

Aug. 20, 1979

**Station prices: How high is up?
Teletext: TV is wed to the printed word**

Broadcasting Aug 20

The newswweekly of broadcasting and allied arts

Our 48th Year 1979

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BAD NEWS BRINGS OUT THE BEST IN US.

It was bad news: Tropical Storm Claudette had hit, flooding Southeast Houston. But it brought out the best in the KPRC news team. We were there, often waist deep in water. And in the air, reporting emergency access routes.

July 31. Disaster struck again with the seven-alarm Woodway Square Apartment fire that left hundreds homeless. We were first on the scene, routing traffic so equipment could be moved in and residents could salvage belongings.

Good news or bad, KPRC's 15-member team provides instant coverage, plus morning, noon and afternoon newsblocks with hourly updates. KPRC News Talk Radio, the best news yet.*

KPRC RADIO

*KPRC is the number one AM station for adults, 6 a.m. to 12 p.m., Monday through Sunday, according to the ARB Metro, April/May 1979. Average ¼ hour and cume. Represented by CBS Radio Spot Sales.



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NEWSPAPER



LEFT: MARCIA KAPLAN, "THAT'S LIFE" REPORTER, PREPARES FOR A CONVERSATION WITH PA. GOVERNOR AND MRS. DICK THORNBURGH. THE PROGRAM ALSO INCLUDED A TOUR OF THE EXECUTIVE MANSION. ABOVE: LEROY ZIMMERMAN, DISTRICT ATTORNEY OF DAUPHIN COUNTY FOR 14 YEARS, WAS THE SUBJECT OF A RECENT "THAT'S LIFE" PROFILE.

"THAT'S LIFE" SERVES OUR COMMUNITY

"AS A RESULT OF THIS EXCELLENT SHOW, I ASKED DISTRICT ENGINEER ALFRED F. LYG TO REEVALUATE THE EXISTING SIGNING TO ROUTE 22, 81 and 83. IT IS MY UNDERSTANDING THAT HE HAS ALREADY MET WITH YOU, OUTLINING HIS PROPOSED CHANGES TO MORE EFFICIENTLY DIRECT TRAFFIC TO THESE MAJOR ROUTES . . ." Thomas D. Larson, P.E., Secretary of Transportation, Commonwealth of Pennsylvania.

"WE AT ALCOHOLISM SERVICES, INC. WERE PARTICULARLY PLEASED TO HAVE HAD OUR ASSOCIATE DIRECTOR, POLLY CARPENTER, FEATURED AS A PART OF THIS PROGRAM. IT IS OUR HOPE THAT THIS SHOW WILL PROVE INSTRUMENTAL IN ENCOURAGING MORE ALCOHOLIC WOMEN TO SEEK HELP . . ." Richard W. Esterly, Executive Director, Alcoholism Services, Inc., Harrisburg.

"BRAVO! OUR LOCAL TV STATION WTPA KNOWS WHAT GOOD JOURNALISM IS. THE INTERVIEWS ON LOCATION HAD GREATER IMPACT THAN 20 PANEL DISCUSSIONS. THANK YOU AND I HOPE WE SEE MORE OF "THAT'S LIFE" . . ." Mary Ann Pinskey, Associate Director, YWCA, Harrisburg.

THESE COMMENTS ABOUT WTPA'S MONTHLY MAGAZINE, "THAT'S LIFE," SPEAK FOR THEMSELVES. IT'S GOOD TO KNOW OUR AUDIENCE ENJOYS AND BENEFITS FROM TV-27 PUBLIC AFFAIRS PROGRAMMING. "THAT'S LIFE" IS JUST ANOTHER EXAMPLE OF WTPA'S COMMITMENT TO COMMUNITY SERVICE.



THE NEWHOUSE BROADCASTING CORPORATION

**WTPA
FM/TV
Harrisburg, Pa.**

**WSYE-TV
Elmira, N.Y.**

**KTVI
St. Louis, Mo.**

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

**WAPI
AM/FM/TV
Birmingham, Ala.**

The Week in Brief

HIGHER AND HIGHER □ That's the direction station prices are heading. It's a seller's market as demand, even in smaller markets, far outpaces supply. The latest station buys include the sale of Kansas State Network to Standard Communications Inc. for \$62.9 million. A review of some of the year's hot trading action begins on **PAGE 23.**

TAFT ACTION □ In a 4-3 vote its top-50 policy, allowing Taft Washington for \$15.5 million, expected from the Washington and Children. **PAGE 25.**

TV AND THE PRINTED WORD □ country are taking their first teletext technology. This new

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PLEADING ITS CASE □ Television covers a mock trial at the ABA convention in Dallas to demonstrate the medium's ability in unobtrusive reporting. All goes well, but the question remains: Will judges and lawyers have a change of heart? **PAGE 36.**

GETTING BETTER □ TVB revises upward its estimate for 1979 revenue growth to 15% over last year and sees '8% to that. **PAGE 40.**

Chuck Barris Productions
go-for-one stock split of the year.
a three-cent dividend. **PAGE 40.**

WILL IT BE? □ The ABA House of
a proposal that would give the
and, possibly veto, decisions of
ies, including the FCC.

Harrison Williams reintroduces a
roadcasters to pay royalties to
ind record companies. **PAGE 44.**

battle between Mork and Archie,
y. *Laverne and Shirley* does well
ABC takes the week. **PAGE 47.**

everything went according to
roadcast of Mozart's "The Magic
tereo broadcast to originate from
).

Smith joined CBS 35 years ago
ough some hard work and talent
ler, spending 11 years as head of
sales. But his present job, president of CBS Sports, is the
one he thinks is the most exciting. **PAGE 73.**

100	PAGE 1
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160	TOP ROCK
170	MOVIE SC
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180	RECIPES
182	STAIN RE
190	FARM REF
200	TV SCHE
215-	STOCK MA
220	NATIONAL

CONTINUED

the British, offers new oppc
BROADCASTING Special Report looks at the technology's
past and where it's likely to go in the future. **PAGE 30.**

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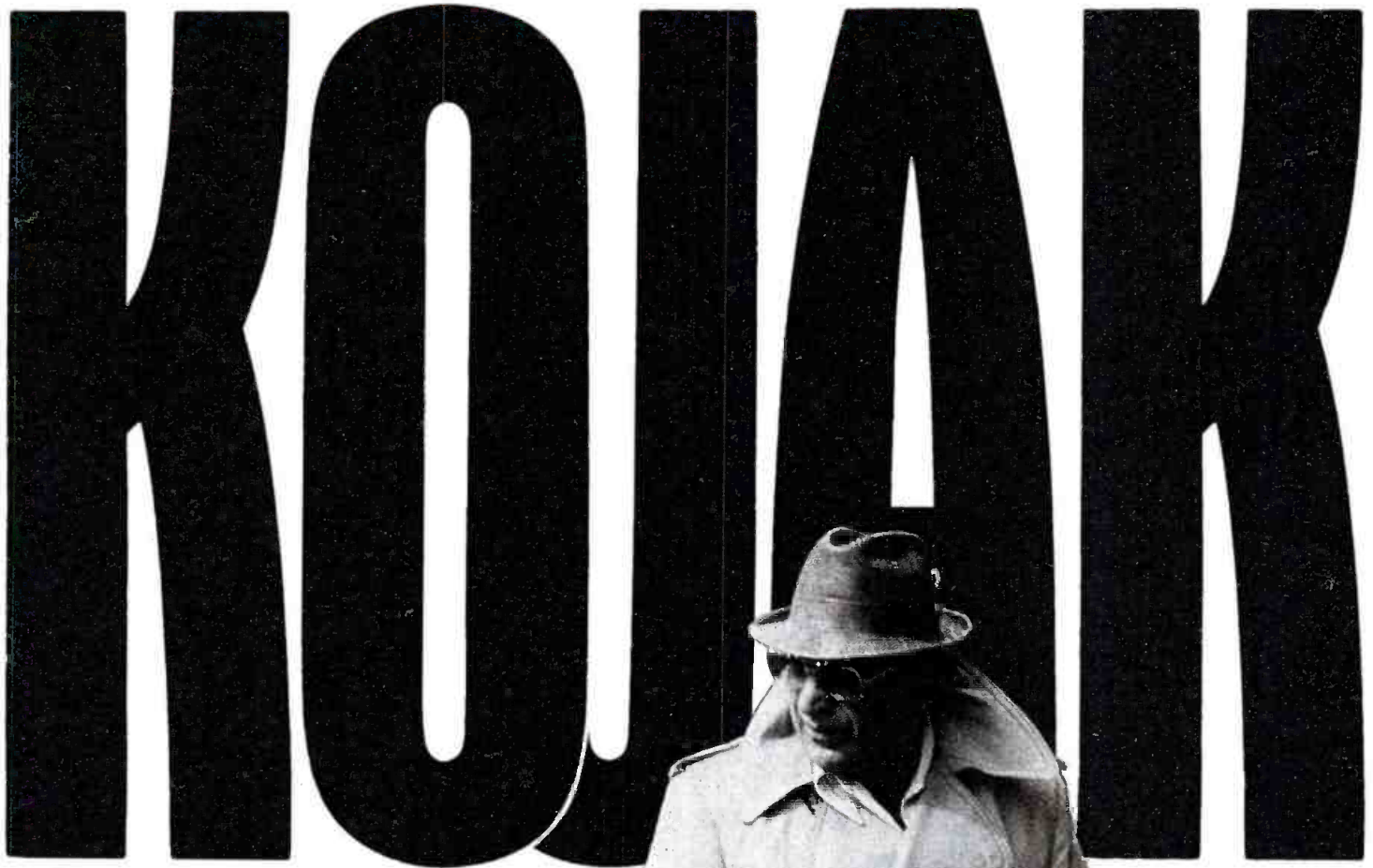
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BIG CITY COP. AND WNEW TV'S GOT HIM.

“We bought Kojak for WNEW TV, New York because it is a particularly great show...an enduring classic with a consistently high level of quality. Throughout its run it combined exceptional production values and excellent writing. And Telly Savalas is a unique actor who delivers extraordinary performances week in and week out.”



Jim Coppersmith, V.P. &
General Manager, WNEW TV



118 Hours Available Fall 1979.

MCA TV

More help

New initiative on minority ownership in broadcasting is about to come out of White House. Although administration officials say they're pleased with progress already made in minority ownership, National Telecommunications and Information Administration is preparing "major announcement," probably next month.

Focus of new program will be on minority training, it's said, perhaps with government funding of on-site training at broadcast stations. NTIA is also drafting filing at FCC to suggest ways of expanding minority participation in communications.

Fuss in the field

Prominent members of NBC-TV affiliates board have registered displeasure with changes in fall schedule network announced two weeks ago (BROADCASTING, Aug. 13) and have asked network to make no more before January. Stations and station reps were upset when network advanced showings of blockbuster movies, "Coming Home" and "Semi-Tough," to run in first week of new season. Both had originally been set to run during November sweeps, important to station ratings.

One executive at Blair Television, which represents 38 NBC affiliates, said changes announced by NBC were "irresponsible and disgraceful" and that network was "acting like a bunch of amateurs." "If they are going to announce a line-up, then stick to it," said another rep. Another said changes are "costing us money and numbers in the November book." Some reps look on changes as simple reflection of network television's facts of life in recent years. "There have been so many changes that they don't faze me any more," one said.

Station in the sky

With Comsat announcement of intention to introduce direct satellite-to-home pay television service (BROADCASTING, Aug. 6), there's revival of interest in white paper widely circulated by CBS-TV affiliates satellite committee 10 years ago. White paper predicted destruction of land-based television broadcasting system if unrestricted satellite-to-home service went into business.

A. James Ebel of KOLN-TV Lincoln, Neb., chairman of CBS-TV satellite committee (and now active on U.S. advisory group for World Administrative Radio Conference beginning Sept. 24), is circulating updated white paper. Position now is that any satellite-to-home service

ought to be subject to same public-service standards required of terrestrial television stations and regulated as broadcast station by FCC.

Lid's on

ABC Inc., which boosted operating profits by double-digit percentages in first and second quarters of 1979, apparently looks for significant slowing in third. ABC officials reported few weeks ago that Council on Wage and Price Stability (COWPS) had said ABC could decide for itself whether it qualifies for exception to price standards, and that ABC had decided it does (BROADCASTING, July 30). But council's letter—on public record at COWPS—also lays out conditions and says compliance can be assured by keeping third-quarter profit to no more than 6.5% above 1978 third-quarter's. That would compare with 12.9% in 1979 first quarter and 28.4% in second.

ABC officials don't want to talk about it. Through spokesman, they said rules are too complicated to go beyond their original statement that ABC qualifies for exception and will comply with council's requirements. COWPS official was more explicit: Asked whether ABC's acceptance of exception would require it to limit third-quarter profit growth to 6.5%, he answered, "Roughly, yes."

Big re-entry

DuPont Co., Wilmington, Del., which has used television sparingly in past four years, is going back with bang in 1979-80 with major participations in at least 12 network specials on all three networks. DuPont's first splurge will be on NBC-TV's *Road to China*, three-hour special starring Bob Hope, in which advertiser has bought one-third sponsorship. Agency: BBDO, New York.

Watergate TV

Now in works is TV version of Judge John J. Sirica's best seller, "To Set the Record Straight," with target date of spring 1980. Network unknown, but probably ABC-TV with Xerox believed interested. Writer and co-producer is Sam Gallu, Bucks county, Pa. Lee Mendelson, Burlingame, Calif., is producer and co-underwriter with Gallu. Preliminary agreement reportedly has been reached for multihour production of Sirica's story.

Gallu and Mendelson, with Charles Schulz, creator of "Peanuts," are underwriting "Churchill," one-man theatrical production that may later be TV feature. It's being written by Gallu, who is in England selecting actor for Churchill

role. Format will follow James Whitmore's one-man impersonation of Harry Truman in Gallu's "Give 'Em Hell, Harry" shown on NBC in 1976.

Future now

Manitoba Telephone Co. is constructing experimental cable network in suburb of Winnipeg, Canada, that may be most sophisticated yet. Utility will wire South Headingley for host of services, including digital telephone and some form of videotext, with one integrated, 35-channel cable.

System should be ready to turn on in February 1980, and if all goes well similar system will be installed throughout Winnipeg where 85% of homes are already hooked to 12-channel cable.

Anchor a'West

If ABC-TV establishes evening-news anchor desk in Los Angeles, it's sure bet that newsmen Max Robinson will get nod. Robinson is back at his Chicago roost after successful three weeks in Washington slot anchoring *ABC World News Tonight* for vacationing Frank Reynolds. All hands said to be pleased with his development during first year in brisk network competition. He joined ABC-TV from local anchor on WTOP-TV (now WDVM-TV) Washington year ago.

Breather

Affiliate raiders at ABC-TV report everything is "reasonably quiet" on their front for now. Number-one network has had exceptional year courting affiliates of CBS and NBC—most recently picking up long-time CBS outlet, WTOP-TV Meridian, Miss.—but ABC sources suggest that raids may be temporarily over. "I don't expect much activity between now and the end of the year," one official said last week.

Affiliates, it was explained, are willing to sit tight this close to dawn of new season and see what happens come September. But after results of November sweeps are out, ABC will be out knocking on station doors in force if network holds its lead.

Back to boardwalk?

With gambling casinos drawing bigger and bigger crowds, Atlantic City is in throes of revival that local boosters think will lead to re-establishment as convention site for big broadcaster groups, such as NAB which last held national convention there in 1947. By 1983, according to convention bureau, there'll be 16,000 first-class hotel rooms available, enough to accommodate NAB at present size.

Business Briefly

TV ONLY

American Airlines □ Twelve-week campaign begins Aug. 20 in New York, Chicago, Detroit, Boston, Washington, Los Angeles, San Francisco, San Diego, Phoenix and Dallas. Spots will run in prime and news times. Agency: Doyle, Dane & Bernbach, New York. Target: men, 25-54.

Famous Footwear □ Ten-week campaign begins in Sept. 17 for shoe store franchise in 15 markets concentrating on the Midwest. Agency: Stephen & Brady, Madison, Wis. Target: women, 25-49, and men, 18-49.

Continental Airlines □ Ten-week campaign starts in September in 16 markets. Agency: Benton & Bowles, New York. Target: adults, 25-54.

Comet Rice □ Eight-week campaign begins Aug. 20 for rice in Denver during fringe and prime times. Agency: SFM, New York. Target: women, 25-49.

Merle Norman Cosmetics □ Eight-week campaign will start Sept. 17 in Southern and Midwestern markets with spots in fringe and prime time. Agency: Carlson, Liebowitz Inc., Los Angeles. Target: total women.

Booth Fisheries □ Eight-week campaign begins Sept. 3 for beer batter fish in New Orleans and Indianapolis. Spots are placed in day, fringe and prime access. Agency: Grey-North, Chicago. Target: women, 25-54.

John Deere □ Eight-week campaign begins in mid-October for snow mobiles in about 60 markets. Spots will be placed in news and sports programming. Agency: N W Ayer, New York. Target: men, 25-54.

Burmah-Castrol □ Seven-week campaign for motor oil begins Sept. 7 in five southeastern markets plus San Diego and Los Angeles with spots in prime and news times. Agency: Scali, McCabe, Sloves, New York. Target: men, 18-34.

Western Auto □ Seven-week campaign

begins Sept. 3 for various products in 107 markets. Agency: Advertising Agency Associates, Newton Center, Mass. Target: total adults.

Murphy-Phoenix Co. □ Six-week campaign starts Sept. 17 for Murphy's oil soap household cleaner in Detroit, Columbus and Toledo, all Ohio, and Albany and Buffalo, both New York. Agency: John Goulet, Cleveland. Target: women, 18-49.

Hilshire Farms □ Six-week flight starts Dec. 17 for Kahn's Polska kielbasa in Dallas, Atlanta and Houston. Agency: LSF, New York. Target: women 25-54.

Topps □ Four-week campaign begins Aug. 6 for Bubble Fudge bubble gum in Boston, Providence and Hartford/New Haven during fringe times. Agency: Air Time, New York. Target: children 6-11.

Lego Toys □ Five-week campaign begins Nov. 5 for various Lego toys, including Fabuland building sets, in 36 markets. Agency: SSC&B, New York. Target: children.

General Electric □ Five-week campaign for head lamps begins Oct. 15

Radio only

MASLA MEANS BUSINESS

Ask Pat Shaughnessy
K-100, Los Angeles

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

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

Rep Report

WJR-AM-FM Detroit: To Eastman Radio from Katz Radio.

□

WOMC(AM) Detroit: To Torbet Radio from Metro Radio Sales.

□

KMEN(AM)-KGGL(FM) San Bernardino, Calif.: To Torbet Radio from Buckley Radio Sales.

□

KLOZ(FM) El Paso, Tex.: To Blair Radio (no previous rep).

□

WVIC-AM-FM Lansing, Mich.: To Buckley Radio Sales from Eastman Radio.

□

WBAM-AM-FM Montgomery, Ala.: To Torbet Radio from Buckley Radio Sales.

□

WKAP(AM) Allentown, Pa.: To Buckley Radio Sales from Torbet.

□

The Christal Co., New York, radio representative, has been voted into membership of Stations Representatives Association. Christal is 17th radio member of SRA, which also has 17 TV rep members. SRA's members account for combined spot advertising sales volume of about \$1,970,000,000.



No city is too big for Matt Dillon to handle!

In Los Angeles, KHJ-TV stripped "Gunsmoke" at 5:00 weekdays this season. Results: a 33% rating increase and 43% share increase over year-ago programming in the time period.

In Cleveland, WUAB-TV stripped "Gunsmoke" at 8:00 weekdays this season. Even better results: a 133% rating increase and 100% share increase over year-ago programming.

In other Top 20 markets, "Gunsmoke" tops its own year-ago viewing levels with increases like these:

	RATING	SHARE
KHTV, Houston (7pm, M-F)	Up 33%	Up 33%
KPLR-TV, St. Louis (7pm, M-F)	Up 20%	Up 22%
WXIA-TV, Atlanta (4pm, M-F)	Up 25%	Up 20%
WFLA-TV, Tampa-St. P. (5pm, M-F)	Up 9%	Up 3%

Whatever your market size, big or not-so-big, count on "Gunsmoke" to deliver bigger audiences for years to come!

This splendid series established its "staying power" as the longest running network drama ever. And it stands today, after 4 years, as the highest rated dramatic hour in syndication.

"Gunsmoke"



Source: NSI, 5/79 and 5/78.
NSI Report on Syndicated Programs, 5/79.
Audience estimates are subject to qualifications available on request.



“Twas the week before Christmas”

Each year a bank and the leading manufacturer in Cadillac, Michigan, co-sponsor a unique way to bring Christmas to families in need — the Dress-A-Doll contest.

Area residents are encouraged to buy the dolls at the bank and outfit them in new clothes. The dolls are then returned for display, with prizes being awarded for the most creative costumes. Just before Christmas, the dolls are donated to the Salvation Army for distribution.

But last year, late in December, one-third of the dolls were yet to be purchased. It was then that WWAM/WKJF-FM, the Fetzer radio stations in Cadillac, began broadcasting special announcements. Within five days, every doll had been purchased, outfitted and returned to be displayed and given away.

Letting our listeners know about ways they can help make some very special Christmas dreams come true is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

in Cleveland and St. Louis during fringe, prime and news times. Agency: Carr Liggett Advertising, Cleveland. Target: men 18-49.

Bell of Pennsylvania □ Five-week campaign for Yellow Pages advertising begins Sept. 3 and Oct. 8 in Scranton-Wilkes Barre and Pittsburgh markets, respectively. Spots will go into prime, news, weekend and sports times. Agency: Lewis & Gilman, Philadelphia. Target: men, 25-64.

Gillette □ Five-week campaign begins Sept. 3 for Dry Idea roll-on deodorant in about 19 markets including New York, Los Angeles, Detroit, Chicago and Philadelphia. Agency: Grey-North, Chicago. Target: total adults.

Buttz Manufacturing □ Four-week campaign begins this week for Sunliner retractable clothes lines in Portland, Ore. Spots will run in day, prime and weekend times. Agency: Donald D. Lewis, Los Angeles. Target: total women.

Parker Brothers □ Four-week campaign begins Oct. 1 for Boggle word game in 13 markets including Detroit, Chicago and San Francisco with spots in prime and fringe time. Agency: Humphrey, Browning, MacDougal, Boston. Target: adults, 25-54.

Golden Grain □ Four-week campaign for Rice-a-Roni begins Oct. 1 in 55 markets including New York, Chicago and Los Angeles with spots in prime time. Agency: Vantage Advertising, San Leandro, Calif. Target: women, 18-49.

Apple Institute □ Four-week campaign for apples starts Sept. 23 in New York; Boston; Albany, N.Y.; Hartford, Conn., and Springfield, Mass., during day and fringe times. Agency: Singer Media Services, Boston. Target: women, 25-54.

Bristol Meyers □ One-week campaign begins Sept. 24 for Vanish bathroom bowl freshener in St. Louis and Jacksonville, Fla. Spots will run in prime time. Agency: Doyle, Dane & Bernbach, New York. Target: women, 25-54.

Butcher Ford □ One-week campaign by consulting firm starts in late September for California income tax proposition in 12 California markets including San Francisco and Los Angeles during prime and late news times. Agency: Eicoff & Co., Chicago. Target: adults, 18-49.

Levi Strauss □ Twelve-week campaign begins Sept. 19 for jeans in about 30 markets including New York and Washington. Agency: Foote, Cone & Belding, San Francisco. Target: teenagers and men 18-34.

Toys R Us □ Ten-week campaign begins Oct. 22 for toy store franchise in 21 markets including Baltimore; Boston; Providence, R.I.; Albany, N.Y.; Dallas;

Houston; San Francisco; Chicago, and Detroit. Spots will run during morning and evening drive times. Agency: Ed Libov & Associates, New York. Target: women, 25-54.

Burger King □ Two-week campaign starts Sept. 17 for restaurant chain in Phoenix, Tucson, Ariz., and Albuquerque, N.M. Agency: J. Walter Thompson, Los Angeles. Target: adults, 18-34.

BAR reports television network sales as of July 22

ABC \$867,561,300 (36.1%) □ CBS \$792,994,000 (33.0%) □ NBC \$741,895,300 (30.9%)

Day parts	Total minutes week ended July 22	Total dollars week ended July 22	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	170	\$ 1,014,600	4,592	\$ 35,045,500	\$ 30,611,100	+14.5
Monday-Friday 10 a.m.-6 p.m.	1,008	16,255,700	39,150	509,102,800	471,815,000	+7.9
Saturday-Sunday Sign-on-6 p.m.	259	4,755,900	9,579	262,403,900	229,129,700	+14.5
Monday-Saturday 6 p.m.-7:30 p.m.	97	3,552,200	2,848	136,969,700	121,267,300	+12.9
Sunday 6 p.m.-7:30 p.m.	23	784,600	699	41,191,900	34,771,500	+18.5
Monday-Sunday 7:30 p.m.-11 p.m.	407	34,128,900	11,962	1,247,088,600	1,108,185,200	+12.5
Monday-Sunday 11 p.m.-Sign-off	220	5,866,100	6,819	170,648,200	139,334,300	+22.5
Total	2,184	\$66,358,000	65,649	\$2,402,450,600	\$2,135,114,100	+12.5

BMI HAS JUST MOVED ITS STAND

BMI



320 West 57th Street
New York, NY 10019 (212) 586-2000

RADIO ONLY

Joan of Arc □ Twelve-week campaign begins Sept. 17 for kidney and chile beans in Baltimore, Washington and Philadelphia, and on Sept. 24 in Memphis; Nashville; Grand Rapids, Mich.; Detroit, and Little Rock, Ark. Campaign will promote newspaper and magazine coupons. Spots are placed in all dayparts. Agency: Hult, Fritz & Heinrich, Chicago. Target: women, 25-49.

FIRST in the San Francisco Bay Area

WE ASSIST THE AGENCY!

By providing the finest commercial production facilities available.

- TWO STUDIOS
- FOUR REMOTE TRUCKS
- MACH ONE
- COMPUTER EDITING
- CMX 50
- COMPUTER EDITING
- RANK CINTEL
- FLYING SPOT SCANNER

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J. Walter Thompson
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Mendelsohn-Adler
Gene Bell & Associates
Blair Advertising
Bozelle & Jacobs
Doyle & McKenna
Doug Pledger Advertising
Foot, Cone & Belding
Martin Rockey Advertising
and many others.



Versatile Video Inc.

151 Gibraltar Court, Sunnyvale, Ca 94086

(408) 734-5550

Datebook

■ indicates new or revised listing

This week

Aug. 20-24—Week of one-day *Missouri Broadcasters Association* sales clinics, beginning Monday at Ramada Inn, Sikeston. Tuesday's will be at the Hilton Inn, Springfield; Wednesday's at Holiday Inn, Jefferson City; Thursday's at Holiday Inn, Hannibal, and Friday's at Ramada Inn, St. Joseph.

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

Aug. 21—*Arizona Broadcasters Association* board meeting. United Bank Building, Phoenix.

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

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

Also in August

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

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

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

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

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

Sept. 12—*Action for Children's Television* regional ACT on the Arts workshop. Spring Hill Conference Center, Minneapolis.

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

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

New York. Speaker: Representative Lionel Van Deerlin (D-Calif.).

Sept. 13-14—Media Lab '79, Eastern convention of *Religious Broadcasters*. Sheraton-Valley Forge hotel, King of Prussia, Pa.

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

Sept. 13-14—Media Lab '79, Eastern convention of *National Religious Broadcasters*. Sheraton Valley Forge hotel, Valley Forge, Pa.

Sept. 14—Deadline for reply comments in FCC inquiry on improvement of UHF television reception.

Sept. 14-15—Thirteenth annual *South Dakota Broadcasters Day*. South Dakota State University campus and Holiday Inn, Brookings.

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

Sept. 15—North Carolina chapter of *American Women in Radio and Television* fall conference. University of North Carolina, Chapel Hill. Speaker: Betty Hudson, vice president of corporate projects, NBC.

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

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

Sept. 17—Aging With Television conference sponsored by *Annenberg School of Communications*, University of Pennsylvania. Hyatt Regency hotel, Washington.

■ **Sept. 17**—Deadline for receipt of entries in *Atomic Industrial Forum's* Forum Award competition to honor nuclear energy reporting. Prizes are \$1,000 each in broadcast and print media. Information: Mary Ellen Warren, AIF (301) 654-9260.

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

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

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

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

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

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

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

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

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

Sept. 25-26—*Educational Uses of Cable TV Conference*, sponsored by University of Wisconsin-Extension. Madison.

Cover news events on the spot from this dependable motorcoach. Great for station promotions, too.

[Prices start at a mere \$36,000]

A used Trailways Eagle bus is not just a used bus but a bus used by Trailways. It's 40 feet long—a full five feet longer than most buses. And you can get immediate delivery.

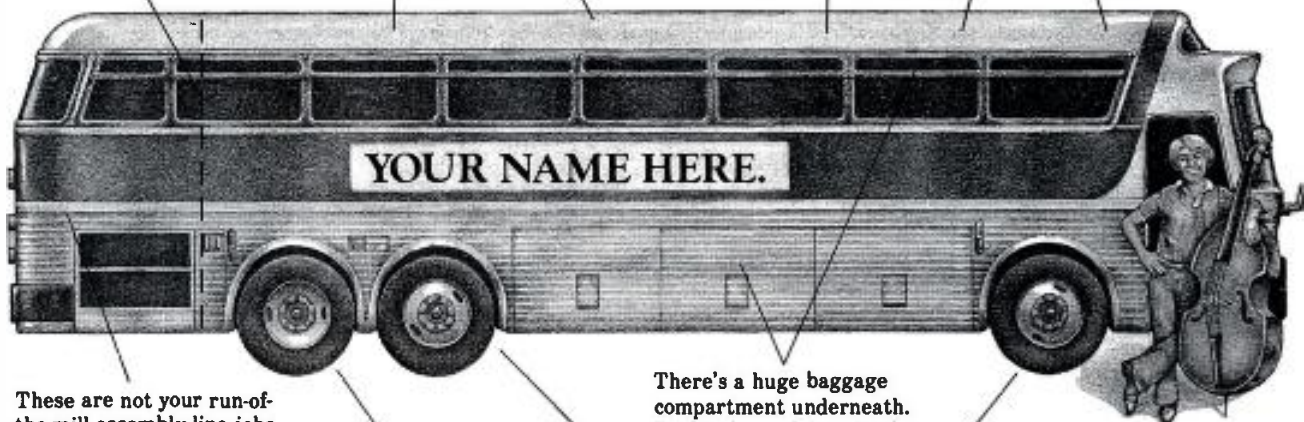
It's easy to add a snack bar or galley. Or convert it into a mobile newsroom, a deluxe motor home for eyewitness news crews, or whatever suits your particular needs.

Air conditioning? Of course!

Service? This is where we really whip up on the competition. Ask somebody who owns a domestic bus how impossible it is to get good service. Bonus: we have a multimillion-dollar parts inventory, and service is available all across the country.

Very attractive financing is available—2 percent above prime rate, 25 percent down, up to 48 months' term.

How do you want it painted? Wild 'n crazy? Ultraconservative? Or anywhere in between?



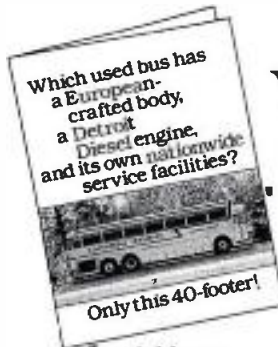
These are not your run-of-the-mill assembly-line jobs. The body was carefully handcrafted in Europe—something like expensive luxury automobiles. And the engine is the famous Detroit Diesel 8V-71N.

They're road-ready and ready to roll. And the past service record is yours for the asking. New radial tires are available.

There's a huge baggage compartment underneath. Racks above the seats give you additional storage space.

Torsion bar suspension gives you a smoother, more comfortable ride. There's little or no maintenance and no air leaks.

If the spacious coach can carry this fiddler, plus 45 more riders, it's probably just what you need for station promotions and news coverage crews.



You bet I'm interested in this coach. Rush me your brochure.

Name _____

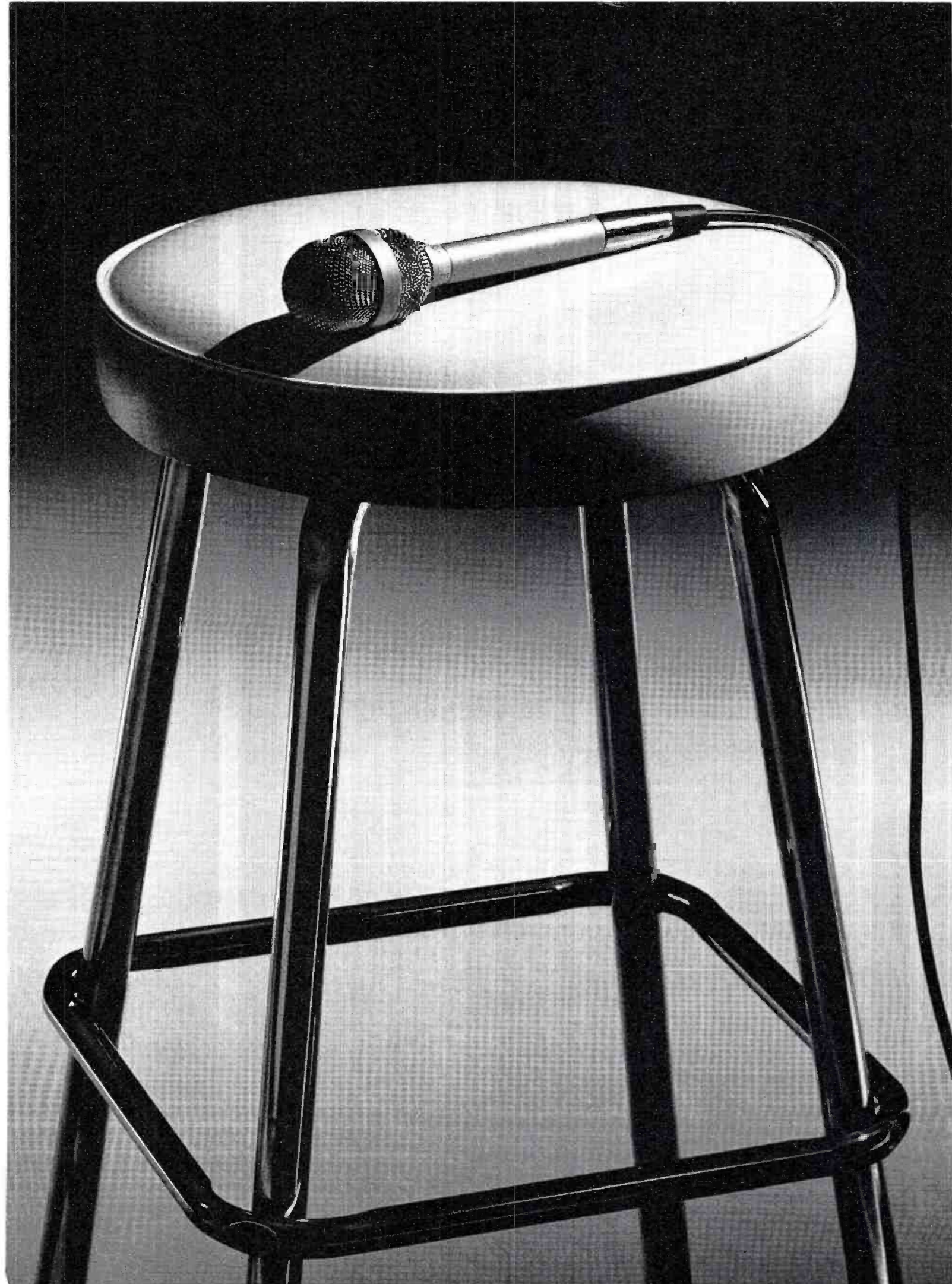
Firm/Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Mail to: Mr. F. A. Millet, 315 Continental Avenue, Dallas, Texas 75207.
Or call collect (214) 655-7840.



We made Jerry Lewis cry.

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

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

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

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

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

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

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

STORER

STORER BROADCASTING COMPANY

We asked Americans:

'Can We Have A Cleaner Environment-And Enough Energy?'

Because Union Carbide depends on reliable supplies of energy, national environmental policies which restrict energy supplies have a direct impact on our business. Since public attitudes help shape national policies, we commissioned a survey which included this question:

"Do you feel that steps being taken to protect the environment are major contributors to today's energy supply problems, or would you say this is not the case?"

Major contributors	39%
Not the case	50%
Don't know	11%

Source: Survey conducted for Union Carbide by Roger Seasonwein Associates, Inc. May 1979 national probability sample, by telephone, of 1,000 adults.

Americans are divided on the impact of environmental policy on energy supply.

While 50 percent of the American public doesn't see a serious connection between environmental policies and energy supply, fully 39 percent does see environmental policies as a major reason for the nation's energy supply problems. This finding suggests that Americans may be ready to consider proposals for a better balance between energy and environmental objectives than we've had in the past.

Energy and environmental policies are now formulated independently.

The growing scope and complexity of legislation in recent years has increased immensely the responsibilities of government agencies charged with implementing energy and environmental laws. Because these agencies have broad discretion to interpret and enforce the separate mandates Congress has given them, their policy approaches have lacked coordination, frequently resulting in conflicting directives to the private sector and inefficient use of scarce resources:

- President Carter recently called for a 50 percent reduction in oil use by the nation's electric utilities by 1990. Yet an analysis of the impact of new air quality regulations conducted by National Economic Research Associates, Inc. indicates that these regulations will displace the use of coal and *increase* utilities' oil consumption by up to 530 million barrels a year by 1990—as much as 100 percent *more* oil than utilities would have used under earlier, but still stringent air quality regulations.
- An industrial-scale, coal-fired boiler, complete with its coal yards, unloading facilities and environmental protection equipment costs about five times more to build than an oil-fired boiler of the same scale. Union Carbide analyses show that environmental protection costs are typically about 50 percent of the cost of installing a coal-fired boiler.
- Lighter, more fuel-efficient automobiles will reduce demand for gasoline; building such cars requires plastics. But to comply with automobile emissions standards, many of the feedstocks from which these plastics are made are being substituted for lead in gasoline. In effect, our current automobile environmental regulations are forcing us to use a scarce energy resource as a temporary "fix" thereby inhibiting a sounder, longer-term solution.

Difficult choices lie ahead.

America can no longer afford to make energy and environmental policies independently. Difficult decisions have to be made regarding air and water quality, land use, health protection and other aspects of the nation's physical and economic environment to deliver the energy we need and the environmental quality we want.

Recently, several preliminary steps have been taken to help resolve conflicts in policies affecting energy and the environment:

- Within the Executive Branch, a Regulatory Council has been established in an attempt to coordinate regulations issued by different agencies.
- A National Commission on Air Quality has been appointed to study the 1977 amendments to the Clean Air Act and to recommend appropriate modifications, if any, to Congress. One focal point of the Commission's activities will be energy-related industries, particularly those using coal.
- President Carter recently proposed an "Energy Mobilization Board" to expedite environmental permitting for such critical energy projects as refineries and pipelines.

These steps all deserve support, but we should realize that they are procedural, not substantive. *Neither the President nor most Americans have faced up to the environmental implications of meeting our national energy objectives.* The proof of the effectiveness of these new steps will be their ability to deliver real results—enough energy at acceptable environmental costs.

This advertisement is part of a continuing series on public opinion and national concerns.

For more information, write for a complimentary copy of the national survey, "Public Attitudes on Energy." Address: Energy, Union Carbide Corporation, Box H-20, 270 Park Avenue, New York, New York 10017.



Sept. 25-28—Annual meeting and election of new officers of *Public Radio in Mid-America*. Inns of Mackinac, Mackinac Island, Mich. Information: Ted Eldredge, KBIA(FM), 409 Jesse Hall, Columbia, Mo. 65211; (314) 882-3431.

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. 26-28—Fall meeting, *Indiana Broadcasters Association*. Merrillville Holiday Inn.

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. 1—Postmark deadline for entries in *Fiscal Policy Council's* Martin R. Gainsbrugh Awards for excellence in economic news broadcasting. Information: (305) 845-6065.

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. 3—*Association of National Advertisers* cooperative advertising workshop. St. Regis-Sheraton hotel,

New York.

Oct. 3-5—*National Broadcast Association for Community Affairs* annual conference. Century Plaza hotel, Los Angeles. Information: Howard Sturm, KNBC(TV) Los Angeles, (213) 845-7000.

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—Fall conference, *Florida Association of Broadcasters* Thunderbird, Jacksonville.

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. 6-9—*North Carolina Association of Broadcasters* fall meeting. Asheville, N.C.

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

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

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

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

Oct. 11-14—*American Film Institute* National Conference on Film and Television. Sheraton Universal hotel, Universal City, Calif.

Oct. 12-14—Third annual *National Student Broadcasters* convention sponsored by University of Massa-

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The Professional

Dennis Vohar Is Looking For Trouble

Denny's career as an engineering technician and troubleshooter began at WMBA-AM in Ambridge, Pennsylvania. In addition to tape editing, installing and maintaining equipment, he announced the weekend WMBA Morning Show. At KDKA-AM-FM in Pittsburgh, Denny assembled shows and engineered Pirate baseball games.

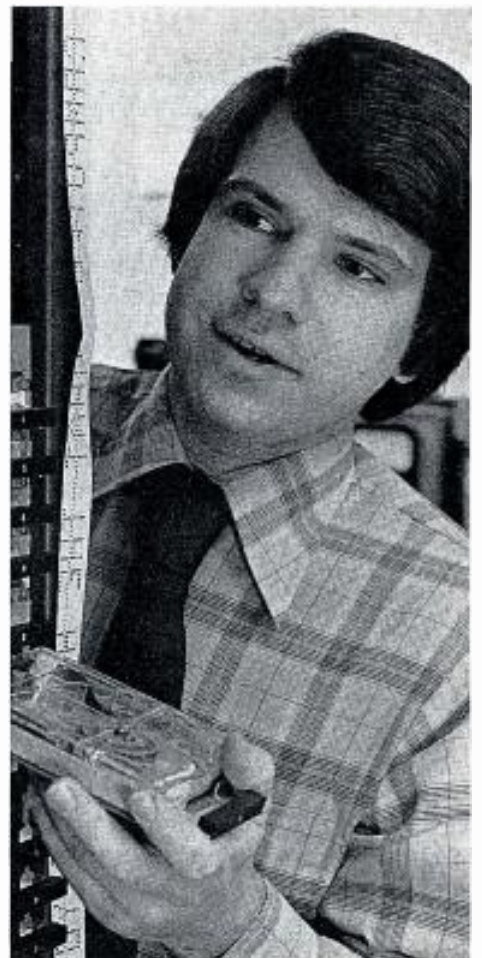
Later, as Chief Engineer at WAMO-AM-FM, Denny was in charge of studio and transmitter maintenance for both AM and FM stations. Since 1977, he's been maintaining our audio broadcasting equipment. We like that. We're like Dennis Vohar.

