

Sep. 18, 1978

More foes than fans for rewrite
NRBA in San Francisco; RTNDA in Atlanta

Broadcasting Sep 18

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

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All the people of Gaylord radio and television stations share one common philosophy:
To be uncommonly responsive to the people of the individual markets we serve.
We stay tuned in to their information and entertainment preferences.
That's why Gaylord Broadcasting continues to grow
in the ability to offer you a receptive audience.
And that's why advertisers, too, turn us on!



GAYLORD
Broadcasting Company

One of America's largest privately owned groups of radio and television stations.

KTVT
Dallas/Fort Worth

WTVT
Tampa/St. Petersburg

KHTV
Houston

KSTW-TV
Seattle/Tacoma

WUAB-TV
Cleveland/Lorain

WVUE-TV
New Orleans

WVTV
Milwaukee

WKY
Oklahoma City

KYTE-AM/FM
Portland

KRKE-AM/FM
Albuquerque

To be turned on in Portland,
be on the Gaylord station

kyte

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AM 97 and FM 101

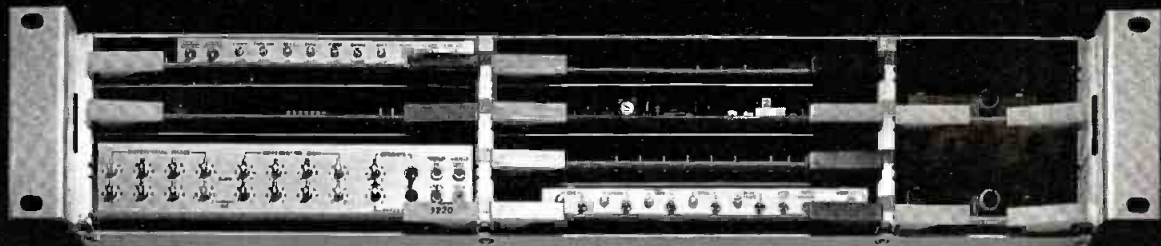
Our high-flying name is symbolic of our rapid rise in the Portland, Oregon area. KYTE AM 97 and FM KYTE-101 have only been in this market for one year, yet:

- KYTE is the market as the Number 2 station with a 12+*
- KYTE is the market's most popular station in morning and afternoon drive time from our KYTE

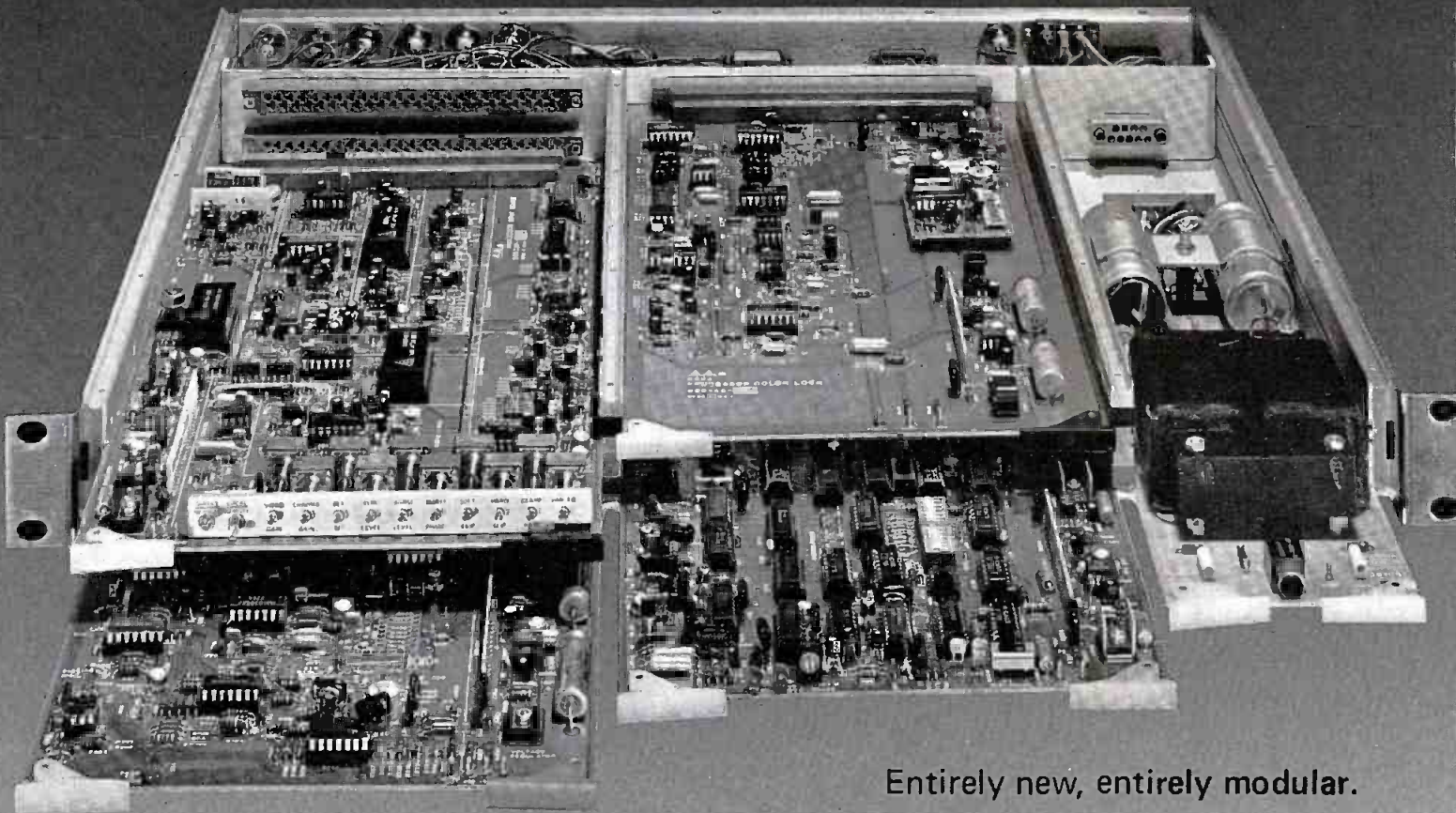
- KYTE is the market's most popular station in motivation and achievement programming as judged by the

So, KYTE is the market's most popular station in motivation and achievement programming as judged by the

The skyline of Portland rises against the majesty of Mt. Hood, Oregon's tallest peak.



GRASS VALLEY GROUP NEW 3240 VIDEO PROCESSING SYSTEM



Entirely new, entirely modular.

A system of remarkable flexibility designed for requirements of network, remote, studio, transmitter or other broadcast applications.

The new complete video processing system from the company
proven by performance . . .

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The Week in Brief

PROCESSIONAL □ Up to Capitol Hill last week marched a long line of witnesses to testify on the broadcast portion of the Communications Act rewrite. Van Deerlin tries to calm their fears. **PAGE 23.**

BEHIND THE MAN □ Jane Cahill Pfeiffer is named NBC chairman, and Goodman shifts to chairman of the executive committee. She helped broker the Silverman move to NBC, and she'll be reporting to him. **PAGE 26.**

HIRING AT CPB. □ The public broadcasting organization now has a new chairman and president. **PAGE 30.**

RADIO'S THREE BIG DAYS □ The NRBA fifth annual convention opens in San Francisco with 24 workshops and 78 exhibitors ready for more than 1,500 registrants. Lionel Van Deerlin and Lou Frey will put the rewrite on the opening luncheon menu. Complete agenda starts on **PAGE 32.** Exhibitor list commences on **PAGE 38.**

ABC RESTRUCTURES □ The network shuffles its executive deck with Shaw, Newi, Keever, Savage and Johnson in key new assignments. The owned stations division also is realigned. **PAGE 48.**

DON'T TRESPASS □ A House-Senate conference committee warns the FTC that its proposed restrictions on children's advertising could pose constitutional problems. **PAGE 59.**

BULLISH ON TV BUYING □ New TVB compilations show that stock brokers are buying much more in television. **PAGE 59.**

PBS'S NEW SEASON □ The public network is putting its best programing foot forward in moves to meet the competition of the commercial networks and to attract a younger audience. **PAGE 64.**

'ROOTS' WINS AGAIN □ The ABC rerun walks away with the ratings in the Sept. 4-10 week. **PAGE 67.**

MARCH ON ATLANTA □ RTNDA mobilizes a record turnout for its convention that opens tomorrow. The entire



Teleprompter, Viacom pool resources. Papers were signed last week for the largest cable system owner to buy 50% of Showtime, a wholly owned subsidiary of Viacom that is heavily involved in pay programing. The joint venture is effective Jan. 1. At the announcement (l-r): Bill Bresnan, Teleprompter executive vice president; Ralph Baruch, Viacom president; Russell Karp, Teleprompter president; Terry Elkes, Viacom executive vice president, and Jeff Reiss, Showtime president. **PAGE 71.**

agenda starts on **PAGE 72.** A list of 46 companies that will be exhibiting is on **PAGE 76.**

RALLY AROUND FARBER □ The Reporters Committee for Freedom of the Press draws a turnout of journalists and top speakers to a Washington session. It focuses on the *New York Times* reporter and the First Amendment. **PAGE 77.**

FCC SURVIVES CHALLENGE □ An appeals court turns down the protest of the United Church of Christ against the less restrictive equal-time stance of the commission. **PAGE 78.**

REBUTTAL □ NBC declines to comment on the suit of producers who feel that the networks unfairly shut the door on outside news and public affairs programers. However, ABC and CBS deny the charges and offer proof. **PAGE 78.**

NOW COMES THE FUN PART □ RTNDA will have a new president this week when its convention closes—Paul Davis of WCIA(TV) Champaign, Ill.—but the hardest task of stepping up to that job, planning the convention, is now behind him. **PAGE 105.**

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JUSTICE FOR ALL?

IN MEMORIA

Santos Rodriguez
Shot in police custody
July 24, 1973

Richard Morales
Shot in police custody
September 14, 1975

Joe Campos Torres
Drowned in police custody
May 5, 1977

Juan Zuniga
Shot in police custody
May 18, 1977

KENS-TV let viewers be the judge.

The recent deaths of four Mexican Americans in Texas shared one common link. Each was killed in the custody of lawmen.

The lawmen were tried and convicted. What were their sentences? Was justice done? And what progress, if any, had been made since the 1968 report of the U.S. Civil Rights Commission on the administration of justice and Mexican Americans?

KENS-TV in San Antonio faced those questions and sent the reporter-cameraman team of Juan Vasquez and Joe Duncan to find the answers. The result was their

penetrating documentary, "... And Justice for All". Through absorbing interviews and a dramatic presentation of the facts, Channel 5 took viewers beyond the headlines for an impartial look at the issues.

Many, including the American Bar Association, were impressed by the documentary's treatment of its emotionally-charged subject. As a result, the ABA honored KENS-TV with its prestigious 1978 Silver Gavel Award, citing the program's ability "to increase public understanding of the American system of law and justice." The program also

took top honors in the Texas Associated Press Awards.

We're proud KENS-TV is a Harte-Hanks station. This award-winning effort exemplifies the community responsibility in broadcasting all our stations strive for. And how well we live up to that responsibility is how we are ultimately judged.

Opening new channels of understanding.

HARTE-HANKS COMMUNICATIONS, INC.

Television Group
KENS-TV, San Antonio, Texas;
WTLV-TV, Jacksonville, Florida;
WFMY-TV, Greensboro, North Carolina.

Closed Circuit®

Insider report: behind the scene, before the fact

Early morning line

Stanley E. Hubbard, pioneer broadcaster and big newsmaker by virtue of affiliation switch of his KSTP-TV Minneapolis-St. Paul to ABC-TV from NBC-TV (BROADCASTING, Sept. 4, 11), is winning strong endorsements for Distinguished Service Award, highest honor bestowed by National Association of Broadcasters. Mr. Hubbard, 81, is chairman and chief executive officer of Hubbard Broadcasting Inc., which also owns stations in New Mexico and Florida.

One of handful of first generation broadcasters still active, Mr. Hubbard, and his son Stanley S., president, control privately held corporation. Even before call for DSA nominations went out last week, letters of endorsement for elder Hubbard had been received at NAB headquarters. NAB convention committee is expected to make its recommendation to full board at meeting in Maui, Hawaii, Jan. 14-19. DSA will be presented at annual convention in Dallas, March 25-28.

Religion and education

Denomination counters are at it again. They note that if Anne P. Jones, now general counsel of Federal Home Loan Bank Board, makes it to FCC, it will place fifth Catholic on seven-member agency. Others are Chairman Charles D. Ferris, Ms. Jones's leading supporter; Robert E. Lee; James H. Quello, and Joseph R. Fogarty. (Ms. Jones and Chairman Ferris were classmates at Boston College Law School; Mr. Fogarty also is Boston alumnus.)

Margita E. White, who has not slackened her drive for reappointment to Republican vacancy, is Episcopalian. Abbott Washburn is Unitarian and Tyrone Brown Methodist. Tipton Stringer Huntley, Montana Republican who was in Washington last week in futherance of her own candidacy, is Presbyterian.

Ratings breakthrough

Efforts to eliminate one fundamental reason for different rating services sometimes producing widely dissimilar results are heading into home stretch. Leaders in move to get single set of universe estimates for use by all, instead of all working from different sets, say they've narrowed field of prospective suppliers to three and will make final choice by Oct. 1. Winner is to deliver by mid-1979 population estimates as of Jan. 1, 1980, when they would be put into use.

Estimates, for use in TV and radio, network and local, will be county by

county and include households, persons, 16 age/sex breaks, black, white and Spanish population, working women—all demographics generally used. Plan is being worked out by committee headed by Hugh M. Beville Jr., executive director of Broadcast Rating Council, and including representatives of both leading syndicated services, Arbitron and Nielsen. Still in running for supplier: Market Statistics Inc., New York; National Planning Data Corp., Ithaca, N.Y., and Westat, Rockville, Md.

Senatorial rewriter

Senator Harrison Schmitt (R-N.M.), member of Communications Subcommittee, has put staff to work on what may become another Communications Act rewrite. Although perhaps inspired by House's effort, senator wants to do something different. He supports concepts of electronic mail and electronic funds transfers, would like to develop legislative framework to remove barriers to growth of communications technologies. He has talked vaguely about possibility of nationwide electronic "highway" with equal access for all vendors of video, audio and computer messages.

It's not clear where broadcasting fits into his scheme at this point. But it's reported he isn't enamored of House bill's broadcasting treatment. He wants as little regulation as possible, apparently isn't interested in such things as tighter ownership limitations. It will be next year before his bill materializes—if at all.

Warming up for WARC

U.S. officials preparing for next year's World Administrative Radio Conference have returned from Moscow encouraged by talks with opposite numbers from Soviet Union's ministry of communications. Glen O. Robinson, University of Virginia professor and former FCC commissioner who will head U.S. delegation, said three days of talks were carried out in "spirit of cooperation." Although there are differences in position of two countries, he said, to large extent they are on parallel tracks. Both, he said, appear to be interested in marginal improvements in table of allocations, not radical changes.

One problem—ironic in view of criticism Mr. Robinson has received for not working full time at WARC job—is that Soviets are not as far along as U.S. in WARC preparations. As result, they were not prepared to offer proposals on some issues. Moscow trip was Mr.

Robinson's second WARC mission overseas in past two months. In July he was among group attending meeting of CITELE, communications arm of Organization of American States, in Rio de Janeiro. He described atmosphere there as "workmanlike."

Hat in the ring

Len Hensel, WSM-AM-FM Nashville, who relinquished National Association of Broadcasters radio board chairmanship at expiration of his term last June, will try for return to NAB board in elections this year. Representing NAB radio district six his last term, Mr. Hensel this time will run at-large for class-A market (500,000 or more population) seat now held by Virginia Pate Wetter of WASA (AM)-WHDG (FM) Havre de Grace, Md., whose term expires next June.

Bitter harvest

When National Treasury Employees Union won right to represent FCC employees in negotiations with commission, one long-time and close observer of that agency remarked that Ferris administration had succeeded in doing what Teamsters had failed to do for years—"get a union into the commission." Latest repercussion of that situation becomes evident today when Stephen E. Schumacher, 34, joins FCC as labor relations officer—new position that had to be created after union won bargaining rights. He has background in labor negotiations, joins commission from Treasury Department's Bureau of Public Debt. Union organizing was precipitated by Chairman Ferris's unilateral effort, just after assuming job last year, to change commission's working hours. Failure to check first with employees made them receptive to union's blandishments.

Compared to what?

Without analyzing complexities of strike that has immobilized New York's three big dailies, local and national advertisers (as well as newspaper readers) are seeking clues that might indicate end of work stoppage that began Aug. 9 over pressroom featherbedding. Strike, which has provided both radio and television stations in nation's largest metropolis with substantial windfall, is being compared to 1975 shutdown (also over pressman featherbedding) at *Washington Post*. It ran for 14 weeks—until Feb. 16, 1975. But in Washington, only competitive newspaper—*Star*—continued publishing, and made substantial temporary gains.

We gave the TCR-100A “cart” programmable random play and instant cartridge identification. To give you more video freedom.

The TCR-100 and TCR-100A cartridge recorders have made programming easier for more than 200 TV stations—and now the “cart” from RCA is better than ever.

As you may have seen at NAB '78, we've added a microprocessor-automated programmable random play option. Now, the “cart” can deliver automated station breaks with even greater ease.

Microprocessors and bar code labeling give you hands-off station breaks with improved accuracy and simplicity.

The TCR-100A holds up to 22 cartridges, each containing up to 3 minutes' worth of spot or program material. With the automation option, the carts are bar code labeled for instant identification. They may be placed in the TCR-100A at random, wherever there is an opening. Microprocessors, communicating with your station's central computer, select and program cartridges in their correct sequence, automatically. If last-minute changes are needed, they can easily be made. And the TCR-100A may be manually operated as well.

The “cart” is really a workhorse.

The basic TCR-100A fills many programming needs. Material is dubbed onto cartridges just once, regardless of the number of airings. There's no daily spot reel to assemble and break down. So, the “cart” frees a reel-to-reel VTR and its operator for profitable production duties.

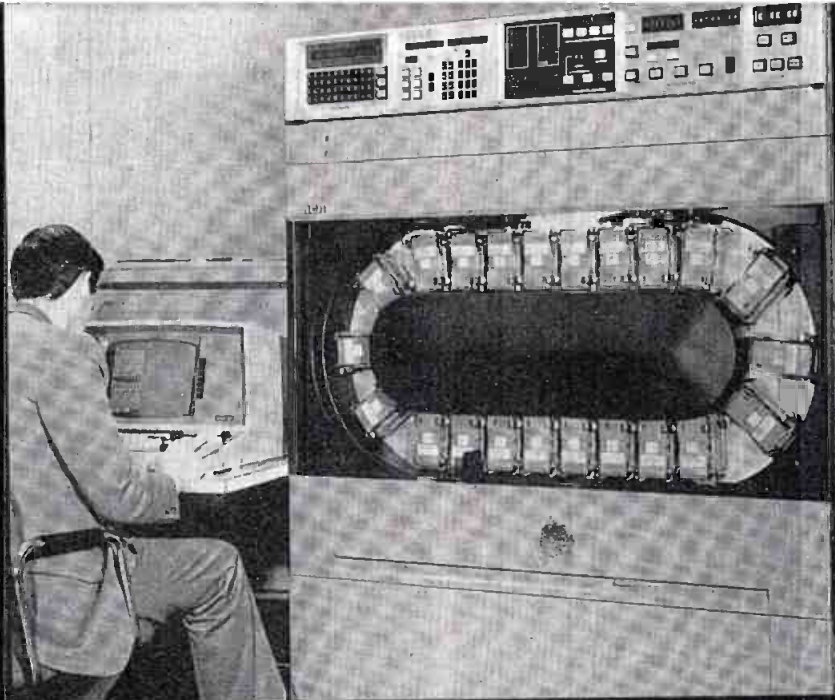
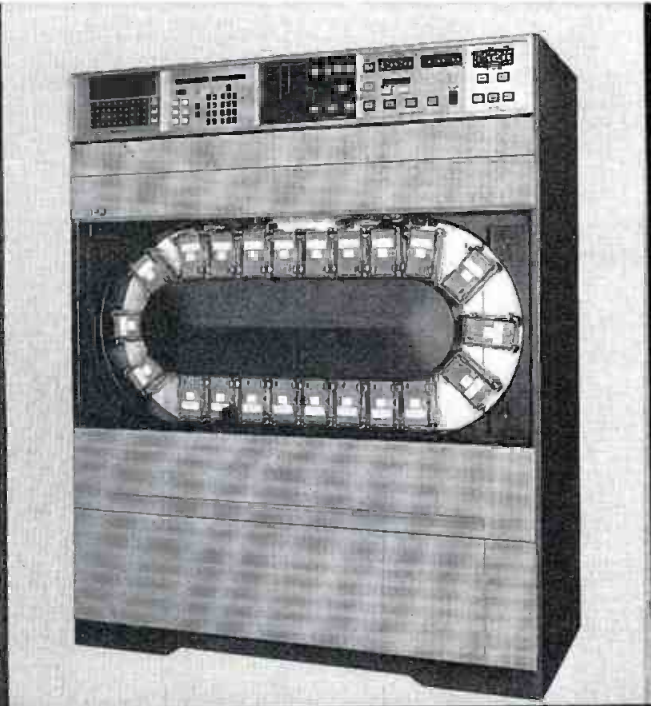
Since the TCR-100A is an operator-oriented machine, cartridges can be made with the press of a button. Film spots and reel-to-reel material can be dubbed onto cartridges quickly and easily.

More video freedom equipment. Only from RCA.

The automated “cart” is just one of many new video freedom products from RCA. Now, you can have new compactness, versatility and stability in cameras, reel-to-reel VTRs, mobile vans, antennas, transmitters—in everything you need for quality television.

For full details, see your RCA Representative, or contact RCA Broadcast Systems, Building 2-2, Front & Cooper Sts., Camden, NJ 08102.

RCA



**The automatic TCR-100A.
Part of the new video freedom.**

TV only

Golden Grain □ Food products group highlights its Rice-A-Roni mix in eight-month TV push beginning in early October. Vantage Advertising, San Francisco, will place spots in about 55 markets during fringe and day time. Target: women, 18-49.

Midas □ Muffler manufacturer schedules four-week TV campaign starting in mid-October. Wells, Rich, Greene, New York, will buy spots in at least 50 markets during prime and fringe time. Target: men, 25-54.

Amtrak □ National Railroad Passenger Corp. will start eight-week TV promotion beginning in late September. Needham, Harper & Steers, New York, is buying spots in 34 markets during fringe and prime time. Target: adults, 18 and over.

Pizza Hut □ Restaurant chain slates one-month TV flight starting in late September.

Pringle Dixon Pringle, Atlanta, will buy spots in about 20 markets during fringe and prime time. Target: adults, 18-34.

Van Raalte □ Hosiery manufacturer focuses on its pantyhose in three-month TV push beginning in October. Keller Crescent, Evansville, Ind., will place spots in 26 markets during fringe time. Target: women, 18-49, and working women.

Northern Petrochemical □ Manufacturers of Peak antifreeze and coolant arranges three-week TV drive starting in early October. Stern, Walters & Simmons, Chicago, will handle spots in 20-25 markets during prime time. Target: men, 18 and over.

Caloric □ Appliance manufacturer features its stoves and ranges in six-week TV promotion starting in late September. Creamer, New York, will buy spots in 12 markets during fringe and prime time. Target: women, 25-54.

Quality Bakers of America □ Marketers of Sunbeam bread products



launches market-by-market TV roll-out campaign starting in mid-September. Benton & Bowles, New York, will handle spots in 30 states east of the Rockies during day, early fringe, prime and prime access time. Target: total women.

Linen Curlers □ Linen curler manufacturer prepares three-week TV drive beginning in late September. A. Eicoff & Co., Chicago, is arranging spots in about 15 markets during all dayparts. Target: total women.

Colgate-Palmolive □ Company plans four-week TV flight for its Cold Power detergent starting in early October. Norman, Craig & Kummel, New York, will schedule spots in 20 markets during day and fringe time. Target: women, 18-49.

American Cyanamid □ Consumer products division highlights its Lemon-Sol freshener in seven-week TV test beginning in late September. Bozell & Jacobs, New York, will select spots during fringe and prime time. Target: total women.

Mattel □ Toy manufacturer features its electronic games in two-week TV buy starting this week. Ogilvy & Mather, Los Angeles, is handling spots in 21 markets during late fringe time. Target: men, 18-49, and teen-agers.

Prince Macaroni □ Food products group schedules three-month TV campaign beginning in late September. Venet Advertising, New York, will place spots in Chicago, Detroit, Philadelphia, Pittsburgh, New York and New England markets during day, fringe and prime time. Target: women, 18-49.

Pontiac □ Auto maker places one-week TV drive starting in late September. D'Arcy-MacManus & Masius, Troy, Mich., will slot spots in 30 markets during fringe time. Target: total men.

Pabst □ Brewery launches 10-week TV promotion beginning this week for its Blue Ribbon beer. Young & Rubicam, New

THIS IS A HIGHLY UNCONVENTIONAL AD

In my 18 years as a talk-show host I have met dozens of enthusiastic young men and women who think they should have their own show and carry tapes to "prove" it.

In all those years I have been inspired to action only this once. Steve Gilbert, who gave up co-ownership of a successful construction company to spend full time trying to get into broadcasting, made me listen to his tapes. I instantly encouraged him, hired him, and made it my mission to help him.

Steve is clearly ready for important air time of his own. If you represent a substantial station in a substantial market looking for an unusually powerful and imaginative interviewer/call-in/talk-show program, I'd like you to meet Steve or listen to his interviews.

Either write me, BARRY FARBER, Box 121, Times Square Station, New York, N.Y. 10036, or call 212 787-2110.

LAVERNE & SHIRLEY



The nationwide superiority of "Laverne & Shirley" is astounding... compared to the average situation comedy or the average regular primetime program it shows a tremendous advantage in all key demographics.

DOMINANCE ACROSS THE NATION!

	(Ratings %)						
	HH	W18-49	W18-34	M18-49	M18-34	TEENS	KIDS
LAVERNE & SHIRLEY	28.5	25.5	26.9	17.6	19.3	27.2	34.6
AVERAGE SITCOM	19.5	14.7	14.9	11.5	11.7	13.8	14.2
THE GIRLS' ADVANTAGE	+46%	+73%	+81%	+53%	+65%	+97%	+144%
LAVERNE & SHIRLEY	28.5	25.5	26.9	17.6	19.3	27.2	34.6
AVERAGE PRIMETIME PROGRAM	18.3	13.8	13.5	11.9	11.6	11.3	10.7
THE GIRLS' ADVANTAGE	+56%	+85%	+99%	+48%	+66%	+141%	+223%

Source: NTI NAD TOTAL U.S. AUDIENCE/February, May, November Average/February 1976 through May 1978

PARAMOUNT TELEVISION



DOMESTIC SYNDICATION

York, will select spots in 85 markets during fringe and prime time. Target: total men.

General Mills □ Food products group features its Bisquick biscuit mix in six-week TV drive beginning in mid-September. Needham, Harper & Steers, Chicago, will prepare spots in eight West Coast markets during fringe time. Target: total women.

Brioschi □ Antacid gets four-week TV flight beginning in early October. Chalek & Dreyer, New York, will arrange spots in 21 markets during fringe and prime-access time. Target: adults, 35 and over.

Andrea Raab □ Cosmetics manufacturer slates four-week TV push starting in early October. Kurtz & Tarlow, New York, will buy spots in two markets during all dayparts. Target: women, 25-54.

Castle □ Toy manufacturer arranges seven-week TV buy beginning in mid-October. Richard & Edwards, New York, will seek spots in at least 15 markets during all dayparts. Target: children, 2-11, teen-agers and adults, 18-49.

Radio only

American Hardware Supply □ Hardware group sets three-week radio

- Rep appointments**
- KPMC(AM) Bakersfield, Calif., and WLGM(AM)-WJJS(FM) Lynchburg, Va.: Bernard Howard & Co., New York.
 - WPTR(AM)-WFLY(FM) Albany-Schenectady-Troy, N.Y.: Eastman Radio, New York.
 - KPLY(FM) Pueblo, Colo.; WQDE(AM) Albany, Ga.; WDJZ(AM) Bridgeport, Conn. and WORC(AM) Worcester, Mass.: Savalli/Gates, New York.
 - WSSC(AM) Sumter, S.C.: Jack Bolton Associates, Atlanta.

push starting in early October. Ketchum, MacLeod & Grove, Pittsburgh, will schedule spots in 32 markets including Baltimore, Detroit, New Orleans and New York. Target: adults, 25-54.

Southwestern Bell □ Telephone company prepares eight-week radio campaign beginning in late September. D'Arcy-MacManus & Masius, St. Louis, will arrange spots in 32 markets including Dallas and Kansas City, Mo. Target: women, 25-49.

Geo. Hormel □ Meat products group highlights its Little Sizzlers and Black Label bacon in four-week radio promotion starting in mid-October. BBDO, Minneapolis, will select spots in Atlanta, Dallas and Minneapolis. Target: women, 25-49.

Rosarita □ Mexican food products group arranges six-week radio buy beginning in early October. Dailey & Associates, Los Angeles, will place spots in six markets including San Diego, San Francisco and Phoenix. Target: women, 18-49.

3M □ Company focuses on its office

equipment division in four-week radio flight beginning in mid-October. D'Arcy-MacManus & Masius, Minneapolis, will buy spots in about eight markets including Houston, Los Angeles and Milwaukee. Target: men, 35-64.

Ovaltine □ Food products group slates four-week radio push beginning in late October. TBWA/Baron, Costello & Fine, New York, will seek spots in eight markets including Cleveland, Dallas and Seattle. Target: women, 18-49.

State of West Virginia □ Office of Economic and Community development schedules two-week radio test beginning in late September. Fahlgren & Ferriss, Pittsburgh, will use spots in Baltimore, Columbus, Ohio, and Pittsburgh. Target: adults, 18 and over.

Savings Bank Association of Conn. □ Group arranges two four-week radio flights starting in October. Quinn & Johnson, Boston, will buy spots in 10 Connecticut markets including Bridgeport and New Haven. Target: adults, 25-54.

Canadaigua □ Wine group slates seven-week radio drive beginning in October. Helfgott, Towne & Silverstein, New York, will set spots in 30 markets including Chicago. Target: adults, 25-49.

Taylor □ Wine-group launches six-week radio push beginning in early October. Kenyon & Eckhardt, New York, will handle spots in 24 markets including Baltimore, Miami and Los Angeles. Target: adults, 18-49.

Amana □ Appliance manufacturer slates six-week radio drive starting in late September. Grey-North, Chicago, will place spots in six markets including Los Angeles and San Francisco. Target: adults, 25-54.

BAR reports television-network sales as of Aug. 27

ABC \$884,043,000 (36.3%) □ CBS \$803,623,900 (33.0%) □ \$747,009,900 (30.7%)

Day parts	Total minutes week ended Aug. 27	Total dollars week ended Aug. 27	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	158	\$ 930,300	4,916	\$ 35,011,100	\$ 30,633,500	+14.2
Monday-Friday 10 a.m.-6 p.m.	1,022	15,154,800	34,632	546,571,600	491,434,900	+11.2
Saturday-Sunday Sign-on-6 p.m.	296	6,068,000	10,461	254,010,300	230,464,000	+10.2
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,192,600	3,476	137,824,600	121,012,100	+13.9
Sunday 6 p.m.-7:30 p.m.	18	737,200	707	39,030,000	34,418,900	+13.4
Monday-Sunday 7:30 p.m.-11 p.m.	406	29,147,700	14,147	1,259,363,200	1,112,911,000	+13.2
Monday-Sunday 11 p.m.-Sign-off	406	29,147,700	14,147	1,259,363,200	1,112,911,000	+13.2
Total	240	\$5,581,300	7,530	\$162,866,000	\$150,252,700	+8.4


Source: Broadcast Advertisers Reports

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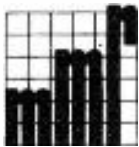
WAPI 50,000 w/1070
100,000 w/94.5

BIRMINGHAM

WSYR 5,000 w/570
100,000 w/94.5

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the Appointment of*



MAJOR MARKET RADIO

*Dedicated to the Principles
of Advertising Effectiveness
and In-depth Service for its
Select list of Quality Radio
Stations.*

Datebook

■ indicates new or revised listing

This week

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

Sept. 18-19—*National Association of Broadcasters* seminar on directional antennas. Airport Holiday Inn, Cleveland.

Sept. 18-20—First national conference of action line writers and broadcasters under sponsorship of *Corning Glass Works*. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Corning, N.Y.

Sept. 20—Season's first newsmaker luncheon of *International Radio and Television Society*, with address by FCC Chairman Charles Ferris. Waldorf Astoria hotel, New York.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton.

Sept. 20-22—Fall meeting of *Minnesota Broadcasters Association*. John Summers, National Association of Broadcasters executive vice president, and Earl Stanley of Dow, Lohnes & Albertson will speak. Holiday Inn, Bemidji, Minn.

Sept. 21-22—Consultation on "Communications and the Church," sponsored by *The Communications Commission, National Council of Churches*. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-N.Y.) and Dr. Paul Stevens, Radio and Television Commission, Southern Baptist Convention. The Interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University, New York City.

Sept. 21-22—Annual broadcast symposium of *IEEE Broadcast, Cable and Consumer Electronics Society*. Washington hotel, Washington. Information: Ogden Prestholdt, (202) 296-2315.

Sept. 22-23—*Common Carrier Association for Telecommunications* second annual multipoint distribution service seminar. Marriott Twin Bridges hotel, Washington. Information: Richard L. Vega, (301) 728-6697.

Sept. 22-24—Southwest area regional meeting, *American Women in Radio and Television*. Fairmont hotel, New Orleans.

Sept. 22-24—*American Radio Relay League's* 24th national convention. Town and Country Convention

Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

Sept. 22-24—*Maine Association of Broadcasters* meeting. Samoset Rockport, Me.

Sept. 23—*House Communications Subcommittee* field hearing on Communications Act rewrite. U.S. Court of Appeals building, New Orleans.

Sept. 24-26—*CBS Radio Affiliates* board of directors meeting. Arizona Biltmore hotel, Phoenix.

Sept. 24-26—Southern Show of *Southern Cable Television Association*. Marriott motor hotel, Atlanta. Information: Otto Miller, SCTA, P.O. Box 465, Tuscaloosa, Ala. 35401.

Also in September

Sept. 25-27—*Council of Better Business Bureaus* eighth national assembly. Theme will be "Advertising and the Public Interest." Among speakers and participants will be Leonard Matthews, Young & Rubicam National; Alfred R. Schneider, ABC; Barton Cummings, Compton Advertising; Howard Bell, American Advertising Federation; James C. Nelson, Hoefler, Dieterich & Brown; Charles Stuart, Bank of America; Karl Koss, General Electric; Ray D. Genette, Chevron USA; Archa A. Knowlton, General Foods; William A. Dyer Jr., Indianapolis Newspapers; and Kenneth Schwartz, Opinion Research Corp. Allen Neuharth, Gannett Co., will be featured speaker. St. Francis hotel, San Francisco.

Sept. 25-29—Seventh International Broadcasting convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

Sept. 26—*American Council for Better Broadcasts* public conference. "TV Is a Member of Your Family." United Seminary, Dayton, Ohio. Information: ACBB, 120 East Wilson Street, Madison, Wis. 53703.

Sept. 26-28—*CBS Radio Network Affiliates* convention. Arizona Biltmore hotel, Phoenix.

Sept. 27-28—*National Association of Broadcasters/NABOB* seminar for black stations owners. NAB headquarters, Washington.

Sept. 27-30—Fall meeting, *Pennsylvania Cable Television Association*. Host Inn, Harrisburg, Pa.

Sept. 28-29—Midwestern chapter convention of *National Religious Broadcasters*. Hyatt Regency, Indianapolis. Information: Ken Hettinga, Box 212, Surging, Wis. 54174.

Sept. 29—National symposium on Teacher Guides to Television parent participation TV workshop project, sponsored by *WRC-TV Washington*. FCC Commissioner Abbott Washburn will be keynote speaker. L'Enfant Plaza hotel, Washington.

Sept. 29—*Society of Broadcast Engineers* regional convention. Syracuse (N.Y.) Hilton Inn. Information: C.F. Mulvey, WIXT(TV) Syracuse.

Sept. 29-30—50th annual "Ruffian Reunion" to celebrate WRUF(AM) Gainesville, Fla., 50th year. University of Florida, Gainesville.

Sept. 29-Oct. 1—West Central area regional meeting, *American Women in Radio and Television*. Hilton Plaza Inn, Kansas City, Mo.

Sept. 29-Oct. 1—*Massachusetts Broadcasters Association* convention. Speaker: Representative Edward J. Markey (D-Mass.), member of Communications Subcommittee; Marion Stephenson, vice president, NBC Radio; James Gabbert, president, National Radio Broadcasters Association. Sheraton Tara, Framingham, Mass.

Sept. 29-Oct. 1—Western area regional meeting, *American Women in Radio and Television*. Huntley Lodge, Big Sky, Mont.

Sept. 30—Deadline for entries in *Atomic Industrial Forums* Forum Awards for significant contributions by news media to public understanding of atomic energy. Information, entry forms: Mary Ellen Warren, AIF, 7101, Wisconsin Avenue, Washington 20014, or Myra Shaughnessy, AIF, 103 Park Avenue South, New York 10017.

October

Oct. 1—Deadline for entries, *U.S. Television Commercials Festival*. Information, entry forms: 1008 Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.

Oct. 1-3—Conference on "Instant Info: Survival Communications in a Changing World," sponsored by *International Association of Business Communicators district 6*. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

Oct. 1-3—*Pacific Northwest Cable Communications Association* convention. Outlaw Inn, Kalispell, Mont.

Oct. 2—Deadline for comments on FCC inquiry into fund-raising for educational broadcasting stations (Docket 21136). Replies are due Nov. 1.

Oct. 3-5—Eighth annual conference of *Western Educational Society for Telecommunications*. Red Lion Inn, Sacramento, Calif. Contact: Doree Steinmann, Consummes River College, Sacramento 95823.

Oct. 3-5—Third annual conference on communications satellites for public service users, sponsored by the *Public Service Satellite Consortium*. Washington Hilton. Information: Polly Rash, PSSC, 4040 Sorrento Valley Boulevard, San Diego, 92121.

Oct. 4-5—*Ohio Association of Broadcasters* license-renewal workshop and fall convention. Speakers will include Representative Tom Luken (D-Ohio) and Jane Pauley of NBC-TV. Marriott East, Columbus, Ohio.

Oct. 4-5—Third annual conference on satellite communications for public service users, sponsored by *Public Service Satellite Consortium*. Speakers will include Secretary of Interior Cecil Andrus; Henry Geller, National Telecommunications and Information Administration; FCC Commissioner Joseph Fogarty and James Fellows, National Association of Educational Broadcasters. Washington Hilton hotel, Washington.

Oct. 4-6—*National Association of Broadcasters* television code board meeting. Harbor Town, Sea Pines Plantation, Hilton Head Island, S.C.

Oct. 4-6—*Nevada Broadcasters Association* annual convention. Hyatt-Tahoe, Lake Tahoe, Nev.

Oct. 5—Forum on the development and application of

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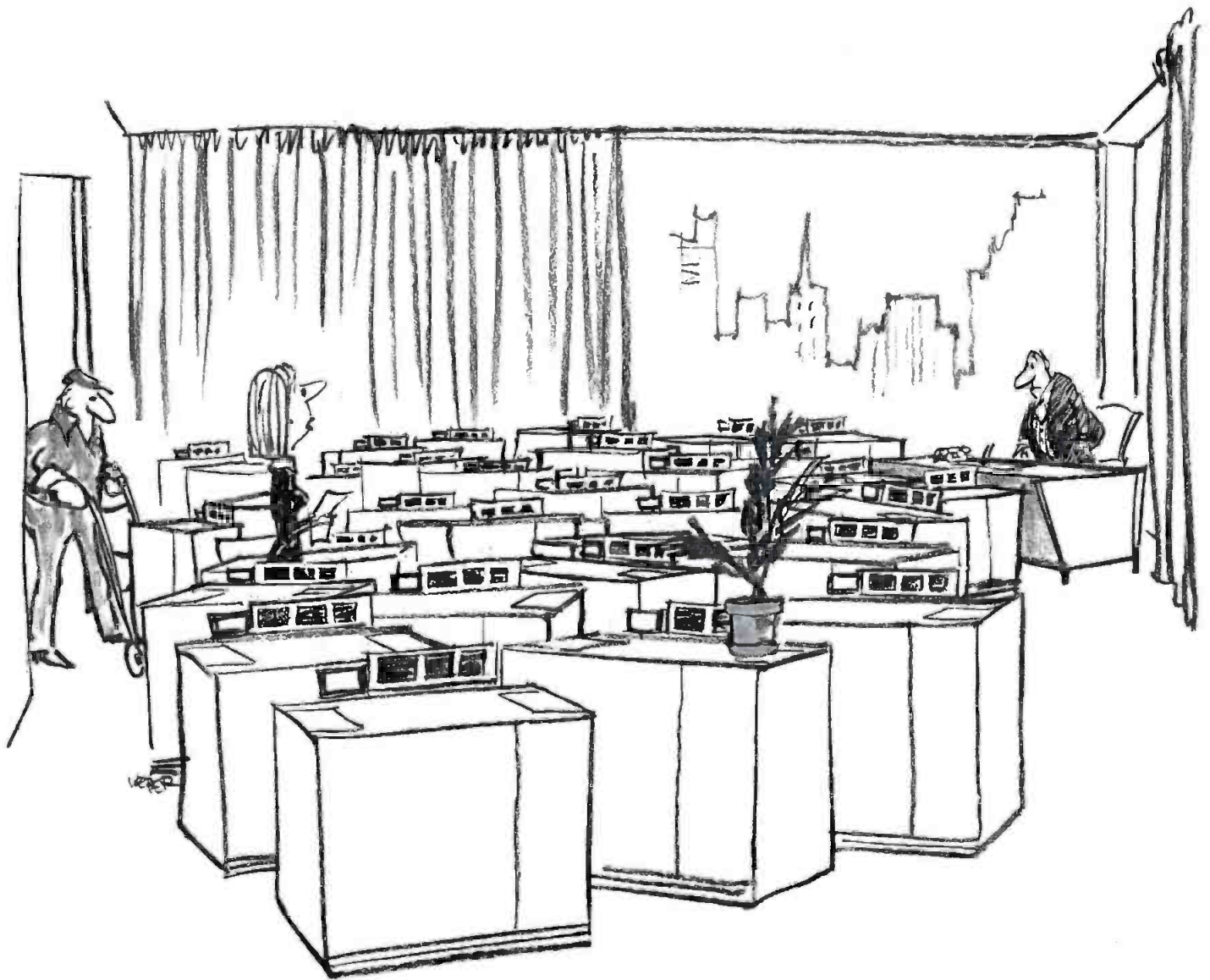
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■ **Oct. 5**—New deadline for replies in FCC's proposed rulemaking on multiple ownership of TV's (Docket 78-101). Deadline was Sept. 5.

Oct. 5-6—Eastern chapter convention of *National Religious Broadcasters*. Speakers will include former FCC Chairman Richard Wiley and George Gallup. Pinebrook Bible Conference Center, East Stroudsburg, Pa. Information: NRB, Box 2254R, Morristown, N.J. 07960.

Oct. 6-7—*Florida Association of Broadcasters* fall conference and management seminar. Tallahassee Hilton.

Oct. 6-8—Southern area regional meeting, *American Women in Radio and Television*. Royal Plaza, Lake Buena Vista, Fla.

Oct. 8-9—*Kentucky CATV Association* fall convention. Representative Lionel Van Deerlin (D-Calif.) will be banquet speaker. Hyatt Regency hotel, Lexington, Ky.

Oct. 11—*New England Cable Television Association* fall meeting. Sheraton-Regal Inn, Hyannis, Mass.

Oct. 11-13—*Indiana Association of Broadcasters* fall meeting. Brown Country Inn, Nashville, Ind.

Oct. 12—Network president's luncheon, sponsored by Boston/New England chapter of *National Academy of Television Arts and Sciences*. Forum participants will include James E. Duffy, ABC Television Network, Lawrence Grossman, Public Broadcasting Service; Robert M. NBC Television Network, and James H. Rosenfield, CBS Television Network. Anthony's Pier 4 Restaurant, Boston.

Oct. 12-13—*National Association of Broadcasters* fall conference. Boston Marriott.

Oct. 12-13—Regional convention and equipment exhibit of *Pittsburgh chapter, Society of Broadcast Engineers*. Howard Johnson motor lodge, Monroeville, Pa.

Oct. 12-15—*Missouri Broadcasters Association* fall meeting. Ramada Inn, Columbia, Mo.

Oct. 12-15—Annual national meeting of *Women in Communications Inc.* Among speakers: Jack Landau of Reporters Committee for Freedom of the Press; Jane Trahey, author of "Jane Trahey on Women and Power," and Nina Totenberg, legal affairs correspondent, National Public Radio. Detroit Plaza hotel.

Oct. 13-15—Northeast arena regional meeting, *American Women in Radio and Television*. Marriott/Eastman Conference Center, Rochester, N.Y.

Oct. 14—*Radio Television News Directors Association* region 13 meeting. Sheraton hotel, Fredericksburg, Va. Contact: Ted Landphair, WMAL(AM) Washington.

Oct. 15—*North Carolina Association of Broadcasters* meeting. Radisson Plaza hotel, Charlotte, N.C.

Oct. 15—Deadline for entries for Martin R. Gainsbrugh Awards for broadcast coverage of economic significance. Four categories: individual station production for radio, network or group owner production for radio, individual station production for TV, network or group owner production for TV. Material must have been broadcast between Sept. 1, 1977, and Aug. 31, 1978. Entry forms: *National Dividend Foundation Inc.* 100 East 17th Street, Riviera Beach, Fla. 33404: (305) 845-6065.

Oct. 16—Deadline for comments on FCC proposal to expand the ascertainment primer for broadcast renewal applicants to require licenses to contact all significant elements and institutions in communities, even if not on primer's community leader checklist. Replies Nov. 15 (Docket 78-237).

Oct. 16-17—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

Oct. 16-17—*National Association of Broadcasters* fall conference. Atlanta Omni hotel

Oct. 16-17—Southwest chapter convention of *National Religious Broadcasters*. Sheraton-Century hotel, Oklahoma City. Information: David Webber, P.O. Box 1144, Oklahoma City 73101.

Oct. 16-19—*Texas Association of Broadcasters Engineering* (16-17) and management (18-19) conference. Galleria Plaza, Houston.

Major Meetings

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel. 1979 conference will be at Caesar's Palace, Las Vegas; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Sept. 25-29—Seventh international Broadcasting convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

Oct. 28-Nov. 2—*National Association of Education Broadcasters* annual convention. Sheraton Park hotel, Washington.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* 120th technical conference and equipment exhibit. Americana hotel, New York.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

Nov. 26-29—*Association of National Advertisers* convention. Camelback Inn, Scottsdale, Ariz.

Feb. 4-7, 1979—*Association of Independent Television Stations* annual convention. Shoreham hotel, Washington.

March 9-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel. Las Vegas Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

March 25-28, 1979—*National Association of Broadcasters* annual convention. Dallas. Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

April 20-26, 1979—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

May 20-23, 1979—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-15, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

May 27-June 1, 1979—*Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland.

June 5-9, 1979—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton.

June 6-10, 1979—*Broadcast Promotion Association* 24th annual seminar. Nashville.

June 8-13, 1979—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

Sept. 24, 1979—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunications Union*. Geneva.

Oct. 17—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters*. Charlotte, N.C.

Oct. 18-19—24th annual Broadcast clinic, coordinated by University of Wisconsin-Extension. Clinic will include discussions by FCC officials and displays by equipment manufacturers. Madison, Wis.

Oct. 19-20—*National Association of Broadcasters* fall conference. Hyatt Regency hotel (downtown), Chicago.

Oct. 20-22—East Central area regional meeting, *American Women in Radio and Television*. Water Town Hyatt House, Chicago.

Oct. 22-24—Fall meeting of *New York State Cable Television Association*. Kutcher's Country Club, Monticello, N.Y.

Oct. 23—Deadline for comments on FCC inquiry into broadcasters' practices involving public service announcements. Questions cover factual issues on presentation of PSA's and roles PSA's could or should play (Docket 78-251). Replies due Nov. 11.

Oct. 23—Deadline for comments (Nov. 11 for replies) in FCC's inquiry into whether specific requirements should be imposed regarding airing of public service announcements (Docket 78-51). FCC, Washington.

Oct. 23-24—South Central regional technical conference of the *Society of Cable Television Engineers*. Six other conferences will be held at other locations around the country throughout 1978 and 1979. This first meeting will concentrate on CATV construction. Hilton Airport, Nashville.

Oct. 23-25—Fourth International Conference on Digital Satellite Communications, sponsored by *Intelsat, Teleglobe Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers*, Montreal.

Oct. 24—Second annual "State of the Art" convention of the Kentucky chapter of the *Society of Broadcast Engineers*. Ramada Inn Bluegrass Center, Louisville, Ky.

■ **Oct. 24-26**—Symposium on "The Future of Government Electronics," conducted by *Electronic Industries Association's Government Requirements Committee*. Hyatt House hotel, Los Angeles International Airport.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

Oct. 25-27—Fall convention, *Kentucky Broadcasters Association*. Hyatt Regency, Lexington, Ky.

Oct. 25-27—*National Broadcast Association for Community Affairs* annual meeting. Copley Plaza hotel, Boston. Information: Paul LaCamera, WCVB-TV Needham, Mass. 02192.

■ **Oct. 26**—Meeting of *Connecticut Broadcasters Association*. Sonasta hotel, Hartford, Conn.

Oct. 26-27—*National Association of Broadcasters* fall conference. St. Francis hotel, San Francisco.

Oct. 27-29—Midwest area regional meeting, *American Women in Radio and Television*. Sheraton-Park, Washington.

Oct. 27-29—Second annual National Student Broadcasters Convention, sponsored by *WUMB and University of Massachusetts*. Sheraton-Boston hotel. Information: Nancy Aquinde, (617) 282-2074.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* convention. Americana hotel, New York.

Oct. 30-31—*National Association of Broadcasters* fall conference. Brown Palace hotel, Denver.

November

Nov. 1—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters* radio and TV boards. Duluth, Minn.

Nov. 1—Deadline for comments on FCC inquiry into children's television programming and advertising practices (Docket 19142). Replies due Dec. 15.

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| Sacramento | — XETV | Tri-Cities | — WNCN |
| Cincinnati | — WZTV | Springfield, Mo. | — WNCN |
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| San Diego | — WLDS | Washington | — WNCN |
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For further information contact:
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Capitol comment

EDITOR: I analyze a magazine on these basic criteria: (1) structure and (2) content. In terms of structure (style) BROADCASTING is particularly easy to read. It is succinct, it catches the eye cosmetically, and it is well laid out. In terms of content, BROADCASTING is definitely geared for clientele specifically interested in media communications. The content in this respect fits accordingly.—*Representative Don Young (R-Alaska), Washington.*

Taking exception

EDITOR: Your lukewarm, if not chilling, editorial, "Coping with Canada" (BROADCASTING, Sept. 4), was disappointing and shortsighted. In effect, you condone a Canadian tax policy which potentially may deprive American television stations of approximately \$20 million of revenue.

