

**The Herbert decision:
Latest blow to First Amendment**

Broadcasting Apr 23

The newswweekly of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER

The Perfect Match.

KSTP-TV



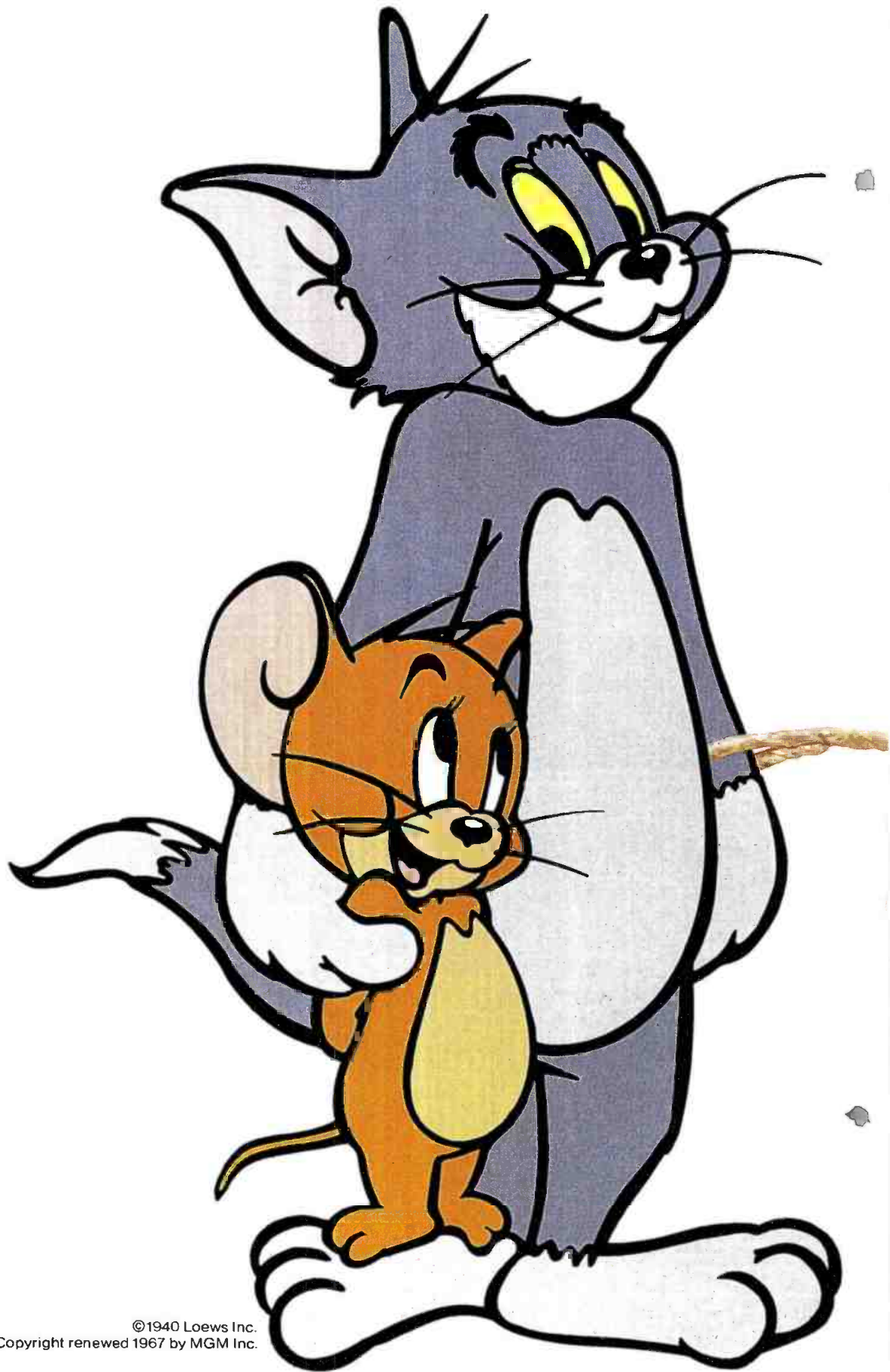
Minneapolis/St. Paul

On Monday, March 5, KSTP-TV became an ABC Television Network affiliate. More than 45 of the most popular network shows have now joined the nation's leading news station.

A division of Hubbard Broadcasting, Inc. For more information, call KSTP-TV's Jim Blake, General Sales Manager, at 612/645-2724, or your nearest Pety office.

Source: Arbitron Nov. 78 Top 50 ADIs. Audience ratings are estimates only and subject to the limitations of said report.

51250 B9258 MUA NOV/79
KDCR RADIO
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KVOS-TV Bellingham, WA
WLVI-TV Boston
WCIV Charleston, SC
WSOC-TV Charlotte, NC
WFLD-TV Chicago
WXIX-TV Cincinnati
WJKW-TV Cleveland
WIS-TV Columbia, SC
WYEA-TV Columbus, GA
KIII-TV Corpus Christi
WKEF Dayton
WHO-TV Des Moines
WKBD-TV Detroit
WOTV Grand Rapids

WBAY-TV Green Bay
WXII-TV Greensboro/
 Winston-Salem, NC
WFBC-TV Greenville, SC
WCTI-TV New Bern, NC
WFSB-TV Hartford
KRIV-TV Houston
WHMB-TV Indianapolis
KBMA-TV Kansas City, MO
WDHO-TV Toledo
WTVK Knoxville
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WVUE New Orleans
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WQRF-TV Rockford
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A WINNING TEAM



MGM TELEVISION



ANOTHER "OUTSTANDING MASS MEDIA AWARD" FOR WTPA



For five straight years, WTPA has received this distinguished honor from the Central Pennsylvania March of Dimes. Our annual telethons, which in five years total 91½ hours of air time, have accumulated more than a quarter of a million dollars for the fight against birth defects. The Central Pennsylvania March of Dimes Telethon is just another example of WTPA's commitment to community service.



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WTPA
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KTVI
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WSYR
AM/FM/TV
Syracuse, N.Y.

WAPI
AM/FM/TV
Birmingham, Ala.

The Week in Brief

ROLLING OUT 11 □ As a result of their proposed merger, GE and Cox announce sales of three television and eight radio stations for an estimated total of \$121 million. **PAGE 24.**

H-BOMB □ Journalists are sent reeling by the Herbert ruling of the Supreme Court in which it is maintained that the minds of investigative reporters and editors can be probed in libel cases. **PAGE 25.** A summary of the setbacks to broadcasters in the last year, courtesy of the Supreme Court. **PAGE 28.**

LONGER SWEEPS □ Arbitron and Nielsen submit their bids to CBS this week; there's opposition from reps and stations. **PAGE 30.**

NAB TO REGROUP □ The association blows the bugle for a special joint board meeting April 30 to re-examine its stance prior to May hearings on the Communications Act rewrite. There also is endorsement of complete deregulation of radio and support for NTIA's retransmission consent proposal. **PAGE 34.**

SETBACK FOR CBS □ The Supreme Court reverses the appeals court ruling that ASCAP and BMI blanket music licenses are illegal. But it orders re-examination of that point from different legal perspectives. **PAGE 38.**

THE GOALS OF ROBBEN FLEMING □ The new CPB president, who took over when funding was anything but the soundest and morale was low, discusses his priorities. He emphasizes a need to put the management of CPB on a better course and he plans to devote as much time as possible to programing. **PAGE 40.**

CHINS UP, CBS □ Paley and Backe reassure stockholders at the annual meeting that despite the first-quarter decline, profits will set an annual record. **PAGE 41.**

PAGLIN'S PARLEY □ Lawyers and FCC personnel debate the merits of the consultant's proposals for speeding up adjudicatory machinery. But they're not quite sure how to do it. **PAGE 44.**

OSCAR AND CHERYL □ The telecast of the awards ceremonies and a Ladd special create a blockbuster Monday that translates into another ABC-TV Nielsen win. **PAGE 52.**

ADULT CONTEMPORARY □ That's the new segment in MOR that is detracting from the numbers held by youth-oriented formats, says McGavren-Guild in its latest study of programing trends in the top 25 markets. **PAGE 56.**

HOT POTATOES O'BRIEN □ The ABC newsman breaks tight security at the Supreme Court twice last week and comes up with two scoops. **PAGE 63.**

SCHMIDT JABS □ The NCTA president throws a left at the retransmission consent proposal in the Communications Act rewrite and a right at AT&T, which he sees as the real enemy in the revision. **PAGE 64.**

NTIA'S NEWEST SHOEHORN □ The government agency turns its attention to FM with a proposal to the FCC for new ways to accommodate more stations in that portion of the spectrum. **PAGE 65.**

IF, AT THREE MILE . . . □ Pennsylvania broadcasters have a plan for remote-control operation of stations that might have to be evacuated in a nuclear crisis. **PAGE 66.**

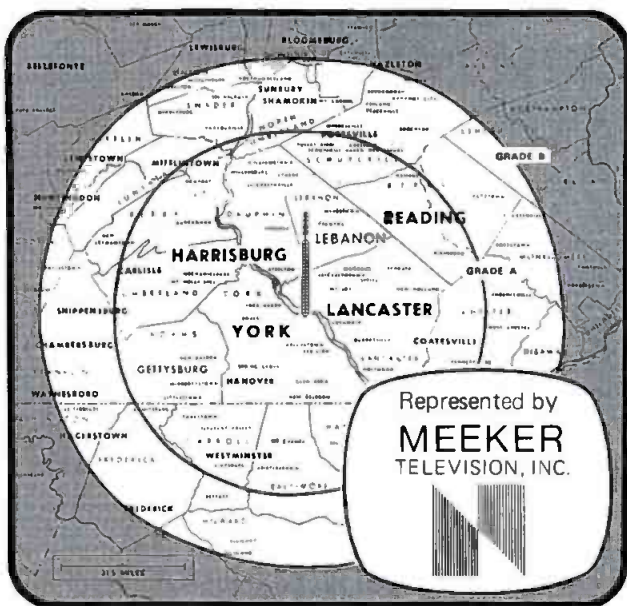
A FLAIR FOR THE BEST □ Bill Baker has always considered Westinghouse Broadcasting Co. to be the Harvard of the broadcasting business. It's an attitude that has helped him in his rapid upward mobility to the presidency of Group W Television Group. **PAGE 89.**

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SPRY quick to pick WGAL-TV



And what's true for this York County village is also true for hundreds of other prosperous Pennsylvania towns and cities in the 9-county DMA of some 1,200,000 persons. And the reasons: excellent programs and the consistently strong signal which Channel 8 provides, day-in and day-out, to all segments of this rich market area. So, in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1978 County Coverage Report

WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence, R.I. - New Bedford-Fall River, Mass.

Closed Circuit®

Insider report: behind the scene, before the fact

Price of protection

Adverse Supreme Court decision in Herbert-CBS case (see page 25) gives new dimension to survey just initiated by National Association of Broadcasters into availability and conditions of libel insurance. In mail to stations is detailed questionnaire inquiring into experiences with insurance companies. Survey was undertaken by Erwin Krasnow, NAB senior vice president and general counsel, in response to complaints that libel premiums have risen to unaffordable levels in some states where courts have been returning tough verdicts in libel suits. There are also reports of insurance denied to stations carrying talk shows or editorials.

NAB officials intend to use returns as basis for advisory memorandum to all members. Not entirely ruled out is creation of industrywide protection in some form, if survey turns up enough problems with commercial underwriters.

Down to wire

ABC-TV programmers were to spend past weekend fashioning 1979-80 prime-time schedule, due for announcement in New York at 4 p.m. today (April 23). Word was that four and a half to five hours would be replaced, with *Starsky & Hutch*, *Osmonds*, *Delta House* and *Welcome Back Kotter* among nominees for departure.

Believed high on list of new prospects were *Benson*, spin-off from *Soap*; *Hart to Hart*, featuring jet-set detective couple; *Semi-Tough*, based on movie, and *Lazarus Syndrome*, hour medical drama.

Bigger test

FCC's proposed experimental deregulation of radio—to be considered by commission on May 8—may affect more than 75 biggest markets originally expected. Staff members are said to be talking of extending test to markets with at least 10 aural services, and there are said to be that many signals in about 150 markets. Another recommendation being considered is that test be run for six years. As reported, commission asked staff to develop test that would apply to commercialization and nonentertainment-programming standards, as well as ascertainment. As for ascertainment requirements, staff may recommend those be suspended, if not repealed outright, in all markets, not only those in test.

Some matters are still being threshed out among staff. One is standards to be applied in determining results of test. (Specific standards, as proposed by General Counsel's Office, are opposed by some staffers, who say they would simply

constitute new rules.) Another is whether commission is bound by statute to require broadcasters to cover controversial issues of public importance.

Tomorrow the world

Ted Turner, vociferous owner of Atlanta superstation WTCG(TV), will be in Washington today (April 23) to announce plan "to improve the quality of television." WTCG, he will announce, will reduce its commercial load during certain hours 21% below National Association of Broadcasters standards, commence commercial-free educational programming for children and begin "high-quality" adult programming in prime-time hours.

Mr. Turner confirmed last week, too, that his other station, WRET(TV) Charlotte, N.C., is up for sale. "We've talked to several major companies," he said, although he put no price on station. Finally, it was announced publicly last week that WTCG will alter its advertising rates so that "on a very limited basis" national advertisers will be able to buy local spots at local rates rather than national prices reflecting 3.1-million-home circulation that Mr. Turner claims for station on cable television systems.

Unanimity

It's no secret that FCC's Cable Television Bureau has concluded from its economic inquiry that television stations are unharmed by cable growth, even if growth is unrestrained ("Closed Circuit," March 12). But apparently evidence is so persuasive that Broadcast Bureau, often at odds with Cable Bureau on such issues, will not challenge latter's conclusions in this case.

Report finds stations prospering in markets served by cable systems that, under grandfathered status, are carrying substantially more signals than present rules allow. As result, Broadcast Bureau will not oppose repeal of distant-signal and syndicated-exclusivity rules that are part of rulemaking to be considered this week by FCC in conjunction with economic report. Broadcast Bureau now believes that in most markets there is room for both cable systems and TV stations.

Test vote

Cable rulemaking votes this week at FCC (see above) may give first clue to regulatory philosophy of newest member, Republican Anne P. Jones, who has encountered no sticky voting problem since taking office April 2. It's believed possible that others will split 3-to-3 on at least some parts of cable package, in which case Miss Jones would be swing vote.

Rescue mission

Even before Supreme Court's Herbert-CBS decision last week, plans were under way for multimedia gathering to discuss ways to shore up sagging First Amendment. Under direction of steering committee comprising National Association of Broadcasters, Radio Television News Directors Association, Sigma Delta Chi, American Newspaper Publishers Association and other associations of reporters and editorial writers, meeting plans have been set for Jan. 17 in Philadelphia and March 16-19 in Williamsburg, Va., both next year.

Planners would like to attract Supreme Court justice to speak at first gathering, main purpose of which is to look for ways to increase public's awareness of First Amendment. Second meeting, convening on James Madison's birthday, is to feature program of news, court and university heavyweights that, planners hope, will attract national attention. NAB radio board member Herbert Hobler of Nassau Broadcasting, Princeton, N.J., who proposed national First Amendment gathering to NAB board last year, is association's representative on steering committee, for which NAB has authorized \$1,000.

Formality

In keeping with established procedures, FBI has undertaken full-field check on Tyrone Brown, whose two-year interim term on FCC expires June 30. He's slated for nomination by President Carter for full seven-year term, with Senate confirmation believed automatic ("Closed Circuit," April 9).

Foot dragging?

More than year after it opened for business on April 1, 1978, International Communication Agency is still awaiting appointment by President Carter of six of seven members of advisory commission mandated to oversee its worldwide activities. ICA's director is John E. Reinhardt, who previously headed United States Information Agency, which was absorbed into new ICA. Olin Robison, president of Middlebury College, Middlebury, Vt., and former State Department official, is only Carter appointee so far to be nominated and confirmed by Senate.

Plight of ICA has been brought to President Carter's attention in letter from Chairman Dante B. Fascell (D-Fla.) of House Subcommittee on International Operations, who urged prompt appointments for vital work ahead.



**CLASS OF
1978**

The Class of '78 announces its first annual reunion.

The average age of the Class of '78 is sixty-seven. But to them age is a state of mind. They're as happy, active, interested, involved and aware as college kids. A year ago they were sitting around waiting to die.

They—like millions of other senior citizens—are a product of a society where obsolescence is the accepted rule. And this thinking includes people. As they grow older, we value them less.

But happily, last summer at the University of San Diego, a unique experiment took place that may affect the future of us all.

It was called The University of the Third Age. It focused on people who had accepted old age as a social stigma and transferred them into vibrant, productive human beings.

The program was an enormous success and it was the subject of a television special on the Storer station in San Diego, KCST-TV.

It's really something everyone should see and KCST-TV has offered to make it available to any station in the country.*

It's another way Storer stations get involved serving their communities. And the more we're involved, the more effective we can be for our advertisers.

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WLAQ Chicago/KTNQ and KHTZ Los Angeles/WGBS and WLYF Miami/WHN New York/WSPD Toledo

*Nominal charge covers dubbing and handling. For full information write or call Tina Loy, KCST-TV, San Diego, Ca.

TV only

Fidelity Bank □ Eight-month campaign starts next week during fringe time. Agency: Ogilvy & Mather II, New York. Target: adults, 18-54.

Benihana □ Twenty-two-week campaign begins this month and in May for restaurant chain in about 15 markets during fringe and special time. Agency: Hume, Smith, Mickleberry, Miami. Target: total adults.

Bob Evans Farms □ Fifteen-week campaign begins next week for Bob Evans sausage in 23 markets during fringe and prime time. Agency: Marschalk, New York. Target: women, 25-49.

Levitz □ Thirteen-week campaign starts next week for retail furniture chain in 78 markets during day, fringe and prime time. Agency: Lovett Advertising, Miami. Target: adults, 25-54.

Conwood □ Twelve-week campaign begins in early May for Hot Shot bug spray in about 100 markets during day and fringe time. Agency: Tucker Wayne & Co., Atlanta. Target: women, 25-54.

Kimberly Clark □ Nine-week campaign begins this week for paper products manufacturer's Huggies diapers in about 25 markets during day, prime and late fringe time. Agency: Ogilvy & Mather, New York. Target: women, 18-34.

Anheuser Busch □ Eight-week campaign begins in mid-May for brewery's Chelsea soft drink in five markets during fringe and prime time. Agency: Needham, Harper & Steers, Chicago. Target: total adults.

Carling National Brewing □ Eight-week campaign begins this week for Colt 45 malt liquor in 26 markets including Orlando and Tampa, Fla. Agency: W.B. Doner, Baltimore. Target: men, 18-24.

The Only Solution □ Eight-week campaign starts in early May for hair and body care products line in about 25 markets during day, fringe and weekend time. Agency: Fleminster, Square & Moran, Atlanta. Target: women, 18-34.

Tony's Pizza □ Six-week campaign begins next week for frozen pizza in about 25 markets during news time. Agency: Carmichael-Lynch, Minneapolis. Target: men and women, 18-49.

Motorola Communications & Electronics □ Six-week campaign starts

in early May for Motorola's car telephone in dozen markets during late fringe, news and sports time. Agency: Jack Levy & Associates, Chicago. Target: total men.

Smithfield Packing □ Five-week campaign starts next week for ham sausage in Baltimore, Washington, Atlanta, Virginia and North Carolina markets during day, fringe and prime time. Agency: Henry J. Kaufman & Associates, Washington. Target: women, 25-54.

Alaskan Airlines □ Five-week campaign begins this week for airline in Seattle and San Francisco during fringe and prime time. Agency: Chiat Day, Seattle. Target: men, 18 and over.

Tandy □ Four-week campaign starts this week for colored tile product in 14 markets during day and fringe time. Agency: Asher-Gould, Los Angeles. Target: women, 25-49.

Royal Worcester □ Four-week campaign starts in early May for Royal Worcester china in three markets during day, news and fringe time. Agency: Ogilvy & Mather, Houston. Target: total women.

Colgate-Palmolive □ Four-week campaign begins in early May for Curad bandages in 15 markets during fringe time. Agency: Kenyon & Eckhardt, New York. Target: women, 18-49.

BMW North America □ Four-week campaign starts in early May for BMW automobiles in 15 markets during news time. Agency: Ammirati, Puris AvRutick, New York. Target: men, 25-54.

Stouffer Frozen Foods □ One-month campaign begins the end of May in 14 markets for Stouffer's crepes during fringe and daytime. Agency: Creamer, Pittsburgh. Target: women, 25-54.

Nalley's Fine Foods □ Four-week campaign begins in mid-June for Caruchios snack food in five markets during day, fringe and prime time. Agency: Della Femina, Travisano & Partners, Los Angeles. Target: women, 18-49.

Midland-Rose □ One month campaign begins in June by trucking firm to promote trucking industry in 93 markets during morning, fringe and news times. Agency: Klock Advertising, Hazel Park, Mich. Target: men, 35 and over.

Carnation □ Four-week campaign starts in late May for Ground Round dog food in four markets during prime, fringe and prime-access time. Agency: Erwin Wasey, Los Angeles. Target: women, 25-54.

Rep appointments

- WTAF-TV Philadelphia: Telerep, New York.
- KCIK(TV) El Paso, Tex.: Spot Time Ltd., New York.
- KGU(AM) Honolulu: Blair Radio, New York.
- KOLA(FM) San Bernardino, Calif.; wvud-FM Dayton, Ohio: Jack Masla & Co., New York.
- WIBX(AM)-WIBQ(FM) Utica, N.Y.: Eastman Radio, New York.

Benjamin Moore □ One-month campaign begins in mid-May for paint manufacturer in about 60 markets during news time. Agency: Warwick, Welsh & Miller, New York. Target: men and women, 25-49.

Pulsar Time Inc. □ One-month campaign begins in early May for Pulsar watches in about 20 markets during fringe and sports time. Agency: Sawdon & Bess, New York. Target: adults, 25-54.

Hebrew National □ Four-week campaign starts in early May in 15 markets during day and fringe time for frankfurters. Agency: Scali, McCabe, Sloves, New York. Target: women, 25-54.

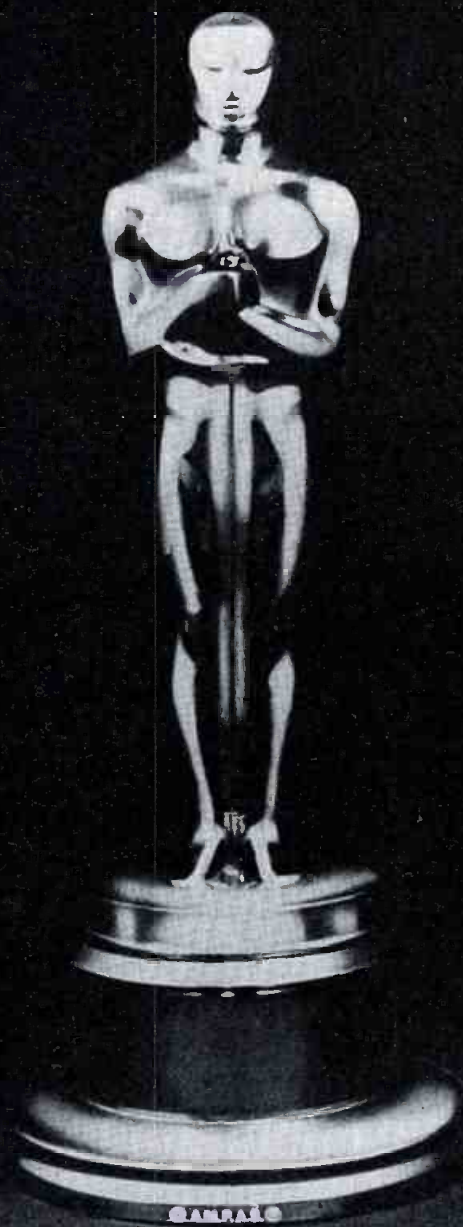
Dow Chemical □ Four-week campaign begins next week for Lorsben agricultural chemical in about 21 markets during news time. Agency: D'Arcy-MacManus & Masius, Troy, Mich. Target: men, 25-54.

Mobil Oil □ Four-week campaign starts in early May for Mobil Oil in 20 markets during prime and fringe time. Agency: Doyle Dane Bernbach, New York. Target: men, 25-54.