Professional.

AP Radio

Associated Press

Radio Network (212) 262-4011



chusetts' WUMB. Boston Park Plaza hotel. Information: Patricia Monteith, (617) 282-2074.

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. 14-16—Second national conference of "action line" journalists, sponsored by *Action Line Reporters Association*. Key Bridge Marriott motel, Arlington, Va.

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

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

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

Oct. 15-16—Annual convention and exhibit, *Common Carrier Association for Telecommunications*. Sheraton Inn Washington-Northeast.

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

Oct. 15-17—*CBS Radio Spot Sales* seminar at Montauk Yacht Club, Montauk, Long Island, New York.

Oct. 17—*Association of National Advertisers* corporate advertising workshop. Plaza hotel, New York.

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

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

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

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

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

Oct. 21-22—Fall convention, *Kentucky CATV Asso-*

ciation. Hyatt Regency, Lexington.

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

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

Oct. 23—*Association of National Advertisers* promotion/merchandising workshop. St. Regis-Sheraton hotel, New York.

Oct. 24—*Connecticut Broadcasters Association* annual meeting and convention. Hotel Sonesta, Hartford.

Oct. 24-25—*Ohio Association of Broadcasters* fall convention. Columbus Hilton, Columbus, Ohio.

Oct. 24-26—*Kentucky Broadcasters Association* fall convention. Speaker: Senator Barry Goldwater (R-Ariz.). Hyatt Regency, Lexington.

Oct. 25-26—*National Association of Broadcasters* Broadcast Leadership Conference, NAB headquarters, Washington.

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

Oct. 26-27—*Broadcasters Promotion Association* board meeting, Waldorf-Astoria hotel, New York.

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

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

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

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

November

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

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

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

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

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

Open Mike®

All in the head

EDITOR: I am reading disturbing news in "Closed Circuit" of BROADCASTING [Aug. 6] to the effect that James H. Quello at 65 years of age is not sure whether he will seek reappointment to the FCC.

In the opinion of experts, retirement is really a killer. Most people retire, sit in an armchair, smoke a pipe and in a year or two, they are gone. Medical experts tell me exercise of the brain is as important as physical exercise, and without this, one doesn't last long.

I am 82 years old, and I believe am the oldest commercial broadcaster in America, having started in 1924. I am the chief executive officer of this company and very active.

What Commissioner Quello may do, of course, is none of my business, but I would urge him to give consideration to what I have said and continue on the FCC

as the dedicated public servant he is, for many years to come.—*Stanley E. Hubbard, chairman of the board, Hubbard Broadcasting, Saint Paul, Minn.*

Staying put

EDITOR: Your "Closed Circuit" item [Aug. 13] about somebody's "educated guess" that NPR will need a new president if Senator Edward Kennedy yields to a draft by the Democratic Party is harmless enough as political speculation, but potentially damaging and destabilizing to public radio at a time when the competition for CPB funds between public radio and public television is intense.

I have no plans to leave NPR and am "slated" (as your wordsmith put it) only to continue to try to get radio a fair share of the public broadcasting dollar.—*Frank Mankiewicz, president, National Public Radio, Washington.*

If the 'Shoe' fits ...



EDITOR: I am enclosing the 8/30/79 "Shoe" cartoon drawn by Pulitzer prize winner Jeff MacNelly. We thought it might

amuse and/or enlighten your readers.—*Jane L. Metzke, Jefferson Communications Inc., Vienna, Va.*

Inflation!

A word on everybody's mind. But, it is foolhardy for any broadcaster to react by curtailing his news budget during a time when the audience is, more than ever, deeply dependent on the news provided by electronic media.

Today, it is essential to build your broadcast facility into a strong Number One position in your market. As ad dollars slack off in many areas of the country, the Number One stations will continue to get the prime share of spendable dollars; so it makes good economic sense to become and to stay Number One. This is even more true in smaller markets than in the top fifty.

We can help you determine how to become Number One and stay that way. Please call us today for a no-obligation presentation.

M&H

McHUGH AND HOFFMAN, INC.

THE FIRST IN
COMMUNICATIONS CONSULTING

3970 Chain Bridge Road

Fairfax, Virginia 22030

(703) 691-0700

SIDNEY GUBER
May 21, 1929—August 12, 1979

The broadcast industry has lost a friend.

Sidney enjoyed the fellowship of broadcasting. Sidney always had a cheerful word and kind smile for all of us. He gave of himself unselfishly to our industry.

The broadcast industry has changed drastically since Sidney began, but we should not forget that we are an industry of gentlemen and Sidney was, above all else, a gentleman.

For those of us who mourn his passing, we should not grieve. Sidney is now with the angels. Sidney has by now organized and licensed the celestial choir. He has already booked (for those broadcasters who have gone before and those who will be arriving) next year's convention at the Heavenly Hilton.

Sidney, we will miss you.

All Your Friends

e & c & o

Monday Memo®

A broadcast advertising commentary from Roy E. Boutillier, VP-director of marketing, Gimbel's Midwest, Milwaukee

Gimbel's Midwest has changed—and it's sold on broadcasting

In Milwaukee, Gimbel's is a tradition. A Milwaukee institution since 1887, Gimbel's came to the city from Vincennes, Ind., where the department store was started in 1842. Quickly, Gimbel's became the leading retailer in Milwaukee, and it continues in that position to the present.

Although Milwaukee is very tradition-oriented, it doesn't suggest that any retailer can rest on its reputation. And Gimbel's hasn't.

The physical changes alone at Gimbel's Midwest in the past several years make this apparent. All 11 units in the area have been renovated. Three key stores—Mayfair and Northridge in Milwaukee, and Southridge in Greendale—were stripped to the perimeter walls and completely overhauled. Space allocations were revamped with some areas such as fashion more than doubled in size. Merchandise in all departments was upgraded and fresh interpretations were given to traditional departments.

Gimbel's "positioning" or market stance in the consumer's eye also underwent a major change. We had the space, the environment and the right kinds of merchandise and repositioning came on top of all this and was the most exciting.

We always have had broad appeal and we still intend to service our traditional customer, but you can't be all things to all people. We decided to concentrate on attracting a younger, more adventuresome customer, 18 to 35 years old. From this the Habitat concept evolved.

In a highly developed basic housewares operation, Habitat brought together gifts, housewares and gourmet items oriented to younger people interested in food preparation, entertaining and accessories for the home. Basic cookware, glassware, casual china, gourmet cookware, wood baskets, pottery, paper products, food and anything involving the environment of the home were each set in an esthetically appealing background of natural wood, stucco, chrome or glass. We had determined there was a need for this concept to fill a void in our market.

Subsequently, a promotion entity was created to emphasize individual product classifications that are merchandised as a unit for dramatic impact under the Habitat identification. A distinctive logo was developed for Habitat, designed to register not only for the particular areas, but also for the stores as a whole. This logo was incorporated in signs, shopping bags, wrapping paper and advertising.



Roy E. Boutillier, vice president and director of marketing, Gimbel's Midwest, Milwaukee, has been in the retail field for 23 years. He joined Gimbel's Midwest four years ago and is responsible for directing its sales promotion division, which includes broadcast, special events, newspaper, direct mail and visual merchandising. From 1968 to 1976 he was with Foley's in Houston as advertising director and publicity director. Earlier, Boutillier had been with John Wanamaker in Philadelphia from 1956 to 1968 as art director, advertising manager and creative director.

We put together a media mix package of newspaper, radio and television, and all were coordinated to stress the Habitat theme. The key, however, was television. Television enabled us to show the exact Habitat environment and helped us establish the personality of the stores, a distinct advantage over other media. And it allowed us to reinforce the mating of Habitat and Gimbel's, making them equally and instantly identifiable. This was a vital part of our positioning concept.

A special events program also was initiated when the Habitat areas opened in the stores, including guest appearances, cooking demonstrations by famous chefs and cooking classes. Among the celebrities appearing was Bette Davis who participated in our two-week salute to Hollywood, "Oh Those Fabulous Flicks," and who attracted some 15,000 people to a single event with extensive broadcast and press coverage locally.

Vendor support was enthusiastic. In addition to commercials stressing Gimbel's

and the positioning for departmental and storewide events, vendor involvement on television took different forms. In some situations, vendor advertising was "Gimbelized" in a kind of doughnut, with an open and close promoting Habitat and the stores, while in other instances, packages were put together for major departments and sold to vendors on a co-op basis. Generally 30 seconds, the spots run in a two-to-three-week period, with about 25 to 30 spots per week.

Launched in February 1978, Habitat has been a major success. We can see in our day-in and day-out business that we're giving customers what they want. It carries over into other areas of the business.

When the renovation of the Mayfair, Northridge and Southridge stores was completed in October, the change in their environment was promoted heavily. We went into a new theme—"We know what you like"—and all-new music was used on radio and television. The result: Sales volume increased far more than anticipated. The Habitat concept is an exploding area in terms of growth and volume.

For Gimbel's Midwest, media mix is a more recent innovation. Newspapers traditionally have been the dominant medium, and only five years ago 86% of all promotion spending was in newspapers with most of the rest in direct mail—and very little broadcasting. In 1978, newspaper spending was about 65% of the promotion budget, direct mail 18% and broadcast 17%. Now used throughout the year, broadcast advertising last year, including vendor support, approached \$1 million, the largest part of which was in television.

(Measured media expenditures reported by Broadcast Advertisers Reports, according to the Television Bureau of Advertising, show Gimbel's Midwest television investments of \$737,000 in 1978.)

Gimbel's Midwest is committed to television to strengthen and increase our share of market. It already has brought us new customer awareness and created an ambiance that other media cannot achieve.

Fresh and timely events continue to be an important part of Gimbel's Midwest promotion plans in 1979. The *Edward the King* television series, for example, was utilized in a variety of ways. In addition to television advertising adjacencies to the show, Gimbel's contributed to the United Performing Arts Fund Drive in May, donating the proceeds from a store event featuring costumes from a program promoting English products—food, Waterford crystal, woolsens and the like.

We want to entertain our customers. The store down the street or at the other end of the mall may have the same merchandise as we do, so we've got to do a better job in every way.



EASTMAN RADIO

proudly announces
its appointment
as national sales rep

WJR AM & FM Detroit

Capital Cities Communications Stations



FACT!

Nobody can match the ...

Spotmaster®

3000 SERIES

Tape Cartridge Machines

The cart machines with features competitors' models can't match. . .

FEATURES

	SPOTMASTER 3000 SERIES	ITC RP SERIES	HARRIS CRIT. 90
Nortronics® Duracore™ Heads	YES	YES	No
Auto/Manual Fast Forward Option	YES	YES	No
Low-Voltage Current Regulated Solenoid	YES	No	No
Models for 1/3 and 1/2 Rack Widths	YES	No	No
Independent Azimuth Adjustment	YES	No	No
Cartridge Brand Interchangeability	YES	No	No
Headphone Jack for Maintenance	YES	No	No
Wider Record Input Range	-24 to +20	-20 to 0	-20 to +18
Solid State Switching Logic	YES	No	No
Microphone Input Option	YES	No	No



Model 3100 Slim Line—the space saver for A size cartridges. Available in mono and stereo playback.



Model 3300 Standard—for A, B and C cartridges. Available in mono and stereo, record/playback and playback only.



Model 3200 Compact—for A and B cartridges. Available in mono and stereo, record/playback and playback only.

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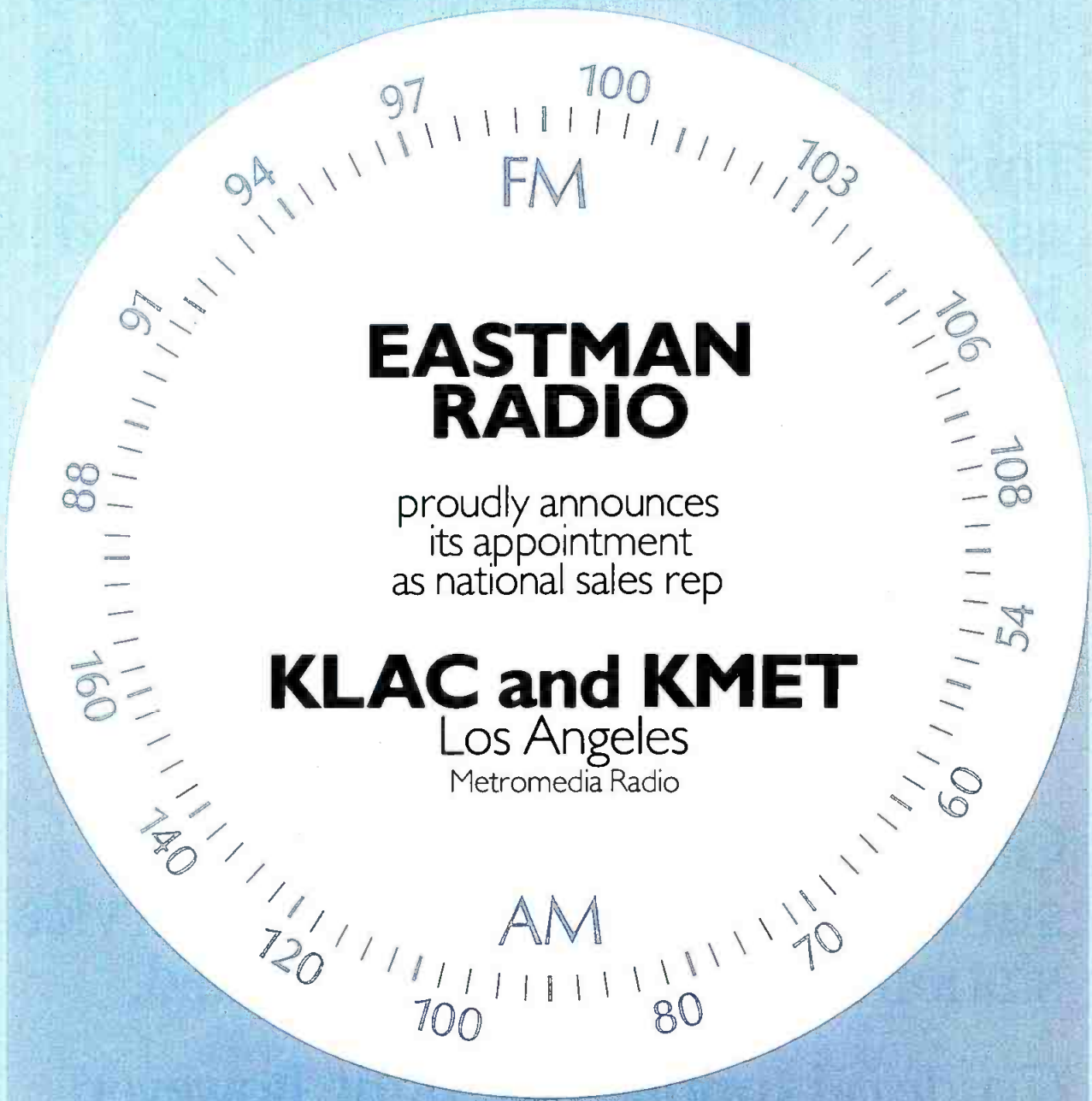
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Gasoline use is down so far this summer compared to last year. Service station lines have now diminished.

Crude oil supplies are tight, however, and an increase in driving could cause lines to reappear.



TOP OF THE WEEK

Price tags for stations on a skyrocket

It's a seller's market as demand far outpaces supply, especially in the bigger markets, where established owners are sitting tight

Like the prices of everything else, those of broadcasting stations in the contemporary market are going through the roof, if not through the warning lights on top of those high-rising television towers. "Exorbitant," "outrageous," "fantastic" are the most common adjectives heard when recent station trading is discussed.

Even those words are losing their meaning as the scale of values continues to change. In all seriousness, Joseph Sitrick of the Blackburn & Co. brokerage firm observed last week that stations are moving as long as the price is merely exorbitant. It's when sellers' appraisals reach the outrageous stage that stations sit on the market.

Whatever the descriptive word, it cannot be denied that prices are high, as witness these recent transactions: WLW(AM)-WLWS(FM) Cincinnati at \$17 million, an 86% gain on the price the seller paid barely three years ago; KOVR(TV) Sacramento, Calif., in the 24th TV market, at \$65 million; KFSM-TV Fort Smith, Ark., the 162d ADI, at \$17.5 million.

Is a ceiling in sight? No broker quite says so, but some detect signs of a leveling off. Broker Ed Tornberg noted that as with all business cycles, broadcasting prices go through new formulas of multiples in inflationary periods until hitting a plateau.

Where are we now? The figures most commonly cited are 10 times cash flow for the price of a television station, seven times cash flow for an AM station. Broker Ted Hepburn stresses that radio sales, however, are often computed on the basis of a multiple of gross revenue, not profits, with twice the gross being the average.

All brokers emphasize that these multiples can only be the most general guidelines. The potential of the station also counts: Is it currently an "underachiever" that aggressive management could turn around? Does the deal also involve liquid assets? Is there valuable real estate included in the purchase price?

FM radio is considered a different story altogether. Ted Hepburn says a "mature, free-standing FM in a good growth market—Atlanta not Milwaukee"—should pull 10 times cash flow. It should, of

course, have a four-to-five-year record of audience and revenue growth. Clyde Haehnle of R. C. Crisler Co. sees a tremendous interest in FM stations as opposed to AM. He sees FM revenue growth pegged at 30% compared with 6% or 7% for AM, and he predicts that by 1982-83 FM revenues will equal or surpass those of AM. To use Joe Sitrick's phrase, FM's potential has pushed its prices "out the window."

Sitrick says he doesn't consider "out the window" prices justified, and has turned down the opportunity to broker some deals where he felt the asking price was unrealistic. But, he notes, he takes a conservative view of prices, and the experience of the past several years has proved him wrong in instances where he thought too much was being asked for a given property.

As in any other business situation, the influence of supply and demand is felt in broadcasting deals. The general perception is that there is a shortage of stations on the market relative to demand, which inexorably escalates prices.

Broker Dick Shaheen, looking principally at television, sees several factors at work. In the past, there was a certain amount of turnover, with owners looking to trade up to larger stations. Now, however, with increasing levels of group ownership, the possibility of acquiring something "better" is evaporating, and owners are holding on to what they have.

RCA, CIT to merge; p.28

Howard Stark stresses that the publicly held companies in broadcasting are interested in stations in the largest markets, and with the number of individual owners dropping, and nobody interested in "trading down," there has to be a drying up of station availabilities.

Clyde Haehnle speaks of a different balance on the supply side of radio, with many more stations on the market in the last 60 days. He thinks some owners, having quadrupled their investments, may be wanting to take advantage of today's high prices, in anticipation of a downturn. However, Haehnle has not yet seen any evidence of slippage in the multiple being paid for stations to this point.

One reason may be a change Haehnle sees on the demand side. There are, he says, 25 times as many buyers as sellers, many willing to pay high prices to enter broadcasting. He's seen high-income doctors and entrepreneurs who've generated cash through such things as fast-food chains looking to put their money in broadcasting.

Shaheen, in a thought disputed by some other brokers, thinks there are good tax-shelter possibilities in smaller properties. In any event, he says, there's simply a lot of money available now for broadcast acquisitions.

On that score, Shaheen believes there

A sampler of 'Changing Hands'. Here are a few of the larger station transactions reported so far this year (dates are those of the BROADCASTING issues in which sales were reported): **KBPI(FM) Denver** by Progressive Broadcasters to Sandusky Newspapers for **\$6.7 million** (Jan. 15). □ **KFSM-TV Fort Smith, Ark.**, by Buford Television to New York Times Co. for **\$17.5 million** (Jan. 22). □ **KSHO-TV Las Vegas** by Channel 13 of Las Vegas to The (Milwaukee) Journal Co. for **\$13.5 million** (Feb. 19). □ **WGBS(AM)-WLYF(FM) Miami** by Storer Broadcasting Co. to Jefferson-Pilot for **\$12.5 million** (Feb. 26). □ **WHN(AM) New York** by Storer Broadcasting Co. to Mutual Broadcasting System for **\$14 million** (March 5). □ **WIOQ(FM) Philadelphia** by Que Broadcasting Co. to Outlet Co. for **\$6,425,000** (March 5). □ **KODA-FM Houston** by (Paul) Taft Broadcasting Corp. to Westinghouse Broadcasting Co. for **\$5 million** (April 30). □ **WBFF(TV) Baltimore** (ch. 45) by Chesapeake Television Inc. to Larry Israel and Steven Kumble for **\$16.5 million** (June 18). □ **KOVR(TV) Sacramento (Stockton), Calif.**, by McClatchy Newspapers to Outlet Co. for **\$65 million** (July 9). □ **WLW(AM) Cincinnati-WLWS(FM) Hamilton, Ohio (Cincinnati)** by Queen City Communications to Mariner Communications for **\$17 million** (July 9).

High prices aren't confined to the bigger markets. Here are a few of the more conspicuous figures paid in less conspicuous places: **WHIS-TV Bluefield, W. Va.**, by Daily Telegraph Printing Co. to Quincy Newspapers for **\$8 million** (Jan. 15). □ **WHHR(FM) Hilton Head Island, S.C.**, by Hilton Head Radio Corp. to Cordem Inc. for **\$1,190,000** (Feb. 19). □ **KIIQ-AM-FM Manitou Springs, Colo.**, by Mountain States Broadcasting Corp. to Wiskes/Abaris Communications for **\$1,817,500** (March 26). □ **WFOG-AM-FM Suffolk, Va.**, by Smiles of Tidewater Inc. to McCormick Broadcasting for **\$2.4 million** (April 23). □ **KEED(AM) Eugene, Ore.**, by Century Pacific Inc. to Community Pacific Broadcasting Corp. for **\$1,131,000** (April 23). □ **KFVS-TV Cape Girardeau, Mo.**, by Hirsch Broadcasting Co. to American Family Life for **\$22,235,984** (April 30).

has been a turnaround in recent years, with financial companies now anxious to advance money for broadcasting, having come to a realization that "we make money and pay our bills."

The influence of a good broadcasting business picture on prices was also cited by Howard Stark as an upward impetus to prices. Higher prices are being generated, even using old multiples, simply because revenues are growing. More advertisers are entering the broadcast marketplace, and local sales, a real source of station profitability, are accounting for a higher percentage of a station's business.

Some insights emerge in examining the brokers' analyses of specific trades. Take the KFSM-TV Fort Smith deal. "Yeah, that's high" was a typical broker reaction. But then they begin to point to factors placing the \$17.5-million price tag in the real world.

Perhaps the most important consideration is that the station is the only VHF facility in a market with a significantly higher growth rate than the rest of the country, giving the station increased future revenue potential. "Unless the economy falls out of bed," Howard Stark believes time will make the premium price worth while.

There are, of course, limits. The \$15 million tag that James Gabbert has put on his San Francisco FM (see page 41) is generally felt by the brokers to be a very stiff price indeed. Joe Sitrick says that although the price may follow the typical curve on a cash flow basis, the market in that city has

And here's another. Standard Communications Inc. would acquire Kansas State Network Inc. in a cash and stock deal valued at approximately \$62.9 million under an agreement in principle announced last week. In effect the buyer in the complicated transaction would be the George C. Hatch family, which has extensive radio and television station interests. The arrangement was described as follows:

Telecommunications Inc., Denver-based cable system owner, owns 24% of Kansas State Network. The Hatch family, which owns over 15% of Telecommunications, would exchange a substantial but unspecified portion of that interest for Telecommunications's 24% in Kansas State Network. Then, through Standard Communications Inc., a subsidiary of the Hatches' Standard Corp., the family would make a tender offer for the remaining 76% of Kansas State Network stock at \$33.50 a share. There are approximately 1,879,000 KSN shares outstanding. At \$33.50, the 76% would have a value of about \$47.8 million. If the Telecommunications stock to be exchanged for 24% of KSN also had a per-share value of \$33.50, that portion would represent about \$15.1 million, giving the entire deal a value of about \$62.9 million.

Kansas State Network owns KARD-TV Wichita and three satellites; KARD(FM) Wichita, KTVJ(TV) Joplin, Mo., and refrigerated warehouses in the Midwest. A few months ago, KSN agreed to sell its cable division to Multimedia Inc. for \$11 million (BROADCASTING, June 18). Telecommunications Inc. acquired its 24% interest in KSN earlier this year. It acquired about 23% from Heritage Communications Inc. for approximately \$23 a share, or about \$9.9 million, and added the other 1% through purchases on the open market. The Standard company through which the Hatch family would acquire KSN owns KUTV(TV) Salt Lake City and a newspaper in Ogden, Utah.

The KSN transaction is subject to approval by KSN's board and shareholders and to the execution of a definitive agreement, as well as to approval by the FCC. Howard E. Stark, media broker, was consultant to the Hatch family and Standard on certain aspects of the package.

peaked for FM: It's simply too crowded and developed to allow the potential that is the basis for the high FM multiple in the first place.

Another price that some perceive as unrealistic is the \$17 million for the Cincinnati AM-FM. Still, says Ed Tornberg, the last time the stations were sold (for

about \$9 million in separate deals a year apart) that price was called unreasonable. Another observation by Tornberg may serve to summarize the brokerage view. With 25 years in the business, Tornberg has found that every year critics have said prices couldn't go any higher, only to be proved wrong when prices went up again.

In Brief

FCC, on 5-1 vote late Friday, **denied Washington Association for Television and Children's petition to stay** Thursday decision granting Taft Broadcasting waiver of top-50-market policy and acquisition of WOCA-TV Washington (story, page 25). Commissioner Tyrone Brown did not participate in Friday vote; Commissioner Joseph Fogarty dissented. Chairman Charles Ferris issued concurring statement to effect that since commission has not adopted final order in case, there is no action that is subject to stay.

Burke Broadcast Research, which plans to drop its syndicated radio ratings service unless it can enlist "enough" additional broadcaster support by Sept. 14 (BROADCASTING, Aug. 6), announced Friday that **all 13 Metromedia radio stations** had signed up. Officials said these wouldn't be "enough"—which they haven't defined in dollar terms—but represented good beginning. They also said Leo Burnett Co. and BBDO had both agreed to use Burke data in their radio buying.

Storer Broadcasting finance and planning committee has recommended **two-for-one stock split**. Special meeting of board is set for Sept. 5; if split is approved, special stockholder meeting will be held Nov. 2 to vote on increase, from current 5.2 million shares. Committee also proposed upping number of authorized shares of Storer common from eight million to 20 million.

Pulitzer formally became parent of ch. 8 **WGAL-TV** Lancaster, Pa., and ch. 6 **WTEV-TV** New Bedford, Mass. (Providence) with **signing of contracts** in New York last Wednesday. Transaction, in which Pulitzer paid \$45 million, gives *St. Louis Post Dispatch* owners fourth and fifth TV outlets. FCC approved transaction nearly year ago; formal transfer took place as last pending complaint expired.

Is American Express running deceptive television commercials for its Travelers Checks?

If you watch television, you probably have seen the commercials. A traveling couple lose their travelers checks. They announce this fact to a train conductor or an airline stewardess, and quickly learn that because their travelers checks were not American Express, they cannot be helped.

The implication is clear: travelers will have trouble getting a refund for any travelers checks other than American Express... or indeed, any refund at all.

Yes, American Express is running deceptive television commercials for its travelers checks.

The fact is that all major travelers checks provide a refund when their checks are lost or stolen. First National City Travelers Checks, for example, offers quick, courteous refunds at every one of its thousands of refund locations around the world.

American Express, of course, knows this. The question, then, is why did they choose to mislead and irresponsible TV commercials?

number of responsible groups.

First, they hurt the entire travelers checks industry, of which we at First National City are a part, by leaving the false impression that all other travelers checks have inadequate or deficient refund systems.

Second, they hurt the banks and other institutions that sell travelers checks by undermining belief in the reliability of the checks they might recommend to their customers.

Third, they hurt travelers by instilling in them the fear that if they lose any travelers checks other than American Express their trip or vacation will be ruined.

And fourth, they hurt every company or corporation that advertises on television by planting doubts in the minds of viewers as to the truthfulness of all advertising they see and hear on their TV.

For all of the above reasons, we believe that the misleading and irresponsible TV commercials being run by American Express are

First National City Travelers Checks charged competitor, American Express, with **deceptive advertising in full-page ads** last Wednesday in *New York Times*, *Washington Post* and Eastern edition of *Wall Street Journal*. First National said American Express's TV ads make "clear implication" that "travelers will have trouble getting a refund for any travelers checks other than American Express... or indeed, any refund at all." American Express is largest consumer advertiser in check field, spending about \$8.5 million, most in TV. On Thursday, American Express official said that although company feels TV spots are most misleading, it has decided to **add line at end of ads**: "Of course, other travelers check issuers make refunds also." New ending should be ready in three-four weeks. First National was not mollified and is pressing complaint with National Advertising Division.

FCC stays on course, but just barely, with top-50 policy; grants waiver for Taft buy of WDCA-TV

Vote is 4-3; majority says case is not strong enough to make it first instance rule is invoked; citizen group may go to court

The FCC has granted Taft Broadcasting a waiver of the commission's top-50-market policy, allowing Taft to acquire UHF WDCA-TV Washington. Moments after the four-to-three decision last Thursday, Taft closed the deal with Channel 20 Inc., current licensee of WDCA-TV. The price was \$15.5 million.

The decision was reached last Thursday after a two-hour exchange, often heated, among the six commissioners sitting in Washington. The seriousness of the division in the present membership of the FCC was emphasized when the seventh commissioner, Robert E. Lee, vacationing in Thala, West Germany, was hooked into the meeting by conference telephone call. His vote for the waiver broke what would otherwise have been a deadlock.

The action on the Taft acquisition may be a foretaste of what is to come when the commission reaches the decision stage on a rulemaking now in progress to determine

the future of the top-50 policy.

The grant of the waiver to Taft is still clouded, however, by the likelihood of a court appeal by Washington Association for Television and Children, which requested on Friday but was denied an "emergency" stay of the waiver grant (see "In Brief," page 24). WATCH has contested Taft's application all along on the ground that Taft has not proposed enough instructional and educational children's programming in its application for the station.

In granting Taft's application, the commission went against the staff's recommendation to seek additional programming information. The staff had originally recommended grant of the waiver, saying that Taft's public interest showing was "sufficient if not more" than precedents set in previous requests for waiver of the top-50 policy, which states that a company may not acquire more than four television stations, or more than three VHF's, in the 50 largest markets without a showing that the benefits to the public interest by the acquisition would outweigh the loss of diversity in ownership. However, in an Aug. 1 meeting, the commission asked the staff to review Taft's application and seek additional programming information. Taft subsequently presented amendments to its application, providing for advisory committees on children's programming, minorities and women, and for dismissal of its subscription television application for WDCA-TV, which it said would make way for a

minority-owned STV application for un-built channel 50 Washington.

The staff, in its new recommendation to deny the waiver, said that Taft did not specify how these proposals would add to educational programming for children.

The discussion at last week's commission meeting centered as much on Taft's application for exemption of the top-50 policy as on the validity of the policy itself—which has not been implemented in its 11-year existence.

Commissioner Joseph Fogarty, who called the case "the most difficult one called before the commission" since he's been there, said that he has always been critical of the commission for not implementing the policy. "This is the first time that a proposed waiver has been contested—and contested hotly," he said. Fogarty added that if the waiver were granted, and if it were appealed in court, he believed the court would not sustain the waiver. "WATCH will prevail in the court of appeals," Commissioner Fogarty concluded.

Commissioner Tyrone Brown felt that "the commission has devitalized the policy by requiring less and less of a showing . . . a gradual deterioration of the policy." Chairman Charles Ferris supported the staff's recommendation also, on the ground that the "public is going to lose, rather than gain."

The four commissioners voting for the waiver—Lee, Anne Jones, James Quello and Abbott Washburn—felt that Taft

Flap over White House's proposed restrictions on picture coverage of President Carter's Mississippi riverboat trip ended Friday with broadcast and print journalists getting, as one put it, "pretty much what we wanted." Network sources said that instead of pool camera only, each network news organization would be allowed to provide its own coverage at times and have access to pool coverage at other times. Networks and White House apparently compromised an edict against purchase of pictures from tourists: Representative of one network negotiator said networks would not routinely seek to buy such pictures but could do so if emergency arose. Print newsmen also would be allowed to buy pictures—one of prohibitions that, until eased, had led news services and others to say they wouldn't send photographers.

Joel Chaseman, president of Post-Newsweek Stations, who said earlier in month that broadcast group was considering cable news network ("Closed Circuit," Aug. 13), said last week that those ambitions have been put to rest. He said that *Washington Post* subsidiary felt move would be "untimely diversion of resources."

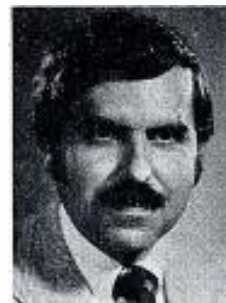
Fourth annual Cable Television Administrative and Marketing Society convention was held last week in Denver, where 350 cable and advertising executives got together to discuss cable and its future as advertising medium. Representatives from Young & Rubicam, J. Walter Thompson, Benton & Bowles, Ted Bates, Ogilvy & Mather and Compton Advertising were among advertisers present. Speakers included G.F. Tyrell, vice president of advertising services of Johnson & Johnson, pioneer cable advertiser; Daniel Shorr, former CBS newsmen, who has signed on Ted Turner's Cable News Network as senior Washington correspondent, and Sylvester Weaver, former NBC president.

Wan Continental Broadcasting has asked FCC to review decision allowing satellite carriage of wan-tv Chicago and other superstations. Wan's comments supported Metromedia petition for review of staff decision allowing ASN Inc., to carry signals of KTTV(TV) Los Angeles (BROADCASTING, July 23).

New York state court of appeals, joins list of courtrooms permitting some form of television coverage on test basis. Panel's chief justice, Lawrence H. Cooke, announced plan, slated for fall, under which single day of oral arguments before court will be taped for WNET-TV New York program about appellate process. Three fixed-position cameras using available light will record proceedings.



Munro



Levin



Nicholas

J. Richard Munro, Time Inc. group vice president-video, elected to newly created post of executive vice president. Gerald M. Levin, chairman and chief executive of Home Box Office, Time's pay-cable subsidiary, named to succeed Munro. N.J. Nicholas Jr., HBO president, takes additional titles of chairman and chief executive, succeeding Levin. In new post, Munro joins Chairman Andrew Heiskell and President James R. Shepley in supervision of Time's five operating groups as well as its financial and administrative areas. He also was named to new operations and fiscal policy office, along with Vice Presidents Ralph P. Davidson and Clifford J. Grum, Chief Financial Officer Richard B. McKeough and Group Vice President-Administration Charles B. Bear.

Lloyd N. Cutler, partner in Wilmer, Cutler & Pickering, Washington law firm prominent in communications practice, named last Friday special counsel to President, effective late next month.

Relatively speaking. In a last-ditch attempt to sway the FCC, WATCH filed with the commission the day before the WDC-TV meeting a memo charging that the "proceeding was not handled in an open, objective manner" in that H. Taft Snowden of the Broadcast Bureau was assigned to the case. Snowden is a distant relative of the current president of Taft. In fact, Snowden had given a deposition of his familial relationship to the company on July 31, before the case was presented to the commission. His "great-great-half-uncle," Charles P. Taft, formed Cincinnati Newspapers, which eventually evolved into Taft. Snowden's great-grandfather, great-grandson to Charles P., moved from Cincinnati to New York, where he founded a law firm; from him Snowden's side of the Taft family descends. Snowden removed himself from the case on Aug. 8 to avoid any inference of bias. His deposition was made part of the case record at last week's meeting.

'Nobody's Perfect': even ABC's schedule

Shaky show is dropped from line-up, replaced by 'Detective School'; 'Angie' goes to Tuesday

And ABC-TV makes three. The number-one network joined its competition last week and announced its first major changes in its fall schedule. The network dropped one new situation comedy from its September line-up, added another and moved to shore up one time block that had previously been cited as especially weak. The alterations were announced a week after CBS-TV and NBC-TV made adjustments in their fall line-ups (BROADCASTING, Aug. 13).

Universal Television's only half-hour situation comedy, *Nobody's Perfect*, which was slated to air Tuesdays at 8:30-9 NYT, has been temporarily shelved. According to an ABC spokesman, initial episodes were perceived by the network's programming executives as having "gone off the track." The story of an eccentric Scotland Yard detective in San Francisco, the program has gone through three name changes.

Replacing the Universal show will be *Detective School*, a summer replacement series that made its network debut Tuesday, July 31, with a 20.4 rating and a 42 share. In its two subsequent outings at 8:30-9 (led-in by *Happy Days*) the new program maintained a 17.7/38 and a 22.1/41. It is produced by Bernie Kukoff and Jeff Harris.

But, having performed well on Tuesday nights, *School* will be shifted to what some preseason analysts had seen as one of ABC's weaker time periods—early Saturday night. The new program will be dropped in the 8:30-9 slot first planned for the returning hit, *Angie*. First introduced as a midseason replacement Thursdays at 8:30-9, *Angie's* exceptional performance (with a season average of 27.1/42, the fifth highest ranked series) was due in large part to an especially powerful lead-in, *Mork and Mindy*. No such lead-in was provided in the announced 1979-80 schedule, and several advertising agency analysts had listed it as a possible casualty in September (BROADCASTING, June 25).

So last week, ABC said it would be moving the Paramount series to Tuesdays in the slot originally set for *Perfect*, immediately following the network's perennial hit, *Happy Days*.

The Saturday shuffle on ABC reflects a slow-boiling but potentially fierce three-way competition that may be developing that night. Preseason projections generally gave the night to NBC but with ABC running an extremely close second. NBC's lead-in program, *CHiPs* (8-9), may suffer from the diminished role of series star Erik Estrada after his Aug. 6 motorcycle accident. CBS will be running its new *Working Stiffs* at 8-8:30 (opposite ABC's *The Ropers*) and the returning *The Bad News Bears* at 8:30-9.

made more than a sufficient public interest showing and that precedent had been set by previous waivers. Commissioner Lee, who was hooked into the meeting by telephone from Germany (for the whole two hours), was "puzzled at the long delay" in the proceeding. Commissioner Quello, who seemed to be Taft's staunchest defender, said "Taft's showing is more than any other I've seen. Why are we switching now? ... this would be a dramatic switch from precedent."

Commissioner Jones also stressed that precedent should not be set with this case, because it "certainly isn't the low point." Commissioner Washburn said the "top-50 policy, while well-intentioned, is ... unrealistic and impractical ... I'm glad we're looking into it." (The staff is currently reviewing comments and replies it has received on a proposed rulemaking on the top-50 policy and should have an analysis for the commission by early November. The rulemaking, initiated last year [BROADCASTING, March 20, 1978], is intended to determine whether the top-50 policy should be retained, modified or discarded.)

regulation rules that would prevent unfair practices affecting commerce. Specific trade regulation rules will come under the microscope, with the children's advertising inquiry the subject of the day's panel discussions.

The Consumer Subcommittee, chaired by Senator Howard Cannon (D-Nev.), set last Wednesday as a deadline for requests to testify during the hearings. According to a staff member, the subcommittee was deluged with requests from individuals and organizations wanting to appear. Included on the list were a number of groups that have been outspoken critics of the commission, and particularly the children's advertising inquiry.

Whether they will get the opportunity to testify, however, is still uncertain, as the final witness list is still being worked out.

All those seeking a forum, however, were not critics of the agency, as a large number of letters received by the subcommittee came from groups offering support for the FTC's actions.

Bailey, 42, is an attorney with the Merit Systems Protection Board. Her term would run only through Sept. 25, 1980—when Dole's tenure would have expired.

According to sources, Bailey, a Republican, is expected to have little trouble with the confirmation process. She is widely respected on Capitol Hill, they say, and appears to have bipartisan support. Her husband is Douglas Bailey of Deardourff & Bailey, political advertising firm.

One task immediately facing Bailey would be to decide—along with Commissioners Paul Rand Dixon and David Clanton—whether to take the recommendation of hearing judge Morton Needelman and designate three items in the children's advertising inquiry for a disputed issues hearing (BROADCASTING, Aug. 6). The commissioners have the option of moving ahead with the inquiry without additional hearings, but most who have followed the proceedings believe that will not happen.

After Needelman made his recommendation to the commission, four groups petitioned him to allow the filing of written comments on his order. The motion was granted, and interested parties were given until Sept. 14 to file comments.



Bailey

FTC gets ready for fall action

With confirmation expected on Bailey nomination, commission will again take up inquiry on children's ads; also upcoming are Senate oversight hearings

The Federal Trade Commission's children's advertising inquiry, the subject of much debate last spring, will again emerge as a topic of conversation early this fall.

With President Carter's official nomination of Patricia P. Bailey to fill the commission seat vacated by Elizabeth Hanford Dole, the rulemaking proceeding, now stalled, will be able to resume. This is contingent, of course, on Bailey's confirmation by the Senate, with hearings expected some time in September.