The editorial begins with a comment that the border television stations are suffering the effects of Canadian "nationalist sentiment." That may be true but the simple fact remains that Canadians enjoy U.S. television programming. The Canadian government's new nationalism is one thing but the Canadians themselves have made it crystal clear that they want American television programs—whether or not it erodes Canadian nationalism.

You raise the question of whether the U.S. border stations were "realistic" in filing the complaint [with the U.S. special representative for trade]. We can't conceive of a greater realism. Congress established and specifically empowered it to take certain retaliatory actions against foreign countries that adopted policies which had the effect of discriminating against the flow of goods and services between our country and the foreign country. When a violation has occurred, should business in the United States sit on its hands and not attempt to utilize a remedy which Congress has provided?

The filing of the 301 complaint is not—as you argue—a "foreign intrusion." Border television stations are not just domestic phenomena; they know no borders. When the two governments agreed a number of years ago on the allocation of TV stations at the border, there was an understanding that the signals of the American stations would be seen in Canada and the Canadian signals seen in the United States.

As long as the Canadian government permits its citizens to receive and enjoy American television programming and, at the same time, attempts to deprive American television stations from receiving compensation for that programming, Canadians

are receiving an unjust enrichment—the use and enjoyment of American programs.—*Marcus Cohn, Cohn & Marks, Washington.*

(Mr. Cohn's letter was cosigned by seven other lawyers representing stations signatory to the original complaint. Not included in that group were Tafi's WGR-TV nor Capital Cities' WKBW-TV, both Buffalo. Counsel for those groups told BROADCASTING last week that while they felt the Canadian tax to be unfair and discriminatory, they did not take sufficient umbrage to cosign Mr. Cohn's letter. BROADCASTING had questioned the wisdom and timing of escalating the issue into a matter of general trade retaliation against Canada, and predicted such a move would be viewed as an intrusion into that country's internal affairs. Indeed, a subsequent statement by the Canadian minister of communications—answering questions in Parliament about the U.S. complaint—called it "an internal fiscal matter." BROADCASTING's observation concerning the position taken by the complaint's cosigners does not imply endorsement of the Canadian action, which, in fact, this publication has consistently decried.)

Ratio Irrationality

EDITOR: Your good editorial in the Aug. 28 issue states "A quota that attaches equal value to five daytime radio stations in five hamlets and five full-time stations in New York, Chicago, Los Angeles, Philadelphia and Boston is on its face absurd."

Even more absurd is a quota of five radio stations (out of a national total of 8,764), versus a quota of five television stations (out of a total of 782). In an issue in which the scarcity of facilities is the pretext for imposing limitations, this is the truly significant irrationality.

It is an absurdity which the National Association of Broadcasters, in dual loyalty to radio and television, has not acknowledged. The National Radio Broadcasters Association, fortunately, does acknowledge both this absurdity and the general virtue of the Van Deerlin effort.—*Robert S. Kieve, president, Empire Broadcasting, San Jose, Calif.*

Where's that?

EDITOR: I'm driving in unfamiliar territory, one hand on the wheel, the other on the radio dial. I hear storm warnings on KOOL-1313, an announcement concerning detours on WOIL-1010. It's great to know what's going on but it would be even greater to know where KOOL and WOIL are located.

These are just two examples why I think it would be very helpful to mobile listeners if local announcers would always give city and state names when identifying their stations.

Let's hear it for the latest in news, weather and sports on KOOL-1313, Iceberg, Alaska—*Mary Reed, WKAL-AM-FM Macomb, Ill.*

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HOW TO SAVE ON AUTO INSURANCE

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Although liability insurance is required by law in many states, in light of the trend toward higher settlements, you should be sure that your coverage is adequate.

But in the "voluntary" parts of your car insurance—collision and comprehensive (fire and theft)—that cover physical damage to your own car, there are some things you can do to lower your insurance bill.

Safe drivers pay lower premiums for both liability and collision coverage. Insurance rates are set that way because drivers with a good past history are less likely to have accidents in the future. Many insurance companies define "safe drivers" as those with two or less

moving traffic violations and no "chargeable, at fault" accidents within the past three years. Their premiums may be as much as 25% lower.

You can often cut your premiums for collision and comprehensive by 25% to 50% by raising your deductible. Many people still choose full-coverage comprehensive and \$100 deductible collision

value of your car on the used-car market, and your own financial situation. If your car is more than five years old, it may not pay to buy any collision insurance. If you do have an accident, casualty losses over \$100 that are not reimbursed by insurance coverage are tax deductible, in many instances, providing you itemize your tax return.

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LOS ANGELES	\$476	\$358	\$197
SANTA FE	\$412	\$311	\$172
WINNETKA, ILL. (suburb of Chicago)	\$372	\$280	\$154

*Insurance premiums are based on many factors, including your age, the kind of car you own and where you live. Rates vary from company to company. The figures above do not include liability coverage.

coverage. That means they pay the first \$100 on collision-related damages and the insurance company pays the rest. But just look what happens when you increase the deductibles to \$200 on comprehensive and \$500 on collision: In Los Angeles, for example, the typical annual premium for a safe driver will drop from \$358 to \$197. The higher the deductible, the lower the premium. (See the chart for more examples.)

Of course, you assume more of the risk by choosing higher deductibles. It's a personal decision that should be based on a thorough evaluation of the age of your car, the

We believe that if you have enough information you won't have to spend as much money to own and maintain a car. And that'll be good for you and good for us.

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

Monday Memo[®]

A broadcast advertising commentary from Dan Lissance, senior VP and management supervisor, Richard E. Manoff Inc., New York.

Chicken commercials don't lay an egg

When the annals of the branded chicken business are written by some future historian, 1978 will be remembered as the year in which New York's chicken skirmish became New York's great chicken war. And he will recount how TV and radio became the fierce battleground on which at least three chicken processors fought the good battle for branded chicken supremacy.

But to start at the beginning: In the good old days, a chicken had an identity, an individuality. Whether raised in the backyard, the barnyard, or purchased from a live poultry market, each chicken was in a sense a unique individual, subtly different from its peers. Along came modern mass marketing techniques and suddenly chickens lost their identity. They became anonymous. Stripped of its plumage, ready-to-cook, neatly packaged in a plastic bag, a chicken became just a chicken, with no more identity than the proverbial pea in a pod.

By the mid-seventies, however, the anonymous chicken had once again regained its identity. Because in the seventies, the broiler business commenced its transition from commodity marketing to marketing a branded product. And consumers rapidly learned that a chicken is not just a chicken if it is bred, grown, nourished and processed by a reputable firm. A firm that is willing to put its name on the wing tag, its reputation behind the product; and, not so incidentally, get the trade and the consumer to pay a premium price for a consistently high quality product.

As everyone knows, it was Frank Perdue who first got into TV in New York with a dominant spending plan, thus signalling to the rest of the industry that TV was to be the battleground for the ensuing "chicken war." Other broiler processors, notably Paramount Poultry, rapidly followed suit.

Paramount Poultry, a division of Cargill Inc. is the number two branded premium chicken marketed in New York. When Manoff became Paramount's agency in early 1977, it conducted consumer research that convinced the client that the brand was clearly in a position to reap the benefits of the consumer desire for branded chicken. The consumer research also revealed that Paramount's brand awareness lagged substantially behind the primary competition and that the brand lacked a clearly defined position or image in the consumer's mind. Where the Perdue brand was most often associated with Frank Perdue, the Paramount brand was associated almost exclusively with Pearl Bailey, the entertainer previously featured



Daniel M. Lissance is senior vice president and management supervisor at Richard K. Manoff Inc., New York. He joined Manoff in 1967 as director of marketing and research, switching to account management in 1970. Mr. Lissance formerly was director of marketing and research at Tatham-Laird & Kudner, and associate director of research at BBDO. Earlier in his career he spent five years at NBC Spot Sales as director of sales development and research.

in Paramount's advertising. Clearly, the association with Pearl Bailey, although highly memorable, did not succeed in positioning Paramount as a top quality product worthy of the premium price it must command at the point of sale. Most importantly the research indicated there were few positive feelings about the Paramount brand besides its recommendation by Ms. Bailey.

Given this recognition of where the brand stood in the minds of New York consumers, our strategy almost wrote itself:

- Overcome the brand awareness deficiency;
- Build recognition of Paramount's consistently high quality;
- Associate a desirable attribute with the brand.

To accomplish these objectives, we developed a TV campaign based on pre-existing testimonials from retail butchers. Those testimonials were dramatized using the butchers' words, their names and store locations. In each testimonial the butcher stated that he sold both Perdue chickens and Paramount, but that he always brought the Paramount chicken home for his family. And each commercial ended with a mouth-watering shot of a roasted Paramount chicken on a platter with the

line, "Paramount. What good chicken tastes like."

This approach filled a gap in the market since no one was talking about taste. We used a shot of the roasted chicken because advertising competitors featured only raw chickens (and a raw chicken is not the most appetite-appealing object in the world). We also wanted to build Paramount's reputation as the good tasting chicken, because good taste is what everyone desires in a food product.

From the beginning it was clear that TV would be the dominant advertising medium. Strategically, TV enabled us to dramatize the credibility of the client's butcher testimonials, and we needed the visual impact of the luscious cooked bird in our closing shot. We extended the visual impact by using transit cards in the New York City subway system. These also featured the luscious roasted chicken in a highly dramatic presentation along with a "stopper" headline and the tag line "Paramount. What good chicken tastes like."

Because black consumers purchase chickens more frequently than white consumers, a special musical radio commercial which ran on New York's black-oriented stations was developed for added impact among members of this important market segment.

A tracking study conducted at the end of our 1977 campaign indicated that to a large extent brand awareness and quality recognition goals had been accomplished. However, it also showed that Paramount was not yet clearly positioned as the chicken that stood for good taste.

Therefore, it was decided Paramount's 1978 strategy would put primary emphasis on taste positioning. Creatively this was accomplished by switching from butcher testimonials to testimonials delivered by consumers.

The current campaign is a pool of three TV commercials centered on ethnic characters and their favorite chicken dishes—one Italian, one Chinese, and one New York Jewish. But in each case the proud and smiling protagonist swears that the key ingredient must be a Paramount chicken. The dishes featured in the commercials are chicken cacciatore, fried chicken and boiled chicken.

Early indications lead us to believe that, when the next tracking study is completed later this year, great progress will have been made to accomplish the client's marketing and advertising objectives. In the process, Paramount and Manoff will have made a significant contribution toward converting New York from a commodity chicken market to a premium branded market. It's doubtful this phenomenon could have been achieved without the impact of the broadcast media.

WIOD Is News

For the second time in three years, WIOD Radio has swept all seven of the Florida Associated Press Broadcasters Association Awards. Competing against all Associated Press radio stations throughout the State of Florida, WIOD won in every major market category — Investigative Reporting, News Reporting, Public Affairs, News Feature, Documentary, Editorial and Sports. At WIOD Radio, the entire staff is involved in news every day. It takes a big staff to cover news in our huge South Florida market, and that's why at WIOD news is everyone's business.

WIOD 610 RADIO MIAMI

COX
Broadcasting

Cox radio stations are represented
by The Christal Company.

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIIK-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia



THE WORLD'S LARGEST ATTIC SALE HELPED GIVE 86 CHARITIES A SOLID FOUNDATION THIS YEAR.

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

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

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

Over 20,000 in two days.

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

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

110 WBT
CHARLOTTE



Jefferson Pilot Broadcasting

Charlotte: WBT, WBCY-FM, WBTB, Jeffersons, Jefferson Productions, Jefferson Data Systems.
Richmond: WWBT. Atlanta: WQXI, WQXI-FM. Denver: KIMN, KIMN-FM.

Top of the Week

Getting in their licks on the rewrite

Broadcast title of Communications Act revision gets going-over at hands of industry, public and government spokesmen; more cons than pros emerge; Van Deerlin confident all will end well

The negatives far outweighed the positives at House Communications Subcommittee hearings on the broadcast chapter of the Communications Act rewrite last week, industry and public witnesses alike venting their worst fears about the new order—or disorder—the bill could create. There were whispered predictions in the audience as the four-day parade of witnesses droned on that the bill is friendless and is doomed. But Lionel Van Deerlin (D-Calif.) doesn't think so.

The subcommittee chairman, who maintained the vigil, often alone, afterward said he found a lot of hyperbole in the statements and wrote most of it off as the mischief of Washington lawyers. He tried to insert a few words of calm during several pauses in the proceedings. Hearing gloomy predictions of harm from tightened ownership restrictions, Mr. Van Deerlin assured NBC's Corydon Dunham that there is no cause for worry. "We couldn't see that any purpose could be served... by breaking up the networks," he said. "Were that the intent of the subcommittee there would have been a far more direct way of getting at it."

When CBS's Gene Jankowski worried about the possibility of increased government intrusion from the provision requiring news, public affairs and local programming throughout the broadcast day, Mr. Van Deerlin agreed it may require "further elucidation." All the provision means to him, he said, is that broadcasters who relegate public affairs programs to late and early hours when no one is watching are going to have to do better. He does not intend to take an hour from the middle of the networks' prime time, he said later.

Mr. Van Deerlin cheerfully said at one point that most of the problems raised by the broadcasters could be easily corrected in the next draft of the bill, which he plans to introduce next year.



Thurston



Summers



May



Bolger



Russo

Dowell*

Van Deerlin

Frey

Harder*



Ferris



Geller



Parker



Marshall

But he didn't answer many of their complaints, and among the questions that remained was one about the provision requiring allocation of the spectrum so that every community would have maximum fulltime local broadcast service. Mr. Van Deerlin said the broadcasters' vision of hundreds of new low powered TV and radio stations is exaggerated. But asked afterward if there might be at least some drop-ins, he said: "It is possible."

The chairman re-emphasized, however, that the legislation will be far less painful than witnesses last week indicated—if for no other reason than that it will have to sound reasonable to 435 congressmen. "We're not looking to be laughed out of town," he said.

□

Charles Ferris. The bill goes too far in deregulating radio and not far enough in deregulating television, the FCC chairman testified Monday. In the top 50 markets, he said, radio may be ready, but in smaller markets, his criteria for deregulation may not yet have been met—those criteria being adequate minority employment, sufficient penetration of public radio and the greatest possible public access to new

and existing frequencies. For television, the bill's continued program content regulation—the "equity" requirement and mandatory news, public affairs and local programming throughout the broadcast day—may be too ironclad, he said. There may come a time when other technologies such as cable television and satellite broadcasting may create sufficient diversity to take all the wraps off television, too, he said.

Mr. Ferris said he is for deregulation and for marketplace rule, but when the time is right and in the markets that are ready. The direction should be provided by Congress, but the final decision should be left to the regulatory agency, meting out deregulation on a market-by-market basis.

Abbott Washburn. The only changes Commissioner Washburn would make in the current act regarding broadcasting are: an extension of the broadcast license from three to five years; a clarification (by Congress) of the "reasonable access" requirement for political candidates in Section 315, and a clarification (again, by Con-

*Edwina Dowell, subcommittee counsel on broadcasting; George (Toby) Harder, Republican counsel.

gress) of the commission's authority over cable television. The rest he would leave alone.

Margita White. Commissioner White repeated her objection to the proposed tighter restrictions on broadcast ownership, which she predicted would not improve program diversity on radio and television (BROADCASTING, July 24). But her greatest concern last week was about the proposed license fee.

For one thing, it might lead broadcasters to place more emphasis on ratings, and cut back expenditures for good local programming. For another, it isn't fair, because it would require some communications services to subsidize others.

Robert E. Lee. Commissioner Lee proposed a blend of the current licensing process and the one proposed in the bill, so that licenses would have open-ended terms, but would still be subject to renewal proceedings. Under his system, the commission would choose a certain number of licenses randomly for renewal each year—which would serve the dual purpose of keeping broadcasters under the gun to perform in the public interest and would give the commission the luxury to review the licenses of fewer stations, but in greater depth, than it does now.

James Quello. Among the FCC commissioners, Mr. Quello was by far the strongest supporter of the rewrite's broadcast provisions, whose deregulatory thrust he would extend even further. He proposed removing all First Amendment and regulatory restraints—he made no distinction between radio and television—so that broadcasters would be treated exactly as newspapers. He also endorsed the bill's quid pro quo for deregulation, the license fee, which he would set at 5% of gross revenues for television, 2% for radio.

While the broadcasters would be the immediate beneficiaries of deregulation, it is the public that ultimately would be served best, he said.

Joseph Fogarty. Mr. Fogarty's testimony in large measure tracked that of Chairman Ferris, his theme being that abandonment of broadcast regulation in return for a spectrum fee is far too sweeping a change. He urged continued regulation of small market radio, at least to require some informational programming and adherence to the fairness doctrine and equal time. Radio deregulation might be attempted in major markets, he said, but that should be



Gabbert



Dunham



Erlick



Jankowski

done by the commission rather than by Congress, acting under a clear public interest standard. Radio should have a finite license term he added, perhaps of 10 years.

Television should have a shorter term, perhaps five years, Mr. Fogarty said, and it should be required to continue filing ascertainment forms with the commission. TV also should have to continue adherence to the fairness doctrine and equal time, he said.

Tyrone Brown. It may never be possible to balance the interests of citizen groups and broadcasters, but this bill clearly tips the scale too far in the broadcasters' favor, Commissioner Brown testified. Nevertheless, following his earlier attack on the new measure for its deletion of the public interest standard (BROADCASTING, July 24), he enumerated some areas where he thinks the bill steers correctly.

He applauded the proposed license fee as a fair return from broadcasters for the profits they enjoy from use of a public resource. But he hopes it does not lead them to try to increase their profits, he said. He supported spending some of the fees on minority ownership, on public broadcasting programming and on rural telecommunications expansion.

Henry Geller. Asserting that the current regulatory approach to broadcasting has never worked and has had a "chilling effect" on the industry's First Amendment rights, Mr. Geller offered the National Telecommunications and Information Administration's proposals for change (BROADCASTING, Sept. 11). Under questioning, he repeated his objection to using money from the proposed license fee for public broadcasting and minority ownership, programs he said should be subsidized from general funds. And he suggested it might be wise to link the fee to broadcasters' gross revenues to make it fair. NTIA will have its own proposal for a fee scale by the end of the year, he said.

NAB. The National Association of Broadcasters' testimony, which in part objected to the proposed license fee and the provi-

sion encouraging "maximum fulltime local" broadcast services for every community in the country (BROADCASTING, Sept. 11), drew some argument from Subcommittee Chairman Van Deerlin. "NAB wants deregulation, but not competition—is that an unfair conclusion on my part?"

He cited the statement by NAB Radio Board Chairman Walter May that he would oppose the bill if it means there would be new stations in his market "that would need some of my advertisers to survive."

Mr. Van Deerlin's reply to that was, "that's the way the ball bounces."

NAB Joint Board Chairman Donald Thurston replied, however, that "we seek no economic protection." Mr. May amended his remarks to say that adding any more signals in a small market like his (Pikeville, Ky.) "would be impractical."

Mr. Thurston pressed Mr. Van Deerlin to learn what he intended in his bill for daytime broadcasters. "I feel a false promise is being held out," Mr. Thurston said, referring to past indications from the subcommittee chairman that daytime operators, half the AM stations in the country, will be able to go on the air fulltime under the new bill. Mr. Van Deerlin said "yes," he does intend for the clear channel frequencies to be broken up and for the daytime-only stations on those frequencies to operate around the clock.

Mr. Thurston also underscored NAB's objection to the license fee, which he called "conscience money."

John Summers, NAB executive vice president and general manager, said that broadcasters would be quicker to accept a fee if actual amounts were written into a statute rather than left to the discretion of the commission. But when asked by Mr. Van Deerlin if he was implying support of the fee principle, he denied it.

TV Board Chairman Thomas Bolger criticized ownership restrictions and "throughout the broadcast day" program proposals.

NRBA. Appearing for the National Radio Broadcasters Association, President James Gabbert reiterated his association's strong backing of the proposed radio deregulation



Anselmo



Jennes and Paro



Nolan



Walt



Franks



Fogarty



Lee



Brown



Quello



White



Washburn

in the bill, but urged reconsideration of two provisions—the license fee and the ownership limits. The ownership restrictions should be left where they are now, at seven AM's and seven FM's per broadcaster, he said.

But rather than scrap the fee idea, Mr. Gabbert suggested an alternative: a fixed fee in the form of a long-term lease between broadcaster and commission that could be altered only to adjust for inflation.

Tom Paro. The president of the Association of Maximum Service Telecasters repeated arguments that the bill's attempt to deliver more diversity in programing would likely achieve the reverse in broadcasting, and added one new concern: Don't give the proposed National Telecommunications Agency sole authority over spectrum allocation, Mr. Paro said. As an executive agency, NTA would be too close to the President and too vulnerable to efforts to put political pressures on broadcasters through manipulation of the spectrum. Authority over the commercial part of the spectrum should remain at the proposed Communications Regulatory Commission, he said. Joining him in testifying: counsel Ernest W. Jennes.

Everett Erlick. In its assessment of the rewrite, ABC concentrated on what it calls the "threshold" question: "Should the Communications Act of 1934 be rewritten?" The network's answer, said Everett Erlick, ABC senior vice president and general counsel, is no. The current act has spawned the "finest broadcasting system in the world," he said. A new act "could bring about changes that none of us can presently forecast with any degree of certainty."

ABC's biggest concern about the rewrite, Mr. Erlick testified Wednesday, is the lack of cable and pay cable legislative policy. The commission is not even empowered to monitor the effect of cable growth on broadcasting," a serious omission" Mr. Erlick said. He argued that Congress should be concerned that the public may soon have to pay for television programs it now receives free.

Gene F. Jankowski. Much of the rewrite has "vast appeal," especially the provisions that deregulate broadcasting, the president of the CBS/Broadcast Group testified Tuesday. But on closer look, many of the benefits prove "more illusory than real," he said. And some "might well be considered a mandate to restructure the broadcasting system that has served the American public so well."

In the latter category he places the bill's substitution of "diverse" service for "public interest" as the regulatory guide. Mr. Jankowski said that provision could be read as encouragement to break up group ownerships, an action that could prove "highly dangerous."

In a remark that delighted subcommittee Chairman Van Deerlin, Mr. Jankowski said he could live with the proposed spectrum fee—but he added the qualification that it should not be used to fund public broadcasting or other "favored enterprises in the communications field."

Corydon B. Dunham. NBC focused its criticism on two provisions in the bill, one promoting maximum fulltime broadcast service in every community, the other requiring TV stations to broadcast news, public affairs and local programing throughout the day. Both, said Cory Dunham, NBC executive vice president and general counsel, would weaken existing local television service rather than promote diversity.

Mr. Dunham defended the public interest standard, saying it gives broadcasters a measure to prove their performance when challenged before the commission.

Rewrite cosponsor Lou Frey (R-Fla.), who made his first subcommittee appearance in weeks last Thursday, scoffed at the last suggestion. Perhaps Congress should require prescreening of programs or set up program percentages if the networks want public interest regulation, he said. "Maybe we can get some more reports for you to file." He said the thought of being free scares broadcasters: "You people don't seem to have the guts to believe in the First Amendment."

Everett Parker. The man who called the rewrite at its introduction "the biggest public giveaway since Teapot Dome" hasn't mellowed any in recent months. Dr. Parker, director of the Office of Communications of the United Church of Christ, said the bill would take away the public's right to participate in the regulatory process. Viewers and listeners "are not just a hapless audience to be delivered by Congress to advertisers, broadcasters and common carriers for their [profit]," he said.

Dr. Parker strongly objected to the total deregulation of radio in the bill, predicting that it will destroy radio as the foremost medium of local service and "speed up the current trend toward syndicated automated programing."

Pluria Marshall. The chairman of the National Black Media Coalition offered a "surprise": NBMC is "irrevocably opposed" to the license fee—first, because it would hurt current minority owners, and second, because it would cause broadcasters to spend less on news and public affairs and affirmative action programs.

Mr. Marshall urged retention of the current renewal process because it forces broadcasters, when challenged, to become sensitive to minority problems. And he urged that the commission be required to allocate the maximum number of broadcast signals, reserving a percentage of them for black owners. "The government can keep its [minority] loans," he said, "Black folks could raise the money because a station license is the next best thing to money itself."

Other witnesses attacked the bill on the grounds it doesn't effectively deal with minority problems. They included:

Elliott Franks. The president of the National Association of Black Owned Broadcasters. He expressed doubt that there would be enough money in the minority ownership fund the bill would create to spur minority ownership in broadcasting.

Rene Anselmo. President of the Spanish International Network. Mr. Anselmo opposed the provision in the bill that would restrict multiple television owners to three stations in the top 50 mar-



Jackson



Schultz



Findley



McCarthy



Baisinger



Valenti

kets. The commission should open up the spectrum in those markets to permit new low-powered stations, then permit group minority owners to own as many as 15—on the same principle that Mr. Robinson spoke of: minority audiences, concentrated in big cities, are not going to be served by white-owned stations.

Grace Baisinger. Replacing the public interest standard in the current act with regulation by the marketplace will not give the public adequate safeguards against excessive violence on television, the president of the National Congress of Parents and Teachers argued.

Television violence does not respond to the laws of supply and demand, Mrs. Baisinger said, but rather "creates its own market." She said "marketplace forces" are a "wholly inadequate" basis for safeguarding of the public interest in high programing standards. She urged retention of the current public interest standards and broadcast licensing procedures.

Jack Valenti. The president of the Motion Picture Association of America argued that elimination of the public interest standard in the rewrite would run counter to the bill's purpose of fostering competition. Both the networks and cable television, he said, are becoming more concentrated, not less, and will continue a trend that he sees restricting program choices to the public.

The proposed Communications Regulatory Commission, he said, should be given authority to monitor and regulate network practices, practices that he said have had the effect often of closing off opportunities for independent producers to resell or find new outlets for their work.

Kathleen Nolan. The national president of the Screen Actors Guild followed up Mr.

Valenti's charges with a far stronger indictment of the networks, which she said have a "stranglehold" on creativity. "I get a very uneasy feeling about giving the people who brought us legitimized murder, sanitized rape, institutionalized brainwashing, no-conscience children's programing and blatantly biased news coverage—a free hand in dictating our future entertainment, education and enlightenment," she said.

Norman E. Walt. The president of McGraw Hill Broadcasting opposed the proposed restrictions on multiple ownership because they would prevent the formation of strong broadcast groups that could compete with the networks in supplying national programing.

Harold L. Kassens. Representing the Clear Channel Broadcasting Service Harold Kassens of the Washington engineering firm, A. D. Ring and Associates, testified that Representative Van Deerlin's proposed break-up of clear-channel radio stations would leave 26 million people in the country with no radio service at all. There are that many people in regions that cannot be reached by the groundwaves of the daytime stations that Mr. Van Deerlin wants to begin nighttime operation, he said.

Ernest J. Schultz. Mr. Schultz, president of the Radio Television News Directors Association, said he sees no difference between the proposed "equity principle" and the current fairness doctrine. The substitution, he predicted, will lead to a muddle of new regulation and subsequent litigation. He said RTNDA also opposes the proposed license fee. If station profits should take a downturn and the fee remain the same, news will be the first expense to get cut back, he said.

Eugene Jackson. Mr. Jackson, president of the National Black Network, said the new act needs strong guidelines and goals for implementing minority ownership. He wasn't optimistic about the bill's ability to improve blacks' opportunities. And "if blacks can't get into TV, they'll opt for other technologies such as satellite-to-home," he said.

Ralph M. Baruch. The president and chief executive officer of Viacom International defended cable against broadcasters' charges that it pays too little in copyright to justify deregulation. Under its compulsory license, cable pays the equivalent of 26% of its profits—the same, he said, as broadcasting.

Representative Paul Findley (R-III.). Author of legislation to convert daytime-only radio station to fulltime operations, Mr. Findley applauded the rewrite and criticized NAB for withholding endorsement of the "fulltime" provision in the bill. NRBA and the Daytime Broadcasters Association support it, he said, indicating that if NAB polled all its radio members, it would find they do too.

Eugene McCarthy. The former Minnesota senator, who tried unsuccessfully as an independent presidential candidate to be included in the 1976 presidential debates, told the subcommittee that he favors repeal of equal time. He theorized that repeal might make broadcasters more willing to give time to third party candidates. The equal time law, he said, recognizes only two parties—and broadcasters are afraid of offending both.

He further recommended general deregulation for broadcasters, saying that might make them less afraid of government. Mr. McCarthy added, "TV without regulation could scarcely be worse than TV with regulation."

CPB fills in executive blanks

Fleming of U. of Michigan named president; Herndon to be chairman, Gregg vice chairman

Robben W. Fleming, president of the University of Michigan, was named president of the Corporation for Public Broadcasting at the CPB board's annual meeting last week in Washington.

In 45 meetings, the search committee considered 700 persons and had narrowed that down to three, including a woman, before settling on Mr. Fleming, who a board member said is the highest paid Michigan public official. He will get \$70,000 at CPB. In education most of his adult life, he knows little of public broadcasting, but said it is like a university in that it must be funded, but not dominated by the government. He took the job, he said, because it is an "exciting area with enormous potential."

Executive Vice President Cortland Anderson will be acting president until Janu-



Fleming



Herndon



Gregg

ary, when Mr. Fleming begins his term.

Also at the meeting, the board elected Lillie E. Herndon of Columbia, S.C., as chairman, the first woman ever in that position, and Lucius P. Gregg Jr. of Chicago as vice chairman.

The election of Mr. Fleming, 61, ends a nationwide search that began nine months ago when current President Henry Loomis said he would not stand for re-election. During that search, three of the remaining five CPB senior officers resigned.

Mr. Fleming, CPB's third president, is a labor lawyer specializing in mediation and arbitration. He has served with the

Securities and Exchange Commission, National Emergency Housing Program and National Wage Stabilization Board. He has also been chancellor of the University of Wisconsin at Madison and professor of law at the University of Illinois.

Mrs. Herndon, a Republican, has been a board member since her appointment by President Ford in 1975. Her term expires in 1980. Mr. Gregg, also appointed by President Ford (in 1974), is an independent whose term expires in 1980. In Chicago, he is vice president of the personal banking department at The First National Bank of Chicago.

TAKE US UP ON ONE . . .

NRBA

San Francisco, Sept. 17-20, 1978

You are cordially invited to relax a moment with APRadio hosts and listen to the hottest sound in news programming, via satellite. It's what more than 600 member radio stations are using and profiting from every day.

Suite 340 of the Embarcadero-Hyatt

RTNDA

Atlanta, Sept. 20-23, 1978

Via satellite, APRadio is live on display for news directors and their friends. APR's hosts also want you to know that full APR programming is on Channel Ten of the Hilton Hotel room TV sets; APR also provides full highlights of each day's RTNDA programming.

Visit the AP Suite at the Hilton Towers.

APRADIO OFFERS—

NO CLEARANCES • NO MUST CARRIES • TOTAL PROGRAMMING FLEXIBILITY • OVER 500 AVAILS ALL FOR LOCAL SALES • SALES AND PROGRAMMING SUPPORT FOR AFFILIATES • FLEXIBLE LENGTH NEWSCASTS • MORE SPORTS AVAILS • COMPLETE BUSINESS AND FINANCIAL SALES OPPORTUNITIES • FEATURE PROGRAMMING TO FIT EVERY FORMAT • TOP FLIGHT ANCHORS • HUNDREDS OF NEWSCUTS PER WEEK • REGIONAL ACTUALITY • COMPATIBILITY WITH AUTOMATION

apradio

...the world's fastest growing network

ABC off and running again, with a bigger head start than ever. Network's premiere week got under way last Monday, and early returns showed typically devastating ratings for its returning series and super sampling for two new shows, *Taxi* and *Mork and Mindy*. CBS laid relatively low, as did most of its ratings, while *Little House On The Prairie* was one of the few bright spots for NBC.

CBS led off Monday with a one-hour premiere of *Welcome Back, Kotter*, featuring superstar John Travolta, who is to appear in eight episodes this season. The show garnered a 31 share, better than ABC's recent performances in the time period. But it still lost to *Little House*, which premiered with a 35. CBS had 20-ish shares with reruns.

ABC owned the next three nights. Tuesday's always-strong line-up premiered with staggering numbers: a one-hour *Happy Days* pulled a 49 share, *Three's Company* followed with a 48, *Taxi* opened with a 42 and *Starsky and Hutch* pulled a 39. For CBS, *Spiderman* had a 20 share 8-9 p.m. and John Wayne's "Hondo" limped in with a 26. Both beat NBC's competition; the *Canine Hall of Fame* had a 17 and part two of the *Critical List* faded to a 22. On Wednesday, ABC's *Eight is Enough* scored a 42 share. A two-hour premiere of *Charlie's Angels* followed with a 54. A competing *Walt Disney 25th Anniversary* special on NBC scored a 29, leading in to *W.E.B.*, which died with a 17. A CBS *Popeye* special also had a 17 followed by a Paul Newman movie, "Buffalo Bill and the Indians," with a 12.

Local overnight ratings for Thursday in New York, Chicago and Los Angeles indicated ABC's slaughter would continue. The network premiered *Mork and Mindy*, *Barney Miller* and *Soap*; the lowest shares it pulled in the three cities were a couple of 45's for *Barney Miller*. *Mork* won with 49, 62 and 48 shares, while *Soap* pulled 51, 50 and 51.

NBC aired the TV movie and series hopeful, "Clone Master," from 8-10 p.m.—its highest share was a 20 in Los Angeles. Part two of *W.E.B.*'s premiere followed with shares as low as 10 in New York and only as high as 15 in Chicago. CBS didn't really enter the fray.

Jane Pfeiffer named NBC chairman

Silverman picks woman to help him run policy affairs; she's former IBM executive, an activist, said to be dynamic manager; Goodman to head executive committee; Adams stays

Jane Cahill Pfeiffer, a 45-year-old executive who introduced IBM to television advertising, who declined President Carter's offer to become the first woman secretary of commerce and who served as the initial intermediary for the negotiations that installed Fred Silverman as president of NBC, was designated last week to become chairman of NBC and its representative on the board of directors of the parent RCA Corp.

In thus becoming broadcasting's highest ranking woman, Mrs. Pfeiffer will succeed Julian Goodman in both jobs. She will report to Mr. Silverman, who is NBC's chief executive officer as well as its president. Mr. Goodman, a former president who has been chairman since 1974, is slated to become chairman of the NBC executive committee.

RCA President Edgar H. Griffiths said her job would be a "wide-ranging" one, "with much more substance and specific responsibility than have been assigned to Julian Goodman." Mr. Silverman said she will concentrate on "such vital areas" as government relations, legal affairs and employee relations — "I'm delighted to have her at my side," he said. "She is a major acquisition for NBC."

Reached in France, where she was on a trip with her husband, Mrs. Pfeiffer told BROADCASTING last Wednesday (Sept. 13) that she looked upon her new assignments as "a very exciting and challenging opportunity to help bring NBC back up into a substantial position." She said she

regarded herself as "a little bit of several things" including an administrator, an aide in policy-making and a public-relations specialist—in all of which she gained a wide reputation during some 20 years with IBM—and in addition "I consider myself an activist." She also expected that in her new role she would make appearances in NBC's behalf in Washington regulatory proceedings and from time to time in other forums.

In taking over responsibility for government relations and legal affairs she will be handling assignments currently in the charge of David C. Adams, NBC vice chairman. In recent years Mr. Adams has frequently expressed a desire to retire—and once tried retirement for a year or so—but on reaching the retirement age of 65 last spring he agreed, at Mr. Griffiths's urging, to remain on a basis that would give him somewhat more than normal vacation time. Mrs. Pfeiffer said she hoped he would remain. "He is a wonderful man," she told BROADCASTING, "and very able. There's a lot of work to be done—in long-range planning for the broadcasting industry, for instance. I hope he will stay for a long, long time."

Mr. Goodman told BROADCASTING that he saw the changes as meaning "that I will do pretty much the same things I have been doing but under a different title—and with less strain."

Thomas J. Watson Jr., chairman of the executive committee of IBM and a member of IBM's founding family, said in a statement issued by NBC that she was "one of the ablest executives I've ever known . . . She was closely associated with me for over three years and consistently gave me broad, wise advice which helped me substantially in my job . . . She will bring luster, warmth and charm, along



Pfeiffer

with her great wisdom, to her new position."

Mrs. Pfeiffer was born in 1932 in Washington, graduated from the University of Maryland with a BA degree, majoring in speech and dramatic arts and minoring in math, and studied philosophy in graduate courses at Georgetown University and Catholic University in Washington before joining IBM as a trainee in 1955.

After resigning from IBM she became a consultant, and as such was retained by RCA last November. When Mr. Griffiths decided he wanted NBC led by Mr. Silverman, then with ABC, Mrs. Pfeiffer knew him better than anyone else at RCA and was assigned to make the first approach.

Mrs. Pfeiffer currently is a director of The Bache Group, Chesebrough-Ponds, International Paper and J.C. Penney, is a trustee of the Rockefeller Foundation and a governor of the American Red Cross. She was said to be the first woman invited to join the Carter cabinet, as secretary of commerce, but turned it down because of family commitments and a health problem that NBC says "has now been resolved." She underwent surgery for thyroid cancer in 1975.

Another Silverman surprise: advertisers and agencies invited to get back into the business of TV programing

Speaking at a Young & Rubicam dinner forum in New York last Thursday (Sept. 14), Mr. Silverman said, "I don't think the three networks are the repositories of all the good ideas about what makes good television . . . History tells us that when the advertisers and agencies were in the business of developing series, television wound up with a *Danny Thomas Show*, a *Dick Van Dyke Show*, an *Andy Griffith Show* and a *Bewitched*, among many others. We want that kind of creativity back in the medium. We want to encourage you to deal directly with talented producers and writers in developing concepts for network series."

As in an earlier speech to NBC affiliates, Mr. Silverman identified as his pri-

“Look: in the first book after KIFM went to TM’s Beautiful Rock we grabbed a 5.5 share of Adults 18-49. That’s now up to a 7.0 share.”

*—Ken Cowan
Executive Vice President and General Manager
KIFM—San Diego*

Naturally, Ken Cowan is jubilant because his ratings have zoomed. KIFM not only has a 7.0 share of Adults 18-49*; today it’s also the #1 station for Women 18-49*.

Read on to find out what KIFM listeners say about TM’s Beautiful Rock.

When Ken Cowan first contacted TM Programming, we went to work studying the San Diego market. We felt that the percentage of Adults 25-34 listening to *any* station in the market was below average.

Evidently, nobody in San Diego/FM was programming for this important demographic. So we recommended TM’s Beautiful Rock. This format is designed especially for the 25-34 demographic, with strong listening in the 18-24 and 35-49 groups.

Did it work? Ken Cowan’s ratings say “Yes!” So do his listeners.

“We’ve gotten hundreds of letters,” said Ken. “They say things like, ‘Where have you been all these years?’ and ‘Don’t change,’ and ‘Finally, a radio station we can listen to all day.’”

TM’s Beautiful Rock doesn’t intrude. So you get loyal, long-hour listeners in homes and offices. If this format is beginning to sound like beautiful music to you, you’re not alone.

“It’s tomorrow’s beautiful music,” predicted Ken Cowan. Then he thought for a moment. “Actually, it’s *today’s* beautiful music. The only difference is we’ve got Leo Sayer instead of Montovani.”



Do you remember the fantastic growth of beautiful music formats in the 50’s and 60’s? That growth is being repeated—but with a new kind of beautiful music.

TM calls it Beautiful Rock. KIFM happens to call it *mellow music*. You can call it whatever you like. It’s the beautiful music of the future, but you can put it to work for your station right now. Before you make any programming decision, you should call TM Programming and find out more about it.

Call collect right now. Ask for Ron Nickell, Vice President. The number is 214-634-8511.

*Metro Share basis, 6 a.m.-Mid, Mon-Sun, in Apr/May '78 ARB.

Beautiful
ROCK T.M.

TM TM Programming
1349 Regal Row
Dallas, Texas 75247

mary goal an influx of new ideas, talent and quality to network TV—particularly since advertisers as well as the public have expressed increasing concern over the lack of those values in programs coming from the network themselves. Mr. Silverman said that television commercials represent “some of the most creative work in America . . . Now we want to get you thinking about how to bring that same imagination and spirit of innovation to series programming.”

Mr. Silverman apparently wants the agencies to do more than just come up

with ideas that would subsequently be taken over and developed by the network. He mentioned specifically such prime access programs as Procter & Gamble's *Sha Na Na* and Bristol-Myers's *In Search Of . . .*, suggesting that sponsors and agencies do the packaging, if not the producing, themselves.

One agency executive, on first blush after hearing of Mr. Silverman's remarks, wondered if any but the largest advertisers would be able to support that kind of development. “It's a nice gesture,” he said, “but at today's prices, who can afford to

make a pilot? . . . That's some clients' whole budget.”

Mr. Silverman seemed to allude to that condition in his speech. “The risks are great,” he said, “but so are the rewards. Programs must meet our needs as well as yours, and every show submitted doesn't get on the air . . . [But] I can promise you an open door at NBC for consideration of any idea. We want to read your scripts; we want to screen your pilots. If it excites you, let us have a look at it . . . We hope you will want to get closer to the programing heart of a medium you helped build.”

In Brief

FCC last week went to **rulemaking stage in AM stereo**, and included in proceeding will be five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Resolution of issue is expected within six to eight months. Commission also issued **further inquiry in FM quad** proceeding, is seeking more technical data.

Two appeals court judges, speaking informally last Friday (Sept. 15), indicated **fairness doctrine has been diluted by court and FCC decisions**. Speaking at Federal Communications Bar Association-sponsored seminar at Homestead, Hot Springs, Va.—under ground-rules that prohibited identification—they agreed that **broadcaster has right to define kind of issue being discussed in program**. If it's about police graft, said one, broadcaster is not required to do program on honest police. Other agreed, qualifying statement only to extent of saying question might be raised as to manner in which broadcasters limited subject of discussion. Asked if there was anything left of fairness doctrine, second judge said “I hadn't thought so.” At that point, first judge said Wilkey decision in American Security Council Education Foundation case (below) raises new question about broadcaster's fairness doctrine responsibilities, but added, “Of course, that may come up on rehearing” before full nine-judge panel of court.

In 2-to-1 decision written by Judge Malcolm Wilkey, D.C. Appeals Court has **bounced ASCEF case back to FCC** for harder look. Decision is highly critical of commission's handling of foundation's complaint that CBS-TV coverage of “national security” issues was biased, with nearly 62% of its reporting going to those who favor “doing less about national security” and 3.45% to those who favor “doing more.” FCC's reasoning in rejecting filing was described as “**willful obtuseness**,” “**arbitrary**,” “**Kafkaesque**”. Also criticized was CBS, which, Judge Wilkey said, “attempted to drape the mantle of the First Amendment protection solely around those in the broadcast industry.” He went on to cite *Red Lion*: “It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount.” Judge Wilkey, did, however, say issue before court was “**not of constitutional law nor of the merits of ASCEF's fairness challenge, but a question simply of FCC procedure.**”

Representative **Lou Frey** (R-Fla.), cosponsor of Communications Act rewrite, **lost his bid** for Republican nomination for Florida governor by margin of 64% to 36% last week. Returning to Washington, he announced at Communications Subcommittee hearings Thursday that he will be active on rewrite until term expires in January. ■ **Bob Short**, owner of WWTC(AM) Minneapolis, was unofficial winner of Democratic nomination for **U.S. senator**. His narrow edge over Representative Donald Fraser had not been certified by week's end.

Ninety-minute Sunday morning news broadcast (10-11:30) will be launched in mid-January as part of restructure/reformat of *CBS Morning News*, CBS News announced last week. Weekday broadcasts will remain hour and program will be retitled *Morning*, with day of week preceding title. Moving to *CBS Morning News* as executive producer officially today (Sept. 18) is **Shad Northshield**, hired on at CBS as documentary producer earlier this year; current producer, **David Horowitz**, takes on same role with *CBS Evening News with Walter Cronkite*. Dropped Sun-

day mornings will be veteran religious shows *Lamp Unto My Feet*, *Look Up and Live* and *Camera Three*. CBS News said Sunday news will have regular report on religion and be pre-empted several times during year for religious specials.

Executive committee of National Association of Broadcasters, meeting in Washington Wednesday, authorized establishment of new **NAB engineering laboratory**, to be housed at NAB headquarters. Lab won't be involved in new-product research, but will be set up to **collect and evaluate technical data** for use in FCC proceedings and perhaps as membership service. Executive committee also authorized legal department to proceed with application to Internal Revenue Service to set up charitable trust for association's minority station ownership program. And it voted to invite Inter-American Association of Broadcasters to hold its 1979 annual meeting in Washington. Budget report to committee showed NAB convention this year netted \$493,900, compared to \$284,600 last year.

NBC-TV is bringing back its famous **three-note chimes** as aural identification mark. Network's “**bing-bong-bing**,” as it described them, will be used particularly for opening of specials and movies, starting later this month. Retired two-and-half years ago on network level—though used by local stations since 1976—chimes were heard for almost 50 years.

Billboard Broadcasting Corp., licensee of **WLAC-AM-FM Nashville**, has been fined \$10,000 by FCC for “**repeated failure to log commercial broadcast matter and to identify sponsors.**”

Washington attorney **Leonard H. Marks**, secretary-treasurer of World Press Freedom Committee, has urged **developed countries** to pool resources to **launch communication satellite for developing nations**. Speaking to International Institute of Communications at Dubrovnik, Yugoslavia, he proposed “**drastically reduced**” rates for press, radio and television between developing countries and from them to the rest of the world. Developing countries, he said, should have opportunity to present views to world without financial burden of rates few can bear.



Return of ex-FCC Commissioner Benjamin Hooks to Washington—to testify before rewrite hearings (see page 23)—precipitated week's biggest social event for communications establishment: reception at home of Commissioner Tyrone Brown. Mr. Hooks (l), here in conversation with Commissioner and Mrs. James Quello, now heads NAACP.



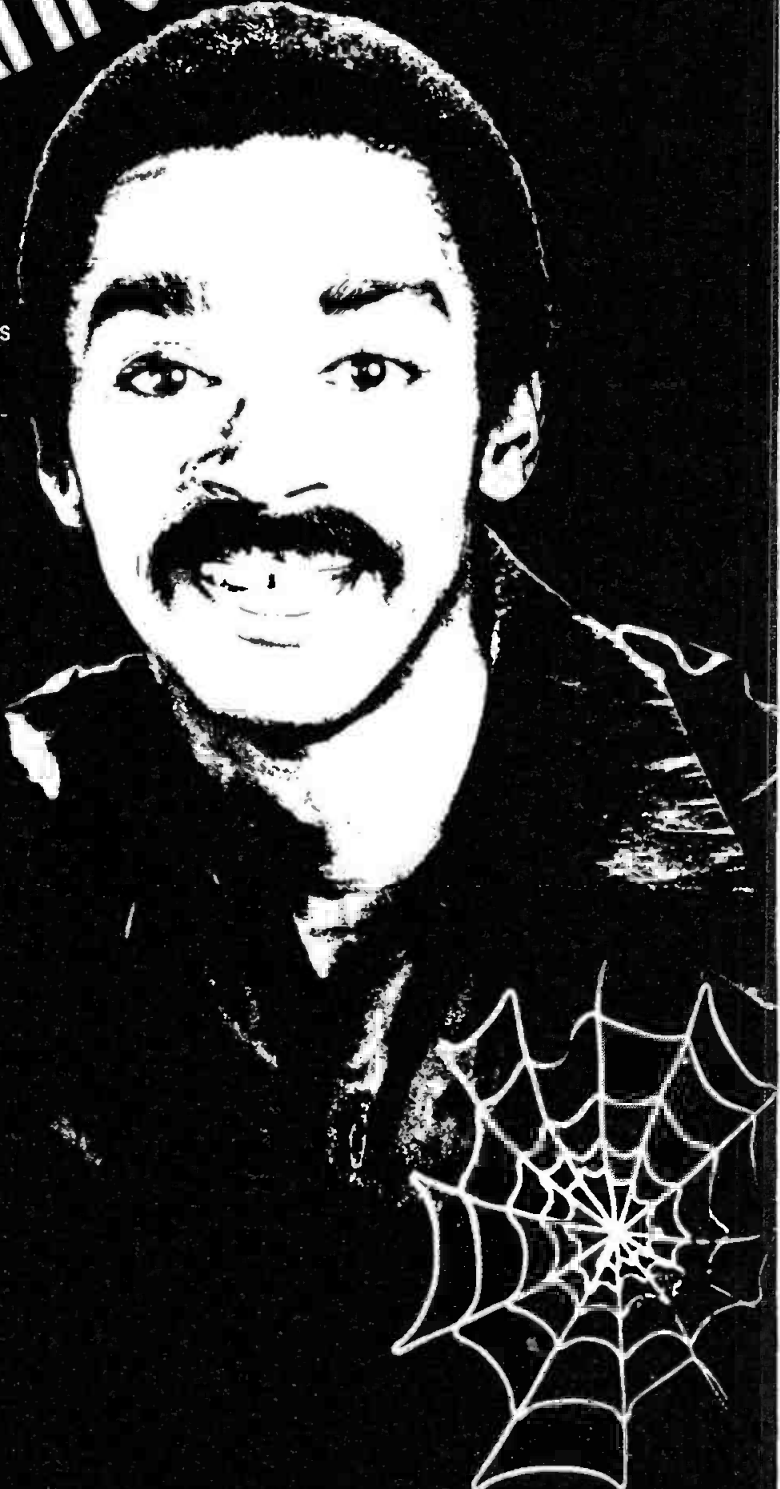
WHEN "SPIDER" COUNTS DOWN, YOUR RATINGS GO UP.

The host of a three hour nightly show on WLAC, Nashville, "Spider" Harrison has established himself as a dynamic, distinctive radio personality with a very special flair for capturing the tempo and style of today's Soul sound. Now, "Spider" can be part of your station line-up: as host of **BILLBOARD SOUL COUNTDOWN, U.S.A.**, a three hour weekly program from Music in the Air's Syndicated Programming division.

Each week, your listeners will follow "Spider" Harrison as he counts down the 40 top hits from *Billboard Magazine's* Hot Soul Singles chart. Interleaved between disks there's commentary and lively, revealing interviews with major Soul artists. Also, special reports from a pair of top journalists on the Soul scene: *Billboard's* "Soul Sauce" editor Jean Williams from Los Angeles and Radcliffe Joe from New York.

BILLBOARD SOUL COUNTDOWN, U.S.A., is a "natural" for any Soul station's schedule, or in fact for any station seeking a sure-fire stimulus for late night or weekend listening. With an already proven record of audience response it provides attractive opportunities for local sales, by associating advertisers with a recognizable personality and with the week's most popular Soul sounds. As "Spider" counts down from #40 to #1, you—and participating sponsors—can count on a rise in ratings and audience share.

Sign up for **SOUL COUNTDOWN** now and save 20% as a Charter Station subscriber. For special introductory rates and demo, write or phone today...Or hear "Spider" count down at Music in the Air's NRBA Convention suite in the Hyatt Regency Embarcadero Hotel, Sept. 17-20.