S.C. Johnson □ One-month campaign begins in early May for Deep Woods Off insect repellent in 67 markets during fringe and prime time. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-49.

Dreyfus, Ashby & Co. □ Three-month campaign starts next week for Dreyfus wine division of Schenley Affiliated Brands in test markets during news time. Agency: Daniel & Charles, New York. Target: total adults.

Gorton's □ Three-week campaign begins next week for Frozen Crunchy fish sticks in about 50 markets during fringe time. Agency: Daniel & Charles, New



SCARED STRAIGHT!



KTLA Los Angeles thanks the
Academy of Motion Pictures Arts
and Sciences for selecting its
production of 'Scared Straight!'
as the Best Documentary
Feature of 1978.

KTLA 

LOS ANGELES, CALIFORNIA

KTLA/Golden West Videotape Division/Golden West Television Los Angeles
KMPC Los Angeles • KSFO San Francisco • KVI AM-FM Seattle • KEX (AM) KQFM (FM)
Portland • WCXI (AM) WTWR (FM) Detroit

It's News!

What you have been hearing is true. It's news, your station's news, that makes the difference between being number one or out of the running in your market.

Well-executed local television news develops a bond between the audience and the station which is essential to success, and it does it on a daily basis. This feeling overflows into almost all the other areas of programming. If you doubt it, just check how many stations are first in total day share that don't lead in local news—very few, and almost none in key markets.

McHugh and Hoffman is the most experienced broadcasting consultant in the United States. We are staffed by professionals with years of front-line, working experience in news, programming, promotion and research.

Through McHugh & Hoffman, you will learn in detail about your news personalities, content and visual presentation based on in-home research with your audience, as analyzed by our experts.

We tailor a plan with specific suggestions for your improvement. We monitor your station and your competitors throughout the year and advise on how the objectives you set for news superiority can be established and maintained.

Please call us today for a no-obligation presentation.

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**THE FIRST IN
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York. Target: women, 18 and over.

Linen Curlers □ Three-week campaign begins this week for linen curlers in about 30 markets during all dayparts. Agency: A. Eicoff & Co., Chicago. Target: total women.

Kinney □ Two-week campaign starts next week for shoe manufacturer in about 40 markets during fringe time. Agency: Sawdon & Bess, New York. Target: men and women, 18-34, and teen-agers.

Agway □ One-week campaign starts in mid-May for Pennswim pool chemical in 14 markets during day, early late fringe time. Agency: Northrup & Teel, Pittsford, N.Y. Target: men, 25-54.

Radio only

Dannon □ Eight-week campaign starts in mid-June for Dannon yogurt in about 50 markets including Atlanta, Dallas, Louisville, Ky., Nashville, Philadelphia and St. Louis. Agency: Marsteller, New York. Target: adults, 18-49.

Carter-Wallace □ Five-week campaign begins in mid-June for Nair hair removal product in about 25 markets including Boston, Houston, Los Angeles, Milwaukee, Phoenix and Seattle. Agency: SFM Media, New York. Target: women, 12-24.

King's Dominion □ Five-week campaign begins this week for amusement park in five markets including Philadelphia and Pittsburgh. Agency: The Martin Agency, Richmond, Va. Target: adults, 25-49.

Columbo Yogurt □ Four-week

campaign begins in late April for Columbo yogurt in Boston and New York. Agency: Quinn & Johnson, Boston. Target: women, 18-49.

Serta □ Twenty-six-week campaign for Perfect Sleeper mattresses and foundations will run on CBS Radio *Mystery Theater* in three flights ending Nov. 4. Agency: Don Tennant Co., Chicago. Target: adults, 18-49.

Gino's □ Two-week radio campaign starts in early May for Gino's restaurant chain in six markets including Baltimore, New York and Washington. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-34.

Camerico □ Two-week radio campaign begins in late May for Camerico deep blue tuna in Baltimore and Washington. Agency: Stiefel/Raymond Advertising. Target: women, 18 and over.

Radio-TV

Beck's □ Four-week TV campaign and three-week radio campaign begin in late May for Beck's beer in three TV markets and five radio markets. Agency: Della Femina, Travisano & Partners, Los Angeles. Target: men, 18-49.

Avon □ Five-week campaign begins next week for line of 39 cent nail enamel. Company will spend more than \$2 million on network TV and \$800,000 on more than 400 radio stations. Agency: NW Ayer ABH International, New York. Target: total women.

BAR reports television-network sales as of April 1

ABC \$393,654,800 □ CBS \$357,117,000 □ NBC \$347,761,400

Day parts	Total minutes week ended April 1	Total dollars week ended April 1	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	171	\$ 1,194,000	2,020	\$ 14,369,300	\$ 12,721,500	+13.0
Monday-Friday 10 a.m.-6 p.m.	1,007	17,825,300	12,944	228,648,400	212,265,400	+ 7.7
Saturday-Sunday Sign-on-6 p.m.	343	9,365,200	4,570	135,607,600	119,050,700	+13.9
Monday-Saturday 6 p.m.-7:30 p.m.	97	4,838,900	1,279	63,866,900	55,579,000	+14.9
Sunday 6 p.m.-7:30 p.m.	23	1,193,200	300	22,084,500	18,878,500	+17.0
Monday-Sunday 7:30 p.m.-11 p.m.	416	42,250,700	5,385	568,615,300	492,005,400	+15.6
Monday-Sunday 11 p.m.-Sign-off	246	5,421,000	3,002	65,341,200	53,477,800	+22.1
Total	2,303	\$82,088,300	29,500	\$1,098,533,200	\$963,978,300	+14.0

Source: Broadcast Advertisers Reports

KUNG FU

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... in color**

SOLD:

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WUAB-TV Cleveland
KTVT Dallas-Ft. Worth
WPGH-TV Pittsburgh
WTOG-TV Tampa-St. Petersburg
KSTW-TV Seattle-Tacoma
KBMA-TV Kansas City

WHBQ-TV Memphis
WTVZ Norfolk-Portsmouth
WUHF Rochester (N.Y.)
KJEO Fresno
KHQ-TV Spokane
KITV Honolulu
WCBD-TV Charleston (S.C.)

Warner Bros. Television Distribution



A Warner Communications Company

Monday Memo[®]

A broadcast advertising commentary from Michael Drexler, senior VP in charge of media, Doyle Dane Bernbach, New York

In praise of older women

Mature women, between 50 and 70, are an active, vital market segment that has been relatively neglected by marketing people.

That's the conclusion of a "Soundings" study by Doyle Dane Bernbach's research and marketing services department and issued under the title, "The Mature Woman—Part of the American Mainstream—Only More So."

The group so designated is 22 million strong—one-tenth of the nation—with a higher per-capita income, more free time, and fewer home responsibilities than younger women.

Obviously a segment to be reckoned with.

What are the products and services that appeal to mature women, many of whom view the "golden years" as their last chance to buy and do all the things they denied themselves before? After all, the mature American woman has lived for years within a value system that is increasingly hedonistic, watching the younger generation become more and more demanding. And she too is saying, "If not now, when?"

While our research and marketing services department was conducting focus group sessions in New York and Florida, the media department gathered material on the media habits of this one-tenth of the nation. Only a distillation of that material could be included in the published report. Somewhat expanded, it is set forth below as it related to the broadcast media. But first, a little more on the demographics of this market.

■ It is not only large, it is growing. Since 1960 the gap between mature women, and females under 18, has been closing. Within a few years women over 50 will outnumber the younger group by 3 million. This trend is expected to persist at least through 1990.

■ It is affluent—39% of women 50-54 report household incomes of \$20,000 plus. Eleven percent report incomes in excess of \$35,000.

■ It is a market of increasingly smaller households, as children depart from "the nest," leaving more time for leisurely pursuits.

As is noted in the Soundings report, mature women undergo many physical and psychological changes; they respond by changing or adjusting their personal grooming, dietary and health regimes. In doing so, they may change the products they use.

Our focus groups turned up an over-all dissatisfaction with the current products available. A number of women were just



Michael Drexler is senior vice president in charge of media at Doyle Dane Bernbach. In this capacity, he is responsible for management of all media planning, buying and research activities, as well as administration of the media department. He is also a member of the agency's strategy review board. Prior to joining DDB in 1974, Mr. Drexler was with Ogilvy & Mather for 14 years where he was appointed a vice president in 1967. He was named senior vice president-director of media at O&M in 1970.

generally confused as to which products are right for them, because they have not been addressed directly by marketers.

While there clearly are many products that could be developed to appeal to this market, it's also true that many products that are right for the needs of the mature market already exist. As the Soundings report states, "In many instances all that is required is specialized advertising or promotion indicating to the mature woman why these products are specifically for her. In this case, it's back to the drawing board for the copywriter, not the technician."

Once the copywriter has the right message, what should we know about the media habits of this market so that we can help make the message more effective?

■ Mature women watch a daily average of 4 hours and 53 minutes of television, and listen to an average of 3 hours and 15 minutes of radio.

■ They are heavier viewers of television than are younger women, with the greatest concentration of viewers occurring during the daytime and early fringe hours. In daytime they hit an index

figure of 121; in early fringe, 122. In prime time and late fringe their index number decreases to 103.

■ Early network news and daytime quiz and audience participation programs exhibit the highest concentration by program type. In prime time, women 50 and over show preference for general drama, variety and adventure formats—whereas younger women are heavier viewers of feature films and suspense/mystery-type programs. On early network news, for example, women 50-plus reach an index figures of 157.

■ There are radio station formats with above-average appeal to the mature woman; from the top down, they reach an index of 136 for news formats, 126 for talk shows, 122 for soft music stations and 118 for classical and semiclassical stations. Then comes the plunge to 83 for golden oldies, 77 for popular music, and down through to 21 for heavy rock, unsurprisingly enough.

Among the network television shows on the air today that have an especially high concentration of women 50 and older are: *The Waltons*, *All In The Family*, *Hawaii Five-O*, *Alice*, *Paper Chase* and *Barnaby Jones*.

Taken on a rating basis, of all women 55 and over, three shows rank in the top five: *Sixty Minutes*, *The Waltons* and *Little House on the Prairie*.

Specials, chosen wisely, can also be a formidable way of attracting the mature market. For example, while "Gone With the Wind" achieved a high rating among the total population, it ranked second of all television programs on the air with women 55 and over. Other specials that have traditionally done well among this group have been Bing Crosby specials, Perry Como specials and Lucille Ball specials.

There are, of course, many syndicated programs that appeal to the mature market. These include *Lawrence Welk*, *Merv Griffin*, *Dinah Shore* and *Mike Douglas*.

The conventional wisdom in business is to go after only the women 18-to-49 market. They have the larger households. They are believed to be more willing to experiment, to try new products. And certainly cultivating the younger market is the lifeblood and the future of almost every business.

But there are other realities in the marketplace, realities that are sometimes obscured by the conventional wisdom. Our research makes abundantly clear that the market of women over 50 can, for reasons of growth and discretionary income, be a significant volume opportunity for many advertisers.

Obviously there are many ways to reach this market through the broadcast media. And don't forget, they read too.



WE DO MORE THAN ENTERTAIN YOU.

And last year we received 285 awards, prizes, medals, citations and commendations to prove it!

Awards are important to us, of course. But they're usually the furthest thing from our mind when we are in the midst of gathering the news, doing investigative reporting, and going out in the field to research material for our programs on education, science, health, medicine, consumerism, the environment, urban problems, family affairs, etc.

We're the five NBC Owned Television Stations. And our goal is to inform, educate and assist our viewers so they can more easily understand and cope with a society that is becoming more and more complex.

If we win some awards along the way, so much the better. Somehow, it makes all that effort and hard work even more worthwhile.

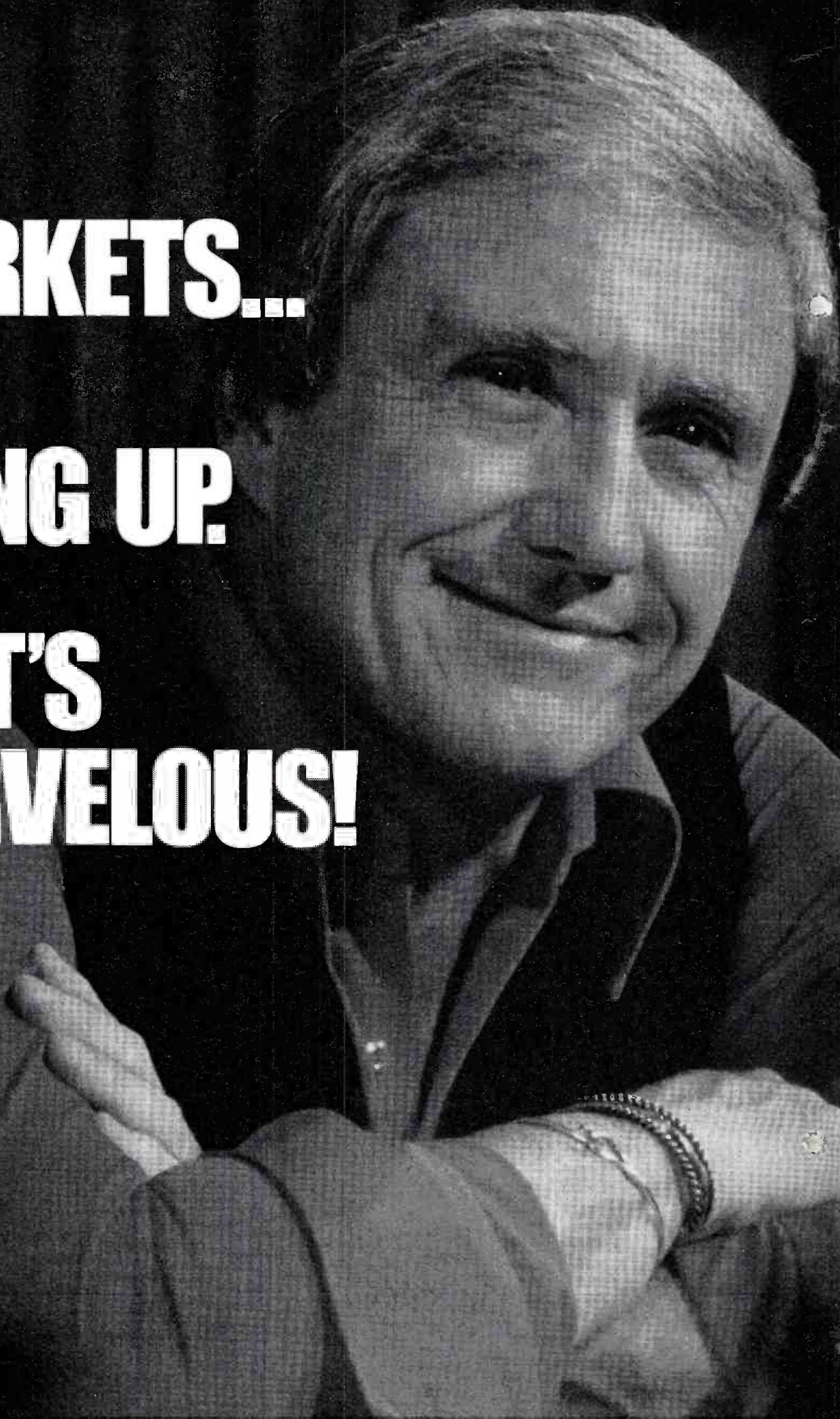
**We do more than entertain you.
Much more.**

**NBC Owned
Television
Stations**

WNBC-TV New York / WRC-TV Washington, D.C. / WKYC-TV Cleveland / WMAQ-TV Chicago / KNBC Los Angeles

**101
MARKETS...
AND
GOING UP**

**THAT'S
MERVELOUS!**



101
markets

April
1979

87
markets

April
1978

66
markets

April
1977

"The Merv Griffin Show"

**METROMEDIA
PRODUCERS
CORPORATION**

485 Lexington Avenue
New York, N.Y. 10017
(212) 682-9100



There's a big radio market growing in the north-woods.

There are two good ways to capture this half million plus market with Wausau, WI in the hub:

WSAU-AM and WIFC-FM absolutely dominate the radio audience in North Central Wisconsin.

We aimed WSAU-AM at adults 25-49 with Adult/MOR programming.

WIFC-FM towers over the young adult 18-34 market with 100,000 watts of stereo rock.

WSAU-AM and WIFC-FM—two good reasons to buy Foward.

You're ahead when you buy Forward

WSAU-AM WIFC-FM

WAUSAU, WISCONSIN

National Representative: Selcom, Inc.
Minneapolis: Hyett/Ramslund

MEMBER... FORWARD GROUP



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

Datebook[®]

■ indicates new or revised listing

This week

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

April 22-23—Broadcasting Day of University of Florida and Florida Association of Broadcasters. Gainesville.

April 22-24—Louisiana Association of Broadcasters annual convention. Hilton hotel, Baton Rouge.

April 22-24—Annual meeting of *Inter-Society Color Council*. Session on color in motion pictures and television will be held April 24 by *Society of Motion Pictures and Television Engineers*. Hotel Roosevelt, New York.

April 22-25—*Concert Music Broadcasters Association* annual sales convention. Gotham hotel, New York.

April 22-25—Third *National Indian Media Conference*. Participants will include FCC Commissioner Tyrone Brown; Belle O'Brien, FCC Consumer Assistance Office; Frank Washington, assistant to Chairman Charles D. Ferris; Lionel Monagas, assistant to chief, FCC Broadcast Bureau, for minority affairs, and Al Hammond, National Telecommunications and Information Administration. Phoenix.

April 22-26—*Affiliated Advertising Agencies International* annual meeting. St. Petersburg Beach, Fla.

April 23-24—*Society of Cable Television Engineers* regional technical meeting. Portland Hilton Inn, Portland, Ore.

April 23-24—*New York State Cable Television Association* spring meeting. Albany, N.Y.

April 23-24—*Virginia Cable Television Association* annual convention. Marriott hotel, Arlington, Va.

April 23-29—*Pennsylvania Association of Broadcasters* annual convention-cruise. Miami, Nassau, Bahamas.

April 24-27—*National Press Photographers Association* workshop on TV newsfilm-tape. University of Oklahoma, Norman. Contact: Professor Ned Hockman, School of Journalism.

■ **April 25**—*Senate Communications Subcommittee* hearing on Communications Act revision bills, featuring cable television witnesses. Room 6226, Dirksen Senate Office building, Washington.

April 26—New York City *Women in Communications Inc.* Matrix Awards luncheon. Rosalynn Carter is scheduled to speak. Sheraton Centre, New York.

■ **April 27**—*Senate Communications Subcommittee* hearing on Communications Act revision bills, featuring cable television witnesses. Room 6226, Dirksen Senate Office building, Washington.

April 27-26—*Society of Professional Journalists, Sigma Delta Chi Region 9* conference in conjunction with SDX Distinguished Service Awards ceremonies. Denver. Contact: Fred Hobbs, KWGN(TV) Denver, or Lee Olson, *Denver Post*.

April 27-28—*Oklahoma Associated Press Broadcasters Association* annual convention. Holidome, Oklahoma City.

April 27-29—*Illinois News Broadcasters Association* spring convention. Ramada Inn, Rockford, Ill.

April 27-29—*Women in Communications Inc.* North Central region meeting. Hamline University, St. Paul.

April 27-29—*Women in Communications Inc.* Northeast region meeting. Americana hotel, Rochester, N.Y.

April 27-29—Northeast regional meeting of *National Association of Farm Broadcasters*. Fort Wayne, Ind.

April 28—*White House Correspondents Association*

65th annual dinner to honor the President. Washington Hilton hotel, Washington.

April 28—Annual meeting and awards banquet of *Georgia Associated Press Broadcasters Association*. Atlanta Hilton hotel, Atlanta.

April 29-May 1—*Chamber of Commerce of the United States* 67th annual meeting. Washington.

May

May 1—Deadline for comments to FCC on radio frequency interference to electronic equipment (Docket 78-369). Replies are due July 1.

May 1-2—*American Association of Advertising Agencies* media seminar. Water Tower, Hyatt, Chicago.

May 2—Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 2—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Los Angeles.

May 2—New deadline for comments on FCC proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Previous deadline was April 2. Replies are now due June 18.

May 3—Advertising research day, sponsored by *Boston chapter of American Marketing Association*. Participants will include Alex Ivahninko, H. J. Heinz; Sheppard Raskin, McGraw Hill, D. Morgan Neu, Starch INRA Hooper; Ken Berwitz, R. H. Bruskin; Louise McNamee, Della Femina, Travisano & Partners; Gene Reilly, Gene Reilly Group; Robert Weiss, Gallup & Robinson; James Granger, Burke Research, and Barbara Feigin, Grey Advertising. Sheraton-Commander hotel, Cambridge, Mass.

May 3—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

May 3—*Ohio Association of Broadcasters* sales workshop featuring Dr. Roger Blackwell. Ohio State University Fawcett Center, Columbus.

May 3-5—North Central regional meeting of *National Association of Farm Broadcasters*. Fort Dodge, Iowa.

May 4—*Radio-Television News Directors Association of Canada* French-language regional conference. Hotel La Seigneurie de Ste. Marie, Ste. Marie de Beauce, Quebec.

May 4-5—*Radio Television News Directors Association Region 2* meeting in cooperation with UPI. Cal-Neva Lodge, North Lake Tahoe, Calif. Contact: UPI, P.O. Box 4329, San Francisco 94101.

May 4-5—*Radio-Television News Directors Association Region 6* workshop. Lincoln, Neb. Contact: Steve Murphy, WOWT(TV) Omaha, Neb., or Larry Walkin, University of Nebraska.

May 4-6—*Society of Professional Journalists, Sigma Delta Chi Region 3* conference. Fort Lauderdale, Fla.

May 4-6—South Central regional meeting of *National Association of Farm Broadcasters*. Wichita, Kan.

May 5—National Capital *Women in Communications Inc.* Matrix luncheon. Senator Nancy Landon Kassebaum (R-Kan.) will speak. Washington hotel, Washington.

May 5-6—*Society of Professional Journalists, Sigma Delta Chi Region 10* conference. Portland, Ore.

May 5-6—Midwest regional convention of *National Federation of Local Cable Programmers*. University Community Video, Minneapolis.

May 6-12—Twenty-ninth annual Broadcast Industry Conference of *San Francisco State University*. Broadcast Preceptor and Broadcast Media Awards will be conferred May 12. Theme of conference will be "Ethics in Broadcasting." San Francisco State University. Information: Janet Lee Miller or Darryl Compton, SFSU.

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

1981 conference will be Sept 10-12 at Marriott, New Orleans.

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

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

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

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

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

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

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

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

Feb. 16-21, 1980—National Association of Television Program Executives conference. Hilton, San Francisco. Future conference: Feb. 13-18, 1981, New Orleans.

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

■ **May 7-9**—Southern Educational Communications Association conference. Speakers will include Lillie Herndon, Corporation for Public Broadcasting, and Sheila Mahony, Carnegie Commission on the Future of Public Broadcasting. Hyatt-Regency, Lexington, Ky.

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

■ **May 8**—National Radio Broadcasters Association radio sales day. Hyatt House (airport), Seattle.

■ **May 11**—Radio-Television News Directors Association of Canada British Columbia regional conference. Harrison Hot Springs, B.C.

■ **May 11-13**—UCLA Extension's symposium and demonstrations on "The Revolution in Home Entertainment: New Technology's Impact on the Arts." Hilton hotel, Los Angeles.

■ **May 12**—Meeting of Region 1 of Radio Television News Directors Association. Portland, Ore. Contact: Charles Biechlin, KATU(TV) Portland, or Dean Mell, KHQ(AM) Spokane, Wash.

■ **May 12**—Women in Communications Inc. Dayton chapter luncheon. Speaker will be Phil Donahue, TV personality. Dayton, Ohio.

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

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

■ **May 14**—Hearings throughout week on broadcast and cable sections of Communications Act rewrite,

before House Communications Subcommittee. Rayburn House Office building, Washington.

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

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

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

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

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

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

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

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

The Professional

John Holliman Isn't Just Another Georgia Farmer.

Georgia farmers are in style today. And John Holliman, AP Radio's expert on food markets, is another transplant from the red clay hills.

John's "Agreport" presents news on commodity and livestock trading. It's the only national radio service exclusively devoted to the agricultural markets.