Also on the schedule for September are four days of oversight hearings by the Senate Commerce Committee, examining in detail the commission's statutory mandate. Among the topics to be scrutinized will be the Magnuson-Moss Act, which gives the FTC power to promulgate trade



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Booster stage. Loosely set up about two years ago, the Satellite Broadcasters Association held its first official meeting last week in New York and set its sights on expansion. Core membership consisted of independent TV stations involved in satellite pick-up of baseball telecasts; they originally organized to carry their cause before the FCC in tariff and other satellite-related proceedings. Current members include WPHL-TV Philadelphia, KBMA-TV Kansas City, Mo., and stations owned by RKO General, Storer, Scripps-Howard and Pulitzer. After the meeting, Roy Sharp, president of the association and head of his own broadcast consultancy, Vanda Communications, Florham Park, N.J., said several other groups, including Post-Newsweek and Group W, had expressed interest in joining the organization. During the meeting, the 25 members in attendance heard a review of the status of satellites from representatives

of RCA American Communications, Scientific-Atlanta, AT&T and Blair Television. The meeting was held in the offices of Blair, which has begun experimenting with the transmission of TV commercials via satellite. Above left are some of the broadcasters present (standing, l-r): Jim O'Connor, operations manager, KBMA-TV; Dick Beach, program director, and John Viall, chief engineer, WSBK-TV Boston, and Walt Bundy, chief engineer, WPHL-TV; (seated) Bill Wormington, American Trans-Communications Corp., Greenwich, Conn., and vice president, Satellite Broadcasters Association; Roy Sharp, and George Hoover, assistant chief engineer, WPHL-TV. At right, those from the satellite side (l-r): Ken Leddick, broadcast manager, Scientific-Atlanta; Larry Driscoll, manager, broadcast services, RCA Americom; Les Johnson, product manager, AT&T and Jack Bray, vice president, John Blair & Co.

RCA and CIT agree to merger

In a rapid sequence of events last week, RCA and CIT Financial Corp., which had broken off merger talks July 10, announced they again had agreed to discuss a merger, and then, on Friday evening, announced an agreement in principle to merge the two companies. Valued at \$1.35 billion, the deal is one of the largest corporate marriages in history.

RCA will pay \$65 for each of 20.75 million shares of CIT. Payment will be 49% cash, the remainder in a combination of straight preferred and convertible preferred RCA stock. (RCA's earlier offer for CIT shares, reportedly in the mid-60's, was cited as one reason merger talks were broken off [BROADCASTING, July 16].)

The proposal to merge is subject to approvals by the boards of both companies, their shareholders and various regulatory agencies.

When the initial talks collapsed, it was assumed that RCA would continue its hunt for a cash-rich company that could help it finance either its own research or the acquisition of new sources of technology. CIT, for its part, sent shareholders a letter from Chairman Walter S. Holmes Jr. and President Todd G. Cole that hinted at future acquisitions by CIT, while leaving the door open to its own takeover by speaking of "the value which CIT might have to another organization."

In early August, CIT proposed an offer in excess of \$200 million for Integon Corp., an insurance concern fitting CIT's target acquisition profile of insurance, savings and loan or mortgage companies. Earlier in the year, CIT had gained \$425 million through the sale of National Bank of North America, an action that freed CIT from restrictions on business activity that apply to bank holding companies.

Obviously, the logic that suggests the

RCA-CIT merger might be in both firms' best interests was still operating last week. This only fueled speculation that a clash between the strong personalities of RCA's president, Edgar H. Griffiths, and CIT's Holmes may have contributed to the halt in the earlier talks. Not only have both men risen through the ranks of their companies to their respective positions, but Holmes had spent 12 years with RCA before joining CIT in 1959 as controller.

The latest news restarted the roller-coaster ride of CIT stock. With the earlier round of talks, the price had climbed from the mid-\$30's to \$55.50 a share, only to fall \$12.50 when talks collapsed. Gaining slight ground in the interim, trading in the stock on the New York Exchange was halted Monday and resumed roughly one-half hour before closing on Tuesday when it became the most active issue of the day, gaining \$10.50 to close at \$55.375. On Thursday, it closed at \$53.625. RCA, which had slipped by fractions through the last discussions and breakoff, closed Thursday at \$25.75.

Chrysler's sorrows, broadcasters' joy

Car maker goes on binge to clear out 1979 models; millions to TV and radio

Chrysler Corp. is not only going to the government for help; it's turning to TV and radio. The beleaguered auto maker is fortifying its current TV and radio advertising with a heavy network TV and network and spot radio campaign to promote its \$400 rebate offer on the company's 1979 line of cars and trucks.

Chrysler already is a major sponsor on NBC-TV's *Baseball Game of The Week* and CBS-TV's *60 Minutes*, and in mid-July launched a massive, five-week network and spot radio drive which was originally estimated to cost about \$5 million ("Closed Circuit," July 16) but which probably went higher.

The added advertising, which a source close to the deal estimated will bring the total spent to \$12 million, broke last Saturday (Aug. 18) and will include ABC, CBS and NBC prime-time TV news and sports programs. The radio campaign will be on ABC Information, ABC Entertainment, CBS, NBC and Mutual in 50 major markets. About eight stations will be purchased in each market during drive times. The radio campaign is expected to continue for six weeks.

TV and radio materials will be available for use by Chrysler dealer organizations.

The advertising will be in support of Chrysler-Plymouth and Dodge cars and trucks, with Joe Garagiola as spokesman on both television and radio. Agency for Chrysler is Kenyon & Eckhardt, Detroit.

Meanwhile, returns from a survey CBS Radio conducted among its network affiliates indicated that many of the stations picked up additional business from local Chrysler, Plymouth and Dodge dealers and dealer associations in support of the initial Chrysler campaign.

The support varied from market to market, ranging from, say, 81 announcements in one week in one market to 72 per week for two weeks in another, 25 a week for eight weeks in another and 25 a week for 52 weeks in another.

CBS Radio had a special interest in getting its affiliates' reactions. Presentations by CBS Radio President Sam Cook Digges, backed by Radio Advertising Bureau Vice President Eldon (Hap) Hazard, have been credited with the key role in selling Chrysler.

YOUR CAR AND TOMORROW'S FUELS

AS THE SUPPLY OF OIL DROPS, SYNTHETICS BECOME MORE ATTRACTIVE.

General Motors is not in the fuel business. But since the cars we build depend on fuel, we have to be on top of the energy situation. Here's the way it looks to us.

All the cars we build are powered by internal combustion engines. These engines work by burning petroleum-derived gasoline or diesel fuel under high pressure. So far, petroleum has been the safest, least expensive source of these hydrocarbon fuels, which pack a lot of energy per gallon. But automotive fuels can also be obtained from many other sources, ranging from oil shale to coal and even corn stalks. The problem is to turn these solid materials into safe, convenient, environmentally sound, cost-efficient liquid fuels.

At GM, we have evaluated a variety of domestic resources and alternative fuels.

Fuels made from shale oil are the best current alternatives. Shale oil is produced by heat-treating oil shale, an abundant American

resource. Gasoline and diesel fuel could be refined from shale oil. What is needed, however, are the plants to convert the shale rock into the shale oil. As petroleum becomes more expensive, it will be cost-efficient to build these plants. The mining of shale, though, still presents serious environmental problems that must be solved.

Coal is the next best option. Coal can also be turned into gasoline and diesel fuel, but the process is more expensive and complex than that for oil shale. As with oil shale, coal mining also poses environmental problems.

Biomass (vegetation and organic wastes) is another possibility. The main advantage of biomass is that it is a renewable resource. However, biomass is difficult and expensive to collect and process.

The only automotive fuel currently being made that uses biomass is gasohol. Gasohol is a blend of 10% ethyl alcohol and gasoline. The use of gasohol in present-day cars can save gasoline and causes no insurmountable difficulties.

Hydrogen has often been discussed. Although engines can be run on hydrogen, its production potential appears

limited, and the practical problems of safe and efficient distribution and storage haven't yet been solved.

Although electricity isn't a fuel, it can be generated from non-petroleum resources. Some electrically-powered cars are already on the road. The problem is that with current lead-acid batteries they're only capable of traveling relatively short distances between battery charges. We're continuing to do extensive research on advanced zinc-nickel oxide storage batteries.

Nothing is more important than ensuring the supply of fuels needed to keep our country strong. At GM we are confident that if government and industry cooperate and work together to explore alternative energy sources, the problem of providing sufficient fuels for the future, at the lowest possible cost, can and will be solved.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors

People building transportation
to serve people



ANTIOPE



ORACLE

Teletext: TV gets married to the printed word

U.S. broadcasters are now taking their first, tentative steps into the world of teletext, an over-the-air video technology that combines the printed word with the television image. Pioneered largely by the British, the new medium is attracting worldwide interest and is being tested in this country by Bonneville International Corp., a group broadcaster, and CBS Inc. Other U.S. firms are known to be interested in teletext technology or its more sophisticated cousin, viewdata, which ties the home television set to the telephone system.

In the development of both of these new media, however, the U.S. is well behind much of the rest of the world. There is only one U.S.-built system that makes use of the teletext or viewdata technologies, and the two experimental systems currently in operation here—at Bonneville's KSL-TV Salt Lake City and CBS's KMOX-TV St. Louis—employ British and French designs for over-the-air systems.

General Telephone & Electronics Corp. has obtained the license to market the British Post Office's version of viewdata,

Prestel, in this country, and Knight-Ridder Newspapers Inc. has announced plans to begin experimenting with Viewtron, a similar wired system, next year with 200 homes in the Miami area (see page 35). Warner Communications Inc.'s Qube, an interactive cable television system in Columbus, Ohio, and soon to expand to Houston, is a highly sophisticated video system with the capability of providing services similar to viewdata, but Warner has largely concentrated on more traditional types of video programming. Closed captioning, a program subtitling technology developed by the Public Broadcasting Service to aid hearing-impaired television viewers, makes use of teletext technology but stops far short of pure teletext in its application.

In London, in contrast, there are currently two operating over-the-air systems—the BBC's Ceefax and the Independent Broadcasting Authority's Oracle—and both are slated to begin expansion into the rest of the country next year. Prestel went into operation in March. France's Antiope teletext system is operating in Paris and Lyons with three different services. And in Canada,



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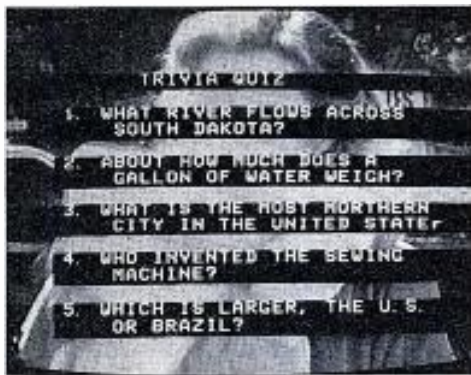
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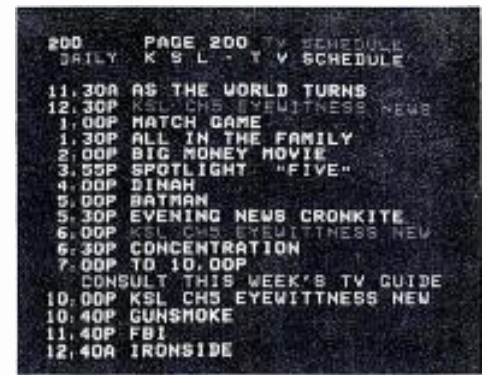
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KSL-TV teletext offers a quiz ...



a burger ad ...



a program schedule.

Vista, a viewdata service developed by Bell Canada and Torstar Corp. (owner of the *Toronto Star*) is being tested in Montreal, Toronto and Ottawa, while that country's own Department of Communications is field testing Telidon, a wired service distinguished by high-resolution graphics.

The May 1979 edition of *Intermedia*, the official journal of the London-based International Institute of Communications, listed systems in various stages of development or experiment in Australia, Finland, West Germany, Japan and Sweden, as well as those in the U.S., Great Britain, France and Canada. Of the 22 world systems cited by the journal, half were over-the-air.

At present, an Electronic Industries Association subcommittee is in the early phases of deliberations aimed toward developing a national teletext standard for this country. The committee is reviewing the British, French and Canadian (Telidon) systems as well as a fourth, InfoText, developed by Micro TV Inc., Philadelphia. Although each of the groups that has submitted prototypes for consideration would like to see its teletext system adopted, in all likelihood the committee, which is headed by Robert O'Connor, CBS's director of transmission engineering, will not select the standards of any one system for U.S. teletext. Rather, the more likely outcome will be a hybrid set of standards incorporating what the committee members see as the best of each available system. That being the case, the patent-holding firms still should have ample opportunity to reap financial benefits from a U.S. market that sells 16 million television sets a year ("In Sync," Jan. 22) by licensing parts of the U.S. system.

The KSL-TV system has attracted considerable attention since its inception in June 1978. Likewise, the CBS experiments have also been the subject of interest and speculation. Bonneville has allowed several news organizations to visit its Salt Lake City facilities and look at the teletext system first hand. CBS, however, has continually declined requests to see its system, promising instead to invite groups of reporters to St. Louis later this fall. Corporate officials have also refused to comment on the progress of the experiments.

But before looking at the U.S. systems, it is necessary to cross the Atlantic and go where the technologies were first developed and where they are now entering the

mainstream of electronic communications.

□

There are close to 20,000 television sets in Great Britain equipped to receive two BBC Ceefax services and the IBA's Oracle. But the sets that come with built-in decoders are expensive. A conventional 26-inch color set there sells for around \$800, and London dealers estimate that the cost of a teletext-equipped set would run \$400-\$600 above that, although prices should drop as the volume increases. Furthermore, almost half of all sets in Britain are rented, and the BBC estimates that teletext should add only four to six dollars per month to the standard rental fee.

Rental units equipped for teletext use range in cost from \$21.80 per month to over \$35. A recent survey of British television sales and rental firms revealed that the least expensive teletext set—a Nordmende 3600, 14-inch receiver—sold for \$1,098 while the most expensive—a Dynatron CTV 60, 26-inch unit—went for \$2,200.

Officials with both the BBC and the IBA expressed confidence that those prices will continue to fall as more sets are manufactured with teletext equipment. As it was explained by one BBC official, for example, 96% of the nation's 20 million television sets would be capable of receiving the Ceefax signal if they were properly equipped. Industry predictions hold that there

will be 300,000 such receivers in 18 months. Annual set sales in Britain run at about 1.8 million.

What the viewers in Britain see on those sets varies with the source. Gwyn Morgan, Ceefax publicity officer, explained that 100 pages of information on the BBC-1 Ceefax service include news, sports and financial news from a variety of wire services: General News Service (the internal BBC service, which provides most of the information), Press Association (a domestic wire), Reuters, Caversham Monitoring (a BBC service that monitors national radio stations throughout the world) and three separate sports wires.

In the early stages of Ceefax, the BBC has been especially interested in the business services it can provide. "We are providing a very thorough but basic finance service," Morgan explained. Designed for a small stockbroker who cannot afford a full-time service of his own, Ceefax provides several continually updated pages showing major stock prices, the latest *Financial Times* stock index, current bar graphs and the like.

The service is run by a team of journalists working in the BBC Television headquarters in London. Only one or two persons are required to provide the news updates while the remainder of the 16-person staff is busy writing book reviews, recipes and preparing other pages. Ceefax operates from 7 a.m. to midnight.

A question of semantics. Although both terms are new and not yet likely to be found in any standard dictionary, the world engineering community seems to have settled on the two British coinages—viewdata and teletext—to describe the video technologies that present written information on a cathode ray tube. By definition, viewdata is a wired, cabled or fibered service allowing for two-way interaction between the home or office terminal and a central computer. Viewdata was first coined by the British Post Office to describe its telephone service, but later the BPO copyrighted Prestel to distinguish its system from the other viewdata systems developed elsewhere.

More quickly, teletext slipped into the general lexicon as the name for over-the-air systems. First used by the BBC's engineers during development in the late 1960's and early years of this decade, the word became commercially inadequate when the Independent Broadcasting Authority (which oversees Britain's commercial channels) developed roughly the same technology and demonstrated its system in 1973. The two broadcasting organizations then went their separate ways. The BBC's system was dubbed Ceefax ("see facts"), and the IBA developed the acronym ORACLE (Optical Reception of Announcements by Coded Line Electronics).

To further compound the semantic confusion, the International Telecommunication Union has come up with the word videotex as the generic term and distinguishes between interactive videotex (viewdata) and broadcast videotex (teletext). These coinages by committee, while generally satisfying to the French, have, on the whole, failed to make their way into the vocabularies of the world's engineers—who long ago adopted English as their universal tongue.

The cost to the BBC, according to Morgan, is a bargain. Salaries for the Ceefax team run about \$300,000 a year, and a new computer now being installed will run \$250,000—"about the price of eight color cameras," said Morgan.

As a noncommercial broadcaster, the BBC has tended toward more journalistic uses for Ceefax. (The BBC-2 service provides 200 pages of extended background information to news stories.) The IBA, on the other hand, is far more interested in the entertainment and commercial possibilities of teletext.

Independent television companies in Britain are interested in seeing Oracle pay for itself. Sponsorship of specific programs is forbidden in Britain, and, thus far, that rule has been extended to teletext pages as well. But, according to Oracle's deputy editor, Guy Rowston, commercial applications are possible. Oracle now has specific advertising pages that viewers can call up. Oracle has yet to develop a rate card for its 200-300 page magazine, however. "Advertising is very much in the experimental stage," Rowston said. "Within 12 months a rate card will be presented."

Technologically, the two British systems are identical. The signals are transmitted on vertical lines 17, 18, 330 and 331 of the 625-line PAL color television system. The data rate is 6.9375 microbits per second, transmitted at a rate of 100 rows per second. Each row contains 40 characters, and each page can handle up to 24 rows. Six colors may be used.

Across the channel in Paris and Lyons the French are experimenting with Antiope, a more sophisticated system that can be relayed over the air, by telephone lines or over FM radio subcarrier frequencies. It is distinguished from the British system, according to Jean Guillermin, director general of Telediffusion de France's engineering subsidiary, Sofratev, by its greater flexibility for future teletext applications. As described by its American consultant, Joe Roizen, president of the Palo Alto, Calif.-based Telegen Inc., Antiope is a software-oriented system that marks a full generation of development beyond the British services.

Antiope has its roots dating back to 1972 when France's Center for the Study of Television and Telecommunications established a joint research center in Rennes to develop new technologies for both TDF and the national postal and telephone service (PTT). Antiope was developed from a data transmission service called Didon and was first displayed in 1974.

The system's greater technical sophistication can be seen clearly in three of its features: Antiope can operate as a teletext or as viewdata service and is that much more flexible than the British over-the-air services. (KSL-TV, however, is modifying the Ceefax-Oracle system somewhat to allow for a form of interaction.) Antiope is asynchronous; that is, it is not tied to any particular lines of the television screen. And, unlike the British services, Antiope can be adapted to PAL, SECAM or NTSC television systems without modifications to the central transmit-



Nerve center. From an office in the BBC's Television Center in London, a team of 16 journalists constantly updates that network's Ceefax teletext system.



What goes in. Armed with a standard computer terminal and a telephone, a technician programs an Antiope page.

ting equipment.

But compared to the British systems, Antiope is in its infancy. Although it is being used by French stockbrokers and is providing up to 80 pages of stock information, its major field test with 3,000 homes near Paris is not set until 1980. It will largely be a test of programing and not hardware, however. Microbrand Inc., New York, is experimenting with Antiope as a point-to-point communications system.

There is also some dispute surrounding the hardware costs of Antiope. The BBC's Morgan claimed that even in mass production, the Antiope decoders will cost nearly twice what the British units do. Guillermin, however, disputed that claim and argues that the costs will be similar.

And, indeed, they may be. France's PTT is now preparing to provide every telephone user in that country with an Antiope decoder. In 1981 the agency will commence a 10-year project to completely do away with printed telephone books and replace them with an Antiope directory. PTT believes that the short-term costs of supplying up to 14.7 million television receivers with decoders will easily outweigh the costs of providing printed telephone

books and directory assistance operations. Such massive government support of a new technology should have significant effects on manufacturing and marketing costs.

Attention to U.S. developments in teletext has been centered in the back room of a small suite of offices at KSL-TV Salt Lake City. There Bonneville International's director of engineering, Bill Lovelless, and his engineering assistant, college student Gary Robinson, are making communications history. Their cluttered cubicle, little larger than a closet, houses Robinson's drafting board, a jumbled mass of cannibalized electronic equipment, a computer keyboard and two unusual television receivers—a standard Zenith model and a specially developed Sony Trinitron on loan to the station.

Those two sets are equipped with small, four-by-six-inch microcircuit boards and keyboards much like hand calculators. With the touch of a button, those television sets are transformed to home information terminals.

After receiving special permission from the FCC last year to conduct teletext ex-

BBC
NEWS**HEADLINES**

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Annual inflation rate goes back into double figures..... 121

Four students jailed for leading Soweto riots..... 112

"Dirty protest" prisoner freed in Northern Ireland..... 108

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Charivari

- Some doctors believe that drinking wine may cut the risk of heart attacks.
- A report in the Lancet says that countries such as France and Italy where people consume large quantities of wine have the fewest deaths from heart attacks.
- Unfortunately beer and spirits do not seem to provide the same protection.
- Police at Scarborough had to call the fire brigade to release a man from a pair of handcuffs that had become jammed.

FINANCE SECTION

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CEEFAX 32 Shares 131 Finance Index 139

In black and white. The BBC has taken the electronic communications revolution full circle with these facsimile print-outs of Ceefax pages. The BBC-designed printer that produced such hard-copy versions of

electronic teletext pages has not yet been made available to the public. BBC officials estimate the printers could eventually cost \$600-\$800 and believe teletext could become a cheap, mass telex service.

periments, KSL-TV began operating its modified Ceefax-Oracle teletext system June 15, 1978. In its experimental stage, the teletext service is made up of 120 pages of information with each containing 20 lines of 31 characters. Bonneville has spent roughly \$100,000 in its experiments—including a \$40,000 investment in a General Automation GA-16/440 minicomputer and a Tektonix R147 NTSC test signal generator, which, along with a standard electronic keyboard, make up all of the equipment necessary to provide an 800-page teletext service.

At present, programming is not of paramount concern to Bonneville, and, despite the uncanny ease of placing a page into the system, no regular updating of the pages is done. The pages that are present are merely examples of the types of information that a full-fledged teletext service could offer—indices, airline schedules, stock quotations, news wire items, recipes, restaurant listings and question-and-answer games. Sample advertising pages display crude graphic designs representing hamburgers, automobiles and even an ice cream sundae.

Those advertising pages represent the heart of the KSL-TV teletext plan—to provide a video service that will be free to users but paid for by advertising. Bonneville is especially intrigued by the possibilities of classified and retail advertising.

Arch Madsen, president of the corporation, deserves much of the credit for raising America's teletext consciousness. In 1976 he stopped in Britain to look at teletext there and returned to the U.S. "amazed that nothing was happening here." He set his engineering department on the project and lobbied the FCC for permission to conduct the over-the-air tests. After more than a year of watching the progress of his firm's experiment, Madsen is convinced the time is ripe to get moving. He claims, in fact, that if the FCC would give its permission, KSL-TV could start a full-fledged service overnight.

Nor is he especially wedded to the Ceefax-Oracle version his station is using. "I don't care what label it bears," he said, as long as some kind of teletext service is approved. "Everything that a home needs in print, teletext can provide," he added while commenting on a recent visit to New York that made him acutely aware of the

limitations of the current information media. It was late into the night, he said, before he could get a newspaper that showed that day's stock exchange transactions. Even in the age of so-called instant television news, much of the information needed in day-to-day life is "transmitted as we did 100 years ago."

"Teletext is a marvelous opportunity to open up a new age of information. It's amazing and wonderful," Madsen declared.

And even in the "crystal set" stage that teletext now occupies, Madsen is still convinced that the U.S. should move faster than it has moved in the field. "I don't think the experiment will ever be over, but we've learned enough to get started."

As one of Madsen's subordinates, Donald Gale, KSL-TV's director of public affairs, put it: "At some point we have to say this is as far as we're going to go. Otherwise, we'll wait until someone comes along and reinvents television on the vertical interval. We've got to commit somewhere along the line."

What the engineers and others at KSL-TV have learned is that teletext is another medium altogether—a service complementary to both video and print. The computer the station uses for its teletext service is capable of doing several things at once, and the station is planning to make use of it as the center for a teletext-based electronic newsroom.

Rather than composing on typewriters, news writers will write their stories on computer terminals much like those now used in many modern newspapers. The teletext computer will immediately transfer the writer's copy to the teleprompter in the news studio while



Pioneers: Bonneville's Arch Madsen and KSL-TV's engineer Bill Loveless

transmitting the same image to homes. There, the viewer may elect to read the copy on a plain teletext page or to superimpose it on the regular television picture and create his own captioning.

Still other viewers may be watching any of the other teletext pages—including ones the newscaster may suggest if viewers wish to read a more complete version of a particular story. In that application, the newscaster, reporting a late-breaking story, could suggest that viewers consult a specific teletext page to read the AP or UPI stories, which would be continuously updated. In news, teletext promises to free television journalism from the constraints of functioning as little more than the headline service its detractors have long accused it of being.

Advertising, too, promises to expand with teletext. Although advertisers have long feared that viewers would take commercial breaks to use their teletext service rather than to sit through advertisements, KSL-TV officials contend that teletext could enhance an advertiser's message. The example given is that of a local automobile dealer running a general advertisement and then telling viewers to consult a specific teletext page to see that day's specials. Similar advertising campaigns could be mounted by all sorts of local retailers—who have long avoided television advertising because of the prohibitively high cost of updating commercials.

Teletext promises to open newspapers' exclusive domain of classified advertising to broadcasters. Any service or item that can be sold in print can be sold in teletext at a price affordable even to individuals.

A complete 800-page teletext service such as KSL-TV's can contain as much information as a 24-page newspaper, and, unlike a newspaper, teletext pages can be changed in a matter of seconds.

Such advantages, or at least the promise of them, have not been lost on other U.S. corporations. CBS Inc. is conducting technical experiments at its owned station in St. Louis, comparing the British teletext system with the French.

The CBS tests began March 23, and are currently in progress. Corporate officials stress that the tests are technical in nature, and CBS is not, for the present, considering the types of services that might be pro-

vided by a U.S. teletext system. The network has gone on record opposing the closed captioning proposals set out by PBS, the Department of Health, Education and Welfare and others, saying that teletext may prove to be a more efficient means of using the valuable and limited lines available in the vertical interval. Most advocates of teletext agree with CBS in that regard.

It has been estimated that CBS has spent \$200,000 testing the teletext services. Preliminary results suggest that teletext may pose some problems with older sets. According to CBS's O'Connor, a controlled test was conducted with questionnaires sent to the entire KMOX-TV staff. The returned questionnaires indicated that 11% had observed some evidence of the presence of the teletext data signals during retrace on lines 13 and 14. Furthermore, local television service shops also reported complaints of interference. According to O'Connor, older tube-type sets appeared to experience the most problems.

A more complete technical evaluation is expected later this year. For now, "CBS feels that any U.S. teletext system should be based on sound technical standards that adequately reflect the differences that exist between the television environment in our country and in the other countries where teletext was developed," said O'Connor.

The results of the KSL-TV and KMOX-TV tests will be delivered to the EIA subcommittee reviewing the competing system and eventually to the FCC, which must make the final determination as to what, if any, teletext system will be used in this country.

□

There is a host of parties waiting in the wings to see what will happen next. Several U.S. equipment manufacturers—Texas Instruments, General Instrument, Zenith, RCA, North American Philips and others—are known to be working on the necessary transmission and reception equipment. Japan's Sony has a sophisticated television receiver equipped with an array of digital enhancement circuitry designed specifically with teletext in mind on loan to KSL-TV for its experiment. UPI and AP have expressed interest in joining the



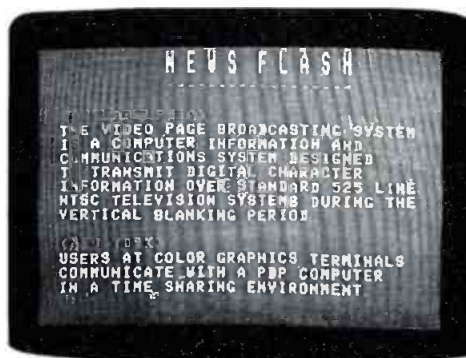
Contenders. Although the British and French teletext systems have attracted most of the attention in the U.S., they are not the only ones being looked at. At left is a sample of Telidon, developed for teletext or viewdata applications by the Canadian Department of Communications. The system is distinguished by its ability to transmit exceptionally high-resolution graphics (shown is an outline map of Canada). At right, is an example of Info-Text, a modified Ceefax-Oracle service that has been developed and used by Philadelphia's Micro TV Inc. over its multipoint distribution network.



The business ends. The KSL-TV teletext system uses hand-held decoder boxes (top) developed by Texas Instruments. Antiope's decoder is built by Thomson-CSF, a French firm.

KSL-TV experiment, and NBC is reported to be considering starting its own experiments. Metromedia, Harte-Hanks Communications, McGraw-Hill and others are expressing interest in teletext and related services. Newspaper publishers who have been quick to exploit electronic innovations in their field see teletext as a natural extension of their current businesses.

In a real sense, teletext must be viewed as a facet of the quickly developing marriage of electronic communications and computers. It is also one of the new video technologies that promises to alter the nature of television in coming decade. It is one of the few new technologies that is easily integrated into the current opera-



tions of over-the-air broadcasting. And as KSL-TV is demonstrating, teletext can be implemented with minimal investment.

But perhaps the last word on the subject should be CBS/Broadcast Group Vice President Gene Mater's: "Teletext is there. We can't ignore it. Is it going to hurt us? I doubt it. Is it going to help us? I don't know. The possibilities seem almost limitless. So we say, 'Let's find out.'"

Viewdata: another British invasion?

Teletext's main competitor comes over the wire, but won't arrive here until next year in Florida, where Knight-Ridder will test it

While television stations are investigating the potential of teletext, cable companies, publishers and telephone companies are exploring another British video technology—viewdata—which is delivered by wire. Pioneered by the British Post Office, which calls its service Prestel, viewdata will get its most extensive U.S. trial next year in Coral Gables, Fla., where Knight-Ridder Newspapers will be offering a variety of news, information and advertising services on a trial basis to more than 150 homes. GT&E, the country's second largest telephone company, has acquired the exclusive U.S. rights to the Prestel system. AT&T, which years ago pioneered the concept of interactive television with its Picturephone service, is also known to be investigating the possibilities of viewdata.

Prestel began in September 1978 with a test launch to a restricted audience in London. A public preview with residential customers began in March, and full service in London, Birmingham and Norwich will start next month. Although only about 1,200 television sets in the country are now able to receive the Prestel service, the post office hopes that by the mid 1980's, 60% of the nation's telephone users will have access to the system.

The BPO collects for the service from both ends. First, it acts as a common carrier and sells pages on the system to "information providers" at a flat rate of \$8,800, plus \$8.80 for each page used. (The information providers, in turn, charge users one cent per page—although some higher—to use the system.) The BPO also charges users for the telephone and computer time—slightly over six cents per minute during business hours and slightly over two cents at night. The post office encourages many of the information providers to offer their pages free to the public, and some, British Rail for example, do.

Several leading American firms are participating in the British Prestel. Pan Am uses the service to update its information for trans-Atlantic flights, and Reginald Watkins of the airline's sales office calls Prestel "an excellent advertising tool" that gets Pan Am much user response.

Less enthusiastic, however, is R.A.

Beard, manager of international telecommunications for The New York Times Co., which will be ending its New York tourist information and news summary next month. He says market research has failed to convince headquarters that the company's experiment should continue. "We couldn't tell who was using our materials and in what way. We couldn't even tell how many of the viewers were ourselves."

Knight-Ridder uses Prestel to extol the sights of Miami as well as to tell the would-be Briton-in-Florida: "While you're in Miami, you'll enjoy reading *The Miami Herald* every day." Harte-Hanks Communications displays a recipe for something it calls "Texas fruit cake."

Among British information providers

are banks, credit card companies, restaurants and hotel chains. The government also gets in the act with information on issues in Parliament. The system also allows for the direct selling of merchandise, which a user may order by pressing certain numbers on his home keyboard—which is compatible with Ceefax and Oracle decoders. (Viewdata customers can receive teletext, but teletext users cannot receive Prestel unless they are connected to the system.)

Link Resources Corp. of New York, a consulting firm, has prepared a series of major reports on viewdata and its potential in the United States. The firm's first study, prepared in association with Britain's Butler Cox & Partners Ltd., sells for

\$10,500. A second report on direct marketing sells for \$3,000.

"The real potential for money making in this industry is with the person who has the information," says Link's manager of business development, Paul Storfer. "The threats to commercial broadcasters are far outweighed by the revenue opportunities in the complementary use of media."

It has been estimated that by the middle of the coming decade, viewdata could be a \$500-million industry, and that by 1992 eight million American homes could be equipped to receive some sort of viewdata service with countless more getting teletext. Then, according to a report by Arthur D. Little Inc., the new information services could be a \$5-billion industry.

Journalism



An ABA mock supreme court argument on cameras in the courts is covered by journalists from a media pool room.



WFAA-TV's Marty Haag and NAB's Steve Nevas, who helped set up the demonstration coverage of the ABA mock trials.

TV in its Sunday best for ABA demonstration

Mock trial covered with cameras at Dallas meeting; all goes well, but question remains: Will judges and lawyers have change of heart?

In a mock appellate court setting in the Dallas county courthouse, four lawyers were arguing the question of whether the mythical state of Sol should permit cameras and microphones in its courtrooms. And in one of the courtrooms in the building, a mock criminal trial was in progress. Each proceeding was being televised by a single minicam, the images and sound fed to pooling rooms, where local television stations had plugged in their equipment for their own coverage. No muss, no fuss: It was an example of what television technology and professionalism can do in 1979.

The demonstration, on Sunday, Aug. 12, was part of a cooperative venture, unprecedented in its scope and initiated by

the American Bar Association, in which the ABA and media organizations, particularly the National Association of Broadcasters, the Radio-Television News Directors Association and the National Press Photographers Association, sought to educate ABA members on modern technology in the courts. Over the years the ABA has consistently voted against broadcast coverage.

When it was over, broadcast representatives and ABA officials expressed themselves as pleased. "We showed them what we wanted to show them," said ABC's Steve Tello, who had run the broadcast pool for the groundbreaking television coverage of the Zamora and Bundy trials in Miami. "Technically, we did very well," said Marty Haag, news director of WFAA-TV Dallas, which provided most of the equipment and personnel to do the job (in the process winning considerable praise. Ernie Schultz, of KTVY-TV Oklahoma City, immediate past president of RTNDA, who

served as executive producer for the technical aspects of the program, said of WFAA-TV, "They're the real heroes").

No one was claiming the demonstration had caused a shift in the position of the ABA, whose House of Delegates last February rejected a proposal to amend the ABA Code of Judicial Conduct and Criminal Justice Standards to permit limited use of electronic and photographic equipment in the courtroom. Steve Nevas, the NAB's First Amendment adviser, who helped coordinate the media participation in the program, said, "We still have a lot of work to do in persuading the ABA."

For technology—the ability of television camera operators to work unobtrusively—is not the only or possibly even the major obstacle. An example of the kind of concern that those favoring electronic and photographic coverage of the courts face was indicated by U.S. District Judge Patrick E. Higginbotham, of Dallas, who had presided at the mock criminal trial

(the defendant was a woman accused of conspiracy to harbor a fugitive). A cameraman and soundman had covered the proceedings from a point in the front row of the spectators' section (and had done a remarkable job, considering the limitations of single-camera coverage. The camera followed lawyers as they walked about the well of the court, zoomed in for close-ups and pulled back for long shots of the bench).

The trial "flowed about as normally as could be expected," Higginbotham said. "But the real question is not the obtrusiveness of the camera but the [expressed] fear in the [Supreme Court's] *Estes* decision of the impact on the participant." He meant the potentially intimidating effect felt by a witness already awed by the court's trappings. And that question, he said, is not answered in a moot court setting, which is "already an unreal situation. I have reservations about television in trial courts."

But the project would appear to have added to the pressure on the ABA to amend the provision in its code recommending that courts ban cameras and electronic coverage. Individual states are already moving out from under the ABA tent on the issue. Nine states have admitted cameras on a permanent basis, though with varying degrees of liberality (some, for instance, confining coverage to appellate court proceedings). Twelve states have experimented with broadcast coverage. Thirteen others are considering proposals to allow the coverage.

And while outgoing ABA President S. Shepherd Tate said the purpose of the project was to provide a basis for "an educated discussion of the advantages and disadvantages" of cameras and microphones in the courtroom, it seemed to provide as well the basis for another effort to change the ABA's position on the issue.

After the demonstration, Tate had this lawyerly comment:

"I believe we put on an excellent demonstration of the advantages and disadvantages of cameras in the courtroom. I'm sure the many judges, lawyers and others who attended the program learned a great deal. The question remains as to the effect that media coverage will have on those participating in trials. This deserves and requires the continued thoughtful consideration of the bench and bar."

The House of Delegates vote in February (BROADCASTING, Feb. 19) came as a surprise; the ABA board of governors, among other affected groups, had supported the proposal. Later, Tate, in a speech, expressed himself in favor of change, at least to the extent of coverage of appellate court proceedings. And it was Tate who early in the spring approached the NAB and RTNDA with the proposal that they provide a demonstration for ABA members, at their August meeting, of the broadcasters' ability to cover court proceedings unobtrusively.

It was not clear last week when the matter will be presented to the ABA again for decision. But key staff members were sug-

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Walker Merryman has an extensive background in broadcast journalism. He has served as news director, documentary film producer, and writer for several radio and television stations and is a member of a number of prestigious professional societies. To arrange for a guest appearance, write The Tobacco Institute, 1776 K St., N.W., Washington, D.C. 20006, or call (800) 424-5876.

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gesting that, when it is, the forces favoring change will be better organized than they were in February. The new ABA president, Leonard Janotsky, is also believed to support a modification of the ABA's present position.

There was more to the program in Dallas than the televising of the two court proceedings. Norman Davis, area vice president of Post-Newsweek Stations, WPLG-TV Miami, presented a 20-minute tape, which was run repeatedly during the afternoon set aside for the project, on the history of cameras in the courtroom, from the newsreels of Lindbergh kidnapper Bruno Richard Hauptman in the 1930's to the minicam coverage of Theodore Bundy (BROADCASTING, July 16 et seq). Another courtroom contained samples of TV cameras that have been used over the years, from the ponderous RCA TK 41 color camera used for remote broadcasts in the late 1940's and early 1950's to the compact Ikegami HL 77 state-of-the-art color camera. One camera in the room was operating, giving ABA members passing through an opportunity to see how they look on television. And one courtroom was equipped with monitors to permit the lawyers and judges viewing the mock trial to see how it would appear to viewers at home.

It was, in large part, an effort to demystify television.

And it all showed a great deal of effort (even to the not insignificant point of cameramen and soundmen appearing, in the clothes they wore, almost indistinguishable from the conservatively

The real world. While the American Bar Association ponders the possibility and propriety of allowing cameras in the courts, there remains the potential for judges to exclude the public and the press—with or without cameras—from pretrial and trial proceedings. In the Supreme Court's confusing *Gannett v. DePasquale* decision, that possibility was left open (BROADCASTING, July 9). Now the Richmond Newspapers Co., publisher of the *News Leader* and *Times Dispatch*, has gone to the Supreme Court with a case that a lawyer for the newspapers said "seeks in effect to clarify *Gannett*." The newspapers are attempting to overturn a decision by a Hanover county, Va., judge barring the press from a murder trial, an action upheld by the state supreme court.

dressed ABA members. Because of the comments of ABA members in Atlanta in February regarding "tee shirts and sneakers" on the cameramen covering them when they were about to vote down the camera-in-the-courtroom proposal, the television technicians gave up their more customary casual attire (for pin stripes and ties). What's more, it will not have been a one-shot effort. Tapes of at least the court proceedings are expected to be distributed to broadcaster and RTNDA state associations for use in lobbying their respective bar associations and courts.

Impressive as the technical demonstration was, the mock appellate proceeding—before the state supreme court of the state of Sol—provided the forum for what observers regarded as an illuminating display by the four lawyers of the major positions that have been taken on the issue. (And it was not a light burden the lawyers assumed in agreeing to participate; each filed a formal brief detailing his position. The briefs were later collected in a booklet, "Cameras in the Courtroom: A Presidential Showcase Program" that was distributed in Dallas.)

Floyd Abrams, of New York, a communications attorney who has argued a number of First Amendment cases in the U.S. Supreme Court, argued in favor of opening the courts to cameras. With television, he said, the viewers would be more fully informed regarding the judiciary system that serves them. The public would be "better able to scrutinize courts ... [and] to choose and elect better judges."

Whitney North Seymour, of New York, a former president of the ABA and long a staunch opponent of electronic coverage of the courts, said that what Abrams is advocating "is the right of commercial television to have the privilege of going into courts with notorious trials and taking footage they want and showing a few minutes on the evening news, which is commercially sponsored. And that's a serious problem." As for the effect of television on trials, he predicted electronic coverage would generate improper public pressures on the judge and attorneys involved.

Robert F. Hanley, a Chicago lawyer and former chairman of the ABA litigation section, took a similar position—he warned that television, "an entertainment-oriented medium," would present sensationalized coverage of trials and, in the process, "destroy the integrity of the

court." Jurors would be pressured into returning guilty verdicts in criminal proceedings, he warned.

However, unlike Seymour, who would continue to bar cameras and microphones from appellate courts also, Handley would admit them there. Seymour expressed concern about cameras inducing appeals court judges to ask a great many questions of lawyers in oral arguments, thus eating into the generally tight time allotments for counsel.

Lee Loevinger, a former FCC commissioner now practicing law in Washington, occupied a position close to Abrams's. Television coverage, he said, would help the public guard against corruption of the judicial system. "The purpose of the press is not only to educate but to protect the public against judicial abuse," he said. However, he offered a proviso: "In the interests of individuals in personal privacy," he would permit individual witnesses, jurors, litigants and other participants the right to opt out of television or still-camera coverage.

WFAA-TV's leading role in providing the equipment—cameras, monitors, microphones, mixers and recorders—and the services of some 30 people in arranging and providing slick, professional coverage—seemed particularly appropriate. Seventeen years ago the station was prominently involved in the television coverage of the trial of Billie Sol Estes, whose conviction of swindling was later reversed by the U.S. Supreme Court, which deplored the presence of television lights and cameras at the trial. The high court charged that the television apparatus of the time subjected Estes to "a form of mental, if not physical, harassment."

On Sunday, a few well-dressed WFAA-TV technicians using top-of-the-line Ikegami HL-79 minicams covered the two court proceedings with available light. As for cables, they had disappeared down air conditioning ducts.