Ms. Barbara Stones
MUSIC IN THE AIR
Billboard Publications, Inc.
1515 Broadway, New York, N.Y. 10036
(212) 764-7310/Telex 620523

MUSIC IN THE AIR

Please send me a demo and introductory rate information for "Spider" Harrison's **BILLBOARD SOUL COUNTDOWN, U.S.A.** show.

Name _____
 Title _____
 Station/Company _____ Phone _____
 Address _____
 City _____ State _____ Zip _____

BILLBOARD SOUL COUNTDOWN, U.S.A.
with "Spider" Harrison

Special Report

The NRBA Convention



The National Radio Broadcasters Association, is, as it says, "for radio," and that's what upwards of 1,500 registrants will be talking about this week in San Francisco at the Hyatt Regency Embarcadero, site of NRBA's fifth annual convention. Specifically, there will be a lot of talk about radio and how it's being treated in the proposed rewrite of the Communications Act.

Head rewriteman Lionel Van Deerlin (D-Mass.), chairman of the House Communications Subcommittee, and the subcommittee ranking Republican, Lou Frey (Fla.), will speak at the opening-day luncheon, and later that day, subcommittee staff will meet in a special session with NRBA delegates. Otherwise, those in attendance will have their pick from among 24 workshops and 78 exhibitors of equipment and program services to occupy themselves.

The complete NRBA agenda follows.

Sunday, Sept. 17

Registration. 9 a.m.-6 p.m.

Board meeting. 10 a.m. Bayview A.

Exhibits open. 2-5 p.m.

Monday, Sept. 18

Welcome and kickoff. 9 a.m. Ballroom.

Four concurrent workshops. 9:15 a.m.

Special sales and management workshop:

New Ways To Get More Profit and Productivity from Your People. San Francisco A and B. Presented by John Gorby, Jim Hooker & Co.

Promotion: Effective Promotion in Smaller Markets. Embarcadero A and B. Moderator: Paul Lange, KDLR-AM-FM Devils Lake, N.D. Panelists: Reg Streeter, KQBO(AM) Yuba City, Calif.; Gordon Zlot, KZST(FM) Santa Rosa, Calif.; Tom Burns, WMCB-FM Michigan City, Ind.

Programming: How To Choose a Format, Part I (to 10:30 a.m.). Embarcadero C and D. Moderator: Bill Moyes, The Research Group. Panelists: C. T. Robinson and Michael Hesser, Sunbelt Communications. *How to Choose a Format, Part II* (begins 10:45 a.m.). Moderator: Ralph Guild, McGavren-Guild, joined by large, medium and small market representatives.

Engineering: Engineering Your Way to Number One—FM (to 10:15 a.m.). Bayview A and B. Moderator: Jim Howard, WJIB(FM) Boston. Panelists: Irv Joel, Schulke Radio Productions; John Higdon, consultant; John McCarthy, KFOG(FM) San Francisco; Bob Van Buhler, KDKB(AM) Phoenix, Ariz.; Randy Stover, consultant. *Engineering Your Way to Number One—AM* (begins 10:30 a.m.). Moderator: Robert Beamish, KABL(AM) San Francisco. Panelists: Robert Kammer, KHJ(AM) Los Angeles; Greg Ogonowski, KEZY(AM) Anaheim, Calif.; Bruce Earl, XEROK(AM) Ciudad Juarez, Mexico; Ed Edison, consulting engineer.

Exhibit area open. 11 a.m.-5 p.m.

Luncheon. 12:30 p.m. Ballrooms A and B. Speakers: Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee, and Lou Frey (R-Fla.), ranking minority member of subcommittee.

Four concurrent workshops. 1:45 p.m.

Management: Buying and Selling a Station—Financing and Bank Relationships. Embarcadero A and B. Moderator: Ted Hepburn, Ted Hepburn Co. Panelists: John Bayliss, Combined Communications; Thomas Schattenfield, Arent, Fox, Kintner, Plotkin & Kahn; Alan Griffith, The Bank of New York; Bill Exline, William A. Exline Inc; Keith Horton, The Keith W. Horton Co.; Bill Eagan, T. A. Associates.

Sales: Big Sales in Small Markets. San Francisco A. Moderator: Ray Livesay, WLBH(AM) Mattoon, Ill. Panelist: Jerrell Shepherd, KRCS(AM)-KWIX(FM) Moberly, Mo.; Larry Keene, WWOC(FM) Avalon, N.J.; John DeGroot, WWRM(FM) Gaylord, Mich.

Programming: Format Focus—Top 40. Embarcadero C and D. Moderator: Ted Smith, KSLO-FM St. Louis. Panelists: John Tobin, KSLY(AM) San Luis Obispo, Calif.; Ron Gilbert, WICC(AM) Bridgeport, Conn.; Les Garland, KFRC(AM) San Francisco.

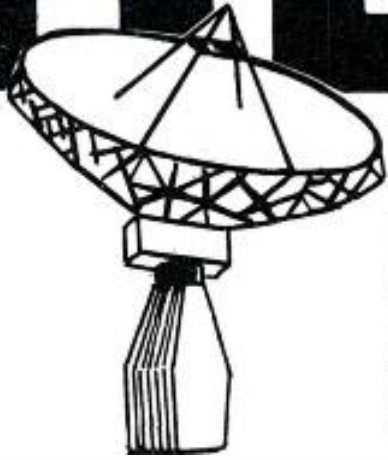
Engineering: Future in the Stars—Satellite Technology Today and Tomorrow. San Francisco B. Moderator: Gary Worth, Mutual Broadcasting System, with representatives from Western Union, California Microwave and other satellite-related firms.

Three concurrent sessions. 3:15 p.m.

Sales: How To Read the Ratings and Make Them Pay Off. San Francisco A. Moderator: Bob Duffy, Christal Co. Panelists: Bill Clark, KABL(AM) Oakland, Calif.; Fred Walker, Broad Street Communications; Avery Gibson, Audits & Surveys.

Programming: Format Focus—Country. Embarcadero C and D. Moderator: Don Nelson,

WEAR



Mutual Radio Network's Fidelity of the Future

LIVE 15 KHZ STEREO Via Satellite

MUTUAL'S
HOSPITALITY

SUITE 1440

HYATT REGENCY
EMBARCADERO

MUTUAL EVENTS AT THE NRBA CONVENTION

"Future in the Stars -- Satellite Technology Today and Tomorrow" -- Monday, Sept. 18, 1:45 PM. Mutual Executive Vice President Gary Worth moderates a panel discussion on satellites and radio. San Francisco Room B, Hyatt Regency Embarcadero.

"The Feeling Is Mutual" - Monday, Sept. 18, Hyatt Regency Embarcadero Ballroom, 5:15 PM. Mutual presents its exciting audio-visual sales presentation.

"Talk, News, Public Affairs and Sports" - Tuesday, Sept. 19, 9:30 AM. Mr. Worth moderates panel discussion on programming and the variety of programs available to stations. Embarcadero Rooms C and D, Hyatt Regency Embarcadero.

California Wine Tasting Party - Tuesday, Sept. 19, 5:30-7:30 PM, Mutual Hospitality Suite 1440, Hyatt Regency Embarcadero.

Mutual's Convention Exhibit - Ballroom Foyer, Lower Lobby, Hyatt Regency Embarcadero. Mutual's exciting exhibit will be open daily and includes a satellite receiving terminal and complete information on programs offered by Mutual.

Mutual Hospitality Suite 1440 - Open daily, Sept. 17-20, Hyatt Regency Embarcadero.

Mutual's Larry King - Broadcasting live from the Convention in Mutual's Mobile Broadcast Studio, Sept. 18 and 19, 9:05 PM - 2:30 AM.



FREE
Personalized Luggage Tags
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(Bring your business cards)



mutual broadcasting system

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1755 South Jefferson Davis Highway, Arlington, Virginia 22202
(703) 685-2050

WIRE(AM) Indianapolis. Panelists: Jim Stone, KCUB(AM) Tucson, Ariz.; Dan McKinnon, KSON-FM San Diego; Jim Duncan, *Radio & Records*.

Special management and engineering workshop: The Proposed Communications Act of 1978—Ask the People Who Wrote It. Embarcadero A and B. Panelists are staff members of the House Communications Subcommittee: Harry (Chip) Shooshan, Ron Coleman, Edwina Dowell, Chuck Jackson and Toby Harder.

Tuesday, Sept. 19

Membership meeting. 8:30 a.m. Bayview.

Five concurrent workshops. 9:30 a.m.

Five concurrent workshops. 9:30 a.m.

Special management workshop: Small Market Idea Exchange. San Francisco B. Moderator: Dutch Doelitzsch, WDDD(FM) Marion, Ill.

Sales: The Ratings—Where Do We Go From Here? (to 10:30 a.m.). San Francisco A. Moderator: Ellen Hulleberg, McGavren-Guild. Panelists: Avery Gibson, Audits & Surveys; Jack McCoy, RAM Research, Jim Seiler, Mediastat; Bill Engel, Arbitron; Harry Bolger, Burke Marketing Research. *How and How Much To Pay Your Sales People* (begins 11 a.m.). Moderator: Judy Currier, KLOK(AM) San Jose, Calif. Panelists: Jim Williams, The Welsh Co.; Harvey Wittenberg, WLOO(FM) Chicago, Bob

Fausner, KRBE(FM) Houston; Joel Day, KOA(AM) Denver.

Promotions: The Big Market Promotion Battle. Embarcadero A and B. Moderator: Lynn Christian, Century Broadcasting. Panelists: Dorothy Brunson, WBLN(FM) New York; William Bosse, KULF(AM) Houston; Bob Prangley, KLAK(AM)-KPPL(FM) Denver.

Programming: Talk, News, Public Affairs and Sports (to 10:30 a.m.). Embarcadero C and D. Moderator: Gary Worth, Mutual Broadcasting System. Panelists: Norm Woodruff, The Woodruff Organization; Lee Morris, WSOC(AM) Charlotte, N.C.; Richard K. Penn, WWWE(AM) Cleveland. Format Focus: Album-Oriented Rock (begins 10:45). Moderator: Lee Abrams, Burkhart-Abrams. Steve Marx, WAAF(FM) Worcester, Mass.; John Parikhal, Joint Communications; Jack Popejoy, KPOL-FM Los Angeles.

Engineering: AM Stereo—The Question or the Answer? Regency. Moderator: Harold Kassens, chairman of the National AM Stereophonic Radio Committee, joined by representatives of Belar Laboratories, Kahn Research, Harris, Magnavox and Motorola.

Exhibit area open. 11 a.m.-6p.m.

Luncheon. 12:30 p.m. Ballroom A and B. Speaker: FCC Commissioner James H. Quello. Presentation of Armstrong Awards.

FCC and You. 2 p.m. San Francisco A and B. Moderator: James Gabbert, NRBA president, with a panel of representatives of all major

divisions of the FCC and other key people on the Washington FCC/legal scene.

Here Comes the Truck: The FCC Monitors Are in Town. 4:30 p.m. Drumm Street entrance of hotel. FCC mobile monitors will explain what they look for, what they do and how you can stay out of trouble when they check your station.

NRBA state directors informal meeting. 4:30 p.m. Regency.

Wednesday, Sept. 20

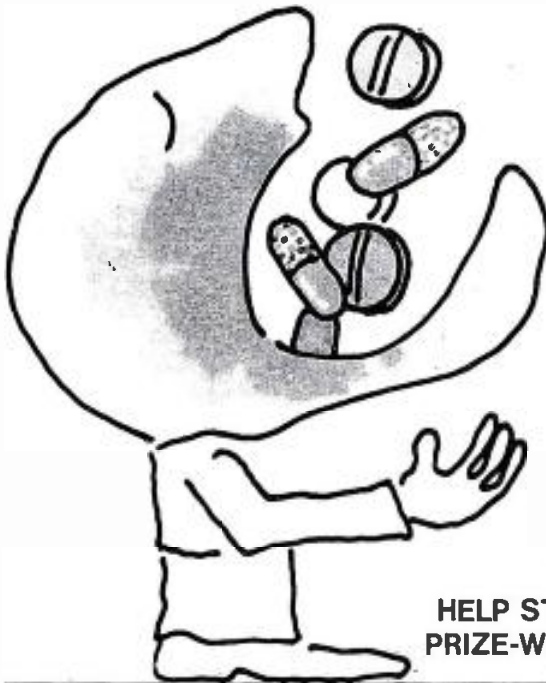
Daytime Broadcasters Association meeting. 8:30 a.m. San Francisco B.

Five concurrent workshops. 9:30 a.m.

Management: The Regulators. San Francisco B. Moderator: Thomas Schattenfeld, Arent, Fox, Kintner, Plotkin & Kahn. Panelists: Issie L. Jenkins, Equal Employment Opportunity Commission, and FCC representatives Wally Johnson, Martin Levy, Richard Shiben, Art Ginsburg, Dennis Williams, C. Phyll Horne, Lionel Monagas.

Sales: Selling the Retailers; Cashing in on Co-op. San Francisco A. Moderator: Jack Adamson, KBIG(AM)-KBRT(FM) Los Angeles. Panelists: Bill McGee, Broadcast Marketing Corp.; Bill Weaver, KLOK(AM) San Jose, Calif.; Bert Levine, Bert Levine Associates.

Promotion: Maximum Promotion in Medium



Has America become a Land of strong pills and weak people?

Most everyone agrees that the "hard stuff" is a health hazard, but most people also overlook the danger of "ordinary medications." Drug-caused diseases and reactions are becoming a health problem of critical proportions because of the overuse of medicines. Apparently, there is a trend towards what might be the "easy way," except many times pills are taken without consultation, oftentimes without knowing how medications will interact with each other. As a result, more than 100,000 people die each year from drug-induced illnesses, and many more suffer serious reactions.

There is only one way to remedy the situation — with sound public information. You can help by programming these public service spots as your availabilities permit. Order broadcast material without obligation.

HELP STOP DRUG MISUSE AND HEALTH ABUSE BY RUNNING THIS PRIZE-WINNING SERIES OF PUBLIC SERVICE RADIO AND TV SPOTS

FREE!
60 SECOND AND
30 SECOND SPOTS

TD: American Chiropractic Association 78-3
2200 Grand Avenue / Des Moines, Iowa 50312

Please send me your new series of produced public service spots titled "The Pill Popper" for:

- Television (1-60 sec. and 1-20 sec. Filmed Spots)
 Radio (3-60 sec. and 4-30 sec. Taped Spots)

I understand the spots will be sent without cost or obligation.
Public Service Director

Station

Street Address

City

State

Zip



No Escape

Just hours after two youths robbed a fast food restaurant and its patrons in Indian River, Michigan, the pair was apprehended by Sault Ste. Marie police.

The swift arrest was made possible by a motel owner who had heard an account of the robbery on WWTV/WWUP-TV's Midday Report. Shortly after the newscast, two men checked into his motel. He recognized them as the suspects described on the WWTV/WWUP-TV news. The police were alerted and the two youths were arrested and taken to the Cheboygan County Jail.

Accurately reporting the news as soon as it happens is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WWTV Cadillac	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WWAM Cadillac	KMEG-TV Sioux City
	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac			

A photograph of a middle-aged man with graying hair, wearing a light blue button-down shirt and a pink tie. He is seated at a table, looking towards the camera with a slight smile. In front of him is a plate of spaghetti with meat and red sauce. He is holding a cigar in his right hand. The background is dark and out of focus.

“Seein’ is believin’!”

**A year-by-year comparison
with “All in the Family” proves
there’s really no comparison
at all.**

	<i>1st year</i>	<i>2nd year</i>	<i>3rd year</i>	<i>4th year</i>	<i>5th year</i>	<i>6th year</i>	<i>7th year</i>
All in the Family 1971/2-1977/8	34/54	34/54	32/52	30/51	31/45	23/37	25/37
M.A.S.H. 1972/3-1977/8	17/27	26/42	28/42	22/35	26/38	23/33	
Happy Days 1974/5-1977/8	18/28	24/36	32/49	32/48			
Welcome Back Kotter 1975/6-1977/8	22/34	23/35	20/33				
Barney Miller 1975/6-1977/8	19/30	22/34	22/34				
Laverne & Shirley 1976/7-1977/8	31/45	33/49					

**With television’s first family,
length is strength!**

**Tandem Productions’
“All in the
Family”**

Source: NTI September-March.
All in the Family 1971/2-1977/8; M.A.S.H. 1972/3-1977/8;
Happy Days 1974/5-1977/8; Welcome Back Kotter 1975/6-1977/8;
Barney Miller 1975/6-1977/8; Laverne & Shirley 1976/7-1977/8.





**PRESENTS
PUBLIC
POLICY
FORUMS**



**DOLLAR ABROAD:
INFLATION AT HOME**

Why is the dollar losing value around the world? How does this affect the United States? What can be done to reduce inflation?

Panelists:

- William Fellner
AEI resident scholar
- Herbert Stein
AEI senior fellow
- Henry C. Wallich
member, board of governors,
Federal Reserve System
- Robert Solomon
senior fellow, Brookings
Institution
- John Charles Daly
moderator



**TAXPAYERS' REVOLT:
ARE CONSTITUTIONAL
LIMITS DESIRABLE?**

Should there be a constitutional amendment to limit taxes or spending burdens imposed by federal, state or local governments? Who is affected when spending is limited?

Panelists:

- Lec Alexander
Mayor, Syracuse, New York
- Robert Bork
professor of law, Yale
University
- Richard Headlee
chairman, Taxpayers United
for Tax Limitation
- M. Carl Holman
president, National Urban
Coalition
- John Charles Daly
moderator

These are just two of more than 50 one-hour panel programs on a wide range of public policy issues produced by the American Enterprise Institute and distributed without charge as a public service to commercial and public television stations, radio stations, and cable television.

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BNA Communications, Inc.
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Markets. Embarcadero A and B. Moderator: Dave Raven, WSAU(AM) Wausau, Wis. Panelists: Sis Kaplan, WAYS(AM)-WROO(FM) Charlotte, N.C.; Harold Greenberg, KTAC(AM)-KBRD(FM) Tacoma, Wash.; Lynn Higbee, WREN(AM) Topeka, Kan.

Programing: Format Focus—Beautiful Music. Embarcadero C and D. Moderator: Darrell Peters, WLOO(FM) Chicago. Panelists: Jim Schulke, Schulke Radio Productions; Marlin Taylor, Bonneville Broadcast Consultants; Jim Schlichting, Starborne Productions; Harvey Wittenberg, WLOO(FM) Chicago.

Special Engineering Tour. On-site inspection of five leading San Francisco-area radio station facilities and the Mount Sutro tower installation, one of the world's largest self-supporting towers.

Three concurrent workshops. 11 a.m.

Special management and engineering workshop: Interdepartmental Relations and Communications and the Budget Battle. San Francisco B. Moderator: Chester Coleman, KGAB(FM) Camarillo, Calif. Panelists: Ney Landry, FCC Western regional manager; Howard Imekus, KCBS(AM) San Francisco; Don Ethen, KSRO(AM) Santa Rosa, Calif.

Sales: Getting Those National Dollars. San Francisco A. Moderator: Sis Kaplan, WAYS(AM)-WROO(FM) Charlotte, N.C., with Sal Agovino, Katz Radio.

Programing: Format Focus—MOR. Embarcadero C and D. Moderator: Ron Garner, Pacific Northwest Broadcasting. Panelists: Mark Blinoff, KMPC(AM) Los Angeles; Jan Claire, KPAY-FM Chico, Calif.

Exhibit area open. 11 a.m.-3 p.m.

Break-away buffet. 12:15 p.m. Golden Gate Ballroom.

The NRBA bazaar

Following are exhibitors at the NRBA convention, including booth locator numbers, types of equipment or service displayed and personnel in attendance. Asterisk (*) indicates new product.

Accurate Sound 264-65-66
114 Fifth Avenue, Redwood City, Calif. 94063

Ampro Broadcasting 125
850 Pennsylvania Boulevard, Feasterville, Pa. 19047

Product: Cartridge machines, consoles, Time Machine, Monomax.
Personnel: Ed Mullin, Tom Creighton.

Andrew Corp. 119
10500 West 153d Street, Orland Park, Ill. 60462

Product: Coaxial cables, foam dielectric cable*, studio-to-transmitter link microwave antenna systems, earth station antennas. **Personnel:** Raymond Schmit, John Pryjma, William Sirvatka, Steve Pauli.

Auditronics 205
3750 Old Getwell Road, Memphis 38118

Product: Series 110 console. **Personnel:** Welton Jetton, Stovall Kendrick, Jerry Puckett.

Automated Broadcast Controls 223-24
1110 Taft Street, Rockville, Md. 20850

Product: Automation systems. **Personnel:** Terrence Trump, Tom Kitaguchi, Richard Choy, Ron Crider.

Automated Processes 108-109
790 Park Avenue, Huntington, N.Y. 11743

Product: AM-FM stereo console*, production/on-air console*, equalizer*, audio processing modules. **Personnel:** H. Charles Riker, Nick Balsamo, Saul Walkor.

Belar Electronics Laboratory 104
119 East Lancaster Avenue, Devon, Pa. 19333

Bloomington Broadcasting 163-64
236 Greenwood Avenue, Bloomington, Ill. 61701

Product: Computer system for sales, traffic, billing, general accounting, payroll and management information. **Personnel:** Tim Ives, Don Newberg, John Clark, Lynn Laurie, Dave Breed, Carol Munson, Larry Shoel, Don Munson, Jan Arnold, Carol Pollock.

Bonneville Data Systems 159-60-61-62
36 South State, Suite 2100, Salt Lake City 84111

Product: Automation package for traffic and accounting procedures. **Personnel:** Roy Richins, Dave Watnes, Dave Finley, Kate Merklung, Nancy Coffeen.

Bonneville Productions 156
30 Social Hall Avenue, Salt Lake City 84111

Broadcast Cartridge Service 216
Box 1790, North Hollywood, Calif. 91604

Product: Broadcast cartridges, reloading service, cartridge storage racks, alignment tools. **Personnel:** Bryant W. Ellis, Douglas B. Howland, Judy Weekes.

Broadcast Consultants Corp. 148
Box 590, Leesburg, Va. 22075

Broadcast Electronics Inc. 127
4100 North 24th Street, Quincy, Ill. 62301

Product: Control 16 microprocessor program automation system*, Spotmaster cartridge machines, audio consoles and studio accessories. **Personnel:** L.J. Cervon, C. I. Kring, J. A. Burtle, R. C. Davis, J. T. Malone, M. L. Sirkis, W. D. Jones.

Broadcast Programing International 101-02
Box 2027, Bellevue, Wash. 98009

Product: Ten programing format packages. **Personnel:** Jane Kindred, John Iles, Jon Holiday, Bob Concie, Betty Freeman, Claude Rorabaugh, Kemper Freeman Jr.

Cablewave Systems 221
60 Dodge Avenue, North Haven, Conn. 06473

Capitol Magnetic Products 232
1750 North Vine Street, Hollywood 90028

Product: Audiopak A-2, AA-3* stereo phased tape cartridges. **Personnel:** Larry Hockemeyer, Ed Grant, Ed Khoury, Harry Preston, Tom Neuman, Harvey Pond, Marilyn Monarski, Natalie Goss.

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tensive editing and shuttling—850 features work magic. Smooth, gentle, quiet, effortless. Users say, "The 850 reads my mind!"

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Console cabinets,
stacking kits, cartridge
machine optional.



CCA Electronics 227-28,

235-36

Box 550, Cherry Hill, N.J. 08034

Product: AM and FM transmitters including FM2500R 2,500 w FM unit*, consoles, circularly polarized FM antenna, automatic transmitter and exciter switching systems, solid state VSWR protector*, high speed limiter, FM stereo generator/audio processor. **Personnel:** Jason S. Fox, Billy R. Emery, Carroll Ogle, David Orienti, Ted Schober.

Cetec Broadcast Group 201-02, 211-12, 271-72

1110 Mark Avenue, Carpinteria, Calif. 93013

Product: Cetec SS1000A solid state AM transmitter, series 7000 automation system, Centurion modular console. ASC 305B studio-remote audio control system, JSCP and JHCP circularly polarized FM antenna. **Personnel:** Ed Watts, Art Kvaas, Andy McClure, Fred Barbaria, Jeff Brown, Earl Bullock, Jerry Clements, Tom Copeland, Dave Hill, Dick Maynard, George Pupala, Mike Shafer, Harry Simons, Doug Sterne, Dale Tucker, Rich Weichbrod, Hugh Wilcox.

Comrex Corp. 263

60 Union Avenue, Sudbury, Mass. 01776

Consolidated Electronic Industries 219-20

9721 Singleton Drive, Washington 20034

Product: Cuerac 500 tape cartridge automation system, Mark V reel to reel tape deck,

Cuemaster cartridge system, modular programming system with multiple cartridge playback, time announce, tone and generator detectors, logging equipment. **Personnel:** Jack Neff, Mabel Nelson, Chris Nicholson, Reuben Medding.

CSI Electronics 147

3800 South Congress Avenue, Boynton Beach, Fla. 33435

Delta Electronics 230

5534 Port Royal Road, Springfield, Va. 22151

Product: Operating impedance bridges, RF ammeter systems, amplitude modulation controllers, receiver/generator remote control systems, antenna monitors, toroidal current transformers, meter jacks. **Personnel:** Joseph S. Novak, William R. Fox.

Dielectric Communications 206

Tower Hill Road, Raymond, Me. 04071

Product: RF loads, wattmeters, RF coaxial switchers, dehydrators. **Personnel:** Stan Thomas, Howard Acker, Dick Eskeland.

Dolby Laboratories 122-23

731 Sansome Street, San Francisco 94111

Product: 334 FM encoder, series A-type noise reduction system, FM pilot tone system*. **Personnel:** Ray Dolby, Ian Hardcastle, Kevin Dauphinee, Ken Fay, Bob Peterson, Joe Hull.

Edco Products 215

680 Bizzell Drive, Lexington, Ky. 40504

Product: Tape cartridge and cassette equipment, stereo phase enhancer. **Personnel:** R. Eigenmann, J. Hisle, R. DeBry, J. Tharpe, N. Mather.

Fidelipac 117-18

109 Gaither Drive, Mount Laurel, N.J. 08054

Flash Technology 259

55 Lake Street, Nashua, N.H. 03060

The "From Studio B" Co. 158

506 North Larchmont Boulevard, Los Angeles 90004

Greater Media 103

197 Highway 18, East Brunswick, N.J. 08816

Product: Automated program formats. **Personnel:** Philip H. Roberts, Julian Breen, Dennis Ciapura, Ted Dorf, Bob Chandler, Dave Klahr, Peter Booker, Tom Milewski, Allen Gantman, Chuck Borchard, Larry Wexler.

Hammond Industries 270

155 Michael Drive, Syosset, N.Y. 11791

Product: Beyer microphones, headphones, stands and accessories, Klark-Teknik equalizers and delay units. **Personnel:** Derek Allen, Jack Kelly, Jim Guthrie.

Harris Corp. 248-49, 254-55

Box 290, Quincy, Ill. 62301

Product: AM stereo system, audio processor, program automation system, MSP-90 audio processor with plug-in modules*. **Personnel:** Eugene O. Edwards, Kenneth R. Schwenk, Jerry L. Preston, Walt B. Rice, Dave Evans, Richard Stevens, Gary Lake, Galen Hassinger, Mark

Hutchins, Joseph DeAngelo, Rolland O. Looper, Edward S. Gagnon.

IGM/NTI 141-42

4041 Home Road, Bellingham, Wash. 98225

Product: BASIC automation systems with black and white or color CRT's, MARC VII for production use*, RAMPART system. **Personnel:** Nick Solberg, JoAnn Burkhart, Darrell Wichers, Carl Peterson, Dwight Herbert.

International Tapetronics Corp. 237, 246

2425 South Main Street, Bloomington, Ill. 61701

Product: Reel to reel recorder/reproducers, cartridge recorders and reproducers, eraser/splice locator, cartridge delay system, up/down digital counter*. **Personnel:** Andy Rector, John Abdour.

James B. Lansing Sound 233-34

8500 Balboa Boulevard, Northridge, Calif. 91329

Product: Studio monitors. **Personnel:** Robert Taylor, Ewald Consen, Peter Horsman.

Jefferson Data Systems 262

501 Archdale Drive, Charlotte, N.C. 28210

Jennings/McGlothlin 154

222 Columbus Avenue, San Francisco 94133

Johnson Electronics 116

Box 7, Casselberry, Fla. 32707

Product: SCA tuners, tuner modules*, tuner/amps*, amps, mixer line amps*, antenna director*, plug-in accessories for amps and mixers*. **Personnel:** Joseph M. Lutz, Robert D. Weber.

Kamen Sciences 253

Box 7463, Colorado Springs 80933

LPB Inc. 131-32

520 Lincoln Highway, Frazer, Pa. 19355

Product: Consoles, turntables, preamps, compressor/limiters, distribution amps, studio furniture, educational AM and FM broadcast equipment. **Personnel:** Richard H. Crompton, Harry N. Larkin, Richard W. Burden.

Marti Inc. 258

Box 661, Cleburne, Tex. 76031

Product: Automatic repeater stations for ENG, transmitter-studio links, AM stereo studio-transmitter links*, digital remote control with status, battery powered ENG transmitter, portable mobile transmitter. **Personnel:** M. E. McCianahan, George W. Marti, Steve Jones, Ken Horton.

McCurdy Radio Industries 252

1711 Carmen Drive, Elk Grove Village, Ill. 60007

Product: AM stereo consoles*, digital delay systems*, telephone low frequency extender*, **Personnel:** Ron Mitchell, Peter Buzzard, Cliff Rogers, Ralph Gould, Stan Maruno.

McMartin Industries 136-37-38

4500 South 76th Street, Omaha 68127

Microprobe Electronics 151

875 North Michigan Avenue, Suite 1532A,

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ARBITRON APRIL/MAY RANKINGS FOR SRP SUBSCRIBERS

Adults 18+, 6am–Mid, Mon–Sun,
Total Area Avg ¼ Hr and/or Metro Share

		Ranking AM or FM 1977 1978				Ranking AM or FM 1977 1978	
Albany	WHSB	10	5	Las Vegas	KORK-FM	1	2
Albuquerque	KOB-FM	2	2	Los Angeles	KJOI	3	3
Appleton	WROE	1	1	Louisville	WVEZ	4	3
Atlanta	WPCH	3	3	Lubbock	KTEZ	3	1
Baltimore	WLIF	2	3	Melbourne	WDBO-FM	1	1
Baton Rouge	WQXY	2	1	Memphis	WEZI	1	3
Beaumont	KQXY	8	2	Miami	WLYF	2	1
Binghamton	WQYT	1	1	Milwaukee	WEZW	3	3
Boston	WJIB	3	2	Montgomery	WREZ	4	5
Buffalo	WBNY	1	1	New Orleans	WBYU	2	2
Cedar Rapids	WMT-FM	3	4	Norfolk	WKEZ	4	4
Chattanooga	WYNQ	4	3	Oklahoma City	KKNG	3	2
Chicago	WLAK	6	5	Orlando	WDBO-FM	1	1
Cincinnati	WWEZ	2	5	Pensacola	WMEZ	2	1
Colorado Springs	KRDO-FM	1	1	Peoria	WSWT	3	1
Columbus	WBNS-FM	2	1	Philadelphia	WWSH	3	2
Dallas	KOAX	3	3	Pittsburgh	WSHH	2	2
Davenport	KRVR	1	3	Portland, ME	WGAN-FM	1	1
Daytona Beach	WDBO-FM	1	2	Raleigh	WYYD	3	3
Denver	KLIR	3	2	Sacramento	KEWT	1	1
Des Moines	KLYF	2	2	St. Louis	KEZK	6	2
Erie	WLVU	1	1	San Antonio	KQXT	3	2
Ft. Lauderdale	WLYF	1	1	San Francisco	KFOG	5	5
Fresno	KKNU	3	1	South Bend	WWJY	4	2
Grand Rapids	WOOD-FM	1	1	Syracuse	WEZG	5	4
Hartford	WKSS	3	2	Tampa	WJYW	10	4
Houston	KYND	1	1	Topeka	KSWT	1	3
Indianapolis	WXTZ	2	2	Tucson	KJYK	—	1
Jackson	WLIN	2	3	Tulsa	KBEZ	—	3
Jacksonville	WKTZ-FM	1	1	West Palm Beach	WEAT-FM	1	1
Kansas City	KCEZ	5	4	Wichita	KBRA	3	2

1978 Summary: 22 Markets Ranked NUMBER ONE, 17 SECOND, 13 THIRD, 5 FOURTH and 5 FIFTH among all AM or FM stations.

Chicago 60611

Product: Log 2 automation system with MEI 100B programmer with remote control*. Personnel: Dave Collins.

Micro-Trak 157
620 Race Street, Holyoke, Mass. 01040

The Money Machine/Audio Sellers 152
808 19th Avenue South, Nashville 37202

Product: Production and programing packages including *Country Punch* and *Sunday At the Memories*. Personnel: Jerry K. Williams, Tom Moore, Pat Patrick.

Moseley Associates 120-21
111 Castilian Drive, Goleta, Calif. 93017

Product: Studio-transmitter links, audio limiter, microprocessor remote control system*, stereo generator, remote pickup links, telemetry return link, telecontrol systems. Personnel: John A. Moseley, John E. Leonard Jr., K. F. Zimmerman, Mark G. Fehlig, James L. Tonne, Earl Hatt, Al Crocker.

Mutual Broadcasting System Street level lobby
1755 South Jefferson Davis Highway, Arlington, Va. 22202

Product: Satellite distribution of news, two 30-second mini-features, Notre Dame, NCAA and NFL football, Dallas Cowboys football, South-

west Athletic Conference football, Notre Dame and NCAA basketball, NBA basketball, NASL soccer, major golf tournaments, Larry King show. Personnel: Gary J. Worth, Bill Gilreath, Ted Foster, Bill Arnold, Rich Wartell, Larry King, Jeff Thal, Paul Corum.

Nagy Research Products 153
Box 289, McLean, Va. 22101

Product: Shear type magnetic tape splicers. Personnel: John Nagy, Kathryn Nagy.

O'Connor Creative Services 149
Box 8888, Universal City, Calif. 91608

Product: Programs—commentary, features, comedy, music and holiday specials. Personnel: Harry O'Connor, Steve Adler.

Orange County Electronics International 146
680 Beach Street, San Francisco 94109

Product: Signal processing and monitoring equipment. Personnel: Michael Gillespie, Sid Goldstein, Jim Austin, Bernie Krause.

Orban Associates 114-15
645 Bryant Street, San Francisco 94107

Otari 260-61
981 Industrial Road, San Carlos, Calif. 94070

Product: MX-5050-B two channel recorder*, MX-5050-FL full track recorder, automated radio station reproducer, two and four channel recorders, 8:1 in-cassette duplicator, 16:1 cassette or open reel duplicator, quality control reproducer. Personnel: Jack Somà, Lew Barrett, Steve Krampf, Greg Wintrup, Frank Shimizu, Tom Yoshizawa, Dave McClurg, M. Takekawa, P. Itoh, Lee Norman, Ruth Pruett, Su Wu.

Pacific Recorders & Engineering 239-40, 243-44-45
11100 Roselle Street, San Diego 92121

Phelps Dodge Communications 222
Route 79, Marlboro, N.J. 07746

Product: FM antennas including Super Power antenna* and associated components. Personnel: E. F. Boehm, H. M. Edwards, S. Esocoff.

Philadelphia Resins Corp. 229
20 Commerce Drive, Montgomeryville, Pa. 18936

Product: Phillystran tower guys. Personnel: David H. Kollock, George T. Kollock, Kenneth Knight.

QEI Corp. 217
Route 73, Kresson, N.J. 08053

Product: AM automatic transmission system with multiple control points*, AM, FM and stereo monitors, FM FM exciter, stereo generator, SCA generator, AM and FM RF amplifiers. Personnel: Charles H. Haubrich, William J. Hoelzel.

QRK Electronic Products 241
1568 North Sierra Vista Avenue, Fresno, Calif. 93703

Product: Omega console with digital switching, digital clock*, turntables, Alpha speed con-

trol for turntables*, tone arms, 16-inch turntable with electronic speed control*. Personnel: Robert Sidwell, Robert Martin, Jim Muller, Mirick Jiricka.

Ramko Research 250-51
11355-A Folsom Boulevard, Rancho Cordova, Calif. 95670

Product: Mono and stereo consoles, distributions amps, mic-line amps, turntable preamps*, line amps, router/amps*, five-mixer portable console*, mic mixer/limiters, monitor amps, announcer control center*, LED VU meters in table top and rack mount with stereo phase meter*, automatic and cassette recorders. Personnel: Ray Kohfeld, Linda Kohfeld, Jack Ducart.

RCA Broadcast Systems 257
Front and Cooper Streets, Camden, N.J. 08102

Product: BTE-115 solid state exciter for FM transmitters, digital overshoot compensating FM stereo processor*, BFC, BFG and BFJ antennas, BFM circularly polarized FM antenna*, 3 kw and 20 kw transmitters, audio console. Personnel: F. W. Huffman, D. B. Freeman, D. J. Massa, G. G. Strubel, W. W. Warren.

Rockwell/Collins Broadcast Products 203-04
Box 10462, Dallas 75207

Product: Transmitters, FM exciter, consoles. Personnel: Al Senter, Jim Ariana, Jeff Bixby, Tom Cauthers, Dave Chenoweth, Morris Courtwright, John Shideler.

Schaffer Broadcast Group 155
10 East 49th Street, New York 10017

Scully Recording Instruments 112-113
475 Ellis Street, Mt. View, Calif. 94043

Sintronic Corp. 269
212 Welsh Pool Road, Lionville, Pa. 19353

Sono-Mag Corp. 133-34-35
1005 West Washington Street, Bloomington, Ill. 61701

Sound Genesis 207-08
2001 Bryant Street, San Francisco 94110

Stanton Magnetics 247, 256, 267
175 Terminal Drive, Plainview, N.Y. 11803

Starship Newsprint Dispatch Service 218
210 California Street, Suite 306, San Francisco 94111

Station Business Systems 267-88
8616 La Tijera Boulevard, Los Angeles 90045

Product: In-house and on-line computerized business and traffic systems. Personnel: Joseph Coons, Larry Pfister, Bruce Massie, Don Gordon, Sandy Oakman, Dick Lamoreaux, Klover Iverson, Lee Facto, Susan Dingethal, Warren Middleton, Chris Young, Jim Lang, Delane Bell, Bob Brewer, Joe Chaplinski.

Telex Communications 129-30
9600 Aldrich Avenue, South, Minneapolis 55420

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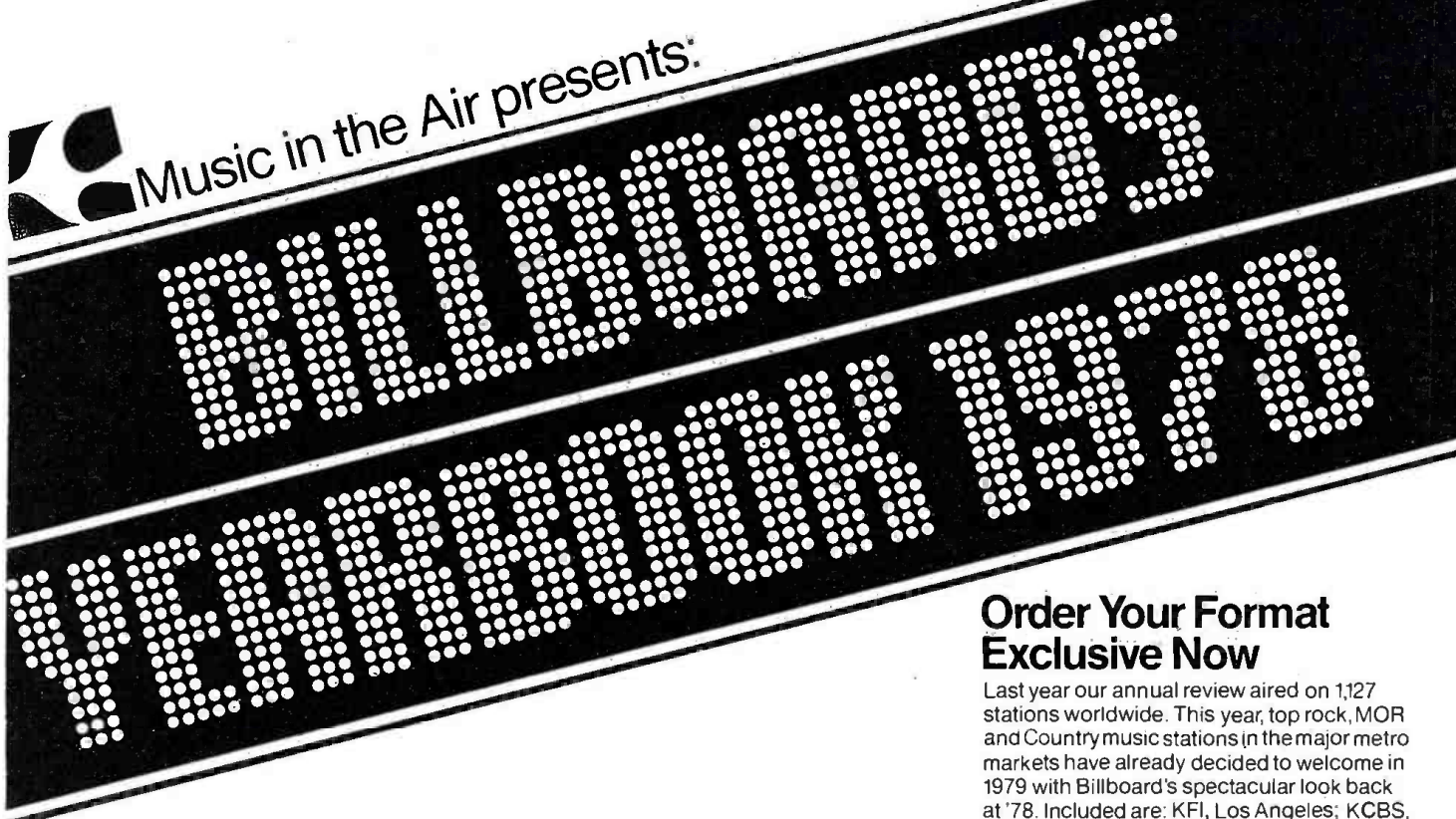


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Sintronic

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Last year our annual review aired on 1,127 stations worldwide. This year, top rock, MOR and Country music stations in the major metro markets have already decided to welcome in 1979 with Billboard's spectacular look back at '78. Included are: KFI, Los Angeles; KCBS, San Francisco; WFLA, Tampa; WFMS, Indianapolis; WLAC, Nashville; WKIX, Raleigh; WVOK, Birmingham; WMZQ, Washington; WBAL, Baltimore; WAXY, Ft. Lauderdale; WTMJ, Milwaukee; WDAF, Kansas City. Available on a barter/fee basis.

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AN OPEN LETTER

TO: U. S. TV STATIONS

PGW is dedicated to National Spot Television,
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Group sales -- "unwired networks" -- inevitably
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Build a strong, individual station, and you build
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Make it work. Sell it this way!

If you agree, and your rep doesn't, call us.

Regards,

Chuck

Meet an editor who gets the most out of our new 1" equipment.

Who is he?

Any editor seated in front of a Sony Broadcast BVE-500A Automatic Editing Control Unit.

It's true that our BVH-1000 1" Video Recorder has a handful of very remarkable editing capabilities. That's the big creative advantage of the 1" format. Video editing with a true "film" feeling.

But an editor may have his hands full putting those capabilities to work. Unless, of course, he works with an editing console built to fulfill the creative potential built into our BVH-1000.

And that's the Sony Broadcast BVE-500A.

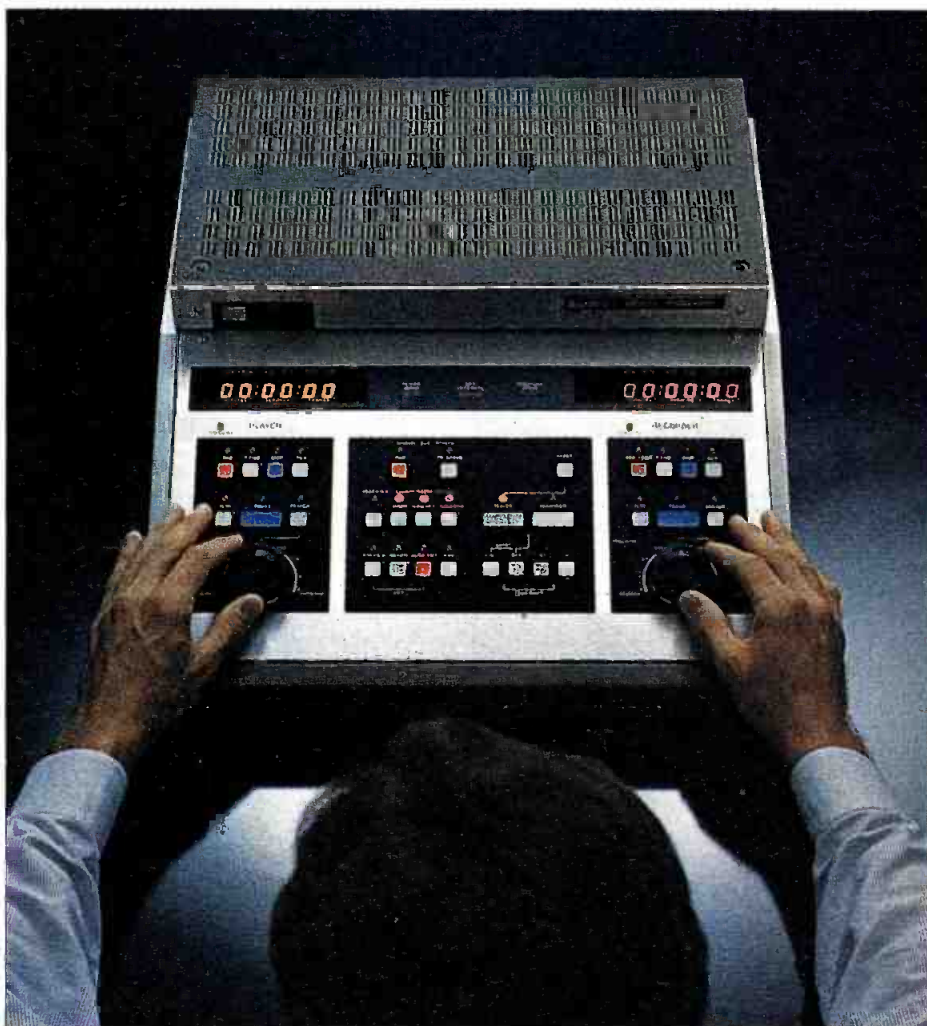
Now wait a minute, you say. Isn't the BVE-500A primarily intended for U-matic editing?

Not at all.

When we designed the BVE-500A, we gave it specific features to make both 1" and U-matic editing faster, easier, and far more accurate. Then we created a unique Editing Interface Adaptor. The IF-1000. Which opens our BVH-1000 to all our BVE-500A advantages.

So the BVE-500A allows automatic control track editing between two BVH-1000 1" recorders. Between two BVU-200A U-matic recorders. Even between a BVH-1000 and a BVU-200A, side by side. It's like having two editing systems for the price of one.

(And a very attractive price it is.)



The BVE-500A performs assemble edits. Edit inserts. Edit preview. And edit review, all automatically.

Each edit point can be shifted by adding or subtracting individual frames.

But here's the best part.

Like our BVH-1000, our BVE-500A has BIDIREX: two self-return search dials that take the place of ordinary pushbutton search controls. With BIDIREX, an editor can search quickly or slowly, in both forward and reverse, without taking his eyes off the monitors. That's the moviola-type editing video editors have been waiting for.

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lamps that flash until edit commands are made. Even in a busy newsroom, with many interruptions, an editor can still tell at a glance the status of his last instruction.

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Chapman Associates	1725-26
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Concept Productions	1240
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Drake-Chenault	1556
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KWIX Radio/BIC Computer	1617
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Media

ABC-TV reshuffles its executive deck

Shaw, Newl, Keever, Savage, Fountain figure in key shifts; owned stations also realign

A restructuring of the ABC-TV network "to meet future needs," with a new general manager for the network, a new head of sales and a beefed-up network-services and affiliate-relations operation ("Closed Circuit," Sept. 11), was announced last week by James E. Duffy, president of the network.

In a separate but related move, James T. Shaw, vice president in charge of network sales since 1970, was named vice president of ABC Television and assigned to "assist and work closely with" President Frederick S. Pierce.

Within the ABC-TV network, George Newl, vice president for daytime sales, was named to the newly created post of vice president and general manager.

H. Weller (Jake) Keever, vice president and national sales manager, was named to succeed Mr. Shaw as vice president in charge of sales.

Richard N. Savage, vice president for affiliate services, was named to head a new



Shaw



Newl



Keever



Savage



Fountain



Johnson

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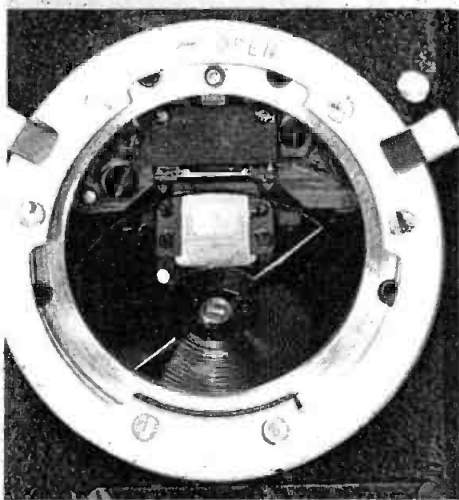
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Even the camera carrying handle has been re-designed. It is now larger and much more comfortable when toting the camera about.

Be sure to visit your local CP-16R dealer and check out all these new improvements as well as *overall outstanding CP-16R performance*. Remember, "new generation" CP-16R cameras are available for immediate delivery at **no increase in price.**

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CP-16R shown with wide angle Ultra T 9mm prime lens (T1.35). Other prime lenses in Cinema Products' Ultra T series include 12.6mm, 16mm and 25mm lenses, all rated at T1.25.

department, network services and affiliate planning.

Robert F. Fountain, vice president in charge of affiliate relations, was given "expanded responsibility for all current activities relating to the affiliate body."

In the ABC Owned Television Stations division, meanwhile, there was another change: David Johnson, vice president and general manager of ABC Spot Sales, was named to the new post of vice president, Owned Television Stations. He will work with Richard A. O'Leary, president of the division, "in the planning, organization and operations" of ABC's five owned TV stations and ABC Spot Sales.

Mr. Duffy, explaining the network changes, said that "the business of networking has become increasingly complex in recent years. Our business has expanded dramatically in all of the various parts of our program schedule. As we have grown substantially in the number and quality of our affiliated stations and in the sophistication and complexity of our sales activities, there has been the growing need for a reassessment of responsibilities to meet these needs.

"This organization utilizes the finest executive talent within our network to meet the challenges of today and the future."

He said that Mr. Newi, as vice president and general manager of the network, will be responsible for all sales, affiliate relations and business affairs activity. He called Mr. Newi, who has been with ABC since 1963, "one of our ablest executives for this assignment and future challenges."