Holliman doesn't play for peanuts. His co-production "The Garden Plot: Food as a Weapon" won a Peabody Award. We like that. We're like John Holliman.

Professional.

AP Radio

Associated Press
Radio Network



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

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

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

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

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

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

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

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

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

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

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

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

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

May 25—*Radio-Television News Directors Association* Central Canada regional conference. Sheraton Connaught hotel, Hamilton, Ont.

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

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

May 30—*International Radio and Television Society* annual meeting. Waldorf-Astoria, New York.

May 30-June 2—*Iowa Broadcasters Association* convention. Julien Motor Inn, Dubuque, Iowa.

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

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

June

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

June 3-5—Convention of *Mutual affiliates*. Richard M. DeVos, Amway Corp. president, will be keynote speaker. Atlanta Hilton, Atlanta.

June 3-6—*Electronics Industries Association/Consumer Electronics Group 1979* international summer Consumer Electronics Show. McCormick Place, McCormick Inn and Pick Congress hotel, Chicago.

Errata

Typographical errors resulted in misstatements of estimates of 1978 TV spending by **Alberto Culver** and **Beatrice Foods** in the Television Bureau of Advertising/Broadcast Advertisers. Reports list of 1978's top 100 TV advertisers (April 16 issue, page 59). Correct figures: Alberto Culver \$14,872,100 in spot TV and \$7,625,700 in network TV; Beatrice Foods \$16,254,800 in spot, \$5,439,000 in network.

□

Purchaser of **WHPN(AM)-WHVS(FM) Hyde Park, N.Y.** ("Changing Hands," March 26) was erroneously identified as Scott Robb. Mr. Robb is president of the buying corporation, Gregory Broadcasting Inc, but it is entirely owned by Warren Gregory, of Chapman Associates, broker in the transaction (see "For the Record," page 73).

□

Representatives of the cereal, advertising and broadcasting industries, along with Robert Choate of the Council on Children, Media and Merchandising, were responsible for a miniature of **Rodin's "The Thinker"** left anonymously for Federal Trade Commission Administrative Law Judge Morton Needelman. An April 9 story reported Mr. Choate alone was responsible.

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

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

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

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

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

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

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

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

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

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

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

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

June 7-10—1979 national conference of *Investiga-*

tive Reporters & Editors. Mike Wallace of CBS will be keynote speaker. Also on agenda is address by Federal Trade Commission Chairman Michael Pertschuk. Boston Plaza hotel. Contact: Norita Lee. (617) 523-6611.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ **June 19-20**—*Southern Cable Television Association* financial seminar. Host hotel, Tampa International Airport. Information: Ed Frazier, (813) 877-1144.

■ **June 19-21**—*Armed Forces Communications and Electronics Association* 33d annual convention. Sheraton Park hotel, Washington.

■ **June 19-22**—Annual convention of *National Broadcast Editorial Association*. Richard Salant, president of CBS News and vice chairman designate of NBC, will receive association's Madison Award. Menger hotel, San Antonio, Tex.

June 20-22—*Maryland/District of Columbia Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 21—*Federal Communications Bar Association* luncheon. Robert Bruce, FCC general counsel, will speak. Capitol Hilton hotel, Washington.

June 21-23—*Wyoming Association of Broadcasters* convention. Hilton hotel, Casper, Wyo.

■ **June 23-27**—*Georgia Association of Broadcasters* 45th annual convention. Speakers will include Jane Pauley of NBC-TV and Dennis James, game show host. Callaway Gardens, Ga.

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

■ **June 25**—Hearings throughout week on public broadcasting sections of Communications Act rewrite, before *House Communications Subcommittee*.

LUTHERAN TV
AUDIENCE CARDS

438,131

LUTHERAN TV
AUDIENCE CARDS

631,021

LUTHERAN TV
AUDIENCE CARDS

530,403

LUTHERAN TV
AUDIENCE CARDS

301,721

LUTHERAN TV
AUDIENCE CARDS

**Collect
All The
Kids For
Summer
Freedom Is!**
A Family Special from
Lutheran Television

700,000

LUTHERAN TV
AUDIENCE CARDS

572,013

LUTHERAN TV
AUDIENCE CARDS

674,274

Community goodwill
and an eager audience come together
with this
30-minute animated adventure.
Jonathan Winters and Edward Asner
lend their voices
to a timeless story of freedom.
FREEDOM IS!
belongs on your summer schedule.
No program charge,
4 minutes sales or PSA.
Call Jan Naji at 314-647-4900.

583,272

LUTHERAN TV
AUDIENCE CARDS

408,321

Rayburn House Office Building, Washington.

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

June 27-30—Florida Association of Broadcasters 44th annual convention. Boca Raton hotel and club.

June 28-July 1—Second annual convention of National Federation of Local Cable Programmers. Austin, Tex. Information: Austin Community Television (host), Box 1076, Austin 78767.

July

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

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

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

■ **July 10**—New deadline for filing comments to FCC on AM clear channel rulemaking proposing to limit the coverage range of existing 25 class I-A stations to make room for additional AM's. Reply comments are now due Aug. 13.

July 11-15—Colorado Association of Broadcasters

summer convention. Tamarron, Colo.

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

■ **July 22-24**—California Broadcasters Association annual meeting. Del Monte Hyatt House, Monterey, Calif.

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

August

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

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

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

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

Open Mike®

Our summary execution

EDITOR: As president of this nation's largest organization of student and professional broadcasters, I would like to offer my thanks for the excellent summary of the rewrite bills you provided April 9. Nowhere has the confusion been better cleared up. I know that it will be a big help to all of our members in analyzing the rewrites and deciding exactly where they stand. Our hat is off to you for providing the business with a great service.—Tom Matheson, president, Alpha Epsilon Rho, Chicago.

NAB and editorials

EDITOR: I noted with interest Brenda Tanger's letter ["Open Mike," April 16] calling on broadcasters to respond to attacks by the print media. She says that the National Association of Broadcasters does not circulate sample editorials. This is not quite correct. Quarterly, we go through thousands of station editorials and print selected ones in a booklet that is distributed to NAB member stations on request. We feature those editorials which relate to broadcasting, advertising and the media, including those critical of print. Stations are free to use these as guest editorials or to otherwise adapt them to their own use.

Ms. Tanger is right that the NAB does not prepare editorials and circulate them to stations. The NAB board has held that editorials should be the responsibility of stations.—James Hulbert, senior vice president-station services, NAB, Washington.

The clears, cont.

EDITOR: Hats off to Willis Stone of WEVA(AM) Emporia, Va., and to Jack L. Messmer, WNFL(AM) Green Bay, Wis., for their sensible and practical outlook on the clear channel issue ["Open Mike," April 9]. It's as Mr. Messmer states: "Local service is the best service." Clear channels were for the 1920's, not the 1980's. Like other daytime stations, we are proud of the community we serve, and we want to provide full time, local service.—Glenn F. Bircher, president and general manager, WINU(AM) Highland, Ill.

EDITOR: A phrase—"mama and papa"—in Jim Mehring's April 9 "Open Mike" bothers me. He suggests that this type of operation necessarily provides an inferior program service. How unsagacious can he be.

We are proud of our mama-and-papa operation. So are many others. For 28 years, my wife and I have owned and operated WDR(AM) Sturgeon Bay, Wis. My older son is announcer, program manager, sports director. My younger son is announcer, music director, copy chief.

I earned much of the money invested in WDR at 50 kw WMAQ(AM) Chicago, and I wouldn't trade WDR for anything.

If Sturgeon Bay were going to install a new sewer on Third Avenue, would WMAQ offer an opportunity to discuss it, even though Sturgeon Bay is within the 0.5MV/M contour of WMAQ?

Mr. Mehring's remarks suggest that he has been too busy listening to remote stations and hasn't heard a mama-and-papa operation serving its own small community and doing it well.—Ed Allen Jr.

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MARLO AND THE MAGIC MOVIE MACHINE

We're having a wonderful time filming around the world for our weekly salutes to the International Year of the Child. Hope you'll share our experiences. Regards, Marlo

USA 15c

International Year of the Child

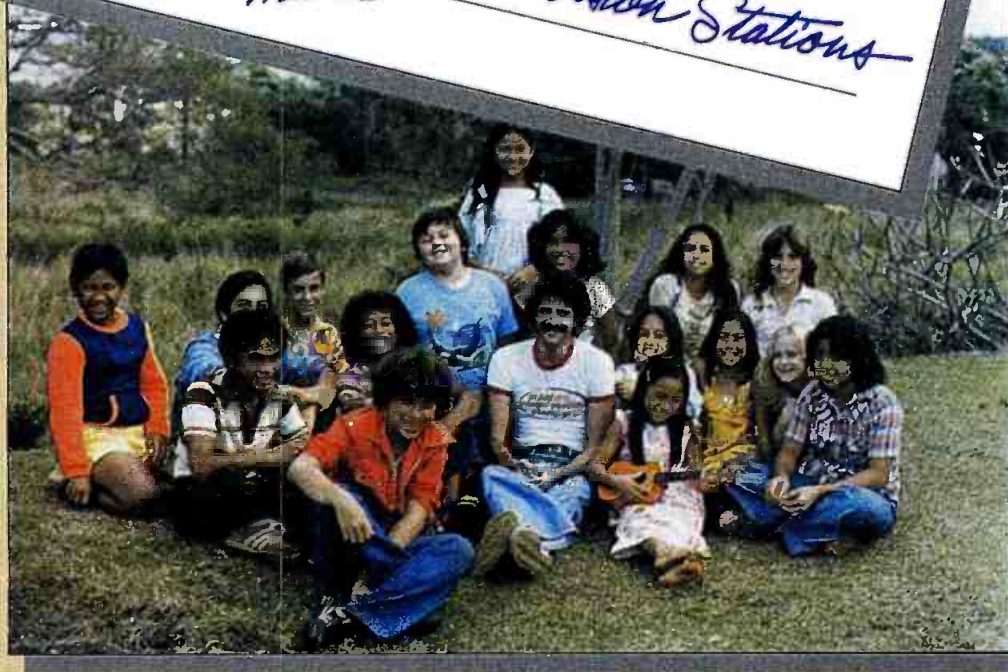
POST CARD

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Television Stations



International Year
of the Child 1979



Marlo's on the move

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Top of the Week

\$121 million deals in the outs from spin-offs of Cox-GE deal

Station sales necessitated by proposed merger would go mostly to new entrants in the business; 11 outlets are to change hands

In anticipation of their proposed merger, General Electric Co. and Cox Broadcasting Corp. have announced the sales of three television and eight radio stations worth, BROADCASTING has learned, a total of \$121 million.

The deals are distinguished by the appearances among the buyers of several minority groups and others new to broadcasting. In announcing the proposed sales, all of which await definitive agreements and FCC approval, John F. Welch, senior vice president and sector executive of GE's consumer products and services sector, said that the entire approach to the divestiture program was to help meet the FCC's on-going objective of broadening ownership of the broadcast media by including groups not currently represented in ownership circles.

"As currently proposed," Mr. Welch said, "more than two-thirds of the affected stations would be owned by new entrants into the broadcasting business. More than half of the stations would be locally owned, and more than three-quarters of the stations would have minority participation. Over half would have minority control."

The GE-Cox merger, first announced last October, is valued at \$460.5 million to \$507.9 million—making it, by far, the largest broadcasting transaction in the industry's history, although not the largest ever proposed. The merger is still awaiting formal approval by the shareholders of Cox, the FCC and other government agencies.

FCC rules barring the ownership by one company of more than 21 broadcast properties and the acquisition of co-located radio and television properties required the spin-off. Under the terms of the agreements announced last week, 11 stations will be sold, and GE, the surviving company in the merger, will acquire one new

radio station—Metromedia Inc.'s WCBM(AM) Baltimore. Provided that all of the proposed transactions are approved, GE will own five television stations, five AM's and seven FM's.

GE stations tentatively sold last week include:

- WRGB(TV) Schenectady, N.Y.: Sold to Group Six Broadcasting Inc. for \$24 million. Principals in the buyer are James J. Delmonico, vice president and general manager of the station, and four other current station executives who sold stock in the new company to 15 local investors. WRGB is an NBC affiliate on channel 6.

- WGFM(FM) Schenectady: Sold to October Mountain Broadcasting Inc., which is owned by Antony B. Mason, owner of WOKO(AM) Albany, N.Y., for \$1.75 million.

- WNGE(TV) Nashville: Sold to Nashville Television Inc., a subsidiary of black-controlled North Carolina Mutual Life Insurance Co., for \$25 million. The insurance company is based in Durham, N.C., and is headed by William J. Kennedy, president. WNGE is an ABC affiliate on channel 2.

- WSIX-AM-FM Nashville: Sold to The Katz Agency Inc., New York station representative firm, for \$3 million. The stations will be the first owned by the firm, which began representing broadcast stations in 1931. James Greenwald is president.

- KFOG(FM) San Francisco: Sold to Cardinal Communications Corp. of that city for \$3 million. Cardinal is a new company principally owned by Gene Washington, a wide receiver for the Detroit Lions football team; Reggie Jackson, designated hitter for the New York Yankees baseball team, and Thomas N. Williams, a San Francisco businessman.

Cox stations to be spun off are:

- WSB(AM) Atlanta: Sold to Metromedia for \$8.65 million, plus the swap of WCBM Baltimore. Metromedia is a major group broadcaster based in Secaucus, N.J., with six AM stations, seven FM's and seven TV's. John W. Kluge, 16.4% owner of the publicly traded company, is chairman and president.

- WSB-FM Atlanta: Sold to Atlanta OK

Broadcasting Co., a subsidiary of Broadcast Enterprises Network Inc., for \$5.5 million. BENI, based in Philadelphia, is one of the leading minority-owned broadcasters in the country with four AM stations (including WAOK Atlanta) and two FM's. The company has bought, subject to FCC approval, WHEC-TV Rochester, N.Y., from Gannett Co. for \$27 million (BROADCASTING, Aug. 28, 1978). BENI has also bought, subject to approval, WMJX(FM) Miami from Charter Communications Inc. for \$1 million and WPDQ(AM) Jacksonville, Fla., from Mel-Lin Inc. for \$1.36 million (BROADCASTING, March 26). Ragan A. Henry is president and principal owner.

- WSOC-AM-FM Charlotte, N.C.: Sold to Charlotte Broadcasting Co., another subsidiary of North Carolina Mutual, for \$2.6 million.

- WHIO-TV Dayton, Ohio: Sold to Ohio Valley Broadcasting Corp., Dayton, for \$47.5 million ("Closed Circuit," March 26). Ohio Valley is owned by M&M Broadcasting Inc. and Dyson-Kissner Associates. M&M is a new company formed by Stanley G. Mouse, executive vice president of Cox, and Jack P. McCarthy, vice president and general manager of WHIO-TV. Dyson-Kissner is a New York investment partnership associated with Dyson-Kissner Corp., investment firm without other broadcast holdings. John Moran is president. WHIO-TV is a CBS affiliate on channel 7.

Stations remaining in the combined GE-Cox fold include: KOA-TV Denver; WSB-TV Atlanta; WSOC-TV Charlotte; WJIC-TV Pittsburgh; KTVU(TV) San Francisco; WGY(AM) Schenectady; KOA(AM)-KOAQ(FM) Denver; WJIB(FM) Boston; WHIO-AM-FM Dayton; KFI(AM)-KOST(FM) Los Angeles; WIOD(AM)-WAIA(FM) Miami; WWSH(FM) Philadelphia, and WLIF(FM) Baltimore.

In announcing the sales, Mr. Welch said that GE would be working with the minority groups in helping to provide financial and managerial assistance in connection with the proposed purchases. In addition, he said, GE "is developing major programs to enhance minority and community participation in the industry."

Station	Seller	Buyer	Price
WHIO-TV Dayton, Ohio	Cox	Ohio Valley Broadcasting	\$47.5 million
WNGE(TV) Nashville	GE	Nashville Television	\$25 million
WRGB(TV) Schenectady, N.Y.	GE	Group Six Broadcasting	\$24 million
WSB(AM) Atlanta	Cox	Metromedia	\$8.65 million plus WCBM(AM) Baltimore
WSB-FM Atlanta	Cox	Atlanta OK Broadcasting	\$ 5.5 million
KFOG(AM) San Francisco	GE	Cardinal Communications	\$3 million
WSIX-AM-FM Nashville	GE	The Katz Agency	\$3 million
WSOC-AM-FM Charlotte, N.C.	Cox	Charlotte Broadcasting	\$2.6 million
WGFM(FM) Schenectady, N.Y.	GE	October Mountain Broadcasting	\$1.75 million

THE NEW LAW OF THE LAND:

“ When a member of the press is alleged to have circulated damaging falsehoods and is sued for injury to the plaintiff’s reputation, there is no privilege under the First Amendment’s guarantees of freedom of speech and freedom of the press barring the plaintiff from inquiring into the editorial processes of those responsible for the publication where the inquiry will produce evidence material to the proof of a critical element of the plaintiff’s cause of action.”

High court opens the minds of journalists to investigation

In CBS-Herbert decision, justices rule that in libel cases, plaintiffs may probe thought processes that lie behind editorial decisions

Journalists last week suffered another in a series of blows that the Supreme Court has delivered to their ability to engage in aggressive, investigative journalism. In a 6-to-3 decision, the high court ruled that CBS newsmen must answer questions a plaintiff in a libel suit wants to ask regarding their “state of mind” at the time they prepared the offending material.

The First Amendment, Justice Byron White wrote in the majority opinion, offers no protection against questions that persons claiming to have been libeled want to ask in an effort to determine the journalists’ “beliefs, intent and conclusions.”

“According an absolute privilege to the editorial process of a media defendant in a libel case,” he added, “is not required, authorized or presaged by our previous [libel] cases.” Indeed, he said, granting such a privilege would impose on libel plaintiffs a burden that would be both unfair and contrary to previous court decisions.

The opinion overturned an appeals court decision, issued in November 1977, which journalists had hailed as a victory. By a 2-to-1 vote, the U.S. Court of Appeals in New York had held that forcing reporters to divulge their thoughts and to reveal the content of discussions with colleagues would “strike to the heart of the vital human component of the editorial process” (BROADCASTING, Nov. 14, 1977). News media representatives last week indicated they thought that remains true.

But last week, it was former Army Lieutenant Colonel Anthony Herbert, plaintiff in the case, who was expressing satisfaction with the judicial system. “The issue has been, and is, whether the press has the right to knowingly abuse the privilege it has been granted,” he said. “I believe the Supreme Court has correctly held that I have a right to prove my intentions.”

Colonel Herbert, a decorated veteran of the Vietnam war, is suing CBS, its *60*

Minutes program, correspondent Mike Wallace and producer Barry Lando, as well as the *Atlantic Monthly*, for \$44.7 million. He claims a *60 Minutes* segment and an article in the magazine on his career falsely and maliciously depicted him as a liar.

He had gained national attention in 1970 when, after losing his battalion command, he charged superior officers with covering up war crimes. Mr. Lando’s investigation of the affair resulted, on Feb. 4, 1973, in a *60 Minutes* segment, “The Selling of Colonel Herbert,” on which Mr. Wallace served as correspondent, and in an article Mr. Lando wrote for the *Atlantic*. In both, the truth of the former officer’s charges was questioned.

Because he was “a public figure,” Colonel Herbert, under a decision involving the *New York Times* that the Supreme Court handed down in 1964, is barred by the First and 14th Amendments from recovering damages unless he can prove the defendants had published a damaging falsehood with “actual malice”—that is, with knowledge that it was false or with reckless disregard of whether it was false or not.

It was in an effort to establish that proof that Colonel Herbert’s lawyers, in a pretrial proceeding, questioned Mr. Lando at length over a period of a year. Mr. Lando answered most questions, but refused, on First Amendment grounds, to answer those he contended sought to probe the reason for various editorial decisions. What, for instance,



Lando



Wallace and Herbert

were his conclusions regarding people or leads to be pursued, his conclusions regarding the truthfulness of persons interviewed, and the basis for those conclusions? What conversations did he have with Mr. Wallace regarding material to be included or left out of the segment? And what were his “intentions” regarding material that was excluded? Those matters were covered in 84 specific questions at issue.

A district court rejected the claim of constitutional privilege, but the appeals court reversed that decision, asserting that journalists enjoyed an absolute privilege not to answer the questions involved. “It makes little sense to afford protection with one hand and take it away with the other,” Chief Judge Irving R. Kaufman of the Second Circuit wrote in that court’s majority opinion.

The Supreme Court disagreed. The *New York Times* and succeeding cases, Justice White wrote in the majority opinion, “made it essential to proving liability that plaintiffs focus on the conduct and state of mind of the defendant. To be liable, the alleged defamer of public officials or of public figures must know or have reason to suspect his publication is false . . . Inevitably, unless liability is to be completely foreclosed, the thoughts and editorial processes of the alleged defamer would be open to examination.”

The opinion also made it clear the majority had heard—and had been unimpressed by—the argument that a decision favoring Colonel Herbert would have a chilling effect on the editorial process. Permitting libel plaintiffs to prove their cases by direct as well as indirect evidence is consistent with prior decisions, Justice White said, adding, “If such proof results in liability for damages which in turn discourages the publication of erroneous information known to be false or probably false, this is no more than what our cases contemplate and does not abridge either freedom of speech or the press.”

With the question of Colonel Herbert’s right to probe the thought processes of Mr. Lando settled, the issue now is whether he will answer the questions. If he does not,

the trial judge could award damages by default to Colonel Herbert. Mr. Lando last week would not discuss that matter—or any other element of the case.

CBS News President William A. Leonard described the ruling as “another dangerous invasion of the nation’s newsrooms.” He recalled that the high court last year, in the *Stanford Daily* decision, held that police, armed only with search warrant, could rummage through newsrooms in search of evidence. Now, he said, the court has gone further “by denying constitutional protection to the journalists’ most precious possession—his mind, his thoughts, and his editorial judgment.”

Roone Arledge, president of ABC News, also saw the decision as part of a series. And although there were conflicting rights involved in almost every one of those cases, he said, “the fact that nearly all of them have been decided against the press is ominous.” But, he said, “we will continue to pursue with equal vigor our investigative reporting and our legal rights.”

Paul Davis, president of the Radio Television News Directors Association, said the association recognizes the need for plaintiffs in libel suits to determine whether defendants knew the material in question was false. But, he said, “the majority opinion of the court . . . supports a procedure that is insensitive to First Amendment protections of the editorial process and that fails to keep the inquiry squarely on matters determined to be relevant.”

And to a National Association of Broad-

casters executive, the decision means public officials or public figures may force journalists to reveal their thoughts and opinions while preparing a news story. If allowed to stand, said NAB General Counsel and Senior Vice President Erwin Krasnow, the Herbert decision “cannot but severely restrict the ability, not only of the press to challenge and question public officials, but the freedom of private citizens to oppose and challenge their own public officials in open debate.”

Mr. Krasnow also suggested a possible conflict of interest on the part of at least some members of the court in the decision. The justices, he noted, “are themselves public figures, and the out-of-court attitudes of more than one member of the court toward the press raise serious questions about the detachment and propriety of the decision . . .”

Justice White was joined in the opinion by Chief Justice Warren E. Burger and Associate Justices Harry A. Blackmun, William H. Rehnquist, John Paul Stevens and Lewis F. Powell Jr.

None of the dissenters—Associate Justices Potter Stewart, Thurgood Marshall and William J. Brennan—would have upheld the Second Circuit Court’s opinion. But all expressed views from which news media representatives could draw some comfort.

Indeed, so did the majority opinion. Justice White said that trial judges should use their “ample power” to prevent libel plaintiffs from abusing their right to probe the mind of journalists they are suing. And Justice Powell, in a concurring opinion, stressed that point: “A district court

has a duty to consider First Amendment interests as well as the private interests of the plaintiff.”

Justice Marshall, concerned about the potential for abuse of liberal discovery procedures—“plaintiffs’ pretrial maneuvers may be fashioned more with an eye to deterrence or retaliation than to unearthing germane material”—would prohibit questions concerning “editorial conversation.” For “if prepublication dialogue is freely discoverable,” he said, “editors and reporters may well prove reluctant to air their reservations or to explore other means of presenting information and comment.” He does not believe that a reporter’s “state of mind” can be protected against discovery.

Justice Brennan would also protect prepublication communications among editors. But that protection would have to yield, he said, if a public plaintiff can make a prima facie showing of falsity.