To some in Dallas, the changes that the cameras-in-the-courtroom project demonstrated gave substance to Abrams's opening remark: "I speak for a medium whose time has come."

G-men vs. Jaffe

Sam Jaffe, former correspondent for CBS and ABC, has been accused by the FBI of being "an agent of a foreign intelligence agency."

In papers filed in U.S. District Court in Washington, the FBI alleges that an unnamed intelligence agency regarded Jaffe as its agent, although he "may not have considered himself an agent."

Jaffe, however, who now does a Saturday morning talk show on WRC(AM) Washington, maintains that he is not now an agent of any foreign government, nor was he ever. He says he is baffled by the FBI's charges, and believes someone may be using him as a scapegoat for reasons he has yet to discover.

The FBI's charges were in reply to a suit



Jaffe

filed by Jaffe under the Freedom of Information Act against the FBI and the CIA. According to Jaffe, the purpose of his suit was to learn whether he was unwittingly involved in any activities that were in the intelligence agencies' files.

Although the FBI's suit does not name any foreign intelligence agency specifically, Jaffe says the agency was referring to the KGB, the

Soviet secret police. Jaffe said he did know a KGB official when serving as Moscow correspondent, but he was never a spy, as the FBI alleges. The CIA, he added, has said it has no evidence he was engaged in any sort of intelligence activities.

Jaffe expressed concern last week that his children and his wife had been hurt by the FBI's accusations, and he worried that his job at WRC(AM) may be in jeopardy, even though he has been told his status there has not changed. "If I'm guilty of allegations, then put me on trial," he said. "But don't put out information like this to the public that makes me look like a spy. Let them prove their allegations."

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TVB raises its sights again for '79

It now expects year to be up 15% over last year, and predicts that 1980 will ice that cake with another 18% jump in revenues

Television business gets better all the time.

The Television Bureau of Advertising has revised its projections of 1979 revenue growth upward, to 15%, and expects 1980 to add another 18% to this year's record.

TVB President Roger D. Rice, disclosing the new projections, said that unlike the 1976 experience, when TV billings shot up by more than 27% after a modest 8.4% advance in 1975, growth since then has been "strong and steady." This, he said, "gives advertisers and agencies a firmer basis for planning without any sudden surprises."

TVB originally forecast 1979 television station revenue growth of 10%, consisting of 8% growth in national spot and 13% growth in local. But TVB time-sales surveys of stations, Rice said, show that during the first six months of 1979 local revenues were running 17% ahead of last year and spot was running 10% ahead, for a combined advance of 13%.

On this basis, and anticipating further gains, TVB's new projection for 1979 is 15% growth in station revenues with local up 17% and spot up 12%.

He emphasized, however, that sales vary from market to market and station to station, and that TVB's projections are averages.

TVB also surveyed its 23 station-rep members on their projections for 1980. Those averaged out to 17% growth for national spot. Against that background, Rice forecast a 24% rise in local sales and a 15% increase in network, for an over-all growth of 18%.

"Revenues will be spread more evenly

in 1980, rather than bunched in the traditional second and fourth quarters," he predicted.

Thus, he said, the winter Olympics in February will bring new advertising dollars into what is normally the lowest-billing quarter of the year, and the summer Olympics in July will strengthen the usually not-so-strong third quarter.

Rice said one large group whose stations are affiliated with ABC, which will carry the winter Olympics, had indicated to him that national spot and local sales in and around the winter games would represent 35% to 40% of the February billings of ABC affiliates.

Similarly, he said, some affiliates of NBC, which will carry the summer games, believe their Olympics revenues alone may be twice their 1979 July revenues.

Next year is also a presidential election year, and Rice said TVB also anticipates a strong rise in political spending. In 1976, the last presidential year, political business came to an estimated \$8 million on the TV networks and \$52 million in national spot and local, according to TVB's estimates. In 1978, the nonnetwork portion of political spending by state and local candidates was estimated at \$34 million.

For 1980, TVB foresees total network and nonnetwork TV political billings in the \$100-million to \$120-million range—a 66% to 100% increase over the 1976 level.

For all the increased billings he forecast for 1980, the TVB president said he did not expect that advertisers would have trouble finding good availabilities. Not only do the Olympics come in relatively slack quarters, he explained, but "advertisers are using a much greater variety of dayparts during more times of the year."

"Statewide primaries being spread over several quarters will also help to even out

the demand and alleviate the second- and fourth-quarter crunch," he added.

Rice anticipated some increases in spot-TV rates. "Like everybody else," he said, "stations have inflation to contend with—inflation in program costs, inflation in salaries, inflation in everything." But he said some stations probably would not raise rates and that he was confident those that did would be able to justify the increases. "Stations," he said, "haven't been raising their prices all that much."

Barris firm rings the bell again

Stock split next month; record sales, earnings in fiscal '79

Chuck Barris Productions, of *The Dating Game* and *The Gong Show* fame, has announced the second two-for-one split of its stock within a year. The company's board of directors also declared a quarterly cash dividend of 3 cents a share after the split, compared with the quarterly dividend of 3.75 cents authorized in January. The split and the dividend are effective Sept. 13 to shareholders of record Aug. 24.

The company's chairman and president, Chuck Barris, said the board's actions were tied to record revenues and earnings for the fiscal year ending May 31, 1979. Income for the year rose to \$5,244,000 or \$1.67 a share against \$2,094,000 or \$.67 a share for the previous year. Revenues for 1979 were \$31,501,000, up from \$13,932,000 in 1978. According to Barris, the company expects revenues for the fiscal year ending May 31, 1980, to "exceed \$35,000,000."

Meanwhile, the company reported a loss of \$851,000 for the fourth quarter ending May 31. This occurred on a drop in revenue from \$4,300,000 in 1978 to

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

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Cowles Communications.....	6 mo. 6/30	7,536,000	+9.6	2,581,000	+15.2	.65	6,875,000	2,240,000	.56
Doyle Dane Bernbach.....	6 mo. 6/30	49,313,000	+19%	4,598,000	+24.1	1.73	41,434,000	3,705,000	1.40
Foots, Cone & Belding.....	6 mo. 6/30	63,555,000	+25	3,765,000	-7.3	1.45	50,853,000	4,065,000	1.60
Heritage Communications.....	6 mo. 6/30	6,491,544	+121.6	5,239,635	"	2.50	2,928,873	-98,127	-1.0
Interpublic Group.....	6 mo. 6/30	171,174,000	+19.2	9,962,000	+14.5	2.27	143,596,000	8,699,000	1.97
LIN.....	6 mo. 6/30	27,065,000	+11.8%	6,141,000	+20.6%	2.23	24,218,000	5,094,000	1.79
MCA.....	6 mo. 6/30	555,934,000	+20.5	93,282,000	+90.5	4.00	461,414,000	48,972,000	2.10
McGraw-Hill.....	6 mo. 6/30	374,473,000	+13.5	29,600,000	+24.5	1.19	329,726,000	23,766,000	.96
Oak Industries.....	6 mo. 6/30	133,458,000	+46.3	4,500,000	+120.5	1.18	91,166,000	2,040,000	.68
RCA.....	6 mo. 6/30	3,694,000,000	+18.5	147,700,000	10.8	1.94	3,116,100,000	133,200,000	1.74
Teleprompter.....	6 mo. 6/30	79,313,000	+19	5,305,000	+6.8	.31	66,624,000	4,965,000	.29
Times Mirror Co.....	28 wks. 7/15	792,525,000	+11.1	66,815,000	+5.5	1.97	712,963,000	63,286,000	1.05

\$3,414,000. More significant, the loss reflects the company's accounting in that quarter of provision for taxes on income of \$1,827,000. The previous year, the tax provision for the quarter was \$621,000. The company's secretary and treasurer, C. Robin Scott, explained that the trebling of the tax provision followed the April 5, 1979, IRS final regulations for motion picture and television film and tapes. Scott said the finalized regulations take the position that variety and television game shows are topical and transitory in nature with no lasting entertainment value and therefore do not qualify for investment tax credits. Acting under the interim regulations, Chuck Barris Productions had claimed such credits, and had to account in the fourth quarter of fiscal 1979 for the benefits it had previously taken since 1973. Without that inflation of the tax figure, the company would have shown a profit for the quarter, according to Scott.

BOOKNOTE

"Inside ABC," by Sterling Quinlan. Hastings House Publishers, New York 10016. 290 pp. \$12.95.

Too often, time erodes the completeness of history. So it is fortunate that Sterling (Red) Quinlan puts down so much of ABC history in some detail.

The story of the company's lean years is replete with corporate power struggles and financial frustrations. Quinlan writes as an insider and an outsider. He was vice president and general manager of ABC's WBKB(TV), later WLS-TV Chicago, for 11 of his 17 years with the company. His resignation in 1964 is described as "the result of irreconcilable differences" with Ted Shaker, then in charge of the network's television stations (now president of Arbitron).

A subtitle to the book might be "The Leonard Goldenson Story," for he is portrayed as the constant force behind ABC's long uphill struggle. Quinlan describes him as "the ultimate survivor, tough and shrewd as they come." And always at the board chairman's side is Simon Siegel (now retired, but who has continued on the board of directors), "whose inscrutable countenance was really a mask to cover his sensitivity."

Goldenson's initial confrontation in the book is with Edward Noble, who had bought the ABC network after it was spun off by NBC under government order. Goldenson, then president of United Paramount Television, eventually succeeded in bringing about the ABC-UPT merger of 1953, although Noble came out ahead on practically everything he wanted, including the \$25-million price tag. Even that was only a prelude to the long battle in Washington before the merger received government approval.

Quinlan's story of the ups and mostly downs of ABC offers many sequels of arm wrestling within the company, involving one-time President Robert Kintner; the head of the television network, Ollie Treyz; Treyz's successor, Tom Moore; Shaker, and many others.

Not all is the story of forces inside ABC; there were the takeover pressures from outside. Howard Hughes tried and failed in 1968. Industrialist Norton Simon tried and failed in 1964.

Quinlan tells that the one marriage that ABC wanted—with IT&T—wound up in the discard pile in January 1968, called off by IT&T's Harold Geneen. At the time it was described as "two years down the drain," but later regarded as somewhat less of a disaster.

It is in the latter part of "Inside ABC" that the sunshine of success appears to break through with regularity as ABC's fortunes improve with programing dominance in TV, a turnabout with its four radio networks and greater strides in its diversification. That's when the names of Elton Rule, Fred Pierce, James Duffy,

Roone Arledge and others fill the pages. And no small amount of the credit is given to Fred Silverman, who was rescued from CBS, according to Quinlan.

In his wind-up assessment, Quinlan feels that two principal problems confront ABC today. One concerns ABC's intensive desire to achieve leadership in news—"This remains ABC's last broadcast mountain to climb." The other concerns the effect of Silverman's defection to NBC has had on ABC.

Quinlan looks at the line of command at ABC that must carry on its successes, and offers this thought:

"Any assessment of ABC today should end, as it began, with one man, Leonard Goldenson. He is ABC, it is hard to think of ABC thriving without him, though of course it will."

Changing Hands

PROPOSED

■ **KEMO-TV San Francisco:** Sold by Leon A. Crosby to Jim Gabbert for \$9.85 million. Seller has no other broadcast interests. Buyer is selling off radio interests to devote resources to developing KEMO-TV. Gabbert has sold, subject to FCC approval, KIKI(AM)-KPIG(FM) Honolulu and KIQI(AM) San Francisco (see below) and has put KIOI(FM) San Francisco on block

for \$15 million, far in excess of \$6.7-million record price for FM paid last April for KBPI(FM) Denver (BROADCASTING, April 19). KEMO-TV is independent on ch. 20 with 2,500 kw visual, 851 kw aural and antenna 1,270 feet above average terrain.

■ **WHYN-AM-FM Springfield, Mass.:** Sold by Guy Gannett Publishing Co. to Affiliated Publications Inc. for \$5.1 million ("In Brief," Aug. 13). Seller is publisher of four Maine newspapers and owns WGAN-AM-

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FM-TV Portland, Me.; WINZ-AM-FM Miami Beach, Fla., and KSTT(AM) Davenport, Iowa-WXLP-FM Moline, Ill. In addition, it has purchased, subject to FCC approval, KOFM(FM) Oklahoma City (BROADCASTING, Aug. 6). Jean Hawley is chairman; John R. Dimatteo is president. Buyer is publicly owned corporation; John I. Taylor is president. It publishes *The Boston Globe* and *The North Adams (Mass.) Transcript* and owns KRAK(AM)-KEWT(FM) Sacramento, Calif.; KMPS-AM-FM Seattle; WFAS(AM)-WVYD(FM) White Plains, N.Y., and WSAI-AM-FM Cincinnati. WHYN is on 560 khz with 5 kw day and 1 kw night. WHYN is on 93.1 mhz with 10 kw and antenna 940 feet above average terrain.

■ KIQI(AM) San Francisco: Sold by San Francisco Wireless Talking Machine Co. to Rene DeLarosa for \$3 million. Seller is owned by Jim Gabbert, who is buying KEMO-TV San Francisco and selling off radio interests. (see above). Buyer is station manager of KEMO-TV and plans to make KIQI San Francisco's first full-time Spanish AM. He has no other broadcast interests. KIQI is on 1010 khz with 10 kw day and 250 w night.

■ WLTV(FM) Fairfield, Ohio: Sold by Broadcast Management of Ohio Inc. to HBC Inc. for \$1.3 million. Seller is owned by Tom Greene and Joel Thrope, who also own WCNW(AM) Fairfield and, along with Sam Frankel, WABY(AM) Albany, N.Y.; WINF(AM) Manchester, Conn.; WRKR-AM-

FM Racine, Wis., and WNDB(AM)-WVTV(FM) Daytona Beach, Fla. Buyer is owned by Representative Cecil Heftel (D-Hawaii) and family, who also own KOZN-FM San Diego; WXKS-AM-FM Medford, Mass.; WIKS(FM) Greenfield, Ind. WLUP(FM) Chicago, and KGMD-TV Hilo, KGMV-TV Maui and KGMB(AM) Honolulu, all Hawaii. WLTV is on 94.9 mhz with 50 kw and antenna 500 feet above average terrain. Broker: R.C. Crisler & Co.

■ WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan: Sold by Radio Ann Arbor Inc. to Lake America Communications for \$1,235,000. Seller is owned by John B. Casciani, who has no other broadcast interests. Buyer is partnership of Thomas Merriman and Ernie Winn. Merriman is founder and former chairman of TM Progaming and TM Productions of Dallas, both companies now owned by Shamrock Broadcasting. Winn, who has been general manager of TM Progaming since 1971, will take over as general manager of stations upon closing. WNRS is 500 w daytimer on 1290 khz. WIQB is on 102.9 mhz with 10 kw and antenna 175 feet above average terrain. Broker: Blackburn & Co.

■ KIKI(AM)-KPIG(FM) Honolulu: Sold by Pacific FM Inc. to John Parker and his wife, Kathleen, for \$1.2 million. Seller is owned by Jim Gabbert, who is buying KEMO-TV San Francisco and selling off radio interests (see above). Buyers are also

principal owners of KOWL(AM) South Lake Tahoe, Calif. KIKI is on 830 khz with 10 kw full time. KPIG is on 93.9 mhz with 72 kw and antenna 1,215 feet below average terrain.

■ WJMC-AM-FM Rice Lake, Wis.: Sold by WJMC Inc. to Gazette Printing Co. for \$1,075,000. Seller is Russell J. Brown, who has no other broadcast interests. Buyer is publisher of *Janesville (Wis.) Gazette* and owner of WCLO(AM)-WJVL(FM) Janesville and WBKV-AM-FM West Bend, both Wisconsin; WIXN-AM-FM Dixon, Ill., and KIJV-AM-FM Huron, S.D. It is owned by Robert Bliss and family; M.W. Johnston is president. WJMC is on 1240 khz with 1 kw day and 250 w night. WJMC-FM is on 96.3 mhz with 100 kw and antenna 540 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ WKND(AM) Windsor, Conn.: Sold by KND Corp. to Hartcom Inc. for \$525,000. Seller is owned by Jerome Dawson, who also owns 100% of WADS(AM) Ansonia and 10% of WXL5(FM) Willimantic, both Connecticut. WKND is being sold under FCC's distress sale policy; its license and that of WXL5 were designated for hearing after allegations of fraudulent billing and unauthorized transfer of control (BROADCASTING, May 21). According to attorney for Dawson, WXL5, principally owned by Dawson's son, Kenneth, will also be sold under distress sale policy. Buyer is owned by John F. Merchant, T. Gregory Teasley, John N. Catlett, Scott H. Robb, John J. Lawrence, James G. Harris, Richard Weaver-Bey and Gerard Peterson (10% each); Thomas L. Nadeau and Alan Neigher (5.7% each), and John D. Jessup (8.6%). Merchant, Teasley, Lawrence, Harris, Weaver-Bey and Peterson are black. Merchant is Stamford, Conn., lawyer. Neigher, Nadeau and Jessup are Bridgeport, Conn., lawyers. Teasley is real estate analyst and Peterson is manager for Aetna Life Insurance Co., Hartford, Conn. Harris is director of Hartford social services organization. Lawrence is Bridgeport physician. Jessup is Westport, Conn., high school teacher. Catlett is president of Citicom Corp., New York, communications services. Robb is former Washington attorney for NBC and president (no ownership) of WHPN(AM)-WHVS(FM) Hyde Park, N.Y. WKND is 500 w daytimer on 1480 khz.

■ WHLT-AM-FM Huntington, Ind.: Sold by Williams County Broadcasting System Inc. to Huse Radio Inc. for \$331,875. Seller is owned by Carl Shipley (50%) and J. William Middendorf and his wife, Isabelle (25% each). They also own WBNO-AM-FM Bryan, Ohio, and WLKM(AM) Three Rivers, Mich. Buyer is owned by Edwin R. Huse (70%) and his wife, Helen (30%). Huse is former president of WKHM(AM)-WJOX(FM) Jackson, Mich., and vice president (2.2% ownership interest) of those stations' owner, Patton Communications Inc., which also owns WMPX(AM) Midland, Mich.; WYXE(AM) Sun Prairie, Wis., and KLNT(AM)-WKQN(FM) Clinton, Iowa. WHLT



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8/20/79

is 500 w daytimer on 1300 khz. WHLT-FM is on 103.1 mhz with 3 kw and antenna 91 feet above average terrain.

■ Other proposed station sales include: WXOR(AM)-WQLT(FM) Florence, Ala.; KNVR(FM) Paradise and KZOZ(FM) San Luis Obispo, both California; KMFE(FM) Emmett and KOFE(AM) St. Maries, both Idaho; KBUF-AM-FM Garden City, Kan.; WSHO(AM) New Orleans, and KFIX-AM-FM Liberty, Mo. (see "For the Record," page 52).

APPROVED

■ WTOC-AM-FM Savannah, Ga.: Sold by American Family Corp. to Bluegrass Broadcasting Co. for \$1.25 million. Seller, which purchased WTOC-AM-FM-TV last October from Savannah Broadcasting Co. for \$7.72 million, is spinning off radio stations to comply with FCC one-to-a-market rule. It also owns WYEA-TV Columbus, Ga.; WAFF(TV) Huntsville, Ala., and KFVS-TV Cape Girardeau, Mo. John Amos is president and chairman. Buyer, wholly owned subsidiary of Kentucky Central Life Insurance Co., owns, through subsidiaries, WVLK-AM-FM and WKYT-TV Lexington, Ky.; WHOO-AM-FM Orlando, Fla., and WVOC(AM) Columbus, Ga. It recently sold WINN(AM) Louisville, Ky. (BROADCASTING, Aug. 6). H. Hart Hagan is president of Bluegrass. WTOC is on 1290 khz with 5 kw full time. WTOC-FM is on 94.1 mhz with 89 kw and antenna 1,320 feet above average terrain.

■ WBSR(AM) Pensacola, Fla.: Sold by Mooney Broadcasting Corp. to H. D. (Bud) Neuwirth for \$990,000. Seller is publicly owned corporation; George P. Mooney is president and principal owner. It also owns WERC(AM)-WKXX(FM) Birmingham, Ala.; WBQ(FM) Hendersonville and WMAK(FM) Nashville, both Tennessee, and WUNA(AM) San Juan, P.R. Mr. Neuwirth is one-time executive with Metromedia Inc. and owner of WFEA(AM) Manchester, N.H. WBSR is on 1450 khz with 1 kw day and 250 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 former vice president and general manager of WKEE-AM-FM Huntington, W.Va., which was sold by its owner, Reeves Telecom (BROADCASTING, July 16). WJPR is on 1330 khz with 1 kw day and 500 w night.

■ Other approved station sales include: WBAR(AM) Bartow, Fla., and WANC-TV Asheville and WBBS(AM) Jacksonville, both North Carolina (see "For the Record," page 53).

BottomLine

Broader base and expansion. Heritage Communications, operator of 23 cable systems, two radio stations and display firm, has filed registration statement with Securities and Exchange Commission in connection with proposed combined primary and secondary offering of 939,462 shares of common stock. Primary offering of 600,000 shares will be sold by company; other 339,462 will be from selling shareholders. In addition, Heritage will grant underwriters option to purchase another 93,946 shares to cover over-allotments. Heritage spokesman confirmed that company intends to use its share of net proceeds for development of cable TV franchise, possible future acquisitions and other capital expenditures. At present share price, Heritage portion of proceeds would be approximately \$6 million. Largest selling shareholder is Leveall Co., El Paso, which is selling 260,000 of its 342,000 shares. Des Moines, Iowa-based Heritage has about 2.3 million common shares outstanding. Underwriting group will be managed by Blyth Eastman Dillon & Co. and R. G. Dickinson & Co.

□
In Liberty, there is Cosmos strength. Liberty Corp., Greenville, S.C., in reporting increased earnings in first six months of 1979 ("Weeks Worth," Aug. 6) credited its Cosmos Broadcasting Corp. with profits of \$3,492,000 in that period, 9.3% over \$3,194,000 earned year ago. Revenues of Cosmos in first half were \$17,478,000, compared to \$16,920,000 in same 1978 period.

□
Any more? LIN Broadcasting Corp., New York, reports its subsidiary, Mid-Texas Broadcasting Inc., has extended its tender offer to purchase all outstanding shares of Kingstip Communications Inc., Austin, Tex., at \$18.35 per share (BROADCASTING, June 18) until Aug. 29. LIN said as result of tender offers through Aug. 9, it will own about 98.8% of shares of Kingstip, which owns and operates KTTV(TV) Austin and KHFI-FM there.

□
J-P shares. Jefferson-Pilot Corp. said that it has authorized purchase of additional 500,000 of its own shares as they become available in open market. Shares, to be kept as treasury stock for general corporate uses, would be in addition to 553,049 of its own shares already purchased this year by Greensboro, N.C.-based company that has broadcast holdings.

July 31, 1979

Storer Broadcasting Company

has completed the sale of the assets of radio station

KTNQ
Los Angeles, California

*The undersigned represented the seller in
this transaction.*

THE
TED HEPBURN
COMPANY Cincinnati, Ohio

FCC veto power for President?

That's the idea of a proposal advanced by the ABA urging White House review of actions of regulatory agencies.

The FCC and Federal Trade Commission would be among the federal regulatory agencies to come under presidential review, and possibly veto, of their decisions, if an American Bar Association proposal is adopted.

The resolution, adopted by the ABA's policymaking House of Delegates during the ABA's annual convention in Dallas last week, "supports enactment of a statute authorizing the President to direct certain regulatory agencies, within and outside the executive branch, to consider or reconsider the issuance of critical regulations, within a specified time, and thereafter direct such agencies to modify or reverse their decisions concerning such

regulations."

The proposal was drawn up by the ABA's Commission on Law and the Economy, which asserted there is a basic defect of the American regulatory system in the lack of an effective balancing process. The commission noted that the agencies' officials are "appointed rather than elected, specialist rather than generalist," and enjoy an independence from the political process that "weakens the national ability to make balancing choices, or to hold anyone accountable when choices are made badly or not at all."

The proposed statute exempts the "money market functions of the Federal Reserve Board ..." and other non-economic regulatory issues, "e.g. the FCC's equal opportunity and fairness doctrines ..."

Any presidential review would require publication of an executive order in the *Federal Register* showing that findings of a specific agency action or inaction related to a critical regulation of major significance to the national interest and to the achievement of one or more statutory goals of the agency in question. In addition, there would be a 30-day public comment period.

A critical aspect of the proposal is that the President would exercise his balancing power on the advice of his immediate staff. There is a risk that decisions to intervene may be made on political considerations.

The proposal states that since this authority would be used "sparingly," and for "truly critical" issues, it would not unduly burden the Presidency, and could provide an "important tool for effective and accountable government."

Another try at performer royalties

Williams resubmits Senate bill that would put top cost to stations at 1% of revenues for those earning more than \$200,000 annually

Senator Harrison Williams (D-N.J.) has introduced legislation that would require broadcasters to pay royalties to performers, musicians and record companies.

In a statement inserted in the *Congressional Record* shortly before summer recess, Williams said his bill, S. 1552, should have "little, if any, impact on broadcasters' profit picture."

Under the proposal, the maximum royalty is one percent of the advertising receipts for a station with revenues of more than \$200,000 a year. Stations with

revenues between \$100,000 and \$200,000 would pay \$750 a year; stations with revenues under \$100,000 a year would pay \$250, and stations with revenues under \$25,000 would be exempt from royalties.

Similar proposals have received little support in the past, and have met strong opposition by broadcasters. Williams first introduced similar legislation in 1967 and has co-sponsored other bills since.

In his statement, Williams said the added expenses incurred from the legislation would be passed along to advertisers "who benefit from the enormous audiences that recorded music draws to radio."

One advantage of the bill, he said, is that American performers would for the first time be eligible to receive performance royalties from abroad. "Virtually every other nation in the Western world recognizes a performance right in sound recordings, yet the nation whose music dominates the world has no equivalent right," Williams said. "Enactment of this legislation would put the United States back in step with the rest of the world."

Co-sponsors of the bill are Senators Howar Baker (R-Tenn.), Bill Bradley (D-N.J.), Alan Cranston (D-Calif.), Jacob Javits (R-N.Y.), Howard Metzenbaum (D-Ohio) and Paul Sarbanes (D-Md.).

Ready to go

Las Vegas Valley meets FCC deadline with financial data that it says shows it is qualified to own KORK-TV

The FCC has removed all restrictions it had placed on its grant of Las Vegas Valley Broadcasting Co.'s application for KORK-TV Las Vegas, including the financial-qualifications issue that was the commission's strongest reason for not granting the application initially.

The FCC issued the order last Thursday, after a closed meeting when it was decided to remove all restrictions on the application, except that Las Vegas Valley be in business by Oct. 1. Las Vegas Valley had told the commission that it has sufficient financing to own and operate the station.

On Aug. 10, the commission ordered Las Vegas Valley to make a showing by close of business Aug. 15 that it had sufficient financing to go into business.

KORK-TV's previous owner, Western Communications Inc. (part of the Donrey Media group), lost its license last October because of what the U.S. Court of Appeals called "manifestly fraudulent" practices. The court also sent back for further consideration the FCC's companion denial of the competing application of Las Vegas

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AVG SHARE 12+ METRO SURVEY AREA.

Valley. The court questioned the FCC's holding that Las Vegas Valley was not financially qualified.

On Aug. 10, the FCC voted to adopt an order, which was drafted at a closed meeting and then circulated, to transfer operation of the channel 3 facility from Western to Las Vegas Valley. The order had three conditions:

- Las Vegas Valley was given the option of constructing a new facility or negotiating with Western to lease or buy the existing property.

- It was to make a showing by close of business Aug. 15 that it has sufficient financing to operate.

- The FCC was to consider whether Las Vegas Valley lacked candor in describing its financial condition during earlier proceedings.

In its filing with the commission last Wednesday, Las Vegas Valley stated that it has received a firm commitment of a loan of \$2,500,000, which establishes its financial qualifications to construct the station. It also said "negotiations with Western looking toward a purchase of the facilities ... and the lease of certain real estate are in progress. Valley is optimistic that they will be concluded successfully, but at present Valley cannot inform the commission which option ultimately will be elected."

On the issue of lack of candor, both Las Vegas Valley and the FCC's Broadcast Bureau had filed comments with the commission asking that the issue, raised initially by Western, be dropped. Las Vegas

Valley stated that "Western was defending its license against the commission and against Valley. ... As it developed Western's perception was based on a misunderstanding of the facts." The Broadcast Bureau agreed with Valley's assertions.

Judge blocks effort to ban ads for their possible effect on trials of damage suits

Insurance company advertisements calling attention to monetary awards in accident cases may cause a problem for judges concerned about the fair-trial rights of a plaintiff in such a suit. But the ads are protected by the First Amendment.

U.S. District Court Judge W. Eugene Davis of the Lafayette-Opelousas Division of the Western District of Louisiana issued that ruling in summarily dismissing a suit by an attorney seeking an order blocking publication of ads he said would improperly influence jurors to award lower amounts in damages.

The attorney, William P. Rutledge, who represents personal injury claimants on a contingent-fee basis, said that by encouraging jurors to consider impermissible facts, the ads tamper with juries, obstruct justice and prevent fair trials.

The liability insurance industry as a class was named as defendant. But

specifically named in the suit were Travelers Insurance Co., St. Paul Companies Inc., Aetna Casualty & Surety Co., Employers Insurance Co. of Wausau and Crum & Forster.

The tone and bite of the ads at issue varied. But generally a number made the point that judgments awarded by juries were financed by the premium payments of companies' customers—that, in the words of one Aetna ad, a "free lunch is never free." Some also advocated reform of tort (injury) law through the adoption of no-fault insurance.

Judge Davis acknowledged that the ads have a "commercial aspect"—that a reduction in jury awards would benefit the insurance companies. But he also said the ads communicate information about the insurance industry and disseminate the industry's opinion on matters of public concern," particularly reform of the tort law."

Judge Davis concluded that the ads should not be characterized as "commercial speech." And because they contain statements of public interest, he added, "there is a heavy presumption against the constitutional validity of any prior restraint on their publication."

Judge Davis cited the Nebraska Press Association case, in which the U.S. Supreme Court reversed the ruling of a state trial judge in a celebrated murder case that barred pretrial publication of information on confessions, even if obtained in open court. The state judge was concerned about the impact of such re-



You would think the majority of accidents occurs on the job, in hazardous occupations, in sports and athletics or on the streets and highways. Not so!

Believe it or not, the real hazard is that warm, comfortable, innocent-looking home. 20% of the back injury accidents occur in and around the home, not to mention all the cuts, bangs, bruises and fractures of heads and limbs.

This campaign brings attention to the hazards of the house and gives your audience important health safety tips.

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HELP REDUCE HOME ACCIDENTS

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60 SECOND AND 30 SECOND SPOTS

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- Television (One 60-sec. & one 30-sec. Filmed Spots)
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241 shares out of 480 outstanding (50.2%) Mid-Ohio Communications, Inc., owner of WBBY-FM, Westerville, Ohio, a suburb of Columbus, Ohio, plus 100% of the station's real property which is separately owned.

This is a court ordered sale on a sealed bid basis. There is a dispute as to whether the present minority owner has the right to acquire additional shares, as well as other factors of which the buyer should be aware.

Write Bill Chapman for further information and a bid package.

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porting on the ability to select an impartial jury (BROADCASTING, July 7, 1976).

The high court, Judge Davis noted, held that prior restraint of speech was "the most serious and the least tolerable infringement on First Amendment rights."

**Brown on minority owners
and the FCC**

FCC Commissioner Tyrone Brown last week rejected a call for the commission to drop the grandfathering provisions of its top 50 market policy to encourage minority ownership in broadcasting.

Brown admitted that the one-to-a-customer approach for broadcast properties would increase the opportunities for minority ownership, but he said that was not likely to happen. "The agency over the years has taken the position of not breaking up what it considers to be vested interests," Brown said. "I've taken the approach of trying to make sure that we don't continue to add to vested interests, for example, by permitting waivers of our top 50 market policy or by permitting increased crossownership, and I find it hard enough to get six of my colleagues to go along with

that position."

Brown's remarks came in response to a statement by Nolan Bowie of Citizens Communications Center, a public interest Washington-based law firm that has filed petitions with the commission for such organizations as the National Association for the Advancement of Colored People and the National Black Media Coalition, that the commission's multiple ownership policies are keeping minorities from making gains in the ownership ranks. The men were speaking on *Black Reflections*, a weekly program on WTTG(TV) Washington.

Bowie rejected Brown's claim that money was the major problem facing minorities, saying that the commission's policies don't stimulate diversity or competition. But Brown countered by noting that policies such as the tax certificate could have a significant impact.

Brown added that the reason for government agencies stimulating minority growth is not to make a small group of entrepreneurs wealthy. Instead, he said, they were pursuing it because unless minorities make important management decisions and have an impact on the networks, "we'll never see the day when programming is reflective of minority needs."

Washington Watch

More delegates. Senators Ernest Hollings (D-S.C.) and Barry Goldwater (R-Ariz.) chairman and ranking Republican of Communications Subcommittee, have been added to list of congressional delegates to World Administrative Radio Conference that begins Sept. 24, joining Representatives Charles Rose (D-N.C.), Wyche Fowler (D-Ga.), Joseph McDade (R-Pa.) and Harold Hollenbeck (R-N.J.).

Network answer. ABC and NBC have responded to Senator Alan Cranston's (D-Calif.) request of networks for ideas on advertising aimed at children (BROADCASTING, Aug. 13), with CBS reply still to come. According to staff member of subcommittee handling issue, however, no new information came from replies. Instead, ABC and NBC explained current code and issues raised in Federal Trade Commission inquiry, with no suggestions for new policy. Staff is still uncertain what will happen in future; Cranston has not indicated hearings are on his mind, and he has yet to be informed of responses received. In meantime, staff will continue to explore matter.

Done and done. FCC won't change its mind over decision to do away with cable certificates of compliance procedures. Commission has rejected petitions filed by citizen groups, 34 TV stations and National Association of Broadcasters to reconsider October 1978 ruling that systems have only to file registration statement detailing turn-on date, stations that are carried and EEO information. In separate cable action, commission announced it will issue periodic reports on number of cable-related complaints received at FCC as well as data on number of cable systems in operation.

Sentenced. James M. Quello, son of FCC commissioner, has been convicted of fraud and sentenced to four years in federal prison. Forty-year-old Quello pleaded guilty June 29 to charges of defrauding National Bank of Detroit in \$17,000 business loan and using credit card under false name.

More time. RKO General Inc. has been given one-week reprieve in complying with FCC order asking RKO to address three character-qualifications issues relevant to its application for renewal and assignment of its WNAE-TV Boston. Order was issued July 20 after closed commission meeting in which FCC found that RKO was not qualified to be licensee of WNAE-TV. Issues grow principally out of admitted wrongdoing of RKO's parent, General Tire & Rubber Co. RKO was given 30 days to comply with request for additional pleadings, and subsequently asked for one-week extension of order to get affidavits needed. FCC granted request last week. RKO's reply is due Aug. 27.

Programing ⚡

'Mork' move has its first test; results mixed

Orkan beats out Archie Bunker, but not that badly; 'L&S' scores well in its new time slot as ABC wins the week of Aug. 5

In a week of more than usual program experimentation, ABC-TV claimed the prime-time ratings prize for the seven days ended Aug. 12. The Nielsen score: ABC-TV, 15.9 rating and 31.7 share; CBS-TV, 14.7/29.1; NBC-TV 11.8/23.2.

ABC's *Mork and Mindy* went head-to-head against CBS's *All in the Family* for the first time and both sides found reasons to be pleased—CBS because *Mork*, though two share points ahead of *Family*, was down nine share points from its recent average; ABC both because the results in-



Mork from Ork vs ...



... Archie from Queens

dicated *Family* could be taken and because *Mork* was working off a weaker lead-in, *Hardy Boys*, while *Family* had *60 Minutes* for a springboard.

Family that night was a 90-minute special, and for its entire period it averaged five share points better than in the half hour that *Mork* was against it.



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

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Monitor

Keep it here. Local 839 of Motion Picture Screen Cartoonists struck three major Hollywood production companies last week in dispute centering on amount of cartoon work done overseas—primarily in Australia, Korea, Spain and Taiwan. Hanna-Barbera Productions, Ruby Spears Productions and PePatie-Freleng Enterprises were struck by 1,200-member Hollywood local.

But it feels as if the seventies just started. RKO Radio and Drake-Chenault Enterprises have teamed to produce, package, syndicate and distribute *The Top 100 of the 70's*. Twelve-hour radio special will be produced by Dave Sholin and Ron Hummel of RKO. Syndication is being handled by D-C's Jim Keffor and RKO's Harvey Mednick.

Say it with roses. Viacom Enterprises President Willard Block was so pleased with news, he had bouquets of roses sent to each of his 700 women employees. Viacom landed world distribution rights to 1980 Miss Universe Pageant. Company's 15-year handling of show was interrupted in 1978 and 1979 when Taft, HB Program Sales held rights. Pageant promoters also granted Viacom rights to second special—Miss USA Pageant.

Crossownership. Gannett Broadcasting's KISS-AM-FM Los Angeles will introduce *KIIS, the Newspaper* Sept. 13. New bimonthly paper will include life-style pieces as well as music and entertainment news. New commercial venture for disco-format stations will be edited by station's public affairs and publicity director, Meredith May. Ken Jones, KNXT-TV Los Angeles reporter, is publisher.

Nine for nine. Time-Life Television has released *The Big Nine* package of nine two-hour films: "Eleanor and Franklin" I and II, "The War Between the Tates," "Death Be Not Proud," "The Virginia Hill Story," "Dynasty," "Widow," "F. Scott Fitzgerald in Hollywood" and "Pueblo." Buyers already include WPIX-TV New York and ABC-owned KABC-TV Los Angeles, KGO-TV San Francisco and WXYZ-TV Detroit.

And for pay. Columbia Pictures Pay Television has made six more films available to subscription market: "The China Syndrome" and "The Fifth Musketeer" (available Nov. 1); "Hanover Street," "The Revengers" and "Nightwing" (Dec. 1), and "Game of Death" (Feb. 1, 1980).

Satellite fever. Satori Productions, New York, and Satellite Syndicated Systems have begun all-day, nonstop disco music service. For one cent per subscriber per month, The Disco Network is available over subcarrier of Satcom I, transponder 21, for use as new stereo FM channel or as background for data transmissions.

And something for long hairs too. National Classical Network will sub-lease FM stereo subcarrier from National Christian Network on Satcom III, scheduled to go into orbit next December. Network will supply classical, Broadway, easy listening and big band music to cable systems free of charge. Network will offer advertising.

SIN again. Spanish International Network announced new Spanish-language pay cable service, Galavision. Starting Oct. 26, Galavision will transmit films, continuing dramas, sports and variety specials to cable systems via Satcom I, transponder 18. Programing will be sent eight hours nightly Monday through Friday between 7 p.m. and 3 a.m. NYT and on Saturdays and Sundays for 15 hours each day starting at 3 p.m. NYT. All Galavision programing is produced in Spanish and imported from Mexico, Spain, Argentina, Venezuela and other Latin American countries.

ABC's *Laverne and Shirley* moved to Thursday at 8-8:30 and produced a winning 17.4/40. ABC also moved *The Ropers* behind *Mork* and *Angie* behind *Laverne and Shirley* for a temporary summer run. *Ropers*, against the second half-hour of the *Family* special, came in second with a 16.6/31. *Angie* held onto and expanded *Laverne and Shirley's* lead-in, pulling a 19.4/40 against the second half of CBS's *Waltons*, which had a 10.0/22 for the night, and the second half of NBC's *UFO*, which had an 8.7/19.

CBS offered two originals in the Wednesday 8-9 p.m. NYT block. *Dorothy* came in with a 10.3/23 and *Hanging In* with a 10.4/22. They placed third, behind *Eight Is Enough* on ABC (14.7/32) and *Real People* on NBC (11.7/25).

NBC offered an original, *Runaways*, at 8-9 p.m. Tuesday and pulled a 9.6/21. In the same time period ABC scored a clear first with *Happy Days* (16.6/38) and the second episode of *Detective Story*, a limited summer series (17.7/38), while a CBS News report pulled a 6.8/15.

ABC's *Monday Night Baseball* was the New York Yankees-Baltimore Orioles game that followed Yankee Captain Thurman Munson's funeral. It produced a 15.0/28, the second highest rating in the four-year history of *Monday Night Baseball*. (Highest rated was the Yankee game on July 24, 1978, when Yankee Manager Billy Martin was dismissed.)

Among the magazine shows, ABC News's *20/20* scored a 16.2/30 and NBC News's *Prime Time Sunday* came in with a 13.0/23, while CBS News's *60 Minutes* continued to lead with 17.9/40.

ABC won Tuesday, Wednesday, Thursday and Saturday nights; CBS took the rest. CBS had all of the top five shows—*Jeffersons*, *Alice*, *One Day at a Time*, *WKRP in Cincinnati* and *M*A*S*H*—and, with *Lou Grant* placing ninth, six of the top 10. ABC's *Charlie's Angels*, *Vega\$, Three's Company* and *Barney Miller* filled out the top 10.

Equal time for antinukes

Bolstered by a fairness-doctrine victory at the FCC, California energy groups are mounting a campaign to place alternative-energy spots on California stations that have carried Pacific Gas & Electric Co. ads promoting construction of power plants.

The FCC, on remand from the U.S. Court of Appeals, ruled last month that four California radio outlets violated the doctrine by refusing antinuclear-power spots after running ads promoting nuclear energy (BROADCASTING, July 16). Now 11 San Francisco Bay Area groups, led by the Environmental Defense Fund and the Public Media Center, are attempting to place 30-second spots promoting alternative energy sources with TV stations that carried the PG&E ads last fall.

Andy Schwartzman, of Washington's Media Access Project, which is working with the California groups, said that so far four stations have accepted the groups'

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spots and negotiations with 16 others are in various stages of progress. One station has refused. Those that did not take them, he indicated, could be the subject of fairness complaints to the FCC. Schwartzman also indicated the groups would attempt to broaden their efforts to place the spots beyond California, either as PSA's, or, where stations have carried utility spots promoting more power plants as fulfillment of fairness doctrine obligations.

NCCB sees drop in television violence

Citizen group says ABC has the most, CBS the least

A new survey by the National Citizens Committee for Broadcasting concludes that violence on television is on the decline.