In announcing the choice of Mr. Keever to head sales, Mr. Duffy said ABC "has long been recognized as the most successful sales force in network television," due in part "to the efforts of Jake Keever, who, during his 16 years with ABC, has become one of the most respected sales executives in television." Mr. Keever's rapport with advertisers and agencies, he said, "has been of inestimable value to ABC."

The creation of the new network services and affiliate planning department, Mr. Duffy said, "was in response to the need for more extensive long-range plan-



The switch in San Francisco. The two-year-old three-way trade of FM stations in San Francisco was completed in New York last week. CBS Inc. sold KCBS-FM to Golden Gate Radio, owned by Lloyd Edwards and his wife, Barbara, who thus became the first black station owners in northern California, for \$850,000. CBS then acquired KEAR(FM) from Family Stations Inc. for \$2 million, and Family Stations acquired KMPX(FM) from National Science Network for \$1 million (BROADCASTING, Sept. 6, 1976, et seq.).

The deal was hung up, almost from the start, by local protests against the Edwardses' plan to change the big band format of KMPX(FM), until the Edwardses agreed to keep the format at least temporarily.

The other buyers took their old formats—and call letters—with them: KCBS-FM continues its "mellow sound" on KEAR's old 97.3 mhz with 82 kw and antenna 1,100 feet above average terrain, and Family Stations continues KEAR(FM)'s religious programming as well as the KEAR call on KMPX(FM)'s old 106.9 mhz with 80 kw and antenna 1,120 feet above average terrain. The Edwardses' Golden Gate took the KMPX call letters as well as its format to KCBS-FM's old 98.9 mhz with 35 kw and antenna 640 feet above average terrain.

In the photo above, taken at last week's closings, Sam Cook Digges, (c), president of CBS Radio, chats with Lloyd Edwards (l) and Mrs. Edwards, with J. Robert Cole (standing, l), vice president, CBS-Owned FM Stations, and Lawrence Effman, representing the National Science Network, standing by. Harold Camping, president of group owner Family Stations Inc., was represented by Washington attorney L. Adrian Roberts, who was absent when the picture was made. Blackburn & Co. was broker for CBS and co-broker with Hogan-Feldman Inc. for the National Science Network, which with this sale went out of the broadcast business.

ning and analysis on such matters as satellite distribution, the relationship between network and affiliate news programming, station compensation and the effects of various regulatory activity."

The choice of Mr. Savage to head the new department, he said, took into his account Mr. Savage's record as "a broad-

caster with extensive station experience" who will "oversee a close coordination between the network and its affiliates that will benefit both as well as our viewing audience."

Mr. Fountain's expanded responsibility as vice president in charge of affiliate relations calls for him to serve "as the pivotal contact with our growing affiliate body" and to "direct the network's total affiliate activity, including program clearances, communications, our annual and regional affiliate meetings and all daily operations."

Mr. Duffy also praised Mr. Fountain's "outstanding job in directing our affiliate relations activity for the past four-and-a-half years."

Reporting to Mr. Savage in the new lineup will be Joseph E. Giaquinto, who continues as vice president, affiliate planning, and Al Ittleson, who continues as vice president, news advisory service. The three are expected to work with the network affiliates' news advisory board to assist affiliates in local news programming.

Reporting to Mr. Fountain will be Richard Kozak, director of station relations; Mario Cucinotta, director of affli-

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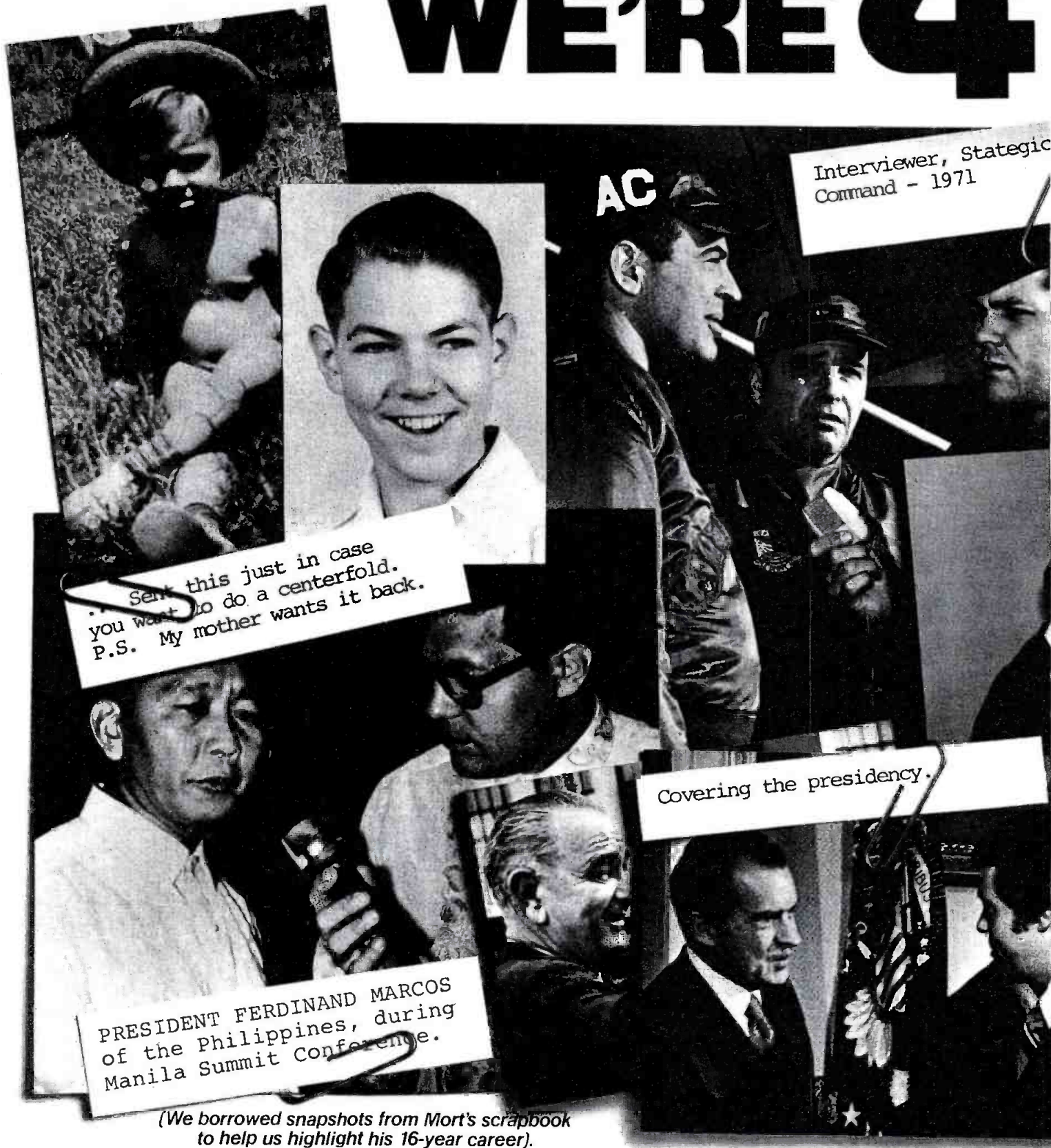
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(We borrowed snapshots from Mort's scrapbook to help us highlight his 16-year career).

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You probably know Mort Crim by reputation. ABC Radio network anchor in New York. Television anchor at WHAS-TV, Louisville,

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When New York blacked out in 1965, Mort won a Sigma Delta Chi Award for shedding light on the story. When the Yom Kippur War broke out, he came through

MORT CRIM



radio, 1957



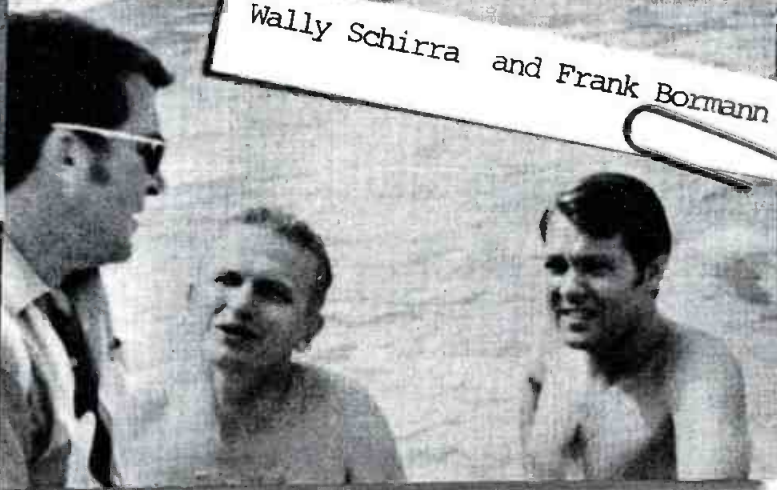
Co-anchoring manned space flights with Merrill Mueller ABC radio network. 1967-69



The Yom Kippur War



Wally Schirra and Frank Borman



daily from the Golan Heights. Mort has reported three presidential summits and space shots from Cape Canaveral and Houston.

Now Mort Crim is at WDIV in Detroit, joining Jim Snyder, Post-Newsweek Station's Vice President

for News and John Baker, our Executive Producer... the team that made news at WTOP-TV in Washington "The One and Only!"

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



We do things differently.



ate operations, and their managerial staffs.

Reporting to Mr. Newi as network general manager will be Messrs. Keever, Savage and Fountain and Bertrand M. Fainberg, director of business affairs for the network.

Reporting to President Duffy will be Mr. Newi and Richard L. Beesemyer, ABC-TV vice president; Symon B. Cowles, vice president, creative services, and Mary-Jane Raphael, vice president, communications and administration.

ABC Television President Pierce, announcing Mr. Shaw's move from head of network sales to vice president of the television division, said Mr. Shaw would work closely with him in "all areas" of the division.

"His broad experience in many aspects of television, plus his proven executive talents, make him unusually qualified to assume these added responsibilities at a time of rapid growth and development for all areas of ABC Television," Mr. Pierce asserted.

In announcing David Johnson's promotion in the ABC Owned Television Stations division, President O'Leary said it stems from "a problem I'm delighted to have"—the "growing complexities of managing the most successful group of television stations in the country." The vice presidents and general managers of the individual stations and the operating group executives will continue to report to Mr. O'Leary.

Changing Hands

The beginning and the end of station transfers:
from proposal by principals to approval by FCC

Proposed

■ **KWKI(FM) Kansas City, Mo.:** Sold by FM Broadcasting Inc. to Swaggart Broadcasting Co. for \$1.9 million. Seller is principally owned by Richard J. Miller, president who owns KADI(AM) Clayton Mo., and KADI-FM St. Louis. Buyer is owned by Jimmy Swaggart Evangelistic Association, group owner of WLUX(AM) Baton Rouge, La.; KJIL(FM) Bethany, Okla.; KWJS(FM) Arlington, Tex.; WHYM(AM) Pensacola, Fla., and WJYM(AM) Bowling Green, Ohio. Jimmy Lee Swaggart is president. KWKI is on 93.3 mhz with 100 kw and antenna 290 feet above average terrain. Broker: Blackburn & Co.

■ **WRUS(AM)-WAKQ(FM) Russellville, Ky.:** Sold by South Kentucky Broadcasting Co. to BMA Advertising and Marketing Inc. for \$950,000. Seller, transferring 100% of stock, is principally owned by R. E. Hook, who owns WRAG(AM)-WAQT(FM) Carrollton, Ala.; WSLG(AM) Gonzales, La., and WMAG(AM)-WQST(FM) Forest, Miss. Buyer is owned by Al Florence, who has extensive banking, real estate and financial interests in Kentucky. He has no other

broadcast interests. WRUS is 500 w daytimer on 620 khz. WAKQ is on 101.1 mhz with 100 kw and antenna 510 feet above average terrain.

■ **KUFO(FM) Galveston, Tex.:** Sold by Beacon Broadcasting Co. to KUFO Broadcasting Co. for \$400,000 plus \$146,000 for covenant not to compete. Seller is partnership of 20 individuals and corporations, none of whom have other broadcast interests. Buyer is owned by David Siegel (75%), Jerry Shiverdecker (12.5%) and Jeff Stacy (12.5%), who have same interests in WLIQ(AM) Mobile, Ala. Mr. Siegel has real estate interests in Florida. Mr. Shiverdecker is former employe of Panax Corp., publishing and broadcasting firm. Mr. Stacy is general manager at WLIQ. KUFO is on 106.5 mhz with 26 kw and antenna 195 feet above average terrain.

■ **WACR-AM-FM (construction permit) Columbus, Miss.:** Sold by James W. Eatherton to Broadcast Associates Inc. for \$325,000. Mr. Eatherton is sole owner and has no other broadcast interests. Buyer is owned by Robert S. Caldwell Jr. (51%) and Joseph E. Davis (49%). Mr. Caldwell owns furniture store and has banking interests in Columbus. Mr. Davis is general manager at WMBC(AM)-WJWF(FM) Columbus. WACR is 1 kw daytimer on 1050 khz. WACR-FM is assigned to 103.9 mhz with 3 kw and antenna 240 feet above average terrain.

■ **WPGR(AM) (construction permit) Port Gibson, Miss.:** Sold by South-West Mississippi Broadcasting Co. to Joseph Hollingsworth for \$200,000. Seller is owned by Robert Sanders and Rodger Ownby. Mr. Sanders is president of non-commercial wVLS(FM) and Mr. Ownby is general manager at WJXN(AM) both Jackson, Miss. Mr. Hollingsworth has had extensive broadcast experience, most recently as operations manager at WRBC(AM) Jackson. He has no other broadcast interests. WPGR is assigned as 250 w daytimer on 1170 khz.

■ **WCFR-AM-FM Springfield, Vt.:** Sold by New England Broadcasting Corp. to Connecticut Valley Broadcasting Inc. for \$200,000. Seller is subsidiary of Sconnix Group Broadcasting Inc. which owns WLNH-AM-FM Laconia, N.H.; WOCB-AM-FM West Yarmouth, Mass., and WDOS(AM)-WSRK(FM) Oneonta, N.Y. Sconnix is owned by Scott R. McQueen, president, and five others. Buyer is owned by Frank P. Zezza (75%), Terri Lamb (20%) and her husband, George Lamb (5%). Mr. Zezza is officer and 15.6% owner of seller. Mr. Lamb is attorney in Springfield and Mrs. Lamb has no other business interests. WCFR is 5 kw daytimer on 1480 khz. WCFR-FM is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.



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KCBS-FM from CBS, Inc. to Golden Gate Radio, Inc.

KEAR-FM from Family Stations, Inc. to CBS, Inc.

KMPX-FM from National Science Network to Family Stations, Inc.

Hogan-Feldman, Inc. assisted in the KMPX-FM transaction.

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■ **KINC(AM)** Independence, Calif.: Sold by Mt. Whitney Broadcasters to KNYO Inc. for \$65,000. Seller is owned by Israel Sinofsky and Sal Leroy. Mr. Sinofsky has application for new FM at Carpinteria, Calif. Buyer is owned by Lloyd W. Higuera, operations manager at KUTE(FM) Glendale, Calif., and Burt Weiner, chief engineer at KKTT(AM) Los Angeles and at KUTE. KINC is 500 w daytimer on 600 khz. Broker: Blackburn & Co.

Other station sales proposed last week included: WMFL(AM) Monticello, Fla. (see page 88).

Approved

■ **WRBL-TV** Columbus, Ga.: Sold by Columbus Broadcasting Co. to Avant Development Corp. for \$7 million. Seller is owned by estate of James W. Woodruff Jr. and recently sold WRBL-FM Columbus (BROADCASTING, Aug. 28). Buyer is owned by Malcolm I. Glazer, of Pittsford, N.Y., who owns WTWO-TV Terre Haute, Ind., and operates mobile home parks in Rochester, N.Y. WRBL-TV is CBS affiliate on channel 3 with 100 kw visual, 12 kw aural and antenna 1,510 feet above average terrain.

■ **KADX(FM)** Denver,: Sold by Columbine Broadcasting Co. to Belvoir Broadcasting Inc. for \$800,000 plus \$100,000 covenant not to compete. Seller is owned by Kenneth B. Lange, Walter C. Emery, Peter Smythe, Norman V. Konrad, Jordan M. Iserman and Edward A. Jersin. None has other broadcast interests. Buyer is owned by Welcome Radio Inc. which also owns WSLR(AM) Akron, Ohio; KTLK(AM) Denver and recently sold WOKO(AM) Albany, N.Y. Harrison M. Fuerst is principal owner and president. KADX is on 105.1 mhz with 100 kw and antenna 175 feet above average terrain.

Tell it all, or tell nothing

FCC search for workable policy in connection with ex parte contacts elicits contrasting opinions from new NTIA and AMST

The FCC, seeking a workable solution to the touching issue of ex parte contacts, has been urged to head in two different directions: The National Telecommunications and Information Administration, in its comments, wants more disclosure of informal contacts and the Association of Maximum Service Telecasters advocates none at all.

Also, two briefs were filed in support of the American Bar Association's Section of Administrative Law petition for rulemaking that proposes changes in the commission's review procedures of actions taken by delegated authority in non-adjudicative matters.

NTIA backed the commission's proposal to extend its "basic fairness" pro-

cedure to include all rulemaking proceedings, not just those involving individual channel allocations. It further urged the commission to adhere to principles of two court cases where the Supreme Court required the reviewing court to be supplied with the "full administrative record" of the agency decision-making process and where the court said the public must be given a formal opportunity to comment on information "material to" the basis of a proposed rule.

"The whole concept of the ex parte principle," NTIA said, "is to afford an opportunity for the other interested parties to be present—not to rely on later disclosure which cannot fully capture all the nuances of the meeting."

AMST said in reply comments that FCC proposed disclosure procedures go far beyond what is required either as a matter of law or sound administrative practice, and that "these strictures on non-record contact foreclose what has long been recognized as legitimate and valuable means of addressing broad policy concerns."

Rather than promoting "government in the sunshine," AMST said, the new procedures will "severely inhibit open discussion of government policy and will actually obscure issues by burying them under a mass of written pleadings." The commission should withdraw the interim policy and allow unrestricted oral non-

record communications during non-adjudicatory informal rulemakings, AMST said.

AMST interpreted differently the various cases cited by NTIA. In one, *Sangamon Valley Television Corp. v. United States*, AMST said the issue is not whether it is limited to proceedings involving channel allocations or rulemakings of a "very special sort because of their 'adjudicatory' overtones," but if the court in a related case was right in concluding that non-record discussions are unlawful in all informal proceedings on basic policy.

NTIA's position gives Sangamon meaning never contemplated by the court, ignores the facts and "flies in the face of consistent interpretation to the contrary," AMST said.

In the other ex parte proceedings, the ABA section (not necessarily representing views of the ABA as a whole) was joined by AT&T and the Federal Communications Bar Association in requesting a rulemaking proceeding to amend review procedures. Specifically they recommend the commission provide the party filing an application for review the opportunity to reply to whatever the staff submits to the commission as its recommendation. In most cases, the statements said, the staff person who made the original decision or who wrote the original order is the same who handles the review.

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Advertisers are eager to reach the upscale audience attracted to the Business Report. And you'll be able to sell those prospective clients with morning and afternoon drive-

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Hill keeps sending strong messages to FTC over kids' ad-ban proceeding

Conference committee decides to insert in its report language blocking any such trade rule

A House-Senate conference committee, in a report on an appropriations bill last week, warned the Federal Trade Commission that there are potential constitutional problems in the commission's proposed restrictions on children's television advertising.

The action is a softening of the approach originally voted by the House Appropriations Committee, which amended the bill itself to prohibit the commission from promulgating a trade rule—such as the children's advertising proposal—in 1979. The Senate's conferees, headed by Ernest Hollings (D-S.C.), who is chairman of the Appropriations Subcommittee with jurisdiction over the FTC, refused the amendment on the grounds that it is inappropriate to legislate such a prohibition in an appropriations bill.

The conference committee agreed instead to insert the prohibition in the conference report accompanying the bill, noting, however, that the FTC doesn't intend to finish the children's inquiry by the end of fiscal 1979. The committee also noted that a separate FTC bill out of another conference committee this year gives Congress a legislative veto over trade regulation rules. That, the committee said last week, assures that the children's advertising proposal, if adopted, would have to pass congressional muster before being enacted.

The action does not stop the FTC from continuing work on the children's proposal, only from adopting a rule in the next year.

The report language, which was jointly drafted by Senator Lowell Weicker (R-Conn.) and Representatives Mark Andrews (R-N.D.) and Neal Smith (D-Iowa), was immediately hailed by the National Association of Broadcasters as a "strong message" from Congress to the FTC. NAB President Vincent Wasilewski applauded an assertion in the report that money paid by the FTC to public participants "should be used in a fair and balanced manner to fully develop an accurate and factual record..." NAB and other trade groups with an interest in the children's advertising proceeding had objected on learning that \$150,000 has been distributed so far to groups they say only back up the FTC staff's recommendations in the children's proceeding (BROADCASTING, Sept. 11).

Mr. Wasilewski also expressed satisfac-

tion that the conference committee recognized NAB's and other industry groups' arguments that the proposed advertising restrictions raise constitutional questions about government's intrusion into broadcast decision-making.

The conference committee said in its report that it wants to "re-emphasize" to the FTC that the constitutional questions "are of overriding importance," and said that both the House and Senate will be reviewing the FTC's performance in the proceeding next year.

In the same bill the conference committee agreed on an appropriation for the FCC in fiscal 1979 of \$70,446,000. The bill allows for \$35,000 to be spent on commemorative stamp albums for the delegates to the World Administrative Radio Conference in 1979 to trade with foreign delegates, and \$750,000 to go for work on improving UHF television. The bill also provides \$11.5 million for the National Telecommunications and Information Administration for 1979.

Stock brokers buying much more heavily in TV

TVB compilation shows 42% increase in first half of '78 with network getting lion's share

Television advertising expenditures by brokerage firms jumped 42.4% during the first six months of this year as compared with the January-June period of 1977. Not only did the over-all estimated figure rise from \$4,205,800 to \$5,987,400, but so did the number of houses participating, from 21 to 33.

So reports the Television Bureau of Advertising, using figures compiled by Broadcast Advertisers Reports.

While spot buys remained at a relatively constant level, rising only from \$1,918,000 to \$1,959,100, TVB showed considerable growth for network, moving up from \$2,287,700 to \$4,028,400.

Merrill Lynch, Pierce, Fenner & Smith increased its spot commitment from \$266,600 to \$592,300 and at the network level, remained well at the top of the advertising category, increasing from \$1,517,300 to \$2,833,500 (again the bulk of all network advertising dollars from brokerage houses).

And, although Paine, Webber, Jackson & Curtis dropped in spot buys from \$908,000 to \$757,900, it spent \$408,000 in network, which is \$408,000 more than the same time last year.

Bache Halsey Stuart Shields reversed its spending pattern, but added more dollars to the pool. In January-June 1977, it spent \$121,000 in spot and nothing in network; January-June 1978 saw \$978,100 in network and nothing in spot.

E.F. Hutton & Co. dropped off in both categories: Spot was down from \$68,400 to \$43,600 and network, from \$577,900 to \$400,300.

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KOB	Albuquerque		Fort Myers
WRNG	Atlanta	WAMB	Nashville
KLBJ	Austin	WELI	New Haven
WAPI	Birmingham	WWL	New Orleans
KYME	Boise	WOKT	Norfolk
WEEL	Boston	WKIS	Orlando
WJOY	Burlington	WPBR	Palm Beach
WCIB	Cape Cod	WCAU	Philadelphia
WTIP	Charleston, WV	KTAR	Phoenix
WSOC	Charlotte	WWSW	Pittsburgh
WDEF	Chattanooga	WADB	Point Pleasant
WLQA	Cincinnati	KPAC	Port Arthur
WJW	Cleveland	WDSC	Portland, ME
WVCG	Coral Gables	KYXI	Portland, OR
KRLD	Dallas	WHPN	Poughkeepsie/
WDAN	Danville		Hyde Park
KDEN	Denver	WHWH	Princeton
WHO	Des Moines	WEAN	Providence
WWJ	Detroit	WKIX	Raleigh
KXGO	Eureka/Arcata	WRVA	Richmond
WFNC	Fayetteville	WROC	Rochester, NY
KFPW	Fort Smith	KFBK	Sacramento
KMJ	Fresno	WSGW	Saginaw
WMAX	Grand Rapids	KNOX	St. Louis
WBIG	Greensboro	KSXX	Salt Lake City
WNCT	Greenville, NC	WOAI	San Antonio
WFBC	Greenville/	XETRA	San Diego
	Spartanburg	KXRX	San Jose
WPOP	Hartford	KZST	Santa Rosa
KHVH	Honolulu	WQSA	Sarasota
KEYH	Houston	WTOC	Savannah
WHEZ	Huntington, WV	KIRO	Seattle
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	Palm Springs	WNUS	Springfield, MA
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“The kind of news networks don’t supply.”

Joe Gries, General Manager, WBRE, Wilkes Barre, Pennsylvania

“...like adding three reporters...”

Lee Roberts, Operations Manager, KGUY, Palm Desert, California

“...consistently high quality features...the kind of quality service we’ve been looking for.”

Mike Wheeler, Operations Director, WGST, Atlanta, Georgia

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Lee Roberts, Operations Manager
KGUY, Palm Desert, California

“The News Service offers material which is not available through other services . . . material that gives us total insight into the American lifestyle.”

Don Foley, News Director
Canada All News Radio, Ottawa

How can your stories relate to our local audience?

“Well, in Ohio we have flash flood alerts quite often. So the story you sent us on the subject worked just beautifully as an insert during our local coverage.”

Martin Petree, Vice President
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Joe Gries, General Manager
WBRE, Wilkes Barre, Pennsylvania

“The reports are good because they’re centered around subjects that really directly affect people’s lives.”

Mike Wheeler, Operations Director
WGST, Atlanta, Georgia

How easy is it to sell the News Service?

“We’ve had a great deal of success in selling the News Service to a variety of clients. All of them got response. The name of The Christian Science Monitor is extremely well known and well respected . . . Sponsors know that they’re buying a quality service, that they’re going to be attracting a large audience. We’re delighted.”

Mark Sciumeca, General Sales Manager
WNRS, Ann Arbor, Michigan

How can a predominantly music station use the Radio News Service?

“Our belief is that the listener does not want to be more than two minutes away from music. And with The Christian Science Monitor News Service, we’re looking at something of interest that will capture the listener’s imagination, all in about two minutes. When it’s over, he feels he’s learned something.”

Pryor Nubor, Operations Director
K-106, Orange, Texas

Will the service fit into our programming?

“We’re very dependent on The Christian Science Monitor News Service. We find the reports concise and complete. The service helps round out programming very effectively.”

Dave Gold, Program Director
WEXI, Jacksonville, Florida

“We were looking for something to flesh out a couple of newscasts. We have found that the Monitor News Service is quite concise, with no extraneous fat for us to worry about. We can trust it. The News Service fits quite well into our overall concept and image.”

Bob Conrad, Program Director
WCLV-FM, Cleveland, Ohio



What kind of audience reaction will I get?

"The audience reaction overall has been very good. I would say we receive an average of seven to ten calls per week."

Dave Gold, Program Director
WEXI, Jacksonville, Florida

"We rarely go a week without getting an inquiry on a News Service story. It's probably the best service that we have in our system at this point."

Don Foley, News Director
Canada All News Radio, Ottawa

"Out of all the syndicated services to come down the pike, I would say the Monitor's is by far the most professional, most interesting, and best received we've ever run."

Mark Sciumeca, General Sales Manager
WNRS, Ann Arbor, Michigan

What are the facts I should know?

The Radio News Service is part of The Christian Science Monitor—and carries all the credibility and prestige of that award-winning daily world newspaper. Weekly tapes of 20 news and feature stories researched by Monitor correspondents—and adapted for radio by broadcast writers—are sent to client stations throughout the U.S., Canada, and overseas. You'll hear news analysis, trends, interviews, consumer tips, and stories about education, urban problems, energy solutions, and other topics of strong listener interest.

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There are three professional announcers. Dave Dunbar, editor of the Radio News Service, is a former news director from California where he won the Golden Mike Award from the Southern California Broadcasters Association. Fay McKenzie is a long-time actress with extensive experience in films, on Broadway, and on radio. And Paul Cunningham is a veteran news writer and broadcaster from Massachusetts.

What's the cost?

Client radio stations have two options for payment: commercial time for the Monitor or a cash payment.

How can I find out more?

For more information, call Dave Dunbar, toll free at 800-225-7090. Outside the contiguous United States or within Massachusetts call collect 617-262-2300. Or return the coupon below.

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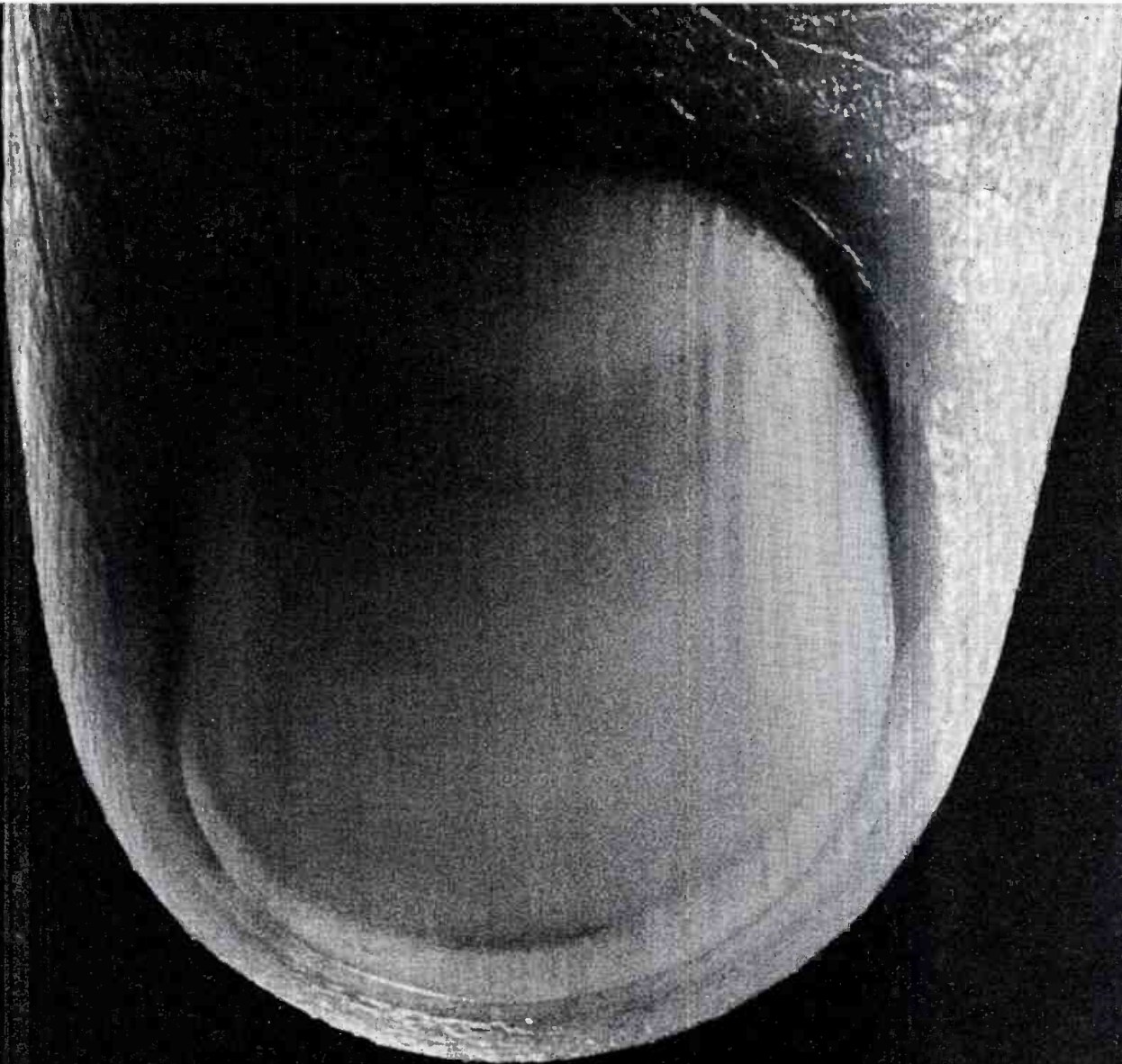
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PBS comes out swinging for its fall season

No longer holding back, it's putting best footage forward against commercial networks own heated 'bloodletting'; 'Masterpiece Theatre,' movies, current events among headliners

In its own way, the Public Broadcasting Service is mounting its biggest effort against the commercial TV networks this new television season.

It is joining the fall competition with a major campaign, making the most of its new satellite connections by offering more live programing and promoting all of it with up to \$1 million in advertising funds. PBS is also making a specific effort to reach out for a younger audience.

Fall strong points include a series of 9 p.m. movies beginning in October and including the body-building documentary "Pumping Iron," Lina Wertmuller's "Seven Beauties" and "Swept Away," the Oscar-winning "Harlan County, U.S.A.," "Distant Thunder," "Monty Python and the Holy Grail" and others. Alan Bates is starring in *Masterpiece Theatre's* "The Mayor of Casterbridge," already airing on public stations. Other *Masterpiece Theatre* offerings will be "The Duchess of Duke Street," 16 episodes about a turn-off-the-century scullery maid who became the confidant of royalty, and "Lillie," the story of another turn-of-the-century woman, entertainer Lillie Langtry.

Also, *Visions* will feature six 90-minute original television dramas including "Charles Smith and the Fritter Tree," a fictionalized account by Charles Johnson of the life of 135-year-old former slave, Charlie Smith. *Sneak Previews*, every other Thursday at 10 p.m., beginning Oct. 12, will offer Chicago's two top film critics previewing and reviewing both theater and television films.

Two other PBS fall offerings are "Marie Curie," a five-part dramatization of the life and work of the Nobel prize-winning dis-

coverer of radium, Wednesdays, 8 p.m., beginning Oct. 11., and "Scenes from a Marriage" with Liv Ullmann, six one-hour programs Saturdays at 11 p.m. beginning Oct. 14.

There are other examples of that type of programing, but much of the PBS emphasis this fall went into current affairs. Ron Devillier, director of program administration, said several key 8 p.m. spots are filled with "strong" current events programs, including *The Opium Trilogy*, a three-part series on consecutive days about harvesting, processing, transportation and distribution of heroin. Documentaries, in fact, may be the strongest point in the PBS schedule; among them—*California Reich*, focusing on the psyches and lifestyles of working-class members of the National Socialist White People's Party in three California communities (Sunday, Oct. 22, 8 p.m.); *The New Klan* which includes footage of the Ku Klux Klan's ritualistic initiation ceremony (Sunday, Nov. 19, 8 p.m.), and *Word is Out*, exploring homosexuality in America (Tuesday, Oct. 10, 9 p.m.).

Besides the 12 documentaries, there is a three-year project of six specials called *Global Papers*, the first of which is a three-installment series on world food policies and priorities (Sunday, Monday, Thursday, Nov. 12, 13 and 16); *FYI*, a monthly series of one-hour programs looking at how Americans deal with their federal government; *Congressional Outlook*, examining legislation pending before Congress in a weekly half-hour series (Fridays, 9 p.m., beginning Oct. 6); *Economically Speaking*, explaining the effects of economic decisions on individuals (Saturdays, 6:30 p.m. until Oct. 9, Mondays, 10:30 p.m. after).

Significantly, says Mr. Devillier, "PBS is not conceding the fall." He said the public network decided to "lay some of our very best stuff out there." In the past, PBS has held back as the commercial networks battled it out in what Mr. Devillier called the annual "bloodletting" competition.

In October, most of the PBS stations will be connected through its satellite operation, giving it a much less expensive live programing capability, Mr. Devillier said. He also noted that, because public television has less rigid scheduling than the commercial networks, it is more flexible in its ability to present live programing.

Already PBS has carried Martin Luther

King and John F. Kennedy assassination hearings and consecutive night performances from Wolf Trap in Washington live. During the fall it will offer live a series of concerts from the White House, symphony, dance and opera from Lincoln Center and the Metropolitan Opera, and, in the week prior to the November general elections, a series of live programs from various parts of the country on election issues and personalities.

The public network has problems getting the word out about its programs' Mr. Devillier said, because it has a "low profile" in many communities across the country. To overcome that, PBS has funding from the Corporation for Public Broadcasting to match funds from participating stations for advertising, almost all to be locally placed.

PBS is asking stations to spend two-thirds of their advertising money on 20 to 25 national shows and one-third on their local programing. Last year, there was no such campaign—although CPB did fund advertising for specific programs.

In this instance, PBS officials say they will wait until the major thrust of commercial network advertising for the new season is over before they begin spending any of their million dollars. They don't want to get crushed in the campaigns.

Mr. Devillier said PBS was positioning some shows to attract a younger audience. *Soundstage*, for example, an hour show featuring contemporary singers and musicians, was moved from a late-night spot to 8 p.m. Tuesdays. "We put it early enough where everybody can watch it," he said.

Meanwhile, besides *Soundstage*, many regular PBS shows are returning in the new season including Mark Russell's live comedy performances, William F. Buckley's *Firing Line*, *The MacNeil/Lehrer Report*, *Sesame Street*, *Once Upon a Classic* and Hugh Downs' *Over Easy*.

Program Briefs

Reeves buys Landsburg. Reeves Teletape Corp., New York, announced it had acquired Alan Landsburg Productions, Beverly Hills, Calif., for undisclosed sum under previously disclosed letter of intent (BROADCASTING, June 26). Landsburg, packager and producer of series and motion pictures for television and of theatrical films, will operate as autonomous unit of Reeves, which is supplier of TV production facilities.

Treated. NBC-TV will bring back series of children's TV specials, *Special Treat*, for 1978-79 season. Scheduled are four new productions and four repeats, to air 4-5 p.m., Tuesday, in all time zones.

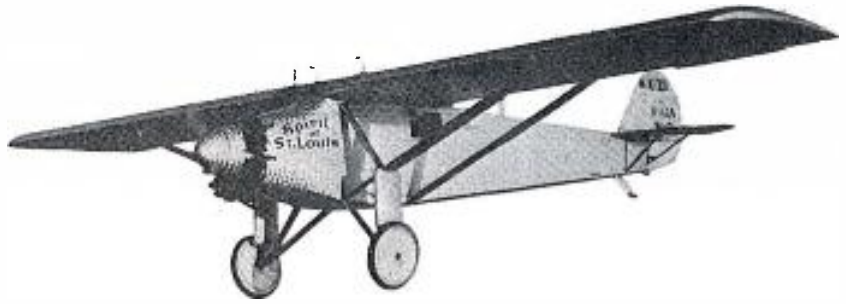
'Runaways' will return. Quinn Martin of Quinn Martin Productions says that production on 13 episodes of postponed NBC-TV series, *The Runaways*, will be completed, and that show will be aired on network later this season. Network's position was that show was too adult for origi-

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nally 8-9 p.m. NYT time slot, according to Mr. Martin, and plan now is to air later in evening. Mr. Martin said series would start in November, but NBC spokesman said later premiere was expected.

More jeopardy. NBC-TV has canceled soap opera *For Richer, For Poorer* and will add "contemporized" version of game show, *Jeopardy* with Art Fleming returning as host. *Jeopardy* will air at 10:30-11 a.m., NYT, moving *Hollywood Squares* to 1-1:30 p.m.

Five to NBC Radio. Latest affiliates of NBC Radio Network are WMCS(AM) Machias, Me.; WATN(AM) Watertown, N.Y.; WYTL(AM) Oshkosh, Wis.; KPAY(AM) Chico, Calif., and WBBG(AM) Cleveland.

'Roots' wins again; ABC walks away with week one

Leading network gets off to running start in first head-to-head challenges of fall: 'Sword of Justice' off to good start on NBC

ABC-TV's rerun of *Roots* maintained its momentum, and strikingly consistent audience levels, to take five of the top six slots on A.C. Nielsen's most-watched programs list for the week of Sept. 4-10.

The miniseries carried ABC to a massive win in the weekly ratings averages despite the fact that NBC-TV threw about 80% and CBS-TV about 50% original programming against it. But the other networks still managed to get some audience sampling for a few of their new series with special "previews" during the week.

ABC, which itself aired slightly less than 50% original programming, finished the week with a 22.4 rating and a 39 share average to NBC's 16.3/28 and CBS's 13.6/24.

The only program other than *Roots* in the top six was NBC's broadcast of the Miss America pageant on Saturday (10 p.m.-midnight NYT), which came in second with a 25.9/50. ABC rested *Roots* that night, then came back with a 42-share concluding episode on Sunday (8-11 p.m.).

The over-all average for *Roots*; five-night rerun was 25.4/42, and none of the episodes varied from that average by more than one rating point. Before the telecast, ABC's research had indicated that most viewers were interested in seeing the miniseries in its entirety, rather than in catching specific episodes they had missed. The consistency of the viewing levels suggests that is what happened.

ABC estimated that approximately 80 million viewers watched some part of the rerun—and therefore some of the network's fall promotions that surrounded it. The original reached an estimated 130 million viewers and averaged a 44.9/66.

NBC's *Sword of Justice* headed the list of new series previews, scoring an im-

pressive 37 share on Sunday (8-10 p.m.), the seventh most-watched show of the week.

Sword's 39-share lead-in from a Walt Disney Donald Duck feature helped—while Donald was in turn helped by CBS's pre-emption of *60 Minutes* for U.S. Open tennis coverage. ABC tried and failed to capitalize on the absence of *60 Minutes* by slipping a special edition of its own news magazine, *20/20*, into the breach. It scored a 24 share, about its average.

Similarly, NBC gave *Weekend* its prime time premiere that night, following *Sword of Justice* 10-11 p.m. It came in with a 20 share. CBS, meanwhile, premiered *Kaz* in the same time period with a 29 share.

The second highest-rated new series preview of the week was NBC's *Dick Clark and a Cast of 1,000* special on

Wednesday (9-11 p.m.), which pulled a 30 share. The network had less success with an all-new line-up the following night, when a Joe Namath *Waverly Wonders* "welcome" led off with a 27 share 8-9 p.m., followed by *Grandpa Goes to Washington's* 27 share at 9-10 p.m., and *Lifeline's* 23 share 10-11 p.m. Also scoring a 27 share was CBS's preview of *Paper Chase* 8-9 p.m. Saturday. But unlike NBC's previews, instead of *Roots*, *Paper Chase* faced a 28-share college football game on ABC.

ABC filled out the week's top 10 programs with three season premieres of returning programs: *Monday Night Football's* 40 share on Monday, *Laverne and Shirley's* 38 share on Tuesday and *Eight is Enough's* 41 share on Wednesday (BROADCASTING, Sept. 11).



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The Broadcasting Playlist™ Sep 18

Contemporary

Last week	This week	Title □ Artist	Label
2	1	Boogie Oogie Oogie □ A Taste of Honey	Capitol
1	2	Grease □ Frankie Valli	RSO
3	3	Three Times a Lady □ Commodores	Motown
7	4	Hot Blooded □ Foreigner	Atlantic
5	5	Hopelessly Devoted to You □ Olivia Newton-John	RSO
4	8	Miss You □ Rolling Stones	Rolling Stones
6	7	Love Will Find a Way □ Pablo Cruise	A&M
11	8	Summer Nights □ John Travolta/Olivia Newton-John	RSO
8	9	An Everlasting Love □ Andy Gibb	RSO
9	10	Shame □ Evelyn "Champagne" King	RCA
18	11	Hot Child in the City □ Nick Gilder	Chrysalis
12	12	Fool If You Think It's Over □ Chris Rea	United Artists
17	13	Don't Look Back □ Boston	Epic
23	14	Reminiscing □ Little River Band	Harvest
15	15	Kiss You All Over □ Exile	Warner Bros.
10	16	Last Dance □ Donna Summer	Casablanca
16	17	Got to Get You Into My Life □ Earth, Wind and Fire	Columbia
21	18	You and I □ Rick James	Gordy
24	19	Whenever I Call You "Friend" □ Kenny Loggins	Columbia
20	20	Get Off □ Foxy	TK
25	21	You Needed Me □ Anne Murray	Capitol
19	22	Copacabana □ Barry Manilow	Arista
22	23	Life's Been Good □ Joe Walsh	Asylum
26	24	Right Down the Line □ Gerry Rafferty	United Artists
14	25	Magnet and Steel □ Walter Egan	Columbia
32	28	Who Are You □ Who	MCA
30	27	Hollywood Nights □ Bob Seger	Capitol
35	28	Double Vision □ Foreigner	Atlantic
—	29	How Much I Feel □ Ambrosia	Warner Bros.
47	30	Beast of Burden □ Rolling Stones	Rolling Stones
27	31	Back in the U.S.A. □ Linda Ronstadt	Asylum
13	32	My Angel Baby □ Toby Beau	RCA
31	33	Close the Door □ Teddy Pendergrass	Phila. Intl.
36	34	Paradise by the Dashboard Light □ Meatloaf	Epic
38	35	You Never Done It Like That □ Captain and Tennille	A&M
39	36	Oh Darling □ Robin Gibb	RSO
43	37	Josie □ Steely Dan	ABC
42	38	Got to Have Loving □ Don Ray	Polydor
41	39	Love is in the Air □ John Paul Young	Scotti Bros.
40	40	Just What I Needed □ The Cars	Elektra
44	41	It's a Laugh □ Daryl Hall & John Oates	RCA
34	42	Took the Last Train □ David Gates	Elektra
—	43	MacArthur Park □ Donna Summer	Casablanca
33	44	She's Always a Woman □ Billy Joel	Columbia
50	45	Come Together □ Aerosmith	Columbia
45	46	You're the One That I Want □ Travolta/Newton-John	RSO
29	47	You □ Rita Coolidge	A&M
48	48	Talking in Your Sleep □ Crystal Gayle	United Artists
—	49	Macho Man □ Village People	Casablanca
—	50	Devoted to You □ Carly Simon & James Taylor	Elektra

Playback

Talented twosome. Carly Simon's latest duet with husband James Taylor, *Devoted to You* (Elektra), enters "Playlist" at 50 this week. "It's a lot like what they've come out with before; it has the same chords," says Rick Christy of WSER(AM) Elkton, Md. "But it should go somewhere—may hit close to top 10—because they're two name artists and they have a large following." **Bishop's back.** Stephen Bishop, who has to his credit such hits as *On and On* and *Save It for a Rainy Day*, has a new album, simply titled *Bish* (ABC). And music directors are adding the single, *Everybody Needs Love*. WSER's Mr. Christy says "He's back better than ever. An orchestrated rhythm section, the smooth flow of Bishop's vocals, not to mention some great lyrics, should combine to make *Everybody Needs Love* one of the heaviest played songs this fall." And Kerry Jackson of WGSV(AM) Guntersville, Ala., says the new single is "probably the most commercial on the album. It's up-tempo like *Save it for a Rainy Day*. "It will be a national hit!" **Hook's hook.** Dr. Hook's new single, *Sharing the Night Together* (Capitol) is on at both country and contemporary stations. WGSV's Mr. Jackson says "It's totally different from *On the Cover of the Rolling Stone*; it's not a novelty record. It's a very pretty ballad and very mellow. It has the best vocalizing and harmonies I've ever heard from that band." **Manilow magic.** What can you say about Barry Manilow's new single, *Ready to Take a Chance Again* (Arista), from the *Foul Play* movie soundtrack? As Ron Dennington of KONO(AM) San Antonio, Tex., puts it; "It's success story after success story"

Country

Last week	This week	Title □ Artist	Label
6	1	Who Am I to Say □ Statler Bros.	Mercury
7	2	Heartbreaker □ Dolly Parton	RCA
1	3	I've Always Been Crazy □ Waylon Jennings	Columbia
2	4	Hello Mexico □ Johnny Duncan	Columbia
4	5	Womanhood □ Tammy Wynette	Epic
8	6	If the World Ran Out of Love □ Brown & Cornelius	RCA
24	7	Tear Time □ Dave & Sugar	RCA
3	8	Blue Skies □ Willie Nelson	Columbia
9	9	Boogie Grass Band □ Conway Twitty	MCA
5	10	Love Me With All of Your Heart □ J. Rodriguez	Mercury
19	11	With Love □ Rex Allen	Warner Bros.
25	12	Penny Arcade □ Cristy Lane	LS
14	13	Let's Shake Hands □ Kenny O'Dell	Capricorn
17	14	It's Been a Great Afternoon □ Merle Haggard	MCA
16	15	Talking in Your Sleep □ Crystal Gayle	United Artists
13	16	If You've Got Ten Minutes □ Joe Stampley	Epic
15	17	Rake and Ramblin' Man □ Don Williams	ABC
21	18	Hopelessly Devoted to You □ Olivia Newton-John	RSO
11	19	Rose Colored Glasses □ John Conlee	ABC
10	20	Beautiful Woman □ Charlie Rich	Epic
22	21	You Don't Love Me Anymore □ Eddie Rabbitt	Elektra
—	22	Here Comes the Hurt Again □ Mickey Gilley	Epic
—	23	Easy From Now On □ Emmylou Harris	Warner Bros.
—	24	You Needed Me □ Anne Murray	Capitol
—	25	Caribbean □ Sonny James	Columbia

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A **■** indicates an upward movement of five or more chart positions between this week and last.



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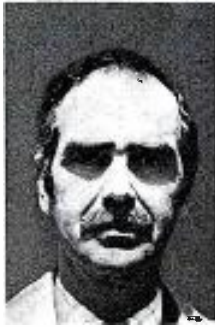
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Left to right, top row:

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Left to right, middle row:

In Hollywood, film and TV reporter Vernon Scott covers the problems and personalities behind big screens and small . . . Moscow bureau manager Joseph Galloway keeps track of dissidents and detente directing UPI's coverage of the Soviet Union . . .



Left to right, bottom row:

Susan Tebbe in San Francisco supervises the flow of broadcast services to subscribers in 10 western states . . . London audio bureau manager Edwin Smith captures the sounds of European news.

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Teleprompter, Viacom pool resources in pay cable; HBO the loser

Largest cable system operator buys 50% of Showtime, subsidiary of sixth-ranked MSO; moves costs Time Inc. unit 13% (250,000 homes)

Viacom International last week signed the necessary papers to make Teleprompter Corp., the nation's largest cable system operator, an equal partner in Showtime, currently a wholly owned pay-programming subsidiary. The joint venture takes effect Jan. 1.

For Teleprompter, the agreement marks its entrance into pay-TV programming ownership on a national basis. For Showtime, it means an immediate doubling of the 300,000 homes expected to be on subscriber rolls by year-end.

And for rival pay-cable programmer Home Box Office, the new Teleprompter business maneuver will result in the cancellation of all Teleprompter/HBO contracts—a subscriber loss of 250,000 homes.

At a press conference last week, top executives of both Viacom and Teleprompter were unwilling to disclose the amount of money that will pass hands (one estimate placed it in the \$4 million to \$5 million range). However, capital investment itself was said, not to be an issue. Teaming the business philosophies of Viacom and Teleprompter and beefing up subscriber revenues were given as prime considerations.

Showtime, which will start 1979 with 600,000 subscribers, is currently led by Jeffrey Reiss, president; it is said to be keeping present operating policies and all personnel.