Justice Stewart said both the appeals court and the Supreme Court had misread the case. As he understands the holding in the *New York Times* decision, he said, inquiry into the “editorial process” is not relevant—and if it is not relevant, it is not permissible.

The problem with the *New York Times* decision was its use of the term “malice,” he said. For the word was not meant to convey its common meaning—that is, hostility—which requires an answer to the question “why,” according to the justice. The intended teaching of the *New York Times* case, he said, is that a public figure who is a libel plaintiff can recover damages if a published statement that defames the

InBrief



Johnny Carson, NBC’s highest-paid employee and biggest profit-maker, has told network he wants out of *Tonight Show*. NBC spokesmen and sources close to Mr. Carson denied, however, published reports that he had said he would leave Sept. 30, or, for that matter, that he had set any date at all. NBC spokesmen said his contract runs to spring 1981 and NBC expects him to honor it but that they hoped to resolve issue amicably. They quoted him as saying he was tired after more than 16 years on show but wanted to remain with NBC, doing specials.

They denied he was interested in going to another network and also denied widely published reports of friction between him and NBC President Fred Silverman. Estimates of Mr. Carson’s NBC pay range up to \$3 million annually. Estimates of *Tonight Show*’s pretax profits range up to \$23 million of NBC’s \$122.1 million in 1978. NBC sources declined comment on dollar figures but one said that “even if the worst should happen,” *Tonight* would continue to be profitable.

□

Home TV usage in first quarter averaged over seven hours per TV home per day for first time ever, Television Bureau of Advertising said based on Nielsen figures. These put March average at six hours 41 minutes, highest March ever, on top of seven hours 11 minutes for February and seven hours 20 minutes for January, also records for those months. First-quarter average: seven hours 4 minutes, up from six hours 55 minutes in last year’s first.

Wallace Johnson, chief of FCC’s Broadcast Bureau, disclosed on Friday he will retire from commission on May 1. Mr. Johnson, who is 59 and who has served commission for 37 years, said, “I’ve been here long enough.” To head off speculation that he was forced out—there have been reports that Chairman Charles D. Ferris was interested in replacing Mr. Johnson in job he has had for eight years—he stressed decision to retire was his own. Commission, he noted, offered him, along with other supergrade personnel, opportunity to convert to new Senior Executive Service, which becomes effective in July. And Mr. Ferris said of Mr. Johnson, “He is one of the great class guys in government. I have nothing but admiration for him.” However, Mr. Johnson is known to feel his authority as bureau chief has eroded in 18 months Mr. Ferris has been chairman. Mr. Johnson, an engineer, said he has no plans for future, other than taking some time off, but he is expected to go into consulting work in Washington. Philip Verveer, chief of Cable Television Bureau, has been mentioned as possible replacement, but he is understood to be considering leaving commission for private practice. Martin Levy, now deputy chief of Broadcast Bureau, was recommended for top job by Mr. Johnson, and he is known to have support of some commissioners. Chairman Ferris said he would make recommendation for chief’s job before May 1.

□

Ford Motor has chosen **Young & Rubicam** to handle its Lincoln-Mercury Division, with billings of about \$63 million, and **Wells, Rich, Green** to work on Ford corporate, real estate, and glass advertising with expenditures of estimated \$12 million. Broadcasting accounts for more than 65% of Ford total billings. Ford’s reshuffling stemmed from last month’s action by Chrysler Corp., which tapped Kenyon & Eckhardt, Ford agency,



plaintiff is untrue and the defendant knew it to be untrue or published it in reckless disregard of whether it was true or false.

The issue, Justice Stewart said, "concerns that which was in fact published. What was not published has nothing to do with the case." Thus, he added, "liability ultimately depends upon the publisher's state of knowledge of the falsity of what he published, not at all upon his motivation in publishing it—not at all, in other words, upon actual malice as those words are ordinarily understood."

That reasoning made "a lot of sense" to Jack Landau, director of the Reporters Committee for Freedom of the Press. "If [the 60 Minutes segment] is accurate," he said, "none of this"—the pretrial probing of reporters' minds—"is necessary."

But even if the piece is proved false, he said, the court should not permit plaintiffs to engage in "fishing expeditions"; questions should be limited to those that are "essential."

Although the decision was regarded as a defeat for the media, Floyd Abrams, counsel for CBS, does not see it as total. "It permits a kind of inquiry into matters of editorial judgment that has never been allowed before," he acknowledged. But he also pointed to the language in the dissenting and majority opinions" indicating that First Amendment principles should be considered" by judges in ruling on requests for pretrial inquiry into the editorial process.

"That's not as much protection as we sought and should have been granted," he said. "But we'll have to work from there in the future."

Salant's post mortem: It's going to cost money and take time, and may scare off some news operations

Richard S. Salant, who predicted two months ago that the Supreme Court's decision in the Colonel Herbert case would come soon and be "a bad one" (BROADCASTING, Feb. 26), took no pleasure in being proved right.

"It's just going to make life a lot more difficult for that kind of reporting," the now-retired president of CBS News, who moves to NBC as vice chairman on June 1, said in an interview last week.

"Among other things, you're going to have a lot more in the way of lawyers' bills and a lot more in the way of having your editors and your reporters not doing what they're supposed to do—answering all sorts of questions while they try to dig up exactly why they did what they did, which is very hard to do, especially several months afterward."

Would CBS News have gone ahead with its Colonel Herbert report if the court decision, with all its implications, had been in effect at the time? "Absolutely," he said. "Absolutely."

"I don't think we can afford to let these things scare us, because otherwise they win by default," he continued. "It's just one more very high price to pay, but I think we have to go forward."

But he cautioned that "there's no certainty that everybody's going to do that."

He explained:

"Sooner or later, some management is going to say, 'Hey, now, hold on, this is taking up time and it's piling up bills'—or some reporters are going to say, 'I don't want to spend 30 days answering questions, trying to explain why I believed this guy and didn't believe that guy, and I'm going to fudge.'"

The decision, Mr. Salant said, can "and certainly will" limit reporting "in some areas," particularly among news organizations with limited financial resources:

"Have you ever been in an examination before trial? You've got to understand what those are, and what precedes a court case. The lawyers sit all potential witnesses, especially the witnesses or executives of the other side, down in a room with the stenographer—there's no judge, nobody presiding—and they go on and on and on and on. Barry Lando went through something like 30 days of it. It's a very, very broad and liberal procedure, and your lawyer and theirs are there, and it all mounts up in costs and time like mad."

Mr. Salant cited "that young couple that just won a Pulitzer prize [David and Catherine Mitchell, co-publishers of the *Point Reyes* (Calif.) *Light*, who won for exposures of the controversial Synanon organization]." He said they might be "the 'the classic case' of what the decision's effects could be on small news organization: 'Suppose Synanon, which as you know loves to litigate, went through 30 days of examination before trial of these two people—they wouldn't be able to put out their paper, because there's only two of them.'"

to take over estimated \$120 million in billings from Y&R and BBDO (BROADCASTING, March 5).

□

Supreme Court has left standing lower court ruling that **FCC has preempted authority to regulate pay cable rates** and that states may not regulate those rates. Case originated in New York in 1976 when cable operators went to court to oppose ruling by state cable commission requiring pay cable rates to be set by local municipalities with approval of state commission.

□

Former NAB radio board member **Wally Nelskog** of KIXI-AM-FM Seattle is **calling for resignation from radio board of Len Hensel**, WSM-AM-FM Nashville, because Mr. Hensel's involvement in campaign against FCC's clear-channel rule is "pure case of conflict of interest," says Mr. Nelskog. "It also looks to me like ex parte," he said in letter last week to NAB President Vincent Wasilewski. Mr. Hensel, former NAB radio board chairman who has just been re-elected to board, says he won't resign and thinks his actions can "not in the least" be construed as conflict of interest. He said there are members on board who are working just as hard for interests of daytime broadcasters. Mr. Hensel also noted that KIXI has had application pending with FCC since 1973 to occupy 880 khz, clear channel.

□

Entire broadcasting industry would pay just **\$7.4 million annually** under proposed **cost-of-regulation fee** in Communications Act revision bill by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.). That figure—FCC staff's estimate of what Broadcast Bureau costs would be under S. 622—is less than one VHF station would have had to pay under fee schedule worked out for original House Communications Act rewrite last year. According to FCC figures, cable television would pay \$601,000, common carriers would pay \$5.9 million and private radio would pay \$17.2 million. Total of all fees would be \$34,759,470.



Howard K. Smith, one of ABC News's mainstays since 1961, **resigned last week** in protest against what he felt was severe curtailment of his commentator's role. In five-paragraph memo posted in Washington bureau, Mr. Smith informed colleagues of decision. Former co-anchor with Harry Reasoner of the nightly news based his decision in part on network plans to drop his commentary in order "to lighten the show." ABC News spokesman said resignation had been accepted but it was "a sorry surprise" and "we're sorry to see him go."

Spokesman said ABC News had been in negotiation with Mr. Smith for new contract and had offered "firm, unbreakable five-year" arrangement under which he would do "occasional commentaries," have part in special reports and continue to participate in ABC News's year-end reports. Mr. Smith said he would go on lecture tour and then look for new job.

□

Bolton Broadcasting is reported to be **getting out of representation** of U.S. television stations, effective April 30. It will continue as rep for Canadian stations. Bolton had been hit by recent defections, was down to four stations; WGNO-TV New Orleans, WSNS Chicago, WCC Charlotte, N.C., and WZTV Nashville.

□

James R. Fletcher Jr., 58, vice president and second largest stockholder in Midnight Sun Broadcasters, nine-station group in Alaska, died last Wednesday in Scottsdale, Ariz., from complications arising from hereditary kidney ailment. He had been associated with Midnight Sun for 30 years, served as its national sales manager in New York for 25 years until 1975. He is survived by his wife, Carol.

Twelve months of telling blows

The Supreme Court's decision against CBS News last week was only the latest of a steady series of setbacks suffered by journalists in the same court in the past year. In among the more conspicuous, in chronological order, the court:

- Refused to review a Florida supreme court ruling upholding the constitutionality of a state law that makes it a criminal offense to film or record a conversation without the prior consent of all persons involved. The appeal was brought by WCKT(TV) Miami and the *Miami Herald* (BROADCASTING, March 27, 1978).
- Refused to review a California court of appeal directive to a lower court to proceed with trial of a damage suit brought against NBC-TV by parents of a child who was alleged to have been raped in imitation of an act on a dramatic show, "Born Innocent" (BROADCASTING, May 1, 1978). The suit was later dismissed by the trial judge on a finding that the First Amendment barred the action unless the plaintiff could prove that NBC-TV had intentionally incited or abetted the rape.
- Let stand a New Mexico court of appeals order to reporters for KOBA(M) Albuquerque, N.M., to divulge confidential sources in a libel suit and an Iowa supreme court directive to a *Des Moines (Iowa) Register* reporter to release sources and notes, also in a libel suit (BROADCASTING, May 22, 1978).
- Overruled decisions by a district judge in California and the U.S. Court of Appeals for the Ninth Circuit, which had held that police had violated the Fourth Amendment, prohibiting unreasonable search and seizure, when, armed only with a search warrant, they searched the files of the *Stanford (Calif.) Daily*. The Supreme Court ruled that the search violated neither the Fourth Amendment nor the First (BROADCASTING, June 5, 1978).
- Affirmed the FCC's authority to adopt crossownership rules that ordered divestiture of 16 "egregious" newspaper-broadcast combinations, prohibited formation or transfer of others and grandfathered other existing co-located combinations under present ownerships. In the decision, the court took occasion to affirm its 1969 Red

Lion opinion and once again asserted "the fundamental proposition that there is no unbridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish" (BROADCASTING, June 19, 1978).

- Ruled that journalists have no more rights of access to jails than those granted to the general public. In so doing it reversed rulings by California courts that journalists should be allowed to inspect an Alameda, Calif., prison at "reasonable times." The action was initiated by noncommercial KQED(TV) San Francisco (BROADCASTING, July 3, 1978).

- Reversed an opinion by the U.S. Court of Appeals, Washington, which had ruled as unconstitutional an FCC decision to prohibit the broadcast of "indecent" programming. The FCC had acted against the Pacifica Foundation's WBAI(FM) New York for airing a recorded monologue by George Carlin containing "seven dirty words." The court majority held that broadcasting could be held to tighter standards than other forms of communication because of its pervasiveness and accessibility to children (BROADCASTING, July 10, 1978).

- Refused an appeal by a cameraman for noncommercial KERA-TV Dallas from a Texas court ruling that he had no First Amendment right to film a criminal execution (BROADCASTING, July 10, 1978).

- Refused to review the conviction of the *New York Times* and one of its reporters, Myron Farber, for contempt of court in refusing to release material obtained in confidence. Mr. Farber served 40 days in jail and the *Times* paid fines totaling \$285,000 (BROADCASTING, Dec. 4, 1978).

- Refused to review a contempt-of-court conviction of a reporter for KAKE-TV Wichita, Kan., for refusal to reveal a source (BROADCASTING, Feb. 26, 1979). (The case involved the trial of Milda Sandstrom who was convicted of murdering her husband. Thad, chief executive of the Stauffer group of broadcast stations.)

- Refused to review an appellate court ruling that the First Amendment offers no protection to journalists against the secret delivery of their telephone records by telephone companies to government authorities. The appeal had been taken by the Reporters Committee for Freedom of the Press, the *Wall Street Journal*, Knight-Ridder Newspapers and 12 individual journalists (BROADCASTING, March 12, 1979).

Print perspective

Executives of leading newspapers, canvassed by BROADCASTING, expressed varying opinions of the Supreme Court's decision in the Herbert case, ranging from deep concern to the belief that journalism might have been worse off if the decision had gone the other way.

David Lipman, managing editor, *St. Louis Post-Dispatch*: "One of the most damaging decisions to a free press that the Supreme Court could have handed down... has a potential for causing mischief to the free flow of news, maybe to a degree seldom seen outside of a fascist country... I think the end result [will be] that a lot of public issues will be either too carefully treated or even avoided by the media in this country." Mr. Lipman expressed hope that time will bring a change. In the meantime, "we're just going to plunge straight ahead doing the kind of job we've always done, and the Supreme Court, well, be damned in this case."

James C. Goodale, executive vice president, *New York Times*: "We are disappointed" but, considering the trend of Supreme Court decisions against the press, "not surprised by it. We believe that our processes should be as confidential as those of the Supreme Court," he said, adding that the decision "makes the major investigatory stories much more difficult." He noted that four justices "saw important First Amendment interests" in the case and said it was "unfortunate that the press didn't have at least one more judge" to side with it.

Lionel Linder, managing editor, *Detroit News*: "An initial impression is that [the] decision won't materially affect our operations nor in any way impede them. But the press worries, rightfully I think, about any intrusion into its processes because such intrusions don't always have the noble goal of providing a fair trial. No publication or television station wants excessive legal fishing expeditions into its processes, but when the Supreme Court ruled in the 1960's

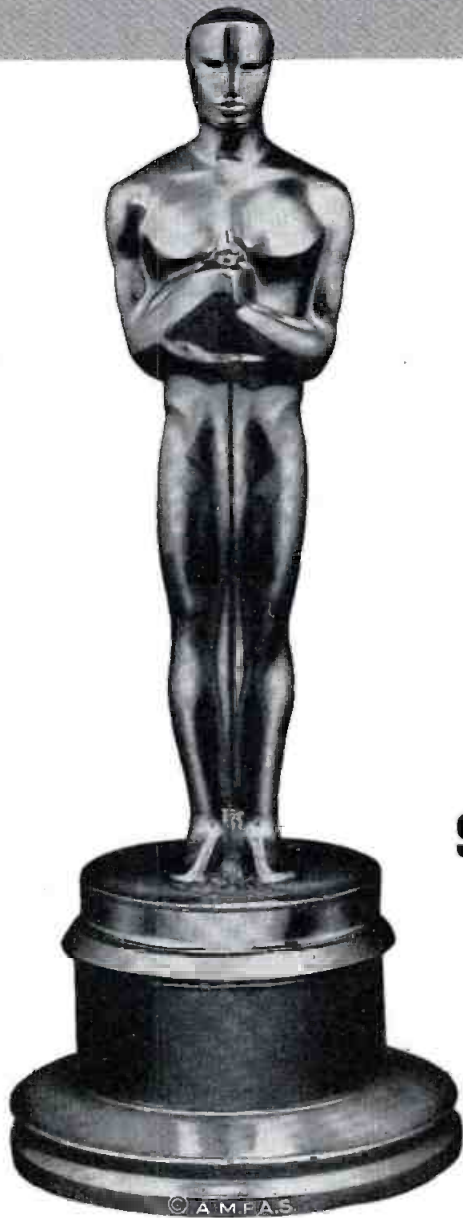
that public figures who sue for libel must prove 'actual malice,' then something like [this] decision seemed inevitable. We'll just have to be extra vigilant in spotting potential abuses of today's decision."

Tom Simmons, executive editor, *Dallas Morning News*: "This is the latest in a series of decisions where the courts are nibbling away, not only at the First Amendment or the press, but at the rights of the people. The more restrictions placed on the media, the less the electorate will be informed, and the more inferior our democracy becomes."

Clayton Kirkpatrick, editor, *Chicago Tribune*: "If the case had gone the other way we might have had more problems." Instead of trying to keep evidence of intent out of a case, he said, organizations being sued for libel usually try to get it in—and the plaintiffs try to keep it out. "What you have here," he said, "is a kind of case that's turned upside down." "The classic defense," Mr. Kirkpatrick said, "if you're a defendant in a libel suit, is that you didn't lie maliciously, you were careful, you tried to be accurate, you did check, you did pass it through several layers of your management in an attempt to make sure that what you were doing was right and accurate and proper. I think if you want to win your case, you try to bring these things before a court... And I think it goes to the question of thought processes, it goes to the question of editorial processes. I just think this was a misguided attempt to do something which probably would have been detrimental."



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Getting down to brass tacks on longer sweeps

Arbitron and Nielsen to submit bids to CBS this week; opposition from reps and stations is stiff

Arbitron Television and A.C. Nielsen officials were preparing bids last week on extended local TV measurements for submission to CBS this week, at CBS's request.

CBS asked for bids on two possible configurations: one covering all TV markets for 39 or 40 weeks a year and the other covering all markets 35 or 36 weeks a year. (Actually, CBS asked each service to base its bids on 24-week and 20-week extensions of its present sweeps, which in Arbitron's case total 16 weeks a year and in Nielsen's case 15 weeks.)

Although Arbitron and Nielsen officials declined to indicate what their bids might be, there were estimates that the expansions would probably add \$10 million or more to what each service now receives, which is believed to be about \$20 million. Earlier estimates, based on 44 weeks of coverage, had put the extra cost at more than \$16 million.

Whether both services could survive if an extended-measurement contract went to only one of them remained, along with the cost, one of the key arguments that station reps and other critics cite against the proposal. CBS has given no indication that it would subscribe to two extended-measurement services, and both Arbitron and Nielsen executives have ventured that the one not getting the contract would not be able to remain in the local-measurement field.

In a letter to affiliates, however, CBS-TV President James Rosenfield has indicated he thought competition might be maintained, though he didn't say how.

In his letter, dated April 9 and made available last week, he said without elaborations:

"... CBS believes that the interests of all research users—stations, networks, agencies and others—are best served by the continuing availability of competing research services. There have been a number of suggestions that indicate there are possible answers to this problem."

Mr. Rosenfield also told the affiliates that "while CBS has been an energizer in this process [pushing for extended measurements] so far, it is neither practical nor desirable for us to attempt to establish an expanded service unilaterally. To be of genuine benefit, it must be widely accepted and offer positive values to all concerned."

He also sought to quell speculation that had suggested CBS might be willing to underwrite expanded measurements for their first year but insist that the stations and others foot the bill thereafter.

"CBS," he said, "might be willing to

consider a special contribution on a 'seed' or 'starter' basis, but obviously, as a matter of economics, an expanded service could not succeed unless it was priced on a basis acceptable to all potential subscribers, CBS included. CBS's intent has never been to launch the project and later withdraw completely."

One of CBS's prime reasons for urging extended sweep periods is to avoid the extraordinarily expensive "stunting" that occurs during sweep months, as exemplified last February when "Gone With the Wind," "One Flew Over the Cuckoo's Nest" and "Elvis!" were scheduled opposite one another.

When Arbitron and Nielsen develop their formal bids for CBS, however, they are expected to show them to the other networks. "If only," one source said, "as a matter of courtesy."

Agitation against extended sweeps has been led by station reps, backed overwhelmingly by stations. They object not only to the costs but also to what they claim would be less reliable ratings, based on smaller sample sizes. They protest, too, that extended ratings would mean an almost endless mountain of paper work to be analyzed and absorbed week after week—some have estimated that the cost of using the additional material could range between \$20 million and \$40 million

a year. Perhaps most of all, they fear that extended sweeps would put one of the two existing syndicated services out of business, eliminating the competitive feature that "keeps a cap on prices."

Many if not most reps have been writing and talking to their station clients in opposition to the CBS plan. One recent letter, sent by David S. Abbey, president of the Katz Television Broadcast Group, summarized the arguments and added some other thoughts:

"... Margin for a report error [will be increased] by 50%. With only one rating service, it will no longer be possible to check the validity of research delivered."

"The volume of nonstandard data thrown off by 10 sweeps will require advertisers, agencies, reps and stations to modify computer systems and programs and increase storage capacity—to say nothing of the added manpower which will be required to input and analyze the information."

"Right now, with four nationwide sweeps available, plus additional measurement periods in larger markets, most major advertisers, for practical reasons, use only a couple of books to make buying decisions. It seems doubtful that the less reliable data provided by six additional sweeps will significantly change this pattern."

Gerbner's violence curve tends upward

But worse than that, says subject's leading expert, audience believes it more

Largely because of cartoon-dominated Saturday morning programming, the level of violence on all three television networks rose to "near record levels" last fall, according to the latest violence profile by researchers at University of Pennsylvania's Annenberg School of Communications.

The report finds that, compared with 1977, TV violence in fall 1978 increased at all three networks on Saturday mornings; it rose on ABC and NBC during prime time after 9 p.m. but declined on all but ABC during what used to be the "family hour," from 8 to 9 p.m.

The new figures are likely to provoke some new criticism of the networks about violence, but Dr. George Gerbner, who has established himself as the leading researcher of that subject and who headed the new study, said last week he is less concerned about the actual violence counts than with the findings of an accompanying survey showing that people who watch television heavily seem adversely affected by what they see.

Past surveys of viewers by the Annenberg School researchers have found that heavy television watchers show greater fear and mistrust than light viewers. In answer to questions about the chances of encountering violence in real life they tend to give views "more characteristic of the television world than of the real

world," the researchers say. Heavy viewers think there are more policemen than there really are and they tend to believe "that most people just look out for themselves, take advantage of others and cannot be trusted."