The NCCB survey monitored prime time TV during May and concluded that ABC programming was the most violent, NBC's was a close second, and CBS's considerably the least. In series programming, NBC was found the worst offender, with seven of the 12 most violent shows. Of the 12 most violent movies, ABC was charged with seven.

Over-all, NCCB found a significant drop in violence from 1976—the first year it conducted the survey. For example, in 1976 there was an average of 190 acts of program violence each week, while the number this year dropped to 168. But even though there is less violence on TV, NCCB found those programs that contain violence have more violent incidents than similar shows did two years ago.

NCCB also ranked advertisers according to the amount of violent programming they sponsored, and found a change in buying behavior from the fall 1977 season. Of the 10 most violent advertisers in 1977, only Miller remains on the list. The latest survey found that the advertisers sponsoring the most violence included Chrysler, Hi C, Budweiser, Duracell and Mennen. Those sponsoring the least violence on TV included Nikon, Alberto-Culver, Perrier, Timex and Shulton Old Spice.

Latest CPB viewer profiles show increases in public awareness and viewing, especially among minority groups

A study commissioned by the Corporation for Public Broadcasting—the fourth in a series of annual national surveys—has found that public television is gaining in popularity among viewers 60 years old and older and with members of minority and ethnic groups.

The survey, done by Statistical Research Inc. during January 1979, covered the level of awareness of public television and

public radio among adults, the level of viewing and listening, reasons for listening to public radio and reactions to on-air fund-raising by public television and radio stations.

The first report in the series, "Public Television Awareness and Viewing," shows that awareness of the local public television channel has increased from 89% in 1977 to 92% in 1979, and reports of viewing public television at least once have increased from 64% to 68%.

The second report, "Public Television On-Air Fund Raising," shows that the public has a generally positive reaction to

on-air fund raising, but for those who had seen on-air appeals before, there was an increase in negative comments about the procedure.

Report number three, "Public Radio Awareness, Listening and On-Air Fund Raising," showed a decline in positive attitudes toward on-air fund raising for public radio, with almost no rise in public radio awareness.

The final report, "Methodology," included a sample questionnaire, which was used in conducting the 1,046 interviews for the survey, along with study procedures.

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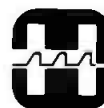
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It's a bird, it's a plane, it's Mozart

NPR broadcast of symphony from Austria is first stereo transmission from overseas sent via satellite to U.S.

If all went according to plans, the broadcast of Mozart's "The Magic Flute," which was scheduled to be heard yesterday (Aug. 19) over most NPR member stations, was the first live, stereo broadcast to originate outside the United States and an illustration of the increasing use of satellites.

The major portion of the four-hour program was a live production of Mozart's work performed by the Vienna Philharmonic and the Vienna State Opera Chorus during the Salzburg Festival, an annual celebration of music in the Austrian city where Mozart was born. Through an extensive network of land lines, satellites and uplinks and downlinks on two continents, the program was offered live in mono to all NPR member stations over NPR's regular land lines and in full 15 khz stereo via satellite to a select 60, co-located with PBS stations.

The program was produced by WGBH(FM) Boston and funded by a consortium of four noncommercial stations—WGBH, KUSC-FM Los Angeles, WNYC(FM) New York and WGUC(FM) Cincinnati—and the six stations of Minnesota Public Radio.

According to Wesley Horner, who produced the program for WGBH, the live portion was originated by Austrian Radio, which offered its broadcast to all members of the European Broadcasting Union, which includes NPR. From Salzburg, the signal was carried by land lines to an uplink in Raisting, Germany, near Munich, where it was bounced off an Intelsat satellite over the Atlantic to a downlink outside New York. From New York the signal was sent via AT&T land lines to WGBH where the pre-recorded material was added and the entire program was sent along land lines to Washington for distribution to the individual stations.

In Washington, two programs were, in effect, created—one monaural and one stereophonic. The mono program was fed on to the regular NPR land-line network with its 5 khz frequency response and made available to the over 200 members of NPR. The stereo program was "piggybacked" on the video signal of PBS's Westar satellite network. To receive the signal, then, a station had to run a line to

the earth station, of a cooperating PBS station.

Horner estimated the cost of the production and its distribution as \$28,000—\$13,000 for production, supplied by the consortium and \$15,000 in transmission costs, picked up by NPR.

Moving on 9 khz

The FCC has formed a task force to look into the question of 9 khz spacing in the AM broadcast band. The task force will provide information that can be used in arriving at a United States position on channel spacing at the upcoming Region 2 conference of the International Telecommunications Union. Region 2 includes North and South America.

FCC rules currently specify that AM broadcast stations must operate on 107 AM broadcast channels, spaced in successive steps of 10 khz, starting with 540

khz and continuing through 1600 khz. Because of the increasing demand for additional full-time facilities—and not enough channels to meet the request—interest in increasing the number of AM channels has been growing. And one method of increasing the channels would be to reduce the spacing from 10 khz to 9 khz.

Many other countries already use 9 khz spacing as a result of the 1974-75 broadcast conference of Regions 1 and 3. Part of the task force's mandate is to study why Regions 1 and 3 changed to the 9 khz spacing and what implementation problems they faced.

The task force will also explore the potential costs and technical problems of instituting the reduced spacing. Some of the questions it will be looking at are whether such a new rule will be economically viable for new stations, and how it would affect consumers.

The group will also review any comments filed (they are due Oct 1).

InSync

Two-way for Texas. Stacey Communications Corp., awarded cable franchise for Portland, Tex., in late July, will wire town with two-way cable communications system of TOCOM Inc., Irving, Tex. System, which within next six years will pass 10,000 homes, will use TOCOM's III A package, providing regular cable programming, optional 24-hour fire, theft and medical emergency alarms, pay TV and necessary flexibility for adding on more services in future.

RSVP. WBNO(AM) Bryan, Ohio, will turn on solar power plant Aug. 29 and has sent out invitations to event. Government-funded solar cell array will provide most of the power for transmitter of daytime station and some power for studio equipment (BROADCASTING, July 9). According to Bob Beasley, station's commercial manager, invitations have gone out to number of local, state and national dignitaries including President Carter, who has not yet replied. What if it rains? "It's not going to rain on solar dedication day," Beasley says emphatically.

Wisconsin winner. N.E.W. Media, joint venture of American Television and Communications Corp. and number of local investors, has been awarded cable franchise for Green Bay, Wis. New franchise will pass more than 30,000 homes when 300-mile system is completed. First subscriber should be hooked up by mid-1980. In addition to local channels, planned services of system include WGN-TV Chicago and WRGG(TV) Atlanta, two religious channels, five community access channels and two optional pay cable channels—Home Box Office and Take Two from HBO.

When a sundial isn't enough. LaBarge Inc. is offering Satellite Controlled Clock that is not really a clock at all, but receiver of time signal put on satellite by National Bureau of Standards. St. Louis manufacturer of clock says time on digital display is accurate to within 30-50 microseconds of coordinated universal time. By using more than one clock, broadcasters can synchronize computers and switching equipment in radio and TV networks.

Wait a minute. Before consumers put together inexpensive, earth-station kits such as those shown at Satellite Private Terminal Seminar last week in Arcadia, Okla., it might be a good idea to look at current FCC regulations. FCC says unauthorized (by sender) reception of satellite signal carries fines of up to \$10,000 or imprisonment for up to one year or both. And it is unlikely backyard builder will get developmental license to operate earth station. Those licenses are granted only to those who can prove they are developing new techniques or performing scientific research.

The Broadcasting Playlist Aug 20

Contemporary

Playback

Last This week week	Title □ Artist	Label
5 1	<i>My Sharona</i> □ The Knack	Capitol
1 2	<i>Good Times</i> □ Chic	Atlantic
4 3	<i>When You're In Love</i> □ Dr. Hook	Capitol
3 4	<i>Main Event</i> □ Barbra Streisand	Columbia
2 5	<i>Bad Girls</i> □ Donna Summer	Casablanca
6 6	<i>You Can't Change That</i> □ Raydio	Arista
17 7	<i>Sad Eyes</i> □ Robert John	EMI/America
16 8	<i>After the Love Has Gone</i> □ Earth, Wind & Fire	Columbia
9 9	<i>Gold</i> □ John Stewart	RSO
13 10	<i>Is She Really Going Out With Him</i> □ Joe Jackson	A&M
20 11	<i>Lead Me On</i> □ Maxine Nightingale	Windsong
19 12	<i>What Cha Gonna Do</i> □ Stephanie Mills	20th Century
10 13	<i>Makin' It</i> □ David Naughton	RSO
8 14	<i>Ring My Bell</i> □ Anita Ward	TK
7 15	<i>Mama Can't Buy You Love</i> □ Elton John	MCA
18 16	<i>Let's Go</i> □ Cars	Elektra
12 17	<i>I Was Made For Lovin' You</i> □ Kiss	Casablanca
15 18	<i>Hot Stuff</i> □ Donna Summer	Casablanca
14 19	<i>I Want You To Want Me</i> □ Cheap Trick	Epic
22 20	<i>Lonesome Loser</i> □ Little River Band	Capitol
33 21	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
23 22	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
21 23	<i>Don't Bring Me Down</i> □ Electric Light Orchestra	Jet
24 24	<i>Goodbye Stranger</i> □ Supertramp	A&M
38 25	<i>Driver's Seat</i> □ Sniff 'n' the Tears	Atlantic
25 26	<i>Heaven Must Have Sent You</i> □ Bonnie Pointer	Motown
28 27	<i>I Do Love You</i> □ G.Q.	Arista
37 28	<i>Bad Case Of Lovin' You</i> □ Robert Palmer	Island
42 29	<i>Suspicious</i> □ Eddie Rabbitt	Elektra
27 30	<i>Sail On</i> □ Commodores	Motown
41 31	<i>Rise</i> □ Herb Alpert	A&M
35 32	<i>Hot Summer Nights</i> □ Night	Planet
30 33	<i>Pop Muzik</i> □ M	Sire
45 34	<i>Get It Right Next Time</i> □ Gerry Rafferty	United Artists
40 35	<i>Cruel To Be Kind</i> □ Nick Lowe	Columbia
26 36	<i>Shine a Little Love</i> □ Electric Light Orchestra	Jet
29 37	<i>Logical Song</i> □ Supertramp	A&M
31 38	<i>Ain't No Stoppin' It</i> □ McFadden & Whitehead	Phila. Int'l.
36 39	<i>Born To Be Alive</i> □ Patrick Hernandez	Columbia
11 40	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
- 41	<i>Ain't That a Shame</i> □ Cheap Trick	Epic
- 42	<i>Where Were You When I Was Falling In Love</i> □ Lobo	MCA
34 43	<i>You Gonna Make Me Love</i> □ Jones Girls	Phila. Intl.
39 44	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
- 45	<i>Different Worlds</i> □ Maureen McGovern	Warner Bros.
48 46	<i>Boss</i> □ Diana Ross	Motown
- 47	<i>Oh Well</i> □ Rockets	RSO
- 48	<i>Rolene</i> □ Moon Martin	Capitol
46 49	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
- 50	<i>Spooky</i> □ Atlanta Rhythm Section	Polydor

New heights. The Oak Ridge Boys' *Dream On* (MCA) is not just the latest in a string of hit records for one of country music's hottest quartets. "Oak Ridge Boys have added a dimension to their sound," comments Reggie Davis, music director at WUNI(AM) Mobile, Ala. "They're headed in a direction that will appeal to everyone, and the mixing, harmony, contents and production of the record are all excellent. It has a really dynamic feeling." **Instant acclaim.** Barbara Mandrell's newest single, *Fooled by a Feeling* (MCA), is drawing a great deal of request action at stations playing it. "It's taking off like crazy," reports Earl Morgan, program director at WNYR(AM) Rochester, N.Y. "And it's also a great programming mix record." Ed Salamon, program director at WHN(AM) New York, describes it as Mandrell's "best piece of product yet. Because of her following here, we added it out of the box." He says the single is already in the station's top 20. **Into his own.** Bob Mitchell, music director at KCKC(AM) San Bernardino, Calif., describes Ronnie McDowell's new single, *Love Me Now* (Epic), as, "a smash." Mitchell adds that the record tied last week with a 4.2 out of 5 rating in call-out research with Ronnie Milsap's *In No Time At All* (RCA). And Ron West, music director at KSON(AM) San Diego, comments that McDowell "is trying to get away from his image as an Elvis-impersonator, and this demonstrates that he's developed his own style."

Country

Last This week week	Title □ Artist	Label
1 1	<i>Til I Can Make It On My Own</i> □ Rogers & West	U.A.
19 2	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
17 3	<i>I May Never Get To Heaven</i> □ Conway Twitty	MCA
21 4	<i>You're My Jamaica</i> □ Charley Pride	MCA
3 5	<i>Only Way To Say Good Morning</i> □ Ray Price	Monument
12 6	<i>Pick the Wildwood Flower</i> □ Gene Watson	Capitol
7 7	<i>Family Tradition</i> □ Hank Williams Jr.	Elektra
2 8	<i>Coca-Cola Cowboy</i> □ Mel Tillis	MCA
6 9	<i>You're the Only One</i> □ Dolly Parton	RCA
11 10	<i>All Around Cowboy</i> □ Marty Robbins	Columbia
5 11	<i>No One Else In the World</i> □ Tammy Wynette	Epic
13 12	<i>Heartbreak Hotel</i> □ Nelson/Russell	Columbia
9 13	<i>Barstool Mountain</i> □ Moe Bandy	Columbia
18 14	<i>Stay With Me</i> □ Dave & Sugar	RCA
8 15	<i>Save the Last Dance</i> □ Emmylou Harris	Warner Bros.
16 16	<i>I Love How You Love Me</i> □ Lynn Anderson	Columbia
4 17	<i>Suspicious</i> □ Eddie Rabbitt	Elektra
14 18	<i>(Ghost) Riders In the Sky</i> □ Johnny Cash	Columbia
22 19	<i>Don't Let Me Cross Over</i> □ Jim Reeves	RCA
- 20	<i>Your Kisses Will</i> □ Crystal Gayle	United Artists
- 21	<i>Here We Are Again</i> □ Statler Bros.	Mercury
10 22	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
23 23	<i>Liberated Woman</i> □ John Wesley Ryles	MCA
15 24	<i>Amanda</i> □ Waylon Jennings	RCA
- 25	<i>Fools For Each Other</i> □ Johnny Rodriguez	Epic

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.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 6 through Aug. 10.

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

■ Derry, N.H.—Spacetown Communications Corp. seeks 1320 khz, 5 kw-D, 1 kw-N. Address: RFD Box 115-A, Hudson, N.H. 03051. Estimated construction cost \$165,836; first quarter operating cost \$31,725; revenue \$100,000. Format: easy listening. Principals: Albert P. Gureckis (32.61%) and seven others. Gureckis is pressman for Nashua Corp., paper converters in Nashua, N.H. None have other broadcast interests. Ann. Aug. 6.

FM applications

■ Taft, Calif.—Mann Broadcasting Co. seeks 103.9 mhz, 3 kw, HAAT: —155 ft. Address: P.O. Box WW, Taft 93268. Estimated construction cost \$39,157; first quarter operating cost \$1,620; revenue \$2,250. Format: MOR/variety. Principal: Louise E. Mann, also 50% owner of KTKR (AM) Taft. She has no other broadcast interests. Ann. Aug. 6.

■ Burlington, Iowa—Hensley Broadcasting Inc. seeks 93.5 mhz, 2.4 kw, HAAT: 328 ft. Address: 1212 South Shore Dr., Clear Lake, Iowa 50428. Estimated construction cost \$70,697; first quarter operating cost \$16,500; revenue \$200,000. Format: variety. Principals: Darryl Hensley (60%) and four others. Hensley is also 50% owner of Madhatter Broadcasting Co., licensee of KZEV-FM Clear Lake. Ann. Aug. 6.

■ Port Sulphur, La.—Mariners Radio Relay Co. seeks 106.7 mhz, 25 kw, HAAT: 81 ft. Address: 6645 Evergreen Dr., Marimar, Fla. 33023. Estimated construction cost \$106,020; first quarter operating cost \$27,195; revenue \$180,000. Format: contemporary.

Principals: B. Eric Rhoads, Gerald Clifton and Worldmark Corp. (33 1/3% each). Rhoads and Clifton own 50% each of World Communication Inc., programming consulting firm in Ft. Lauderdale, Fla. Worldmark is a holding company based in Fort Wayne, Ind. Rhoads owns 10%; his parents, D. Dean and Eugenia, own 70%. Ann. Aug. 6.

■ Ogdensburg, N.Y.—The Wireless Works Inc. seeks 92.7 mhz, 3 kw, HAAT: 346 ft. Address: P.O. Box 239, 2315 Knox St., Ogdensburg 13669. Estimated construction cost \$39,789; first quarter operating cost \$2,100; revenue \$30,000. Format: pop. Principal: Wireless Works Inc., licensee of WSLB (AM) Ogdensburg. Christopher B. Coffin is president. Ann. Aug. 6.

■ St. Mary's, W. Va.—Employee-Owned Broadcasting Corp. seeks 101.7 mhz, 3 kw, HAAT: 375 ft. Address: Box 329, Marietta, Ohio 45750. Estimated construction cost \$64,500; first year operating cost \$35,500; revenue \$118,180. Format: pop. Principals: Carl Clovis (51%) and 4 others. Clovis is secretary and general manager of 5 KW Inc., radio broadcasting firm in Marietta. Employee-Owned Broadcasting is also licensee of WBRJ (AM) Marietta. Ann. Aug. 6.

TV application

■ Centralia, Wash.—Tacoma Park School District No. 10 seeks ch. 15; ERP: 600 kw vis., 60 kw aur., HAAT: 2133.63 ft. Address: 1101 South Yakima Ave., Tacoma, Wash. 98405. Estimated construction cost \$798,994; first-year operating cost \$80,000; revenue \$80,000. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Kenneth Williams Jr. Applicant is nonprofit educational institution and licensee of KTPS (TV) and KTOY (FM) both Tacoma. Ann. Aug. 6.

FM actions

■ Chariton, Iowa—Broadcast Bureau granted Home Town Development Co. 105.5 mhz, 1.7 kw, HAAT: 390 ft. Address: P.O. Box 839, Chariton 50049. Estimated construction cost \$108,827; first quarter operating cost \$19,200; revenue \$70,000 (year). Format: MOR/C&W. Principals: David B. Anderson and his wife, Donna, and Paul F. Christoffers and his wife, Lona (25% each). Anderson is teacher in Council Bluffs, Iowa. Christoffers is lawyer in Chariton, where he has various business interests. None have other broadcast properties (BPH-790130AD). Action Aug. 3.

■ Grand Rapids, Mich.—Broadcast Bureau granted Grand Rapids School of the Bible and Music 88.9 mhz, 9 w, HAAT: 170 ft. P.O. address: 1331 Franklin S.E., Grand Rapids, Mich. 49506. Estimated construction cost \$19,160; first-year operating cost \$12,750; revenue \$16,500. Format: educational. Applicant is private, non-profit educational institution (BPED-2651). Action Aug. 3.

■ Forsyth, Mont.—Broadcast Bureau granted Gold-Won Radio Corp. 101.3 mhz, 100 kw, HAAT: 1030 ft. Address: P.O. Box 1250 Forsyth 59327. Estimated construction cost \$15,000; first-year operating cost \$54,-

453; revenue \$78,797. Format: Station will duplicate KIKC (AM), add standard and classical. Principals: B. Dean Holmes (26%), Michael J. Dorris (26%), Clarence Hekkel (10%), Elmer Heberle and John Stockhill (6.5% each) and five others (5% each). None has other broadcast interests (BPH-11108). Action Aug. 3.

■ Farmington, N.M.—Broadcast Bureau granted Navajo Missions Inc. 88.9 mhz, 250 w, HAAT: 360 ft. Address: 2103 West Main St., Farmington 87401. Estimated construction cost \$30,095; first-year operating cost \$23,100; Format: variety-religious. Applicant is non-profit organization for education of Navajo Indians; Jack Drake is president (BPED-780825AL). Action Aug. 3.

Ownership Changes

Applications

■ WXOR (AM)-WQLT (FM) Florence, Ala. (AM: 1340 khz, 1 kw-D; FM: 107.3 mhz, 100 kw)—Seeks transfer of control of Big River Broadcasting Corp. from Sam C. Phillips (72% before; 23% after) to three individuals (none before; 49% after). Consideration: \$48,020. Sam Phillips also owns 36% of WLVS (FM) Germantown and 32% of WVEE (AM) Memphis, both Tennessee, and 51% of WLIZ (AM) Lake Worth, Fla. Buyers are S. Knox Phillips and Jerry L. Phillips, who are buying 23% interest each from their father, for \$45,080. Sally Wilbourn is buying 3% interest for \$2,940. All buyers are employees of recording and publishing company in Memphis. Wilbourn is also 10% owner of WLVS (FM) Germantown. Ann. Aug. 9.

■ KNVR (FM) Paradise, Calif. (96.7 mhz, 3 kw)—Seeks assignment of license from Darrell S. Tenter Sr., receiver of North Valley Radio to Paradise Broadcasting Inc. for \$21,800. Station prior to receivership, was owned by Steven Fuss and F. David Townsend, who have no other broadcast interests. Buyer is owned by Robb Cheal, Chico, Calif., contractor and real estate developer. He also owns 50% of applicant for new FM at Anderson, Calif. Ann. Aug. 1.

■ KZOZ (FM) San Luis Obispo, Calif. (93.3 mhz, 29.5 kw)—Seeks assignment of license from Forrest Communications Corp. to KFYV Radio for \$500,000. Seller is owned by Robert A. Forrest, who owns KDON-AM-FM Salinas, Calif., and purchased KBBQ (AM)-KBBY (FM) Ventura, Calif., in July (BROADCASTING, July 30). Buyer is owned by George R. Scott (65%), Gary S. Owens (25%) and James G. Mouyeos (10%), who also own KKAL (AM) Arroyo Grande, Calif. Ann. Aug. 9.

■ WKND (AM) Windsor, Conn. (1480 khz, 500 w-D)—Seeks assignment of license from KND Corp. to Hartcom Inc. for \$525,000. Seller is owned by Jerome Dawson, who also owns 10% of WXLS (FM) Williamantic and 100% of WADS (AM) Ansonia, both Connecticut. Buyer is owned by John F. Merchant, T. Gregory Teasley, John N. Catlett, Scott H. Robb, John J. Lawrence, James G. Harris, Richard Weaver-Bey and Gerard Peterson (10% each); Thomas L. Nadeau and Alan Neigher (5.7% each), and John D. Jessup (8.6%). Merchant is Stamford, Conn., lawyer. Neigher, Nadeau and Jessup are Bridgeport, Conn., lawyers. Teasley is real estate analyst and Peterson is manager for Aetna Life Insurance Co., Hartford, Conn. Harris is executive director of Hartford social services organization. Lawrence is Bridgeport physician. Jessup is high school teacher in Westport, Conn. Catlett is president of Citicomic Corp., New York, communications services. Robb is former Washington attorney for NBC and president (no ownership) of WHPN (AM)-WHVS (FM) Hyde Park, N.Y. Ann. Aug. 8.

■ KMFE (FM) Emmett, Idaho (101.7 mhz, 790 kw)—Seeks assignment of license from Emmett Valley Broadcasters Inc. to Wegner Vittert Broadcasting Inc. for \$84,500. Seller is principally owned by Floyd D. Brown and his wife, Evelyn (43-1/2% each), who have no other broadcast interests. Buyer is owned by Glen

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E. Wegner, Mark B. Vittert and Elliott H. Stein Jr. (33-1/3% each). Wegner is Boise, Idaho, industrial health consultant. Vittert is St. Louis real estate investor. Stein is New York investor. None has other broadcast interests. Ann. Aug. 8.

■ **KOFE(AM)** St. Maries, Idaho (1490 khz, 1 kw-D, 250 w-D)—Seeks assignment of license from St. Joe Radio to K C Corp. for \$125,000. Seller is owned equally by Duane J. Bare, Benjamin F. Bush and Robert D. Stolley, none of whom has other broadcast interests. Buyer is owned by Barbara Kellogg (75%) and Orville W. Case Jr. (25%). Kellogg is Los Angeles wholesale furniture manufacturer. Case until June was Honolulu real estate broker. Neither has other broadcast interests. Ann. Aug. 8.

■ **WHLT-AM-FM** Huntington, Ind. (AM: 1300 khz, 500 w-D; FM: 103.1 mhz, 3 kw)—Seeks assignment of license from Williams County Broadcasting System Inc. to Huse Radio Inc. for \$331,875. Seller is owned by Carl L. Shipley (50%) and J. William Middendorf and his wife, Isabelle (25% each). They also own **WBNO-AM-FM** Bryan, Ohio, and **WLKM(AM)** Three Rivers, Mich. Buyer is owned by Edwin R. Huse (70%) and his wife, Helen (30%). Huse is former president of **WKHM(AM)-WJOX(FM)** Jackson, Mich., and vice president (2.2% interest) of station's parent, Patton Communications Inc., which also owns **WMPX(AM)** Midland, Mich.; **WYXE(AM)** Sun Prairie, Wis., and **KLNT(AM)-WKNQ(FM)** Clinton, Iowa. Ann. Aug. 1.

■ **KBUF-AM-FM** Garden City, Kan. (AM: 1050 khz, 97.3 mhz; FM: 97.3 mhz, 11 kw)—Seeks assignment of license from Midwest Radio Co. to Robert E. Ingstad Broadcast Properties for \$405,000 plus \$45,000 for agreement not to compete. Seller is owned by William VanHorn Smith, Roland Belcher and Dwight E. LeClerc, none of whom has other broadcast interests. Buyer is owned Robert E. Ingstad who also owns **WTNT(AM)-WLW(FM)** Tallahassee, Fla. (BROADCASTING, Feb. 5); **KGRZ(AM)** Missoula, Mont.; **KKOA(AM)** Minot, N.D., and **KKLS(AM)-KKHJ(FM)** Rapid City and **KGFX(FM)** Pierre, both South Dakota. Ann. Aug. 8.

■ **WSHO(AM)** New Orleans (800 khz, 1 kw-D)—Seeks transfer of control from Americana Broadcasting Corp. to Swanson Broadcasting Inc. for \$1.5 million. Seller is principally owned by H. Calvin Young who also owns **WGUS-FM** Augusta, Ga., and **WGUS(AM)** North Augusta, S.C. Buyer is group owner, principally owned by Gerock H. Swanson. It also owns **KLEO(AM)** Wichita, Kan.; **WBYU(FM)** New Orleans; **KKNG(FM)** Oklahoma City; **KRMG(AM)** Tulsa, Okla.; **KFJS-AM-FM** Fort Worth and **KKYX(AM)** San Antonio, Tex. Ann. Aug. 8.

■ **KFIX-AM-FM** Liberty, Mo. (AM: 1140 khz, 500 w-D; FM: 106.5 mhz, 100 kw)—Seeks assignment of license from Strauss Broadcasting Corp. to Southwest Radio Enterprises Inc. for \$1,540,000. Seller is owned by Leonard H. Strauss and his wife, Marilyn, who have no other broadcast interests. Buyer is wholly owned subsidiary of Southwest Florida Enterprises Inc., Fort Myers, Fla., owner and operator of dog racing track and department store. It is principally owned by estate of Isadore Hecht. Ann. Aug. 9.

■ **WLW(AM)** Cincinnati-WLWS(FM) Hamilton, Ohio (AM: 700 khz, 50 kw-U; FM: 96.5, 50 kw)—Seeks assignment of license from WLW Radio Inc. and WLW Radio of Hamilton Inc., respectively, to Mariner Communications Co. for \$17 million. Seller, principally owned by Jay C. Thompson, has no other broadcast interests. Buyer is principally owned by Joe Scallon. It also owns **WITS(AM)** Boston and **KBEQ(FM)** Kansas City, Mo. Ann. Aug. 9.

Actions

■ **WBAR(AM)** Bartow, Fla. (1460 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from D-Bar Radio Inc. to **WBAR Radio Inc.** for \$135,000. Seller is principally owned by Harold Cook and M. S. O'Dell, who purchased station in 1977 for \$130,000. They were granted waiver of "three-year rule" on grounds that station has been financial drain. They also own **KASO-AM-FM** Minden, La. Buyer is owned by J. R. Livesay, Shirley Herrington and James R. Livesay II (20% each), and Robert E. Adams (36%) and his wife, Mathilde (5%). J. R. Livesay with his son, James, and Herrington also own **WLBH-AM-FM** Mattoon, Ill.; **WHOW-AM-FM** Clinton, Ill., and **WERT-AM-FM** Van Wert, Ohio. Adams is business consultant with various real estate interests. He has no other broadcast interests (BAL790404FC). Action July 27.

■ **WBSR(AM)** Pensacola, Fla. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of

license from Mooney Broadcasting Corp. to H. D. (Bud) Neuwirth for \$990,000. Seller is publicly owned corporation; George P. Mooney is president and principal owner. It also owns **WERC(AM)-WKXX(FM)** Birmingham, Ala.; **WBYQ(FM)** Hendersonville and **WMAK(FM)** Nashville, both Tennessee, and **WUNA(AM)** San Juan, P.R. Neuwirth is one-time executive with Metromedia Inc. and owner of **WFEA(AM)** Manchester, N.H. (BAL790530FX). Action Aug. 6.

■ **WTOC-AM-FM** Savannah, Ga. (AM: 1290 khz, 5 kw; FM: 94.1 mhz, 89 kw)—Broadcast Bureau granted assignment of licenses from American Family Corp. to Bluegrass Broadcasting Co. for \$1.25 million. Seller, which purchased **WTOC-AM-FM-TV** last October from Savannah Broadcasting Co. for \$7.72 million, is spinning off radio stations to comply with FCC one-to-a-market rule. It also owns **WYEA-TV** Columbus, Ga.; **WAFF(TV)** Huntsville, Ala., and **KFVS-TV** Cape Girardeau, Mo. John Amos is president and chairman. Buyer, wholly owned subsidiary of Kentucky Central Life Insurance Co., owns, through subsidiaries, **WVLK-AM-FM** and **WKYT-TV** Lexington, Ky.; **WHOO-AM-FM** Orlando, Fla., and **WVOC(AM)** Columbus, Ga. H. Hart Hagan is president of Bluegrass (BAL790518HT, BALH790518HU). Action July 31.

■ **WJPR(AM)** Greenville, Miss. (1330 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted 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), and Peter Falk (9.1%). Rogers and Falk are TV and movie actors. Rouso is business partner of Rogers. Eblin is only owner with other broadcast interests. He is former vice president and general manager of **WKEE-AM-FM** Huntington, W. Va. (BAL790614HK). Action July 31.

■ **WANC-TV** Asheville, N.C. (ch. 21)—Broadcast Bureau granted assignment of license from **WISE-TV Inc.** to Pappas Telecasting Inc. for \$206,000. Seller is principally owned 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, Neb. (BALCT790607KE). Action July 27.

■ **WBBS(AM)** Jacksonville, N.C. (1290 khz, 1 kw-D)—Broadcast Bureau granted transfer of control from Sun Broadcasting Inc. from David A. Manko (100% before; none after) to Caleb Communications Inc. (none before; 100% after). Consideration: \$434,750. Seller, who was granted waiver of three-year rule, has no other broadcast interests. Buyer is owned by Raymond W. Frawley (90%) and Carl D. Chapman (10%). Frawley is Fayetteville, Tenn., attorney. Chapman is announcer at **WBBS**. (BTC790521EE). Action July 27.

Facilities Changes

AM applications

- **WCRL(AM)** Oneonta, Ala.—Seeks CP to increase power to 2.5 kw; install new trans. Ann. Aug. 6.
- **WCYN(AM)** Cynthiana, Ky.—Seeks CP to change TL to U.S. 27, 0.65 mi. N. of Cynthiana. Ann. Aug. 6.
- **KFRA(AM)** Franklin, La.—Seeks CP to make changes in ant. sys. Ann. Aug. 6.
- **WNIA(AM)** Cheektowaga, N.Y.—Seeks CP to increase power to 1 kw. Ann. Aug. 6.

FM applications

- **KIQO(FM)** Atascadero, Calif.—Seeks mod of CP to increase ERP: 5.6 kw (H&V); HAAT: 1401 ft. (H&V); make changes in ant. sys.; specify SL: one mile N. of 14350 Atascadero Rd., Atascadero. Ann. Aug. 6.
- ***KLEL(FM)** San Jose, Calif.—Seeks CP to increase ERP: 100 kw; HAAT: minus 539 ft.; install new trans. Ann. Aug. 6.
- **WCYN-FM** Cynthiana, Ky.—Seeks CP to change

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TL to: US 27, 0.65 mi. N. of Cynthiana; increase ERP: 3.0 kw (H); increase HAAT: 101 ft (H); change TPO. Ann. Aug. 6.

■ *KRVS(FM) Lafayette, La.—Seeks CP to make changes in ant. sys.; change TL to: Wharton Hall, USL Campus, Lafayette, and operate trans. by RC from main SL. Ann. Aug. 6.

■ WBAG-FM Burlington-Graham, N.C.—Seeks CP to increase ERP: 50 kw (H&V). Ann. Aug. 6.

■ WLXN(FM) Lexington, N.C.—Seeks CP to increase ERP: 50 kw (H&V); HAAT: 193 ft (H&V); install antenna: Ann. Aug. 6.

■ WPLJ(FM) New York—Seeks CP to change type trans.; increase ERP: 6.76 kw (H&V); increase HAAT: 1301 ft. (H&V) and change TPO. Ann. Aug. 6.

■ WDBN(FM) Medina, Ohio—Seeks CP to change type trans.; decrease ERP: 33 kw (H&V); increase HAAT: 831 ft. (H&V) and change TPO. Ann. Aug. 6.

■ *WSRN-FM Swarthmore, Pa.—Seeks CP to increase ERP: 110 watts, HAAT: 142 ft.; install new ant.; make changes in ant. sys. Ann. Aug. 6.

■ WLUM-FM Milwaukee—Seeks CP to make changes in ant. sys.; change TL to: 0.3 mi. W. of Milwaukee River and Capitol Drive, Milwaukee; decrease ERP: 14.79 kw (H&V); increase HAAT: 922 ft. (H&V) and change TPO. Ann. Aug. 6.

■ KDLY(FM) Lander, Wyo.—Seeks mod. of CP to change TL to: 1.4 mi. from Lander; change ERP: 61.6 kw (H&V); change HAAT: -416.6 ft. (H&V) and change TPO. Ann. Aug. 6.

TV application

■ KNOP-TV North Platte, Neb.—Seeks CP to change ERP to vis. 100 kw, aud. 60 kw. Ann. Aug. 6.

AM actions

■ WBBR(AM) Travelers Rest, S.C.—Granted CP to increase power to 5 kw (BP780727AC). Action July 30.

■ WTNE(AM) Trenton, Tenn.—Granted CP to make changes in ant. sys.; increase height of tower to 361 ft., and reduce trans. output power; conditions (BP-790123AH). Action Aug. 1.

FM actions

■ *KSTK(FM) Wrangell, Alaska—Granted CP to increase ERP 3.0 kw (H&V); ant. height, minus 295 ft. (H&V); and install new trans. (BPED-790207AC). Action Aug. 3.

■ KINX(FM) Colorado Springs—Granted CP to make changes in ant. sys.; change TL, 1.5 miles N.W. of Colorado Springs; change type ant.; decrease ant. height, minus 360 ft. (H&V); change TPO, 10 kw; and operate trans. by remote control from main studio at 847 South Circle Drive, Colorado Springs; conditions (BPH-790705AK). Action Aug. 6.

■ *WUSM(FM) North Dartmouth, Mass.—Granted CP to change frequency to 91.1 mhz; change type trans.; ant.; make changes in ant. sys.; ERP 0.300 kw (H&V); ant. height 300 ft. (H&V); condition (BPED-2708). Action July 30.

■ WXQR-FM Jacksonville, N.C.—Granted CP to change TL to Public Rd. 1320, 0.2 mi. east of Highway 258, Jacksonville; change ant. height, 300 ft. (H&V); install new type trans.; ant.; condition (BPH-781206AM). Action Aug. 3.

■ WTNE-FM Trenton, Tenn.—Granted mod. of permit to change TL to Route No. 5, near Trenton; change trans.; change ant.; make change in ant. sys.; change TPO and ant. height 300 ft. (H&V); remote control from main studio at Townhouse Office Building, Trenton; conditions (BMPH-15519). Action Aug. 1.

■ WDLB-FM Marshfield, Wis.—Granted CP to change TL 2.9 mi. N. of Milladore on County Highway N. Township of Milladore, Wos.; install new trans.; ant.; make changes in ant. sys.; change ERP 100 kw (H&V); ant. height 800 ft. (H&V). (BPH-790129AD). Action Aug. 3.

In Contest

Procedural Rulings

■ Birmingham, Ala. (Alabama Citizens for Responsive Public Television Inc. and Alabama Educational Television Commission) **Educational TV Proceeding:** (Docs. 20675-6)—ALJ Lenore G. Ehrig, by two

Summary of broadcasting

FCC tabulations as of June 30

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

*Special temporary authorization

**Includes off-air licenses

separate actions, set certain procedural dates including further conference for Sept. 18 at 9:30 A.M.; granted petition by Alabama Educational and amended its application. Action Aug. 8.

■ KMJ-TV Fresno, Calif. (McClatchy Newspapers and San Joaquin Communications Corp.) **TV Proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick granted petition by McClatchy and amended its application to report that, effective July 29, it acquired all of assets used and necessary to business of publishing *Morgan Hill Times* and *San Martin News*, newspaper published in Morgan Hill, Calif. Action Aug. 2.

■ Salinas, Calif. (KLOC Broadcasting Co. and Leejon Broadcasting Co.) **TV Proceeding:** (BC Docs. 79-20-21)—ALJ David I. Kraushaar granted joint request by applicants, ordered that KLOC is authorized to reimburse Leejon for its legitimate and reasonably incurred expenses not to exceed \$7,500; dismissed pending motion to enlarge issues against Leejon; dismissed Leejon's application with prejudice, granted KLOC's application and terminated proceeding. Action Aug. 8.

■ KHOF-TV San Bernardino, Calif. (Faith Center Inc.) **Renewal Proceeding:** (BC Doc. 78-326)—ALJ Edward Luton cancelled procedural schedule adopted at Aug. 2 conference and set procedural dates including evidentiary hearing for Oct. 30 at location to be announced. Action Aug. 3.

■ Council Bluffs, Iowa, and Omaha, Neb. (Webster-Baker Broadcasting Co. et al.) **AM and FM Proceeding:** (BC Docs. 78-337-39, 78-340-45)—ALJ Frederic J. Coufal by two separate actions, granted petitions by Omaha Broadcasting Service Co. and Nebraska Communications Corp. and accepted amendments; in response to motions by KRCB Inc. and Kyle Broadcasting Co., dismissed KRCB and Kyle with prejudice from proceeding. Actions Aug. 1.

■ WPOE(AM) Greenfield, Mass. (Poet's Seat Broadcasting Inc. and Greenvalley Broadcasting Co.) **FM Proceeding:** (BC Docs. 79-54-55)—ALJ James J. Cullen Jr. by two separate actions, granted petition by Poet's Seat and amended section II of its application to show that on June 28 it filed application to modify CP for WPOE(AM), Greenfield; granted petition by Green Valley and amended its application by bank letter directed at meeting requested financial qualifications issue and information concerning past broadcast employment of its principals as well as change in address of principal. Action Aug. 6.

Allocations

Petitions

■ Bullhead City, Az.—Holiday Broadcasting Co. requests amendment FM table of assignments to assign 102.7 mhz in lieu of 102.3 mhz at Bullhead City, (RM-3410). Ann. Aug. 3.

■ Paradise Valley, Az.—KWIK Broadcasting Co. requests amendment FM table of assignments to assign 101.5 mhz to Chubbock, Idaho. (RM-3404). Ann. Aug. 3.

■ Indio, Calif.—Gilberto P. Esquivel requests amendment FM table of assignments to assign 92.7 mhz to Indio (RM-3414). Ann. Aug. 3.

■ Los Angeles—Valley FM Radio Inc. requests amendment FM table of assignments to assign 100.7 mhz to Corning, Calif. (RM-3422). Ann. Aug. 3.

■ Auburn, Me.—The Great Down East Wireless Talking Machine Co. requests amendment FM table of assignments to assign 99.9 mhz in lieu of 100.1 mhz at Auburn. (RM-3421). Ann. Aug. 3.

■ Boonville, Mo.—Big Country of Missouri Inc. requests amendment FM table of assignments to assign 105.5 mhz. to Warrensburg, Mo. (RM-3412). Ann. Aug. 3.

■ Missoula, Mont.—KGVO Broadcasters Inc. requests amendment FM table of assignments to assign 102.1 mhz to Missoula. (RM-3405). Ann. Aug. 3.

■ Edenton, N.C.—Albemarle Radio Corp. requests amendment FM table of assignments to assign 102.3 mhz to Edenton. (RM-3413). Ann. Aug. 3.

■ Greenville, N.C.—Ben W. Walker, Henry T. Pesyko request amendment FM table of assignments to assign 98.5 mhz to Maysville, N.C. (RM-3420). Ann. Aug. 3.

■ Lebanon, N.H.—James M. Canto requests amendment FM table of assignments to assign 92.1 mhz to Hanover, N.H. (RM-3409). Ann. Aug. 3.

■ Ticonderoga, N.Y.—Motsinger Communications Inc. requests amendment FM table of assignments to assign 103.9 mhz to Ticonderoga. (RM-3418). Ann. Aug. 3.

■ Woodward, Okla.—Omni Communications Inc. requests amendment FM table of assignments to assign 101.1 mhz to Woodward (RM-3411). Ann. Aug. 3.

■ Russell, Pa.—God's Station Inc. requests amendment FM table of assignments as follows: Warren, Pa.—92.3 mhz and 103.1 mhz. Kane, Pa.—103.9 mhz, Bradford, Pa.—98.3 mhz. (RM-3419). Ann. Aug. 3.

■ Mount Pleasant, S.C.—John M. Dunnagan requests amendment FM table of assignments to assign 101.7 mhz to Mount Pleasant (RM-3406). Ann. Aug. 3.