New partner Teleprompter claims basic cable subscribers totalling 1,150,000 and 300,000 homes that take pay programming. Of the 300,000, 250,000 homes will switch from Home Box Office to Showtime with the new year.

Following the announcement, Gerald Levin, chairman of Time Inc.'s HBO, said "we certainly regret the loss of our Teleprompter subscribers," but added that Teleprompter's move is "not your standard loss of a customer."

Mr. Levin dismissed any suggestion that the Teleprompter/Viacom alliance was a severe blow, claiming that the 250,000 homes represent only 13% of HBO's overall subscriber base. Although HBO normally does not reveal its subscriber count Mr. Levin said he was offering the 13% figure to dispel any thought that a much larger chunk of HBO business was being taken away. If 250,000 represents 13%, HBO has about 1,923,000 subscribers na-

tionwide.

The HBO chairman also said he had been expecting Teleprompter to go into the pay business and that the new joint venture is "another signal that we have a vital industry."

Vitality was stressed at the press conference. "This will enable Showtime to become an even more potent, competitive and creative force in the pay television field," said Ralph M. Baruch, president and chief executive officer of Viacom International.

"Showtime, I am confident, will become the leading entity in pay television . . . Teleprompter's investment in Showtime will result in an even stronger entity," said Russell Karp, president and chief operating officer of Teleprompter.

Earlier, Showtime had said that it expected to move into its first profitable year in 1979 (the service was launched in July 1976, with satellite transmission beginning in March 1978).

Showtime last week was remaining quiet when it came to specifics about how the deal will affect original programming. However, already reported are deals with Columbia Pictures for specials; Quinn Martin for movies and Charles Braverman for documentaries.

NCTA wants FCC to tighten up on pole regulations

Cable association wants states to be more formal when they pre-empt federal jurisdiction

The National Cable Television Association has asked the FCC to reconsider portions of its new pole attachment regulations.

First, NCTA said, the state regulatory agency seeking to pre-empt federal jurisdiction of pole attachments should notify the FCC of its certification "by formal action . . . not an informal letter and not a communication from the staff of the agency."

NCTA wants state certification made subject to court appeal so cable systems can challenge state assertions of jurisdiction. Such a challenge, it said, could not be made against a "handwritten note on plain paper drafted and signed by a part-time clerk . . ."

Also, the association asked that matters pending before the FCC when a state claims jurisdiction not be forwarded to the state regulatory agency. Transferring all such cases to the state, NCTA said, ". . . would necessarily delay and protract a controversy which Congress directed should be expeditiously resolved."

As of last week, 13 states and Puerto Rico had certified that they regulate rates, terms and conditions for pole attachments, effectively pre-empting the FCC from accepting pole attachment complaints. They are Alaska, California, Connecticut, Illinois, Indiana, Louisiana, Massachusetts, New Jersey, New York, Ohio, Pennsylvania, Vermont and Wisconsin.

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RTNDA mobilizes record force to march on Atlanta

Top speakers and issues fill four-day agenda that will be climaxed with Paul White Award to Bill Monroe Friday night

When the heads are all counted at the end of this week, it's likely that total registration at the Radio Television News Directors convention in Atlanta will have topped the 1,000 mark, a new high for the organization. Those in attendance will find an agenda that deals less with the loftier issues of journalism than with the desktop problems of the working news director.

Incoming RTNDA President and convention planner Paul Davis of WCIA(TV) Champaign, Ill., did manage to snare several headlining speakers for the meeting: two network news presidents—Richard Salant of CBS and Les Crystal of NBC; reborn CBS newsmen Harry Reasoner, who will keynote, and the domestic anchor for ABC News's new evening-show format, Max Robinson.

But most of the workshops are workaday—"How Not To Write for Film and Tape," "Why Rock and Roll Program Directors Hate News and What You Can Do About It," "Personnel Practices—How To Be Safe, But Not Sorry," "Career Crises for the News Director."

And some are designed as continuing-education courses for news directors in election-night reporting, investigative news teams, "The Electronic Newsroom of the Future," "All-News 1978."

The larger issues have not been discarded, but will be discussed primarily in the business sessions. Wednesday morning's will feature discussion of international restrictions on freedom of the press and a report on the search-warrant issue in light of *Stanford Daily* by RTNDA's legal counsel, Larry Scharff. And they're also bound to come up in a free-formatted session Thursday that will have as host TV personality Phil Donahue, who hopes to generate the wide-ranging discussions at the convention that mark his syndicated television series.

Literally in the nuts-and-bolts line, RTNDA also has a record number of exhibitors of equipment, syndicated news services and organizations such as the Tobacco Institute, which are grabbing at the chance to collar so much gathered news power.

The convention is also the occasion for RTNDA to honor its own. National radio and TV awards will be presented—they were announced earlier (BROADCASTING, June 5)—and Bill Monroe, longtime NBC newsmen and moderator of *Meet the Press*, will receive RTNDA's highest honor, the Paul White Award, at the closing banquet Friday night.

Tuesday, Sept. 19

Board of directors meeting. 9:30 a.m.-4 p.m. Newton Room.

Board luncheon. 12 noon. Fayette Room.

Registration. 1-9 p.m. Prefunction North.

Reception. 6:30-8 p.m. Grand Ballroom West.

Wednesday, Sept. 20

Exhibits open. 7:30 a.m.-4 p.m. Grand Salon.

Association for Education in Journalism Radio-TV Division breakfast. 7:30-9 a.m. John Adams Room.

Registration. 8 a.m.-5 p.m. Prefunction North.

Business meeting. 9 a.m. Ballroom East. Welcome to Atlanta: Zeke Segal, local arrangements chairman. Conference update: Paul Davis, program chairman. Presentation: "International Restrictions on Reporters," by the Associated Press. Response by Sig Mickelson, San Diego State University. President's report: Ernie Schultz. Canadian president's report: Elmer Harris. Managing director's report: Len Allen. Freedom-of-information report—"The Search Warrant": Larry Scharff, Pierson, Ball & Dowd and RTNDA general counsel. Treasurer's report: Phil Mueller. Nominating committee report: Ron Mires.

Keynote address. 10:30 a.m. Ballroom East. Harry Reasoner, CBS News.

Exhibits visiting time. 11 a.m. Grand Salon.

Joint spouses session. 11 a.m. Clayton Room. *Two Careers in the Household—Can You Survive—Together?* Moderator: Bos Johnson, Marshall University Department of Journalism, Huntington, W. Va. Presentation: Dr. Michael Berger, Georgia State University, Atlanta. Reactors: Mr. Johnson and Marilynne Davis, village manager, Richton Park, Ill.

Reception. 11:30 a.m. Grand Salon:

Luncheon. 12 noon. Ballroom West. Speaker: Les Crystal, president, NBC News. Radio Television News Directors Foundation scholarship presentations.

Concurrent radio workshops. Fulton Cobb Rooms.

All-News 1978. 2 p.m. Moderator: Norm Woodruff, San Francisco. Panelists: Eric Siedel, WGST(AM) Atlanta; John Ennis, WEAN(AM) Providence, R.I.; Joe Gillespie, KSDO(AM) San Diego.

What's New in Radio News. 3 p.m. Moderator: Dave Zorn, KTAR(AM) Phoenix. Panelists: Jess Smith, WFAA(AM) Dallas; Mike Anthony, WOAI(AM) San Antonio; Don Budd, Mutual Broadcasting System.

Concurrent television workshops. Forsythe-Rockdale Rooms.

How Not To Write for Film and Tape. Moderator: Dow Smith, WPLG(TV) Miami. Presentation: Bob Dotson, NBC News.

TV News Promotion: Can't Live With It... Can't Live Without It. 3 p.m. Moderator: Roger Ottenbach, KCRA-TV Sacramento, Calif., and

president, Broadcast Promotion Association. Panelists: Dick Goss, promotion manager, WAGA-TV Atlanta; Marc Doyle, news director, WAGA-TV; Dick Wright, promotion manager, WHNT-TV Huntsville, Ala.; Dan Cooper, news director, WHNT-TV Jan Zinman, promotion manager, WJZ-TV Baltimore; Scott Goodfellow, news director, WJZ-TV.

Joint radio-TV session. 4-5:30 p.m. *Personnel Practices: How To Be Safe, But Not Sorry.* Moderator: Fred Young, WTAE-TV Pittsburgh. Panelists: Gordon Hatheway, employee-management litigation, Pierson, Ball & Dowd; Dr. James Scashman, Management Institute, University of Alabama.

Thursday, Sept. 21

Society of Professional Journalists/Sigma Delta Chi breakfast. 7-8:30 a.m. Milan Room.

Exhibits open. 7:30 a.m.-3:30 p.m. Grand Salon.

Registration. 8 a.m.-5 p.m. Prefunction North.

Business session. 8:30 a.m. Ballroom East. Election of vice president, election of at-large directors, action on resolutions and amendments, old and new business.

Exhibits visiting time. 11 a.m. Grand Salon.

Reception. 11:30 a.m. Grand Salon.

Luncheon. 12 noon. Ballroom West. Speaker: Max Robinson, ABC News. Presentation of RTNDA national and Canadian radio awards.

Joint radio-television session with Phil Donahue. 2 p.m. Ballroom East. *Are You Wasting My Time?* Moderator: Dick Bieser, WHIO-TV Dayton, Ohio. Panelists: Al Primo, Primo TV News Service; Mitch Farris, KRON-TV San Francisco; Larry Maisel, WTOL-TV Toledo, Ohio; Bob Schulman, news critic, *Louisville (Ky.) Times-Sunday Courier Journal.*

Radio workshop. 3:30-5 p.m. Fulton-Cobb Rooms. *Why Rock and Roll Program Directors Hate News and What You Can Do About It.* Moderator: Frank Barnako, WRCI(AM) Washington. Panelists: John Webster, WHK(AM) Cleveland; Bob Pittman, WNBC(AM) New York; Hal Jackson, WBSL(FM) New York; Lyle Dean, WFYR(FM) Chicago.

Television workshop. 3:30-5 p.m. Forsythe-Rockdale Rooms. *Electronic Newsroom of the Future.* Moderator: Richard Townley, WAST(TV) Albany, N.Y. Panelists: Frank Jordan, NBC News; Kenneth Edwards, University of Alabama; Ted Feurey, KCBS(AM) San Francisco.

Friday, Sept. 22

Exhibits open. 7:30 a.m.-2 p.m. Grand Salon.

Registration. 9 a.m.-12 noon. Prefunction North.

Radio workshop. 8:30 a.m. Fulton-Cobb Rooms. *Election Night Ideas for Radio.* Moderator: Richard Rieman, WMAQ(AM) Chicago. Panelists: Bob Ketchersid, WSB-AM-FM Atlanta; Jo Interrante, KFRC(AM) San Francisco;

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Entries must be original works published, broadcast or telecast between January 1, 1978 and December 31, 1978.

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Newspapers with circulations larger than 250,000:

Fred McGunagle, *Cleveland Press*, Cleveland, Ohio, "Cleveland— Going or Growing?"

Newspapers with circulations of 100,000 to 250,000:

Dave Bartel, *The Wichita Eagle and Beacon*, Wichita, Kansas, "Our Energy Search"

Newspapers with circulations of 50,000 to 100,000:

Selby McCash, *The Macon Telegraph*, Macon, Georgia, "Taxes... The Price You Pay"

Newspapers with circulations of 10,000 to 50,000:

Calvin Gatch, *Telegraph Herald*, Dubuque, Iowa, "Agriculture: Farm to Market"

Newspapers with circulations under 10,000:

John Riley, "Dealing in Land," and Seth Rolbein, "The Cape Nursing Home Industry," *The Register*, Yarmouth Port, Massachusetts

Syndicates and Wire Services:

John Cunniff, *The Associated Press*, New York, New York, "Business Mirror," for overall quality in economic reporting

J.A. Livingston, *Philadelphia Inquirer*, Philadelphia, Pennsylvania, for the Field Newspaper Syndicate, "Great Britain in Adversity," for in-depth analysis of a particular subject

Magazines:

Ken Auletta, *The New Yorker*, New York, New York, "A Reporter at Large: More for Less"

Television Network and Nationally Distributed Programs:

Austin Hoyt/Elizabeth Deane/ Gerald Lange/ Bruce Shah/ Janet Krause/ Ben Wattenberg, *WGBH-TV*, Boston, Massachusetts, "There's No Business Like Big Business," the tenth show in the WGBH series "In Search of The Real America"

Television, Markets Ranked 1 to 25:

Patrick Clawson, *KTVI-TV*, St. Louis, Missouri, "The Co-Op Conspiracy: Pyramid of Shame"

Television, Markets Ranked 26 to 100:

Daniel Miller/ John Leiendecker, *KDIN-TV*, Des Moines, Iowa, "Farm Digest: Ag Land Trust"

Television, Markets Ranked 101 and Smaller:

Larry Makinson, *KAKM-TV*, Anchorage, Alaska, "Inside the Budget: A Taxpayer's Eye View"

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The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the Media Awards for Economic Understanding.

For Entry Blank or Additional Information Write:

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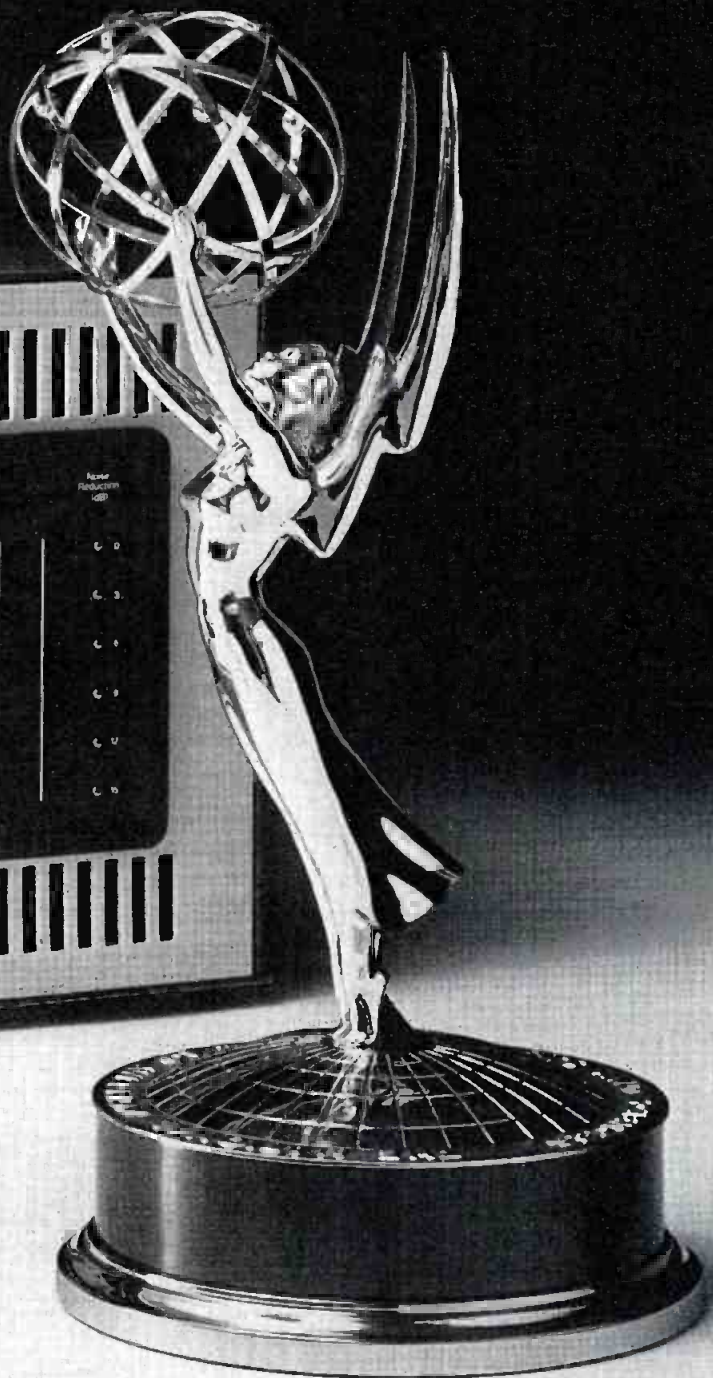
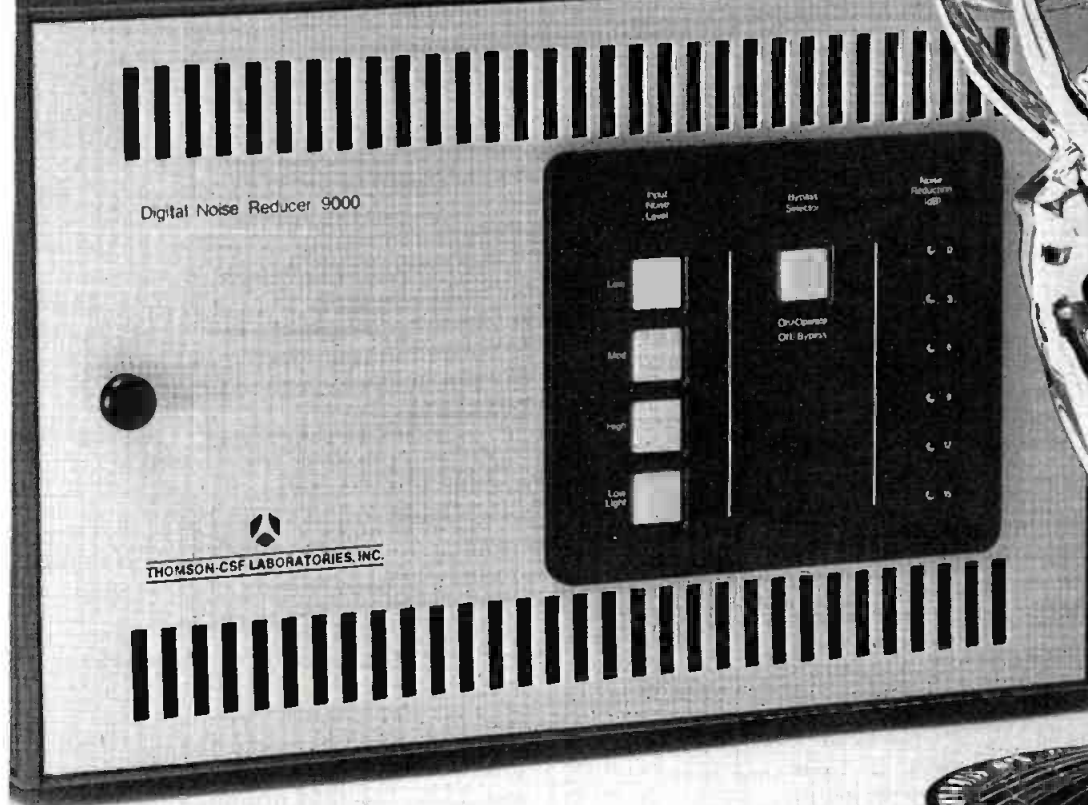
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Television workshop. 8:30 a.m. Forsythe-Rockdale Rooms. *Use of Investigative Teams in TV News.* Moderator: Pat Polillo, Group W. Panelists: Bill Aber, WBZ-TV Boston; Frank Graham, WREX-TV Rockford, Ill.; Les Coleman, UPI; Joe Pennington, KAMR-TV Amarillo, Tex.

Joint radio-TV session. 9:30 a.m. *News as Modern Mythology.* Moderator: Paul Davis, WCIA(TV) Champaign, Ill. Presentation: Dr. George Gerbner, Annenberg School of Communications, University of Pennsylvania.

Business session. 10:30 a.m. Ballroom East. Old and new business.

Reception. 11:30 a.m. Grand Salon.

Luncheon. 12 noon. Ballroom West. Speaker: Richard Salant, president, CBS News. Presentation of RTNDA national and Canadian TV awards.

Joint radio-TV session. 2:30 p.m. Ballroom East. *Career Crises for the News Director.* Moderator: Lou Prato, WDTN(TV) Dayton, Ohio. Panelists: Sherlee Barish, Broadcast Personnel; Mel Kampmann, McHugh & Hoffman; Dr. Hodges L. Golson, Blake & Boyd.

Affiliates meetings. 4 p.m. ABC, Clayton Room; CBS, Newton Room; NBC, Fulton Room; Mutual, Henry Room; AP Radio, Thomas Jefferson Room; UPI Audio, Board Room.

Paul White reception. 6:30 p.m. Prefunction North.

Paul White dinner. 7:15 p.m. Grand Ballroom. Bill Monroe, NBC News, recipient of Paul White Award.

The RTNDA shopping center

There will be a record 46 companies and organizations selling their wares or telling their stories at the RTNDA convention this week in Atlanta. They'll take up a record space totaling 61 booths. The exhibitors follow, in alphabetical order, with booth number(s) in parentheses.

Adda Corp. (15-16,28-29) ESP System, digital frame synchronizer.

Alcare Communications(7). Syndicated TV features, network graphics service.

The American Legion (12) Veterans' organization.

Angenieux (22) Lenses and accessories for TV news.

Associated Press (33) News service.

Canon, USA (32) Motion picture equipment.

Capitol Broadcast News (13) News service.

Chrysler Corp. (34).

Chyron Corp. (29) Graphics, election systems.

Cinema Products (3-4) Motion picture and color video cameras.

Compro Communication Projects (37) Human interest news inserts.

Congressional Quarterly (31) CQ service, editorial, research reports.

Convergence (40-41) Video-tape editing equipment.

Dynametrics (1-2) News sets.

Eastman Kodak (35) TV newsfilm and equipment station entries.

Edison Electric Institute (45-46) Energy news service.

Electronics Applications (18) ENG and portable battery power systems.

Enterprise Electronics (11) Weather radar equipment.

Frézzolini Electronics (36) Cameras.

Fuji Photo Film USA (47) Magnetic video tape.

Hitachi Denshi America, (44) Color TV cameras.

JVC Industries (49) Portable cameras and recorders.

King World Productions (19) News inserts.

Marketing Evaluations (58) Research and consulting service.

Mighty Minute Programs (57) TV and radio news features.

Motorola Communications (9) Two-way radio communications.

Mutual Broadcasting System (50-51) Network news service.

National Right to Work Committee (15) Public information.

NCI Quantel (28) Digital video TV equipment.

Newsgroup (59) Syndicated material.

Newsweek (38) TV syndication news service.

Noram Photo Products (60) Thermal covering for video recorders, carrying straps and camera covers.

Precious Products (43) Premium specialties.

Reuter's (20) TV news slide library.

Shell Oil (17) Oil company public relations.

Solcost (48).

Sony (52-55) Engineering equipment.

Superscope (16) Stereo high fidelity component.

Technology Service (6-7) Color TV weather radar.

Telescript (42) Monitor prompting system.

Thomson-CSF Laboratories (8) Radio, TV broadcast equipment.

The Tobacco Institute (56) Information.

Uni-Set (10) Modular studio staging system.

United Press International (39) News service.

U.S. Department of Commerce (23-27).

Videographix (20) TV news slide library.

News on the bounce. NBC News used a 4.5 meter earth station to relay three-network pool shots of President Carter's wilderness vacation from Jackson, Wyo., to New York via RCA Americom satellite. The satellite, made by Collins Radio and set up by Western Tele-Communications, allowed TV newsmen to avoid early deadlines that flying stories to the nearest transmission point would have required, according to Tom Wolzien, director of NBC News' broadcast operations. Claiming it was the first such use of satellite transmission from a remote area, Mr. Wolzien said, "It moves us one step closer to the ability to transmit from anywhere."

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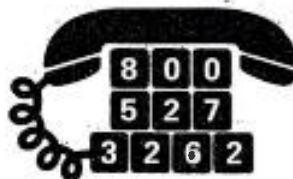
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STATION CALL LETTERS	ARBITRON		
	A/H 77	A/H 78	
KPEL	9.3	12.0	M-O-R
KSRB	6.6	10.8	Album Rock
KTDY	26.5	27.7	Z FORMAT
KVBL	23.2	16.9	Top 40
*KXKW	9.3	11.4	Country

KDEA	7.9	6.0	Beautiful
*KRDF	4.0	6.6	Top 40
KRDF-FM	2.0		Top 40



6AM-Midnight Monday-Sunday Average Quarter-Hour Audience Estimates subject to April-May 1978 Lafayette MSA report qualifications. May not be used without express written permission of The Arbitron Company.

Reporters rally around Farber

Fund-raiser brings out a crowd and speakers in Washington, who defend 'Times' reporter and his defiance of court order to turn over notes in murder trial; Graham, Smith, Rosenthal among his supporters

Journalists, are said to be nonjoiners by temperament, and that joining forces in a cause often makes them feel uncomfortable—they are more accustomed to observing than acting. But last Tuesday night at the National Press Club, in Washington, several hundred of them rallied in support of the First Amendment.

The Reporters Committee for Freedom of the Press, an eight-year-old organization that has made protection of the First Amendment something of a crusade, sponsored the rally, in part to raise the consciousness of the members of print and electronic press to what the committee sees as the growing threat to press freedom, and in part, also, to raise funds to combat it.

The take was almost \$5,000, from journalists and their friends who paid \$10 each to munch on cheese and crackers (the drinks from the press club bar were not free), and listen to some speakers who have been in the trenches when the First Amendment was under attack.

The rally also provided a forum in which journalists could express, directly, their feelings regarding Myron Farber, the *New York Times* reporter who has spent 26 days—and may spend more—in a Bergen county, N.J., jail for his refusal to turn over his confidential files in a murder trial that resulted from a series of articles he wrote. Some newspapers have held that the *Times* First Amendment argument has been tarnished by word that Mr. Farber was writing a book on the case. But the heavy round of applause with which Mr. Farber was greeted seemed to wash away some of the criticism with which he and the *Times* have been viewed.

To Jack Landau, the Reporters Committee's executive director, the Farber case, in which the *Times* has been fined \$100,000 plus \$5,000 every day the file is withheld, is one of several pieces of evidence that the First Amendment is "under siege." He also cited the decision of the U.S. Supreme Court sanctioning the action of police, armed with a search warrant, in poring over the material in the files of a newspaper office, and a U.S. Court of Appeals ruling that the government can seize the records of any news organization to find out to whom reporters are talking.

Katharine Graham, publisher of the *Washington Post*, spoke to the rally from the vantage point of one who withstood

considerable government pressure in publishing the Pentagon Papers and in pursuing the Watergate story. Publishers, she said, must stand behind their reporters and editors, and the press must close ranks in the First Amendment fights she sees ahead.

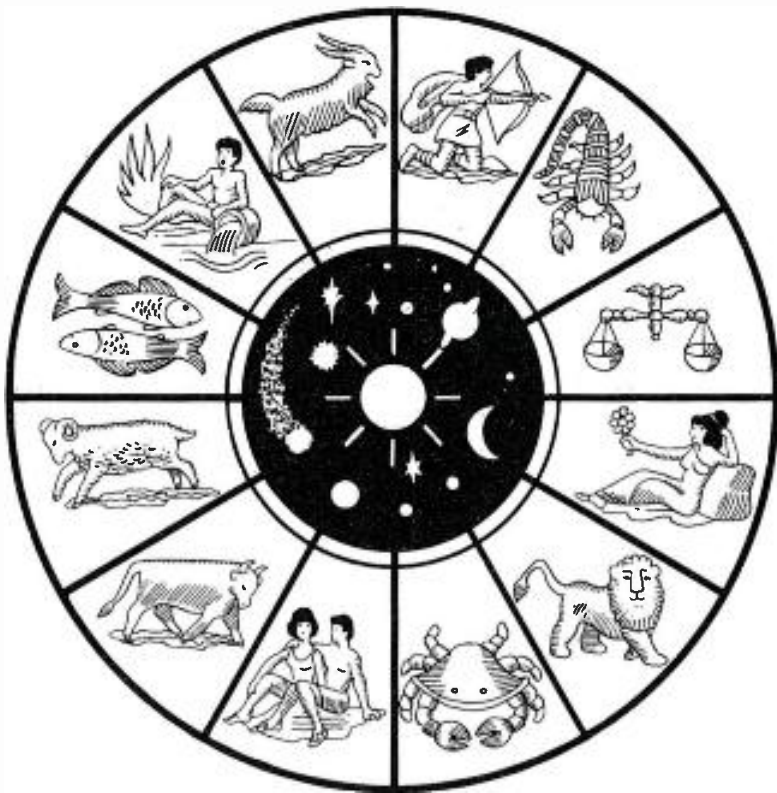
Somehow, she said, critics must be made aware that they lose when the ability to cover the news is undermined. And the public—"and some judges"—must be shown how preserving confidentiality of sources helps keep society open.

ABC commentator Howard K. Smith reached back in his memory to the early days of World War II, when he was with the United Press news bureau in Berlin, and "jackbooted storm troopers" burst into the office early one morning. They were armed with what they said was a search warrant, and were looking for evidence, concerning a reporter who the Nazis said was "misrepresenting" the extent of damage of British bombing. By the time they had completed their search of the office files, Mr. Smith said, all of the bureau's confidential sources had been exposed.

He said he chalked that up as a "typical Nazi act" until he read Justice Byron White's opinion affirming the right of police to search the files of the *Stanford Daily*. "That was precisely what the Nazis did," he said with some heat. "That was a Nazi ruling."

A.M. Rosenthal, executive editor of the *Times*, was another speaker, and he used

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the occasion to express the newspaper's hurt at the manner in which some in the press charged the *Times's* image as a First Amendment fighter had been tarnished by word of the Farber book. It has been a difficult time, he said.

He noted that Mr. Farber had been carted off to jail and the *Times* fined heavily, and that judges were saying things that were not true—one suggested that Mr. Farber was more concerned with proceeds from the book than with the First Amendment, and another accused the *Times* of "sanitizing" records it did turn over. What's more, he said, "We found some of our colleagues believe what the judges said."

But things are getting better. The New Jersey state supreme court has ordered a lower court to give the *Times* the hearing on its First Amendment argument it had sought from the beginning. And some reporters are listening, he said—"some even did a little reporting."

As for the future, Mr. Rosenthal sounded hopeful. "It's been a rough time, and it will get rougher," he said. "We'll win some and lose some. But there will be judges who will listen, and newspaper people who will report."

Mr. Farber had not been listed as one of the speakers; his lawyers did not think public speaking was the thing for him at the moment. But when word of his presence spread through the crowd, some called for him to speak, and Mr. Landau invited him to the microphone.

He described a situation almost Kafkaesque. A judge in a bail bond hearing attacked him "without evidence," and when the chief judge of Bergen county attacked the *Times* "there seemed no end to the madness. What the hell was going on here?" he wondered.

He denied the book had anything to do with his refusal to turn over files requested by defense attorneys in the case, or that he was, as one judge had said, "an agent" for the prosecution.

He said he would divulge information he had that would help the defense. "But I'm not going to give up everything I have. Then I'd be what they say—an agent for the government. . . . If I'm an agent of anyone, it's the person who relies on the *New York Times*."

FCC survives another attack on its less restrictive equal-time stance

UCC loses in appeals court; Bazelon notes that decision of commission was in keeping with changing regulatory times

Twice in the last three years the FCC issued rulings that afforded broadcasters additional flexibility in presenting on-the-spot coverage of "bona fide news events" involving political candidates. Two years ago, the first was upheld by the U.S. Court of Appeals in Washington. Now, the same court has upheld the second as well.

At issue is the question of live coverage of political debates. In 1975, the commission reversed earlier decisions, going back to 1962, and held that such coverage came within the exemption from the equal time law of "on-the-spot coverage of bona fide news events"—a decision the court affirmed in 1976.

Later that year, the commission, in a ruling requested by WILM(AM) Wilmington, Del., the commission went further, stating that the broadcast of a political debate that had been taped even as much as a day earlier would still be exempt. (The commission said that, "absent unusual circumstances, a delay of more than a day would raise questions" as to the broadcaster's eligibility for an exemption.) The commission, which reversed its Broadcast Bureau on the matter cited the need to preserve "considerable discretion in the presentation of news programming" (BROADCASTING, Sept. 20, 1976).

That ruling has now withstood the appeal of the United Church of Christ, which argued that the commission had erred in interpreting the "on-the-spot" exemption to cover the broadcast of taped political events. The UCC had also opposed the original ruling exempting live coverage from the equal time law.

Judge David Bazelon, in the opinion he wrote for himself, chief Judge J. Skelly Wright and Judge Roger Robb, said that the statute does not "on its face" prohibit

delayed broadcasts of political events, and does confer on the commission the discretion "to strike a balance between the rival interests of the equal opportunities provision and the exemptions to Section 315."

And Judge Bazelon said that the commission's basis for its decision was reasonable. He noted that the commission said broadcasters need flexibility to deal with scheduling problems, particularly when a news event is broadcast across several time zones, when daytime-only stations were unable to broadcast at night. Dealing with special concerns, such as captioning for deaf viewers, was also mentioned.

Nor did the court agree that the commission had exceeded its power. There are "contradictory currents within the statute," Judge Bazelon noted—the concern for fairness to candidates and the congressional desire, expressed in the exemptions to the law, to encourage broadcast coverage of political campaigns.

"When such important interests must be balanced," Judge Bazelon wrote, "there can be no simple, clear resolution of the matter." And while the commission's authority to interpret the exemptions is not unlimited, he added, "we cannot find that the commission has exceeded" the bounds of that authority.

Judge Bazelon, in a footnote, observed that the commission's decision appears to be a sign of the changing regulatory times. It may, he said, "be seen as part of the rising tide of deregulation that has washed away much public support for government restrictions on private activity."

Producer's news suit rebutted

NBC declines comment, but ABC and NBC deny charges, offer proof of outside participation

ABC and CBS last week characterized as "without merit" a \$180-million antitrust suit filed against them and NBC by a group of independent producers, who charge that the three television networks monopolize news and public affairs programming. NBC declined comment.

The suit was filed Sept. 11 in U.S. District Court in New York by the National Emergency Civil Liberties Foundation, representing the group of 20 producers. Many of the producers—David and Albert Maysles, for example—are well-known in their field through work shown on the Public Broadcasting System, in theatrical distribution and elsewhere (BROADCASTING, Sept. 11).

The producers allege that the networks, as a matter of policy, refuse to purchase news, public affairs or documentary programs from non-network suppliers—particularly for use in prime time—and that such a policy restrains trade and monopolizes the flow of information to the American public.

The suit asks that the networks be

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an area-exclusive first-come first-serve basis. Available on two plans; 1) Low cost purchase with two openings for commercials; or 2) FREE with one opening for local commercial sale and second spot (1 minute) is ours to promote sales of SPEECH-POWER. For details and a sample program cassette, call or write: Alan Beaumont, Tape Productions, Inc, 60 E 42nd St., NY, NY 10017; (212) 867-6038.

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And another: "THE MOTHER EARTH NEWS is one of the greatest programs I have ever heard! Our listeners love it!"

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Beautiful Music, All-News . . . commercial, noncommercial, college/university, whatever . . . it doesn't seem to matter. THE MOTHER EARTH NEWS is working well for them, too!

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Anniversary party. While invitees Richard Nixon, Anwar Sadat, Menachem Begin, Yasir Arafat and Woody Allen were among the no-shows, G. Gordon Liddy, Beverly Sills, William Buckley and Eubie Blake joined in on the celebration. So did Eugene McCarthy, Marabel Morgan, Alexander Butterfield, David Frost, Ed Koch, Kurt Vonnegut and Ilie



Nastase, as well as a pack of CBS executives and a swarm of others, publicly known and unknown. The formal invitations came from Mike Wallace, Morley Safer, Dan Rather and their executive producer, Don Hewitt, for "a 10th anniversary party honoring some of the people who have honored them by appearing on *60 Minutes*." No small star attraction at New York's Four Seasons restaurant at last Tuesday night's media event was William S. Paley, CBS Inc. chairman, who cut the stopwatch-shaped cake. Mr. Paley extolled the "style, wit [and] tenacity" of the newsmagazine, saying that everyone at CBS feels the "ripple effect of pride and courage" from it. He thanked all those who have "appeared, had the courage to appear" on the program, "placing yourselves and your reputations" in the hands of our "world famous inquisitors." His closing remark: "May you live a thousand years." Pictured (left) is Mr. Paley doing the honors with (l to r) Dan Rather, Marilyn Berger (partially obscured), Lorraine Wallace, Morley Safer, Jane Safer and Mike Wallace behind him. At right, New York City Mayor Ed Koch (l) chats with Mike Wallace (center) and Don Hewitt.

prohibited from supplying their affiliates with network-produced public affairs and news documentary material, that they be "restrained" from refusing to deal with outside suppliers of such material and that each of the 20 producers involved be awarded \$3 million in triple damages for loss of revenues.

ABC and CBS denied that they maintain a policy against the use of independently produced news programs. "CBS believes the lawsuit is totally without merit," that company said. "In point of fact, CBS does broadcast news and public affairs material supplied by outside sources. In essence, what is involved in this lawsuit is CBS's right to select, as any news organization must, the material it will present."

CBS News's standards and guidelines

notebook contains a section outlining conditions for the acceptability of outside produced broadcasts. It states that outside producers must disclose any production techniques different from those used by the news department and that outside broadcasts dealing with current news or controversial issues "will be accepted only if they are produced by established and reputable news organizations."

ABC issued a statement similar to CBS's, mentioning specifically ABC-TV's Aug. 17 telecast of *The Police Tapes*, an independently produced documentary first aired on PBS. At the time, the documentary's co-producer, Alan Raymond, called ABC's airing of his product "a tremendous breakthrough" for independent producers (BROADCASTING, July 10, 17).

A CBS spokesman last week said she was unable to estimate what percentage of the company's news product comes from outside sources. Asked for recent examples, she listed a *60 Minutes* segment on terrorism from the BBC, broadcast last April, film from Radio-TV Belgrade used in a CBS News documentary on Cambodia and several segments of the once-a-month daytime *Magazine*.

An ABC spokesman listed the David Wolper-produced Jacques Cousteau series, an Alan Landsberg production in 1973 titled *The Life and Death of the American Woman* (Mr. Landsberg also was executive producer of the Cousteau series, ABC said), a Jane Goodall documentary on animal behavior, aired in 1976, and three segments from Andrew Pearson aired last fall on the network's Sunday morning show, *Directions*.

A secondary issue raised in the suit involves the networks' practice of selling their affiliates syndicated packages of news stories not used in network broadcasts. (ABC's service is called Daily Electronic Feed, CBS's Syndicated News Service and NBC's News Program Service.) The suit complains that affiliates are not allowed to excerpt network newscasts for later use in local news programs unless they subscribe to the syndicated service, "thereby unreasonably restricting [the independents] ability to develop economically viable video news services and to sell video news segments to affiliate news departments."

ABC and NBC confirmed that affiliates must subscribe to the syndicated services to be able to legally excerpt national newscasts for local broadcast. CBS refused to comment.

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Media

Paul Miller, chairman of board of directors of Gannett Co., will retire at end of year. Mr. Miller, 71, joined Rochester, N.Y., based publishing-broadcast company in 1947 and built it into what will be \$800-million-a-year communications giant if merger with Combined Communications Corp. is approved by FCC



Miller



Neuharth

(BROADCASTING, May 15 et seq.) **Allen Neuharth**, 54, who succeeded Mr. Miller as president in 1970 and chief executive officer in 1973, will take over as chairman Jan. 1, with Mr. Miller staying on as active board member and chairman of Gannett's executive committee. Stations owned by Gannett, before merger, are: WHEC-TV Rochester, WBRJ(AM) Marietta and WKFI(AM) Wilmington, both Ohio.

John G. Johnson, chief executive officer and president of Harte-Hanks Southern Communications, Winston-Salem, N.C., elected to board of directors of parent company, Harte-Hanks Communications, San Antonio, Tex.

Russ Arnold, VP-director of engineering, WTHI-AM-FM-TV Terre Haute, Ind., named VP-general manager. **Bobby Kraig**, air personality, WONE(AM) Dayton, Ohio, joins WTHI-AM-FM as operations director.

Arthur H. Kern, general sales manager, KYW-TV Philadelphia, appointed assistant general manager.



Wynne

John O. Wynne, VP-corporate secretary, Landmark Communications, Norfolk, Va., appointed VP-general manager of company's KNTV(TV) San Jose, Calif.

Bruce C. McGorrill, station manager, WCSH-TV Portland, Me., and **Margo Cobb**, station manager, WLBS-TV Bangor, Me., named

general managers at their respective stations. Both are Maine Broadcasting System stations.

Rhody Bosley, from WBAL(AM) Baltimore, appointed VP-general manager of WITH-AM-FM there. He succeeds S. Edward Hawkins Jr. (see page 82).

Alan Beck, general sales manager, WCBM(AM) Baltimore, appointed general manager, WLIF(FM) there.

Dave Myers, air personality, WFJM(FM) Grand Rapids, Mich., named operations director.

James H. Lewis, news and public affairs director of noncommercial WJCT(TV) Jacksonville, Fla., appointed director of development for WJCT and noncommercial WJCT-FM there.

John Shawy, director, accounting services, ABC Inc., named assistant to controller there.

David Lolles, senior auditor, Arthur Young & Co., Chicago, joins WIND(AM) there as business manager.

Broadcast Advertising

Cynthia Milliken, copywriter, and **Leni Saliz**, manager of spot buying, J. Walter Thompson, New York, elected VP's.

Gerald H. Murphy, senior VP and management supervisor, Compton Advertising, New York, named senior VP and management representative, Needham, Harper & Steers Advertising, Chicago.

Mike Ziegler, account supervisor for Doyle Dane Bernbach, New York, and **Jack Delott**, associate research director for agency, elected VP's.

Russell P. Gilsdorf, VP, media director, Kenyon & Eckhardt, New York, named VP, manager of operations, Foote, Cone & Belding/New York.

Margarèt Rosser, associate media director, and **Ginnie Stern**, copywriter, Marschalk Co., New York, elected VP's.

Edward B. Cook, executive art director, Famous-Barr Co., St. Louis, joins D'Arcy-MacManus & Masius there as senior art director. **Gregory L. Mauldin**, administrative assistant, National Collegiate Athletic Association, joins DM&M as media buyer.

J. Wesley Rosberg, VP-marketing services, Meldrum & Fewsmith, Cleveland, appointed senior VP-administration. **Bruce S. Childers**, VP-research, succeeds Mr. Rosberg.

Fred Greene, account supervisor, Wells, Rich, Greene, Los Angeles, joins Hoefer, Dieterich & Brown, San Francisco, in same capacity.

Stephanie Hausfater, from Wells, Rich, Greene, Los Angeles, joins Ralph Kent Cooke Advertising there as senior copywriter. **Frank Lane**, from Benton & Bowles there, joins Ralph Kent Cooke as senior art director.

Laurie Wiebers, assistant account executive, Stone & Adler, Chicago, named account executive.

Mary Calvert, receptionist, Cook, Ruff, Spann & Weiser, Columbia, S.C., named assistant media buyer.

Reid P. Carter, manager of planning department of Federal Reserve Bank of Richmond, Va., named director of marketing and research, Siddall, Matus & Coughler Advertising there.

David Glizer, assistant VP, Trans-Lux Corp., named director of advertising, United Artists, New York.

Carol Soker, media manager, Mediasmith, San Francisco, assumes additional duties as treasurer.

Shearon Grierson, media group supervisor, Air Time, New York, named assistant director, client services. **Lorraine McCarron**, senior estimator there, named media group supervisor. **Lois Goodman**, media planner, Wells, Rich, Greene, New York, joins Air Time in same capacity. **Cassrell Greenberg**, leaving private law practice in New York, joins Air Time as senior counsel.

David S. Allen, former senior VP of Katz Agency in charge of all television and support services, joins Petry Television, New York, as VP, planning and special projects. **Bill Holt**, from WDIV(TV) Detroit, joins Petry there as account executive.

Cornelius (Kim) McFadden, from WGTR(AM)

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MUSICWORKS

Natick, Mass., appointed account executive for Kettell-Carter, in Boston.

Officers, Chicago chapter of Station Representatives Association: **Robert Kunath**, Television Advertising Representatives, president; **Barry Weed**, H-R Television, VP; **Jim Jordan**, TeleRep, secretary, and **Doug Balogh**, MMT Sales, treasurer.

James E. Burnette, manager, prime-time sales proposals, ABC-TV, New York, named director, prime-time sales proposals. **Jo Magglo**, manager, current inventory, nighttime television sales proposals, ABC-TV, named associate director of prime-time sales proposals.



Lape

Michael Lape, sales manager, KYW-TV Philadelphia, appointed general sales manager, succeeding **Arthur Kern** (See page 81).

Bob Qudeen, local sales account executive, KTTV(TV) Los Angeles, named national sales manager.

Michael F. Irvine, account executive, ABC Spot Sales, Chicago,

named national sales manager, WTVJ(TV) Miami.

Raymond Q. Seyler Jr., from CBS national sales office in Detroit, joins WIOQ(FM) Philadelphia as national sales manager.

Michael Horne, advertising consultant, WHBQ(AM) Memphis, named local sales manager.

Tom Southwood, regional sales manager, WHOQ-AM-FM Orlando, Fla., joins WDAE(AM)-WJYW(FM) Tampa, Fla., as sales manager.

Don Stauber, account executive, Television Advertising Representatives, Chicago, joins WLS-TV there in same capacity. **John Cravens**, national sales manager, WRQX(FM) Washington, joins co-owned WLS(AM) Chicago as account executive.

Maynard Hacker, general sales manager, WSEE(TV) Erie, Pa., joins WUAB(TV) Cleveland (Lorain) as account executive.

James A. Newman Jr., from Joe Morgan Productions, Chattanooga, joins WTVC(TV) there as account executive.

Bruce Stoller, promotion director, WDEE(AM) Detroit, and **Diane Sarris**, from position in travel industry, named account executives for WDEE.

William B. Keller, sales promotion director for department store chain in Johnstown, Pa., named director of retail planning and sales for Gateway Communications, Cherry Hill, N.J., group television station owner.

Rich Gilman, from KSO(AM) Des Moines, Iowa, named account executive, KRNT(AM) there.

Dennis O. Jett, promotion manager and account executive, KNCY-AM-FM Nebraska City, Neb., joins KOOO-AM-FM Omaha as account executive.

Bob Rose, production manager and air personality, WGAN-AM-FM Portland, Me., appointed account executive.

Bruce Edlund, writer-reporter-producer, WDAY-AM-FM Fargo, N.D., joins sales department, KOWN-AM-FM Escondido, Calif.

Jim Palmer, sales manager, WCUZ(AM)-WMLW(FM) Grand Rapids, Mich., joins WJFM(FM) there as media sales consultant.

Programing

Gerald M. Jaffe, VP, audience research, NBC-TV, New York, named VP of program planning. **Ted Cordes**, senior policy editor for broadcast standards, NBC, Burbank, Calif., appointed program policy manager. **John Matthes**, administrator, program research, NBC-TV, Burbank, appointed manager of concept testing in program research department.

Bernie Hoffman, director of production, CBS, New York, responsible for sports coverage, joins NBC Sports as executive director of 1980 Olympic games. **Robert C. Basche**, director of tournament operations for Colgate Sports division, appointed director of creative services, NBC Sports, New York.

Patricia M. Casp, producer of *A.M. Los Angeles* on ABC's KABC-TV Los Angeles, moves to ABC-owned WABC-TV New York as producer of weekday *A.M. New York*. **Laura Schrock**, freelance producer, who also was assistant producer on ABC-TV's new *Kids Are People Too*, joins *A.M. New York* as contributing producer.

Alan M. Levin, VP and assistant to president of CBS Entertainment, New York, named VP, business affairs for division.

Dick Stockton, play-by-play announcer for Boston Red Sox, WSBK-TV Boston, named host of *CBS Sports Spectacular* and play-by-play an-

nouncer for CBS telecasts of National Basketball Association games. **George Allen**, National Football League coach, and **Roman Gabriel**, former NFL quarterback, join CBS Sports as analysts on its NFL coverage.

Frank G. Mancuso, VP, domestic distribution, motion picture division, and **Gordon R. Weaver**, VP, marketing, motion picture division and VP, Paramount Pictures Corp., named division senior VP's there.

John Michael, director of publicity, advertising and promotion, Hanna-Barbera Productions, Hollywood, appointed VP of communications.

Geoffrey Fischer, director of TV casting department, Universal TV, Universal City, Calif., joins Bennett/Katleman Productions, Los Angeles, as VP in charge of development. Company is associated with Columbia Pictures Television in production of TV programming.

Sal Campo, account executive, licensing and merchandising and first run divisions of Viacom, New York, appointed account executive for company's pay TV syndication.

Dee Hopkins, head of regional sales, Granada TV International, Los Angeles, named director of foreign sales for National Telefilm Associates there.

Larry Yurdin, creator, manager and producer of syndicated features for radio, *Daily Planet*, named producer and general manager of *Rock Around the World*, syndicated rock, interview and concert series, Los Angeles.

Reginald B. Jester, Southern regional manager in agency marketing division of William B. Tanner Co., Memphis, named account executive, Worldvision Enterprises, and will be based in Atlanta.

Mary Muldoon, associate program producer, *Evening Magazine*, KPIX(TV) San Francisco, named producer.

Steve Gordon, executive VP of G.B.I. Data Systems, Hollywood, Fla., named production manager, WRAU-TV Peoria, Ill.

Guy Pepper, director of late news, WTEV(TV) New Bedford, Mass., appointed producer-director, WJAR-TV Providence, R.I.



Gaelic gala. New president of the Washington chapter of American Women in Radio and Television, Lynn McIntyre, was sworn in by FCC Chairman Charles Ferris in ceremony last Monday (Sept. 11). Ms McIntyre, manager of broadcast standards for Post-Newsweek stations, called for "continued support and the luck of the Irish." The event was held at an Irish pub where 150 people saluted her heritage.

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David Cady, assistant to program director, noncommercial WNED-TV Buffalo, N.Y., named producer of local programing. **Jane Hartney**, staff photographer there, named director of photography responsible for WNED-TV and co-owned WNED(FM) and WEBR(AM), all Buffalo.

Jon Sloane, assistant sports director, WCIX-TV Miami, named sports director, KPLR-TV St. Louis.

Bobby Hattrik, program director, WDGY(AM) Minneapolis, joins KWK(AM) St. Louis, scheduled to go on air in fall. Station has been off air since 1973.

Joel Denver, program director, WMJX(FM) Miami, joins KCBQ(AM) San Diego in same capacity.

Bill Campbell, acting program director, WDAE(AM) Tampa, Fla., appointed program director.

Carman Harman, from WEIF(AM) Moundsville, W.Va., named program director, WETZ(AM) New Martinsville, W.Va.

Robert R. Robinson, program operations manager, noncommercial WVPB(FM) Beckley, W.Va., joins Maine Public Broadcasting Network, Orono, as radio program-production manager.

News and Public Affairs

Carole Clancy, news manager, ABC's American Information Radio Network, named producer, *ABC News Weekend Report*.

Phillip Fine, editorial director, KYW-TV Philadelphia, appointed executive editor of news. **Kenneth D. Tiven**, news director there, succeeds Mr. Fine. **Carolyn Wean**, news director at co-owned KDKA-TV Pittsburgh, moves to KYW-TV in same capacity.

Daniel L. Akens, news director, WSIX-AM-FM and WNGE(TV) Nashville, named manager of news for KOA-AM-TV and KOAQ(FM) Denver. **Sue O'Brien**, news director for AM, FM and TV named managing editor of KOA radio news.