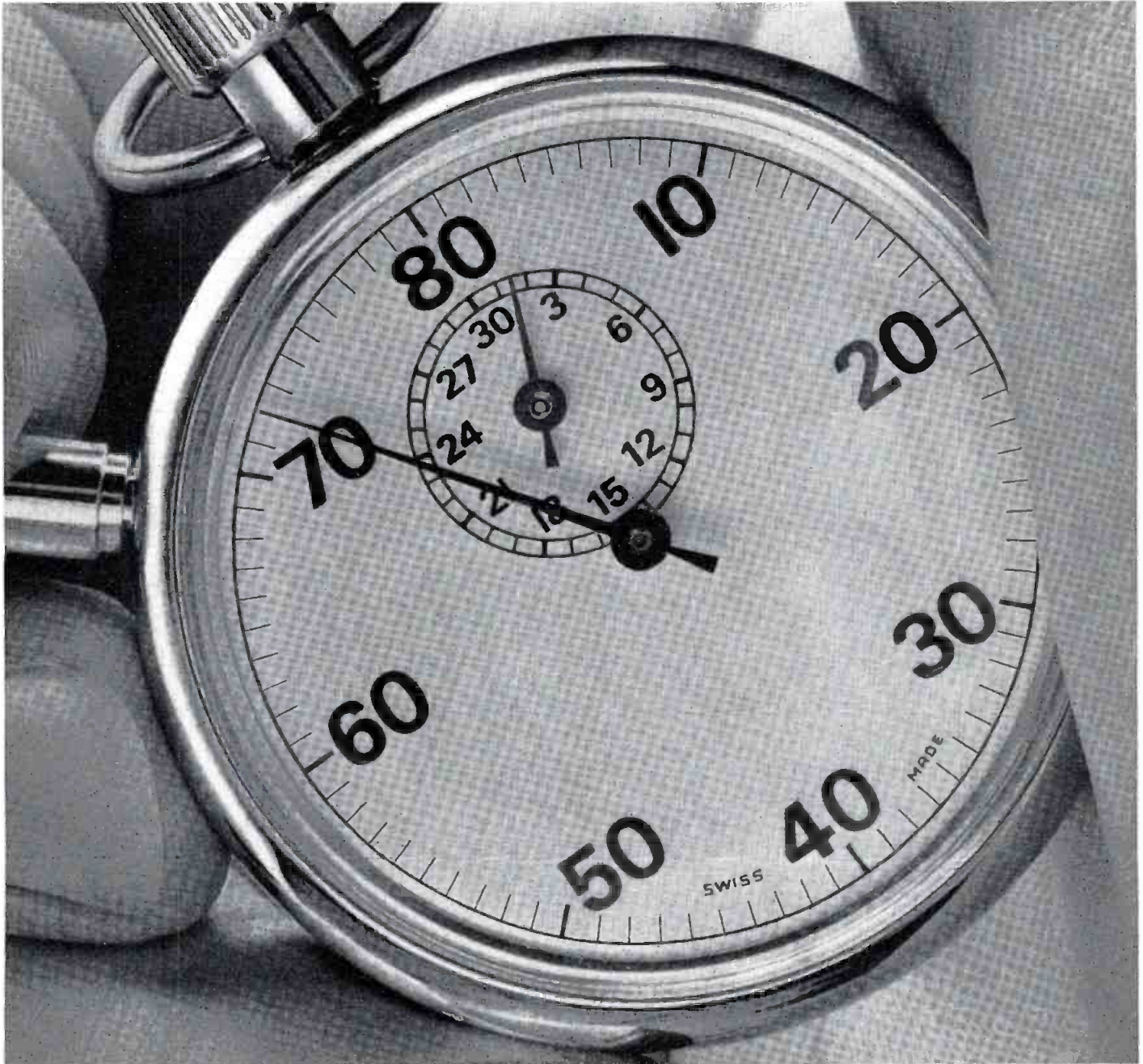
New surveys of children and adolescents continue to demonstrate the phenomenon, the researchers say. They conclude that heavy viewing among school children is associated with greater fear of walking alone at night in the city and in their own neighborhoods. They also say heavy viewers overestimate the number of criminals, and the frequency with which policemen use force and guns against crime suspects.

The researchers conclude "that one correlate of television viewing, possibly reflecting its violence-laden programming, is a heightened and unequal sense of danger and risk in a mean and selfish world."

In the new violence profile, the researchers find the greatest increase in violence during Saturday morning programming. Over-all, the rate of violent actions then rose from 15.6 per hour in 1977 to 25 in 1978. They say ABC and CBS hit record highs with 26.3 and 26.8 incidents per hour respectively on Saturdays. NBC's rate was 20.6.

During prime time, they say NBC posted the biggest increase in violence after 9 p.m. but led the way in reducing it from 8 p.m. to 9 p.m. ABC increased the level of violence in all the time periods studied.

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DANCE
Against Match G.
#1 in rating, share, homes.

18-49
(000)
35
61
+74%
program
any NBC

Women
Total 18-49
(000) (000)
34 30
77 63
+126% +110%
Dance Fever was
men 18-49, etc.

JOHNSTOWN-ALTOONA
WJAC Tue. 7-7:30 PM

Rating	Share	Total (000)	Women (000)
11	20	30	17
19	31	65	46
+73% +55% +117% +171%			

Nov. 1978 BONKERS
Feb. 1979 DANCE FEVER
Dance Fever is #1 in its time period in rating, share, homes, total women, women 18-49, total men, men 18-49, etc.

LOUISVILLE
WAVE Thur. 7:30-8 PM

Rating	Share	Total (000)	Women (000)
12	23	39	20
19	29	76	49
+58% +26% +95% +145%			

Nov. 1978 WILD KINGDOM
Feb. 1979 DANCE FEVER
DANCE FEVER Advantage
Opposite Name That Tune and Family Feud, Dance Fever is #1 in its time period in rating, share, homes, women 18-49, women 18-34, men 18-49 and men 18-34.

Nov. 1978 DANCE FEVER
Feb. 1979 DANCE FEVER Advantage
DANCE FEVER is the #1 women 18-49 in Richmond. Delivered more women 18-49 or CBS prime-time program in Richmond.

PORTLAND-POLAND SPRINGS
WCSH Sat. 7:30-8 PM

Rating	Share	Total (000)	Women (000)
12	24	25	17
18	32	52	41
+50% +33% +108% +141%			

Nov. 1978 STAR TREK
Feb. 1979 DANCE FEVER
DANCE FEVER Advantage
Dance Fever delivered more women 18-49 than any program on WCSH—including network prime-time programs.

SPRINGFIELD
WVLT
Nov. 1978
Feb. 1979
DANCE FEVER
DANCE FEVER Advantage
Dance Fever is the #1 women 18-49 in Richmond. Delivered more women 18-49 or CBS prime-time program in Richmond.

Dance Fever

"Fever" causes epidemic of high ratings!

Of all the new prime access programs, one stands out. Dance Fever. Combining the court most popular celebrities, fabulous dance teams and outstanding disco entertainers, it has consistently turned weak time periods into strong ones—with big ratings. Market after market the success of Dance Fever in young demographics has been overwhelming. And according to an independent study by the Katz Agency, as reported in Variety on March 28, 1979, Dance Fever is tied for first place as the highest rated access program among women 18-49. Get it on your station!

Rating	Share	Total (000)	Women (000)
5	29	5	3
9	39	12	7
+80% +34% +140% +133%			

Rating	Share	Total (000)	Women (000)
14	27	53	20
18	35	59	35
+29% +30% +11% +75%			

Rating	Share	Total (000)	Women (000)
4	18	9	7
5	18	17	11
+25% NC +89% +57%			

Rating	Share	Total (000)	Women (000)
8	19	12	4
11	25	23	17
+38% +32% +92% +325%			

NEW YORK
WPIX Sat. 7:30-8 PM

Rating	Share	Total (000)	Women (000)
6	10	287	261
10	19	630	461
+67% +90% +120% +77%			

Feb. 1978 SPACE 1999
Feb. 1979 DANCE FEVER
DANCE FEVER Advantage
Dance Fever is the #1 women 18-49 syndicated program in New York.

SAN FRANCISCO
KTVU Sat. 7-7:30 PM

Rating	Share	Total (000)	Women (000)
6	14	77	57
8	19	148	129
+33% +36% +92% +126%			

Feb. 1978 MOVIE
Feb. 1979 DANCE FEVER
DANCE FEVER Advantage
Dance Fever is KTVU's #1 women 18-49 program.

MIAMI
WTVJ Mon. 7:30-8 PM

Rating	Share	Total (000)	Women (000)
9	17	87	26
17	29	136	84
+89% +71% +56% +223%			

Nov. 1978 LET'S MAKE A DEAL
Feb. 1979 DANCE FEVER
DANCE FEVER Advantage
Dance Fever is WTVJ's #1 7:30-8 pm Monday-Friday access program in rating (tie), women 18-49, women 18-34, men 18-49 and men 18-34.

COLUMBUS, OHIO
WCMH Sat. 6:30-7 PM

Rating	Share	Total (000)	Women (000)
6	14	24	10
11	26	50	42
+83% +86% +108% +320%			

Nov. 1978 G.I. DIARY
Feb. 1979 DANCE FEVER
DANCE FEVER Advantage

PHILADELPHIA
WCAU Tue. 7:30-8 PM

Rating	Share	Total (000)	Women (000)
6	11	6	11
13	21	13	21
+117% +91%			

Nov. 1978 EYE ON
Feb. 1979 DANCE FEVER
DANCE FEVER Advantage
Dance Fever is #1 in its time period in women 18-34, men 18-49 and men 18-34.

PROVIDENCE
WJAR Tue. 7:30-8 PM

Rating	Share	Total (000)	Women (000)
6	20	6	20
13	21	13	21
+233%			

Nov. 1978 BONKERS
Feb. 1979 DANCE FEVER
DANCE FEVER Advantage
Dance Fever is WJAR's #1 access program in homes, total women, women 18-49

ORLANDO
WDBO Wed. 7:30-8 PM

Rating	Share	Total (000)	Women (000)
6	20	6	20
13	21	13	21
+233%			

Nov. 1978 PLEASE STAND BY
Feb. 1979 DANCE FEVER
DANCE FEVER Advantage
Dance Fever is WDBO's #1 access program in homes, total women, women 18-49

SYRACUSE
WTVH Fri. 7:30-8 PM

Rating	Share	Total (000)	Women (000)
6	20	6	20
13	21	13	21
+233%			

Nov. 1978 NEXT STEP BEYOND
Feb. 1979 DANCE FEVER
DANCE FEVER Advantage
Dance Fever is WTVH's #1 access program in homes, total women, women 18-49, children and Family Feud, Dance Fever is the #1 women 18-49 in Richmond. Delivered more women 18-49 or CBS prime-time program in Richmond.

CEDAR RAPID
WMT Fri. 6:30-7 PM

Rating	Share	Total (000)	Women (000)
17	28	17	28
+86% +108% +320%			

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8 SHA NA NA 13 25 47
 79 DANCE FEVER 16 27 41
 E FEVER Advantage +23% +17% +21% +40%
 E Fever is Springfield's #1 non-network program in
 an 18-49 and women 18-34.

Nov. 1978 EMERGE
 Feb. 1979 DANCE FEV
 DANCE FEVER Advant
 Dance Fever is the #1
 in Richmond. Deliver
 or CBS prime-time p

Sweeps the Sweeps.

LOS ANGELES KNBC FRIDAY 7:30 - 8 PM
 DANCE FEVER is KNBC's #1 Monday-Friday access pro-
 gram in women 18-49... Improved over the November 1978
 time period and improved over its January 1979 performance
 by 13% in ADI share, 30% in total women and 51% in women
 18-49.

CHICAGO WMAQ SATURDAY 6:30 - 7 PM
 DANCE FEVER is as good as FAMILY FEUD (November
 18-49) in ADI rating, and better in all important
 demographics.

DALLAS-FT. WORTH KDFW WEDNESDAY 6:30 - 7 PM
 DANCE FEVER is KDFW's #1 non-network program in
 women 18-49 and women 18-34.

ALBANY-SCHENECTADY-TROY WAST SATURDAY 7:30 - 8 PM
 DANCE FEVER doubled WAST's November 1978 time period
 delivery of women 18-49 and is WAST's #1 non-network
 women 18-49 vehicle.

BUFFALO WGR FRIDAY 7:30 - 8 PM
 DANCE FEVER is #1 in its time period in women 18-49 and
 women 18-34, men 18-49, men 18-34, teens and children.

GREENSBORO-WINSTON SALEM-HIGH POINT WGHP FRIDAY 11:30 PM - 12 MIDNIGHT
 DANCE FEVER achieved a 9 rating, 38 share, 47,000 total
 women and 43,000 women 18-49, making it Greensboro's
 #1 young adult late night vehicle.

DAYTON WKEF SATURDAY 12:30 - 1 PM
 DANCE FEVER is #1 in the time period in all adult demo-
 graphics. Delivered more women 18-49 than WKEF's 6-
 7:30 PM Monday-Friday average.

OKLAHOMA CITY KOCO Thur. 6:30 - 7 PM

	Rating	Share	Total (000)	Women (000)
Nov. 1978 BONKERS	8	15	26	13
Feb. 1979 DANCE FEVER	+125%	+93%	+135%	+231%
DANCE FEVER Advantage +125% +93% +135% +231%				
Dance Fever doubled the November 1978 time period in rating and total women... tripled in women 18-49.				

TAMPA-ST. PETERSBURG WTVT Sat. 7 - 7:30 PM

	Rating	Share	Total (000)	Women (000)
Nov. 1978 CANDID CAMERA	12	24	93	43
Feb. 1979 DANCE FEVER	+42%	+13%	+33%	+71%
DANCE FEVER Advantage +42% +13% +33% +71%				
Dance Fever is WTVT's #1 women 18-49 local program.				

Source: February & November '78 January & February '79 Arbitron

Men 18-49	Women Total 18-49	Women 18-49
(000)	(000)	(000)
69	18	29
192	71	100
+21%	+245%	+294%
+178%		
m in rating, share, women 18-34.		
Share	Women Total 18-49	Women 18-49
(000)	(000)	(000)
15	26	12
24	64	43
+60%	+146%	+258%
network program in women		
Share	Women Total 18-49	Women 18-49
(000)	(000)	(000)
12	24	37
17	30	48
+42%	+25%	+30%
access program in women 18-49, teens. Opposite Mary Tyler Moore. Fever is #1 in the time period in men 18-49, total men, men 18-49, etc.		
Rating	Share	Women Total 18-49
(000)	(000)	(000)
7	13	16
14	23	40
+77%	+150%	+286%



Dance Fever

STARRING
DONEY TERRIO*

*MANAGEMENT
 BULLETS DURGOM 9229 Sunset Boulevard L.A., Calif. 90069 Suite 615
 (213) 278-8820



BANGOR WABI Sat
 Nov. 1978
 Feb. 1979
 DANCE
TOLSON WSP
 Nov
 Feb
 D

NAB big board to be briefed on new bills

Special meeting called; executive committee asks FCC to deregulate all of radio

The executive committee of the National Association of Broadcasters last week called for a special meeting of the NAB joint board April 30 to discuss the bills now pending to revise or rewrite the Communications Act.

The meeting, to be held at Stouffer's Inn in the Washington suburb of Arlington, Va., is to be an "information exchange," said NAB staffers, who cautioned against characterizing it as a summit meeting to set new policy. NAB insiders had predicted prior to the executive committee's meeting that a special meeting would not be set, but the committee reportedly felt the changes in the legislation since the first rewrite was introduced in the House last year warranted a special meeting. The joint board is already scheduled to meet in at the end of June, but that would be too late for the Communications Act hearings.

The House Communications Subcommittee has scheduled hearings on the broadcast portions of the new rewrite, H.R. 3333, for the weeks beginning May 14 and May 21. The Senate Communications Subcommittee is planning hearings on the broadcasting provisions of its two revision bills, S. 611 and S. 622, in early June.

Discussions last Monday and Tuesday also led to a resolution by the executive committee urging the FCC to institute immediate and permanent deregulation of radio. The resolution says "it now appears that the FCC may propose a deregulation experiment in selected larger radio markets," something the executive committee "strongly opposes . . . as a wasteful exercise which would exclude the small-market radio stations that make up the overwhelming majority of stations on the air and are most in need of relief from unnecessary regulation."

The executive committee passed another resolution stating NAB's endorsement of a retransmission consent requirement. The proposal, as made by the National Telecommunications and Information Administration, would require cablecasters to get broadcasters' consent before picking up their distant signals. The new Communications Act rewrite incorporates the principle, requiring cable operators to get consent of either the broadcaster or the copyright owner.

The executive committee's resolution favors the proposal and calls for the maintenance of requirements that cable television systems carry all local broadcast stations. It also urges the "maintenance of adequate safeguards to prevent a decline in

the ability of broadcast television stations in the 'hundred plus' markets to serve the public."

The resolution will be put before the joint board for its approval at the April meeting.

In other actions, the NAB executive committee decided to forgo this year the executive forum it has held the last two years in northern Virginia on other information technologies and their relationship to broadcasting. The committee decided to instead open its June board meeting in Washington with a half-day "mind stretcher" featuring three of the speakers from last year's executive seminar. The seminar itself is to become a biannual gathering.

The committee also decided to scrub the Phoenix site for its 1981 January board meeting. A new site will be picked somewhere along the Southeast coast.

The joint board, at its special April meeting, will consider a proposal to make board officer elections the first order of business at the June meeting. This, officials said, is to clear up a conflict with NAB by-laws where carry-over board officers have presided at June meetings despite the fact that their terms have technically expired. The change would affect Thomas Bolger of WMTV(TV) Madison, Wis., and Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky., the current chairmen of the TV and radio boards, respectively, whose terms expire before this year's June meeting begins. The by-laws do permit a nonboard member to serve as joint board chairman, so Mr. Bolger, who is unopposed at the moment for that job, will likely continue.

The NAB convention committee also met in Washington last week to begin making plans for next year's convention. There reportedly was no consideration of changing the dates, April 13-16, which are concurrent with those of next year's National Cable Television Association convention. Although the overlap was a problem created by NAB when it decided to change its convention site from New Orleans to Las Vegas, association officials say there is nothing they can do to change. "We're sorry, but there is no way," NAB joint board Chairman Donald Thurston said last week. He said NAB is going to try to work out a "sharing and careful scheduling" of convention guests and speakers with NCTA.

NRBA buys all but fee

The National Radio Broadcasters Association last week announced its support for the new House Communications Act rewrite "with appropriate modification"—that being the alteration of the bill's license fee, which the association opposes as a tax that can be increased by government and could be used to intimidate broadcasters.

NRBA, whose support the rewrite authors have carefully cultivated since the first bill was introduced last year, has

decided to withhold approval of the fee provision, which House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) considers a cornerstone of the measure. But the association's opposition to the spectrum fee "should in no way be interpreted as opposition to Rewrite II," according to a statement issued by the executive and legal committees of NRBA last week. "NRBA believes H.R. 3333 is the appropriate vehicle for achieving the long overdue deregulation of radio, attainable only through legislation."

In explaining its opposition to the spectrum fee, NRBA says "it is not the amount of the proposed spectrum fee to which we object . . . it is the power which the Congress will have to increase the fee which troubles the NRBA and should cause concern to all members of the public."

It argues that "a spectrum fee is nothing more or less than a tax with a different name." Taxes, it says, "never disappear and have a habit of escalating. We need only trace the progress of the income tax over the years to appreciate that the fear of an escalating spectrum tax is well-founded."

The association's statement also expresses concern that the fee could become a government tool with which to threaten broadcast journalism. "The mere threat of a substantial increase in a spectrum tax would be intimidating to the broadcaster," it says. "While legislation increasing the amount of the tax would have to be passed by Congress, we need only look to the history of the last half century for examples of how a strong and dominant President controlled Congress to the point where legislation was passed at the direction of the White House."

Rewrite II worries N.Y. broadcasters

Especially provisions for cable retransmission consent and for ads on public television

The new version of the Communications Act rewrite would require cable operators to get "program consent" from broadcasters before retransmitting. But if the more vocal of those attending the New York State Broadcasters Association annual meeting are representative of the industry, it will take a lot more than that provision to quell fears about cable.

During a "Washington Scene" session, one broadcaster claimed that the problem was not so much origination as destination. He explained that some stations would be glad to see their programs picked up but questioned what happens in areas, for example, where small stations must compete with major-market exports. Another in the audience, Leslie G. Arries, WIVB-TV Buffalo president and general manager, referred to Canada, with its high cable penetration and large amount of program competition originating outside its

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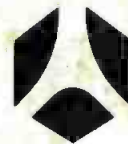


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home markets, as an example of what the U.S. should avoid.

Among the panelists at the session in New York was Edwina Dowell, House Communications Subcommittee counsel, who admitted that competition "probably will get tougher" under the proposed law, but stressed that the deregulation trade-offs are worth it, and will allow broadcasters more freedom to compete for audience.

Others representing the "Washington Scene" were Greg Skall, counsel, National Telecommunications and Information Administration, and Erwin Krasnow, senior vice president and chief counsel, National Association of Broadcasters.

Mr. Krasnow was far from optimistic about regulatory matters. He encouraged the audience not just to listen to speeches from the FCC about deregulation but to check and see what's actually being accomplished—or not being accomplished. And from the Supreme Court, he added, "Things have never been worse for broadcasters . . . I think it's going to get worse."

Cable, however, wasn't the only area worrying the commercial broadcasters in the audience. Complaints also were made about the provision in the rewrite that would allow public broadcasters to advertise, with government sanction.

CBS suffers setback in fight against ASCAP-BMI

Supreme Court won't accept basis of appeals panel ruling that held blanket licenses were illegal and orders re-examination of case from different legal perspective

Nine-year-old litigation waged by CBS against blanket music licenses is going to get even older, despite a Supreme Court decision in the case last week.

The high court, in an 8-to-1 decision, reversed an opinion of the U.S. Court of Appeals for the Second Circuit in New York, which held that issuance of such licenses by the American Society of Composers, Authors and Publishers and Broadcast Music Inc. is price fixing and a per se violation of the Sherman Act, at least where the television networks are concerned (BROADCASTING, Aug. 15, 1977).

However, the court sent the case back to the appeals court with instructions to determine if the licensing system is unlawful under a different legal analysis. Specifically, the high court suggested that consideration be given to whether the licensing system violates the "rule of reason."

CBS filed its antitrust suit in an effort to compel the issuance of per-use licenses by ASCAP and BMI. But those organizations, which between them control some

four million compositions, contend that blanket licensing is the only practicable method by which authors and publishers can collect royalties on their work. (They also say the appeals court opinion, if upheld, would cost writers and publishers \$4 million a year in lost royalties.) Those who hold licenses, for which they pay a flat fee or a percentage of their profits, are entitled to the use of any of the music for a stated period of time.

BMI, which is owned by 485 broadcasters, represents some 10,000 music publishers and 20,000 authors and composers. ASCAP is an association of 16,000 music writers and 6,000 publishers.

CBS filed its suit against the two music licensing companies, on New Year's Eve, 1969, following a breakdown in negotiations with BMI. The district court, after an eight-week trial, dismissed the complaint. Judge Morris E. Lasker of the U.S. Southern District Court in New York held that CBS was not forced to acquire blanket licenses; it could, he said, obtain per-use licenses by dealing directly with ASCAP and BMI members. He also said the blanket license was not price fixing.

The appeals court, however, in a unanimous ruling by a three-judge panel, disagreed. It said a form of price fixing was involved, and sent the case back to Judge Lasker for further consideration of appropriate remedy. The court said that in some cases blanket licensing may be a market necessity, but not where the networks are concerned.

The Supreme Court, in an opinion written by Justice Byron White, indicated it feels a cautious approach is required of courts in dealing with charges of per se violations of the Sherman Act. "It is only after considerable experience with certain business relationships that courts classify them as per se violations," Justice White wrote.

He noted that ASCAP and BMI operations have received intensive antitrust scrutiny over the years. But, he added, that experience provides no basis for outlawing blanket licenses as a per se restraint of trade.

That scrutiny, by the Justice Department and the courts, has resulted in the imposition of restrictions on some of ASCAP's practices. A consent decree resulting from an antitrust suit filed by Justice was entered in court in 1941 and then modified in 1950, and remains in force.

Accordingly, Justice White said, "we have a unique indicator that the challenged practice may have redeeming competitive virtues and that the search for those virtues is not almost sure to be in vain." And although CBS is not bound by the Justice Department's actions in its dealing with ASCAP, Justice White added, "the decree is a fact of economic and legal life in this industry, and the court of appeals should not have ignored it completely in analyzing the practice."

Justice White said the blanket license "is not a naked restraint of trade with no purpose except stifling of competition . . . but rather accompanies the integration of

sales, monitoring and enforcement against unauthorized copyright use. . . . ASCAP and the blanket license developed together out of the practical situation in the market place: thousands of users, thousands of copyright owners and millions of compositions."

But if blanket licensing is not a per se violation of the antitrust laws, it is not necessarily legal, Justice White indicated. But "when attacked," he said, "it should be subjected to a more discriminating examination under the rule of reason. It may not ultimately survive that attack, but that is not the issue before us today."

That is the issue to be resolved, at least initially, by the appeals court in New York.

The lone dissenter, John Paul Stevens, agreed with the majority's view that the blanket license is not a type of price fixing categorically barred by the Sherman Act. But he thinks the question of whether such licenses are unlawful under the rule of reason is properly before the high court. And, he said, it should be answered "affirmatively."

The record already developed is a full one, he said. The district court's findings are thorough and well supported. And "they clearly reveal that the challenged policy does have a significant adverse impact on competition."