■ Washington, D.C.—Carson Valley Broadcasters Inc. requests amendment FM table of assignments to assign 103.3 mhz in lieu of 98.3 mhz at Sparks, Nev.; assign 98.1 mhz to Minden-Gardnerville, Nev. (RM-3415). Ann. Aug. 3.

■ Washington, D.C.—William F. Clayton request amendment FM table of assignments to assign 105.9 mhz to Boise, Idaho. (RM-3408). Ann. Aug. 3.

■ Washington D.C.—Lynn L. Martin requests amendment FM table of assignments to assign 101.1 mhz to Woodward, Okla. (RM-3425). Ann. Aug. 3.

■ Washington D.C.—Northshire Communications Inc. requests amendment FM table of assignments to assign 102.7 mhz to Manchester, VT. (RM-3424). Ann. Aug. 3.

■ Spokane, Wash.—Read Broadcasting requests amendment: FM table of assignments to assign 103.9 mhz to Spokane (RM-3423). Ann. Aug. 3.

■ La Crosse, Wis.—Good News Radio Inc. Requests amendment FM table of assignments to assign 101.7

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mhz to West Salem, Wis. (RM-3417). Ann. Aug. 3.

Actions

■ Paradise, Calif.—Broadcast Bureau, in response to petition by John C. Butler, proposed assigning 92.7 mhz to Paradise as its second Class A FM assignment; comments due Oct. 5, replies Oct. 25. (RM-3215). Action Aug. 6.

■ Millington, Md.—Broadcast Bureau denied petition by WCTR Inc., to assign 100.9 mhz to Millington as its first FM assignment, because assignment would result in shortspacing of 3.84 miles to station WCMC-FM Wildwood, N.J. (by Memorandum Opinion and Order). Action Aug. 6.

■ California, Mo.—Broadcast Bureau, in response to petition by Town and Country Communications Inc., assigned 94.3 mhz as its first FM assignment. (BC Docket No. 79-71, RM-3271). Action Aug. 1.

■ Joplin, Mont.—Broadcast Bureau, in response to petition by East Butte Television Club Inc. to assign television chs. 46 and 52 to Joplin, assigned ch. 48 and 54 because ch. 52 would be short-spaced to a Canadian assignment, effective Sept. 20. (RM-3285). Action Aug. 6.

■ Incline Village, Nev.—Broadcast Bureau, in response to petition by Thomas M. Scallen, assigned 93.5 mhz to Incline Village as its first FM assignment, effective Sept. 20. (RM-3266). Action Aug. 6.

■ New York—Broadcast Bureau, in response to request by National Broadcasting Company Inc., extended from August through September 10 date for filing responses in matter of amendment of broadcast network affiliation rules and employment practices to extend to networks and licensee headquarters its employment practices and reporting rules (by Order Extending Time) (RM-3397). Action Aug. 7.

■ Dayton, Ohio—Broadcast Bureau, in response to petition by Ohio Educational Television Network Commission, reserved ch. 16, operated by University Regional Broadcasting Inc., as noncommercial educational station for noncommercial educational use and deleted reservation on ch. 45 at Dayton to make it

available for commercial use, effective Sept. 14 (BC Docket No. 79-91, RM-3172). Action Aug. 1.

■ Enid, Okla.—Broadcast Bureau, in response to petition by Public Broadcasting Service Inc., licensee of KGWA(AM) Enid, proposed assigning 103.1 mhz there as its second FM assignment; comments due Oct. 5, replies Oct. 25. (RM-3182). Action Aug. 6.

■ Plainview, Tex.—Broadcast Bureau, in response to petition by Panhandle Broadcasting Inc., licensee of KKYN(AM) Plainview, proposed assigning 106.7 mhz there as its second Class C assignment; comments due Oct. 5, replies Oct. 25. (RM-3214). Action Aug. 6.

Rulemaking

Petition

■ New York, Washington D.C.—Office of Communications of the United Church of Christ and Consumer Federation of America request establishment of local origination requirements for cable television systems. (RM-3430). Ann. Aug. 3.

Translators

Actions

■ K53AJ Haxton, Colo.—Broadcast Bureau granted Region 1 Translator Association CP for new UHF TV translator station on ch. 53, to rebroadcast programs of KRMA-TV Denver (BPTT-780929IQ). Action June 29.

■ K31AB Julesburg, Colo.—Broadcast Bureau granted Region 1 Translator Association CP for new UHF TV translator station on ch. 31 to rebroadcast programs of KWGN-TV Denver (BPTT-780929IC). Action June 29.

■ K35AB Julesburg, Colo.—Broadcast Bureau granted Region 1 Translator Association CP for new UHF TV translator station on ch. 35 to rebroadcast programs of KOW-TV Denver (BPTT-780929IF). Action June 29.

■ W10AU Mopang Lake & Lower Sabao Lake, Me.—Broadcast Bureau granted Princeton-Calais Translators Inc. CP for new VHF TV translator station on ch. 10 to rebroadcast programs of WLBZ-TV Bangor, Me. (BPTT-781102IA). Action June 13.

■ K10LE Buena Vista, N.M.—Broadcast Bureau granted Buena Vista TV Translator Corp CP for new VHF TV translator station on ch. 10 to rebroadcast programs of KOB-TV Albuquerque, N.M. (BPTT-780719ID). Action June 26.

■ K12LQ Buena Vista, N.M.—Broadcast Bureau granted Buena Vista TV Translator Corp CP for new VHF TV translator station on ch. 12 to rebroadcast programs of KOAT-TV Albuquerque, N.M. (BPTT-780819IE). Action June 26.

■ W249AA Lebanon, Ephrata, Akron, Lancaster and Mt. Joy, Pa.—Broadcast Bureau granted New Life Broadcasting of Pennsylvania Inc. CP for new UHF TV translator station on ch. 249 to rebroadcast programs of WKDN-FM Camden, N.J. (BPTT-483). Action June 20.

■ K40AB Richfield, Monroe & Elsinore Area, Utah—Broadcast Bureau granted CP for new UHF TV translator station on ch. 40 to rebroadcast programs of KSTU-TV Salt Lake City (BPTT-781211IH). Action June 5.

■ K06JQ Superior, Wyo.—Broadcast Bureau granted Superior Community TV CP for new VHF TV translator station on channel 6 to rebroadcast programs of KSL-TV Salt Lake City (BPTTV-5962). Action March 26.

■ K090H Clark and Rural Area, Wyo.—Broadcast Bureau granted Park County CP for new VHF TV translator station on ch. 9, to rebroadcast programs of KURL-TV Billings, Mont. (BPTTV-781206IB). Action June 29.

■ K13QA Clark and Rural Area, Wyo.—Broadcast Bureau granted Park County CP for new VHF TV translator station on ch. 13 to rebroadcast programs of KTVQ-TV Billings, Mont. Action June 29.

■ K03FF Koosharem, Wyo.—Broadcast Bureau granted Sevier County CP for new VHF TV translator station on ch. 3 to rebroadcast programs of KSTU-TV Salt Lake City (BPTTV-781211IG). Action June 29.

Complaints

■ Total of 2,001 complaints from public was received by FCC in June, decrease of 12,339 from May. Other comments and inquiries for June totaled 1,820, decrease of 874 from previous month. FCC sent 1,260 letters in response to these comments, inquiries and complaints. Ann. Aug. 6.

Call Letters

Applications

Call	Sought by
New AM's	
WKRP	Paulding Productions, Dallas, Ga.
WCEV	Migala Enterprises Inc., Cicero, Ill.
WXOL	Midway Broadcasting Corp., Cicero, Ill.
New FM's	
KGTL	Peninsula Communications Inc., Homer, Alaska
*WDJW	Somers Junior-Senior H.S. Somers, Conn.
*WERU	Prairie Air Inc., Champaign, Ill.
*WPRG	Louisiana State Univ. & Agricultural & Technical College, Baton Rouge, La.
WKJC	Carroll Enterprises Inc., Tawas City, Mich.
KMAL	Tri-County Bdcg. Co. Malden, Mo.
*WPBX	Southampton College of Long Island Univ. Southampton, N.Y.
KYNG-FM	SGB Broadcasting Inc., Coos Bay, Ore.
*WCYJ-FM	Waynesburg, College, Waynesburg, Pa.
KTLE	Thomas W. Mathis, Tooele, Utah
*WESD	D.C. Everest Area School District, Schofield, Wis.
New TV's	
*KEMV	Arkansas Educational Television Comm., Mountain View, Ark.
*WRTS-TV	South Carolina Educational Television Comm., Spartanburg, S.C.
Existing AM's	
KGfJ	KKTT Los Angeles
WRSO	WOGA Sylvester, Ga.
WKLO	WOOP Danville, Ky.
WCZY	WDEE Detroit
KADI	KKOJ Clayton, Mo.
WSTJ	WTWN St. Johnsbury, Vt.
Existing FM's	
KWLF	KFNO Oakdale, Calif.
KSGN	KLLU Riverside, Calif.
WCBR-FM	WBZF Richmond, Ky.
WOR-FM	WXLO New York
KNWR	KERI Bellingham, Wash.
Existing TV's	
WAAT	WCMC-TV Wildwood, N.J.
Grants	
Call	Assigned to
New AM's	
KQAC	Caddo Broadcasting Co., Glenwood, Ark.
WECC	Kaltrim Broadcasting Co., Kalkaska, Mich.
New FM's	
*KVNF	North Fork Valley Public Radio Inc., Paonia, Colo.
KEUA	Pampa Broadcasters Inc., Pampa, Tex.
KBIL	San Angelo Broadcasters, San Angelo, Tex.
KSNY-FM	Snyder Broadcasting Co., Snyder, Tex.
WEEH	WRAA Broadcasters Inc., Luray, Va.
Existing AM's	
WAMQ	WWSF Loretto, Pa.
WQHK	WMEE Fort Wayne, Ind.
Existing FM's	
WOGN-FM	WSUB-FM Grolon, Conn.
KLZR	KLWN-FM Lawrence, Kan.
KFXV	KMRC-FM Morgan City, La.
WNEK-FM	WTRZ Springfield, Mass.
*WMCN	KJAB St. Paul.
KMAZ	KWBE-FM Beatrice, Neb.
KLTE	KFNB Oklahoma City
WYTK	WJPA-FM Washington, Pa.
Existing TV's	
WHTV	WHTV-TV Meridian, Miss.

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RADIO

HELP WANTED MANAGEMENT

Midwestern Broadcasting is expanding into the northeastern region. We need experienced salespeople, a sales manager, and general manager. EEO-Affirmative Action. Call Lew Dickey, WOHO/WXEZ, Toledo 419-255-1470.

WXEZ (Z-105) Toledo needs a top salesperson. Take your 4-5 years sales experience... couple it with your abilities as a leader and give some direction and growth to the sister FM of WOHO. EEO-Affirmative Action. Call J. Richard Lamb, General Manager 419-255-1470.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

East Texas Market of 15,000 seeking General Manager for AM/FM operation. Must be strong sales, and MUST be community oriented. Excellent salary/incentive package for the right man/woman, with a strong track record. If you're ready to make a permanent move to one of Texas' most beautiful and fastest growing areas, send complete resume to: William L. Walling, 8202 Braniff, Houston, TX 77087. 713-943-3509 after 6 p.m.

Ready to step up? Here is an excellent opportunity with expanding broadcast group that needs a selling G.M. for new acquisition in highly competitive market. Send resume to Command Broadcast Group, Box 511, Beacon, NY 12508. 914-831-8000. E.O.E.

General Manager—Daytime within 50 miles of N.Y.C. Dynamic market—looking for dynamite general manager—track record—excellent opportunity. Box H-18.

Community Club Awards (CCA) Radio/TV/Newspaper sales promotion requires California-based, West Coast sales manager, covering California, Washington, Oregon, Idaho, Arizona, Nevada territory. Full-time travel (Monday-Friday). Salary, Commission incentives provide unlimited earnings opportunity. Availability, background, references, first letter, please. Box 151, Westport, CT 06880.

General Manager to grow with young public radio station and maintain existing high standards. Inherit a talented staff dedicated to broadcasting excellence. Must have good management skills, development ability, public radio experience, and familiarity with C.P.B. and N.P.R. Send resume and list of three references to: Gordon Edberg, President: KSKA; PO Box 1900; Anchorage, AK 99510. Closing date August 24.

Group owner is in need of a Sales Manager capable of applying research in local sales. "Rep" background helpful, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box H-58.

General Manager for AM Stations. Group ownership has two openings in large markets. This could be your step up. Must have managed before with a good track record. Salary open with profit sharing. Send full resume, salary history and references. Must be available for interview in New York City. Box H-99.

Manager Wanted for AM-FM station in Central Ohio to build and maintain an effective sales force. Should be a street sales person, creative, promotion minded and a leader by example. Send Resume to Box H-119.

Aggressive sales-oriented person to manage small-market AM/FM combo in Michigan's beautiful upper peninsula. Station is on the upswing with lots of growth potential. Excellent opportunity with possible ownership percentage for right person. Equal opportunity employer. T. L. Laidlaw, KNDK Radio, Langdon, ND 58249. 701-256-2146.

Assistant Director of Grants Development. Responsible for assisting the Director in research, coordination, writing and presentation of WHA Radio and Television production projects to potential funding agencies. Major responsibilities include: research and analysis of funding sources; proposal writing; client contact and presentation of selected proposals; monthly newsletter; manage routine administrative detail; manage funding coordination system; department liaison activities; asst in radio citizen support activities, function as Acting Director in absence of the Director. Bachelor's degree required. Master's in business or arts administration preferred; knowledge and experience in public broadcasting and demonstrated proposal writing ability required. Salary: \$14,000. Completed application deadline September 4, 1979. Write for application and details: Ronald C. Bornstein, Director and General Manager, WHA Radio and Television, 821 University Avenue, Madison, WI 53706. An equal opportunity/affirmative action employer.

Branch Manager/sales-news. Midwest growing small market. Base + commission. E.O.E. Resume. Box H-128.

Sales Manager: Small market, 5 salesmen plus copy department. Well running machine. Need solid aggressive motivator. We have the tools... we have the foundation. Help our expanding AM/FM go to higher heights. Contact: Vern Kaspar, 317-659-3338.

HELP WANTED SALES

2 Positions: Sales Manager and Sales person N.W. fulltime, high power AM & FM. Medium size multiple station market. ARB sweeps show 90% weekly cum. Sales Manager: Salary plus percentage of gross. Sales Person: Existing account list over \$10,000/mo., draw against 20% commission on collection. Experienced people only. EOE. Send resume to Box G-146.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

WVIS-FM Disco 106 needs experienced salespeople excellent commissions. Resume to Box 487, Frederickstad, St. Croix 00840.

Sales Manager, community oriented and active community participating, RAB/Welsh either/or trained, who can sell and will, who can recruit, teach, motivate sales staff, strong on both on/off air promotions, prolific in merchandising, saturations, short and long term contracts, remotes. Great potential—growth area—great market. Great signal. Great bucks for the great SM, a proven winner. Resume, references Box H-4.

Building new sales team. Expanding broadcast group offers great opportunity to grow in a highly competitive top 100 market. Let's talk. Send resume to Command Broadcast Group, Box 511, Beacon, NY 12508. 914-831-8000. E.O.E.

Excellent account list awaits radio salesperson with one year or more experience. Business is fantastic in Rock Springs, Wyo. because of the energy boom and you could prosper with it. We are the leading station in a middle market. Apply to Lance Spurlock, KRKK, PO Box 2128, Rock Springs, WY 82901. 307-362-3793.

Six station group offers excellent sales opportunities. Broadcast education or experience required. Midwest natives preferred. E.O.E. Resume. Talley Stations, Litchfield, IL 62056.

Excellent List Available for aggressive, ambitious pro with growing group. Ground floor opportunity leading to management and equity. Tom Joyner, PO Box 87, Petersburg, VA 23803, EOE.

Young, Experienced Sales Representative sought for an AM/FM operation in rural New England. Relaxed, personable character vital. Last rep earned \$12,000+ in first year on 20% commission on collection. Send resume to Box H-116.

Sales professional needed.—At South Carolina AM Country Station, near Charleston, S.C. Send resume along with salary requirements to Joseph L. Cusaac, General Manager, WBER Radio, PO Box 67, Moncks Corner, SC 29461.

HELP WANTED ANNOUNCERS

Religious Format, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTOF-FM, 1957 Blairs Ferry Rd., N.E., Cedar Rapids, IA 52402.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

Your opportunity: staff announcer, production, news. Full time ABC. Resume, tape, KFRO, Longview, TX 75601. E.O.E.

Sports Announcer for medium sized radio and television market in northeast. Excellent opportunity for creative sports story reporting, weekend sports anchor work, and play-by-play. Must be experienced, dependable, have writing ability and work well with people. Send resume and videotape to Dean McCarthy, Harrington Righter & Parsons, Inc., 280 Park Avenue, New York, NY 10017. An Equal Opportunity Employer.

DJ-Announcer. MOR & contemporary formats. Experienced only. Possible play-by-play. No phone calls. Air-check & resume. WFVA, Fredericksburg, VA 22401. E.O.E.

Modern Country announcer with easy style, good production. 2 years experience. Competitive market. Immediate opening. Phone Dan Mitchell, WFNC, Fayetteville, NC. 919-867-3131. EOE.

Immediate Opening for experienced announcer that can run a bright pleasant and tight country music show, required to do production for automated rock FM. No phone calls please! Send tape and resume to Sherry Fuller, WBGY, Westside Dr., Tullahoma, TN. 37388.

Experienced, take charge Morning Announcer for MOR station. Good voice and deliver a must. Tape and resume to Gary James, Radio Station, WARE, 90 South Street, Ware, MA 01082

Good station in small city of 20,000 has an immediate opening for an announcer and also for announcer-newsperson. We must have stability in person we seek. Good station and good working conditions. Call or write Clint Formby, Box 1757, Hereford, TX Phone 806-364-1860.

Make the move now. Missouri broadcast leader has immediate opening for bright cheerful morning announcer. News ability a must and sports p-b-p is available. Call Greg Walker at 816-263-1230.

Wanted: Screamin' rock and roll disc-jockeys. Good dollars. WNDE, Indianapolis, IN. Tapes and resumes to: Bill Garcia. No calls. EOE.

Wanted: experienced and strong A.C. morning personality to work in a beautiful Rocky Mountain City!! No screamers, no jokers. Heavy on production. Resume and tape to: Bill Stebbins, PO Box 5023, Missoula, MT 59806. E.O.E. Affirmative Action Employer.

WXYQ, Stevens Point, Wisconsin is looking for the best "undiscovered" morning personality. Applicants must sound warm, friendly, and believable. The best equipment, benefits, and working conditions. Tapes and resumes to Pat Martin, WXYQ, Box 247, Stevens Point, WI 54481. An Equal Opportunity Employer.

KFYE (Y94) Fresno is looking for a creative, exciting, enthusiastic personality ready for the San Joaquin Valley's most listened to radio station. 68,000 watts/ adult rock FM/great city. Tapes, resumes, salary requirements to Mike Berlak, PD, 535 Fresno TowneHouse, 93721.

HELP WANTED ANNOUNCERS CONTINUED

WSOY, Decatur, Illinois, is looking for experienced announcer with strong production for adult-contemporary format. EOE. Send tape and resume to Larry King, PD, WSOY, Box 2250, Decatur IL 62526.

Announcer needed for C/W format. Some production included. Sales possibility if desired. Send us a voice check and resume to Les Woodie, WKDE, PO Box 512, Altavista, VA.

We're Cleaning House ... immediate openings for contemporary and country "personalities" for our Pa. stations. Call for details 717-748-3970 ... EEO employer.

Experienced announcer familiar with automation and strong in production needed for 100,000 watt FM in northern Wisconsin. Tape and resume to Roger Utneher, PO Box 310, Antigo, WI 54409.

Announcer—good communication skills and production. Contemporary FM, tape & resume: Tom Kennedy, WSEA, PO Box 111, Georgetown, DE 19947, EOE.

Beautiful Music FM, highly rated North Central medium sized market. Opening for experienced announcer only ... salary is open. Send resume, tape, and references to: Program Director, WGGR Radio, 325 Lake Avenue South, Suite 605, Duluth, MN 55802. An equal opportunity employer.

WSKE, Everett, Pennsylvania, 1000 watts daytime. Modern Country, accepting applications for morning personality. No beginners. Please call Shorty King ... 814-652-2600. Opening September.

Indiana-Ohio group owner needs hard working dedicated announcer for one of our small market stations. Come grow with us! EOE. Send resume, salary requested and any thing else we should know to Box H-117.

Small Market MOR/Top 40 station in thriving community seeks experienced announcer with good production skills. Send tapes and resumes to Teresa Lamanca, WPKE, Box 2200, Pikeville, KY 41501.

One of North Carolina's best radio stations currently have openings, morning drive and night shifts. College town of 50,000. Send resume to Box H-124.

Monterey, Calif.—operations mgr. for highly rated adult MOR. Must be very sharp on detail. Airshift 10 a.m.-2 p.m. and production. Resume and tape to: Charlie Powers, Box 68, Moraga, CA 94556. EOE/MF.

HELP WANTED TECHNICAL

Chief Engineer: 10 kw directional AM, 50 kw FM with automation. Strong maintenance, digital and RF background required. Salary approximately 24k. depending on experience. Contact David Gleason, Manager WQII/WZNT, GPO Box 71398, San Juan, PR, 00936. Include full resume and references. An Equal Opportunity Employer.

Chief Engineer in Medium sized Midwest Market. Must be proficient in AM and Automated FM operation. Excellent opportunity. Salary commensurate with experience and ability. Reply to Box H-6.

Radio Audio Engineer: Six-station interconnected FM radio network in Minnesota seeks engineer strong in audio, with some RF background, to help design and build new studio-office complex (with seven control rooms and studios), and remain as Chief Audio Engineer with responsibility to evaluate, specify, design and construct audio equipment to ensure high standards of quality throughout network. Send resume, salary requirements, letter of interest and references to Tom Kigin, Box B, Minnesota Public Radio, 400 Sibley St., St. Paul MN 55101.

Chief Engineer for growing broadcast group (AM/FM) located in the Sunbelt. Automation, proofs, directionals. Excellent benefits. Send Resume. E.E.O. Employer. Contact: Marilyn S. Garner, Director of Personnel, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

South Eastern 50,000 Watt AM-Directional and 50,000 watt FM needs chief engineer. Only experienced need apply. EOE. Resume with monetary requirement to Box H-50.

Engineer/Announcer—1st Class Station in scenic part of midwest. KNEI AM-FM, PO Box 151, Waukon, IA 52172 or call 319-568-3476.

Ambitious, audio oriented, nit-picking Chief, for successful, well engineered Class C, in the prosperous Sunbelt. A good career opportunity with a small but growing company. Start 12K. Send brief resume to Box H-57.

First class Engineer for Medium size Market ... Experienced with Automation. AM & FM knowledge of FCC Rules and Regulations. John King, 333 E. Church St., Urbana, OH 43078.

Chief Engineer needed for new 100,000 watt public station. Will be responsible for all technical aspects of operating including, maintenance on transmitter, microwave, studio equipment and automation system. Will assure compliance with all FCC requirements. 1st phone, B.A. in electronics and two years full-time experience required. Additional experience may substitute for degree. Experience in remote recording technique involving high quality music performance very helpful. One month vacation. Send resume to David M. Horning, General Manager, KHCC-FM, 1300 North Plum, Hutchinson, KS 67501.

Chief Engineer needed part time to maintain transmitter and studio equipment. Must have FCC 1st class license. Radio Station WTMR, Camden, NJ 609-962-8000.

KOY, Phoenix, needs an assistant chief engineer with FCC first class license. The person we are interested in needs to have a solid background in radio. Must be quality conscious, self-starter, and have working knowledge of state-of-the-art technology. Excellent opportunity for the right person. Southern Broadcasting Company is an equal opportunity employer. Send full resume, references, and minimum salary requirements to: Roger Johnson, KOY, 840 N. Central Ave., Phoenix, AZ 85004. No phone calls please.

Chief Engineer, Group Owned 5kw DA-2 Duluth, MN. Just have good electronics background and FCC First Class. Send salary requirements and resume to Steven Terhaar, Box 2983, Fargo, ND 58108.

If you're a good engineer who likes Southern small town living and don't need a whole lot of money, this AM-FM combo with a congenial staff and lots of equipment including automation needs help. Double in sales or announcing and you can do better. If you're capable, send resume. Box H-112.

Chief Engineer of AM/FM operations in one of the most beautiful locations in California, the Napa Valley. 45 miles from San Francisco, sunshine 325 days a year. Strong on maintenance, studio and transmitter care. Excellent salary and good benefits. Thomas Young, KVON, PO Box 2250, Napa, CA 94558. 707-252-1440.

Chief Engineer, directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

HELP WANTED NEWS

Expanding broadcast group building strong local news department for new acquisition. Need news director and reporters. Resume and tape to Command Broadcast Group, Box 511, Beacon, NY 12508. E.O.E.

Award winning regional station seeks News/Sports director. Only experienced professionals need apply. WPHM, 2379 Military, Port Huron, MI 48060.

Wanted: immediate opening, news director. Looking for professional sounding, news director, to lead hard working crew. Also opening for, sports director, with play by play experience. Rush tapes and resumes to Jack Hansen, KCLD Radio, Box 1458, St. Cloud, MN 56301.

Experienced News Person Wanted for number 1 radio station. Tape and resume to Gary James, Radio Station WARE, 90 South Street, Ware, MA 01082.

Metro-area Small Market needs news director capable of pulling short country air shift. Good pay, many benefits to right person. Must be strong on actualities, gathering and writing with strong delivery essential. Call Joe Bell, WURD, Georgetown, OH 513-378-6151.

WPXN is expanding its news staff, and invites applications from minorities. WPXN is an equal opportunity employer. Send resume to WPXN Radio, 201 Humboldt St., Rochester, NY 14610.

KFYE (Y94) Fresno wants experienced News Director for 68,000 watt adult rock FM. Strong voice, ability to 1) dig for hard local news, 2) deliver it in an exciting format, and 3) teach others to do the same. Tapes, resumes, salary requirements to Mike Berlak, PD, 535 Fresno TowneHouse, 93721.

All News Radio Station has opening for talk show host/ess with previous experience. An equal opportunity employer m/f. Send resume to Box H-129.

Radio Reporter—Reporting on a variety of topics. Prepare and announce news and public affairs programs. Bachelor's degree in journalism or related field and previous broadcast journalism experience required. Salary: \$11,760-\$16,800 plus benefits. Deadline: September 15, 1979. Contact: News Director, WOSU-AM/FM, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. AA/EEO employer.

Northeast Ohio News Opportunity. Top rated contemporary station looking for newsperson. Sports experience helpful. Excellent vacation, pay, benefits. Equal opportunity employer. Box H-120.

Newsperson: Experienced, Dominate local news operation. CBS affiliated. Good salary and benefits. Tape and resume to News Director, WSOY AM-FM, Box 2250, Decatur, IL 62526. EOE.

Unusual opportunity. News-sales combination. Growing midwestern town. E.O.E. Resume. Box H-127.

All-News Radio Station has opening for sports director. Daily two-way-talk show. Send air check and resume to Personnel Director, WSOC, Box 34665, Charlotte, NC 28234. An Equal opportunity employer M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations Manager promoted to GM position within our company. Need top-rate announcer/producer with strong administrative skills for this growth spot immediately. Engineering-computer-FCC Rules & Regs experience helpful. Cassette tape and resume to: Bill Hoverson, KFGO Radio, Box 2966, Fargo, ND 58108 701-237-5346. EOE.

Program Director needed to do on-air shift—work with promotions—and handle air staff for expanding group broadcaster in a highly competitive market. Excellent opportunity for the right person. Tape and resume to Command Broadcast Group, Box 511, Beacon, NY 12508. 914-831-8000. E.O.E.

Program Manager for Seattle Beautiful Music Station. Experience with Beautiful Music a must. Salary from \$16,000 commensurate with ability. EOE. Send inquires to General Manager, KBRD, PO Box 11335, Tacoma, WA 98411.

Production Expert with programming experience, also airshift. Tape and resume to Doug Matthews, GM, WFIR Radio, Box 150, Roanoke, VA 24002, no calls, EOE.

SITUATIONS WANTED MANAGEMENT

General Manager, heavy experience, documented success record with group giant, small stations. Exceptional skills in organization, administration, programming, sales, promotion. General Manager, who's practical, profit producer. Family wants relocation. Hot line number: 615-878-3023.

Major Market programming executive with winning record seeking management position in the West. Box H-123.

Manager who only understands success looking. Proven winner, track record, outstanding qualifications. Tired of mediocre applicants? Answer this ad. Box H-46.

SITUATIONS WANTED SALES

Sales Manager, west coast small or medium market, FM or fulltime AM. Management, sales, programing background. Available on two week notice. 408-649-6349.

SITUATIONS WANTED ANNOUNCERS

Versatile Air Personality, 3rd Class License. Resume and audition tapes available. Creative and full of pep. R and B or disco Elwin Tobias, 4717 S. Greenwood, Chicago, IL 60615. 312-536-8129.

Personality, dedicated, dependable hard-worker, creative D.J. Pleasant voice, third. Will relocate. Immediately seeking Top 40, RB or Disco station. Contact Charles Robinson 312-787-8220, 348-8429.

Attention! Seek break in N.Y./Southern New England. Charles Conner, 59-15 Woodbine Street, Brooklyn, NY 11227.

Experienced DJ tight board, good news, commercials and production, will go anywhere, now. Box H-64.

Male, D.J. 20, disciplined, ambitious. 3rd Phone, hardworker, dependable R, B or Disco Format. Resume and Tape available. Will relocate immediately. Call or Write Gethmus Lavender, 312-324-3926, 6551 South Ingleside, Chicago, IL 60637.

News relator will put best foot forward to see that your audience is fulfilled, can sing, contact Dane Quinn, 7601 Lomas NE, Albuquerque NM 87110. Occupying apartment No. 42.

End your pbp search, 3 years experience 4 major sports very capable doing air shift sales production. Relocate anywhere immediately. 3rd endorsed. Mitch 212-594-5824.

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.

D.J. announcer, talented, experienced, excellent personality with ultimate weekend disco format for right music director. Box H-97.

Highly motivated trained black male broadcaster "can do" person. AOR, MOR, Top 40, progressive and commercials that really sell. Phone (days) David Bryant 201-247-7881.

More than ten years experience as metro & major market adult communicator-announcer-talk show host, some TV experience them sales and gen. mgmt experience successfully running small market stations experienced in all play-by-play, excellent appearance, voice, experience, references, and for the past 2 years, administrative personnel specialist in State Dept. with excellent governmental track record. Still employed, but family decision made to re-enter broadcasting either metro or major talk show host, morning adult host, or play-by-play or color B.A. 40 years old, family and disabled veteran, but does not affect performance. Active in community and definite non-drinker. It's worth it to you to drop a line—any area considered—salary open & negotiable—Box H-107.

SITUATIONS WANTED TECHNICAL

Chief Engr. 30 yrs-AM-FM-DA-Automation-SMC-Installation-proofs-audio-field measurements. Presently located in Arizona. Box H-100.

Chief or Assistant. Fully experienced first phone technician. Capable, mature, family, references. Box H-94.

Professional broadcast engineer seeks opportunity with similar organization. Excellent credentials include major market background, high power, and DA's. Well versed in financial considerations of engineering. West or Southwest. Box H-118.

SITUATIONS WANTED NEWS

Award-Winning Newscaster/investigative reporter seeks position in, or leading to Broadcast News Management. Self-starter. Top references, B.S. journalism. Experienced. Presently metro New York City drivetime anchor/reporter. Gary 914-354-1983.

Still need a great sportscaster with experience? Medium market or college pbp? Call me! 516-781-0037. Larry

News Announcer. Female. 3rd. Mature. Dependable hardworker. Will relocate. Write or call for resume and tape. Rochelle Estrada AS. 312-787-8220, 2146 N. Dayton, Apt. 204, Chicago, IL 60614.

Take-Charge News Director now recognized as the leader in a midwest medium market seeks career advancement. College grad with 4 years experience. Tony Bruscatto 313-987-7408.

News Director/Consultant. 10 years exp. Let me whip your news dept. into shape. 313-681-6788 or 312-246-1121 (messages.)

Reliable, sharp Female Journalist desires news reporting position at your station. B.S. in Jour, 1978; Radio news writing/reporting/announcing experience; Technical TV experience; proficient tape editor; FCC First Class License; Member Society of Professional Journalists; Sound references. Available immediately. Please contact K. L. Curry, PO Box 37, College Park, MD 20740.

I love small market news. If you have a commitment to do news right, current operations director can build department with hard work, long hours, and dedication. Have news director background. Looking for long term position. Will consider all offers... prefer Florida or Texas. Box H-126.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Whatever Happened to creative radio? Family man with five years experience seeks position with future in progressive Midwest area. Experience in production, copywriting, automation, promotion, and all other aspects of radio. Many character voices. Let's make money together! Call 214-763-4055.

Medium Market (Top 50) AOR programmer seeks career move to larger, preferably eastern, city. Adult Contemporary, Top 40, AOR. Good team member, good track, details. 703-339-5795.

Knowledgeable Contemporary Programmer seeking position in small to medium market. Talented organizer-motivator who will get staff working "with" rather than "for" you. Stability more important than salary. 803-795-7807.

Mature 19 year pro, with experience in all phases of sales and operations, looking for small-medium market position. Have been in sales management—would like to get back into programing and operations. Ready to go now if you can offer good money, and benefits. Call Mike Troy at 806-355-7586.

Proven Communicator wants AOR Program Director/on-air slot. Hungry to make us both winners in your market. BS Broadcasting/Management. 4 years experience. Call Fred 914-354-1036 after 5.

Experienced all phases, especially news, talk shows, special events, play-by-play, programing, production, copy. Particularly interested in writing. Desire southeastern New England. Box H-93.

TELEVISION

HELP WANTED MANAGEMENT

Executive Producer Major PBS affiliate seeks creative, self-starter, responsible for the development of new and innovative program ideas for studio and remote production. Requires strong background in producing and directing preferably in a major market. Salary commensurate with experience. Send resume in confidence to Personnel Manager, PO Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

General Television Manager for Upper Midwest group owner. Would be responsible for four TV stations. Must have considerable experience in broadcast management. Equal Opportunity Employer. Send Resume to H-104.

HELP WANTED SALES

Experienced TV Sales. Account executive who is strong self starter, career minded and service oriented. Great growth potential with ABC affiliate in growing southern market. Good company benefits. Equal Opportunity Employer. Send resume to Box H-68.

SIN—The National Spanish TV network is expanding in Spanish USA, America's fastest growing market. We have openings in sales and sales management in a number of sunbelt markets for aggressive self starters. All replies will be held in confidence. Please send resume to Box H-78.

Immediate opening for broadcast sales representative. Number one VHF network affiliate in the south-east seeking an aggressive, experienced individual with solid sales background. Sales management experience desired. An equal opportunity employer. Female and male applicants from all races desired. Submit resume and starting salary requirements in confidence to Box H-102.

Top Ten Market Group Owned Network Affiliate seeking National Sales Manager. Must have minimum 3 year rep experience or comparable station experience. Please list minimum compensation requirements. Send resume to: Box H-108.

HELP WANTED TECHNICAL

Operation and Maintenance Technician. Experience with quads, ACR's, MCR switchers, film and studio cameras. First class radio telephone license required. Excellent salary and benefits. An equal opportunity employer. Send resume to Box H-14.

Assistant Chief Engineer for television. Immediate opening. Progressive medium market station seeks experienced assistant chief engineer with knowledge of ACR-25, RCA TK-46/76/28C and Sony E.N.G. RCA Transmitter experience also helpful. Pleasant surroundings in energy developmental area. Contact Jack Davis, Chief Engineer, KFVR-TV, Box 1738, Bismarck, ND 58501. 701-223-0900.

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.

Chief Engineer. Major West Coast market VHF seeks chief engineer with management experience, who is people-oriented and has a good grasp of the future technical needs of commercial broadcasting. EE helpful. Department is large, personnel excellent. Special projects numerous. EOE. Box H-45.

Experienced Television Engineer with FCC 1st Class License—varied duties—Heavy maintenance—temporary or permanent. EOE. Phone Phil Linn, 915-533-2911.

Assistant Chief Engineer (Lansing/Jackson, Michigan) Must be strong in maintenance. Some management experience helpful. Medium size Michigan station equipped with latest state of the art RCA, Sony, Hitach and Harris equipment. Good salary and excellent company benefit package. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Studio Maintenance Technician, experienced on 3/4" VCR, studio & ENG cameras. Equal Opportunity Employer. Send resume to WBOY-TV, PO Box 1590, Clarksburg, WV 26301.

Chief Engineer. For new UHF-TV Channel 56, Anaheim, Calif. Need known-it-all, hands-on chief, to make final selection of equipment & start construction. Send resume, references, salary requirements to Box H-122.

Maintenance/Tape Engineer for University of Arizona public broadcasting stations KUAT-TV-AM/FM. Responsibilities include daily maintenance work, equipment installation and technical services support of videotape editing. First class FCC license, three years videotape work experience required. Excellent University benefits, good climate. Salary, \$17,500. Send resume to Assistant Director for Technical Services, Media and Instructional Services, University of Arizona, Tucson 85721. The University of Arizona is an equal opportunity/affirmative action employer.

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

Washington, D.C.—Broadcast Management Consultant seeks experienced broadcast engineer to inventory and appraise technical equipment at client stations. Familiarity with AM, FM and TV facilities is essential. This is an excellent opportunity for someone with a First Phone and 3-5 years experience in broadcast operations who is ready to move up. Call Jim Bond 202-966-3196. EOE M/F.

HELP WANTED TECHNICAL CONTINUED

Maintenance Supervisor for University of Arizona public broadcasting stations KUAT-TV-AM/FM. Responsibilities include supervision of four person maintenance staff, working on maintenance, installation, calibration and equipment planning to ensure highest technical quality and compliance with FCC rules. First class FCC license, five years work experience including two years supervisory experience required. Facilities include remote control operated stations, transmitters, production studios, with new equipment package pending. Excellent University benefits, good climate. Salary \$18,500. Send resume to Assistant Director for Technical Services, Media and Instructional Services, University of Arizona, Tucson 85721. The University of Arizona is an equal opportunity/affirmative action, employer.

Chief Engineer for local TV station. TV engineering supervision experience required. Send resume Personnel Office, 3 Constitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer!

Wanted: Competent VTR and Switching maintenance Engineer for growing, aggressive SE TV market. Experience required: minimum of 4 years hands-on maintenance experience with RCA and Grass Valley equipment. Needs to be strong in digital and computer technology. Send resumes to Harold Johnson, Chief Engineer, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

Maintenance Technicians and Board Operators. FCC 1st required. Experience w/Quad, 3/4" helpful but will train. EOE. Resumes to Dean Turman, WQRF-TV, 128 Kishwaukee St., Rockford, IL 61104 or call 815-987-3950.

Maintenance Engineer minimum 3 years in-depth studio maintenance experience. ENG experience desirable. Top 20 ABC affiliate on Florida's beautiful suncoast. Write or call Director of Engineering, WTSP-TV, PO. Box 10,000, St. Petersburg, FL 33733 813-577-1010. EOE.

Director of Engineering—1st phone, minimum five years experience, studio and remote work, microwave and satellite experience helpful. Looking for top professional to build this aspect of our company. Reply: MCML, 890 Constitution Blvd, New Kensington, PA 15068.

New southwest area station needs Assistant Chief Engineer and maintenance technicians with knowledge of UHF transmitters, FCC rules, and TV studio operation. Contact D. K. Hart, PO Box 53561 Oklahoma City, OK 73105, 405-528-6271.

Nashville opportunity for licensed, experienced television studio equipment maintenance engineer, transmitter experience a bonus. Master control operator position with first phones also open. C.E. 615-385-1717.

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.

Major TV station is considering hiring an engineer who has experience installing, operating and maintaining a production van. This person must hold a valid FCC Radiotelephone First Class License, have a thorough knowledge of videotape, camera, switching, audio installation and maintenance. Complete knowledge of remote operation. The willingness to work varying shifts is essential. Those without a knowledge of modern electronics and maintenance procedures need not apply. An Equal Opportunity Employer, M/F. Box H-103.

TV Broadcast Technicians. Established public television station moving to new color facility. West Virginia University and WWVU-TV has vacancies for technicians experienced in master control and studio maintenance and operations, or all phases of transmitter and/or microwave transmission systems. Send resume of qualifications and salary history to: Jack Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer M/F.

Licensed Engineer—Reading, PA. First class license-technical schooling or experience desired—be in on ground floor construction new UHF. An Equal Opportunity Employer. Contact GM WTVE, Box 3248, Reading, PA 19604 (215-372-8981).

Chief Engineer—Gulf Coast network VHF station looking for hands on chief with broad knowledge and experience with state-of-the-art equipment. Top salary and fringe benefits for the right individual. Car furnished. Relocation expenses. Send resume to Al Smith, KPLC-TV, PO Box 1488, Lake Charles, LA 70602 EOE.

First Phone Operator for master control and production switching or studio maintenance. Ideal living conditions, next to ocean, in the heart of the redwoods. Phone 707-443-3123 or send resume to Don Pope, Chief Engineer, KIEM-TV, PO Box 3E, Eureka, CA 95501.

Chief Engineer—Reading, PA. First class license. Supervise personnel and construction all phases new UHF—RCA Package—three to five years experience in TV station engineering and operations or equivalent. Prefer some station construction and UHF engineering experience or equipment layout and installation, however, this qualification evaluated in relation to total engineering background and technical knowledge. An Equal Opportunity Employer. Contact G M, WTVE, Box 3248, Reading, PA 19604 (215-372-8981).

Television Chief Engineer. For soon to be improved Mid-Atlantic station, and to supervise technical operation of second group station. Must know TV station construction. EOE. Reply Box H-110.

Assistant Engineer: Main duties, Studio Maintenance Supervisor for Gulf Coast VHF TV Station. Must be experienced and energetic. Salary \$25,000 + car. Box H-115.

HELP WANTED NEWS

Sports Director—Previous broadcast experience required. Play-by-play, reporting, and anchoring skills essential. Resume to WVIR-TV, Box 751, Charlottesville, VA 22902. EOE.