David Denault, director of news and public affairs, WXY(FM) Fort Lauderdale, Fla., joins KMVT(TV) Twin Falls, Idaho in same capacity.

Scott Tallal, news director, KDWB-AM-FM Minneapolis-St. Paul, named news producer, KMSP-TV there.

Robert Hurleigh, former president of Mutual Broadcasting System, Arlington, Va., named managing editor and acting president of Trans-World News Service, Washington. Mr. Hurleigh most recently was media consultant there.

Marla Miller, researcher for NBC's *Today*, New York, joins WYUR(TV) Huntsville, Ala., as assignment editor and researcher. **Dave Ward**, from Auburn (Ala.) University Television Center, joins WYUR as reporter and photographer. **Jack Robertson**, weekend anchor and reporter, WPEC(TV) West Palm Beach, Fla., named anchor for WYUR.

David Bartlett, managing editor for news, WRC(AM) Washington, appointed news manager.

Paul Sullivan, in news department, KMJ-AM-FM Fresno, Calif., named news supervisor.

Cicely Hand, newscaster, KEZI-TV Eugene, Ore., joins KMSP-TV Minneapolis as co-anchor.

Lew Choate, reporter and anchor, WTHR(TV)

Indianapolis, and **Mary Ann Childers**, co-anchor, reporter, producer and writer of midday and weekend news, WAVE-TV Louisville, Ky., named anchor team, WTHR.

Danielle Folquet, co-anchor, KBCI-TV Boise, Idaho, named reporter and co-anchor, WLWT(TV) Cincinnati.

C.J. Beutler, reporter-producer-anchor, KBJR-TV Duluth, Minn. (Superior, Wis.), joins WPSD-TV Paducah, Ky., as reporter-co-anchor.

Jim Scott, general assignment reporter, WTAE-TV Pittsburgh, appointed NBC News correspondent based in Pittsburgh.

Larry Sales, weekend anchor-reporter, WTVN-TV Columbus, Ohio, joins WKBW-TV Buffalo as reporter.

Scott A. Johnson, weekend news producer-anchor-reporter, KTHI-TV Fargo, N.D., joins noncommercial WNED-TV Buffalo, N.Y., as reporter.

Michael Conway, weekend anchor-reporter, WJRT-TV Flint, Mich., and **Barbara Kerr**, part-time reporter, WDTN(TV) Dayton, Ohio, named general assignment reporters for WDTN.

Nancy Taggart, reporter-anchor, KTHI-TV Fargo, N.D., joins WPIO-TV Duluth, Minn., and co-owned WIRT(TV) Hibbing, Minn., as reporter.

Janet McGill, weather reporter, WBIR-TV Knoxville, Tenn., joins WRET-TV Charlotte, N.C., as weekday weather reporter.

Don Watson, news director, KPRC(AM) Houston, joins WIND(AM) Chicago as afternoon newscaster. **Harry Schultz**, morning news

anchor, KPRC, succeeds Mr. Watson.

Raena Holmes, from KPSI(AM) Palm Springs, Calif., named anchor, KDES-AM-FM there.

Mitchell A. Lieber, consultant to WNIB(FM) Chicago on FCC matters, named public affairs director.

Charlie Wright, WBYS(AM) Canton, Ill., elected president of Illinois Associated Press Broadcasters Association. **Steve Eckert**, WCVS(AM) Springfield, Ill., elected VP and president-elect.

Equipment and Engineering

S. Edward Hawkins Jr., VP-general manager, WITH-AM-FM Baltimore, appointed VP and director of engineering operations for licensee, Reeves Telecom. He will continue to base at WITH.

Ted Kaye, associate producer for MTM Productions, Los Angeles, named assistant general manager of Golden West Videotape Division there.

Robert E. Hamilton, chief manufacturing engineer, GTE Lenkurt, San Carlos, Calif., appointed general manager of company's new El Paso, Tex., plant. **John M. Coffin**, production manager at San Carlos, succeeds Mr. Hamilton.

Appointments, Eastman Kodak, Rochester, N.Y.: **William E. Koch**, director of sales development and technical services, named sales manager; **Richard G. Schiavo**, director of sales development, audiovisual markets,

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named marketing director, audiovisual markets, and **Anthony D. Bruno**, director of sales development, motion picture and television markets, named marketing director. **C. Ray Troutner**, manager of sales operations, motion picture and audiovisual markets division, retires after 40 years with company.

Archie C. Purvis, director of industrial marketing for MCA DiscoVision, Universal City, Calif., assumes additional duties as head of company's national sales force for consumer video disks.

Stuart Rauch, product manager, Philips Test & Measuring Instruments, Mahwah, N.J., assumes additional responsibilities as general marketing services manager.

John McClimont, order sales manager, Conrac Division, Covina, Calif., named marketing manager, video products.

John F. Morse III, New England sales engineer for RCA Broadcast Systems, named manager, Northern broadcast sales, based in Camden, N.J., and covering Northeastern states.

John Herbert Orr, founder and chairman of board of Orrox Corp., Santa Clara, Calif., retires. **William H. Orr**, chief executive officer, president and board member, succeeds him as chairman.

John C. Hellyer, staff engineer, KGTV(TV) San Diego, named assistant director of engineering, KMGH-TV Denver.

Don Manion, chief engineer, WTHI-TV Terre Haute, Ind., assumes additional duties as chief engineer of WTHI-AM-FM.

Leo W. Reetz, senior engineer with ABC's Broadcast Operations and Engineering division, named manager, affiliate engineering services for division.

Tom Klemesrud, video-tape editor-engineer,

video center, Syracuse (N.Y.) University, joins noncommercial WNET(TV) New York in same capacity.

Herbert C. Gilbert, studio maintenance supervisor, WTVF(TV) Nashville, named engineering supervisor, KXAS-TV Fort Worth.

Les Brown, maintenance supervisor, WTEV(TV) New Bedford, Mass., joins Grass Valley Group, Grass Valley, Calif., as in-house sales engineer.

Richard Sciafani, manager of accounting systems and procedures, Warner Cable Corp., New York, appointed director of financial information systems for unit.

Clark Crocker, technical sales support for systems group, Analogic, Wakefield, Mass., named marketing manager for all systems based products.

Allied Fields

Walter Wager, director of public relations for American Society of Composers, Authors and Publishers, New York, resigns but will continue on part-time consulting basis. **Richard Frohlich**, executive assistant to ASCAP President Stanly Adams, will serve as acting director.

Jon E. Currie, programing research associate, Frank N. Magid Associates, Cedar Rapids, Iowa, joins Drake-Chenault, Canoga Park, Calif., as national programing consultant. **Sam Holman**, Northeast regional manager, Mutual Broadcasting System, Arlington, Va., named Western regional manager at Drake-Chenault.

Randy R. Briggs, account executive, WAGA-TV Atlanta, joins Arbitron as manager of Southeastern advertiser/agency sales, based in Atlanta office.

Kathryn Bradley, producer-reporter, WTVG(TV)

Chattanooga, named consulting specialist for Media Associates, Dallas television news consulting and research firm.

Thomas N. Alexander, national director of franchises for Teleprompter, New York, joins Communications Equity Associates, Tampa, Fla., as head of client services division and VP of Gulfstream Cablevision, affiliate of CEA.

Marvin H. Koslow, vice president, marketing services, Bristol-Myers Co., to receive distinguished public service award at annual dinner of Advertising, Broadcasting and Communications Industries division of Anti-Defamation League Appeal, New York. Also at Sept. 27 dinner, **Nat Kameny**, chairman of KSW&G Advertising Inc., is to receive division's Samuel Dalsimer Human Relations award.

Deaths

Edwin R. Einarsen, 51, videotape editor, NBC News, Washington, died Sept. 7 at Sibley Memorial hospital there after heart attack. Mr. Einarsen joined NBC in New York as cameraman assistant in 1952. He transferred to Washington in 1962 as news film editor and in 1976 became videotape editor. Survivors include his wife, Eileen, two sons and two daughters.

Jack L. Warner, 86, motion picture pioneer who played large part in releasing films for television programing, died Sept. 9 at Cedar Sinai medical center in Los Angeles of pulmonary edema. Mr. Warner and brothers Harry, Sam and Albert, founded Warner Bros. in 1925, studio that introduced talking pictures. He was in charge of production and became president of studio in 1953 when Harry and Albert sold their stock. Survivors include his wife, Ann Page Alvarado, one daughter and son, Jack.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 1 through Sept. 8.

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 applications

■ Sierra Vista, Ariz.—Cochise Broadcasters seeks

1470 khz, 2.5-kw-D. Address: P.O. Box 2111, Sierra Vista 85635. Estimated construction cost \$20,550; first-year operating cost \$86,750; revenue \$144,000. Format: C&W, MOR. Principals: Equally owned by Eugene D. Bradley and William S. Yarbrough. Mr. Bradley is consulting radio engineer. Mr. Yarbrough is building contractor, developer and motel owner in Sierra Vista. Neither has other broadcast interests. Ann. Aug. 7.

■ Dillon, Colo.—Dillon Broadcasting Co. seeks 1130 khz, 5 kw-D. Address: 306 S. Main St., Breckenridge, Colo. 80424. Estimated construction cost \$64,116; first-year operating cost \$35,880; revenue \$36,000. Format: MOR. Principal: Robin G. Theobald, who is 50% owner of KLG(TV) Breckenridge. Ann. Aug. 1.

■ Miami, Fla.—Community Broadcasters Inc. seeks 990 khz, 5 kw-U. Address: 815 S.W. 13th Ct., Miami 33135. Estimated construction cost \$42,000; first three months operating costs \$159,950; revenue \$90,000. Format: spanish. Principals: Teresa Saldise (52.5%), Miami attorney; Maria E. Duran (37.5%), former program director, WPLG-TV Miami and Carrie P. Meek (10%), employe of Miami-Dade Community College.

None has other broadcast interest.

■ Miami, Fla.—Dade Communications Inc. seeks 990 khz, 5 kw-U. Address: 8334 Bird Rd., Miami 33155. Estimated construction cost \$30,000; first three months operating cost \$170,000; revenue \$635,000. Format: spanish. Principal: Gui Govert, principal of marketing management firm in Miami. He has no other broadcast interests.

■ Miami, Fla.—Dadeland Broadcasting Co. seeks 990 khz, 5 kw-U. Address: 420 S. Dixie Hwy, Suite 3H, Miami 33146. Estimated construction cost \$135,000; first three months operating cost \$130,000; revenue \$600,000. Format: spanish. Principals: Lucrecia H. Granda, president, and nine others. None has other broadcast interests.

■ Miami, Fla.—Latin American Broadcasters seeks 990 khz, 5 kw-U. Address: 2747 S.W. 20th St., Miami 33145. Estimated construction cost \$95,000; first three months operating cost \$46,000; revenue \$600,000. Format: spanish. Principals: Victor Lanz, who has applied for new TV at Tampa, Fla.; Jose J. Arzuaga, who owns 50% of WREI-FM Quebradillas, P.R. and part of WXYX-FM Bayamon, P.R. and George M. Arroyo,

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principal, WBRQ-FM Cidra, P.R. and part owner, WBS-FM Charlotte Amalie, Virgin Islands.

■ Miami, Fla.—Radio American Broadcasting Inc. seeks 990 khz, 5 kw-U. Address: 6532 Miami Lakes Dr. East, Miami Lakes 33014. Estimated construction cost \$257,000; first-year operating cost \$202,338; revenue \$610,000. Format: variety. Principals: Jose A. Rosado, president, and five others. None has other broadcast interests.

■ Miami, Fla.—Women's Florida Association of Broadcasters Inc. seeks 990 khz, 5 kw-U. Address: 1011 N.W. 195th St., Miami 33169. Estimated construction cost \$279,500; first-year operating cost \$500,000; revenue \$800,000. Format: variety. Principals: Debbie Shane, president, and nine others. Ms. Shane is former TV personality, currently employed by Florida leasing corporation. None has other broadcast interest.

FM applications

■ Placerville, Calif.—Goldrush Media Inc. seeks 92.1 mhz, 1 kw, HAAT 473 ft. Address: 181 Andrieux St., Sonoma, Calif. 95476. Estimated construction cost \$73,836; first-year operating cost \$82,500; revenue \$100,000. Principals: J. Nevin Smith and his wife, Deanna. Dr. Smith is practicing urologist and his wife is housewife. Neither has other broadcast interests. Ann. Sept. 4.

■ Washington, D.C.—District Broadcasting Co. seeks 100.3 mhz, 20 kw, HAAT 447 ft. Address: 1850 K St., N.W., Washington 20006. Estimated construction cost \$148,556; first-year operating cost \$415,739; revenue \$450,000. Format: contemporary. Principals: Equally owned by R. Kenneth Mundy, Ridgely C. Bennett, M.D., Francis L. Smith M.D. and Herman F. Stamps D.D.S. Mr. Mundy is lawyer; has real estate interests. Dr. Bennett is practicing physician, as are Drs. Smith and Stamps. None has other broadcast interests. Ann. Sept. 5.

■ Washington, D.C.—Hispanic Broadcasting Corp. seeks 100.3 mhz, 20 kw, HAAT 485 ft. Address: 4701 Willard Ave., Suite 102, Washington 20015. Estimated

construction cost \$150,743; first-year operating cost \$156,000; revenue \$350,000. Format: spanish. Principal: Angel S. Roubin who owns construction and building supply firms in Fairfax, Va. and has no other broadcast interests. (Application is for frequency now occupied by WOOK-FM and is mutually exclusive with license renewal). Ann. Sept. 5.

■ LeRoy, Ill.—SMC Broadcasting Corp. seeks 92.7 mhz, 3 kw, HAAT 300 ft. Address: 1005 W. Washington St., Bloomington, Ill. 6170. Estimated construction cost \$60,100; first-year operating cost \$74,884; revenue \$180,000. Format: C&W. Principals: William E. Moulie Jr. (57.1%), Stephen S. Sampson, Jon A. Housour and Allan W. Mapel (14.3% each). All are employed by Sono-Mag Corp., broadcast equipment manufacturer in which all are major stockholders, with exception of Mr. Sampson who was, until last year, president and owner (100%) of KCYL(AM)-KLTLD(FM) Lampasas, Tex. Ann. Aug. 12.

■ Onawa, Iowa—Onawa Broadcasting seeks 106.3 mhz, 3 kw, HAAT 225 ft. Address: P.O. Box 2664, Des Moines, Iowa 50315. Estimated construction cost \$48,780; first-year operating cost \$52,000; revenue \$50,000. Format: C&W. Principals: William H. Cole (60%), his wife, Lorraine (25%) and Melvin Pulley (15%). Mr. Pulley owned WRDN(AM) Durand, Wis. until 1972; was part owner of KDAN(AM) St. Paul, Minn. until 1973 and is now school teacher. Mr. Cole has worked for WHO(AM) Des Moines. His wife is housewife. Ann. Aug. 1.

■ Rochester, Minn.—Faith Sound Inc. seeks 88.5 mhz, 7 kw, HAAT 317 ft. Address: 2810 40th Ave., Rochester 55901. Estimated construction cost \$54,041; first-year operating cost \$42,108. Format: religious. Applicant is nonprofit, nonstock corporation for religious education. Raymond Logan is president. Ann. Aug. 1.

■ Terrytown, Neb.—Christian Media Inc. seeks 103.9 mhz, 3 kw, HAAT 108 ft. Address: 3817 N. 10th St., Terrytown. Estimated construction cost \$54,730; first-year operating cost \$36,000. Format: religious. Applicant is nonstock, nonprofit corporation for religious

broadcasting. Duane Pennington is president. Ann. Aug. 21.

■ Hillsboro, Ohio—Southern State Community College seeks 90.7 mhz, 5 kw, HAAT 292 ft. Address: 2698 Old State Rd., Wilmington, Ohio 45177. Estimated construction cost \$41,200; first-year operating cost \$20,000. Format: variety. Applicant is two-year community college; Lewis C. Miller, president. Ann. Aug. 24.

■ McArthur, Ohio—Vinton County Board of Education seeks 88.7 mhz, 10 w. Address: Memorial Building, McArthur 45651. Estimated construction cost \$900; first-year operating cost \$300. Format: variety. Applicant is county school system; Ronald E. Vaughn, superintendent. Ann. Aug. 24.

TV applications

■ Aurora, Ill.—Aurora-Chicago Telecasters Inc. seeks ch. 60; ERP 5,000 kw vis., 750 kw aur., HAAT 1,585 ft.; ant. height above ground 1,615 ft. Address: suite 1015, 1411 4th Ave., Seattle, Wash. 98101. Estimated construction cost \$1,770,000; first-year operating cost \$659,000; revenue \$80,000. Legal counsel Seymour M. Chase; consulting engineer Silliman. Principals: equally owned by Stanley B. McDonald, M. Lamont Bean, Raymond Kusler and Ronald A. Murphy. Mr. Kusler is involved in finance and marketing, others have had extensive broadcast ownership and/or involvement. None have current broadcast interests. Ann. Sept. 5.

■ Aurora, Ill.—Metrowest Corp. seeks ch. 60; ERP 2,100 kw vis., 420 kw aur., HAAT 727 ft.; ant. height above ground 728 ft. Address: 3505 N. Ashland Ave., Chicago 60657. Estimated construction cost \$906,500; first-year operating cost \$717,000; revenue \$700,000. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer E. Harold Munn Jr. Principal: Frederick Eychaner, who is principal of WQVQ(AM) Highland Park, Ill. and has commercial printing interests. Ann. Sept. 5.

■ Glen Ellyn, Ill.—College of DuPage seeks ch. 60; ERP 600 kw vis., 60 kw aur., HAAT 508 ft.; ant. height

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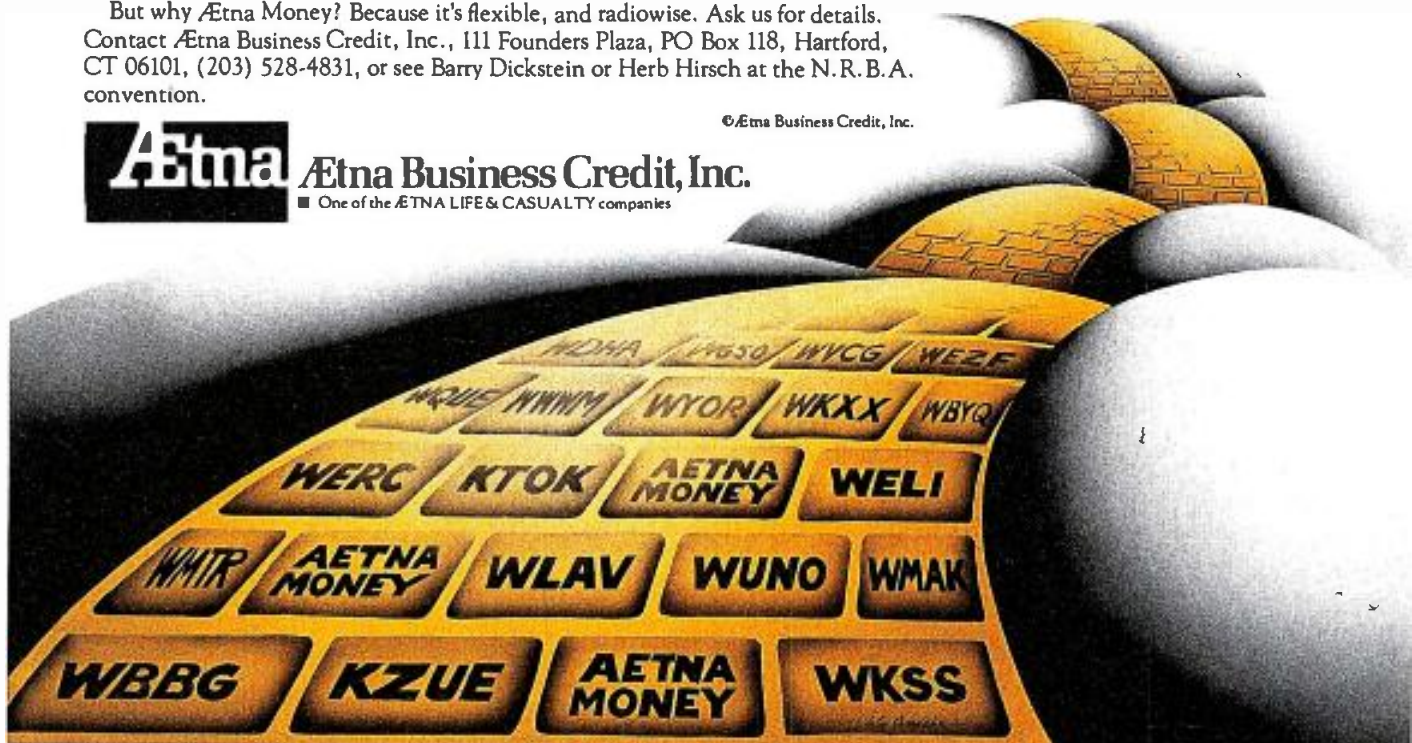
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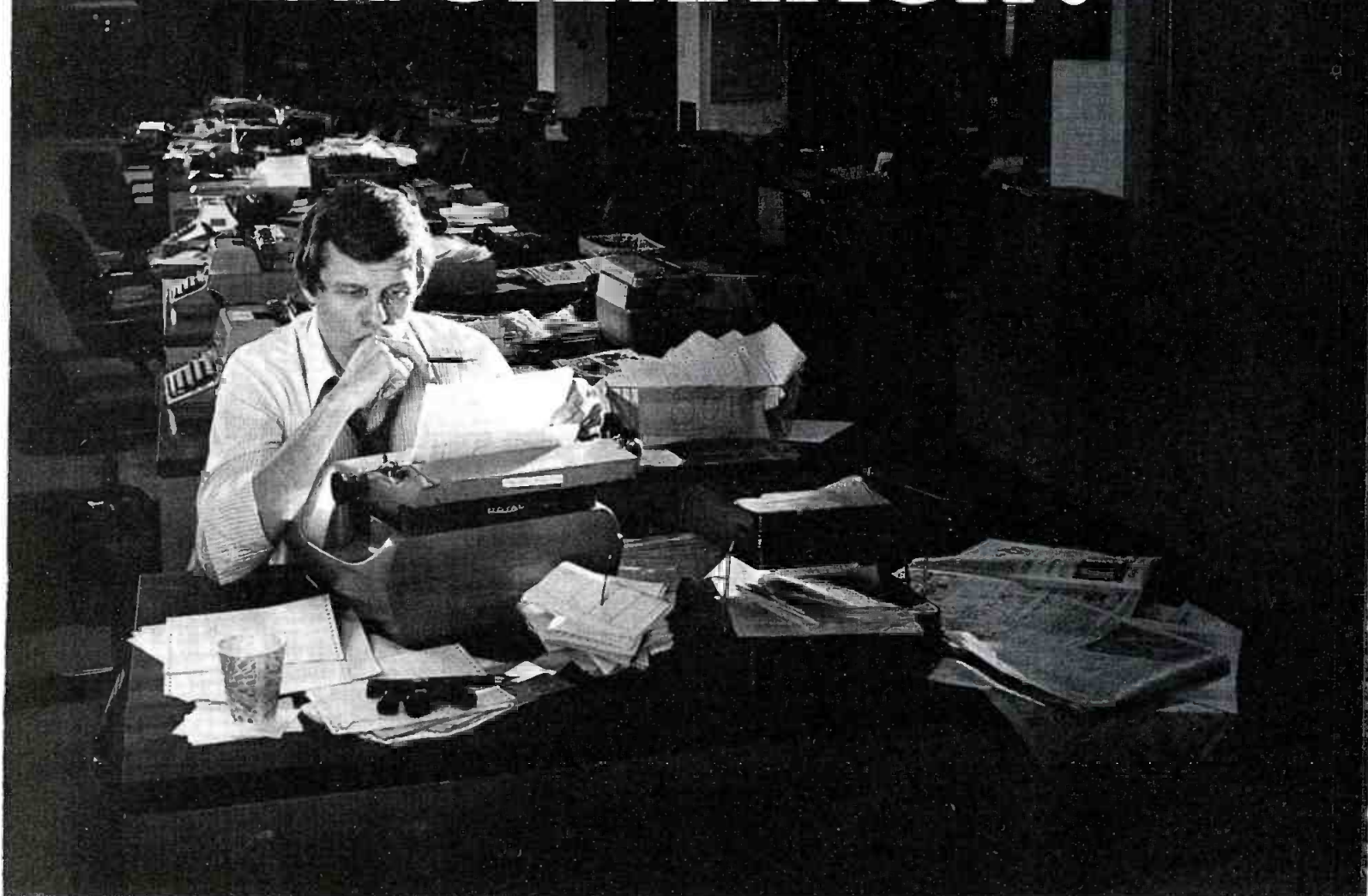
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above ground 503 ft. Address: Lamberti Rd. and 22nd St., Glen Ellyn 60137. Estimated construction cost \$1,411,870; first-year operating cost \$240,800. Legal counsel Cohn & Marks, Washington; consulting engineer Robert A. Jones. Applicant is state community college which owns *WDCB(FM). Ann. Sept. 5.

■ West Chicago, Ill.—Latin American Communications Inc. seeks ch. 60; ERP 2,470 kw vis., 537 kw aur., HAAT 1,298 ft.; ant. height above ground 2,043 ft. Address: 180 N. LaSalle, Suite 2204, Chicago 60601. Estimated construction cost \$1,051,672; first-year operating cost \$607,800; revenue \$500,000. Legal counsel Schwarz & Woods, Washington; consulting engineer Robert A. Jones. Principals: equally owned by Enrique Lopez, Jaime Santillana, Luis Antonio Lopez and Michael A. Benages. Messrs. Lopez and Santillana are owners of Publmet, broadcast programmer and time brokerage firm. Mr. Benages is Chicago attorney. Ann. Sept. 5.

■ Tulsa, Okla.—Alden Communications Corp. seeks ch. 47; ERP 826 kw vis., 152 kw aur. HAAT 1,471 ft.; ant. height above ground 1,519 ft. Address: c/o Pacific Theatres Corp., 120 N. Robertson Blvd., Los Angeles 90048. Estimated construction cost \$2,668,000; first-year operating cost \$409,000; revenue \$800,000. Legal counsel Fly, Shrubbreck, et al., Washington; consulting engineer Cohen & Dippell. Applicant is subsidiary of Alden Communications of Texas. Michael R. Forman, president. Alden has applied for new TV on ch. 48 at Galveston, Tex. Ann. Sept. 5.

■ Tulsa, Okla.—Channel 23 Tulsa seeks ch. 23; ERP 2,238 kw vis., 447 kw aur., HAAT 1,313 ft. ant. height above ground 1,274 ft. Address: 7644 E. 46th St., Tulsa 74145. Estimated construction cost \$2,631,018; first-year operating cost \$1,480,025; revenue \$2,193,000. Legal counsel Wilner & Scheiner; consulting engineer Silliman, Moffet & Kowalski. Principals: limited partnership of 15 individuals and corporations. James U. Lavenstein, general manager. One partner, Richard A. Moore has 20% interest in applicant for new AM in Pasadena, Calif. Ann. Sept. 5.

■ Tulsa, Okla.—Green Country Television Inc. seeks ch. 41; ERP 1,530 kw vis., 153 kw aur., HAAT 1,471

ft.; ant. height above ground 1,519 ft. Address: 305 W. Main St., Marietta, Okla. 73448. Estimated construction cost \$2,553,666; first-year operating cost \$550,000; revenue \$900,000. Legal counsel Donald E. Ward, Washington; consulting engineer Cohen & Dippell. Principals: Ray L. Beindorf, independent TV program producer, and William R. Brannan, who has oil, gas and farming interests. Neither has other broadcast interests. Ann. Sept. 5.

FM grant

■ Hobart, Okla.—Broadcast Bureau granted Fuchs Broadcasting Co. 105.9 mhz. 25 kw. HAAT 310.9 ft. P.O. address: 316 East 11th Street, Hobart, Okla. 73651. Estimated construction cost \$111,602; first-year operating cost \$36,310; revenue \$50,000. Format: contemporary. Principals: Alfred Ray Fuchs (70%), Faye Jeanice Fuchs (15%) and Wayne Maurice Fuchs (15%). (Albert and Faye Fuchs are married and parents of Wayne Maurice Fuchs.) Alfred Fuchs is owner and general manager of KTJS(AM) Hobart. His son is station manager there. Action Aug. 7.

Dismissed

■ Ozark, Ark.—Returned as unacceptable for filing application by Valley Communications Inc. for new FM on 96.7 mhz due to short-spacing. Action Aug. 10.

■ Van Buren, Ark.—Returned as unacceptable for filing application for new FM on ch. 272 due to short-spacing. Action Aug. 10.

■ *WHFH Flossmoor, Ill.—Returned as unacceptable for filing application for CP to operate noncommercial, educational FM station on 88.5 mhz; ERP 1.5 kw HAAT: 92.25 ft. Action Aug. 31.

■ Elk Rapids, Mich.—Returned as unacceptable for filing application by Scantland Broadcasting Co. for new AM on 1170 khz. Action Aug. 10.

■ Thief River Falls, Minn.—Returned as unacceptable for filing application by Olmstead and Ives Broadcasting for CP for new AM station. Action Aug. 31 due to overlap with CFRW, Winnipeg, Manitoba, Canada.

■ Skyland, N.C.—Returned as unacceptable for filing application by T.C. Roberson High School. for new 10-

watt noncommercial educational FM. Action Aug. 23.

Ownership Changes

Applications

■ WFPA(AM) Ft. Payne, Ala. (AM: 1400 khz. w-FM: mhz. kw)—Seeks assignment of license from WFPA Inc. to Baker Broadcasting for \$360,000. Seller: Robert H. Johnson, president., who has other broadcast interests. Buyer: owned by Edward K. Baker and his wife, Evelyn. Mr. Baker is former owner and manager of KHBM-AM-FM Monticello, Ark. and has no other current broadcast interests. His wife is housewife. Ann. Sept. 7.

■ WMFL(AM) Monticello, Fla. (AM: 1090 khz. 1 kw-DA)—Seeks assignment of license from Townsend Broadcasting Corp. to Monticello Broadcasting Co. for \$100,000. Seller: owned by H. L. Townsend Jr. (51%) and Frank A. Woods (49%) who own WTBP(AM) Parsons, WSEV-AM-FM Sevierville and WBRY(AM) Woodbury, all Tenn. Buyer: owned by Michael Piscitelli, president and six others. Mr. Piscitelli is production manager at WSRE-TV Pensacola, Fla. None has other broadcast interest. Ann. Sept. 7.

■ WRUS(AM)-WAKQ(FM) Russellville, Ky. (AM: 610 khz. 500w-D FM: 101.1 mhz. 100 kw)—Seeks transfer of control of South Kentucky Broadcasting Co. from R. E. Hook, W. P. and W. L. Sosh (100% before; none after) to BMA Advertising and Marketing Inc. (none before; 100% after). Consideration: \$950,000. Principals: Mr. Hook is principal owner of transferor and owns WAQT(FM), is principal in WRAG(AM), both Carrollton, Ala.; WSLG(AM) Gonzales, La. and WMAG(AM)-WQST(FM) Forest, Miss. Buyer: owned by University Investment Co. which is owed (100%) by Al Florence who has extensive banking, real estate, and financial interests in Kentucky; no other broadcast interests. Ann. Aug. 31.

■ WACR-AM-FM Columbus, Miss.—James W. Eatherton to Broadcast Associates Inc. for \$325,000. Seller: Mr. Eatherton is sole owner and has no other

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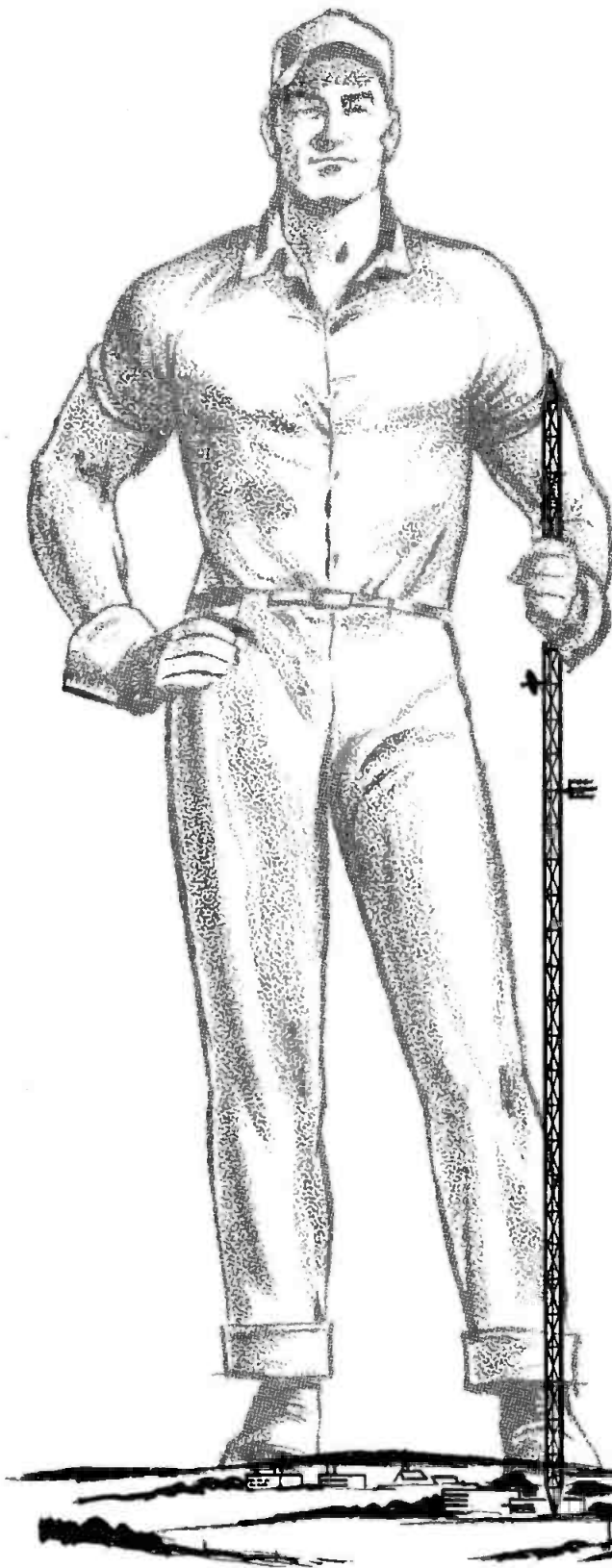
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broadcast interests. Buyer: owned by Robert S. Caldwell Jr. (51%) and Joseph E. Davis (49%). Mr. Caldwell owns furniture store and has banking interests in Columbus. Mr. Davis is general manager at WMBC(AM)-WJWF(FM) Ann. Aug. 31.

■ **WPGR(AM)** Port Gibson, Miss. (AM: 1170 khz. 250w-D)—Seeks assignment of license from South-West Mississippi Broadcasting Co. to Joseph K. Hollingsworth for \$200,000. Seller: owned by Robert Sanders and Rodger Ownby. Mr. Sanders is president of *WVLS(FM) Jackson, Miss. Mr. Ownby is general manager at WJXN(AM) Jackson. Buyer: has had much broadcast experience, most recently as operations manager at WRBC(AM) Jackson, Miss. He has no other broadcast interests. Ann. Sept. 7.

■ **KUFO(FM)** Galveston, Tex (FM: 106.5 mhz. 26kw)—Seeks assignment of license from Beacon Broadcasting Co. to KUFO Broadcasting Co. for \$400,000 plus \$146 covenant not to compete. Seller: partnership of 20 individuals and corporations, none of whom have other broadcast interest. Buyer: owned by David Siegel (75%), and Jerry W. Shiverdecker and Jeff L. Stacy (12.5% each). All own same interest in WLIQ(AM) Mobile, Ala. Mr. Siegel has real estate interests in Florida. Mr. Shiverdecker is former employe of Panax Corp., publishing and broadcasting firm. Mr. Stacy's general manager of WLIQ. Ann. Sept. 1.

■ **WCFR-AM-FM** Springfield, Bl. (AM: 1480 khz. 5kw-D; FM: 93.5 mhz, 3 kw)—Seeks assignment of license from New England Broadcasting Corp. to Connecticut Valley Broadcasting Inc. for \$200,000 plus assumption of \$250,000 note. Seller: subsidiary of Scannix Group Broadcasting Inc. which owns WLNH-AM-FM Laconia, N.H.; WOCB-AM-FM West Yarmouth, Mass. and WDOS(AM)-WSRK(FM) Oneonta, N.Y. Buyer: owned by Frank P. Zezza (75%), Terri Lamb (20%) and her husband, George Lamb (5%). Mr. Zezza is 15.6% owner and vice president of Scannix. Mr. Lamb is attorney Springfield. Ann. Sept. 7.

Facilities Changes

AM applications

■ **KHBM** Monticello, Ark.—Seeks CP to change TL and type trans. Ann. Sept. 5.

■ **KNCO** Grass Valley, Calif.—Seeks mod. of CP to add night-time service with 1kw; DA-2; change hours of operation to U. Ann. Sept. 5.

■ **KUBA** Yuba City, Calif.—Seeks CP to increase nighttime power to 1kw; redescribe TL. Ann. Sept. 5.

■ **KCNW** Fairway, Kan.—Seeks CP to increase night power to 1kw and change night DA system. Ann. Sept. 5.

■ **WGRK** Greensburg, Ky.—Seeks CP to change frequency from 1550 khz. to 1540 khz.; increase power to 1kw; (500w critical hours); change type trans.; make changes in ant. system (increase height). Ann. Sept. 5.

■ **WJKY** Jamestown, Ky.—Seeks CP to increase power to 2.5kw; change type trans. make changes in antenna system (increase height). Ann. Sept. 5.

■ **WCAS** Cambridge, Mass.—Seeks CP to change TL; increase power to 1kw; change type trans.; make changes in ant. system (decrease height). Ann. Sept. 5.

■ **WDTM** Selmer, Tenn.—Seeks CP to change frequency to 1150 khz; increase power to 1kw; change type trans. Action Sept. 5.

■ **KBUD** Athens, Tex.—Seeks CP to change frequency from 1410 khz to 1210 khz; increase power to 1kw; add nighttime service with 250 w; change hours of operation to U. Ann. Sept. 5.

■ **KAYO** Seattle, Wash.—Seeks CP to change TL; increase nighttime power to 5kw; install DA-N. Ann. Sept. 5.

FM applications

■ ***KUCA** Conway, Ark.—Seeks CP to change type trans.; and ant.; make changes in ant. system (increase height); ERP: 1.449 w HAAT: 58.87 ft. Ann. Sept. 5.

■ **KHBM-FM** Monticello, Ark.—Seeks CP to change TL; change type trans. and ant. ERP: 2.344kw (H&V) HAAT: 337 ft. (H&V). Ann. Sept. 5.

■ **KSUT** Ignacio, Colo.—Seeks CP to change TL and SL; change type trans. and ant.; make changes in ant. system (increase height) ERP: 0.425 watts HAAT: 18.25 ft. Ann. Sept. 5.

■ **WVHI** Evansville, Ind.—Seeks CP to change TL; make changes in ant. system (increase height); chg.

ERP: 50kw (H), 13kw (V) and HAAT: 480 ft. (H&V). Ann. Sept. 7.

■ **KENO** Las Vegas—Seeks CP to change TL; change type trans. and ant.; make changes in ant. system (decrease height); ERP: 100kw (H&V) and HAAT: 1,524 ft. (H&V). Ann. Sept. 5.

■ **WFMN** Newburgh, N.Y.—Seeks CP to redescribe studio and remote control location as: Old Little Brick Rd., Newburgh, N.Y.; install new trans.; install new ant; make changes in ant. system (increase height); change TPO and HAAT: 274 ft. (H&V). Ann. Sept. 7.

AM actions

■ **KSPR** Springdale, Ark.—Granted CP to increase power to 1 kw, install new trans. Action Aug. 25.

■ **KKKQ** Tempe, Ariz. Granted CP to increase daytime power to 5 kw; change to DA-N, change type trans. Action Aug. 25.

■ **KEWQ** Paradise, Calif.—Returned as unacceptable for filing application to add nighttime operation. Action Aug. 11.

■ **WPOM** Rivera Beach, Fla.—Granted mod. of permit to increase daytime power to 5 kw, change to DA-2, and install new trans. Action Aug. 28.

■ **WAUC** Wauchula, Fla.—Returned as unacceptable for filing application for CP to increase power. Action Aug. 31.

■ **WOKB** Winter Garden, Fla.—Granted license covering changes. Action Aug. 25.

■ **WILN** Atlanta.—Granted license covering changes. Action Aug. 25.

■ **KVNI** Coeur D'Alene, Idaho—Granted CP to change frequency to 1080 khz; inc. night and day power to 1 kw. 10 kw-LS; install DA-N; change TL; change type trans. Action Aug. 25.

■ **WQVQ** Highland Park, Ill.—Returned as unacceptable for filing application to add nighttime hours of operation. Action Aug. 10.

■ **WIMS** Michigan City, Ind.—Granted CP to increase night power to 5 kw using present day trans.; make changes in DA system (DA-2). Action Aug. 25.

■ **KSMN** Mason City, Iowa—Granted CP to replace expired permit for changes. Action Aug. 3.

■ **KMDO** Fort Scott, Kan.—Returned as unacceptable for filing application for CP to increase power. Action Aug. 31.

■ **WBLG** Lexington, Ky.—Granted CP to increase power to 2.5 kw; change type trans.

■ **WABD** Fort Campbell, Ky.—Granted CP to increase power to 1 kw. Action Aug. 28.

■ **WKKQ** Hibbing, Minn.—Returned as unacceptable for filing application for CP to increase daytime power and add nighttime hours. Action Aug. 10.

■ **WDMJ** Marquette, Mich.—Granted CP to increase daytime power to 5 kw; change type trans. Action Aug. 25.

■ **WJLK** Asbury Park, N.J.—Returned as unacceptable for filing application to increase day and night power. Action Aug. 31.

■ **WKOT** Kingston, N.Y.—Dismissed renewal application, cancelled license and deleted call letters. Action July 6.

■ **WEWO** Laurinburg, N.C.—Returned as unacceptable for filing application for CP to change frequency ant. system and add nighttime facilities. Action Aug. 10.

■ **WHOT** Campbell, Ohio—Granted CP to increase nighttime power to 5 kw; change type trans. Action Aug. 28.

■ **WGBT** Youngstown, Ohio—Returned as unacceptable for filing application for CP to increase daytime power. Action Aug. 7.

■ **KLIQ** Lake Oswego, Ore.—Granted CP to add nighttime power with 5 kw, change hours of operation to U; install DA-1; change SL and TL. Action Aug. 25.

■ **KAKC** Tulsa, Okla.—Returned as unacceptable for filing application for CP to increase daytime power. Action Aug. 10.

■ **WDKD** Kingstree, S.C.—Granted license covering changes. Action Aug. 25.

■ **KEES** Gladewater, Tex.—Granted CP to add nighttime power with 1 kw, DA-N, increase daytime power to 5 kw, change hours of operation U; change type trans.; change TL and SL. Action Aug. 25.

■ **WODY** Bassett, Va.—Returned as unacceptable for

filing application to increase daytime power from 500 w to 1 kw and maintain DA. Action Aug. 10.

■ **WESR** Tasley, Va.—Granted mod. of license covering change in SL. Action Aug. 25.

■ **KIT1** Chehalis-Centralia, Wash.—Granted CP to add nighttime power with 1 kw DA-N, change hours of operation to U. Action Aug. 25.

■ **KBRC** Mount Vernon, Wash.—Returned as unacceptable for filing application to increase nighttime power to 5 kw and change DA-N pattern. Action Aug. 10.

■ **WBEV** Beaver Dam, Wis.—Granted CP to add nighttime power with 1 kw DA-N, change hours of operation to U. Action Aug. 25.

FM actions

■ **KAGH-FM** Crossett, Ark.—Granted license covering changes; ERP: 3 kw ant. height 275 ft. Action Aug. 7.

■ **WPAT-FM** Washington, D.C.—Dismissed application to change trans. ant. and make changes in ant. system. Action Aug. 16.

■ **WNCX** Naples, Fla.—Granted mod. of CP to change TL; change trans.; make changes in ant. system (increase height); change TPO; ERP: 2 kw (H&V); ant. height 380 ft. (H&V); remote control permitted Action Aug. 7.

■ **WPCH** Atlanta—Granted CP to install new ant.; make changes in ant. system (increase height); make changes in transmission line; change ERP: 99 kw (H&V); ant. height 950 ft. (H&V); remote control permitted. Action Aug. 7.

■ **WSPY** Plano, Ill.—Granted mod. of license covering operation of trans. by remote control. Action Aug. 8.

■ **KLEM-FM**, Le Mars, Iowa—Granted CP to install new trans. change TPO; ERP: 100 kw (H&V) ant. height 790 ft. (H&V); change TL and type trans. Action Aug. 7.

■ **WBOS** Brookline, Mass.—Granted license covering changes; ERP: 15.5 kw (H&V); ant. height 280 ft.

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Summary of Broadcasting

FCC tabulations as of June 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,526	43	4,568
Commercial FM	2,976	1	69	3,047	120	3,166
Educational FM	920	0	36	959	74	1,030
Total Radio	8,391	5	131	8,532	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

*Special temporary authorization

**Includes off-air licenses

(H&V). Action Aug. 7.

■ *KLSE-FM Rushford, Minn.—Granted mod. of license covering change in remote control location. Action Aug. 8.

■ WMIC Sandusky, Mich.—Granted CP to change type ant.; increase ant. height to 300 ft. Action Aug. 28.

■ WAID Clarksdale, Miss.—Granted mod. of permit to change SL: remote control permitted. Action Aug. 28.

■ Jackson, Miss.—Returned as unacceptable for filing application by Sturgis Radio Inc. for new daytime AM. Action Aug. 31.

■ KEZK St. Louis, Mo.—Granted mod. of license and CP to change SL. Action Aug. 28.

■ KRWS Hardin, Mt.—Granted CP to change TL and SL: in ant. system (increase height). Action Aug. 25.

■ *WRVO Oswego, N.Y.—Granted CP to install new ant. Action Aug. 7.

■ WBYO Boyertown, Pa.—Granted CP to install new aux. trans. and ant. at former TL to be operated on 107.5 mhz; ERP: 5.5 kw (H&V); ant. ht. 330 ft. (H&V) for aux. purposes only. Action Aug. 14.

■ WQVE Mechanicsburg, Pa.—Granted mod. of CP to specify SL as 111 Strawberry Alley, Mechanicsburg, pa; increase ant. height. Action Aug. 23.

■ WDVR Philadelphia—Granted mod. of permit to change type ant. Action Aug. 8.

■ KNFM Midland, Tex.—Granted CP to install new aux. trans. at main TL to be operated on 92.3 mhz; ant. height 390 ft. (H&V); ERP: 6 kw (H&V); remote control permitted. Action Aug. 14.

■ KZZY San Antonio, Tex.—Granted CP to change ERP: 100 kw (H&V) and ant. height 580 ft. (H&V); remote control permitted. Action Aug. 14.

■ KWTX-FM Waco, Tex.—Granted mod. of license covering operation of trans. by remote control. Action Aug. 8.

■ KMFM(FM) San Antonio, Tex.—Granted CP to change TL: change type trans. and ant.; increase ant. height; ERP: 100 kw (H&V); ant. height 520 ft. (H&V); remote control permitted. Action Aug. 4.

■ WAXX-FM Eau Claire, Wis.—Granted license covering changes for aux. ant. Action Aug. 24.

TV actions

■ *WXXW Chicago—Granted CP to change ERP to vis. 5,000 kw (max). 1,500 kw (H). aur. 500 kw (max); change TL and SL: change SL; change type trans. and ant.; change ant. height to 1,543 ft. Action July 14.

■ *WIPB Muncie, Ind.—Granted CP to change ERP to vis. 142.2 kw; aur. 14.2 kw and replace aural exciter & visual exciter/modulator of existing trans. Action July 14.

■ KALB-TV Alexandria, La.—Granted CP to install alt. main trans. Action July 14.

■ KMTC, Springfield, Mo.—Granted CP to change ERP to 646 kw, max ERP: 1580 kw; ant. height 1,680 ft. Action Aug. 8.

■ WXTV Paterson, N.J.—Granted mod. of CP to change ERP to 603 kw; max ERP: 3240 kw; ant. height 1,470 ft.; change type trans.; extend completion date to Jan. 14. Action July 14.

■ WOR-TV New York—Granted mod. of CP to change ERP to 47.9 kw, max ERP to 61.7 kw; change type trans. and ant. Action Aug. 16.

■ WRDU-TV Durham, N.C.—Granted mod. of permit to change ERP: 3720 kw, max. ERP: 5,000 kw; ant. height 1,300 ft. Action Aug. 14.

■ WNET Newark, N.J.—Granted mod. of CP to change ERP: 42.7 kw, max ERP: 58.9 kw. Action Aug. 16.

■ KFDX-TV Wichita Falls, Tex.—Granted CP to change TPO and type trans. Action Aug. 16.

■ WCYB-TV Bristol, Va.—Granted CP to change type main and aux. trans. and ant.; change ant. height 2,230 ft. Action Aug. 23.

■ WSL5-TV Roanoke, Va.—Granted CP to change ERP: 229 kw; max ERP: 316 kw; ant. height 2,000 ft.; change type trans. and ant.; change TL. Action July 14.

In Contest

Petitions to deny

■ Washington, D.C.—Petitions to deny license renewal of WOOK-FM filed by Washington Coalition for Latino Radio and Hispanic Broadcasting Corp. (see "New Stations: Applications"). Received Aug. 31 and Sept. 1, respectively.

■ Washington, D.C.—Petition to deny license renewal of WJCA-TV filed by Washington Association for TV and Children. Received Sept. 1.

■ Washington, D.C.—Petitions to deny and intervene in renewals of all Washington broadcast stations filed by D.C. Media Task Force and Office of Human Rights of D.C. Received Sept. 1.

■ Chicago, Ill.—Petition to deny assignment of license of WCFL(AM) filed by CPI Radio (Texas State Network). Received Aug. 31.

■ Provincetown, Mass.—Petition to deny new educational FM filed by Seashore Broadcasting Co. Received Aug. 31.

■ Lincoln, Neb.—Petition to deny facilities changes for KUCV(FM) filed by Chronicle Broadcasting. Received Aug. 31.

■ Winston-Salem, N.C.—Petitions to deny facilities changes for WSEZ(FM) filed by Golden Circle Broadcasting Corp., received Aug. 30; Thomas Broadcasting

Co. (WCOGIFM)), North State Broadcasting (WEAL(FM)) and Murray Hill (WQMG(FM)), received Aug. 31.

■ Guayama, P.R.—Petition to deny new educational FM filed by Department of Education of Puerto Rico. Received Aug. 31.

Review Board decisions

■ Media, Pa.—Review Board granted application of Greater Media Radio Co. for a new FM on 100.3 mhz denying competing applications of Robertis Broadcasting Corp. and Alexander S. Klein, Jr. Action Aug. 25.