Court amendment removes Houma scare

Case involved FCC failure to properly publish cut-off list in TV proceeding, oversight that could have created chaos for TV applicants generally

The FCC and a number of applicants for new television stations are breathing easier as the result of an action by the U.S. Court of Appeals in Washington growing out of the commission's failure to publish a cut-off list in the *Federal Register* in connection with applications for a permit for channel 11 in Houma, La. Such publication is required by the commission's rules (BROADCASTING, April 16).

The court had appeared to rule that, as a result of the failure to abide by its rules, the commission must issue a new list, which would allow any parties interested in the channel to file. Five applicants had already filed before a May 23, 1977, deadline that had been set in a cut-off list that had been announced by the commission but not published in the *Federal Register*.

Not only were those applicants concerned. A number of other parties applying for other authorizations had also appeared on the cut-off notice. And if the notice were void as to those applying for the Houma channel, it would appear to be void as to the others.

The issue was touched off by an appeal filed by Way of Life Television Network, which had sought a waiver of the cut-off rule to file late for the Houma facility. In preparing their brief, Way of Life's attorneys discovered that the cut-off list had not

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been published in the *Federal Register*.

The court's decision led a number of affected parties to petition the court for rehearing. They were concerned about new applicants filing for channels in which they are interested.

And although the court has yet formally to address those petitions, an order it issued, on its own motion, would appear to eliminate their concerns—and the com-

mission's, whose staff had been preparing to issue a new cut-off list in accordance with what it thought was the court's order.

The order substitutes a new paragraph for the final one in the original opinion, which said that "no valid cut-off date has yet been established." The new paragraph says the only issue before the court is whether the commission acted arbitrarily in denying Way of Life's request for

waiver. It adds that the commission did, and that it must consider the application.

Then it says that nothing in the order should be interpreted as indicating a view on the merits of any of the applications, "or as otherwise affecting the rights of applicants subject to the cut-off date set out in the commission's public notice."

The commission's staff is no longer planning another cut-off list.

CPB's Robben Fleming: a time to heal

Former university administrator moves to restaff and restructure that shaky public broadcasting organization, with his chief concern being insulation from government interference

The new president of the Corporation for Public Broadcasting has established two priorities in the 16 weeks he has been sitting in his seventh floor office on 16th Street in Washington: to straighten out the management of the organization and to devote as much of its resources as possible to programming—"the real reason this thing is in existence."

He is well on his way toward achieving the first goal. The jury is still out on the second.

Friends and associates of Robben W. Fleming give him high marks for his openness, unpretentiousness, candor, for his willingness to listen and for, as one said, a rare brand of intellectual integrity that allows him to be at once an idealist and a tough-minded pragmatist. As one of his colleagues at the University of Michigan said of that institution's former president, "He has a way of doing things that we respect."

At 62, an age when few embark on new careers, Mr. Fleming took over the leadership of CPB at a time when the funding organization of the public broadcasting system was in anything but the soundest health. Its board and senior staff were decimated by resignations. Staff morale was low. Old animosities between CPB and local stations were still strong. Henry Loomis, the former president, had failed to shake the stigma, since documented, of undue political influence on the corporation. As one CPB board member put it, the corporation was drifting aimlessly. As a staffer said, "Things lay rather fallow here for about a year."

"I don't have any illusions that I'm the great savior of this system," Mr. Fleming told BROADCASTING during the first in-depth interview he has granted since becoming president of CPB. "Anyone who ever has that feeling is likely asking for a great fall."

In contrast to his predecessor, a career civil servant, Mr. Fleming brings with him a background in academia and labor relations. First a professor of labor law at the University of Illinois, Mr. Fleming spent the past 15 years administering large state universities—first as chancellor of the University of Wisconsin and then 11 years

as president of Michigan. His background also includes labor arbitration as well as service on the boards of Chrysler Corp., John Deere & Co. and on federal commissions reviewing both education and economic issues.

Amos B. Hostetter, the CPB board member who was chairman of the committee that selected Mr. Fleming, remarked at the time about Mr. Fleming's "considerable experience and success in balancing" the university's "needs for both independence and accountability."

"There are many aspects of the corporation which are like a university," Mr. Fleming said.

"The great issue in public broadcasting is the First Amendment problem of how to insulate the programming from government interference. That is not essentially different from the problem that every public university has of how do you shield your academic program from the state which funds it. How does the federal government fund this and still how do you shield yourself from control of the programming?"

Not only does Mr. Fleming see that as the great issue of public broadcasting, he sees it as a core problem as well. He has, in his own mind, established programming as his first priority. In pursuit of that, he has already instituted some sweeping changes in the management structure of the corporation.

His first and perhaps most controversial move was to insulate the day-to-day affairs of CPB from the members of its own board. He proposed, and the board approved, a plan to abolish the various committees of the board. The result, as one board member said, was to break up "fiefdoms" and "unholy alliances" that had developed among board members and CPB staffers. Donald Santarelli, a Washington attorney and the CPB board member who was chairman of the programming

committee, opposed the Fleming-initiated break-up, calling it a "political move on his part to ingratiate himself" with board members who felt left out because they did not have choice committee assignments.

"If you're going to have a series of committees," Mr. Fleming said in defense of his action, "it is absolutely inevitable that those committees are going to be unequal because there are certain things—like programming—which will be very attractive to everybody. The finance committee is also an important committee. The other committees will tend to be less influential."



"A board cannot and should not try to run the day-to-day affairs of an institution," Mr. Fleming continued. "The role of the board is to set the over-all policy of the institution; to supply the balanced judgment as to where you ought to be going; to provide it with a sense of priorities, and to keep the management aware of broad public views. They are now operating in the way that most boards do operate."

Yet another Fleming initiative is now being debated in public broadcasting cir-

cles—a plan set forth last month to divide CPB into what he calls a “management unit” and a “program fund”—an attempt to insulate programing. The proposed restructuring is reminiscent of similar proposals contained in the House of Representatives version of the rewrite of the Communications Act of 1934 and in the report of the Carnegie Commission on the Future of Public Broadcasting. Both of those documents would abolish CPB and replace it with other agencies.

The most prevalent criticism of the plan is that Mr. Fleming, as one high-ranking public broadcasting official said, is “over-reacting” to the two proposals. The argument goes that, sensing the impending demise of CPB, Mr. Fleming is attempting to salvage what he can of the present structure in an effort to keep all of it from sinking.

Mr. Fleming admits that Carnegie and the rewrite played a part in his plan, but “I was reaching the conclusion on my own. They gave me more confidence that my own instinct may be right.”

“In my first month-an-a-half here—before I even knew what the Carnegie report was going to say—I had come to the view that it would be a wise move to separate programing and the rest of the operation,” Mr. Fleming says, although emphasizing that Carnegie certainly provided him with strong impetus for carrying out his plan. “As a pure matter of good budget management, it seemed to me it would be wise to decide at the outset of any year how much of your total money you’re going to put into programing—and make the additional decision about where programing is in your scheme of priorities. If it’s first, that means you’re going to try to mobilize every nickel you can and put it into programing. I had come to the decision in my own mind that it would be wise to separate those two things and to make the decision that programing was your first priority.”

Beyond that chain of reasoning, Mr. Fleming points out that neither the rewrite nor Carnegie’s recommendations are certain of becoming law. If CPB’s present structure could be altered to more closely align itself with the current thinking, Mr. Fleming concludes, “one ought not fight to preserve a given entity if there is something better which could be done.”

“I believe the concept of public broadcasting is a very sound one, and we ought to be trying to develop the best possible system,” he says.

Mr. Fleming has also turned his attention to the CPB staff. Last fall, all but two of the corporation’s senior staff members had resigned. Admitting that it is not necessarily a bad thing for a new president to come in with a lot of vacancies he can fill with his own people, Mr. Fleming has abolished most of those vacant positions and is now interviewing applicants for four new ones—an assistant to the president for human resource development, a vice president for planning and research, a general counsel and a vice president for telecommunications. All but the last, which will be affected should the manage-

ment unit-program fund plan be adopted, are likely to be filled by mid-May.

Mr. Fleming believes CPB may now establish programing as its principal order of business, in part, because of the attention paid to technology and construction by his predecessor. “I think the satellite was a good move,” he says. “And I think history ought to record that Henry Loomis’s was a very great decision.” Mr. Fleming sees no other such construction project in public broadcasting’s future for some time to come.

At his age and his level of previous accomplishment, Mr. Fleming does not see himself as having a “long-run stake in public broadcasting.” He considers that an asset. So what does he wish to do with CPB? What does he want later presidents to say of Robben Fleming’s tenure?

“I want them to say that the management structure of that place is very sound; it’s well organized; it’s efficient; it’s responsive; it’s flexible; it’s willing to consider new approaches to things; it’s not locked into the past as the only way to do things. I would like them to say it is contributing to a very sound public broadcasting system in this country.”

Chins up, CBS tells stockholders

Paley and Backe tell annual meeting that despite first-quarter decline, profits will set an annual record

Chairman William S. Paley and President John D. Backe reassured CBS stockholders at their annual meeting last week that 1979 is expected to be a record year for earnings, despite the 47% decline experienced in the first quarter (BROADCASTING, April 16).

For the longer term and the likely impact of new technologies, Mr. Backe also reassured the stockholders that “it seems clear—and we are convinced—that television will do very well in the entertainment mix of tomorrow, as it did yesterday and as it does today.”

Television’s track record, he said, should answer any doubts.

“But,” he said, “we are not complacent. Because it is precisely the business base we are continuing to build in broadcasting, music, publishing and related products that will place us squarely in the middle of the entertainment software markets of the 1980’s—whichever way the new technologies lead.”

Most of the prepared statements centered on CBS’s record revenues and profits of 1978 and the outlook immediately ahead, with an obvious eye to allaying concern over the first-quarter profit shortfall.

“Despite the recently announced decline in our first-quarter earnings,” Mr. Paley said, “we are confident that 1979 will be another excellent year for our company—both in revenue and earnings. The prospects for the key industries in which we operate are very favorable. Reports on the entertainment, communications and

information markets predict a bright future for businesses serving them. And we are taking important steps to assure our increased competitiveness and profitability in these markets.

“... Your company is in excellent health, enthusiastic spirits and well prepared to meet whatever challenges the future may hold.”

Mr. Backe told the stockholders that the first quarter drop in profits “resulted not only from difficult industry conditions, particularly in the recorded music field, but also from carefully planned and targeted investments in television programing designed to maintain our competitive momentum.

“The decline comes in what is typically the smallest earnings quarter of the year. We fully expect to make it up in the course of 1979, just as we expect 1979 earnings per share to exceed last year’s record earnings per share. This, of course, assuming no serious impairment of the economy.”

Mr. Backe told the meeting, held Wednesday in Nashville, that CBS’s heavy investments in programing “are getting results,” and that “all parts of our television network schedule are holding their positions or improving.”

The CBS Television Stations division, he said, “had an excellent year in 1978” and faces an outlook for 1979 that “is also very good.”

“We have good reason for these high expectations for the television economy,” Mr. Backe said. “Network revenues are projected to increase by 13% over 1978, with national spot and local ad spending rising 10% and 12%.” And, he added, “1980 should be at least as strong.”

Mr. Backe had a special word for radio: “While [it] is a small business at CBS compared to television, it is in a period of real resurgence. Network programing has been expanded with the best of professional football and baseball coverage, U.S. Open Tennis and Masters Golf, as well as two nightly hours of drama. Our radio network and AM and FM station operations have made increasingly important profit contributions to the Broadcast Group.”

Mr. Backe said that “as we move into the remainder of 1979, our confidence in the diverse business strengths of CBS is manifested in our aggressive program of investment in key CBS operations through the use of internal resources,” chiefly cash. Among these, he said, are capital expenditures for “major improvements in our broadcast production facilities in New York and Hollywood and plant and equipment additions for our record operation.”

Fighting Form 395

The National Association of Broadcasters last week asked the General Accounting Office not to approve the FCC’s revised Annual Employment Report (Form 395) until it is simplified.

NAB said that although the GAO may be under pressure from the FCC to approve the form, it is ambiguous and may

paint an inaccurate picture of a station's employment practices. It added that to complete the form in the manner estimated necessary by the FCC—63 minutes—would require "an extraordinary degree of training, stamina and good luck."

In addition, it noted that it had asked the FCC to consult with the Equal Employment Opportunity Commission to insure that the revised form contains no job titles or categories incompatible with those in the EEOC's reporting form, as the current Form 395 does.

Early morning information service gets FCC okay

The FCC has granted WCCO-TV Minneapolis-St. Paul permission to broadcast informational programming in the manner of a cable-TV channel service between 2 and 6 a.m.—two months after the station began the practice.

The commercial-free broadcasts include stock quotations, news and sports and weather, all broadcast concurrently on different parts of the screen in printed form. (BROADCASTING, March 5).

To authorize the broadcasts, FCC waived rules that forbid separate operation of audio and visual transmitters. The FCC supported its action by saying that the non-commercial transmissions provide information to travelers, hospitals and the hearing-impaired.

Changing Hands

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

Proposed

■ **WFOG-AM-FM** Suffolk, Va.: Sold by Smiles of Tidewater Inc. to McCormick Broadcasting Co. for \$2.4 million. Seller is owned by Derwood H. Godwin (21.82%), Norman J. Suttles (21.82%), James Davis (20.91%), Young Pully (20.91%), Robert La Ferme (9.09%) and John Ingraham (5.45%). Messrs. Suttles and Godwin are also principals in WVBS(AM)-WPJC(FM) Burgaw and WPIL(AM) Raleigh, both North Carolina; WDIX(AM)-WPJS(FM) Orangeburg, S.C., and WAJL(AM) Winter Park, Fla. Buyer is owned by Technical Operations (80%) and William M. McCormick (20%), president. It owns, through various subsidiaries, WLKW-AM-FM Providence, R.I.; WJYE(AM) Buffalo, N.Y., and WEZE(AM) Boston. Technical Operation is diversified, publicly owned company based in Boston with interests in nuclear products, construction, electronics as well as broadcasting. C. Vincent Vappi is principal owner (25.5%) and chairman. WFOG(AM) is on 1450 khz with 1 kw day and 250 w night. WFOG-FM is on 92.9 mhz with 50 kw and antenna 480 feet above

average terrain. Broker: Chapman Associates.

■ **KCEE-FM** Tucson, Ariz.: Sold by Strauss Broadcasting Co. to Arizona Lotus Corp. for \$1.6 million. Seller is owned by Robert S. Strauss (41.5%) (whose stock was placed in trust when he was named U.S. special representative for trade negotiations), his brother, Theodore H. Strauss (47.5%), and son, Robert A. (11%). None has other broadcast interests. Buyer is wholly owned subsidiary of Lotus Communications Inc., owner of KTKT(AM) Tucson; KRUX(AM) Glendale, Ariz.; KFSD(FM) San Diego; KOXR(AM) Oxnard and KWKW(AM) Pasadena, both California; KVAR(FM) San Antonio, Tex.; KONE(AM)-KOZZ(FM) Reno, and KENO-AM-FM Las Vegas. Lotus is owned by Howard A. Kalmenson, president. KCEE is on 96.1 mhz with 25.5 kw and antenna 77 feet above average terrain.

■ **KEED(AM)** Eugene, Ore.: Sold by Century Pacific Inc. to Community Pacific Broadcasting Corp. for approximately \$1 million plus \$131,000 for covenant not to compete. Seller is principally owned (88.3%) by Wesley L. Monroe, who is principal of Monroe Broadcasting Inc., licensee of KGA(AM) Spokane, Wash. Buyer is principally owned by David J. Benjamin and Charles W. Banta, who also own KRDR(AM) Gresham, Ore., and KGAA(AM) Kirkland, Wash., purchased from Monroe Broadcasting last January for \$280,250 (BROADCASTING, Jan. 29). KEED is on 1450 khz with 1 kw full time.

■ **KNEB-AM-FM** Scottsbluff, Neb.: Sold by Scottsbluff Broadcasting Inc. to Panhandle Broadcasting Inc. for \$750,000. Seller is owned by George H. Haskell, president, and Wayne L. McIntosh (40% each) and Leslie A. Procter (20%). None has other broadcast interests. Buyer is owned by Gladys D. Seaton (52%) and her five children, publishers of newspapers in Midwest and owners of KMAN(AM)-KMKF(FM) Manhattan and KGGF(FM) Coffeyville, both Kansas; KHAS(AM) Hastings, Neb., and KFYO(AM) Lubbock, Tex. They have sold KHAS-TV Hastings, subject to FCC approval. KNEB(AM) is on 960 khz with 1 kw day and 500 w night. KNEB-FM is on 94.1 mhz with 6.6 kw and antenna 61 feet above average terrain.

■ **WQPD(AM)** Lakeland, Fla.: Sold by Hugh Holder Enterprises Inc. to WQPD Inc. for \$355,000. Seller is principally owned by Hugh E. Holder, who has no other broadcast interests. Buyer is owned by James McCrudden, general manager of WQPD, and seven others. WQPD is on 1430 khz with 5 kw day and 1 kw night.

■ **KGLM-FM** Anaconda, Mont.: Sold by Radio Station KANA to Anaconda Broad-



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casting Inc. for \$300,000. Seller is owned by Jack K. Boley and his wife, Jean, who also own KANA(AM) Anaconda. Buyer is owned by Dale H. Fairlee, Roger T. Bell, John O. Odegaard and Larry L. Wakefield (25% each). Mr. Fairlee is half owner of regional broadcasting network based in Billings, Mont. Mr. Bell has interest in fast food restaurants in Billings and Casper, Wyo. Mr. Odegaard owns drug store, hardware stores and pool hall in Billings. Mr. Wakefield is 13% owner of KATI(AM) Casper, Wyo. KGLM-FM is on 97.7 mhz with 210 w and antenna 210 feet above average terrain.

■ WHIT(AM) New Bern, N.C.: Sold by David E. McCutchen to Britt-Communications Inc. for \$250,000. Mr. McCutchen has no other broadcast interests. Buyer is owned by Charles B. Britt, who has no other broadcast interests, having sold his interest in WFTR(AM) Front Royal, Va., in 1977. WHIT is on 1450 khz with 1 kw day and 250 w night.

■ KQTY(AM) Borger, Tex.: Sold by Big-Tex Media Inc. to Zia Broadcasting Co. for \$230,000. Seller is owned by J. Fred Perry, William W. Jamar, Calvin Fryar and Ken Schulze (25% each). Mr. Jamar is majority owner of KBWD(AM)-KOXE(FM) Brownwood, KVKM(AM) Monahans and KKIK(AM) Waco-Marlin, all Texas, and minority owner of KSNY(AM) Snyder and KVOP(AM)-KPLA(FM) Plainview, both Texas. Others have no other broadcast interests. Buyer is subsidiary of Allsup's Convenience Stores, headquartered in Clovis, N.M. It owns KCLV(AM) Clovis and KACT(AM) Andrews, Tex. It is owned by Lonnie D. Allsup (95%) and his wife, Barbara (5%). KQTY is on 1490 khz with 1 kw day and 250 w night.

■ Other proposed station sales include: WBAR(AM) Bartow, Fla.; WTNL(AM) Reidsville, Ga.; KLEE-AM-FM Ottumwa, Iowa; WTMT(AM) Louisville, Ky.; WLFE(AM) Little Falls, Minn.; WQMA(AM) Marks, Miss.; KCTE(AM) Southwest City, Mo., and KICE(FM) Bend Ore. (see "For the Record," page 72).

Approved

■ WHIS-TV Bluefield, W. Va.: Sold by Daily Telegraph Printing Co. to Quincy Newspapers Inc. for \$8 million. Seller is owned by Hugh I. Shott and family. It publishes *Bluefield Daily Telegraph* and owns WHIS(AM)-WHAJ(FM) Bluefield and WBTW(TV) Florence, S.C. Buyer is principally owned by Thomas A. Oakley and family. It publishes *Quincy (Ill.) Herald-Whig* and owns WGEM-AM-FM Quincy; WSJV(TV) Elkhart (South Bend), Ind.; KTTT(TV) Rochester, Minn., and WBOW(AM)-WBOQ(FM) Terre Haute, Ind. FCC in 1975 ordered divestiture of WHIS-TV as one of 16 "egregious" concentrations of media control to be broken up under crossownership rules that U.S. Supreme Court affirmed last year (BROADCASTING, June 19, 1978). WHIS is NBC affiliate on channel 6 with 50 kw visual, 6 kw aural and antenna 1,220 feet above average terrain.

■ KOOL(AM) Phoenix: Sold by KOOL Radio-Television Inc. to Stauffer Communications Inc. for \$2 million. Seller is owned by Gene Autry and his wife, Ina (48.11%); Tom Chauncey (49.89%), and Homer Lane (2%). It also owns KOOL-FM-TV Phoenix. Autrys own 51% of Golden West Broadcasters which owns KMPC(AM) KTLA(TV) Los Angeles, KSFO(AM) San Francisco, KVI-AM-FM Seattle and KEX(AM) Portland, Ore. Mr. Autry also owns 24.48% of KOPO(AM) Tucson, Ariz., of which Mr. Chauncey owns 15.29%. Mr. Lane is vice president of KOPO, but has no ownership. Buyer is publisher of newspapers in Colorado, Kansas, Michigan, Missouri, Nebraska, Oklahoma and South Dakota and owner of KRNT(AM)-KRNQ(FM) Des Moines, Iowa; KSOK(AM) Arkansas City and WIBW-AM-FM-TV Topeka, both Kansas; KGBX(AM) Springfield, Mo.; KGFF(AM) Shawnee, Okla., and KGNC-AM-FM Amarillo, Tex. Oscar S. Stauffer is principal owner (15.4%) and chairman.

■ KFVS(AM) Cape Girardeau, Mo.: Sold by Hirsch Broadcasting Co. to Hirsch Enterprises Inc. for \$425,000. Seller, owned by Oscar C. Hirsch (62.27%) and family, is spinning off station to clear way for its takeover by American Family Corp., which must comply with FCC's one-to-a-market rule. Hirsch Broadcasting also owns KFVS-TV Cape Girardeau. Hirsch family also owns WHCO(AM) Sparta, Ill., and recently sold KFMO(AM) Flat River, Mo. (BROADCASTING, March 12). Buyer is

owned by children of Mr. Hirsch, who are minority owners of seller. They are Robert O. Hirsch, James F. Hirsch and Marjorie H. Deimund. KFVS is on 960 khz with 5 kw day and 500 w night.

■ Other proposed station sales include WNCG(AM) North Charleston-WKTM(FM) Charleston, both South Carolina (see "For the Record," page 73).

NAB detects trap in FCC fee payback

The National Association of Broadcasters last week voiced strong opposition to a provision in the proposed FCC fee refund forms. The provision requires broadcast licensees to sign a waiver accepting that amount as full satisfaction of any claim that the broadcaster may have against the government for refund of fees covered by the form.

In comments filed with the General Accounting Office, NAB said it did not wish to delay the refund program, but it believes this waiver requirement is "unjust, if not also illegal, and that it must be rescinded."

NAB suggested as a remedy that the FCC notify all broadcast licensees that the waiver provision could be ignored. This, it said, would not cause any delay in refunds.

The letter added that NAB will file a petition for partial reconsideration of the matter with the FCC.

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Paglin parley

Lawyers and FCC debate merits of former general counsel's proposals for speeding up the adjudicatory machinery

Members of the communications bar and FCC staff members assembled in the commission meeting room last week for a symposium on the proposals of an outside contractor—former FCC General Counsel Max Paglin—for streamlining commission procedures that precede the issuance of orders designating competing applications for hearing (BROADCASTING, March 19).

For the most part, there was general support, at least, for most of the proposals. As Lester Spillane of San Francisco put it, "The present procedure is hopeless. You've got to do something. Rough justice is better than no justice."

But some proposals raised questions. Mr. Paglin's suggestion that the commission accept without further examination ascertainment surveys and financial qualification showings that meet a threshold showing would, Commissioner Tyrone Brown said, involve a "substantive," not only a procedural change.

A commissioner staff attorney, Mitchell F. Brecher, agreed, at least in regard to the financial qualification issue. "I can't get around the conclusion that a substantial amount of substantive law would be changed by [staff] attorneys without their work being reviewed."

Mr. Paglin's answer was that the staff would not change substantive policy; the commission would, and the staff would follow it.