3-Time News Photography Station of the Year looking for qualified photojournalists. News reporting and photography experience preferred. Send resume and tape to George Tomek, KTVY, PO Box 14068, Oklahoma City, OK 73113.

News Director—Group owned network affiliate seeking an experienced manager for its 26 person award winning news operation in North Central market. Sound news judgement and proven leadership capabilities essential, in addition to strong administrative skills. Salary commensurate with experience. An Equal Opportunity Employer. Send complete resume to Box H-69.

Anchor: Solid newperson who projects high-energy level. Suncoast station with unbelievable commitment to news. Monday through Friday position. Great opportunity. Equal opportunity employer. Reply to Box H-72.

Top fifteen sports mad southern city wants hustling creative weekend sports anchor/weekday sports reporter. Strong on human interest, fitness, reporter involvement. We are an equal opportunity employer. Box H-67.

Anchor person. Frankly, we want a major market personality who wants to dominate a medium TV market. We're No. 1 and growing, and we'll surprise you with our ability to reward you. Box H-73.

Assignment Editor/Producer needed by tropical island cable TV news department. Potential for promotion to ND position. Resume to Tom Sanders, News Director, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam, 96910.

Photographer. Minicam operator for medium-market CBS affiliate in Southwest. We're looking for someone creative, reliable, and full of new ideas. Experienced only. Send resume and tape to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120. No phone calls, please.

Award winning news department looking for just the right aggressive reporter. Also have opening for photographer. 2 years experience. Send tape and resume to John Miller, WVEC-TV, 110 Third Street, Norfolk, VA 23510.

WALB-TV has immediate opening for anchor/reporter. All ENG station. Send resume and tape, apply in person, or call Jerry Cannady, N.D., 1709 Stuart Ave., Albany, GA 31706. 912-863-0154.

News Anchor. Good growth opportunity with new independent news operation. Prefer some ENG experience. EOE. Send resume and audition tape to Gen. Mgr. WQRF-TV, 128 Kishwaukee St., Rockford, IL 61104.

TV News Reporter—2 years field experience, Bachelor Journalism, ENG. Resume/Tape to Bert Roselle, WJKS-TV, Box 17000, Jacksonville, FL 32216. EOE.

Sports Director—Two years TV Sports Anchor work and BA or BS in Broadcast Journalism minimum requirements. Must be able to shoot and edit ENG. Versatility, hard work, team spirit, and excellent air delivery are necessary. Disregard our market size. We are looking for the best. Send tape and resume before phone call. Immediate need. We are looking for a competent sports journalist, and actively solicit female and minority applicants. Equal Opportunity Employer. Send tape and resume to Bob Walker, News Director, WINK AM-FM-TV, PO Box 1060, Fort Myers, FL 33902.

Managing editor needed for committed news operation in S.E. Need strong news judgement and ability to direct award winning staff. E.O.E. Send resume-salary requirements to Box H-98.

Sports Director—2 years experience, ENG, reporting and on-air anchoring. Resume/Tape to: Bert Roselle, WJKS-TV, Box 17000, Jacksonville, FL 32216. EOE.

Sports Director ... Midwest. Emphasis on local coverage. Air work, appearance and personality must be top-notch. Box H-106.

TV News Reporter with experience. Top 50 market. Contact Kent Collins, News Director, WCHS Television, Charleston WV 25324. 304-346-5358. EOE.

Assignment Editor. We need an aggressive person familiar with a fast paced news format who knows film and ENG and who can help our reporters to cover news from the viewer's point of view. We're an outstanding network affiliate in the upper midwest with a complete dedication to news. An Equal Opportunity Employer. Come join us. Box H-101.

Weatherperson for three station network in central and western North Dakota. Well equipped operation including remote color radar. Prefer applicant also able to do stories on environmental and science subjects. Equal opportunity employer. Write for application: Dewey Heggen, News Director, PO Box 1738, Bismarck, ND 58501.

Weathercaster/Environmental Reporter. We are committed to the best weather coverage in the area. First class midwestern news operation with color radar. No beginners, no comedians. Box H-109.

News Co-Ancor: Midwest UHF Network Station seeks experienced co-anchor to join exceptional female counterpart for six and ten PM news blocks. Must have strong "on air" appeal and experience. Applicants should have writing background and willingness to put forth the effort for continued news growth within the market. Please send resume listing experience, references, and salary requirements to Harry L. Strader, Station Manager, KTSB-TV, Box 2700, Topeka, KS 66601, 913-582-4000. An equal opportunity employer.

Television news, experienced writer-reporter. Must be articulate, aggressive and fast worker, with genuine news savvy. Major market Midwest station. Need full resume and present salary level. E.O.E. Box H-114.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts, send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Reporters, Anchors, Hosts. Do you love producing stories about people and working outdoors with minicams? We're a top ten nightly feature magazine and we want producers/cohosts who sparkle. E.O.E. Resume to Box H-92.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Producer-Director-Writer, for TV and other A/V presentations for university media operation. B.A. required, M.A. desirable. Seek a person who can develop new program ideas with faculty members and has a thorough knowledge of media production processes with at least three years similar experience in an active media organization. Approximate starting salary, \$14,000-\$16,000. Send resume before September 1, 1979 to TV Services, University of Wisconsin-Milwaukee, PO Box 413, Milwaukee, WI 53201. Equal Employment Opportunity (M/F). Affirmative Action Employer.

Creative Services Director. A Northeast network affiliate is accepting applications for creative services director in television-radio. Must be creative, well-organized with a knowledge of all media. Must be experienced in television and radio production, newspaper advertising. Must have proven ability to produce TV and Radio on-the-air promos, write news releases, produce sales pamphlets and brochures. Excellent salary and benefits. An Equal Opportunity Employer. Send resume to Box H-47.

Executive Producer to conceive, design, produce state-wide public TV programs. Must provide leadership and coordination of eight Ohio PTV stations in making major programs for Ohio's duplex interconnection system. Headquarter in Columbus with extensive travel throughout the state. Salary to \$25,000 per annum depending on credentials. Position term: October 1, 1979, through September 30, 1980, renewable to June 30, 1981. Send full resume, references, credits to Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Applications must be received no later than September 7, 1979. Equal Opportunity Employer.

Producer-Director: Strong generalist for PTV public and cultural affairs programs. Studio, remote, ENG experience necessary. Writing skills desirable. On-air ability a plus but not required. B.A. and at least three years directing, one year producing experience required. Salary \$18,500-\$22,500, D.O.E. Station soon to move into new facility. Send letter, resume, and sample videotape to: Eric E. Wallace, Production Manager, KAKM-TV, 3211 Providence Dr. Anchorage, AK 99504. An EEO Employer.

Production Manager—Must have at least 5 years experience as Producer/Director and complete knowledge of equipment. Must have demonstrated success in both technical and supervisory skills. We are an Equal Opportunity Employer. Send resume to Frank Watson, Station Manager, PO Box 1060, Fort Myers, FL 33902.

Promotion Manager. KAKE-TV, the Wichita ABC affiliate, is seeking applications from exceptional individuals with a demonstrated record of achievement in broadcast promotion and marketing. Applicants must have a college degree; minimum of two years' commercial television experience; and proven on-air, print and public relations skills. Send resume, samples of work and salary requirements to Ron Loewen, Box 10, Wichita, KS 67201. EOE.

PM. Magazine Host—We are in the process of building a PM. MAGAZINE team and require a host who is personable and willing to become a part of the team. Journalistic and research background helpful. We are an Equal Opportunity Employer. Send tape and resume to Dwight Pennebaker, Producer, PM MAGAZINE, PO Box 1060, Fort Myers, FL 33902.

SITUATION WANTED MANAGEMENT

Financial Member of broadcast division management team available. NYC area preferred Box H-95.

SITUATIONS WANTED TECHNICAL

TV Transmitter Supervisor/Maintenance Engineer. 26 years experience, over 14 years experience on RCA TT25 in medium market. Tom Ahner 4410 49th St. Moline, IL 61265.

SITUATIONS WANTED NEWS

News Reporter—Asian-American anxious to relocate to medium-to-major market. Distinctive style, excellent appearance. Background in both broadcast and print. Dalton Tanonaka, 1655 Makaloa St. No. 1506, Honolulu, HI 96814. 808-941-0172.

Sports reporter seeks medium or even small market position. 2½ years experience. Know E.N.G. Been away from broadcasting on sabbatical for ½ year. Have B.A. degree. Paul Sherry 707-584-9481.

Anchor/Reporter/Producer desires position on Central East Coast. Young, dynamic, achiever. EEO classification. Wanda Starke Box H-75.

Fulltime sports position. Seven years fulltime radio sports experience. Six years major college play by play. Now television anchor and general reporter. J.D. Ferry, 304 Merrimac Heights, Selma, AL 36701

Top reporter in 50's market, advised to move up. 28, nine years of broadcasting experience, masters degree in journalism, need a challenge. Box H-52.

Personable Reporter, 23, I offer talent, credibility, and hustle. Experienced, B.A. Art, 914-255-6011 evenings.

Chief Photographer 18 yrs in Top 50 market. \$20,000 salary. Box H-77.

Experienced and Resourceful Television News and Sports Reporter looking for same in larger market. Solid knowledge of ENG shooting-editing-packaging to go along with top writing ability. Tape to prove it. New Englander looking forward to new challenges. B.A. in Communications and Political Science from Boston College. Thomas J. Burke, 161 Randlelt Park, Newton, MA 02165, 617-527-8729.

Reporter-Law. Lawyer, 28, M.S. Columbia Journalism, prime interest legal-police beat. Also can cover consumer, political, energy, and medical issues. Presently at PBS station. Libel experience. Dan Dobson, 1034 Summit, St. Paul, MN 55105 612-292-9143 (Answerphone)

Weekend Anchor-Reporter. Top-25, seeks similar slot, or full time anchor position. Tony 203-469-3439.

M.S.U. graduate with B.S. in Television Production looking for work as ENG operator and 3/4" Editor. Call/ write-Hayes DeLisle, 6035 E. Pershing Ave. Scottsdale AZ 85254. 602-991-8419.

SITUATIONS WANTED PRODUCTION, PRODUCTION AND OTHERS

B.A. from Denison, Russian speaking, seek radio PD. position, TV assignment editor, TV or radio promotion/sales, or spot with any medium planning Olympic coverage in Moscow. 1980. PD. experience, some TV experience. Available immediately. Box H-89.

CABLE

HELP WANTED TECHNICAL

Chief Engineer needed for local origination cable operation. Must have experience with Sony 3/4", IVC VTRs, Hitachi cameras, and good knowledge of studio operations and maintenance. Good salary and excellent company benefits. Send resume to: Barry Mines, Suffolk Cablevision, 95 Brightside Ave., Central Islip, NY 11722. EOE.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Cotec Broadcast Group seeks regional managers for two key U.S. sales territories. We're looking for experienced men or women to sell our fine radio products and systems; System 7000 program automation, transmitters, antennas, audio consoles. Excellent compensation program for sales professionals who can handle a first-quality line in midwest and northwest districts. Telephone Andy McClure 805-584-7686.

HELP WANTED ANNOUNCERS

Radio Announcers Needed. Good salaries available. Various formats. Nationwide. Contact 1-207-782-0947. The AIRCHECK Guide, 8 Constance Ave., Lewiston, ME 04240.

HELP WANTED TECHNICAL

Chief Engineer Los Angeles Remote Recording Facility require maintenance and operations engineer with 3 years minimum experience in VTR's camera switchers etc ... Send resume to: TransVideo Productions, 1028 N. La Brea, Hollywood, CA 90038.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Producer/Director: Immediate opening for qualified individual with B.A. in Communications, Radio-TV, Journalism or related field and 3-5 years of "Hands-on" production experience directing production crews. The setting is the King Faisal Specialist Hospital and Research Centre in Riyadh, the capital of Saudi Arabia. The Hospital is a 250 bed referral medical center with over 2000 employees from all over the world. 24-month married-status contract, salary and bonus, \$30,000+ housing, vacations, transportation, etc. Interested, qualified candidates should submit a resume with current salary to: Pershing P. Stahlman, Hospital Corporation International, One Park Plaza, Nashville, TN 37203. 1-800-251-2561, 1-800-342-2110 in Tenn. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Assistant Professor-Radio-Television, to teach three courses in area of expertise, from among the following: regulation, media criticism, production analysis, societal impact, or a graduate seminar. Full resume and names of at least three professional references by October 1st to H. Eugene Dybvig, Dept. Executive Officer, Radio-Television Dept, Southern Illinois University, Carbondale, IL 62901. Position begins January 15, 1980; Salary competitive. SIUC is an equal opportunity employer and minorities are actively encouraged to apply.

Mass Communications Department—Opening for an assistant professor in strong undergraduate/beginning graduate program, starting no later than September, 1980. Prefer minimum four years professional media experience; minimum three years university teaching experience; Ph.D. in Mass Communications. Interest and experience in media research, communications theory, international communications, and graduate teaching and thesis advising desirable. Rank and salary (\$15,000 plus) determined by experience and qualifications. Apply with resume by October 15, 1979 to: Dr. Emery L. Sasser, Chairman, Department of Mass Communications, LET 468, University of South Florida, Tampa, FL 33620. The University of South Florida is an affirmative action equal opportunity institution. All prospective candidates should be informed that, in accordance with Florida's "Sunshine amendment" to the State Constitution, their dossiers are a matter of public record and are available, upon request, to its residents.

Mass Communications Department—Opening for an associate professor in strong undergraduate/beginning graduate program, starting no later than September, 1980. Prefer minimum four years professional media experience; minimum five years university teaching experience; Ph.D. in Mass Communications. Interest and experience in media research, communications theory, international communications, and graduate teaching and thesis advising required. Rank and salary (\$18,000 plus) determined by experience and qualifications. Apply with resume by October 15, 1979 to: Dr. Emery L. Sasser, Chairman, Department of Mass Communications, LET 468, University of South Florida, Tampa, FL 33620. The University of South Florida is an affirmative action equal opportunity institution. All prospective candidates should be informed that, in accordance with Florida's "Sunshine Amendment" to the State Constitution, their dossiers are a matter of public record and are available, upon request, to its residents.

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.

Wanted 20 KW FM stereo transmitter; maximum 3 yrs. old; Collins or Harris preferred. Reply to I.E.R., 1205 Prospect, Suite 510, La Jolla, CA 92037; Tel. 714-459-3691.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

FOR SALE EQUIPMENT CONTINUED

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.

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.

GE PE-400 Color Cameras: Pedastels, scopes, racks, like new. \$14,000.

GE PE-350 Color Cameras: Excellent condition, 3 Available, \$8,000 ea.

RCA TR-50 Hi-Band VTRS. Good condition, 2 Available, one with editor \$24,000 ea.

GE 12KW UHF Transmitter: Ideal for new station, good condition, \$14,000.

RCA TK27A Film Camera: Available with TP 15 Multiplexer \$12,000.

RCA TP66 Film Projector Good condition \$10,000.

GE PE 240 Film Camera: Excellent Condition \$8,000.

RCA-TT-10 AL VHF Television Transmitter Channel 6, many spares, \$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, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

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.

50 KW AM GE BT-50—A4. 14 yrs old. Many new parts, many spares. Excellent condition. M. Cooper 215-379-6585.

Complete UHF Transmitting Plant RCA transmitter and circularly polarized antenna on channel 19. 209-529-2024.

Automation Systems. Control Units (1) Schafer 902, (1) SMC 3060, (1) Schafer 902 with (4) Revox (2) Random Carousels and automatic logging. Call collect for details 617-537-4706. Eastern Broadcast Supply, 46 Mechanic St., Leominster, MA 01453.

Complete 3/4" color video production and editing facility with customized video van. Excellent quality. Retail: \$40,500 Sale: \$21,500. 303-872-3790, 303-245-5400.

Hughes 300 helicopter. Narco Com 11A, King KT 78A, heater, oil cooler, stropes, 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.

For Sale: 400 feet Windcharger tower. Complete with lights, base insulator and guy wires. Available 3 to 4 months. Call Chris Defant, Tuscaloosa, AL 758-5523.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Get Comic Relief. Funny, bi-weekly service. Free sample. Whilde Creative Services, 20016 Elkhart, Harper Woods, MI 48225.

Phantastic, Phunnies ... introductory month's 400 one-liners ... \$2.00! 1343-B Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

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.

PSSSSST ... You get FREE Station ID's plus great jingles at unbelievable prices. Believe it!! MusAD Media Productions. Department B1, 112 17th Street, Knoxville, TN 37916. Call 615-546-8006.

20 reel disco gold library \$300. Two track stereo with 25 Hertz tones. Studio West, 1702 N. Main, Santa Ana, CA 92706. 714-972-2610.

Cheesburger radios. \$612/100 Sample \$10.95. Los Altos Mdse. Co. 399 Main Street, Los Altos, CA 94022.

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 September 10 and October 22. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

San Francisco, FCC License, 6 weeks 9/4/79. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., San Francisco. 94105. 415-392-0194.

RADIO

Help Wanted Management

SALES MANAGER

Small market, 5 salesmen plus copy department. Well running machine. Need solid aggressive motivator. We have the tools ... we have the foundation. Help our expanding AM/FM go to higher heights. Contact: Vern Kaspar, 317/659-3338.

Help Wanted Technical

RADIO NETWORK DIRECTOR OF ENGINEERING

Six-station interconnected FM radio network in Minnesota seeks engineer with AM, FM, audio, microwave and satellite experience, plus administrative skills; to be responsible for engineering activity as Director of Engineering. Send resume, salary requirements, letter of interest and references to Tom Kigin, Minnesota Public Radio, Box A, 400 Sibley St., St. Paul MN 55101 AA/EOE

Help Wanted Announcers

TALK SHOW PERSONALITY

50,000 watt major radio station in Midwest looking to add additional Talk Host to current staff. Send resume to Box Number H-113.

An equal opportunity employer

Help Wanted News

SPORTS ANNOUNCER

for medium sized radio and television market in northeast. Excellent opportunity for creative sports story reporting, weekend sports anchor work, and play-by-play. Must be experienced, dependable, have writing ability and work well with people. Send resume and videotape to Dean McCarthy, Harrington Righter & Parsons, Inc., 280 Park Avenue, New York, NY 10017. An equal opportunity employer.

TELEVISION Help Wanted Sales

KBTV 9 DENVER

A station of the Gannett Broadcasting Group, an ABC affiliate and number one in Colorado is seeking a local television salesperson. Must have minimum 2 years television sales experience. Research oriented, management potential and ability to call on agency as well as direct accounts.

Call Larry Deutsch, Vice President, Local Sales Manager 303-825-5288.

Help Wanted Technical

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.

TV BROADCAST TECHNICIANS

Established public television station moving to new color facility. West Virginia University and WWVU-TV has vacancies for technicians experienced in master control and studio maintenance and operations, or all phases of transmitter and/or microwave transmission systems. Send resume of qualifications and salary history to:

Jack Podeszwa
Personnel Officer
West Virginia University
Morgantown, WV 26506

An Equal Opportunity/Affirmative Action Employer M/F

TELEVISION BROADCAST TECHNICIAN

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Fringe benefits include Medical, Life Insurance and Pension Plan. Salary to \$22,900 depending on experience. Send resume to Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E., M/F

CHYRON/VIDEFONT OPERATOR

Miami TV station. Must have a working knowledge of electronic graphics & studio camera operations for TV broadcasting. Send resume to Manager of Employment, P.O. Box 010787, Miami, Fla. 33101.

Equal Opportunity Employer M/F

ENGINEERING MANAGEMENT

★ Network Studio Operations

The Technical Manager is involved in the production of video taped shows from pre-production meetings through final taping. Responsibilities include selecting engineering crews, setting schedules, satisfying the creative needs of the production company, and maintaining control over engineering costs.

★ Local Station Operations

The Technical Facilities Manager is responsible for the operations and maintenance of all equipment in the news technical operations center for the local station.

★ Audio/Video Systems Engineer

Position involves designing, creating and planning engineering installations for television and associated technical equipment, and facilities for use in network and local station broadcasting operations. Requires BSEE or equivalent experience, knowledgeable in state-of-the-art broadcasting techniques and equipment, plus background in engineering supervision preferred in manager position.

If you are interested in any of the above positions, please send resume in confidence to:

Mike Sweet



4151 Prospect Avenue
Los Angeles, CA 90027

Equal Opportunity Employer M/F

Electronics Technicians/ Broadcast Oriented



MICROWAVE/RF SPECIALISTS

WRC-TV, NBC's Washington, D.C. owned station, has (2) immediate staff openings for people fully experienced in the operation and maintenance of State-of-the-Art Broadcast Microwave and RF equipment. FCC 1st class license required.

We offer superior salaries with fully paid benefits. (These are NABET-represented positions). Our work tours are based on a 40-hour, 5-day week and you must be available for any type of shift work, including weekends.

To apply, you may call (202) 686-5786 between 10AM-12Noon or send a detailed resume to Mr. Al Levin, WRC-TV, 4001 Nebraska Avenue, NW, Washington, D.C. 20016. We are an equal opportunity employer and invite response from minority and female applicants.

WRC-TV 4

Help Wanted Programing, Production, Others

CREATIVE SERVICES DIRECTOR

A Northeast network affiliate is accepting applications for creative services director in television-radio. Must be creative, well-organized with a knowledge of all media. Must be experienced in television and radio production, newspaper advertising. Must have proven ability to produce TV and radio on-the-air promos, write news releases, produce sales pamphlets and brochures. Excellent salary and benefits. Send resume to Box H-47.

An Equal Opportunity Employer.

MAINTENANCE ENGINEER

Have 3 to 5 years experience maintaining Studio/ENG equipment? Want the professional environment of a competitive major-market operation without the big city hassle? Want to be in on the ground-floor of a major facilities renovation? We are a group-owned VHF affiliate in the sunbelt offering an outstanding opportunity with excellent wages and benefits. Interested? Resume to Box H-121. EOE.

OPERATION AND MAINTENANCE TECHNICIAN

Experience with quads, ACR's, MCR switchers, film and studio cameras. First class radio telephone license required. Excellent salary and benefits. An equal opportunity employer. Send resume to Box H-14.

CO-HOST

WDVM TV Washington, DC wants the best on-air talent in the country to co-host P.M. Magazine.

It's all ENG, all on location, all entertainment. This could be the most demanding, most challenging, most satisfying show you will ever do.

You must have on-air experience...

You must be able to produce and project informative entertaining and absorbing features...

And above all, your style and smile must win us over.



Send your tape and resume to:

Melanie S. Donahoe, Producer
WDVM TV
4001 Brandywine Street, NW
Washington, DC 20016

An Equal Opportunity Employer

PROGRAM HOST

Dynamic personality wanted to host zany, lighthearted early morning magazine show. Must also handle news, weather, and sports capsules. Send resumes, tapes to: Donita Welsh, Program Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560.

Mairite Broadcasting is an equal opportunity employer.

TELEVISION DIRECTOR

Television Director, major market PTV station seeking creative professional to plan, stage, televise, and post produce for weekly magazine format. Minimum qualifications: BA or equivalent experience in broadcasting, demonstrative ability directing music, drama, interview, panels, news, with three years experience as full time broadcast television director with verifiable credits. Contact: John Conney, KCTS-9, 4045 Brooklyn Avenue NE, Seattle, WA 98105. (206) 845-1803, deadline August 31, 1979.

equal opportunity employer m/f/h

TELEVISION DIRECTOR

Major Northeast VHF station looking for professional director with 3-5 years experience. Must be able to direct with creative flair, produce quality commercials, promos, etc. and lead production crew. Ability to switch using the latest video switcher a must. Want a goal oriented individual looking for a chance to move up. Producing ability a plus. Position open in early Fall 1979.

Send resume and salary requirement to Box H-105 by August 24th.

We are an Equal Opportunity Employer.

We're looking

for a bright, easy going, irreverant man or woman to host a timely, fast-paced and sometimes unpredictable hour long weekly show.

If that's you, rush a cassette to:

R. Bonaventura
KRON-TV
1001 Van Ness Avenue
San Francisco, 94109.

ALLIED FIELDS Help Wanted Management

Director Of Advertising

T.V. Distribution

The entertainment division of this Fortune 100 corporation, headquartered in New York City, seeks an advertising professional with successful experience in the planning and implementing of sales promotions and advertising campaigns for the sale of programming to domestic and international TV markets as well as the home video marketplace.

The candidate selected for this position will have wide ranging responsibilities that include:

- Supervising and directing outside agencies in the development of advertising and promotional materials.
- Organizing and managing a department that services numerous other departments and clients.
- Presenting ideas and campaigns to senior management in all areas of TV distribution.
- Writing and developing publicity stories for trade publications.
- Identifying and accommodating special ad or promotional needs of particular TV stations.

If you think you may be ready for this rare opportunity, send a detailed resume with salary requirements, in confidence, to:

Box E W B-2024, 18 East 48th St, NYC NY 10017

Equal Opportunity Employer/M/F

**Help Wanted Programing,
Production, Others**

**NEWS AND DOCUMENTARY
TYPE PRODUCTION**

We are broadcast journalists using our skills and ENG technology to write and produce motion pictures for business and industry. Join us, and put your skills to work in an exciting, challenging environment, where you'll have room to grow. Four years TV news experience minimum. Send resume and tape to:

VIDEO, LTD.
200 Guaranty Building
Cedar Rapids, Iowa 52401
Equal Opportunity Employer M/F

Television Programing

SPORTSLINE AMERICA

Events to be broadcast our first month

FOOTBALL

- Penn State—Rutgers
- Florida State—Arizona State
- Penn State—Texas A&M
- Florida State—Miami
- Penn State—Nebraska
- North Carolina State—Wake Forest
- Penn State—Maryland
- Florida State—Army
- Penn State—Army
- Florida State—Mississippi State

GOLF

- Buick—Goodwrench Open
- Anheuser—Busch Golf Classic
- San Antonio Open
- Southern Open

NASCAR

- Old Dominion 500
- NAPA National 500
- Delaware 500

Formula 1

- Canadian Grand Prix
- Watkins Glen Grand Prix

Plus 26 hours per week of
our coast-to-coast talk show

THIS WINTER—The tops in College Basketball ... featuring North Carolina State, Kentucky, St. Johns and Florida State.

Your Market May Be Open

CALL TODAY

514 284-1898

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Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
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Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

Radio Programing



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PROGRAMS WEEKLY
Program Distributors
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Phone: 501-972-5884

COUNTRY?

If you're going Country, or if your Country station is having ratings problems, we can lend the expertise that has helped 3 out of 4 of our stations become No. 1 within a year, All in tough competitive markets.

WRIGHT & ASSOCIATES, INC.
(602) 742-3864
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Tucson, AZ 85740

Employment Service



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ACTION LINE**

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

MANAGEMENT

In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Business Opportunity

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

**For Sale:
BROADCASTING
SCHOOL**

in New York City
Phone 212-245-2640 or Write: P.O.
Box 23, Radio City Sta., N.Y., N.Y.
10019. Serious buyers only.

Investors Wanted

New broadcast group forming.
\$10,000 minimum. Active or in-
active.

Box H-91

Wanted To Buy Stations

WANTED TO BUY

Small Market Radio Station
AM FM or Combo
Richard J. Fraser
727 W. Ralston Road
Indianapolis, In. 46217
317-888-2663

BUSINESS GROUP

With strong cash position seeking to purchase or participate in your operation AM/FM-TV-CATV. Distress situations welcome. Box H-125.

For Sale Stations

- 10,000 Watt Stereo S.E. Metro area. \$800,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Daytimer. TN. R.E. No down payment. \$330,000.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Powerful Fulltimer; N. Maine. \$450,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,000,000.
- Daytimer. Million + Pop. in coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- AM-FM in Kentucky \$360,000. Terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- S. California. Spanish. \$520,000.
- Cent. California. Daytimer. \$420,000.
- N. Central Texas. Daytimer. \$400,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

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Profitable small market daytime AM and full-time class A FM. Only station in SMSA county. \$275,000 including real estate. Terms to qualified buyer. Box H-96

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KEITH W. HORTON
COMPANY, INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry



For Sale Stations Continued

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Brokers-Appraisers-Consultants

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8340 E. Princeton Ave. Denver, CO 80237 303-771-7675

SELECT MEDIA BROKERS

AL	Daytime AM	600K	Metro
IL	Fulltime FM	1.75MM	Metro
FL	Daytime AM	390K	Medium
TX	Daytime AM	630K	Metro
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
NY	Daytime	485K	Medium
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
LA	Daytime AM	450K	Small
	Fulltime FM		
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
NC	Daytime	175K	Small
GA	Daytime AM	350K	Small
	Fulltime FM		

PO Box 5, Albany, GA 31702
913-883-4917

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite 816 - Memphis, Tn. 38157

FOR SALE

1,000 watt fulltime AM - North Central Penna. Excellent equipment—poor ratings—excellent staff. Award winner. Low gross. Great potential. Box H-111.

MEDIA BROKERS APPRAISERS

RICHARD A. SHAHEEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



S	Small	AM	\$100K	Cash
W	Small	AM	\$285K	\$79K
W	Small	AM/FM	\$530K	Terms
W	Metro	Fulltime	\$900K	\$247K
MW	Metro	AM/FM	\$1250K	Cash

Atlanta, Boston, Chicago, Dallas, Los Angeles

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nationwide service

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Reggie Martin & Associates

Va. sm mkt AM/FM adj. medium mkt \$285 terms
E. Coast Ft AM & Big Cl. 'C' FM \$950 terms
Fla. growth mkt 1 of only 2 ft AM's \$650 terms
Carolinas AM/FM excellent sm mkt adj big mkt \$425 terms
Fla. daytimers from \$125-\$375 terms

Fla.—Reggie Martin (305) 361-2181
Va.—Ron Jones (804) 758-4214

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/826-0385 Suits 214 11881 San Vicente Blvd. Los Angeles, CA. 90049
202/223-1553 Suite 417 1730 Rhode Island Ave. N.W. Washington, D.C. 20036

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Listings throughout the east
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44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

MAJOR NORTHEAST MARKET
Full Time AM For Sale
By Owner
Contact: Berk Fraser, WICE Radio, Providence, R.I. (401) 273-7000.

BILL-DAVID ASSOCIATES
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

THE HOLT CORPORATION
APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE TO BROADCASTERS
Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017
215-865-3775

BROADCAST MANAGEMENT
Radio and Television

2nd Edition by Ward L. Quaal and James A. Brown

Considered the "standard" in radio/television station management, this book has been completely revised throughout, with considerable new material added.

"Well organized and clearly written..."—Newton N. Minow, former FCC Chairman.

"A volume of exceptional excellence..."—Washington Post.

480 pages; charts, tables, notes, index. \$16.50

BROADCASTING BOOK DIVISION
1735 DeSales St., N.W.
Washington, D.C. 20036

Please send me BROADCAST MANAGEMENT. My \$16.50 payment is enclosed.

Name _____
Address _____
City _____
State _____ Zip _____

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$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.

Fates & Fortunes

Media



Rakovan

Richard G. Rakovan, VP-general manager, WPRO-AM-FM Providence, R.I., joins Outlet Co. there as senior VP of its radio station group.

Edward Quinn, general sales manager of Journal Co.'s WTMJ-TV Milwaukee, appointed VP-general manager of KSHO-TV Las Vegas, which Journal Co. will own following Aug. 28 closing.



Quinn



Conrad

Mark Conrad, manager of WCCB(TV) Charlotte, N.C., joins WFMY-TV Greensboro, N.C., as VP-general manager, succeeding Charles Whitehurst (see page 69).

Harold Calvin, general manager, WKRC(AM) Cincinnati, named VP.

Richard Beach, program manager, WSBK-TV Boston, named operations manager.

Barry Sims, general sales manager, WKOX(AM) Framingham, Mass., named VP-general manager.

Miklos B. Korodi, VP and general manager of Warner Cable Corp.'s Qube system in Columbus, Ohio, named senior VP of new business



Karodi



Wangberg

development, New York. He is succeeded by **Larry Wangberg**, who has been VP of marketing in Columbus.

Donald W. Miles, news director, WRUF-AM-FM

Gainesville, Fla., and assistant professor of broadcasting, University of Florida, Gainesville, joins WPXE-AM-FM Starke, Fla., as general manager.

Ann Maynard Gray, VP and treasurer of ABC Inc., named to new post of VP, corporate planning, and treasurer, assuming additional responsibility for corporate budget policies and programs.

Alan Chunka, controller and assistant treasurer, Cox Broadcasting Corp., Atlanta, elected VP-treasurer. **John Boyette**, assistant controller, and **Robert Gartin**, manager of internal audit, elected assistant treasurers. **John Rouse Jr.**, broadcast division controller, assumes additional duties as assistant treasurer. **Lynda Stewart**, director of communications, assumes additional duties as assistant secretary. **Elaine Boryk**, assistant controller, elected controller.

Roberta V. Romberg, VP, affirmative action and employment, NBC, New York, named VP, personnel administration.

John Ridall Jr., administrative assistant, Continental Cablevision of Miami Valley, Dayton, Ohio, named director of corporate development. **Bill Gregory**, operations manager, named system manager for south Dayton operation of Continental. **Skip Reusch**, coordinator of crew of installers, named installation supervisor.

Bob Payton, program director, KELP(AM) El Paso, Tex., named station manager.

Dennis Slinkard, in business department, KFVS-TV Cape Girardeau, Mo., named business manager.

Advertising



Conly

Mike Conly, senior VP-director of research, Frank N. Magid Associates, Marion, Iowa, joins Harte-Hanks Communications, San Antonio, Tex., as director of marketing, research and finance for television group, which includes four television stations.

Elissa L. Lebeck, VP, research, Television Stations Division, Corinthian Broadcasting Corp., New York, named VP, marketing services for corporation.

Jack Crumpler, in sales, WYEA-TV Columbus, Ga., named general sales manager.

Bob Fish, Eastern sales manager, RKO Radio Sales, New York, named national sales manager of co-owned WOR(AM) there.

M. Ray Sullivan, business manager, WSFA-TV Montgomery, Ala., joins KFVS-TV Cape Girardeau, Mo., as national sales manager. **Byron**

Mercer, in sales, KFVS-TV, named regional sales manager.

David Pearlman, from New York office of Radio Advertising Representatives, joins KFWB(AM) Los Angeles as sales manager.

Three new account executives named at KHJ-TV Los Angeles: **Shelley Adrian**, account executive, KNXT(TV) there; **Carol Lima**, office manager, KHJ-TV, and **Michael Douglass**, national sales manager, KPOL(AM)-KELA(FM) there.

Mickey Seymour, account executive MMT Sales, named account executive, KCOP(TV) Los Angeles.

Diane Simmons, account executive, WGMS-AM-FM Washington, joins WRC(AM) there as retail sales manager.

Larry Cook, on sales staff of WSPA-TV Spartanburg, S.C., named Spartanburg sales manager.

Cindy Marcum, formerly with special products division of Nabisco Inc., joins KDNL-TV St. Louis as account executive.

Terry Reddy, account executive, Rector-Duncan Advertising, Austin, Tex., and **Jack Reed**, from KCEN-TV Temple, Tex., join KMOL-TV San

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Antonio, Tex., as account executives.

Murry Ferris, account executive, KMBC-TV Kansas City, Mo., joins WDAF-TV there in same capacity.

Laura Pryor, account executive, WOAI-AM-FM San Antonio, Tex., named sales manager of co-owned KERP(AM) El Paso, Tex.

Elizabeth Young, local sales manager, KDKB-FM Mesa, Ariz., assumes additional duties as local sales manager for co-owned KDJQ(AM) there.

Thomas Gavin, former sales manager, WSPR(AM) Springfield, Mass., joins WPXN(AM)-WPXY(FM) Rochester, N.Y., as sales manager.

Anna DiGregorio, secretary to station manager of KPTV(TV) Portland, Ore., named local account executive.

Mark Turner, account executive, WITN-TV Washington, N.C., joins WPTF-TV Durham, N.C., in same capacity.

Shannon Coury, from KTIM-AM-FM San Rafael, Calif., joins KOTT(FM) San Francisco as sales representative.

Ron Carter, student, Washington State University, joins sales staff of KPLZ(FM) Seattle.

Paul Yovino, formerly with WWEL-AM-FM Boston, and **Jon Van Hoogenstyn**, from WPOR-AM-FM Portland, Me., join WLKW-AM-FM Providence, R.I., as account executives.

Wendell (Pete) Moore, president of Bloomfield Hills, Mich., office of D'Arcy-MacManus & Masius, elected chairman of company's U.S. operations committee, responsible for administration and operation policy decisions affecting agency's eight U.S. offices. **Gary Brahl**, writer, DM&M, St. Louis, named associate creative director.



Vogel

Bill Vogel, principal and senior VP of Hall & Levine Advertising, Los Angeles, joins Cunningham & Walsh, Los Angeles, as VP-general manager. **John LaPick**, senior VP-creative director, Benton & Bowles, Los Angeles, joins C&W as creative director.

G. Robert Holman, executive VP and general manager of New York office of McCann-Erickson, and **Stephen M. Leff**, executive VP and director of media services of M-E, have resigned, effective six months from Aug. 13. Holman will become principal, member of board of directors, executive VP and chief operating officer of Backer & Spielvogel Inc., New York, and Leff will become major principals, member of board of directors, executive VP and director of media services for B&S, newly formed agency which recently acquired M-E's Miller Brewing Co. account, whose billings are estimated at \$85 million (BROADCASTING, Aug. 13).

Allan Buitekant, senior VP-creative manager of Doyle Dane Bernbach Inc., New York, appointed executive VP-creative director of DDB Group Two, agency unit that handles accounts for clients with modest budgets.

Richard Busoiglio, VP, TV program director, Cunningham & Walsh, New York, appointed

VP and associate director of network programming department, BBDO, New York.

Michael Rich, promotion director of *Sport* magazine, named VP-corporate development, Compton Advertising, New York. **Maria Falconetti**, advertising research manager with R.J. Reynolds Tobacco Co., joins Compton as associate director of research.

Maureen Moore, associate creative director, Tatham-Laird & Kudner, Chicago, elected partner of firm. **Kathryn McPherson**, media supervisor, McCann-Erickson, joins TLK as associate media director. **Katherine Kuehn**, broadcast buyer, The Media Bureau, joins TLK in same capacity.

David McConaughy, **Michel Weinstein** and **Peter Hall**, account executives at Kenyon & Eckhardt Advertising, New York, named account supervisors.

Bob Buratto, senior buyer, McCaffrey & McCall, New York, named broadcast supervisor.

Phillip Davis, research supervisor, Needham, Harper & Steers, Chicago, named associate research director.

Barry Berlin, media director, Stiefel/Raymond Advertising, New York, named VP.



Murray

Peter Murray, VP and general sales manager of Storer Television Sales, New York, named executive VP.

Alan S. Elkin, Midwest sales manager of Field Spot Sales, Chicago, named national sales manager, based in New York. He succeeds Bob Roganti who was named president of company (BROADCAST-

ING, Aug. 6). **Jack Arslanian**, Chicago sales manager, succeeds Elkin as Midwest sales manager. **Michael Garza**, sales manager in Detroit, named account executive, based in Chicago. **Robert L. Protter**, sales manager of Field Communications' WKBD-TV Detroit, named sales manager, based in Detroit, for Field Spot Sales.

Phil Flanagan, from Tyrol & Flanagan, specializing in media planning and co-op development for Connecticut retailers, joins Television Marketing Associates, division of TeleRep, New York, as director of marketing for group II.

Marvin Shapiro, director of sales for CBS-owned KNXT(TV) Los Angeles, named account executive, West Coast sales, CBS Television Network Sales.

Sherrie Sutton, account executive, Metro Radio Sales, New York, joins New York sales staff of McGavren-Guild Radio.

H. Tom Durr, account executive, WANX-TV Atlanta, named to sales staff of Atlanta office of HR Television. **Frank Hughley**, account executive, Field Communications, New York, appointed to sales staff of HR Television, New York, White Division. **Christine Pfeiffer**, sales research director, Field Spot Sales, New York, named manager of HR's Television One research division.

Ellen Glantz Tucker, research analyst, Katz Television, New York, joins sales staff of Metro

TV Sales there.

Barbara Ann Zeiger, manager of public relations for Television Bureau of Advertising, New York, appointed director of member services, succeeding **John Sheehan**, who is retiring from TVB after 22 years.

Arnold Levy, supervisor of network research, NW Ayer, New York, and **Janet Therrien**, secretary to VP, director of radio research, Katz Radio, named research analysts for Katz Radio, New York.

New officers, Detroit Radio Advertising Group: **Bill Kunkel**, WOMC(FM), president; **Gene Bolven**, WXYZ(AM), treasurer, and **Joe Kelly**, ABC Radio, secretary.

Programing

John Healy, VP-corporate planning, ABC, New York, named VP-product development and acquisitions, ABC Video Enterprises, in first appointment by new division's VP in charge, Herbert Granath.

Sandy Lieberman, VP-European production, Twentieth Century-Fox, appointed president of Twentieth Century-Fox Productions. **Ashley Boone**, senior VP-domestic marketing and distribution, appointed president of Twentieth Century-Fox Distribution and Marketing. Both are newly created divisions of Fox.

Marilyn Olin, director of children's programs, East Coast, ABC Entertainment, New York, named VP-children's programs, with expanded responsibilities for all children's programing.

Arnold Shapiro, director of program development, Golden West Television, Los Angeles, named VP-motion pictures for television and special projects, TAT Communications Co., there.

Stanley Moldow, director, special projects and technical services, Taft, H-B International, Los Angeles, named VP, operations.

Allan (Scotty) Connal, VP-sports operations, NBC, New York, joins Entertainment and Sports Programing Network, Plainville, Conn., as senior VP of operations and production.

Ted Nathanson, producer-director, NBC Sports, New York, appointed coordinating producer of coverage of 1979 National Football League season. **Pamela Spriggs**, manager of sales presentations, NBC Television Stations division, New York, named director of sports research.

Chet Collier, chairman of board of Group W Productions until 1977, becomes consultant to BBI Communications, new subsidiary of Boston Broadcasters Inc. He will assist company in developing and producing new programing for commercial and cable television. **Howard Finelstein**, manager of market development for CBS's Columbia House division, New York, joins BBI as assistant for corporate development.

Jim Tuverson Jr., manager of California peninsula office of International Television Productions, and formerly with Group W's WBZ-TV Boston, rejoins company as Western division sales representative for Group W Productions Television Syndication Center, Hollywood.