■ Cheraw, S.C.—Review Board has granted application of Cheraw Broadcasting Co. for new FM station on 103.1 mhz at Cheraw denying competing application of Town and Country Radio Inc. Action Aug. 28.

Rulemaking

Action

■ In response to request by Coral Television Corp.. (WCIX-TV, Miami) extended through September 18 and October 10, respectively, the date for filing comments and replies, in matter of amendment of television table of assignments, Miami and West Palm Beach, Fla. (BC Doc. 78-207). Action Aug. 31.

Fines

■ KXXV Colorado Springs, Colo.—Relieved of liability for forfeiture of \$350. Action Sept. 8.

■ KCIV Indio, Calif.—Notified of apparent liability for \$200 for repeated failure to maintain maintenance logs. Action Aug. 23.

■ WWMM(FM) Arlington Heights, Ill.—Notified of apparent liability for of \$500 for repeated violation of rules in that certain announcements broadcast on behalf of Buffalo National Bank promotion constituted advertising for lottery. Action Aug. 23.

■ WOKW Brockton, Mass.—Ordered to forfeit \$500 for repeated violation of sponsor identification rule. Action Sept. 8.

■ KBEC Waxahachie, Tex.—Notified of apparent liability for \$250 for repeated violation of rules in that antenna input power was not determined by indirect method pending completion of authorized changes in antenna system. Action Sept. 8.

Cable

Applications

■ The following operators of CATV systems have requested certificates of compliance:

■ Washington Cablevision, for Washington, Iowa (CAC-13563); commence operation.

■ Dynamic Cablevision of Fla., for Sweetwater, Pennusco, El Portal, Biscayne Park, North Miami Beach, Miami Springs, Virginia Gardens, Medley, Opalocka, Miami Shores, North Miami, Miami and Coral Gables, all Fla. (CAC-13564-76); commence operation.

■ UA-Columbia Cablevision, for Bexar, Tex. (CAC-13577); commence operation.

■ Laurel Community Antenna System, for Laurel, Miss. (CAC-13578); changes.

■ Cumberland Television, for Hiram and Blair, Ky. (CAC-13579,80); changes.

■ Cox Cable, for Conway, Horry, Myrtle Beach and Myrtle Beach Air Force base, all S.C. (CAC-13581-5); changes.

■ Peninsula Cable Television, for San Mateo, Calif. (CAC-13586); changes.

■ Athena Cablevision, for Berkeley, and Richmond, Calif. (CAC-13587,8); changes.

■ TCI Pacifica, for Pacifica, Calif.(CAC-13589); changes.

■ Vista Grande Cablevision, for Daly City and Broadmoor, Calif. (CAC-13590,1); changes.

■ Brisbane Cable TV, for Brisbane, Calif. (CAC-13492); changes.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Wanted: Manager for new 3Kw FM station in New York State. Must be heavily sales oriented. Hire out now and set up operation. Income geared to sales production. All replies confidential. Box K-112.

General Sales Manager position awaits right person! Heavy experience, retail and ad agencies. Not a desk job, but solid growth career position with major broadcasting company. \$2,000 a month draw, commission, overrides, bonuses, profit sharing, benefits. Person selected will make \$\$\$\$ on AM and FM. Box M-29.

Manager/Sales Leader to operate Maryland Small Market Country Music station. Earn part ownership. Will consider an experienced salesperson to become General Manager. Box M-137.

Need Operations Manager. Award winning Indiana AM/FM. Heavy on news, sports, farm and talk. Contact Vern Kasper, 317-659-3338.

G.M./G.S.M. broadcast trained to administer staff and manage sales force of newly acquired biweekly newspaper. Print experience is not essential. Paper has established account list and 30,000 circulation. We need an aggressive, inventive advertising pro with administrative abilities to complement our No. 1 contemporary FM. Outstanding salary and commission arrangement. Send resume to George Scanland, Box 524, Marion, OH 43302.

Florida Group seeks Assistant to President to assume title of Vice President-Station Manager. Will act as personnel manager and supervise production, copy, sales promotion and programming with PD. of WIRA, ascertainment and license renewal. Must have announcing and copy experience, be good typist, some management experience helpful. Send resume and starting salary requirement Hudson Millar, WIRA-WOVV, Box 3032, Fort Pierce, Equal Opportunity Employer.

Sales Manager/Manager of Progressive AM Adult Contemporary station with strong emphasis on news and sports. Excellent opportunity with established Radio/TV group. Personal interview possible at NRBA. Contact Bill Peavey 415-922-1415. Base salary plus override and benefits. EOE.

Career Opportunity leading to ownership for Selling Manager with expansion minded Small Market Station in beautiful Smokey Mountain National Park area. Send brief resume to Ron Broadcasting, Inc., Bryson City, NC

HELP WANTED SALES

Learn to sell at a professional Midwest radio station. Continuous sales training. Box M-68.

Aggressive salesperson who wants to earn well and to live well in a vacationland. Prefer 1 to 3 years sales experience. If you have what it takes to be successful in a hard hitting organization contact Charles B. Persons, Station KVBR, Brainerd, MN 56401.

We need one more gogetter sales person to round out sales force. Plenty of business here. Prefer at least a years sales experience. Good opportunity to join areas top billing station and develop career with a winner. Good benefits. Send resume to Jim Lord, WOVV, Box 3192, Ft. Pierce, FL 33450. Equal Opportunity Employer.

Aggressive Salesperson needed immediately for leading FM-AM combination in Northern New Jersey. We've grown tremendously this year and must expand our sales team, salary commensurate with ability. Emphasis on selling AOR FM. Phone immediately: Al Wunder, WDHA-FM, WMTR, Morristown, NJ 201-538-1250.

Salesmanager with desire for management, stock in near future. Some cash needed. Fast growing market, North Carolina. Box M-104.

Sales Manager for Chicagoland AM. Experienced, with present earnings over \$25,000. Box M-125.

Salesperson/Announcer—Not enough time to see all potential clients creates opening in leading South-eastern medium market. No-nonsense, hardworking, driving operation. That's how we became the leader. Fit in? Good news delivery for short airshift. Box M-149.

KEZY Radio, located in a market of 1,700,000 people and \$10,000,000,000 spendable is looking for two retail sales people that will have a fantastic opportunity to make money and live a sunshine lifestyle. For your support, we have: audio visual presentations, and over 120 pieces of sales material to help in your dollar earnings. Call me today Barry S. Shanman, Vice President, Corporate Sales 714-776-1191.

\$12,000 1st year. \$18,000 2nd year. \$24,000 3rd year. We're looking for this kind of aggressive, take charge salesperson. The challenge is yours. Build the list. Selling has to be No. 1 with you. No order takers. This is a Sales position. Get the picture? Position open now. This ad will run only once. We are serious. Are you? Send resume, references and sales record first letter. No phone calls. Market's No. 1 Adult Contemporary station wants a pro. GM, WQUA 1801 6th Avenue, Moline, IL 61265 EOE/IF.

Become Sales Manager of WONZ FM, 100KW TM consulted Stereo Rock. We need a winner who wants to live in beautiful Natchez, 2 1/2 hours from fabulous New Orleans. Send your resume with sales history to Alan Perkins, IM Programming, 1349 Regal Row, Dallas 75247, WQNZ is EOE/IF.

Solid list available due to transfer. Contemporary. We are aggressive professionals. E.O.E. Resume to General Manager, WFLB, Box 530, Fayetteville, NC 28302. No calls!

Sales Manager, Excellent opportunity for aggressive salesperson to move up to management. Draw plus incentive. Send resume to WKOL, Box 3, Amsterdam, NY 12010. E.O.E.

Experienced salesperson—morning personality for top-rated small market station in central Nebraska. Salary plus top commissions. Excellent opportunity for right person. Call Bill or Jack at 308-995-4020 weekdays.

Aggressive Salesperson Wanted. Send Resume to E. H. Close, WKNE, Box 466, NH 03431.

Growing Western Massachusetts AM-FM Adult Contemporary station is now accepting resumes for salesperson/announcer. Daily air-shift-good list. Send tape and resume to: General Manager, WBRK, Box 987, Pittsfield, MA 01201.

Colorado Springs, Colorado. America's most beautiful city at the foot of Pikes Peak is a place to work and play. Market 350,000 plus and growing. Expanding... need two AOR salespersons. Experience required as well as commitment. Income negotiable. Benefits. KKFM, 303-596-5536. Ron. EOE.

Good Colorado Regional AM Station needs a good sales person. Brand new 100,000 watt FM sister station debuts in weeks so lots going on. Send full resume to Manager, Box 890, Lamar, Co. 81052. E.O.E.

KSO Des Moines has immediate opening for experienced aggressive salesperson. Great company, new facilities. Generous benefits and pay. Resume to Sales Manager, KSO, Des Moines, IA 50317. EOE.

Account Executive. WDAK/WEIZ now accepting applications for a position as Account Executive. If you possess solid radio sales credentials, aren't afraid of hard work, like money and want to work for a professionally operated giant of a radio station, send resume, to: Bernie Barker, General Manager, WDAK, PO Box 1640, Columbus, Ga. 31902.

HELP WANTED ANNOUNCERS

Minimum Two Years experience in Rock, Upper Midwest. Box K-125.

Air Talent needed immediately for contemporary music evening shift. Competitive Midwest medium market. Personality, desire and experience a must... no beginners please. ARB No. 1. Good bucks. Rush tape and resume to Joe London, Vice President, WMOH, 220 High Street, Hamilton, OH 45011. EOE/M/F.

Experienced Announcers needed immediately, new AM, FM contemporaries. Tape, resume, Program Director, KIDO, Box 8087, Boise, ID 83707.

Announcer for medium size Pennsylvania market. Requires heavy commercial experience for 5,000 watt fulltime adult station. WCOJ, 215-384-2100. An Affirmative Action/EOE.

Wanted, Evening Announcer for Adult/Contemporary format. Mature voice with production commercial capability a must. An Equal Opportunity Employer. Reply Box M-83.

Experienced with creative skills in air work and commercial production; good voice and air personality. Should have potential to work in programming and other areas. FCC First Class license required. EOE. Send resume to Box M-113.

Wanted: Mature jock who understands community involvement and news. 24 hour station, Rocky Mountain area, adult contemporary. Send resume and telephone number to Box M-127.

Florida modern country AM, beautiful music automated FM needs announcer with production experience. EOE. Resume, Box M-134.

Experienced Talk Show Host for Chicagoland AM, Box M-148.

Nighttime—Top 40 at night at this leader in Southeast medium market. You must be good, be able to handle incoming remotes, and willing to work hard. Box M-153.

Community-minded Midwest AM/FM seeks experienced announcer that can handle all phases of broadcasting, from interviews to sports, news and board work. PD potential a strong selling point. Box M-51.

Major market FM powerhouses in East and in Midwest are looking for experienced, professional, mature, talented individuals who seek a position at solid, modern, comfortable facilities. Salary commensurate with the right person's skill. Materials to: Scott Henderson, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

Western Massachusetts AM-FM CBS Affiliate has full time night opening now! This is an entry level position. Please send resume, tape and salary requirements to: General Manager, WBRK, Box 987, Pittsfield MA, 01201.

Washington, D.C. Suburban Contemporary has an immediate opening (evenings). Must have first phone and some experience. Growing station looking for someone in their way up. Call Randy Swingle 703-368-3108 before 3 PM. EOE.

If you would like to work in Carolina we are looking for you. We are in need of an early night personality with first licket and good production skills. If you are interested please call Bob Dayton at WCOG, 919-299-0346.

Central Virginia Contemporary MOR has immediate opening for evening personality. At least 2 years experience with good pipes and something to say. 3rd endorsed, Wells Bunyea. WINA Box 1230 Charlottesville, VA 22902, 804-977-3030. EOE.

Announcer/News person for New Jersey AM & FM. Versatile person to gather local news and able to do mature, personable air show for beautiful music format. Third endorsed. Commercial experience necessary. Send tape, resume and salary requirements to WHTG AM/FM, 1129 Hope Road, Asbury Park, NJ 07712.

HELP WANTED ANNOUNCEMENTS CONTINUED

8-10 morning communicator a opportunity due to current morning person's appointment as PD. Highly rated 24-hour modern country AM in beautiful Southern Illinois. EOE/MF. Tape and resume to Louie Linder, WHPI Radio, Herrin, IL 62948.

10,000 Watt modern C & W needs top announcer, good reader w/prod. experience. Good pay, benefits, college community. Best hunting & fishing area. Contact Mgr. KKKZ, 105 Park Ave, Ruston, LA 71270. 318-255-5000. E.O.E.

San Luis Obispo, California. Operations Director-DJ Highly respected AM with outstanding news and sports profile. Must be a total pro and be sharp on detail. EOE/MF. Tape and resume to Dan Clarkson, KVEC, San Luis Obispo, CA 93401.

WBQQ AM/FM, Augusta, Georgia, is expanding its air staff. Looking for witty and dynamic personality for voice-track automation, late night live FM and production work. Contemporary format. Excellent working conditions and benefits. Send non-returnable tape and resume to Harley Drew, Box 2066, 30903. EOE.

Morning Announcer for loprated adult contemporary FM in fast growing upper Midwest medium market. Heavy personality required—tape and resume to Dave Montgomery, Y-93 Radio, Box 1738, Bismarck, ND 58501. EOE.

Wanted Jock for late afternoon shift. Must be strong on production. Send audition tape to Radio Station WYTI, Box 430, Rocky Mount, VA 24151. . . . An Equal Opportunity Employer.

Immediate Opening for young aggressive person for Mid-West A/C. 2-3 years experience. Send tape and resume to Shawn Elliott, P.O. Box 1638, Grand Forks, ND 58201.

New Mexico needs enthusiastic, dedicated broadcasters. Send resume to NMBA, 790-9D Tramway Lane NE, Albuquerque, NM 87122. 505-299-6908. NMBA—Clearing House for all member stations.

Morning Personality needed immediately for top station in great medium market. Excellent pay and benefits. Must be experienced, entertaining and personable. Call Dick Irland 607-739-0344.

Beautiful music announcer to join America's creative leader. WSRS Worcester considering experienced copy-production person capable of doing non-automated board shift. Copy, production, news samples plus resume to Les Ross, P.O. Box 961, West Side Station, Worcester, MA 01602. EEO.

Experienced beautiful music announcer, other duties. F. Grimes, WPVR, Box 150, Roanoke, VA 24002. EOE. No calls.

Contemporary AM in College town needs solid Morning airperson with experience. Good working conditions pay & benefits. Top hunting & fishing area. Contact Mgr KRUS, P.O. Box 430, Ruston, LA 71270, 318-255-3530. E.O.E.

HELP WANTED TECHNICAL

Immediate opening—Chief Engineer with maintenance background. Full time Class IV AM and 3 KW automated FM in Atlantic City, NJ. Call Mr. Johnstone, 609-344-5113 Equal Opportunity Employer.

Stable, Profitable 5 KW Directional plus Stereo stations in great area for living looking for a real Chief and willing to pay for one. Send resume and salary requirements to Steve French, KMON, No. 7, Holiday Village, Great Falls, MI 59404.

Chief Engineer—Class IV-AM, C-FM, Systems-90 Automation—SCA—self starter capable working without supervision. All benefits. Good compensation. EOE/MF Larry Weller, 314-581-2340.

Radio Chief Engineer, good audio and transmitter worker. Excellent conditions, salary, and fringes, at West Coasts oldest station. Send resume to KMED, P.O. Box 1440, Medford, OR 97501, or call 503-773-1440.

Beat the Winter snow. Gulf Coast Daytimer needs 1st engineer—announcer. Above average salary, hospital life insurance available. Equal opportunity employer. WABF Fairhope, AL 36532-205-928-2384.

Chief Engineer, Contemp/Top 40 in beautiful Wenatchee, Washington. New tower erected this month, new studios within two months. Operator/ Assist sequential Automation. Opportunity to enter other phases of operation. Resumes to J. Corcoran, GM, KWWW, PO Box 638, Wenatchee, WA 98801. E.O.E.

Chicago—highly desirable suburban community. Excellent opportunity for first phone with strong DA experience. Advance to group CE or into general management. EOE. Full resume, salary requirements to Box M-77.

Chief Engineer Wanted for South Florida FM-AM combination. Must be capable of wiring new studio building and maintenance, audio and RF. An Equal Opportunity Employer. Send resume and expected salary to Box M-110.

Wanted, excellent chief engineer, no announcing. Must have experience in AM two tower directional and FM automation. Salary open. Position in Rocky Mountain West. We have excellent working conditions and benefits and new equipment. Right person is now Chief Engineer, or second person ready to move up. Send resume and complete background to Box M-114.

Chief—Class IV AM in Southeast medium market. Planning transmitter site move and remodeling of studios. You will do installation, make equipment recommendations, etc. Beautiful area, we are the leading station. Depending on qualifications, \$12-15K. Box M-126.

Chief Engineer need for AM and automated FM. Great Florida fishing area, Beaches. EOE. Send resume. Box M-151.

Northern New Mexico AM/FM Stations at foot of Sangre de Cristo Mountains—Toas, Espanola, Sante Fe area. Exceptional opportunity for young, creative, 1st phone interested in growing in radio engineering. Production and air-shift also. Resume to Jim Hoffman: KDCE/Q-102; Box 970, Santa Fe 87501. 505-753-2201.

Experienced CE Needed for our full facility AM-FM in Natchez, Miss. Excellent equipment and good working conditions. Beautiful small city 2 1/2 hours from New Orleans. Send your technical resume with references to: Alan Perkins, TM Programming, Dallas 75247.

Chief Engineer, First Media Corp. is looking for a thoroughly experienced chief engineer for KAYK, Provo/ Salt Lake City, Utah. Experience with AM DA's high power FM, STLs, RPU's and contemporary audio. Competitive salary and excellent opportunity for advancement in our rapidly expanding group. Resume's to M. K. Smith, Director of Engineering, First Media Corp., P.O. Box 8550, Washington DC 20027 No calls please.

Chief Engineer/FM Radio—Excellent career opportunity for FCC First Class Engineer-Major Broadcast Group, excellent benefits, 100,000 Watt Stereo. Should be experienced in transmitter work, STL and have strong audio background. Salary open depending on experience and ability. Equal Opportunity Employer contact Raymond Yorke, WYNF Radio, 813-576-0950 between 9AM-5:30 PM or P.O. Box 20147 St. Petersburg, FL 33742.

Chief Engineer, a take-charge, self-starter First Phone, for one of finest equipped small-market stations anywhere. Non-DA AM/Class B FM. Start at \$225 per week, plus complete fringes. Send full information immediately to John C. Morgan, WFVA AM/FM, Fredericksburg, VA 22401. Equal Opportunity Employer.

HELP WANTED NEWS

News Director; Immediate opening at aggressive News station. Must have journalism background and news gathering experience plus an authoritative delivery. Tape, resume and personal interview required. Dual AM and 50,000 watt FM. Contact G.M., WGOM/WMRI, Marion, IN 46952. 317-664-7396.

Two Experienced Newspapers needed immediately. Fill vacancies in 7 member news dept. AM, heavy local news. 50kw FM N.Y.C. metro area Tape and resume to Scott Witt, WHUD/WLNA, Box 188, Peekskill, NY 10566 E.O.E.

Anchor-reporter to handle morning drive news in Southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range \$180-230 weekly. Great benefits. Equal Opportunity Employer. Send resume and tape to Mike Edwards, WRAL FM, N.C. News Network, P.O. Box 17000, Raleigh, NC 27609

Wanted—Full time newspaper person for heavy news operation in Southern California. Good writing skills and excellent on-air delivery required. Prefer West Coast talent, but will review all applications. EOE. State salary requirements. Box M-145.

News Director. Immediate opening at WNLK/Q96 Norwalk, Connecticut. Dynamic suburban market just 40 miles from NYC. We're looking for an experienced broadcast journalist with broad interests, strong organizational and leadership abilities, and an excellent on-air sound. Send tape, resume and salary requirements to Mike Hanson, General Manager, WNLK/Q96, P.O. Box 1350, Norwalk, CT 06852. EOE.

Wanted: News Director to take charge of news department in beautiful Southern Indiana town. Must be hardworker and capable of gathering, writing and delivering local news. Prefer at least two years experience. Call Ed Roehling 812-372-9933. EOE. Immediate opening.

News person with good delivery. Must be able to gather and write local news. Tape and resume to KNZA, Box 104, Hiawatha, KS 66434. E.O.E.

WKLO, Louisville, looking for morning anchor. Present individual has accepted a similar position with WSB, Atlanta. Searching for someone who can make a mobile, not too attentive radio audience pay attention. A combination of voice and creative story telling. Tapes and resumes including salary requirements to Jess Peterson, News Director, WKLO, 307 West Walnut, Louisville, KY 40202 EOE.

News Director—Public Radio Station with strong commitment to local and area news. Bachelor's degree and at least three years news experience required. Good on the air presentation and ability to direct student broadcast journalists in development and presentation of news and public affairs programs. Knowledge of sports play by play preferred. Annual salary up to \$11,520 plus benefits. EOE/Affirmative Action Employer. Send resume, audio tape, and references to: Station manager, KETR, P.O. Box 88, E T Station, Commerce, TX 75428.

News Professional, must have good pipes and good head, for No. 1 rated AM, and No. 1 rated FM. Our PD. was just named PD. of the year by Billboard. George Baumann WLKE-WGGO, Waupun, WI 53963, 1-414-324-4441.

Immediate Opening for News Director Must be experienced, able to gather, edit and deliver news. Fully equipped newsroom, 2 mobile units. Located state capitol. Send resume and tape to Greg Thomas WCVS, 3055 South 4 Street, Springfield, IL 62708. An E.O.E. Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations Manager. Top rated, automated station. Duties include staff supervision, air production. Michigan University Town. Box M-94.

Operations director for leading AM-FM in vital upper Midwest market. AM is "full service" personality adult contemp with strong emphasis on news, sports, and information. FM is automated with TM's "Stereo Rock" You will supervise announcers, promotions, production, music, etc. as well as pull an AM shift. This responsible, take charge position demands a high degree of detail orientation and follow through; a minimum of five years of strongly related, progressive experience is required. Floaters, "stars", and problem types need not apply. Career broadcasters desiring to settle in a highly desirable community are invited to investigate this to-be-created position. EOE. Rush resume with references, letter of application with salary expectations, and a brief statement of your programming philosophy. Box M-115.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Wanted: A. PD. who understands adult contemporary, heavy community involvement, sports, news, remotes, etc. Station has trade area of 120,000 reputation as stopping off place to the majors. Box M-150.

WDEF AM Chattanooga, Tennessee is looking for a Program Director. Format MOR. Must be experienced and have managerial capabilities. Send resume to Mike Solan, WDEF Radio, 3300 Broad Street, Chattanooga, TN 37402. 615-267-3392. EOE.

Reopening search for Director of Operations for an NPR/CPB, University Radio station, 50,000 watts FM. Require MA and substantial experience in a supervisory role in public broadcasting. Send resume and all supporting data to John L. High, Box 3, Middle Tennessee State University, Murfreesboro, TN 37132. Deadline for applications: September 30, 1978. Salary negotiable. An equal opportunity M/F employer.

Need Operations Manager. Award winning Indiana AM/FM. Heavy on news, sports, farm and talk. Contact Vern Kasper, 317-659-3338.

Audio Production Ace: Must be right at home with superior commercial production, critical editing, and a considerable amount of organizational responsibilities. If an occasionally demanding schedule is worth unlimited creative opportunity with one of the country's top production firms, send best production on tape (do not call) to Ken Justiss, TM Productions, Inc., 1349 Regal Row, Dallas, TX 75247. And be different!

Operations Director needed by one of Northern California's top beautiful music stations. Must have mature voice and copywriting experience and ability to motivate others. Send detailed resume and audition tape to: Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager: Heavy on sales, experienced all phases, 20 years. A builder. Sober, reliable. Prefer NY, PA, Ohio. Box M-81.

Profit is the bottom line. Anything else is window dressing. Retail Sales Manager, top 4 market looking for General Sales Manager position. Need \$20,000 base I'll make more for both of use in sales, promotions, personnel development etc. If you want a bottom line Sales Manager with 20 years experience in radio, let's make immediate contact and then 1 on 1 interview. Wasting time is wasting money for both of us. Prefer but not bound to Florida or West Coast. Box M-88.

General Manager/General Sales Manager, available immediately. Major Market track record and references. Will look at any offer that makes sense. Box M-106.

Looking for a working manager? You just found one! Answer this ad for a 42 year old married broadcasting veteran of 25 years. For a free, no obligation resume, reply to: Box M-108.

Full Charge General & Sales Manager position desired by 55 year old with 32 years broadcast experience. Strong in management, sales, operations, FCC regulations, accounting with credentials to prove. Available because I am selling my station. Only stations with dominant potential considered. Minimum \$35,000 plus usual fringe benefits and incentive plan. Southeast preferred. All locations considered. Box M-121.

General Manager/ Sales Manager 12 years Major & Medium Market experience. Strong R.A.B., Sales & Personnel Management. Promotionally creative, profit minded, aggressive. Call 414-734-2838.

Twelve years experience in Radio & Television. General Manager position held in both. College degree, 1st F.C.C. position also held in Public Relations, and advertising. 816-333-3424.

SITUATIONS WANTED SALES

Experienced Professional Christian couple seeks Sales positions in right TV or Radio market. 713-693-3153.

SITUATIONS WANTED ANNOUNCERS

D.J. wants to help small market station in New England, Northern Jersey, Southeast NY. Some experience. 3rd endorsed. Call Keith 414-769-6966 afternoons, evenings.

Experienced First Phone Announcer, 33, seeking position in Florida. Experienced in MOR, Beautiful Music, Adult Contemporary, Modern Country, and other formats. Good commercial and news delivery. Box M-1.

I'll never lie to you. Brains, results, energy and professional training are highlights of my audition tape. Available now. No market "Too Small." Box M-53.

Don Imus is working and I am looking ... 1st Phone/ Programmer/Rock Jock. Call Bobby 303-773-2875, write 6377 S. Fairfax Way, Denver 80121.

Air Personality—3rd Endorsed, expertly trained. Can relocate anywhere immediately! Tape and resume available upon request. Call Paul Scott at 312-824-0676. Between 2-midnight (cst) or write: 677 Lyman, DesPlaines, IL 60016.

Outrageous Comic I'm presently teaching midgits to think small. Maniac attracts audience with off the Wall Humor that breaks traditional formats. Call Uncle Alvin 315-393-2278.

Recent College Graduate—Endorsed, MOR/AOR/ Easy Listening. Good production. Immediate relocation. Former Assignment Editor, Charles Conner, 59-15 Woodbine Street, Brooklyn, NY 11227.

DJ ... promotions, public relations, 5 months experience. Tom Sisti 201-943-5816 days.

Stability, Good Pay, Good People ... Two out of three ain't bad, but I need all three. Four years on-air with contemporary/adult formats. First phone, dedicated, good voice, production; some sales experience. Family man. Will relocate. Mark 516-924-5439.

Looking for Someone creative, hard working and reliable. Third Endorsed and will relocate anywhere immediately. Tape and resume available upon request. Call 312-388-3040 or write Jim Mulvaney, 12832 May, Chicago, IL 60643.

Announcer, 23 seeks first job in radio. Excellent resonant voice, news, commercials. College radio and disco DJ experience. MOR, AOR, Beautiful Music format. Looking for station on Long Island, New Jersey, Connecticut. Tapes and references upon request. Box M-90.

Knowledgeable in all music formats. Three years experience, PD/MD good news & production. Stable and dependable. Seeking Announcer or Announcer/ MD position. Will relocate. Box M-119.

Chief engineer with good announcing and news delivery. First phone, excellent references. Prefer long-term position at small to medium station in Southeast. Box M-131.

Hardworking, small market Jock is looking for a step-up. Prefer nights. For tapes and resumes call Steve at 412-921-2638.

Personable Broadcasting School Graduate, good communicator, working part time, want full time. Interested in all aspects of Good Radio. Call Randy at 716-437-2493.

Disc Jockey Radio Personality. Experienced and knowledgeable in today's Contemporary Disco Music. Seeks position as Disc Jockey for a commercial Radio Station. Mr. Russell Williams, 212-655-6085.

Broadcast School Grad, 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

Air Personality for staff announcer position. 3 yrs. exp. Prefer 100,000+ market, Top-40. Have handed board wrk., audio pd. for TV-auto.equip.—copy writing, programming, news. Tape/ Resume available 602-779-4213.

Announcer: Good reader. Skilled with writing, editing, production. Several years major-market softrock and beautiful music; satellite market m-o-r/newstalk. Seeking quality operation with opportunity for management. Craig Lundquist 415-332-9100.

10 year Communicator WGN Style. Easy, Beautiful, C&W. General vicinity Chicago, Milwaukee, or warm climate. Big Band talk, News Director Degree. P.B.P. 1st phone. 414-275-6929.

Ambitious broadcast graduate 3rd looking for first break in radio on A.O.R. station. I'm energetic and reliable. Tape and resume on request. Call anytime 312-562-5956 or write: Dimitrios Alexander, 1401 High Ridge Pkwy, Westchester, IL 60153.

Two, bright-voiced, Jesus freaks, sick of secular radio, want to move to Contemporary Christian format. Six and seven years experience. Present format sale? We'll program fresh approach! 915-268-4238.

Have talent, will travel 3rd Endorsed married air personality seeks employment at Small or Medium Market Station. Creative, responsible and cooperative. Tape and resume available. Call 312-434-3768 or write Carl Reynolds, 5657 S. Morgan, Chicago IL 60621.

Female 24 Third Endorsed. Seeking 1st break in Radio. Willing to relocate. Tape and resume available upon request. Call 312-784-2068 or write Kathy Moyer, 1218 W. Winona, Chicago, IL 60640.

Trained, talented, excellent voice/delivery. 3rd Endorsed AOR/MOR/Progressive. D.J./News/Production. Extensive music/sales background. Gary Salem, 415-471-7736, P.O. Box 6264, Oakland, CA 94603.

Honest, Reliable, Energetic, air personality. Hard working, 3rd endorsed. Tape & resume available upon request. Phone 312-985-5530 after 4 PM. Mon-Thur 815-365-4037, weekends or write Leo O'Donnell, Box 97, Reddick, IL 60961.

Educated Black female, 3rd Endorsed, seeks work in Chicago or Milwaukee. Gina Scruggs, 312-929-0705, days.

SITUATIONS WANTED TECHNICAL

Chief Engr. 30 yrs. AM FM DA installations a specialty. Western states. Box M-6.

Chief engineer with good announcing and news delivery. First phone, excellent references. Prefer long-term position at small to medium station in Southeast. Box M-152.

C.E., 25 years, automation, proofs, AM to 50,000 watts, DA, FM to 100,000 watts, constructed 5 stations, experienced construction, maintenance. South or West. 505-863-4528.

SITUATIONS WANTED NEWS

Newsman: Experience in middle, major markets and wire services. B. A. Communication and Government. ND experience too. Call, write Morgan Lyons 817-756-5647, 1709 South 1st, Waco, TX 76706.

I'm Compentent and experienced. Four years major market all-news editor, writer, sports producer. P.B.P. I can help you in many ways. Box M-95.

9 years experience in telephone talk, news, PD, P.B.P. Let's talk. Midwest preferred. Box M-102.

Last year: 10 football, 35 basketvall, 25 hockey, 48 baseball games p-b-p. Station sports billings \$28,000+. Give me games, I produce numbers. Box M-124.

Aggressive, Hard-Working recent college grad with network sports experience seeks position as Production Asst. at station with active sports department. Box M-135.

Willing to work hard. UNC Graduate, BA Broadcast Journalism. Stringer experience. Will relocate for first break. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210, 704-525-1477.

News Pro. Former WOKY and WEMP ND. Motivator. Innovator. Air work, writing excellent. Top 50 market. Bob Betts 414-771-0786 or 321-2200.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Eight Years Diversified experience, P.D., sales, license renewal. New York, New Jersey, Pennsylvania preferred. Tape and detailed resume. Box M-130.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Attention Northern Border States and Alaska. Take charge Program Director looking. If you're already top rated and doing well, forget it. If you're not, get in tough quick. Thrive on cold weather, snow and competition. Box M-91.

If you believe the keys to a successful Program Director is (1) Ability to motivate an air staff, (2) good knowledge of promotion, then I'd like to be your next PD. Excellent knowledge of music, seven years in all facets of Radio. Know how to organize. Medium or Small market. Don Cohen, 802-862-4395.

Beautiful Music management, talent team. Program Director, Production Director, Engineer with Schulke, Bonneville experience. Seeking to improve your B-M numbers. Contact Gary or Jim; 419-693-9261, 882-5404.

Dynamic, Multifaceted, Radio Professional—Knows how to get the job done right the first time. Six years general experience—strong in programming and sports. First Phone, current major market sales experience. Subtle but effective leader. Will consider major market only. 312-541-2218—Evenings.

TELEVISION

HELP WANTED MANAGEMENT

General Manager/Sales. Manager. Unusual opportunity for experienced executive for new TV station located in major Northeast suburban market. Attractive salary, incentive, benefits. Send complete resume including salary history and references to Box M-116. All replies strictly confidential.

Promotion Manager. A real challenge for someone with experience as an Assistant Promotion Manager, ready to move up to run their own show. Group owned UHF station in N.E. market needs a bright, aggressive, co-operative individual to take over. Excellent opportunities. Send resume and samples of your work. An equal opportunity employer. Box M-154.

HELP WANTED SALES

Television Sales Trainee ... College graduate, pleasing personality, self-starter. Some media sales experience preferred. An Equal Opportunity Employer, M/F. Write: P.O. Box 1986, Pittsburgh, PA 15230.

Television Sales Person 3-5 years broadcast sales experience in a major market. Pleasing personality, and a self starter. An Equal Opportunity Employer, M/F. Write: P.O. Box 1986, Pittsburgh, PA 15230.

HELP WANTED TECHNICAL

Videotape Maintenance Engineer for quad VTR's and other related equipment for post production and duplication house. Prefer FCC 1st and at least one year's experience. Call collect 313-971-3600, or send resume to Robert Stapleton, NET Television, 2715 Packard, Ann Arbor, MI 48104.

Chief Engineer—Are you an aggressive, goal oriented number two person in an engineering department who is ready to move up but is blocked behind a good chief? Small market, southern net affiliate seeks new leadership and it could be your own show. Background should be heavy in maintenance, editing systems, ENG, color studio production equipment, 1st class FCC license. Salary commensurate with your abilities and experience. A solid growing company with a management commitment to technical excellence. EOE. Box K-113.

New First Phones! You've got your license, now get paid while you learn the business. Opening for control room operator. Harold Wright, WVIR-TV, Charlottesville, VA. 804-977-7082.

Chief Engineer. New TV station located in major Northeast suburban market requires a 1st class licensed Engineer knowledgeable in all phases of TV station equipment. Attractive salary, benefits. Send complete resume, salary history and references to Box M-122. All replies strictly confidential.

Wanted: Television Broadcast Engineer for FM and UHF TV transmitter maintenance in sun belt. First phone and experience with RCA TTU-110-B and microwave equipment essential. Equal Opportunity Employer. Forward complete resume, references, and salary requirements to Engineering Director, Box M-142.

Television Transmitter Supervisor—We need a top engineer to maintain two parallel Harris BT18H's on Channel 11 located in the worlds tallest building. First Class FCC license plus five years of high power RF experience is required, along with a good understanding of digital electronics. Good benefits go along with a salary of \$27,924 per year. Send your resume in confidence to: Larry W Ocker, Director of Engineering, WTTW-TV, 5400 N. St. Louis Ave., Chicago, IL 60625

Engineer Supervisor PTV Transmitter, Sioux City, Iowa. Ability to train, supervise and direct the work of technical personnel; assure site compliance with regulations. Minimum merit qualifications: electronics certificate and 4 years engineering experience with supervisory responsibilities. First Class FCC License. Engineer to, Bradgate, Iowa. Operates electronic equipment, makes minor adjustments at transmitter site. Minimum qualifications: First Class FCC license plus 1 year experience maintaining, operating and repairing TV transmitter facility. Contact Iowa Public Broadcasting Network, Personnel Office, PO Box 1758, Des Moines, IA 50306. 512-281-4498, and EEO/AA Employer.

Maintenance and Operation Engineer, KUED. Training or military experience in electronics. FCC 1st Class license required. Maintains all studio, remote, operational broadcast and production equipment. Sets up and operates major remote technical facilities. Troubleshoots, tests, locates problems and repairs equipment malfunctions. 3-4 years maintenance experience preferred. If interested contact: Katherine Muir, 801-581-5951, University of Utah, Personnel Department, 101 Annex Building, Salt Lake City, UT 84112. Equal Opportunity Employer m/f

A major Detroit TV station has openings for two Assistant Chief Engineers. Prefer applicants with 4-6 years experience at a major market station dealing with studio, videotape, remote and transmitter operations and maintenance; 2 years experience with Electronic News Gathering; 1st Class FCC Radiotelephone License and a minimum of 2 years technical school in electronics. The Assistant Chief Engineer, Engineering Department, will be responsible for supervision of studio and transmitter personnel, coordinating technical facilities with programming department, and assisting the chief engineer with budget preparation and department operations. The Assistant Chief Engineer, ENG, News Department, will be responsible for the supervision and maintenance of ENG equipment, supervision of daily ENG operations and assist the news director in the preparation of the annual operating budget. Reply to Box 400, Detroit, MI 48231. We are an Equal Opportunity Employer.

TV Engineer. San Jose State University needs a person to operate and maintain the television and radio production facilities in the Theatre Arts Department. Must maintain professional standards of broadcast, order operational equipment, supplies and component parts, supervise installation or install equipment and wiring of audio and video systems, manage technical operations and assist in training of students in broadcasting and operation of facilities. Must have 3 years experience in all phases of audio-video engineering, possess a valid FCC Radiotelephone Operator's license, a college degree or equivalent years work experience; knowledge of principles, methods and trends in (broadcast) engineering, knowledge of FCC rules, able to supervise, trouble shoot. Salary: \$1797.00-\$2168.00 monthly. Apply: San Jose State University Personnel Office, 125 So. 7th St., San Jose, CA 95192. Equal Opportunity/Affirmative Action/Title IX Employer.

Technician with second class FCC license to maintain and operate television broadcast equipment. Call Winston Woods at 324-3184 or write WNSC-TV, P.O. Box 11766, Rock Hill, SC 29730. An equal opportunity employer.

TV Engineer: Experience in VTR operation, on air and production switching, transmitter operation. First Class License. Western Colorado vacationland. Send resume and salary requirements to: Al Ladage, Dir. of Eng. KREX-TV, PO. Box 789, Grand Junction, CO. 81501. 303-242-5000, An EOE/MF.

HELP WANTED NEWS

Weather: We are looking for a strong weather personality for our 6 & 11 p.m. newscast. Must have substantial weather background and on air experience. We need a pro with a proven track record. This is not a beginners position. Send tape and resume to Allen Jones, News Director, WTVD, PO. Box 2009, Durham, NC 27702. E.O.E.

Sportscaster—Energetic, experienced week-end sportscaster and general sports reporter. Benefits. Equal Opportunity Employer. Send video-cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

General Assignment Reporter for top fifty, group owned, ABC affiliate. Submit resume and video cassette to: News Director, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. An equal opportunity, affirmative action employer

Anchor needed—Experience necessary. Must be bright and energetic. EOE. Fast growing sun belt area. Send video-cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

News Position for an experienced Weathercaster/Reporter. Send resume and tape to Eric Rabe or Myer Davis, WTAJ-TV, 5000 6 Ave, Altoona, PA 16602. 814-944-2031. An Equal Opportunity Employer.

We need a self-starter reporter/photographer with ability to anchor weekend evening news, one to two years experience preferable. Resume, tape and salary requirements to Steve O'Brien, News Dir., WMBB-TV, PO. Box 1340, Panama City, FL 32401. E.O.E.

Wanted—News Director for smaller network affiliate in Pacific Northwest. Have strong news commitment and are No. 1 in market. Looking for TV reporter with anchor experience ready to run own department. Needs film experience. EOE. Send resume, not tape, to Box M-82.

News Director for small Mid-South VHF network affiliate. Must be able to organize and direct 8 member staff. Newspaper editing preferred. ENG knowledge helpful. Great challenge matched with good pay. Equal Opportunity Employer. Box M-93.

Anchor—Midwest Net affiliate—strong talent who can write, report but most of all communicate. We're committed to news and to winning. Equal Opportunity Employer. Box M-107.

Sports—Strong, creative field work. Some air. Good sports market, Midwest. If you qualify you'll be our No. 2 person. Equal Opportunity Employer. Box M-120.

Anchorperson. Must have news background. Must have at least two years experience. Medium southern market. Equal Opportunity Employer. Box M-144.

Wanted—Sports Director who cares about people, not just jocks. This person likes human interest and recreation and leisure stories, but also hustles the local sports news. If that sound like you, write Box M-146. EOE.

News Anchor with proven track record wanted for San Diego CBS affiliate. Send resumes and tapes to Jim Holtzman, PO. Box 80888, San Diego, CA 92138.

News Director: Experienced administrator to lead staff of 10. Ability to shoot film and do air work desirable. Send resume and salary requirements to Clyde Payne, WBKO-TV, PO. Box 1198, Bowling Green, KY 42101.

Photographer—We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, PO. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

Reporter/Cameraperson with anchor potential. Some ENG editing. Would like at least 1 (one) year experience in TV. Journalism degree preferred. Send resume, tapes and references to Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA. 30903. WRDW is an Equal Opportunity-Affirmative Action Employer.

HELP WANTED NEWS CONTINUED

Wanted ... A Troubleshooter. We need an aggressive reporter who cares about people's problems and knows how to solve them. This person can produce an effective, professional package. Send resume, tape and salary requirements to Gary Anderson, Box 6669, Corpus Christi, TX 78411. EOE.

Reporter-Photographer Energetic and alert. Experience and/or education. Benefits. Equal Opportunity Employer. Send video-cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Weekend Anchor-Producer/Reporter for station with strong news commitment including live ENG. Experience necessary. Runs newsroom on weekends. Send complete resume, tape, salary requirements to: News Director, WMTV, Madison, WI 53711. We're an Equal Opportunity Employer

Co-Anchor Reporter. Position involves co-anchor of midday magazine newscast plus general reporting and feature work. Prior anchor experience helpful. Journalism degree preferred. ENG background requisite. Send resume, tapes and references to Hans Krause, News Director WRDW-TV, Drawer 1212, Augusta, GA 30903. WRDW is an Equal Opportunity Affirmative Action Employer.

ENG Editor/Photographer—Top 10 market network affiliate seeks an electronic journalist with a minimum of 3 years shooting/editing news stories and series experience. Ability to operate RCA, Ikegami cameras, and Sony editing gear desired. First phone, live feed, and a degree in journalism are real pluses. For prompt consideration, please forward confidential resume with salary history and expectations to Box M-105. An Equal Opportunity Employer M/F/H/Vets.

Innovative, top-rated television station is seeking two Reporter/Photographers. Must have college degree in broadcast journalism. Writing samples and audition tape will be requested. Steve Grissom, News Director, WBBH-TV, Fort Myers, FL. 813-936-0195. E.O.E.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Top News Station in Top Fifty Market looking for bright, aggressive Sports Director. Must have TV experience in on-air and field reporting. Send Complete resume to the Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer

News Producer for early and late evening newscasts. Reporting and production experience a must. Smaller market but a professional operation with fantastic ratings. Looking for a creative producer with solid news judgement. Contact: Cal Wasson, KAIT-TV, Jonesboro, AR 72401, 501-932-4288.

Wanted ... a seasoned professional Executive Producer/Director for daily one hour live variety program. Must have ability to do own switching and handle other entertainment and News Directing chores. Resume's with salary requirements and video tapes only to: Charles R. Bradley, 4100 City Line Ave., Philadelphia, PA 19131. An Equal Opportunity Employer

Director, 6 & 11 PM News, top five, major market, top Group, network affiliate. An equal opportunity employer. Box M-100.

Commercial Photographer Opening. WIXT Television, Inc. has an immediate opening for an experienced photographer/videographer proficient in the use of 16mm film, ENG and still-photo techniques. Extensive background in film and videotape editing is essential. Knowledge of dark room operation helpful. Candidates will be judged on the basis of experience and demonstrated techniques. This is an opportunity to join a going, dynamic organization Box M-128.

Documentary Producer/Director: Responsible for the production of local, regional, and national public affairs documentaries. B.A. with Masters preferred. Strong writing skills required. On-camera experience helpful. Send resumes to Personnel Office, PO Box 21, Rochester, NY 14601. EOE.

Production Manager. Immediate opening for full charge Production Manager for growing station/production facility. ten years television experience. three as Production Manager. salary DOE. must be willing to relocate: submit resume to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114, by October 1. EEO.

General Production/Announcer (Jackson, Michigan) Wanted a general television studio production person, with a minimum of six months announcing experience. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909

Community Outreach Specialist Trainee for WHA Radio-TV public broadcast programming from Madison, Wisconsin, to develop and coordinate a comprehensive system to further public awareness, utilization and involvement. Bachelor's degree required. Degree in Communications, Community Relations, Creative Writing or a related discipline preferred. Demonstrated ability to undertake research on a variety of subjects, write well, and work with people of diverse ages and backgrounds. Funding requirements are geared specifically to create a training opportunity for minority group candidates. Salary: \$12,000 per year for a twenty-four month period. Deadline for completed applications: October 2, 1978. For an application write: Dick Hiner, WHA-TV, 821 University Avenue, Madison, WI 53706.

Membership Services Coordinator for KETC-TV. Must have a minimum of five years' experience in public television and/or fund raising. Some supervisory experience desirable. Must have ability to work well with public. Responsibilities will include providing efficient services to members and viewers of KETC-TV, and planning on-air and print campaigns. Send resume to Membership Coordinator, PO Box 24130, St. Louis, Mo 63130, by September 22, 1978. An Equal Opportunity Employer

Cultural Producer/Writer needed with thorough knowledge of all phases of television and motion picture production, including TV direction, lighting and script development. Experience in the writing and development of cultural programs essential. This position will carry out the decisions of the Executive Producer and be a source of advice and alternatives to the programming. It is responsible for all talent including their preparation and execution of their duties. Apply with resume and complete salary history. Salary to \$16,500. Apply Personnel, WPBT, PO Box 610001, Miami, FL 33161

TV Artist Workshop, Coordinator: Responsible for managing production facility used by video artists. Some producing/directing required. B.A. with Masters preferred. Send resumes to Personnel Office, PO Box 21, Rochester, NY 14601 EOE

SITUATIONS WANTED MANAGEMENT

General Manager/General Sales Manager, available immediately. Major Market track record and references. Will look at any offer that makes sense. Box M-106.

Successful GM in small, competitive market looking for growth opportunity in medium or larger market. A real pro that gets the job done. Box M-143.

SITUATIONS WANTED ANNOUNCERS

Quick, Twin Cities Exp. female Donahue wants 60 day trial shot your area. Call Jeanne 612-920-4250 or write Box M-139.

SITUATIONS WANTED TECHNICAL

Experienced 1st Phone Studio Control Room Operator, Switcher, transmitter watch, wishes to relocate in Mid-West or Western States. Box M-89

SITUATIONS WANTED NEWS

Need news director, assignment editor, producer who believes substance keeps ratings longer than cosmetic approach to journalism? West only. Box M-46.

Have lightmeter, will travel. ENG/film photographer looking for good money and maintained equipment. Box M-59.

Award-Winning, Experienced newsman wants new challenge. Looking for reporting position with station seriously committed to news. Box M-70

High-Class Bum seeks fulfillment and fun. Top-rated in present spot for two years. now. Gpt to make more money. How 'bout Top 50? People relate to this anchorman. Box M-80.

Experienced Trial Lawyer (30), with prior association with TV news and documentary production seeks challenging investigative or "impact" reporting position. Background includes journalism, all areas of civil and criminal practice, as well as investigative, prosecutorial experience. Consider any serious news market. Box M-98.

Female Meteorologist. Four years AMS Number One. Innovative with personality. Credibility. Box M-101

Award-Winning Documentary writer-producer, on-air talent, seeks challenging position in documentary unit in major market. Female, four years experience, outstanding background, references. Box M-123.

Newspaper reporter, 27, seeks opportunity in Electronic News Gathering. Box M-129

Award-Winning Reporter seeks challenging position in major market. Four years experience, outstanding credentials. Box M-147

College grad with news interest seeks first TV job anywhere in USA. Market size immaterial. Single, 28. BA communications, currently radio jock. Devoted, energetic, willing to learn. Satisfaction guaranteed. Robert Headland, 384 Sixth St., Beaver, PA 15009, 412-775-8862

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

TV Producer/Director. Graduate intern from highly respected university broadcasting program seeks position in television production. Experienced in all phases of production, including writing, producing, and directing. Looking for a break in the New York area. Young, but bright, ambitious, with lots of experience. Excellent references. Box M-136.

Director of Public Affairs show and Newscasts seeking job in Production-Directing or Producing. Also experience in on air switching and editing of video tape. First Phone with endorsement. Contact Box M-138

Director wishes to relocate to small market. Experienced in the production of News, Public Programming and specials. Resume and cassette available. Box M-141

Television Production. 25+ yrs. television production & related A/V production exp. Studio/remote. Epl. operation thru Mgmt. Commercial/Army/Navy/Air Force. Entertainment/education/information/instruction. Please reply to: Jack Petersen, 2103 Ridgmar Blvd. No. 126, Ft. Worth, TX 76116, 817-738-0969.

ALLIED FIELDS

HELP WANTED SALES

Rapidly Growing California Electronics Firm needs polished, ambitious, sales rep with television capital equipment background to handle Northeastern region sales. Will consider related industries. Immediate opening, compensation open. Please send resume in confidence to Box M-112.

Stations Relations Representative. Are you an owner or manager of a Radio Station, free to travel 100% of the time and want to stay associated with the industry? Our national service organization has an immediate position available as a liaison with stations in the Northeast. Company car, expense allowance and excellent benefits. Send resume and salary history to: Box M-132.

Golden Opportunity for a self-starter in the print and broadcast media. Must have a track record in the area of sales and advertising to spearhead and develop this division. Salary/Commission/Management. Forward resume to Target Research, Inc., 10 West 66th Street, New York, NY 10023.

HELP WANTED TECHNICAL

Video tape engineers, maintenance engineers and radio operators needed for expanding Washington, D.C. video tape production house. Experience only apply. Box M-140.

Television Maintenance Engineer for a growing Midwest production house. 2-3 years experience in maintenance of mini-cams, 3/4" VTR's, TBC's, switchers, etc. First phone. tech school State salary requirements. Send resume to Dennis Harl, Production Director, The Media Group, Ltd., 406 Waters Bldg., Grand Rapids, MI 49503 or call 616-774-8338.

San Francisco Consulting Engineering Firm specializing in AM-FM-TV broadcasting, CATV, and microwave systems needs competent, personable, self-assured associate. Engineering degree essential, M.S. preferred, Ph.D. welcome. Systems design, FCC applications, forensic engineering, some field work and travel. PE registration essential but may be obtained later. Salary commensurate with qualifications and experience. Future share of ownership possible. Enjoy the benefits of a small specialized professional firm with an established nation-wide practice. Entry level engineering positions also available. All replies confidential. Send resume to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

HELP WANTED NEWS

News Executives. We are news consultants looking for a news executive to join our staff. We have a senior position opening for a solid leader and communicator with a successful track record. Apply only if you know all aspects of television news and are skillful at writing, producing and teaching others. A rewarding career opportunity for the right person in a fast growing company. Tell us about your self. Send a resume. Box M-99.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Top ten independent video tape production house recruiting a creative, talented director and AD. Film background helpful. Must prove you are worth good money. Stability and cooperation a must. Equal Opportunity Employer. Box K-6.