Seymour Chase opposed a proposal that deficiency letters, which the staff now sends to those whose applications lack required information, be abandoned. "The government," he said, "owes one act of paternalism" to its citizens.

Russell Eagan disagreed; the deficiency letter could be disposed with, he said. An applicant can file an amendment if good cause can be shown.

A discouraging note was struck by Peter Tannenwald. Mr. Paglin has proposed shifting predesignation pleadings from the Broadcast Bureau to the administrative law judges, on the theory the judges would have tighter control over those matters and could move them faster. "But a lawyer," Mr. Tannenwald said, "is obligated to do what he can for his client. If you put everything in the hearing, we'll go to town." His suggestion is that the commission get money from Congress to pay for help on the application processing line.

Earlier, Mr. Paglin had said he was optimistic that if the procedures are adopted, "the bar will learn the necessary discipline" to move proceedings along swiftly.

To which Commissioner Brown, a lawyer, responded: "Each lawyer will look at it from the interest of his client. It doesn't make sense to depend on voluntary compliance."



FCC's Martin Levy, Jerold Jacobs and James Tierney



Attorney-moderators William Potts, Edward Hummers Jr.



Commissioners Joseph Fogarty, Ann Jones; consultant Max Paglin



Lawyers Robert Booth



Seymour Chase



Russell Eagan



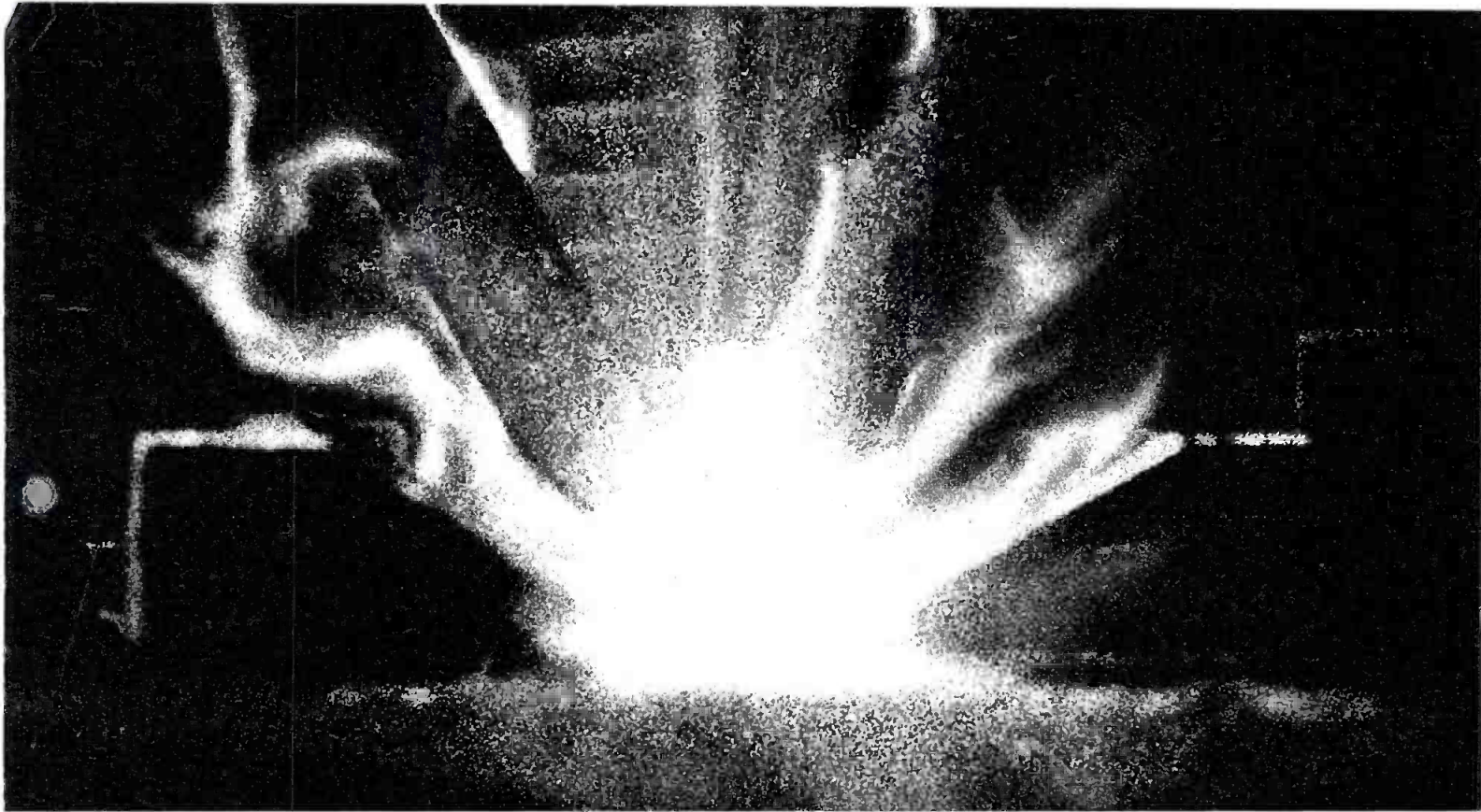
Ben Gaguine



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Peter Tannenwald



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But the force of a high-intensity explosion on two adjacent metals will clean away the film of impurities. The explosion literally "blows" the impurities off the surfaces. So the atoms of the different metals can bond together.

The bond that results is stronger than both of the metals themselves.

As an industrial technique, explosive bonding has proved valuable in the manufacture of such heavyweight products as bi-metallic gun barrels.

Pinpoint Explosions.

But how would explosives work in the delicate, intricate world of telephone circuitry?

Scientists at Western Electric's Engineering Research Center solved the problem by developing ways to miniaturize and control explosive bonding. Soon, they could splice the ends of two thin communications wires inside a miniature explosive-coated sleeve.

And they could repair tiny defective contacts on delicate circuit boards. These gold contacts (membrane-thin "fingers" 1/10 by 3/4 of an inch) are re clad by thin sheets of gold foil (.0005 inches thick),

coated with explosives. The repairs are literally "blown" onto the contacts, without disturbing the delicate circuitry less than 1/10 of an inch away.

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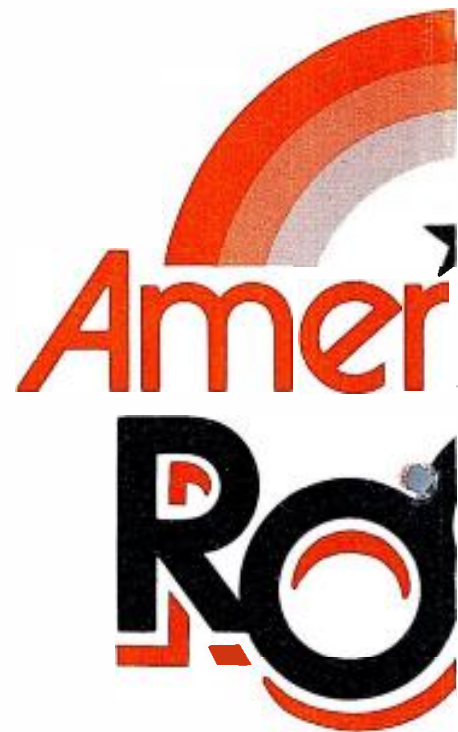
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CPB's proposed changes in educational FM's opposed by three state licensee groups

A Corporation for Public Broadcasting proposal for changes in rules relating to noncommercial FM broadcast stations has brought unfavorable comments from three state educational groups.

In comments filed with the FCC, the three associations argued that the proposed CPB table of assignment for educational FM stations ignores the needs of rural residents in favor of their urban counterparts.

In its Second Report and Order on the proposal, the FCC mandated that existing low-power educational FM stations increase power by their first license renewal occurring in 1980 or thereafter to a minimum of 100 watts; relocate to a frequency in the commercial FM band on a secondary basis; or if a frequency space is unobtainable in the commercial FM band, a Class D station may relocate to a newly established channel 200.

The West Virginia Educational Broadcasting Authority said that in addition to discriminating against rural listeners, the proposal would have a particularly detrimental effect on educational institutions, many of which are located outside the urban criteria utilized by CPB in developing its assignment table. "Therefore, further development of educational broadcasting facilities by such nonurban educational institutions would be impossible under the proposal," the group argued.

It added that adoption of the CPB proposal "would foreclose forever the attainment of the WVEBA's goal of providing public radio service to all the citizens of West Virginia."

The Association of Minnesota Public and Educational Radio Stations called the plan "flawed" because it was drawn up using a computer with a set of arbitrary standards of coverage, without taking into account the specific needs of areas for noncommercial radio service.

In addition, the association said, the plan was drawn up without consulting state public broadcasting agencies or associations, which in many cases already have a good idea of an area's need for service. "If we are to reach a goal of nationwide coverage for public radio, a system will have to be devised which allows for complete coverage of the nation, based on inhabited not urbanized areas," it concluded.

The Ohio Educational Television Network Commission also opposed the proposal, suggesting that the currently employed "protected contour" principle is the best means of distributing the resources available for noncommercial FM stations among the various communities.

"OETNC cannot support any system for allocation of noncommercial broadcast facility that does not have as its primary purpose the provision, in the case of FM, of at

least one noncommercial FM service to every person in the United States," the group stated. "The fact that the instant proposal has no such objective renders it fatally flawed."

Support for the proposal came from the Association of Maximum Service Telecasters, which noted that FM stations may cause interference to reception of VHF stations. "The present ad hoc method of assigning educational FM stations has resulted in serious interference to television channel 6 stations while at the same time thwarting the orderly growth and development of the educational FM band," AMST commented.

It called for a comprehensive and active commission program" to deal with the problem of FM interference to TV reception and recommended that the FCC encourage and sponsor design efforts and tests of inexpensive filters to eliminate FM interference and develop and promote programs to install the devices.

Playing the PSA game

The ins and outs of PSA's were the subject of a day-long seminar in Washington last week. Sponsored by The American University public relations graduate program and Broadcast Advertisers Reports, the seminar took a close look at how effective PSA's are, and what types of PSA's are most likely to be rejected.

The seminar was especially well attended by federal agency representatives—some of whom have been using PSA's for years, others who are exploring the possibility for the first time.

Frank Pascual, of ABC, recommended strategies for those producing PSA's, noting that educational and informational spots are usually the most effective. He said he can usually get a spot into the rotation to have it aired within two to three weeks, and most PSA's can then expect a fairly long run. He pointed out, however, that the networks merely provide "support service" for their owned-and-operated stations and affiliates. The real decisions on whether to run a spot, he said, come on the local level.

Jane Cohen, of the National Association of Broadcasters, noted that local stations have the option to carry what they want, and any research on PSA's should examine what local stations are looking for in the way of PSA's, rather than the networks.

The remark was in reference to a study described for the audience by Dr. Kenneth Rabin of The American University. In an examination of what happens to PSA's when networks feed them to affiliates, Dr. Rabin found that of 484 time slots allotted for PSA's, only 71 were actually aired. In addition, of the \$61,352 worth of network time devoted to PSA's in the 11 markets surveyed over one day last February, the actual value of the time proved to be \$3,958, or 6.5% of the potential.

Ms. Cohen said that one of the biggest problems broadcasters should be aware of

is a PSA that contains institutional advertising, such as a mention of who produced the spot. Some PSA's, she said, display brand names, and these should not be used by stations.

WCIX-TV gets protection ...

The FCC has directed American Video Corp. to begin providing WCIX-TV Miami with syndicated program exclusivity protection on American's cable TV system serving Pompano Beach, Fla.

The move was in response to a petition for reconsideration by Coral Television Corp., licensee of WCIX-TV, of an earlier commission action granting American a waiver of the rules to the extent it need not provide WCIX-TV with protection against WTCG(TV) Atlanta.

WCIX-TV would normally have been entitled to the requested protection, but the commission found in September 1978 that the station's signal was of inferior quality, and said the exclusivity rules were inapplicable in such cases.

However, since then WCIX-TV's signal has been made available through a translator and, the commission determined, of quality good enough to warrant protection.

The commission said the case was analogous with those in which it has found that cable protection is required in cable communities located in a station's protective zone but in a pocket of poor reception if the station improves reception by building a translator. It directed American Video to begin providing WCIX-TV with syndicated program exclusivity protection within 30 days.

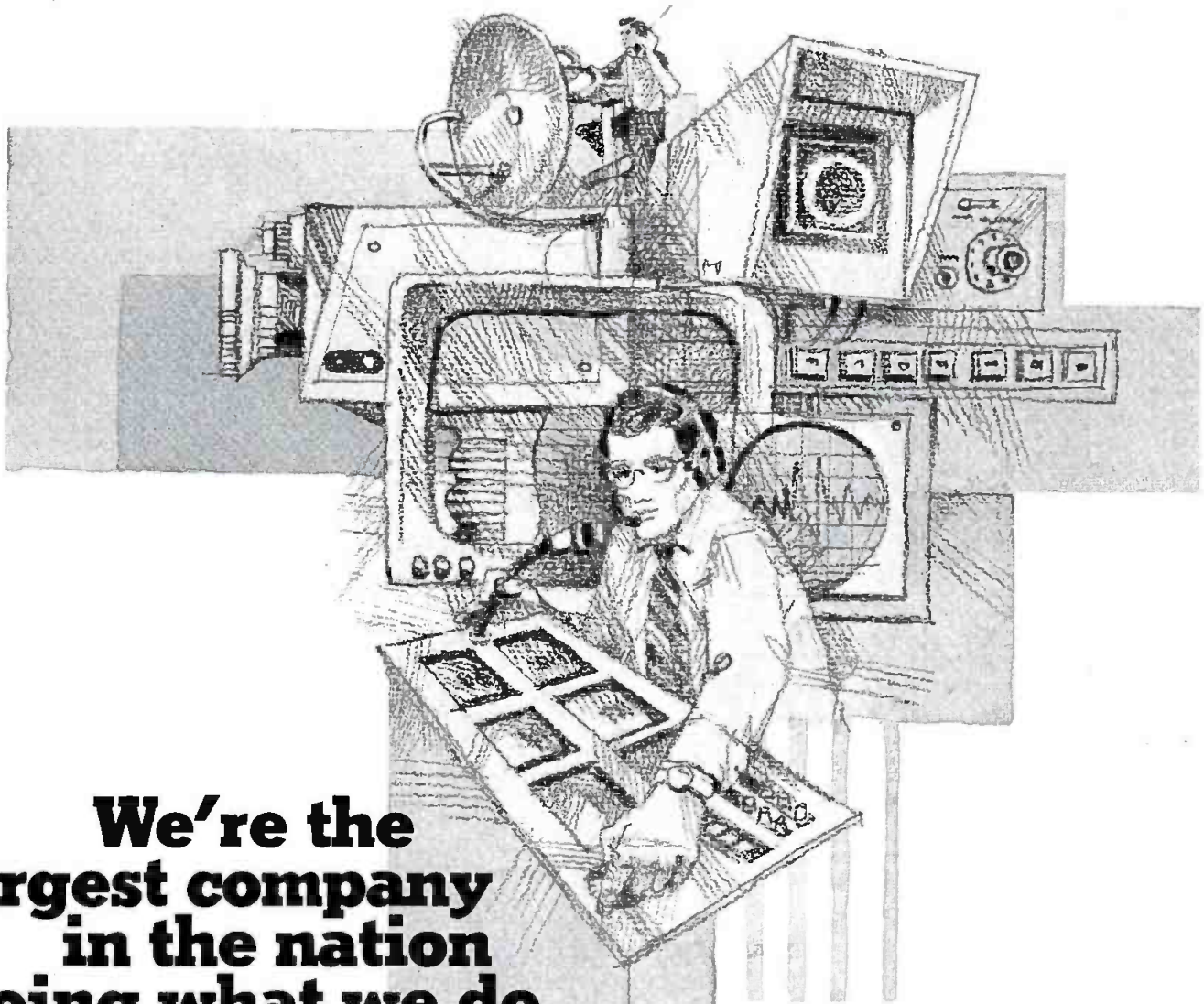
... But WWLP doesn't

The FCC has denied WWLP(TV) Springfield, Mass., a review of a 1978 staff denial of that station's request for network and syndicated exclusivity protection in excess of that required by the rules.

The station had sought protection against programming of WSBK-TV Boston and WLVI-TV Cambridge, Mass., on cable TV systems serving Ludlow and Wilbraham, Mass., operated by the Greater New England Cablevision Co.

In seeking review, WWLP argued that WSBK-TV and WLVI-TV should not be considered local stations because they are 80 miles from GNEC's cable systems. It said the stations were not obligated to serve the interests of the citizens of Ludlow and Wilbraham, and GNEC should therefore be required to provide increased network and syndicated exclusivity protection to WWLP against the other two stations.

The commission pointed out that both Wilbraham and Ludlow were in two major markets, as well as one smaller market, and therefore WSBK-TV and WLVI-TV were both local stations and WWLP was not entitled to syndicated program exclusivity against either of them.



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Latest maneuvers by Calif. stations in Tijuana war

Four San Diego stations ask FCC for order blocking XETRA stations from getting program tapes from U.S.

Licensees of four San Diego radio stations that are determined to shut off what they consider illegal competition from Baja California have petitioned the FCC to issue a show cause order aimed at blocking the delivery of program tapes to commonly owned XETRA(AM) Rosarita Beach and XETRA-FM Tijuana, both Mexico. The petition contends the delivery violates a provision of the Communications Act—325(b)—that prohibits the transmission of programing across the border for rebroadcast into the U.S. without commission approval.

The filing marks another round in the bitter controversy involving the San Diego stations and the Mexican stations' licensee, Radiodifusora Del Pacifico; a program supplier, Noble Syndications Inc.; a sales agent, Noble Multimedia Communications Inc., and International Radio Ltd., from whom Multimedia obtained its sales rights.

In August 1978, the sales agent, Noble Multimedia Communications, filed a multimillion dollar antitrust suit against 13 licensees of 17 stations in San Diego. A 14th licensee was subsequently added as a defendant. The suit accused them and unnamed "co-conspirators" of making a concerted effort to prevent it from doing business in San Diego. (BROADCASTING, Sept. 4, 1978). Since then, nine licensees have reached out of court settlements with Noble. (The last to settle was KOZN-FM.)

The petition seeking a show cause order raises the stakes a bit by going beyond the legal question of whether commission permission to transmit tapes is required, a sticky one at best. It claims that the commission could not grant such authority even if it were requested because of alleged misrepresentations by the parties named in the petition and alien ownership of what the petition claims is a "joint venture."

The petition, which was filed by Broadmoor Broadcasting Corp. (KSON-AM-FM), KGB Inc. (KGB-AM-FM) and Southwestern Broadcasters Inc. (KPRI(AM)), and later joined in by West Coast Media Inc. (KIFM(FM)), indicates the Mexican stations pose a considerable competitive threat to stations throughout much of southern California. It says the AM operates with 50 kw and employs a beautiful music format, while the FM operates with 100 kw (up from 3 kw since September) and offers a rock format.

The San Diego stations, in attempting to persuade the commission to block the supply of program tapes from the Noble Syndications offices in San Diego, have to demonstrate that Section 325(b) of the

Communications Act applies to material delivered across the border by hand as well as to material transmitted electronically.

The only precedent—*Baker vs. U.S.*, decided by the U.S. Court of Appeals for the Fifth Circuit in 1937—indicates that the law applies solely to electronically transmitted programing. The petition says there are factual differences between that case and the one concerning the San Diego stations.

But the petition says that if the commission does not accept that argument, it should hold that the actions the San Diego stations are attempting to block are illegal "even if that requires a frontal attack" on the Baker decision.

The allegations of misrepresentation involve an application Noble Syndications Inc. filed last August with the commission for Section 325(b) permission to transmit news, weather, sports and stock market information by telephone line to XETRA(AM) from San Diego.

The application, which has been granted, notes that the name of Edward J. Noble Jr. (son of the president of Noble Syndications and Noble Multimedia, as well as general partner of International Radio) was not listed among the names of the officers, directors and shareholders of Noble Multimedia. However, John Lynch, an official of Noble Syndications and Noble Multimedia, said at a deposition hearing that young Noble, who had described himself as a Mexican national, is a member of the board of Noble Multimedia.

Court backs FCC denials in White Mountain

The U.S. Court of Appeals in Washington has upheld the FCC's denial of license renewals to White Mountain Broadcasting Co.'s WMOU(AM)-WXLQ(FM) Berlin, N.H.

The commission based its decision on a finding that White Mountain's sole stockholder, Robert R. Powell, knew of and participated in fraudulent billing by the stations.

The court, in affirming the commission, noted that the FCC had repeatedly warned that double billing could result in loss of license. The court also pointed out that the commission had consistently made good on that warning.

White Mountain had attempted to use the commission's treatment of CBS in connection with its coverage of the "winner take all" tennis matches as grounds for arguing that the commission has a bias favoring "media barons" and against small radio stations. The commission last August imposed a one-year license renewal of CBS's KNXT(TV) Los Angeles after determining that the matches were not winner take all (BROADCASTING, Aug. 14, 1978). But the court held the cases were not similar: "The involvement of White Mountain and its controlling stockholder was not limited to a single instance of misrepresentation but consisted of a fraudulent course of conduct extending over a five and one-half year period."

Giving money to get money

Washington noncommercial stations launch cash giveaway sweepstakes to encourage contributions

"It's so easy to enter. No slogans to write. No puzzles to solve. Nothing to buy, join or subscribe to. All you have to do is fill in and validate the entry certificate enclosed by signing your name and returning the certificate to WETA in the reply envelope also enclosed. Then you're in . . . with 52 chances to win from \$26 to \$2,600."

No, WETA isn't a new laundry detergent promoting itself with a sweepstakes. It's WETA-FM-TV Washington, public broadcasting stations that are using a novel, for noncommercial broadcasting at least, way of raising money—a sweepstakes.

According to Susan Richmond, director of member services, the stations expect to raise about \$150,000 from the promotion that is offering \$15,000 in prizes. Contestants are not required to contribute to the station to enter the contest, but, as the mailing put it: "thousands of folks who enter the sweepstakes enclose a contribution . . . Their contributions exceed the costs of this event (including the prize money) by a sizable margin."

Actually, it is the second sweepstakes the station has conducted. The 1978 contest raised \$142,000—giving away \$10,000 in prize money. Unlike last year's, the 1979 contest is being conducted solely through direct-mail contacts with persons in the station's service area. Last year's on-air promotions, Ms. Richmond said, "simply didn't pull in enough to justify doing it."

Similar promotions, she said, have been conducted by the Metropolitan Opera in New York and the Tate Gallery in London. According to a spokesman with the Public Broadcasting Service, only one other non-commercial television station is known to have conducted a similar promotion—a 1977 contest sponsored by WQED(TV) Pittsburgh.

According to WQED Vice President Jay Rayvid, the 1977 contest offered no cash prizes but did provide the grand-prize winner with a trip to England. The station has not held a sweepstakes since, he said, in part because of questions it raised about how a non-profit organization should go about conducting such a contest. "I'm not convinced at this point," he added, however, "that we shouldn't do it again."

The two-and-a-half-month WETA-FM-TV contest began with a mailing April 1 and will close June 15. The station is offering one grand prize of \$2,600; five \$1,000 second prizes; 10 third prizes of \$500 each; another 10 \$100 fourth prizes, and 25 fifth prizes of \$26. (The TV station is on channel 26.) In addition, there is an "early bird" drawing for \$750 for entries received by May 11.

Winners will be selected by random drawing.

Tutankhamun Captured!



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Academy Awards and Cheryl Ladd do it for ABC

Blockbuster Monday night gives it week ended April 15

With a spate of specials led by Hollywood's Academy Awards, ABC-TV swept the prime-time ratings for the week ended April 15 with a 19.5 average Nielsen rating and a 33.6 share of audience. CBS-TV came in with an 18.2/31.3 while NBC-TV lagged at 14.4/24.6.

The Academy Awards' 34.6/63 (BROADCASTING, April 16) easily capped the week and, winding up an evening of specials, helped make Monday night by far ABC's strongest of the week, averaging out to 28.2/44 against CBS's 18.3/27 and NBC's 14.4/21.3. Leading into the Oscars were a Perry Como special that came to 19.4/32, and then a Cheryl Ladd special that produced a 28.0/43, making it the second highest rated show of the week.

In addition to Monday, ABC captured Tuesday, Wednesday and Saturday and tied with CBS for first on Thursday. CBS also won Friday and Sunday.

