founder and managing director, Scophony Ltd., London, 1930-40; president, Telicon Corp., New York, 1941-48; consultant, 1949-57; founded Teleglobe, 1957; m. Jachebed Ellenberg, Jan. 8, 1927; one son, Joel, 52, director and secretary of Teleglobe.

never fully realized, employed a technique of sending an unscrambled video signal over the air and an audio channel, for which the viewer paid, via telephone circuits.

It was only last year when Teleglobe's first pay-TV system went into use for American Subscription Television's SelecTV on KWHY-TV Los Angeles. AST now has almost 30,000 subscribers in that city, which otherwise boasts the largest over-the-air pay system in the world—National Subscription Television's On TV on KBSC(TV) Corona-Los Angeles, which claims 177,000 subscribers.

Twenty-two years ago, when he founded Teleglobe, Sagall was claiming that "America is marching inexorably towards pay TV." It turned into a long march for Sagall and his fellow pay-television advocates, however, as they continually met with stiff resistance from the public, government, broadcasters and motion picture firms. In early 1960's, it again looked as if pay might get off the ground, and Sagall, ever its zealot, heralded it as the "wave of the future." But still the future was years away. In the mid 1960's, when government and broadcasters were debating the future of the educational broadcasting system, Sagall proposed that what would become known as public broadcasting should be a pay service. Although he certainly had a vested interest in seeing such a large-scale adoption of pay technology, Sagall couched his plan as an alternative to "full-scale commercialism" that he saw arising out of the system of corporate un-

derwriting of noncommercial television programming.

Although his Teleglobe system won FCC approval in 1973, it was still two more years, according to Sagall's version of pay's history, before there was a real opportunity for the new medium to get started. That was when the commission rewrote the pay-TV rules and, in large part, removed most of the regulatory barriers that had inhibited the medium's development. Shortly thereafter, Sagall was calling 1977 "the year of the breakthrough"—which eventually came in 1978. SelecTV went on the air in July 1978 amid a still unresolved conflict over the patents of the decoding hardware.

Sagall is reasonably candid about all of his false starts and unfulfilled promises, however. "I was always wrong," he says. "I gave dates—it didn't materialize."

"Many for years considered me crazy for preaching the gospel of subscription television. So did my wife. She no longer considers me crazy. She thinks I am only half crazy," he says.

Half crazy or not, Sagall has long refused to hide his disdain for most of the programming offered via commercial television. In 1967, speaking before the House Communications Subcommittee, he accused the commercial system of "20 years of brainwashing the American public by a fare of mediocrity [producing] a negative, paralyzing impact, particularly on the minds of the impressionable younger generation."

Now 77, Sagall feels his predictions may finally be coming to pass. "By the end of the 1980's, at least one-third of all television households will have pay in one form or another," he says. He believes roughly two-thirds of those homes will have payable services and the other third will have over-the-air. He anticipates 450,000 pay-television homes by the end of this year. In addition to the Teleglobe hardware in Los Angeles, he expects that his company will supply the boxes when a system opens in Milwaukee later this year or next.

Once during his London days, Sagall was erroneously introduced at a party as the inventor of television. He corrected the mistake and called himself instead an "inventor of inventors," a businessman who developed and marketed the inventions of others. Over the years, he has not changed much.

"I am not an engineer," he says, "but, by the nature of things, having dealt with engineers and having employed them on both sides of the Atlantic, I have a very superficial smattering of knowledge of what is going on. I act as a chairman of the board. I listen to the engineers. Since it involves spending money—when I have it—I make decisions."

Editorials

Wrong way

It is an ambitious enterprise indeed that the membership of the Public Broadcasting Service approved last week—three television networks simultaneously flooding the country with programming by satellite. The only thing missing from the blueprint is the money machine.

The prospective reorganizations of PBS and of the other major bureaucracy in the field, the Corporation for Public Broadcasting, are intended to create an end product of more and diverse programming. Fair enough, but the objective cannot be reached on present budgets. The builders of the system will be looking hard for infusions of more money from old sources and new money from new ones. Among the new sources, advertising is being eyed with increasing interest.

At hearings two weeks ago on the House rewrite of the Communications Act, which contains a provision to legitimize the transformation of the noncommercial system to commercial, some witnesses from noncommercial stations professed aversion toward advertising on their air. There was noticeably less resistance, however, to the suggestion that the corporate messages now used to identify program underwriters be lengthened. The inference to be drawn from the testimony is that within the public television community there is no hardened opposition to the acceptance of advertising, as long as it is called by some other name.

The truth is, of course, that the noncommercial system has been in the advertising business for some time. Underwriting is sold like advertising, with the commercial benefits emphasized. Some noncommercial broadcasters have even begun to call things by their right names. The appointment of a director of marketing by a Midwestern public system came recently to our attention.

All of this is going on while the solicitors of public donations to the public system keep maligning commercial television for the advertising it carries and asserting the purity of the noncommercial air.

The public system can't have it both ways. Neither can the rewriters of the Communications Act. Today's noncommercial broadcasters were installed on frequencies explicitly reserved for noncommercial, educational use and have been brought to their present development with substantial government funding. Turning them loose now to compete in the advertising marketplace would not only create grossly unfair competition to the commercial system that has never been anything else but would also utterly defeat their original purpose.

Advertising isn't the answer.

Burgered again

Two more decisions by the U.S. Supreme Court, both issued last week, have exposed all media of journalism to new libel hazards. One decision poses a special threat to radio and television stations that are accustomed to broadcast statements from their U.S. senators and representatives.