HELP WANTED INSTRUCTION

Broadcast Instructor. Knowledge, announcing, copy writing, programming, equipment maintenance. Resume to Trans American, 115 6th St. Wausau, WI.

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.

Beginning automation. Looking for good used equipment. Tape decks, Carousels. Programmer, KCMX, Van Sias, 503-482-2211.

Used tall tower wanted with elevator. Will buy either standing or on the ground. Prefer 1,000 to 1,500 feet tall. Would consider shorter tower with elevator. Contact Jerrell Shepherd, KRES, Inc., Moberly, Missouri, 816-263-1600.

Want: One Operating, reconditioned RCA 44-BX Ribbon Mike. Steve Grant, Box 303, Springfield, MO 65801. 417-831-0000.

Microwave for STL. 7.125 gig-a-herz. In operating condition. WTKK 703-369-3400 C.E.

Two 2" Hi-Band Quad VTR's. KXMB-TV Box 1617, Bismarck, ND 58501. John Krence C.E. 701-223-9197.

FOR SALE EQUIPMENT

5" Air Heliac Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfg's Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Hitachi FP 1010 color camera with saticons. Excellent condition. Includes tripod, head, dolly, case. Box M-118.

20 KW FM transmitter, Gates FM20B. On the air, M. Cooper. 215-379-6585.

One of nation's most complete Schafer Automation Systems. Good operating condition. Ten racks, random access carousel cart system, digital time clock, time selector panel, 4 spot locaters with four Ampex tape decks, McCarta cart machine, 2 TRU-8 makeup units, Ampex AG-350 with Schafer TRU-8 makeup unit, slow speed Schafer logger, Mosley relay control panel, time machine with 2 Ampex decks, Schafer brain and sub-brain with sequence selector panel, 4 rack-mounted Ampex decks. Under certain circumstances, there is enough equipment to automate two stations. \$2,000 down. \$424.95 per month for 60 months. 615-756-7635.

AM Transmitters (used) 50 kw, 5 kw, 1 kw, 250 w. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Transmitters (used) 20 kw, 15 kw, 10 kw, 7.5 kw, 5 kw, 1 kw. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097

For Sale: IVC 7000P Color Camera with CCU, Canon 12-120 mm lens w/Auto Zoom, 150' camera cable, cases included. For information, call or write: Louisiana Marketing, 901 Lakeshore Drive, Lake Charles, LA 70601 318-439-3624.

Remote Control, Moseley TRC-15AW, 15 telemetering and control channels, single audio line required. Like new, with manual. R. B. Bell, 918-647-2288.

2 RCA TR-60 Quad VTR, one with editor, each with RCO, headwheel, TEK 528, Conrac P/C mon. Available December 1. WPBT Engineering, 305-949-8321.

Ampex Audio Recorders: 9 AG440 mono in console \$1,750; 1 600 mono portable \$550; 1 300 2-track completely rebuilt electronics w/solid state preamp \$1,100. All in excellent condition. Contact Rod Hall: 213-577-5400.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Video Equipment, incl. Cameras: GE PE-350, Marconi MK7, RCA TK60; Switcher: Ward-Leonard TS-206 with TA902 fader & Riker 540 SE (8x21); GE 4PE27 Key Camera VTRs: Ampex VR-1000's ED.; Cable: Belden 8284 bulk; Console: Langeman 16x4. More. Send SASE for list or call Malcolm Montgomery, Chief Engineer, Broadcasting Div. College-Conservatory of Music, Univ. Cincinnati, Cincinnati, OH 45221. 513-475-4394.

Hitachi FP 1010 color camera with saticons. Excellent condition. Includes tripod, head, dolly, case. Box K-131.

1 KW AM transmitter, 18 mos. old. McMartin. Also Gates BC1-F. Martin Cooper, 215-379-6585.

COMEDY

"Free" D. J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

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 Twining, Dallas, TX 75227

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404-231-9884).

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

MISCELLANEOUS

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.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee. VA appvd. Nat'l Inst. Communications, 111488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance. too. 237 East Grand, Chicago, 312-321-9400.

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.

1978 "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 11 and October 23. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none, contact Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

"Riches in Radio". New book explores the How To of selling radio time. This special offer only \$10.95. America Media, 7610 Garden Grove Blvd. Westminster, CA 92683.

RADIO Help Wanted Sales

ACCOUNT EXECUTIVE

WDAK/WEIZ now accepting applications for a position as Account Executive. If you possess solid radio sales credentials, aren't afraid of hard work, like money and want to work for a professionally operated giant of a radio station, send resume to: Bernie Barker, General Manager, WDAK, PO Box 1640, Columbus, GA 31902.

Help Wanted Management

RADIO STATION MANAGER

Excellent opportunity for experienced Radio Station Manager to direct AM/FM combination separately programmed. Must have proven record in all phases. These group-owned stations enjoy excellent reputations in a good New York State market. Top benefits including pension in this career position. Complete resume and salary history first letter. Write Box M-109. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

PD/Air Personality

Wanted for contemporary station ... good market. Real, non-hype, enthusiasm desired plus good programming mind. Send tape and resume to Bill Moyes, The Research Group, 1422 Monterey Street, San Luis Obispo, California 93401.

Help Wanted Technical

CHIEF ENGINEER

Tampa, market No. 23, AM. Position can lead to group chief. EE degree preferred. Resume to: Michael Spears, VP, International Broadcasters, Inc., 2690 Drew St. No. 912, Clearwater, Fla. 33515 (813) 726-9139, E.O.E. M/F.

Help Wanted Announcers

OUTRAGEOUS COMIC

Air personality to attract young adult audience. Must have proven track record in contemporary radio. Off-the-wall humor that breaks traditional formats. Unusual Opportunity in Top 5 market. Send resume, ratings and cover letter to Box J-84, E.O.E.

PRODUCTION GENIUS

Small market station with major market staff and sound. All new equipment and the finest production aids available. AM mellow country, FM stereo rocker. Station in scenic Finger Lakes region of New York, near several major markets. Send complete resume and tape to Tim Akers, PD, WKRT/WNOZ, 292 Tompkins Street, Cortland, NY 13045.

Help Wanted News

NEWS DIRECTOR

Top rated Midwest station seeks community oriented news director/morning news editor. Excellent salary for the right individual. Send tape and resume to: Joe London, Vice President, WMOH, 220 High Street, Hamilton, Ohio 45011. EOE M/F.

ANCHOR PERSON

Nationwide radio news network with specialized audience seeks anchor person. Writing and reporting experience essential. Must have mature, bright voice, sense of style, taste and dedication to accuracy. New York City base with attractive pay, benefits, hours. Reply with resume to Box M-85.

NEWS DIRECTOR

Creative journalist who wants to work at a station where news is our most important product. Must be strong on air and able to manage 24 hour a day news team. This is a big station in a small market, a station that has doubled its staff and billing in just six months because it believes in doing it right. If you're looking for long term association which you can be proud of, located in the scenic Finger Lake region of New York, then send tape and resume to Donald L. Kelly, Executive Vice President, WKRT/WNOZ, 292 Tompkins Street, Cortland, NY 13045.

Situations Wanted Announcers

TALK MODERATOR

Seeks new challenge. Currently in major Western market. Issues oriented. Wide variety of knowledge. B.S. & M.A. Journalism. Recently a guest on Tom Snyder "Tomorrow Show."

"Lets Talk Radio Talk"

David Gold—(303) 449-7846.

TELEVISION

Help Wanted Programing, Production, Others

Director of Operations

Independent station in top 50 is seeking someone with strong qualifications to assume full responsibility in developing expanding production and promotion activities.

An Equal Opportunity Employer.
Reply Box M-133.

Help Wanted News

NEWS DIRECTOR

West Coast Network Affiliate

needs experienced broadcast journalist to direct and motivate expanding news operation. Resume to Box M-103. E.O.E.

ANCHOR NEEDED

We're changing from a single anchor to a co-anchor format. You will work with male co-anchor but will be in the driver's seat. Six and ten o'clock half hour block. Monday through Friday. Assist in production ... occasional field work. Live ENG in an intensely competitive Midwest market. Send letter and resume to Box M-111. EEO Employer.

Help Wanted Technical

TELEVISION TRAINING ENGINEER

needed with heavy hands-on experience with broadcast and industrial helical VTR and color cameras. Positions are open for engineers to research, write, and produce video taped technical training programs on Sony broadcast and industrial products. Solid technical skills are required to analyze the circuitry involved with the ability to communicate this knowledge to others. Apply to: John Aldrich, Mgr. Tape Production Services.

SONY CORP. OF AMERICA

700 W. Artesia Blvd.
Compton, Ca. 90220
(213) 537-4300

Help Wanted Technical Continued

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

TV TECHNICIAN

Major Market Station needs person with 1st Class FCC License, technical education, and 2 years previous experience in all phases of Television engineering.

Salary in low 20s for individual with proper experience.

Send all information to:
Jack Hastings
WMAR-TV
6400 York Road
Baltimore, Maryland 21212.
EOE/M/F.

CHIEF ENGINEER

Due to expansion, group owner, Mid America Media, now taking applications for chief engineer (radio). Applicants should have strong knowledge of directional AM, automated FM, audio chain, solid state, digital electronics. Send resume in confidence to Joe Cunat, Vice President-Engineering, Mid America Media, Six Dearborn Square, Kankakee, IL 60901.

An Equal Opportunity Employer.

Situations Wanted News

1978 LAW GRAD

early 30s, seeks career opportunity in news or legal affairs with network, O&O, or major broadcast group. Five years solid TV news experience with film and ENG. Also, Masters of Journalism, university teaching, academic honors, published. Excellent references. Box M-78.

Frank Gifford I'm Not!

But, I may just be that young, new face that could give your Sports department the kick in the pants that it needs. What have you got to lose? I'm MARK CURTIS and I want you to see my tape. O.K.? Will consider any market size. Phone 703-370-6424 or 703-751-1139 or write to me at 1430 North Gaillard Street, Alexandria, Virginia 22304.

TV News Director

I am a competitor. I know news, administration, talent. I am looking for an affiliate in the top-25. A leader is ok, but I prefer a station whose news is second-best, whose g.m. is determined to be No. 1 in numbers and excellence. Box M-79.

BOOKS

- 402 BROADCASTING ENGINEERING & MAINTENANCE HANDBOOK**, by Patrick S. Finnegan. Truly a masterpiece of timely maintenance tips, installation techniques, and measurement methods for the entire equipment chain—practical answers to practical problems, not theoretical "excursions" into the clouds! Covers planning, construction, installation, start-up, calibration, operation, updating, maintenance, modification and repair of commercial or educational broadcast facilities. 532 p. **\$19.95**
- 432 PROFESSIONAL BROADCAST WRITER'S HANDBOOK** by Stanley Field, Deputy Chief, Broadcast Pictorial Branch, U.S. Army Information Div. Covers all forms of writing—drama, documentary, children's and religious programming. 396 pages. **\$14.95**
- 400 ILLUS. DICTIONARY OF BROADCAST-CATV-TELECOMMUNICATIONS**. A GIANT, one-stop source of 9,000 modern, concise, easy-to-use definitions that explain ALL fields of telecommunications! It's a complete word-by-word guide, and contains 9,000 thoroughly understandable explanations of the terminology used in radio, TV, CATV, advertising, music, journalism, broadcasting, statistics, writing, film, news, acting, law, lighting, sound, programming, sales, video, etc. 420 pps., 106 illus. **\$14.95**
- 444 RADIO ADVERTISING—HOW TO SELL IT & WRITE IT**, by Sol Robinson. Presents a practical approach to radio advertising sales—new and useful methods which the time salesman (and copywriter, too!) can use to obtain better results for himself, the station, and the sponsor. 228 pages. **\$12.95**
- 401 MICROPHONES: HOW THEY WORK & HOW TO USE THEM**, by Clifford. Takes all the mystery out of microphones, shows you how to record almost anything (at a professional level), clearly explains how to get different sound effects and better stereo. You learn about the different types of microphones and accessories available, and how to interpret polar patterns... plus single- and multi-microphone applications, phasing, and recording data for over 60 different types of instruments. 224 pps., 92 illus. **\$8.95**
- 457 PROFESSIONAL ELECTRICAL/ELECTRONIC ENGINEER'S LICENSE STUDY GUIDE**, by Ed Ross. A complete study guide for the electronics or electrical engineer who wants to prepare for either the Power Option or the Electronics Option of the Professional Engineering (PE.) exam. The author reviews basics of electricity and electronics, plus the most advanced states of the art—digital techniques and solid-state devices. The text is designed to accommodate the engineer who has been out of school for awhile, as well as the recent graduate. 448 p., 466 illus. **\$10.95**
- 455 PROMOTION & PUBLICITY HANDBOOK FOR BROADCASTERS**, by Rolf Gompertz. A practical handbook for radio and TV station publicity and public relations departments: Planning a publicity campaign. Tools of the trade. Press agents. Organizing, preparing and disseminating a press kit. List of press outlets. The author is a publicist of NBC's West Coast Press & Publications Dept. His responsibilities include national publicity for "specials" originating on the west coast. 336 p., 105 illus. **\$14.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

Miscellaneous

GOODWILL

Are you making the most of your available resources in gaining public confidence and goodwill which are so essential to licensing, ratings, and sales? Methodologies developed over a period of 15 years with a major web O&O in one of the most volatile cities in the East can be translated to your marketplace in a two or three day consulting session with your management staff. Contact: New Breed Media Group Inc., P.O. Box 1014, Merchantville, NJ 08109.

Employment Service

Indiana Opportunities

Looking for solid Midwest
Radio or TV Position?
Small Market to Top 20

Resumes to Indiana Broadcasters Association,
EMPLOYMENT SERVICE (no fee),
Equal Opportunity Employers,
1111 E. 54th Street • Indianapolis, IN 46220.

FREE JOB LISTINGS!

"Hot Tips" continues to offer free samples to prove that the BEST jobsheet is NOT the most advertised. Smaller ads mean smaller subscription rates too! 13 weekly issues \$12; or \$30 per year Write: "Hot Tips" PO Box 678, Daytona, FLA 32017, or call our 24 hour Hotline—(904) 252-3861.

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Captain Stubby
and
Charles Homer Bill

"Anybody Home?"

5 minute country humor
Family Broadcasting Company
5540 Harvey Avenue
LaGrange, Illinois 60525
312-246-3253

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
... Included in each series



Program Distributors

410 South Main
Jonesboro, Arkansas 72401
501-972-5884



ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?

(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO!
WE CAN, USING DIGITAL VIDEO EXPANSION,
RETURN YOUR VIDEO TO FCC SPECS. WE
WILL DELIVER VIDEO STARTING ON LINE 19
AND 11.0 MICRO SECONDS HORIZONTAL
BLANKING. IMMEDIATE TURN-AROUND
AVAILABLE!

FOR MORE INFORMATION CALL:

CHARLES BALTIMORE

WBRE-TV

WILKES-BARRE, PA.

(717) 823-3101

Consultants

Attention Owner/Operator Management

Team available to consult on all phases of TV operation, from CP to full growth. Able to provide solutions, working capital, management of all of the above. Got a problem? Write in confidence. Box M-157.

Business Opportunity

16mm Color Film

Have some 20,000 feet of unique professional 16-mm color film of explorations in Peruvian mountains and rainforests. Need professional associate to edit into 30 minute access miniseries on 50-50 basis. Paddock Films, 369 South Street, Pittsfield, Massachusetts 01201. 413/448-8263.

PERSONALITIES PROGRAM DIRECTORS

Ten Fundamentals of Programing Success - The How To's of Programing, for your larger share of the ratings and bigger dollars for you. Send name, address and \$5 to P.O. Box 3083 Richmond VA. 23235.

Public Notice

RFP applicants for joint CATV system Dodgeville-Mineral Point, Wis. Send letter and non-returnable \$150.00 filing fee payable to the City of Mineral Point to Dennis Leinbaugh, City Hall Mineral Point, Wis 53565. Filing deadline Nov. 1, 1978.

Illinois Community

of approximately 50,000 people 10 miles from downtown St. Louis, Missouri desirous of contracting for cable television service.

Please contact Mayor Paul Schuler or Alderman C.W. Boyd, City Hall, Granite City, Illinois 62040; (618) 876-0624.

Wanted To Buy Stations

ATTENTION

GEN. MGRS./SALES MGRS.

Experienced broadcast investor wishes to match equity with sales-oriented operator to acquire station(s). Prefer silent role with solid performer who can maximize potential. Immediate opportunities - unlimited growth. All replies confidential. Box M-155.

Midwest broadcast group

looking for radio stations, North-Central, West and South. Prefer small & medium markets. Write, KBOM Radio, Box 1377, Bismarck, ND 58501.

For Sale Stations

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

MEDIA BROKERS APPRAISERS

RICHARD A.

SHAHEN INC.

435 NORTH MICHIGAN · CHICAGO 60611

312-467-0040



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

STATIONS	CONTACT
SW Small AM \$98K SOLD	Bill Whitley (214) 387-2303
S Small AM \$100K SOLD	Paul Crowder (615) 298-4986
S Small FM \$130K \$25K	Bill Chapman (404) 458-9226
S Small AM/FM \$189K SOLD	Paul Crowder (615) 298-4986
S Small AM \$145K \$40K	Bill Whitley (214) 387-2303
NE Small AM \$424K \$123K	Warren Gregory (203) 767-1203
MW Small AM/FM \$655K \$175K	David Kelly (414) 499-4933
S Small Fulltime \$395K Cash	Bill Chapman (404) 458-9226
MW Small AM \$300K Cash	Paul Crowder (615) 298-4986
MW Small AM \$175K Cash	David Kelly (414) 499-4933
MW Small Single \$160K \$46K	David Kelly (414) 499-4933
NW Small AM \$375K 29%	Ray Stanfield (213) 363-5764
MW Small AM \$123K SOLD	David Kelly (414) 499-4933
W Small Fulltime \$100K Terms	Bill Martin (303) 597-6168
W Small AM \$70K \$35K	Galen Gilbert (214) 387-2303
MW Small AM \$127K SOLD	David Kelly (414) 499-4933
NW Small AM/FM \$275K \$80K	Ray Stanfield (213) 363-5764
W Small AM \$110K 29%	Bill Whitley (214) 387-2303
SE Small AM-D \$150K SOLD	Paul Crowder (615) 298-4986
S Small AM \$250K SOLD	Bill Chapman (404) 458-9226
W Small AM \$142K \$36K	Galen Gilbert (214) 387-2303
S Medium AM \$200K Cash	Bill Hammond (214) 387-2303
S Medium FM \$500K \$100K	Bill Whitley (214) 387-2303
W Suburban FM \$950K SOLD	Bill Hammond (214) 387-2303
S Metro AM \$525K Terms	Bill Chapman (404) 458-9226
W Metro Fulltime \$700K SOLD	Ray Stanfield (213) 363-5764
W Metro AM \$325K 29%	Bill Whitley (214) 387-2303
W Metro Fulltime \$225K SOLD	Evelyn Stanfield (213) 363-4764
SM Metro AM/FM \$775K SOLD	Bill Whitley (214) 387-2303
SE Group AM/FM \$6.5MM Cash	Bill Chapman (404) 458-9226
NE Major AM \$725K SOLD	Warren Gregory (203) 767-1203
MW Major FM \$1.7MM Cash	Art Simmers (617) 848-4893
MW Major AM/FM \$2.7MM \$521K	David Kelly (414) 499-4933

NRBA: Hyatt Regency Embarcadero Suite 1725/26

To receive offering of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341



#1 IN NEW ENGLAND: Buyers and sellers are "sold" on the firm which really knows New England broadcasting. Talk over your buying or selling plans this month with Bob Kimel of our New England office. You'll find Bob at these important meetings:
 New Hampshire Broadcasters . . . Sept. 20-22
 Maine Broadcasters . . . Sept. 22-24
 Massachusetts Broadcasters . . . Sept. 29-Oct. 1

Elmira Office

Keith W. Horton
 Dick Koracko
 Keith Horton, Jr.
 Ken Chapin
 Bill Cook

New England

Robert I. Kimel
 Box 270
 St. Albans, Vt. 05478
 (802) 524-5963 or
 (802) 524-3159

Southeast

Jerry (Chlo) Chiappetta
 601 Elkam Circle
 Marco Island, Fla. 33937
 (813) 394-7579

THE KEITH W. HORTON CO., INC.

Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

Books for Broadcasters

- 304. AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index. **\$10.00**
- 333. THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION** by Bernard Wilkie. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages, 5 1/2" x 8 3/4", 200 halftones, 40 diagrams, appendix, index. **\$18.50.**
- 332. THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary. **\$14.50.**
- 305. BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W Hall. Revised 1978 edition. Covers all basics of radio-television news writing style techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". **\$7.95.**
- 312. THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. **\$14.50.**
- 358. VIDEOTAPE RECORDING: Theory and Practice** by JF Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, material on cassettes and cartridges, and a chapter on editing (*Library of Music and Sound Technology*). 320 pages, 6" x 9", graphs, diagrams, bibliography, glossary. **\$18.50**

BROADCASTING BOOK DIVISION 1735 DeSales St., NW Washington, DC 20036

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

For Sale Stations Continued

AM/FM Opportunity

Dakota AM/FM opportunity available at 2 1/2 times gross. Small Market. \$550,000. 29 percent and terms. Reply Box M-96.

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385
Suite 214
11881 San
Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

RALPH E. MEADOR

Media Broker
AM-FM-TV Appraisals
PO. Box 36
Lexington, Md. 64067
Phone 816-259-2544
See you Hyatt Regency for NRBA

HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation
Box 111
Bethlehem, PA 18016
215-865-3775

Holt Corporation West
Box 8205
Dallas, TX 75205
214-526-8081

SMALL MARKET FM's

West-Central

Class A in high income county of 10,000. Billing on \$120,000 level even though non-broadcast owners not nearly achieving full potential. Priced 1.5 x billings with super enticing terms!

Midwest

AM/FM combo. Only stations in county of 20,000. City grade signal covers nearby city of over 25,000. Priced 1.6 x billings with standard terms.

Magruder Media Associates

Media Brokers
One Lemmon Park North, Suite 204
3737 Noble Avenue
Dallas, Texas 75204
(214) 528-1020

- Fulltimer in Kodiak Alaska covering 150 mile radius. Only commercial station in area. Billing \$10,000 per month on telephone-no salesmen. Low overhead, real estate. \$260,000. Terms.
- Fulltimer. City in Kentucky. Billing \$200,000. Good buy. \$500,000.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$180,000.
- Fulltimer in coastal Georgia. Good billing. \$550,000.
- Powerful daytimer. N. part of W.Va. Good billing. Super value \$560,000. Terms.
- Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Shopping Center population of 40,000. Good real estate. \$270,000. Terms.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM in greater Washington, DC area. Good Terms. Low price.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
815-756-7635 24 HOURS

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Stock symbol	Exch.	Closing Wed. Sept. 13	Closing Wed. Sept. 6	Net change in week	% change in week	High	1978 Low	PIE ratio	Approx. Shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	61 1/2	60 1/8	+ 1 3/8	+ 2.28	62	35 3/8	10	18,315	1,126,372
CAPITAL CITIES	CCB	46 5/8	45 1/4	+ 1 3/8	+ 3.03	75	42 1/2	8	14,230	663,473
CBS	N	62	60 1/4	+ 1 3/4	+ 2.90	64	43 7/8	9	28,100	1,742,200
COX	N	49 1/8	47 3/4	+ 1 3/8	+ 2.87	49 1/8	25 1/2	12	6,637	326,042
GROSS TELECASTING	GGO	19 7/8	20 7/8	- 1	- 4.79	23 7/8	13 5/8	8	800	15,900
KINGSTIP COMMUN.*	KTVV	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LINE	LINE	40 1/2	40	+ 1/2	+ 1.25	42 3/4	16 1/2	12	2,801	113,440
METROMEDIA	MET	71	63	+ 8	+ 12.69	71	25 1/4	14	4,815	341,865
MOONEY	MOON	3 3/4	3 3/4			5 1/2	1 7/8		425	1,593
RAHALL	RAHL	20 1/4	20	+ 1/4	+ 1.25	21 1/4	8 5/8	23	1,264	25,596
SCRIPPS-HOWARD	SCRP	50	50			52	30 1/2	11	2,589	129,450
STARR	SBG	13 1/2	13 1/2			13 1/2		13	1,512	20,412
STORER	SBK	34	34 3/4	- 3/4	- 2.15	34 7/8	19 3/8	11	4,884	166,056
TAFT	TFB	23 5/8	23 7/8	- 1/4	- 1.04	24 1/2	12 1/4	5	8,498	200,765
TOTAL									95,332	4,878,477

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	14 1/2	14 7/8	- 3/8	- 2.52	14 7/8	3 3/4	15	1,233	17,878
AMERICAN FAMILY	AFL	N	14 3/4	14 1/2	+ 1/4	+ 1.72	17 1/8	11 3/8	6	10,536	155,406
JOHN BLAIR	BJ	N	31 3/8	30 1/2	+ 7/8	+ 2.86	31 3/8	11 1/8	8	2,427	76,147
CHARTER CO.	CHR	N	7 1/8	6	+ 1 1/8	+ 19.75	9	3 7/8	7	17,573	125,207
CHRIS-CRAFT	CCN	N	10 1/8	10 5/8	- 1/2	- 4.70	11 3/8	4 1/2	24	4,413	44,681
COCA-COLA NEW YORK	KNY	N	8 1/4	8 3/8	- 1/8	- 1.49	9 1/4	7 3/4	12	17,641	145,538
COMBINED COMM.	CCA	N	35	33 3/4	+ 1 1/4	+ 3.70	45 1/8	19	16	10,551	369,285
COWLES	CWL	N	25	24 3/4	+ 1/4	+ 1.01	25 1/4	12 1/2	24	3,969	99,225
DUN & BROADSTREET	DNR	N	37	37			38	26 1/4	17	27,869	1,031,153
FAIRCHILD IND.	FFH	N	34	35 1/4	- 1 1/4	- 3.54	35 1/4	9 1/2	13	5,708	194,072
FUQUA	FGA	N	13 1/2	13 5/8	- 1/8	- .91	13 5/8	8	8	9,396	126,846
GANNETT CO.	GCI	N	48 1/2	48 5/8	- 1/8	- .25	49	32 3/4	18	22,430	1,087,855
GENERAL TIRE	GY	N	30 1/4	30 5/8	- 3/8	- 1.22	30 5/8	22 3/8	6	22,707	686,886
GLOBE BROADCASTING	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	22	22			24	8	8		475	10,450
HARTE-HANKS	HMN	N	46 1/2	26	+ 20 1/2	+ 78.34	48 3/4	26	16	9,080	422,220
JEFFERSON-PILOT	JP	N	34 1/2	34 1/8	+ 3/8	+ 1.09	34 1/2	26 5/8	10	23,224	801,228
MARVIN JOSEPHSON	MRVN	O	15 3/4	14 1/2	+ 1 1/4	+ 9.62	17 1/4	10 1/4	9	2,013	31,704
KANSAS STATE NET.	KSN	O	14 3/8	13 1/4	+ 1 1/8	+ 8.49	14 3/8	4 3/4	13	1,727	24,825
KNIGHT-RIDDER	KRN	N	53 5/8	54	- 3/8	- .69	54	37 3/4	14	16,399	879,396
LEE ENTERPRISES	LNT	N	36 1/8	28 3/8	+ 7 3/4	+ 27.31	38 1/2	22 1/4	14	4,895	176,831
LIBERTY	LC	N	33 7/8	32 1/4	+ 1 5/8	+ 5.03	33 7/8	18	9	6,762	229,062
MCGRAW-HILL	MHP	N	25 3/4	25 1/2	+ 1/4	+ .98	25 3/4	15 5/8	11	24,682	635,561
MEDIA GENERAL	MEG	A	22	22 7/8	- 7/8	- 3.82	23 1/8	13 5/8	12	7,451	163,922
MEREDITH	MDP	N	38 3/8	38	+ 3/8	+ .98	40 1/4	17 3/8	9	3,074	117,964
MULTIMEDIA	MMED	O	27	27 1/2	- 1/2	- 1.81	28 1/4	16 1/4	14	6,624	178,848
NEW YORK TIMES CO.	NYKA	A	29 3/4	30	- 1/4	- .83	31 5/8	15 3/4	12	11,599	345,070
OUTLET CO.	OTU	N	32 7/8	30	+ 2 7/8	+ 9.58	32 7/8	16 5/8	9	2,445	80,379
POST CORP.	POST	O	37 1/4	38	- 3/4	- 1.97	38 3/4	16 1/4	10	867	32,295
REEVES TELECOM	RRT	A	3 5/8	3	+ 5/8	+ 20.83	3 5/8	1 3/4	52	2,388	8,656
ROLLINS	ROL	N	20 5/8	20 1/4	+ 3/8	+ 1.85	24 1/4	14 7/8	11	13,407	276,519
RUST CRAFT	RUS	A	28 1/4	27 5/8	+ 5/8	+ 2.26	28 1/2	8 1/2	17	2,297	64,890
SAN JUAN RACING	SJR	N	11 7/8	12 1/8	- 1/4	- 2.06	14 1/8	7 5/8	17	2,509	29,794
SCHERING-PLOUGH	SGP	N	35	35 1/2	- 1/2	- 1.40	44 3/4	26 3/8	11	53,703	1,879,605
SUNDERLING	SDB	A	21 1/4	21 1/2	- 1/4	- 1.16	21 5/8	8 3/8	9	1,105	23,481
TECH OPERATIONS	TO	A	8 3/4	7	+ 1 3/4	+ 25.00	8 3/4	2 3/8	219	1,344	11,760
TIMES MIRROR CO.	TMC	N	35	34 1/2	+ 1/2	+ 1.44	35	20 3/4	12	34,811	1,218,385
TURNER COMM.*	O	12 1/2	12 1/2			12 1/2	5			3,800	47,500
WASHINGTON POST CO.	WPO	A	44 1/8	43 1/2	+ 5/8	+ 1.43	47 5/8	21 3/4	10	8,200	361,825
WOMETCO	WOM	N	18 1/4	17 3/4	+ 1/2	+ 2.81	18 1/4	10 7/8	11	9,554	174,360
TOTAL									413,660	12,399,876	

Cablecasting

ACTON CORP.	ATN	A	13 1/2	13 5/8	- 1/8	- .91	13 5/8	3 1/8	11	2,421	32,683
AMECO*	ACO	D					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	50 1/2	51	- 1/2	- .98	52	19 3/4	22	4,016	202,808
ATHENA COMM.	O	3 1/2	3 3/8	+ 1/8	+ 3.70	4 3/4	1/8			2,125	7,437
BURNUP & SIMS	BSIM	O	5 5/8	5 3/8	+ 1/4	+ 4.65	6 1/8	3 1/8	26	8,381	47,143
CABLE INFO.*	O	1/4	1/4			1 1/2	1/4	1		563	165
COMCAST	O	14	13 3/4	+ 1/4	+ 1.81	14	3 3/4	19		1,583	22,162
COMMUN. PROPERTIES	COMU	D	15 1/8	15 1/4	- 1/8	- .81	15 1/4	3 5/8	19	5,018	75,897
ENTRON*	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	40	39 3/8	+ 5/8	+ 1.58	40	17 5/8	13	7,501	303,240
GENEVE CORP.	GENV	O	14 1/4	14 1/2	- 1/4	- 1.72	15 3/4	7 1/2	7	1,121	15,974
TELE-COMMUNICATIONS	TCOM	J	18	18 1/8	- 1/8	- .68	19	2 7/8	257	5,327	95,886
TELEPROMPTER	TP	N	13 7/8	13 3/4	+ 1/8	+ .90	14 1/4	6 3/4	25	16,926	234,848
TEXSCAN	TEXS	O	2 3/4	2 7/8	- 1/8	- 4.34	2 7/8	1 1/4	16	786	2,161
TIME INC.	TL	N	48 3/8	48	+ 3/8	+ .78	50	31 3/4	10	20,450	989,268
TOCOM	TDCM	O	11	10 3/4	+ 1/4	+ 2.32	11	2 1/4	23	894	9,834
UA-COLUMBIA CABLE	UACC	O	40 1/4	39 3/4	+ 1/2	+ 1.25	40 1/4	15 1/2	23	1,679	67,579
UNITED CABLE TV	UCTV	O	24	22 1/2	+ 1 1/2	+ 6.66	24	3 7/8	30	1,915	45,960
VIACOM	VIA	N	27 1/8	25 3/4	+ 1 3/8	+ 5.33	27 1/8	9 1/2	17	3,795	102,939
TOTAL									86,860	2,259,410	

Stock symbol	Exch.	Closing Wed. Sept. 13	Closing Wed. Sept. 6	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	24 1/2	23 7/8	+ 5/8	+ 2.61	24 1/2	7 3/8	5	9,254	226,723
DISNEY	DIS	N	44 3/4	44 1/2	+ 1/4	+ .56	47 5/8	32 1/2	16	32,380	1,449,005
FILMWAYS	FWY	N	16 5/8	16 7/8	- 1/4	- 1.48	17	6 7/8	12	4,258	70,789
FOUR STAR*			1 1/4	1 1/4			1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	15 1/8	15 3/8	- 1/4	- 1.62	18 3/8	10 1/4	6	48,215	729,251
MCA	MCA	N	59 3/4	58 1/8	+ 1 5/8	+ 2.79	59 3/4	32	11	18,619	1,112,485
MGM	MGM	N	50 3/8	49 1/8	+ 1 1/4	+ 2.54	54	16	20	14,551	733,006
TRANSAMERICA	TA	N	18 3/4	18 1/2	+ 1/4	+ 1.35	19	13 1/4	7	66,791	1,252,143
20TH CENTURY-FOX	TF	N	36 1/4	37 7/8	- 1 5/8	- 4.29	39 3/8	10	4	7,907	286,628
VIDEO CORP. OF AMER	VCI	N	9 1/4	5 1/4	+ 4	+ 76.19	9 3/4	3 1/2	18	988	9,139
WARNER	WCI	N	53 1/8	56 7/8	- 3 3/4	- 6.59	56 7/8	25 3/4	10	14,458	768,081
WRATHER	WCO	A	13 1/2	12 3/4	+ 3/4	+ 5.88	13 1/2	4 1/2	34	2,303	31,090
TOTAL									220,380	6,669,172	
Service											
BBDO INC.	BBDO	O	38	38			38 3/4	22 1/2	10	2,513	95,494
COMSAT	CO	N	43 7/8	42 3/4	+ 1 1/8	+ 2.63	48 3/4	28 3/4	13	10,000	438,750
DOYLE DANE BERNBACH	DOYL	O	21 1/2	31	- 9 1/2	- 30.64	31	16 3/4	6	1,776	38,184
FOTE CONE & BELDING	FCB	N	22 1/8	22 1/8			23 1/8	14 3/4	8	2,538	56,153
GREY ADVERTISING	GREY	O	33	31	+ 2	+ 6.45	34	16 1/2	5	624	20,592
INTERPUBLIC GROUP	IPG	N	38	37 5/8	+ 3/8	+ .99	39 1/4	22 1/2	9	2,387	90,706
MCI COMMUNICATIONS	MCIC	O	5 3/4	5	+ 3/4	+ 15.00	5 3/4	7/8	58	20,159	115,914
NOVIELAB	MJV	A	2 3/4	2 3/8	+ 3/8	+ 15.78	3	1	16	1,414	3,888
MPO VIDEONETICS	MPV	A	6 3/8	5 7/8	+ 1/2	+ 8.51	6 3/8	4	8	520	3,315
A. C. NIELSEN	NIELB	O	27 3/8	28	- 5/8	- 2.23	28 1/2	18 7/8	13	10,832	296,526
DGILVY & MATHER	OGIL	O	24 1/4	26 1/4	- 2	- 7.61	26 1/2	24 1/4	4	3,610	87,542
TPC COMMUNICATIONS	TPCC	O	7 3/8	7 1/4	+ 1/8	+ 1.72	7 3/8	2 1/4		925	6,821
J. WALTER THOMPSON	JWT	N	32 1/8	31 3/4	+ 3/8	+ 1.13	32 7/8	15 1/8	9	2,649	85,099
WESTERN UNION	WU	N	20	21 1/8	- 1 1/8	- 5.32	21 1/4	15 3/4	8	15,177	303,540
TOTAL									75,124	1,642,524	
Electronics/Manufacturing											
AEL INDUSTRIES	AELBA	O	10 1/4	9 3/8	+ 7/8	+ 9.33	10 1/4	2 3/8	10	1,572	17,138
AMPEX	APX	N	18 3/8	19 1/4	- 7/8	- 4.54	19 1/4	7 3/8	16	10,928	200,802
ARVIN INDUSTRIES	ARV	N	17 1/8	17 3/4	- 5/8	- 3.52	22 1/2	14 1/2	4	5,959	102,047
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	5 5/8	5 1/2	+ 1/8	+ 2.27	5 5/8	1 3/4	14	2,127	11,964
COHU	COH	A	5 1/2	5 1/2			5 1/2	2 1/8	16	1,733	9,531
CONRAC	CAX	N	22 1/2	23 1/4	- 3/4	- 3.22	27 1/4	19 1/4	8	2,030	45,675
FASTMAN KODAK	EASKO	N	62 7/8	64 1/8	- 1 1/4	- 1.94	86 3/4	42	15	161,376	10,146,516
FARINON	FARN	O	15 3/4	15	+ 3/4	+ 5.00	16 1/2	8	16	4,754	74,875
GENERAL ELECTRIC	GE	N	54 3/8	54 3/8			56 5/8	4 1/2	11	184,581	10,036,591
HARRIS CORP.	HRS	N	72 1/4	68 5/8	+ 3 5/8	+ 5.28	72 1/4	28	18	12,455	899,873
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.**	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM., INC.	MAI	N	36 3/4	37 1/4	- 1/2	- 1.34	41 7/8	20 1/4	19	1,320	48,510
3M	MMH	N	63 3/4	64 3/8	- 5/8	- .97	64 3/4	43 1/2	17	115,265	7,346,143
MOTOROLA	MOT	N	50	50 1/4	- 1/4	- .49	56 7/8	34 1/4	14	28,544	1,427,200
N. AMERICAN PHILIPS	NPH	N	34 1/2	33 3/4	+ 3/4	+ 2.22	36	24 3/4	7	12,033	415,138
OAK INDUSTRIES	OAK	N	33 1/2	30 1/4	+ 3 1/4	+ 10.74	34 1/8	9 5/8	51	1,801	60,333
RCA	RCA	N	31 3/8	33 5/8	- 2 1/4	- 6.69	33 5/8	22 3/4	9	74,817	2,347,393
ROCKWELL INTL.	ROK	N	35 3/4	34 7/8	+ 7/8	+ 2.50	36 3/4	28 1/4	8	33,900	1,211,925
RSC INDUSTRIES	RSC	A	4	3 7/8	+ 1/8	+ 3.22	4	1 5/8	57	2,412	9,648
SCIENTIFIC-ATLANTA	SFA	A	33 5/8	31 1/8	+ 2 1/2	+ 9.03	34 1/4	16 3/4	18	2,429	81,675
SONY CORP.	SNE	N	7 3/4	7 7/8	- 1/8	- 1.58	10 3/8	7	14	172,500	1,336,875
TEKTRONIX	TFK	N	49 3/4	43 3/4	+ 6	+ 13.71	68 1/2	28 1/4	16	17,995	895,251
TELEMATION	TLMT	O	1 1/2	1 1/2			2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	11	11 3/8	- 3/8	- 3.29	12 3/4	5 1/2	30	4,200	46,200
VARIAN ASSOCIATES	VAR	N	20 1/2	19 1/4	+ 1 3/8	+ 7.16	21	14 3/4	13	6,838	140,179
WESTINGHOUSE	WX	N	22 5/8	23	- 3/8	- 1.63	24 1/2	16 1/4	7	86,582	1,958,917
ZENITH	ZE	N	17 5/8	18 1/4	- 5/8	- 3.42	28	11 3/8	23	18,818	331,667
TOTAL									972,197	39,213,295	
GRAND TOTAL									1,963,553	67,062,754	

Standard & Poor's 400 Industrials Average | 118.78 116.94 +1.84

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed, company
registered net loss.

***Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

Profile

RTNDA's Paul Davis: a journalist for all organizational seasons

Even for Paul Davis, whose always-room-for-one-more approach to work has him involved in a range of labors, from toiling voluntarily for such organizations as the United Way of Illinois and the Family Service Association of American to the one job that does net him a paycheck—news director of WCIA(TV) Champaign, Ill.—he's "glad this one is over." This one being his past year of service as president-elect of the Radio Television News Directors Association.

Mr. Davis will make the transition this week up to the presidency of the 1,820-member RTNDA at its annual meeting, Wednesday through Friday at the Atlanta Hilton.

In a way, it's an anticlimax. He'll be a "lame duck," he says; "the hard part of the work is over." He's spent the past year planning and organizing the convention program, cajoling speakers and panelists into attending, making sure there are sufficient rooms at the inns for the estimated 1,000 people who will be attending.

He might be relieved that the job is nearly done (it's not quite over; walkie-talkie in hand, he'll be floor-managing the Atlanta proceedings until the final banquet Friday night when the current president, Ernie Schultz of KTVY(TV) Oklahoma City, passes on the gavel), but by no means did Mr. Davis not derive satisfaction from it. "I really enjoy organizational kinds of things," he says. "I enjoy making systems work."

One of the systems he's made work is RTNDA's financial accounts. Mr. Davis was the organization's treasurer three years ago, and in his report to the membership at its convention in Miami Beach, he talked of fiscal controls, fiscal projections, modifications of the charts of accounts, long-term cash-flow analysis and improving earnings on securities.

A certified public accountant in the guise of a newsman? No, says Mr. Davis, he's picked up his business-administration skills in social services. An almost compulsive volunteer, he was chairman of the program planning and budgeting committee and later treasurer of the National Family Service Association of America (a standard-setting advocate association for family counseling and crisis intervention services) and also served as planning chairman for, among other organizations, the Boys' Club of Champaign county, United Way of Champaign and United Way of Illinois.

It's not all altruism. "I join groups quite often to learn something from them," says



Paul Mark Davis—president, Radio Television News Directors Association, and news director, WCIA(TV) Champaign, Ill.; b. Effingham county, Ill., Dec. 21, 1938; BA, radio and television, University of Illinois; announcer, WCRA(AM) Effingham, 1953-55; announcer, WLEX(AM) Lexington, Ky., 1957-58; reporter-anchor, KWTX-AM-TV Waco, Tex., 1959-60; anchor-reporter, WCIA, 1960; present post, 1967; m. Marilynne Bohne, Aug. 26, 1961; children—Paul M., 15; G. Stokes, 13; Marinell K., 12.

Mr. Davis. One of his latest alignments: the White House Conference in Illinois for Libraries and Information Services. "I got on that just to see how White House conferences work, and also to learn something about how libraries are doing on computer conversion of information—because eventually the news business is going to have more and more of that."

Mr. Davis also doesn't do all this joining to fill in the odd hours of his time.

A journalist who terms himself "a dying breed—a news director who's still on the air," Mr. Davis is in the office at 9 most mornings, and his last act of the day is to anchor the station's 10 p.m. news, a show that consistently runs 40's shares in the central time zone Champaign-Decatur-Springfield market. He also anchors the 6 p.m. newscast, and the station airs a noon-time news program. All are half hours.

He puts on all that news with the help of a staff of eight photographers who man four Ikegami ENG cameras plus film units, 19 reporters and an executive producer and assignments editor on whom Mr. Davis relies heavily. "Really a good staff and back-up people," says their boss.

The station currently has no mobile-live capability and is "looking into it"—but very carefully, because of the cost of covering its wide-ranging market.

But Mr. Davis calls his organizational talents into play in covering it all.

And then he goes home (after the 6

p.m. newscast), where his organizational talents again are put to the test. (Mr. Davis and his wife, Marilynne, have a commuting marriage; she's a back-to-the-workforce woman who is manager of the village of Richton Park, a suburb of Chicago, where she maintains an apartment during the week and shuttles to Champaign on weekends.)

Mr. Davis is home between the 6 and 10 p.m. newscasts for dinner with his three "very self-sufficient children," ages 12, 13 and 15. Once a week, on a rotation, one of his children accompanies him back to the newsroom for the 10 o'clock show.

Mr. Davis, who takes this all very calmly, says he "never started out to be a journalist." He, in fact, was once headed for the ministry, then opted for the "glamour part" of radio—an announcer's job. He had begun on-air work at age 15 (his voice still has that radio-announcer's touch), and he later toyed with the idea of combining preaching and radio-TV in a broadcasting ministry. But in 1960 WCIA talked him away from Baylor University and part-time work at local KWTX-AM-TV Waco, Tex., with the lure of full-time on-air work. He's been at WCIA since.

Increasingly, Mr. Davis suggests—and worries—his job and that of news director colleagues across the country has come to embrace many more duties than the title describes. "We've got a lot of people with terrific journalistic instincts," he says, "but they're busy doing budgets." He winces at the thought, but says "the executive producers and the assignment editors are running the newsrooms... You could probably have news directors who don't know much about journalism."

Which isn't to say that he or the rest of RTNDA will button their collective collars, tighten their ties and head back to school for MBA degrees.

Surveys of RTNDA membership needs find that news directors are, however, "very heavy on administrative training." Mr. Davis hopes the conference he has planned for this week will help some in that area and he also hopes that future RTNDA goals, which as president he will be involved in formulating, include some sort of "continuing education" for news directors.

If Mr. Davis himself isn't seeking out his own "continuing education," he is at least continuing a tradition in his family. His mother, Zona Davis, recently retired after 29 years as news director of WCRA(AM) Effingham, Ill.

Mr. Davis, a good son, says he "learned more about journalism from my mother than I did from J school." Mrs. Davis, a good mother, says that when her offspring is on the air (and she watches every day) "everybody feels he's theirs."

One man, one vote

In the ordinary course of events, the party in power feels it has won the right to call the plays. But even a politically oriented Congress long ago saw fit to establish independent agencies that would, in the full sense of the term, be independent.

It created agencies like the FCC and the Federal Trade Commission in its own image—as bipartisan regulatory and quasi-judicial agencies. Each was given an odd number of members—seven for the FCC and five for the FTC. The party in power could have no more than the bare majority, meaning four for the FCC and three for the FTC. Once in office, each commissioner is sworn to vote his conscience, and not his party label. He is a commissioner for the commonweal, not the Democrats or the Republicans.

The FCC and the FTC, in their own spheres, can whipsaw the media. Between them, they try to dictate terms under which broadcasters, advertisers and sometimes their agencies may exist, not to mention the “unlicensed” media, like newspapers and magazines at the hands of the FTC.

Now Chairmen Charles Ferris of the FCC and Michael Pertschuk of the FTC are making no bones about wanting to control their own majorities. Mr. Pertschuk already has succeeded in getting one new man—Robert Pitofsky, an acknowledged consumerist. Their two-man tilt is not only antiestablishment but in militant opposition to existing people, projects and practices. And now Mr. Ferris wants a particular type of non-Democrat to succeed Republican Margita White, who has served conscientiously for two years. He wants a person who will give him the clear majority he can't always muster among his three Democratic colleagues.

It thus comes as no surprise that a question is being raised, not only by non-Democrats who bridle at unadorned political ploys, but by otherwise loyal Democrats who believe in fairness, equity and economy in government: If these agencies are to bloc-vote, why waste taxpayer money? Why not just let Messrs. Ferris and Pertschuk operate as individuals?

At the FCC, for example, it might be possible to save close to six-sevenths of the \$1,772,000 appropriated as overhead for commissioners' salaries, their office suites, an average of four top-pay legal, engineering and executive secretarial assistants, travel, retirement funding and other perquisites. At the five-person FTC (which already duplicates a number of the functions of the Anti-trust Division of the Department of Justice), a four-fifths reduction in commissioner-and-staff overhead would produce savings of over \$1 million. Just think: a ball-park saving of \$2.5 million in those two agencies alone.

President Carter's eager budgeteers might find an appealing economy pitch in making all independent agencies one-man bands.

Critical right of rejection

The independent producers who sued the TV networks last week, seeking to put them out of the documentary business, put their finger on a problem—but not, unfortunately, on its solution.

It is easy to understand the frustration these producers feel at being unable, except perhaps in isolated instances, to get the networks to broadcast their work. But it should also be easy to see, it seems to us, that as the ones ultimately responsible for what they

broadcast, the networks have every right to use only their own staffs' work if they wish.

Newspapers and news magazines may or may not accept articles by freelancers. Many do not. That is their right, and if any freelancer has challenged it in court, or anywhere else, we have not heard of it. The networks buy almost all of their entertainment programming, having been virtually excluded from the arena by a hostile antitrust environment. But in public affairs and documentaries as well as in straight news they must be free to choose from sources they know and trust, even if that means everything will be done in-house.

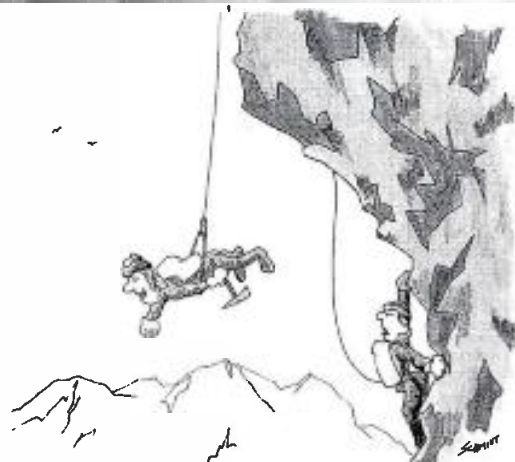
Having said this, we must add that we think the networks have tended to enforce this right too rigidly. The public interest would not be hurt, and might be better served, if they occasionally added the works of qualified outsiders, properly safeguarded for purposes of licensee responsibility, to their schedules. But they should not, in fact cannot, be required to do so, much less excluded from the documentary business altogether. The right to decide remains with them, even if we—or others—sometimes disagree with the way they exercise the right.

Potpourri

Ten years ago, CBS-owned WBBM-TV Chicago found its license on the line because it had broadcast a college student's “pot party.” Allegations had been made that the event had been “staged”—a charge later inquired into by a House subcommittee. The charges proved groundless and the FCC, after much travail, said no outright fraud had been perpetrated and issued the license, but only after chastising CBS for “inadequate management of its newsmen” and forcing the network to run up a big legal bill to combat what should have been a routine open-and-shut First Amendment dismissal.

A few days ago, the Illinois legislature legalized the prescription and sale of marijuana for specified illnesses.

In retrospect, WBBM-TV may be entitled to some sort of citation for inspired investigative reporting rather than the left-handed reprimand it received from the FCC in 1969.



Drawn for BROADCASTING by Jack Schmidt
“You know, there are times I'm sorry I agreed to have this televised.”

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