Joan Hertzog, in management training program, Viacom Enterprises, New York, named sales representative, syndication.

Judith Jurtsich, promotion manager, WDIV(TV) Detroit, joins WSBK-TV Boston as program manager, succeeding Richard Beach (see page 67).

David R. Chase, assistant general manager and program director, WIS-TV Columbia, S.C., joins co-owned WDSU-TV New Orleans as program director.

Rick Andrycha, production manager, KSAT-TV San Antonio, Tex., named program manager. **James Bynum**, executive producer of *PM Magazine*, succeeds Andrycha. **Kathie Stoker**, director of 5 and 10 p.m. newscasts, succeeds Bynum.

John Pike, program director, WKYC-TV Cleveland, assumes additional duties as executive producer of new morning program. **Marysue Gaudio**, administrator of public relations, named associate producer of program.

Cindy Walker, manager of program administration, WRC-TV Washington, joins WYTV(TV) Youngstown, Ohio, as program director.

Donald McNeely, in programming position with KFVS-TV Cape Girardeau, Mo., named program-promotion manager. **Jerrold Hollis**, in production, named production manager.

Susie Pevaroff, writer, producer and talent for noncommercial WVIZ-TV Cleveland, joins KYW-TV Philadelphia as co-host of *Evening Magazine*. **Bob Domine**, sports director, WAVE-TV Louisville, Ky., joins KWTN-TV as sportscaster at 6 and 11 p.m.

Deborah Kent, actor in local theaters in Petersburg, Va., and **Joe Smith**, production manager and executive producer of local programming, WKEP(TV) Dayton, Ohio, join WXEX-TV Petersburg, Va., as hosts of *PM Magazine*. **Murray Schweitzer**, production manager, WXEX-TV, named producer of *PM Magazine*. **Mary Magnotti**, production specialist, named associate producer of program. **Tim Wright** and **Nancy Alspaugh**, news photographer and production specialist, respectively, named videographers for program.

Ken Lass, assistant sports director, WBRC-TV Birmingham, Ala., joins WBAY-TV Green Bay, Wis., as sports director.

Bob Hogue, sports director, KTIV(TV) Sioux City, Iowa, joins KWVL-TV Waterloo, Iowa, in same capacity.

Joel Levitt, producer-director, WPHL-TV Philadelphia, named production manager.

Terry Stevens, music director and air personality, WHK(AM) Cleveland, joins WMAQ(AM) Chicago as air personality.

Judith Brackley, program director, WCAS(AM) Cambridge, Mass., joins WCOZ(FM) Boston as newscaster and air personality.

James Michael Howle, from WNNC(AM) Newton, N.C., joins WEAT(AM) West Palm Beach, Fla., as music director and air personality.

Terry Cavin, air personality, KCBW(FM) Sedalia, Mo., assumes additional duties as music director.

Peggy Scott Laborde, public information specialist, noncommercial WYES-TV New Orleans, named continuity director.

John David Dean, senior graphics designer, WJLA-TV Washington, joins WJZ-TV Baltimore as art director.

News and Public Affairs



Whitehurst

Mo.

Paul Steinle, news director, WIXT(TV) Syracuse, N.Y., joins KING-TV Seattle in same capacity.

Phil Mueller, news director, KSL(AM) Salt Lake City, named news director for co-owned KSL-TV there.

David Choate, bureau chief for NBC's Southeast news operations, rejoins WCKT(TV) Miami as news director. He had been with WCKT 18 years until joining NBC last March.

Barry Serafin, CBS News Washington correspondent, named senior correspondent, ABC News, based in Washington.

Richard Worden, former news editor of *Clarksville* (Tenn.) *Leaf-Chronicle*, joins WDEF-TV Chattanooga as news director.

J. Michael Shain, newsman, KFVS-TV Cape Girardeau, Mo., named news and public affairs director.

Bob Fulton, reporter and weather forecaster, WBOY-TV Clarksburg, W.Va., named news director.

Jim Cairo, producer, WSOC-TV Charlotte, N.C., joins WBBH-TV Fort Myers, Fla., as news and public affairs administrator.

Richard Hunt, news director, WLOF(AM)-WBJW-FM Orlando, Fla., joins WKRC(AM) Cincinnati in same capacity.

Bruce Jakubowski, anchor and reporter, WCCR(AM)-WLRW(FM) Champaign, Ill., named news director.

Brian Kensel, general assignment reporter, WDSU-TV New Orleans, named managing editor.

Scott Hooper, afternoon news editor, WMLO(AM) Beverly, Mass., named director of news and public affairs.

Mark Sander Wolin, general assignment and investigative reporter, WCKT(TV) Miami, joins WLS-TV Chicago as general assignment reporter.

Jim Claber, with WLS-TV, named head of consumer action unit.

Gall Westrup, reporter, KLAS-TV Las Vegas, named weekend anchor.

Steve Douglas, anchor, WLWT(TV) Cincinnati, has resigned. Succeeding him on temporary basis is **Scott Osborne**, NBC News correspondent who is on sabbatical leave to write book.

Dean Phillips, producer and co-anchor, KFBB-TV Great Falls, Mont., joins WNCT-TV Greenville, N.C., as 6 and 11 p.m. anchor.

Monty Salisbury, producer-director, WJBK-TV

Charles Whitehurst, president and general manager of Harte-Hanks station WFMY-TV Greensboro, N.C., named director of news and information development for television group of Harte-Hanks, which includes WFMY-TV, KENS-TV San Antonio, Tex., WTLV(TV) Jacksonville, Fla., and KYTV(TV) Springfield,

Detroit, joins KSD-TV St. Louis as executive news producer. **Pam Koupal**, news producer, KCMO-TV Kansas City, Mo., joins KSD-TV as producer of 5 p.m. report.

Phillip Witt, weekend anchor and producer, KCCI-TV Des Moines, Iowa, joins WDAF-TV Kansas City, Mo., as weekend co-anchor. **Jeff Simmons**, anchor and reporter, WNCT-TV Greenville, N.C., joins WDAF-TV as general assignment reporter.

Cynthia Garza, formerly with KTBC-TV Austin, Tex., joins KTRK-TV Houston as public affairs director.

Bill Qulett, formerly with WTVW(TV) Evansville, Ind., as reporter and weekend anchor, joins news team of WZZM-TV Grand Rapids, Mich.

John Raftery, from WYTV(TV) Youngstown, Ohio, and **Debbie Dehaan**, assistant news director, WHIS-TV Bluefield, W. Va., join WBNS-TV Columbus, Ohio, as reporters. **Jeannie Lauber**, freelance entertainment writer, joins WBNS-TV as life-style reporter.

Denny Brand, from WFIE-TV Evansville, Ind., joins WYTV(TV) Youngstown, Ohio, as general assignment reporter.

Vince Hill, from WWDB(FM) Philadelphia, joins KYW(AM) there as anchor, writer and reporter.

John Comas, program director, WXII(TV) Winston-Salem, N.C., named assistant general manager in charge of community affairs.

Norma Brizzi, from WCHS-TV Charleston, W. Va., and **Charlotte Scot**, from WGAN-TV Portland, Me., join WTLV(TV) Jacksonville, Fla., as general assignment reporters. **Mike Newsome**, from WSB-TV Atlanta, joins WTLV as chief photographer. **Jonee Ansa**, from WXIA-TV Atlanta, joins WTLV as cameraman.

John Sablon, producer, reporter and anchor, WFSB-TV Hartford, Conn., joins WVIT(TV) New Britain, Conn., as reporter.

Ron Matz, formerly with WFBR(AM) Baltimore, joins WCAO(AM) there as morning anchor.

Mark Hyman, reporter, KXRX(AM) San Jose, Calif., named morning anchor. **Mike Sugarman**, from KIIS-AM-FM Los Angeles, joins KXRX as field reporter.

W. Michael Hamilton, from community relations office of Seattle City Light, joins KOMO-TV there as night assignment editor. **Kathryn Ann Linwood**, production assistant, named producer of 11 p.m. newscasts. **Margaret Ann Bowman**, news film librarian, named production assistant.

Christopher Graham, Midwest correspondent for UPI Audio, named business editor for UPI Broadcast Services.

Charles Smithgall III, VP of Chattanooga Cable Television, joins Cable News Network, Atlanta, in sales post.

Promotion and PR

Marijane Roark, on-air promotion producer, WMAR-TV Baltimore, joins WRC-TV Washington as administrator for on-air promotion.

Daniel Agan, director of Public Broadcasting Service-administered station independence program, named PBS director of advertising and video promotion. **Blaine Baggett**, associate

director of video promotion, PBS, named creative director.

Robert B. Schwartz, director of public information, Communications Satellite Corp., Washington, elected VP-public affairs.

Robert Schettino, formerly with local savings and loan institution, named public relations director, Mission Cable TV, San Diego.

Dave Gross, member of creative services department of KCAU-TV Sioux City, Iowa, named assistant director of creative services.

Marvin Gellman, from Burson-Marsteller, New York, joins Ries & Geltzer, New York public relations agency, as manager of account services, responsible for Sony Industries and Sony Video Products Co.

Marla Norris, feature writer, *The Register* newspaper, Santa Ana, Calif., joins Greg Smith & Associates there as public relations account executive.

Technology

James Fischer, VP-technical operations, Warner Cable, New York, named VP-technical development and planning.

Bob Burns, in technical position with WMT-AM-FM-TV Cedar Rapids, Iowa, named chief engineer.

Warren Bottorff, assistant chief engineer, WTVY(TV) Dothan, Ala., joins KFVS-TV Cape Girardeau, Mo., as chief engineer.

James Millikin, from American Television and Communications, joins American Cablesystems of Virginia, Chilhowie, Va., as chief engineer for regional operations, responsible for 13 cable systems.

Donald Edelman, in cable television division of RMS Electronics, Bronx, N.Y., elected executive VP.

Jack Calaway, VP-engineering, Vidtronics, Hollywood, named VP-research and development.

Robert Switzer, Western sales manager, McMartin Industries, Omaha, named director of domestic sales. **Thomas Butler**, Eastern sales manager, named director of international sales.

Paul E. Welcome, regional manager, General Dynamics Ltd., Los Angeles, named technical services manager, E&O Systems Ltd., Santa Clara, Calif.

Edward Goossens, Midwest regional sales manager, Oak Technology, named regional sales manager, based in Huntington Beach, Calif.

James Wells, regional sales manager for Ohio Valley territory, based in Cincinnati, succeeds Goossens. **Richard Strabel**, sales engineer for Midwest sales office, succeeds Wells. **Wayne Neumann**, sales administrator and account manager, Oak Switch division, Crystal Lake, Ill., named sales engineer in Oak's Southwest sales office, Richardson, Tex.

George Schlageter, factory service manager, Philips Electronic Instruments, Mahwah, N.J., named oscilloscope manufacturing manager for PEI subsidiary, Philips Test & Measuring Instruments. **Peter Kucharik**, former senior industrial engineer, PEI, named quality control manager for U.S. manufacturing operation of PTMI.

John Cash Jr., engineering manager, Xerox

Corp., joins Verbatim Corp., Sunnyvale, Calif., as product manager for diskettes.

Gordon Clark, formerly with Audiotechniques, joins Martin Audio/Video Corp., New York, as technical manager. **William Dexter**, assistant manager of parts department of Martin, joins company's Pro Audio sales department.

Richard Borini, system manager, Tocom, Irving, Tex., named regional manager of technical services for company's Florida network of two-way cable and security systems.

Tom Creighton, national sales manager, Ampro Broadcasting, Feasterville, Pa., named VP-sales and marketing. **Bill Hamilton**, Eastern regional sales manager, Scully, succeeds Creighton.

Gary Blake Jordan, from Ford Aerospace, joins California Microwave, Sunnyvale, Calif., as international marketing manager of satellite communications division.

Ronald A. Fuller, marketing manager, Northwest Sound Inc., Portland, Ore., joins RTS Systems Inc., North Hollywood, with responsibility for setting up both domestic and international sales organizations for equipment manufacturing subsidiary of Compact Video Systems Inc.

Appointments, Eastman Kodak, Rochester, N.Y.: **David Blehn**, coordinator, marketing research, professional and finishing markets division, named marketing director, professional and finishing products; **C. Harold Gaffin**, director of marketing planning, graphics markets division, named marketing director, graphics markets division; **L. Lee Horschman**, director of program sales development, business systems markets division, named marketing director, micrographics-information technology products, and **John Zeman**, district sales manager, motion picture and audiovisual markets division, Hollywood, named marketing director, motion picture and audio visual products.

William Ebell, senior sales engineer, Ampex, joins A. F. Associates, Northvale, N.J., as national sales manager.

William Curtis, video products marketing manager, Mincom division of 3M Co., joins Consolidated Video Systems, Sunnyvale, Calif., as product manager for time base correctors.

Jerome Breslow, assistant secretary, Communications Satellite Corp., Washington, elected secretary. **Nancy Weber**, assistant for board and shareholder matters, succeeds Breslow.

Allied Fields

Steven A. Bell, of WLVI-TV Boston and **Alvin G. Flanagan** of Gannett Broadcasting, Denver, named to represent National Association of Broadcasters on board of Broadcast Rating Council. **Alfred M. Masini** of TeleRep, New York, named to represent Station Representatives Association on BRC board. **Dr. Ernest Kurnow**, professor of business statistics at New York University, named statistical consultant to BRC, succeeding Dr. Martin Frankel, who has become consultant to Arbitron. **W. Lawrence Patrick**, NAB research director, elected assistant treasurer of BRC.

Wayne Stacey, former director of technical

planning and analysis branch of Canadian Radio-Television and Telecommunications Commission, joins Canadian Association of Broadcasters, Ottawa, as director of new government and public policy division. **Pierre Nadeau**, policy adviser to vice chairman of broadcasting for CRTC, joins CAB as assistant director in new division. **Gerry Acton**, with CAB, named director of member services and industry relations division.

Joe Cardinale, Jamestown, N.Y., councilman and administrative director of county development agency, joins Keith W. Horton Co., media broker based in Elmira, N.Y., and will be based in Venice, Fla.

Charles Warner, former VP-general manager, WNBC(AM) New York, becomes visiting lecturer in radio-television department of Southern Illinois University, Carbondale.

Tom Peterson, VP-news, KWWL-AM-TV and co-owned KFMW(FM) Waterloo, Iowa, joins Reymers & Gersin Associates, media consulting and research, Oak Park, Mich., as manager of consulting services.

Anne Pomex-Addison, director of international affairs division, noncommercial WNET(TV) New York, forms own business as international communications representative and consultant: Anne Pomex-Addison, International, 767 Fifth Ave., New York; (212) 753-6646.

New officers, Association of Federal Communications Consulting Engineers: **John F. X. Browne**, John F. X. Browne & Associates, Bloomfield Hills, Mich., president; **Robert Ritch**, Silliman, Moffett & Kowalski, Arlington, Va., VP; **Frederick Griffin**, Frederick Griffin Associates, Lynchburg, Va., secretary, and **William King Jr.**, Jules Cohen & Associates, Washington, treasurer.

Richard M. Hardin, retiring president of WBUD(AM)-WBHJ(FM) Trenton, N.J., honored by Southeastern University of New Orleans with honorary degree of doctor of humane letters.

Deaths



Guber

Sidney H. Guber, 50, VP, business affairs, SESAC Inc., New York, died of cancer at his home in Jericho, N.Y., Aug. 12. He had been with music-licensing firm for 27 years. Surviving are his wife, Elaine; two daughters and son.

Ben Gross, 87, radio and television columnist for *The Daily News* of New York for 46 years until his retirement in 1971, died last Monday (Aug. 13) of heart attack in New York Infirmary.

Claude L. Parker, 60, retired Broadcast Service field representative for RCA Service Co., Des Plaines, Ill., died of cancer Aug. 6 in Houston. He installed and serviced UHF transmitting equipment for RCA, and had worked for company 26 years. Survivors include his wife, three sons and three daughters.

Ken Henderson, 45, regional manager for Ampex Corp., Bogota, Columbia, died of stroke July 27 in Bogota. Survivors include his wife, Marigail, and four daughters.

Stock Index

Exchange and Company	Closing Wed. Aug. 15	Closing Wed. Aug. 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	46 5/8	45 1/8	+ 1 1/2	+ 3.32	10	1,306
N Capital Cities	47 1/4	45 3/4	+ 1 1/2	+ 3.27	12	661
N CBS	56	56			8	1,573
N Cox	64	64 1/8	- 1/8	- .19	13	425
A Gross Telecasting	24	24			8	19
O Kingstip Co.	16	15	+ 1	+ 6.66	29	7
O Lin.	49	47 1/2	+ 1 1/2	+ 3.15	12	136
N Metromedia	66	61	+ 5	+ 8.19	9	303
O Mooney	9 1/4	9 3/4	- 1/2	- 5.12		3
O Scripps-Howard	47	47			8	121
N Storer	44	45 3/4	- 1 3/4	- 3.82	12	226
N Taft	29 5/8	26 7/8	+ 2 3/4	+10.23	10	252

Exchange and Company	Closing Wed. Aug. 15	Closing Wed. Aug. 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	18 1/8	16 7/8	+ 1 1/4	+ 7.40	15	22
A Affiliated Pubs.	22 3/4	22 3/4			8	79
N American Family	12 7/8	14 1/8	- 1 1/4	- 8.84	6	135
N John Blair	23 1/2	22 1/4	+ 1 1/4	+ 5.61	5	87
N Charter Co.	34	30 7/8	+ 3 1/8	+10.12	29	740
N Chris-Craft	19 1/8	17 3/4	+ 1 3/8	+ 7.74	11	82
N Coca-Cola New York	6 3/4	6 3/4			9	119
N Combined Comm.	12 1/2	12 5/8	- 1/8	- .99	4	132
N Cowles	24 3/8	24	+ 3/8	+ 1.56	20	96
N Dun & Bradstreet	39 1/4	37	+ 2 1/4	+ 6.08	16	1,092
N Fairchild Ind.	34 3/4	32 1/2	+ 2 1/4	+ 6.92	7	198
N Fuqua	14 3/8	12 3/8	+ 2	+16.16	6	182
N Gannett Co.	46 1/2	44 1/2	+ 2	+ 4.49	15	1,250
N General Tire	21 7/8	22	- 1/8	- .56	5	507
O Gray Commun.	27	27			8	12
N Harte-Hanks	22 1/2	21 7/8	+ 5/8	+ 2.85	13	208
O Heritage Commun.	9 3/4	10	- 1/4	- 2.50		15
N Jefferson-Pilot	35 1/8	36 1/4	- 1 1/8	- 3.10	9	804
O Marvin Josephson	16 3/4	15 1/2	+ 1 1/4	+ 8.06	9	42
O Kansas State Net	26 1/4	26	+ 1/4	+ .96	22	47
N Knight-Ridder	25 3/4	24 5/8	+ 1 1/8	+ 4.56	11	850
N Lee Enterprises*	21 3/8	21 3/8			11	155
N Liberty	36 3/4	36 3/4			8	248
N McGraw-Hill	27 3/8	25 5/8	+ 1 3/4	+ 6.82	11	678
A Media General	25	25 3/8	- 3/8	- 1.47	10	186
N Meredith	33 1/2	35	- 1 1/2	- 4.28	7	103
O Multimedia	30 3/4	29 1/2	+ 1 1/4	+ 4.23	13	204
A New York Times Co.	26 3/8	25 1/4	+ 1 1/8	+ 4.45	20	305
N Outlet Co.	24 1/2	23 1/4	+ 1 1/4	+ 5.37	7	59
A Post Corp.	20 5/8	19 3/8	+ 1 1/4	+ 6.45	9	37
A Reeves Telecom	4 3/4	4 3/4			53	11
N Rollins	23 3/4	20 3/4	+ 3	+14.45	11	318
N San Juan Racing	16 7/8	16 1/8	+ 3/4	+ 4.65	22	42
N Schering-Plough	34 1/2	33 1/8	+ 1 3/8	+ 4.15	10	1,847
A Sonderling	25 3/8	25 1/2	- 1/8	- .49	8	28
A Tech Operations	10 7/8	11 1/4	- 3/8	- 3.33	27	14
N Times Mirror Co.	35	33 1/4	+ 1 3/4	+ 5.26	10	1,188
O Turner Comm.*	11	11				108
A Washington Post	24 5/8	24 1/2	+ 1/8	+ .51	8	391
N Wometco	21 3/4	19 1/4	+ 2 1/2	+12.98	10	186

Exchange and Company	Closing Wed. Aug. 15	Closing Wed. Aug. 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	11	11 7/8	- 7/8	- 7.36	7	26
O Ameco+						
O Athena Comm.	5 5/8	4 3/8	+ 1 1/4	+28.57		11
O Burnup & Sims	6 5/8	6 3/8	+ 1/4	+ 3.92	35	55
O Cable Info.*	6	6			30	3
O Comcast	19 1/4	19 1/2	- 1/4	- 1.28	19	32
O Entron*	5	5			5	4
N General Instrument	46 5/8	44 5/8	+ 2	+ 4.48	12	366
O Geneve Corp.	19 5/8	18 3/8	+ 1 1/4	+ 6.80	8	21
O Tele-Communications	16 3/8	14 7/8	+ 1 1/2	+10.08	20	174
N Teleprompter	18 1/2	18 3/4	- 1/4	- 1.33	24	314
O Texscan	4 1/4	4 1/4			25	3
N Time Inc.	45	45 7/8	- 7/8	- 1.90	8	1,256
O Tocom	13 3/4	13 3/4			29	20
O UA-Columbia Cable	30	30 1/2	- 1/2	- 1.63	14	100
O United Cable TV	34	34 1/2	- 1/2	- 1.44	24	69
N Viacom	33 1/4	32 1/8	+ 1 1/8	+ 3.50	17	126

Exchange and Company	Closing Wed. Aug. 15	Closing Wed. Aug. 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	13 1/2	12 3/4	+ 3/4	+ 5.88	6	42
A Cinema 5 Ltd.	4 5/8	4 1/2	+ 1/8	+ 2.77		3
N Columbia Pictures	24 1/2	25	- 1/2	- 2.00	4	238
N Disney	41 5/8	42	- 3/8	- .89	13	1,349
N Filmways	16 7/8	16 1/4	+ 5/8	+ 3.84	10	90
N Four Star*	1	1				10
N Gulf & Western	17 3/4	17 1/8	+ 5/8	+ 3.64	4	845
N MCA	43 5/8	43 1/4	+ 3/8	+ .86	8	1,017
N MGM	19 7/8	20 1/8	- 1/4	- 1.24	9	605
O Medcom	3 3/4	4 1/4	- 1/2	-11.76	15	6
N Transamerica	20 1/8	19 5/8	+ 1/2	+ 2.54	6	1,328
N 20th Century-Fox	42 3/4	42 3/8	+ 3/8	+ .88	6	333
O Video Corp. of Amer.	9	8 3/8	+ 5/8	+ 7.46	30	8
N Warner	38 1/2	40 3/8	- 1 7/8	- 4.64	8	756
A Wrather	16	17	- 1	- 5.88	43	36

Exchange and Company	Closing Wed. Aug. 15	Closing Wed. Aug. 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	32 3/4	33 1/2	- 3/4	- 2.23	7	82
O Compact Video	9 3/4	9 3/8	+ 3/8	+ 4.00		17
N Comsat	44 3/8	43	+ 1 3/8	+ 3.19	10	355
O Doyle Dane Bernbach	19 1/2	20	- 1/2	- 2.50	7	51
N Foote Cone & Belding	21	19 1/4	+ 1 3/4	+ 9.09	7	54
O Grey Advertising	36	37	- 1	- 2.70	4	22
N Interpublic Group	30	37	- 7	-18.91	6	71
O MCI Communications	6 3/8	6 3/8				80
A Movielab	5 3/4	5 3/4				10
A MPO Videotronics	5 1/2	5 1/2				5
O A. C. Nielsen	24 7/8	23 1/2	+ 1 3/8	+ 5.85	11	273
O Ogilvy & Mather	21 1/4	20 1/4	+ 1	+ 4.93	7	76
O TPC Communications	6 7/8	7 1/4	- 3/8	- 5.17	13	6
N J. Walter Thompson	26	25 1/2	+ 1/2	+ 1.96	6	68
N Western Union	20 3/4	20 5/8	+ 1/8	+ .609	314	











Exchange and Company	Closing Wed. Aug. 15	Closing Wed. Aug. 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	8 1/8	8 1/4	- 1/8	- 1.51	6	13
N Ampex	18 3/4	15 1/4	+ 3 1/2	+22.95	13	213
N Arvin Industries	14	14 1/4	- 1/4	- 1.75	4	83
O CCA Electronics*	1/8	1/8				1
A Cetec	4 7/8	5	- 1/8	- 2.50	10	2
A Cohu	4 5/8	4 1/4	+ 3/8	+ 8.82	15	7
N Conrac	18 3/8	18	+ 3/8	+ 2.08	29	37
N Eastman Kodak	57 5/8	56	+ 1 5/8	+ 2.90	10	9,299
O Farinon	13 1/4	12 1/2	+ 3/4	+ 6.00	12	65
N General Electric	55	53 1/4	+ 1 3/4	+ 3.28	10	10,151
N Harris Corp.	33 1/4	28 5/8	+ 4 5/8	+16.15	15	868
O Harvel Industries	6 3/4	6 3/4			18	3
O Intl. Video Corp.*	1 1/4	1 1/4				3
O Microdyne	19 1/4	17	+ 2 1/4	+13.23	20	2
N M/A Com. Inc.	27 5/8	25 3/4	+ 1 7/8	+ 7.28	36	1,561
N 3M	57 5/8	55	+ 2 5/8	+ 4.77	12	6,711
N Motorola	48 3/4	47 1/4	+ 1 1/2	+ 3.17	12	1,391
N N. American Philips	31 5/8	30 3/8	+ 1 1/4	+ 4.11	6	380
N Oak Industries	30 7/8	31 3/4	- 7/8	- 2.75	21	111
O Orrox Corp.	6 1/8	5 3/4	+ 3/8	+ 6.52	9	12
N RCA	25 7/2	25 1/8	+ 3/8	+ 1.49	7	1,908
N Rockwell Intl.	42 3/8	39 5/8	+ 2 3/4	+ 6.94	7	1,491
A RSC Industries	3 1/4	3	+ 1/4	+ 8.33	18	7
A Scientific-Atlanta	43 1/8	41	+ 2 1/8	+ 5.18	19	116
N Sony Corp.	8 7/8	8 7/8			15	1,530
N Tektronix	58 5/8	57	+ 1 5/8	+ 2.85	15	1,054
O Telemation	1 3/4	1 3/4			2	1
O Valtec	14 1/4	13 1/2	+ 3/4	+ 5.55	30	56
N Varian Associates	24 3/4	24 1/8	+ 5/8	+ 2.59	138	169
N Westinghouse	21 1/4	21 1/2	- 1/4	- 1.16	6	1,838
N Zenith	13 3/4	13 5/8	+ 1/8	+ .91	13	258

Standard & Poor's 400 Industrial Average 119.89 117.25 +2.64

Notes: A-American Stock Exchange, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Loeb, Rhoades Homblower Inc., Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. +Traded at less than 12.5 cents.

Added Attractions

In addition to its across-the-board coverage of the week's news—freshly reorganized to incorporate such "superdepartments" as *The Media, Business, Programing, Journalism, Technology* and *Law and Regulation*—BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Sep 3  In advance of the **RTNDA convention**, a special report on the high hazard responsibility of the local **news director**.
- Sep 10  Annual report on **radio**, with emphasis on the latest developments in formats, the most recent wrinkles in research, and including the latest Arbitron compilation of the top 500 in ratings (the top 10 stations in the top 50 markets). Timed for distribution at the **NAB conference on radio programing**.
- Sep 17  In advance of the opening of the World Administrative Radio Conference (**WARC '79**), BROADCASTING will plot the positions of all the major (and a number of the minor) powers that will be jockeying for spectrum advantage in Geneva this fall.
- Oct 1  An in-depth study of **minorities in broadcasting**, featuring a guide to today's minority ownership and a report on the prospects for tomorrow's. Along with a report on progress in the management, talent and technical ranks.
- Oct 15  A status report on **children's TV programing**: its trials, its triumphs and its prospects for the future.
- Nov 12  A looking-forward report on **the next quarter century of television**—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Nov 19  Annual special report on the **state of the art in broadcast equipment**.
- Dec 3  Annual special report on broadcasting's **top 50 agencies**.
- Dec 10  After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Jan 7  Annual double issue, featuring BROADCASTING's exclusive report and analysis of the **top 100 companies in electronic communications**.

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will update this list from time to time, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting  Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

Profile

Knowing the rules of the game: CBS's Smith

At one time or another, Frank Smith has commanded a variety of CBS battalions. For 11 years he headed network television sales. Then he was made operational resources vice president of the CBS/Broadcast Group, responsible for human resources, technical resources, advertising design and research. Then came the tennis matches that CBS Sports promoted as winner take all when in fact they were not and, as the newspapers put it, CBS Sports suddenly needed a Mr. Clean. Frank Smith got the call. He was named acting president of CBS Sports in March 1978 and president the following August.

Of all his CBS jobs, it seems clear that he is getting more fun out of this one. It isn't necessarily the easiest. The operational resources vice presidency, being concerned primarily with long-term planning, "was the only nonpressure job I ever had in my life," he says, and he would have liked to have a little more time in it, "because most people don't have the opportunity in this business to have the time to think about things." But he was needed in Sports, and he went where he was needed.

He had made his reputation in sales, which friends consider anomalous because, as one puts it, "he has none of the attributes of a salesman—he's quiet, not talkative, not glib. But he is very shrewd in figuring out sales strategy." Which may help to account for the rise in CBS-TV sales volume from about \$250 million a year when he became sales vice president to more than \$1 billion a year when he left.

He says he doesn't find running the sports division much different from running the sales department; in both places, the job is chiefly administration. "But," he adds, "I think this is a lot more exciting than sales, because we're sort of the last bastion of live television. I think live television is a lot more exciting than—well, than dead television. You don't have a second chance and you're under that pressure—I think that's a very satisfying element, when you're finished."

He may be putting in longer work weeks now than he used to, despite a heart attack that sidelined him for a couple of months last fall. He's usually in his office around 9:30 a.m. and normally doesn't leave till around 8 at night. And he often works weekends.

A good part of his work—he considers it a very good part—is attending events that CBS Sports covers. "I don't attend as many as I'd like to," he says, "but I probably attend more than I should. I'd like to



Frank MacGregor Smith Jr.—president, CBS Sports; b. May 28, 1927, Indianapolis; sergeant, U.S. Army, European theater, 1945-47; BA, New York University, 1950; in CBS film department, starting as shipping clerk and rising to assistant business manager, 1951-52; in TV sales development as assistant to director and as director, 1952-57; CBS-TV salesman, 1957-64; general sales executive, 1964-66; vice president in charge of sales, 1966-77; vice president, operational resources, CBS/Broadcast Group, 1977-78; acting president, CBS Sports, March-August 1978; present post since August 1978; m. Abby Goodsmanson, October 1970; three children: Frank M. III, 23, and Braddock, 18, by previous marriage, and Thaddeus, 7.

go to everything—I just can't afford the time. But I think it's important that I be there whenever I can be, because it gives me a good opportunity to see how the people are really doing, and they have a greater tendency to tell me what their problems are."

Smith usually sits in the mobile van where the heart of the action is, but he says that "I try not to bother anybody—I'm not going to be boy producer." He does have to make some tough decisions there sometimes, as at the final round of Bing Crosby golf tournament leading into CBS-TV's presentation of the blockbuster movie, "Rocky." Late in the day, the tournament developed a three-way tie. "I was sitting there watching those three guys coming down the 18th fairway and saying, 'You can't do this to me,'" he recalls. But they did. "I made a decision I wouldn't ask anybody who works for me to make," he says, "and that was that we were going off the air. We told the people we would come back at 11:30 with coverage of the play-off—which we did."

CBS Sports presents 400 to 450 hours of programming a year. "The amount of sports

on the air has just about doubled in the last 10 years," Smith says, and he thinks the upper limit may not yet have been reached. "I think it'll settle for a while, but in the long haul I think it won't get any less and will probably have a tendency to grow." Where it may grow is another question. Prime time is a possibility in the long run, he says, but "at the moment I think only professional football and championship boxing can really make it in prime time."

Smith won't say how much revenue sports brings in for CBS, but he does say that CBS isn't losing money on any sport. He warns, however, that rights costs are getting "absolutely out of control."

The problem, he says, is simple enough: "There's one guy out there with something that three people want, and they go round and round and bid it up—we're just bidding it up for one another." And the answer, he says, is to stop bidding if the asking prices get too high—a step that he says CBS has taken "many times" and undoubtedly will take again.

Smith got his start toward where he is now by an indirect route but with a methodical approach. Son of an eminent advertising man, he wanted to get into advertising. After graduating "rather fast"—in two and a half years—from New York University with a major in marketing, he talked with a number of business leaders about what he wanted to do and what they thought he should do. "Then I had a third question," he recalls. "I asked each one: 'What would you do today if you were starting out?' They all kept coming back with variations of the same answer. Some would say television but more would say they'd get into some business that's new, dynamic and growing, where you wouldn't have to wait for people to die or be fired or retire before you could get ahead. I'd say, 'Like what?', and they'd say computers or television or whatever. So I backtracked and decided to get into television." Which he did at CBS in 1951, starting as a \$35-a-week shipping clerk.

The only real change in his life style since his heart attack has been that he's stopped smoking. He says he never kept count but on occasion could easily have been a four-packs-a-day man. And he tries now to get in an hour of supervised exercise—rowing, treadmill, bicycle, situps, punching bag—each day. He looks fit and says he feels great. As friends say, he's not a talkative man, but on those subjects he can be eloquent, condemning the "filthy, dirty habit" and praising the beauties of exercise. He can also see a lighter side. Pointing out that his heart attack came while he was on vacation, he observes: "Shows I can't handle vacations."

Editorials

Openings . . .

The demonstration of courtroom coverage by broadcast journalists before the American Bar Association must be counted a success if only for its having happened. It exists now as a record to dispute the claim that the presence of broadcasting people and paraphernalia necessarily demeans any scene.

The demonstration proved that modern equipment in the hands of well trained and well mannered crews will cause no disruption in the courts. That effectively deprives the antitelevision lawyers of one of their most serviceable arguments.

It does not, however, stop such aging eminences as Whitney North Seymour, a past president of the ABA, from invoking other demons. As reported elsewhere in this issue, Seymour, in one of the proceedings that was televised, deplored the prospect that future trial coverage might appear in "sponsored" newscasts, as if so remote an association with advertising would somehow sully the bar.

The diehards such as Seymour will go on inventing irrelevant reasons to justify their stand. Despite them, there is already progress in the many states that have permanently or experimentally let broadcasting into the courtroom. The progress will be enhanced by the performance in Dallas.

. . . And closings

If there is reason to believe that broadcasters are making headway in their long struggle to take their equipment into the courts, all journalists are encountering new obstacles in basic court coverage. In the short time since the U.S. Supreme Court on July 2 upheld the denial of Gannett's petition to cover a pretrial hearing that had been closed, courtroom doors have been slamming all over the country.

The Reporters Committee for Freedom of the Press has counted 39 criminal cases in which motions have been made to close proceedings to the press. In 21, the motions have been granted. Of the 21, five were trials, the others pretrial proceedings.

In one of his infrequent interviews, Chief Justice Warren E. Burger was quoted by the Gannett news service as saying that judges who bar the press from trials are misreading the Supreme Court's opinion ("In Brief," Aug. 13). The chief justice asserted, as he had in a concurring opinion in the case, that the order permitting exclusion of the press applied only to pretrial hearings. What Burger didn't say to the Gannett reporter was that he alone among the nine judges felt it imperative to emphasize that point.

The fact is, as has been noted repeatedly, that the vast majority of criminal cases are settled in pretrial proceedings. If the trend that seems to be developing continues, most criminal cases will be won and lost out of the public eye. Not exactly what the founding fathers had in mind.

Boss rule?

On instructions from the chairman of the Senate Communications Subcommittee, the General Accounting Office spent 10 months studying the FCC and recoiling at what it saw. In its report (BROADCASTING, Aug. 6), the GAO was about as critical of the FCC as one agency of government is ever apt to be in speaking of another. In the GAO view, the FCC is demoralized, inefficient and slow.

Broadcasters could have told GAO that at the start. They would not, however, agree with all of the GAO's recommendations for change. The proposal with which they would be in least agree-

ment was one that had been anticipated ("Closed Circuit," July 2): to give the FCC chairman statutory authority to run the agency single-handedly.

When serious students of the FCC and its history came upon that part of the GAO report, they had the feeling that this was a rerun they had seen before, in many seasons. Over decades, when the FCC has been put under study by either the executive or legislative branch, the investigators have often concluded that tidier management—in the form of a strong executive at the top—would be desirable. The idea has invariably failed to attract the necessary congressional approval, and for good reason. The function of the FCC as a maker of regulatory policy as well as enforcer of the regulations it legislates can only be corrupted if the chairman is given sole power to hire and fire staff, oversee general administration and budget, and manipulate commission agendas.

Under one-man rule, the other six commissioners could effectively be neutralized and the chairman left to carry out his own desires or those of the President who appointed him. The process, in an early stage and without legislative approbation, is already discernible under the incumbent chairman, who has managed to plant his own appointees in every important staff job and to override many wishes of his colleagues.

Giving the chairman his head would be the surest way to liberate the FCC from congressional oversight and turn it into a creature of the White House.

Elected to what?

These are dog days in Washington with Congress and most government agencies in hiatus. That could be the reason the *Washington Star* last Monday gave Nick Johnson a four-column headline over a byline piece exhorting the coalitions and the fronts to defeat H.R. 3333, the Communications Act rewrite that had been given the coup de grace weeks earlier in committee.

Former FCC Commissioner Johnson made much of the Van Deerin rewrite proposal to delete the "public interest" criterion, an even earlier casualty in the bill. Broadcasters, he opined, run on their records, like elected public officials, for renewal of existing three-year licenses.

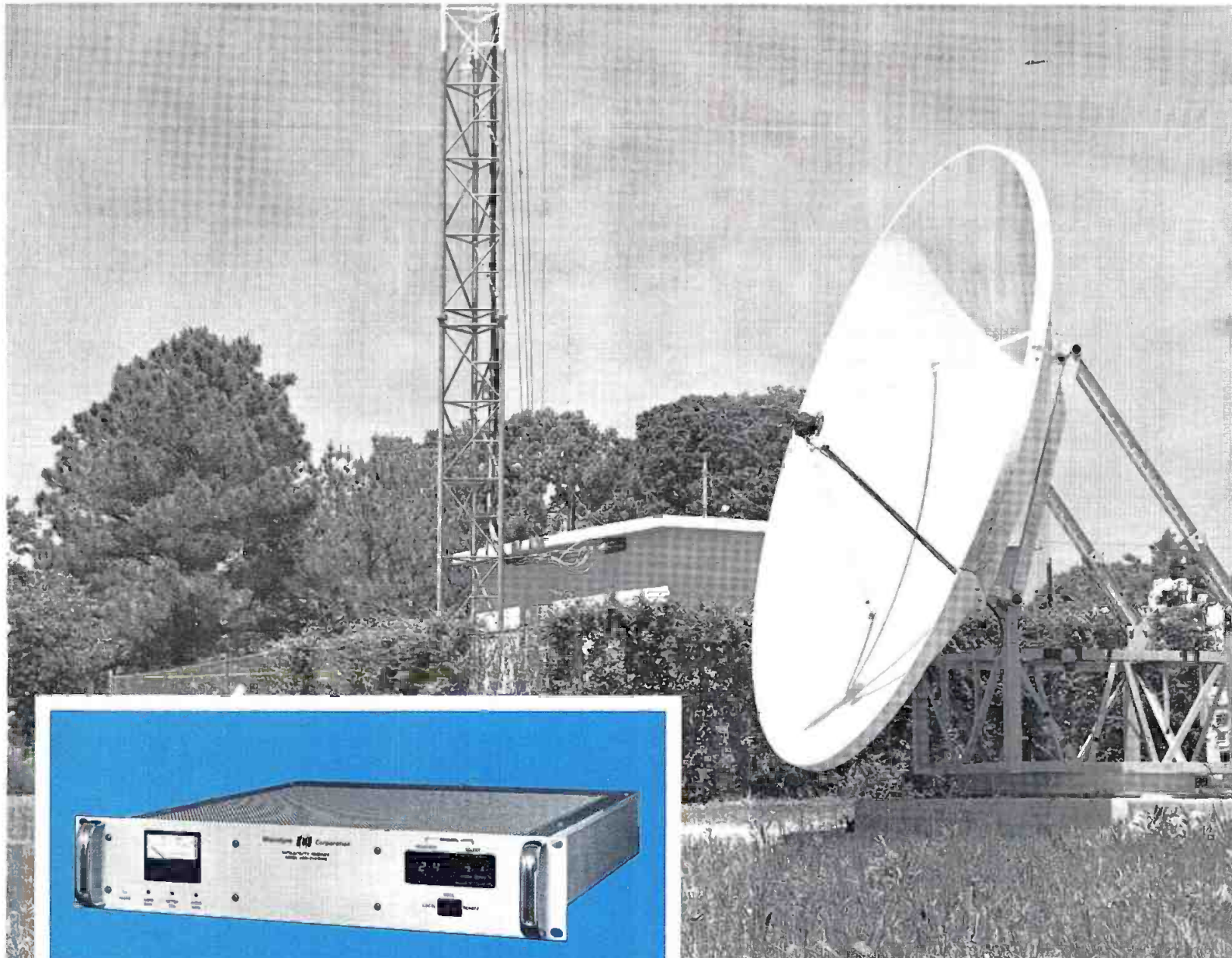
He should know. He failed to get reappointment to the FCC in 1973. Then he went home to Iowa to take a fling at the Democratic nomination for the House. He was defeated in the primary by a 26-year-old neophyte, who spent only \$10,500 in his campaign against Johnson's \$31,000.

We wonder, who "elected" Johnson to do what he's doing? The *Star* stated that Johnson "now chairs the National Communications Lobby" in Washington. It is a self-appointed post.



Drawn for BROADCASTING by Jack Schmidt

"When they told me I'd be on field assignment, I pictured it as being a little more glamorous than this."



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