The court significantly narrowed the definition of a "public figure" who, as a plaintiff, must prove malice or willful disregard of truth to win a libel suit. That burden of proof had been imposed by the Supreme Court of 1964 in *New York Times v. Sullivan*, a case that journalists and courts had until recently construed to give honest journalism a comfortable margin of security against harassing litigation. All plaintiffs but those who have affirmatively sought the public limelight can now collect on a mere showing of inaccuracy and damage to his reputation.

The court also sharply reduced the immunity from libel actions

that members of Congress have for 200 years assumed they enjoyed. It ruled that legislators may be sued for libel contained in statements made outside the formal legislative process. The case involved a libel suit brought against Senator William Proxmire (D-Wis.) by the target of one of his "golden fleece awards" that decry governmental waste. The liability extends to broadcast tapes or films and presumably to the media that carry actionable messages.

Last week's decisions were in character with others emanating from a Burger court that is tearing up the First Amendment case by case. The dismaying record, summarized in this magazine last April 23 and now amplified by the new decisions, is certain to inhibit reporting and discourse in all media.

The fitful beginnings of a cooperative defense among print and broadcast journalists have been made at the National Association of Broadcasters and other media organizations. There is more reason than ever for collective thought and action.

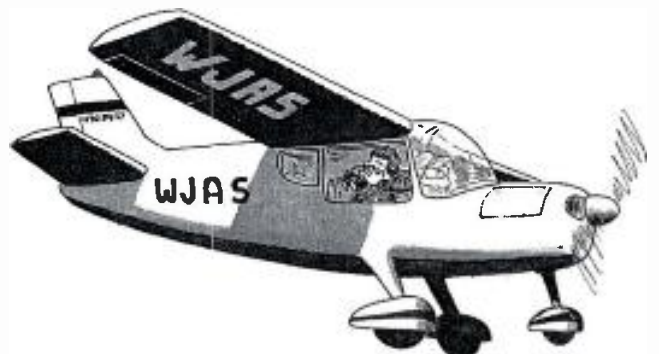
Problem child

A new element of risk for subscribers to the NAB television code, which is the target of an antitrust suit filed three weeks ago, was introduced last week. At the first session of their midyear meetings in Washington, NAB directors were given the disquieting word that code subscribers might be exposed to triple-damage suits if the government wins.

The bearer of the tidings was Philip Verveer, now the FCC's Common Carrier Bureau chief, after a six-week career as chief of its Broadcast Bureau. Speaking with the assurance of a former antitrust lawyer in the Justice Department, which he was, Verveer said the government has an air-tight case against the code. He recommended that the NAB enter into a consent settlement and then try to get Congress to exempt the code from application of antitrust law.

As reported elsewhere in this issue, there is some doubt that the government's case is as good as Verveer thinks it is or that a settlement of it would remove the prospect of damage suits against subscribers if disgruntled advertisers wanted to capitalize on the situation by complaining of an unavailability of time. There seems, however, little doubt that television code subscribers are committed to perpetuate the limitations on commercial time by one means or another.

In the end the code may prove to cause more trouble than its most ardent advocates think it has avoided.



Drawn for BROADCASTING by Jack Schmidt

"We've just spotted another station getting gas. It should be open in a few minutes. Sixth and Main ..."

HOW TO SAVE FUEL DURING YOUR SUMMER VACATION

ENGINE TUNING, TIRE PRESSURE, AND HOW YOU DRIVE MAKE A BIG DIFFERENCE.

You're sure to be on the move this summer. With gas more expensive, you may find a few simple reminders on the best ways to get maximum mileage helpful. They won't take a lot of time, and may save you a fair amount at the gas pump.

A car that is properly tuned and maintained will be the most fuel-efficient. Newer GM cars require less routine maintenance than older ones, but all cars require some periodic check-ups. Fouled spark plugs, improper spark timing or clogged oil and air filters all can reduce mileage significantly. So be sure to follow the maintenance program in your GM Owner's Manual and Maintenance Schedule.

Underinflated tires waste lots of gas. Tires that are too soft have a higher rolling resistance, which forces the engine to work harder and to use more fuel. So have the tire pressures checked periodically or use a tire gauge yourself to be sure your tires are inflated to the pressure recommended in the GM Owner's Manual.

Air conditioning also takes fuel, so try not to use it except when it's absolutely necessary. Whenever possible, use the vent position on the air conditioner to circulate air; it'll be quieter and cleaner than opening the windows all the way. If you can park in the shade, it'll be much cooler when you get into the car, and you'll be less likely to want to switch on the air conditioner.

Keeping the proper amount of coolant in the radiator will help prevent your car from overheating. It won't save fuel, but it may save expensive towing costs. A lot of people think it's okay just to add extra water, but that can actually cause the mixture in your radiator to boil. Coolant—a 50/50 mixture of ethylene glycol antifreeze and water—raises the boiling temperature and will therefore help prevent overheating.

Your driving habits are probably the most important factor of all in saving fuel. The best advice we can give is to drive at moderate speeds and accelerate evenly. For example, jackrabbit starts take much more gasoline than gradual acceleration. Frequent stops will also cost you fuel, because every "pump" of the accelerator means extra gas going through the carburetor. Also, "riding

the brake" creates a lot of unnecessary friction and wastes gas.

Extra weight in your trunk, such as tire chains, golf clubs you don't plan to use, even unnecessary luggage, takes more gas to haul. And finally, driving at high speeds substantially reduces fuel economy. So observing the 55 mile per hour speed limit makes economic sense and may save lives, too. Tests confirm that you can get approximately 20% better mileage by driving at 50 miles per hour than at 70 miles per hour.

Attention to routine maintenance and moderation in how you drive are the keys to getting the best mileage from your car during this summer. That'll save you money and help make sure that there's enough gas for others to enjoy a summer vacation, too.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

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