On Tuesday, repeats of ABC's comedy block continued to pull shares well into the 30's, after which its newer entries, *The Ropers* and *13 Queens Boulevard*, came in with 18.4/30 and 15.1/27 respectively. Against the ABC line-up, CBS's repeat of *Here Comes Peter Cottontail* had an 18.5/30 and its movie, a rerun of "Dead Man's Curve," had a 17.5/29, while NBC's *Cliffhangers* managed a 10.5/17 and its "Legend of the Golden Gun" picked up to 18.0/29.

Among other specials, one with Hal Linden on ABC recorded a 15.0/28, one with Kenny Rogers on CBS scored a 20.9/36, the *Junior Miss Pageant* on CBS brought a 14.7/27 and a Pat Boone Easter

special on ABC had a 12.9/23.

Two new Thursday-night entries on NBC fell short of the 20 mark in shares: *Whodunit* at 8 p.m. NYT had a 10.0/18 and *Highcliff Manor*, immediately following, dropped to 9.5/17.

Among ABC's new entries, *Doctors' Private Lives* had a 13.9/26 but *The Mackenzies* was again in the 30-share range. On CBS, *Dukes of Hazzard*, the *Chisholms* and *Dear Detective* miniseries and *Stockard Channing in Just Friends* remained in the low 30's in shares, while *Miss Winslow and Son* had a 23. *Diff'rent Strokes* remained NBC's strongest new entry, posting a 34 share, but *Hello Larry*, immediately following, dropped to a 27. NBC's *BJ and the Bear* dipped to a 28 share and *Supertrain* slid to a 22.

In the week's top 10, behind the Academy Awards and the Cheryl Ladd special, were a CBS repeat of a Charlie Brown special, repeats of ABC's *Three's Company* and *Charlie's Angels*, CBS's *60 Minutes*, ABC's *Mork and Mindy*, repeats of *Laverne and Shirley* on ABC and *All in the Family* on CBS and ABC's *Angie*.

Picked for Peabodys

Grady journalism school at University of Georgia will hand out annual honors next month to 28 winners

Twenty-nine George Foster Peabody awards were announced yesterday (April 22) with eight going to radio and 20 to television. They will be presented May 2 at the Hotel Pierre in New York.

The awards are given annually for the "most distinguished and meritorious public service rendered" by radio and TV and are administered by the Henry W. Grady School of Journalism of the University of Georgia in Athens. In addition to the station awards, special Peabodys were presented to Gertrude G. Boderick and I. Keith Tyler for their service on the Peabody Award board of directors. The winners are:

Radio

- CBS News** □ *World News Roundup.*
- Jewish Theological Seminary of America** □ *The Eternal Light.*
- National Public Radio** □ *Dialogues on a Tightrope: An Italian Mosaic*
- National Radio Theater of Chicago** □ For imaginative radio drama.
- NBC Radio** □ *Second Sunday.*
- WABE(FM)** Atlanta □ *The Eyewitness Who Wasn't.*
- WMUK(FM)** Kalamazoo, Mich. □ For live radio dramas.
- WOCB(AM)** West Yarmouth, Mass. □ *The Last Voyage of the Cap'n Bill.*

Television

- Southern Baptist Radio and TV Commission,** Fort Worth □ *A River to the Sea.*
- CBS News** □ *30 Minutes*, and *The Battle for South Africa.*
- Four D Productions Trisene Corp. and ABC-TV** □ *Barney Miller.*
- Bob Keeshan** □ *Captain Kangaroo.*

KGO-TV San Francisco □ *Old Age: Do Not Go Gentle.*

KHET(TV) Honolulu □ *Damien.*

KQED(TV) San Francisco □ *Over Easy.*

MTM Productions and CBS-TV □ *Lou Grant.*

The Muppets □ For "... high standards for family viewing."

Newsweek Broadcasting □ *Cartoon-A-Torial.*

Richard S. Salant □ For "staunch defense of the First Amendment."

Survival Anglia/World Wildlife Fund and NBC-TV □ *Mysterious Castles of Clay.*

Titus Productions and NBC-TV □ *Holocaust.*

Tomorrow Entertainment/Medcom Co. and CBS-TV □ *The Body Human: The Vital Connection.*

WAVE-TV Louisville, Ky. □ *Whose Child Is This?*

WDVM-TV Washington □ *Your Health and Your Wallet and Race War in Rhodesia.*

WENH-TV Durham, N.H. □ *Arts in New Hampshire.*

WQED(TV) Pittsburgh □ *A Connecticut Yankee in King Arthur's Court.*

WGA's winning writers

The Writers Guild of America presented "outstanding achievement" awards last week to members whose work in writing and graphic arts for television, radio and motion pictures during 1978 had been judged exceptional by fellow members.

A special award, named in memory of the late John Merriman, former news editor of *CBS Evening News With Walter Cronkite*, was presented by Mr. Cronkite to Lynette Rene Yager, chosen as outstanding student in broadcast journalism at the School of Communications, American University, Washington. The award is presented annually to a graduate student there. In another presentation, Barbara Schultz, producer of public broadcasting's *Visions* series, received the Evelyn F. Burkey Memorial Award, given annually to "one whose contributions to the television community have brought dignity and honor to writers everywhere."

The television and radio winners:

Perry Wolff □ For TV documentary script, current events (*CBS News Special, 1968*).

Robert E. Fuise, M.D. □ For TV documentary script, other than current events (*The Body Human*, CBS).

Joan Martin Burke, Frank Dalecki Jr., Norman S. Morris and Joyce Ozarchuk □ For radio documentary script (*Exploring America, '78*, CBS).

Sol Panitz □ For radio dramatic script (*The Ballad of Hairy Joe*, International Communications Agency).

Hugh Heckman, John Mosedale and Sandor M. Polster, with Lee Townsend, editor □ For TV Spot News Script (*CBS Evening News*, Nov. 21, 1978).

Gil Longin □ For radio spot news script (*Voices in the Headlines*, March 19, 1978, ABC).

Claire Labine, Jeffrey Lane, Paul Avila Mayer, Mary Munisteri and Judith Pinsker □ For daytime serial, television (*Ryan's Hope*, ABC).

Irma Reichert and Daryl Warner □ For children's script, television (*Mom and Dad Can't Hear Me*, ABC).

Allan Drössman □ For television graphic art (*Divorce?*, WCBS-TV New York).

Ned Steinberg □ For television graphic animation (*Election Night, '78*, CBS).

Christopher Knopf □ For original anthology script (*Scott Joplin: King of Ragtime*, NBC).

Stewart Stern and Lonnie Elder III □ Two winners for anthology adaptation script, television (Mr. Stern for *A Christmas To Remember*, CBS movie, and Mr. Elder for *A Woman Called Moses*, NBC Movie).

Seth Freeman □ For dramatic episodic script, television ("Prisoner" on *Lou Grant*, CBS).

Gary David Goldberg □ For comedy episodic script,

Windfall profits or windfall tax?

President Carter has unveiled his latest energy program. It included a decision to gradually decontrol crude oil prices, a step we have urged for several years. The program also included proposals for several new taxes.

In urging these new taxes, the President made several observations about present and future oil company profits. He said, for example, that "unless we tax the oil companies, they will reap huge and undeserved windfall profits." He characterized current oil industry earnings as "already enormous," and proposed a tax to curb those who would "cheat the public and... damage our country."

Let's examine the facts, and see if these observations are justified.

1. Who gets what from higher prices? Here's what happens to a dollar of increased prices under the President's program:

- 50 cents to the Treasury as a new tax.
- Approximately 30 cents to federal and state governments in the form of increased income taxes, state severance taxes, and royalty payments.

This would leave oil companies with approximately 20 cents on the dollar, with the balance going to government.

2. By any fair test, oil company profitability is below average. As *Time* magazine said on April 16, 1979: "...by any yardstick, oil company profits are not out of line with those in other U.S. industries..." None of our critics mentions profitability, which is the basis for investment decisions and for attracting adequate supplies of capital.

Mobil's rate of return on equity in 1978 was 13.1 percent, while the oil industry averaged 14.3 percent. The average for all manufacturing industries was 15.9 percent. We earned 2.1 cents per gallon of petroleum sold.

3. What will it take to stimulate significant new production of oil and gas? President

Carter himself set the standard when he said government must stop "holding the price of American oil down far below its replacement [cost] or its true value." But will his program meet this test? Oil companies certainly aren't getting replacement cost today, and the proposed new taxes would make it difficult to get replacement cost for costlier oil tomorrow.

The President has said that even with his proposed taxes, oil companies would increase their income by \$6 billion over the next three years. That sounds like a lot. But it isn't, considering the job that has to be done. Mobil alone (with only about 5.5 percent of the U.S. gasoline market) expects to spend over a third of that amount over the next three years for increasing domestic energy supplies. A Bankers Trust Company study put the issue into perspective: the oil industry will need at least \$25 billion annually just to meet projected drilling requirements through 1982.

Oil companies will have to drill in deeper water, in harsher environments, where costs are huge. And even the enhanced recovery of already discovered reserves through advanced technology will be an expensive task. The President's tax plan would impose on the American consumer the burden of higher prices without the prospect of increased supply by taxing away money needed for exploration and production.

4. Can the oil companies be trusted to put additional revenues into the search for new energy supplies? History says yes. For the latest five available years, the Chase Manhattan Bank study shows that for some 30 leading oil companies, capital and exploration outlays of \$126 billion exceeded net income by \$59 billion, or 88 percent.

It's clear that the President's tax program would indeed create a windfall—a windfall for big government getting even bigger on money that should go into the search for petroleum.

Mobil

television ("Baby It's Cold Outside" on *M*A*S*H*, CBS).

Jerry Juhl, Chris Langham, Jim Henson and Don Hinkley □ For variety script, musical or comedy television (*The Muppet Show*, with Marisa Berenson, CBS).

John Wilder □ For multipart long-form series ("Only the Rocks Live Forever," *Centennial*, NBC).

Public broadcasting introspection

PBS executive committee holds meeting to discuss various plans to restructure and move toward more diverse programming sources

The Public Broadcasting Service's role as the principal national program distributor of the noncommercial television system has been the subject of intense, critical review from a number of sources within the system. The executive committee of the PBS board, meeting last week in Chicago, held a day-long session April 17 to review some of the proposed restructuring plans. No decisions were reached during the think session last week, but the committee will again take up the plans at another meeting in May in preparation for the full board meeting scheduled for Los Angeles in June.

The strongest call for a restructuring of national programming has come from the Interregional Council on Public Television Policy (IRC), a group of local station managers that met April 5-6 in Dallas. That group adopted a resolution calling for "multiple" national program services with "no central executive or governing authority." Those separate organizations, the managers said, should have small boards

of their own, and each should be under "separate managerial control" and have individual dues-paying memberships. The IRC said each program service should be "designed more as a 'co-operative' than a traditional corporate structure."

At PBS itself, Vice Chairman Hartford Gunn has been working on a similar plan utilizing the multiple-channel capacity of the PBS satellite interconnection. Mr. Gunn envisions distinct public television services—red, blue and green channels—offering national, regional and instructional programming.

The PBS executive committee also reviewed a proposal by Corporation for Public Broadcasting President Robben Fleming to divide CPB into separate managerial and programming funds (see story, page 40).

Presenting what he dubbed a "think paper," PBS President Lawrence Grossman revealed to the executive committee some of his own thoughts about restructuring. Among those, Mr. Grossman cited the probable need to reduce the size of the 50-member PBS board to a more manageable number—17 has been suggested. He, too, discussed the possibility of multiple, semi-independent program services (PTV 1 and PTV 2, for example) that would have their own boards. Mr. Grossman, one observer said, seemed to be leaning toward a system more "loosely tied at the top" than the present one.

The IRC noted that although separate program services are desirable there would still be a need for one organization overseeing "system technology, research and development." The group concluded that "it should recommend the particular organizational framework for handling these non-program activities."



Triumvirate. The author of "Roots," Alex Haley, and the creator of *All in the Family*, Norman Lear, have joined forces to produce a two-hour television movie and six one-hour dramatic episodes about a white boy and a black boy growing up in the South during the Depression. The programming is scheduled for CBS-TV, starting in March 1980. The project is intended to develop into a regular weekly series on CBS-TV, according to Robert J. Daly, president of CBS Entertainment. The programming will be produced by Mr. Lear's firm, TAT Communications Co. The project is based on a story written by Mr. Haley. He and Mr. Lear will be active in all phases of production. The story is set in the South of the 1930's and traces the friendship of two 9-year-old-boys—one black, one white—as they mature. Although Mr. Haley said the story will not be strictly autobiographical, it stems from his own remembered friendship with a white boy. This will mark the first time that TAT has ventured into dramatic programming and the first time it has worked with film rather than tape. Pictured are (l-r) Messrs. Daly, Haley and Lear.

Public programmers snipe at NTIA ideas

Proposed changes in funding draw comments of unfair financing, First Amendment questions, charges that some provisions are too rigid

Final comments to the National Telecommunications and Information Administration on its proposed rules governing grants under the Public Telecommunications Facilities Program has brought support from broadcasters, with some suggestions for changes.

The most concern was expressed over NTIA's intention to disallow grants from the Corporation for Public Broadcasting as a source of matching funds. Typical of the comments were those from the National Federation of Community Broadcasters. "If CPB funds were federal monies, this would be justified," NFCB argued. "CPB funds, however, are not federal monies."

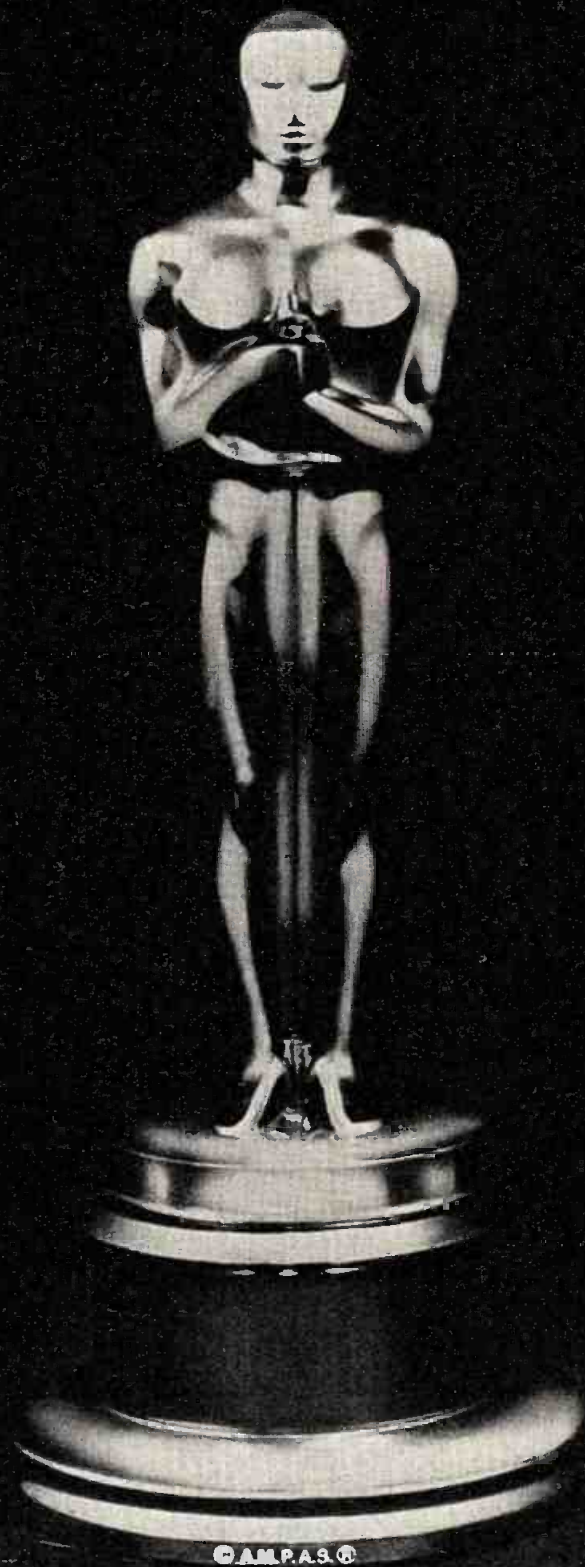
The Joint Council on Educational Telecommunications, which represents 23 groups, called the proposal discriminatory. "If the NTIA believes that Congress intended that 25% of each applicant's cost should be met through its own local resources, such should be stated as a positive requirement," JCET said. "At the very least, any prohibition against grants and gifts of start-up funds should be applied equally to all potential sources including private foundations and bequests."

The Public Broadcasting Service said NTIA's proposed rules generally incorporate principles it favors, but the rules inappropriately involve NTIA in program review when subsidiaries of religious or special interest groups apply for PTFP grants.

CPB cited potential First Amendment problems, since a dispute regarding a group's eligibility would require NTIA to evaluate the content of programming disseminated over PTFP-supported facilities. "NTIA would be on a more solid constitutional footing if it established more objective criteria for determining the permissible programming uses of PTFP-funded facilities," CPB said.

Latinos in Communications, a group from New York City, advocated expansion of existing facilities with specific funding to provide the means for Latinos to develop, produce and distribute programs of local origin. The group also suggested that bulk purchases of telecommunications equipment for NTIA grants be subjected to currently accepted affirmative action and minority subcontractor regulations.

Minnesota Public Radio expressed fears that the program may leave MPR in a bad position. It said that Congress has indicated a priority for participation by minorities and women. "But we urge NTIA, when weighing new priorities among all the needs, to take into account the poor state of existing plant facilities, especially in radio," it concluded.



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WTWR (FM) Detroit

In radio, contemporary goes through an aging process

As MOR's liven up their sound, more traditionally youth-oriented formats lose some of their strength, according to McGavren-Guild report

A conglomeration of radio formats labeled "contemporary" by McGavren-Guild in its latest study of programing trends in the top 25 markets is still the dominant format in the medium, although not so dominant as before.

The main reason for the slippage appears to be the development of another format that stations now are calling "adult contemporary." According to Ellen Hulleberg, vice president, research and client services for M-G, "the genesis of this format is basically MOR stations which have decided to brighten their sound and expand their demographics to 18-34." But, she noted, these stations are not aiming for the teen-age audience that a regular contemporary station would seek.

"By the same token," she continued, "there is some crossover from the contemporary stations too. If we had included this adult contemporary format with the regular contemporary, the total contemporary format would have posted a gain of 66%, with a 30.1 share."

The study was based on Arbitron Radio Reports to arrive at average share trends for markets one through 25 for the years 1974 through 1978. Contemporary was the pacesetter in each of those years, reaching a crest of 22.8 and falling to 18.1 in 1978.

McGavren sent questionnaires to 526 radio stations in the top 25 markets to verify formats. The representative firm had a return of 381 questionnaires and conducted telephone interviews to achieve a full balance.

Ralph Guild, president of the firm, said the results showed a continuing prolifera-

Markets 1-25—total persons 12+ 6 a.m.-midnight Mon-Sun—shares	'74	'75	'76	'77	'78	% chng.	
						vs. '74	vs. '77
Contemporary	19.5	19.3	19.5	22.8	18.1	-7	-21
Top 40	19.5	19.3	19.5	19.9	14.1	-28	-29
Disco				1.5	2.6		+73
Mellow				1.4	1.4		-
Rock	5.8	7.2	7.7	10.3	9.6	+66	-7
AOR				6.1	8.2		+34
Progressive	5.8	7.2	7.7	4.2	1.4	-76	-67
Good Music	15.1	15.7	15.5	14.9	13.6	-10	-9
MOR	18.2	17.0	17.4	13.9	9.7	-47	-30
Adult Cont					12.0		
Country	6.1	6.9	6.7	7.3	7.6	+25	+4
News	4.3	4.8	5.2	5.2	5.8	+35	+12
Black	5.2	5.6	5.0	4.4	4.5	-13	+2
Talk	4.2	3.5	3.3	2.9	3.0	-29	+3
Classical	1.5	1.6	1.4	1.3	1.3	-13	-
Oldies	1.3	1.1	1.2	0.4	0.2	-85	-50
Spanish				1.6	1.6		NC
Other	18.8	17.3	17.1	15.0	13.0		

tion of formats as stations tried to maintain listener loyalty.

"There seems to be no end in sight to this," he said. "Managements need to keep alert to audience shifts and competitive station changes, but to turn their formats upside-down without careful consideration and market analysis can lead down the wrong path."

But he also acknowledged that the search for new formats and audience appeal is "refreshing" and "provides advertisers with an infinite variety of methods for targeting in on demographics they need to reach."

The 1978 study of the top 25 markets for total persons in all dayparts shows good music in second place with a share of 13.6, down 9% from 1977. Good music has rated consistently over the years, dropping by only 10% since 1974.

Surfacing for the first time in the M-G tracking was adult contemporary, which landed in third place with an average share of 12 in the top 25 markets for total persons in all dayparts. The outstanding gain was achieved by a contemporary sub-format, disco, which grew by 73% over 1977 to an average 2.6 share.

Other share gains in the top 25 markets (1978 versus 1977) were scored by news, up 12% to 5.8; adult rock, up 34% to 8.2 share, and country music, up 4% to 7.6.

Formats showing slippages were progressive rock, down 67% to 1.4; MOR, down 30% to 9.7; oldies, down 50% to 0.2, and top 40, down 29% to 14.1%.

For the top 10 markets, McGavren-Guild provided information on formats by dayparts and major demographic groupings: men, Monday through Friday, 6 to 10 a.m.; women, Monday through Friday, 6-10 a.m.; men, Monday through Friday, 10-3 p.m.; women, Monday through Friday, 10-3 p.m.; men, Monday through Friday, 3-7 p.m.; women, Monday through Friday, 3-7 p.m.; teens, Monday through Friday, 7-12 midnight.

Among men, news, good music and contemporary formats dominated, depending on the time period. From 6-10 a.m., news was the king, with a 17.7 share, displacing contemporary. Good music in 1978 led the 10 a.m.-3 p.m. segment with a 17.4% share, edging out contemporary with a 15.3. In the 3-7 p.m. period, contemporary was the leader among men,

Markets 1-10—men 18+ 10 a.m.-3 p.m. Monday-Friday

	'74	'75	'76	'77	'78	% chng. vs. '74	% chng. vs. '77
Contemporary	14.5	13.1	13.1	17.7	14.3	-1	-19
Top 40	14.5	13.1	13.1	13.2	8.5	-41	-36
Disco				2.0	3.4		+70
Mellow				2.5	2.4		-4
Rock	6.8	8.6	9.7	12.0	11.5	-67	-4
AOR				8.3	10.0		+20
Progressive	6.9	8.6	9.7	3.7	1.5	-78	-59
Good Music	18.0	18.9	17.9	16.8	17.4	-3	+4
MOR	12.8	12.2	13.1	10.2	7.7	-40	-25
Adult contemp.					8.4		
Country	5.8	6.9	6.8	6.0	6.8	+17	+13
News	7.5	7.4	8.3	7.2	6.7	-11	-7
Black	4.2	4.9	4.4	3.5	4.2	NC	+20
Talk	4.4	3.8	3.8	3.2	5.0	+14	+56
Classical	1.6	1.5	1.5	1.7	1.7	+6	NC
Oldies	3.2	3.5	3.0	0.9	0.7	-78	-23
Spanish				0.6	0.6		NC
Other	21.1	19.2	18.4	20.2	15.0		

Markets 1-10—women 18+ 10 a.m.-3 p.m. Monday-Friday

	'74	'75	'76	'77	'78	% chng. vs. '74	% chng. vs. '77
Contemporary	14.4	14.9	13.9	18.7	15.7	+9	-16
Top 40	14.9	14.9	13.9	13.7	9.6	-33	-3
Disco				1.8	3.4		+89
Mellow				3.2	2.7		-16
Rock	4.3	4.5	5.0	6.4	5.5	+28	-14
AOR				4.4	5.0		+14
Progressive	4.3	4.5	5.0	2.0	0.5	-88	-75
Good Music	22.0	24.0	21.0	19.7	20.3	-8	+3
MOR	14.8	13.6	13.3	11.2	8.0	-46	-29
Adult contemp.					9.5		
Country	5.0	8.4	5.8	5.2	6.3	+26	+21
News	7.6	7.8	7.3	6.6	5.9	-22	-11
Black	4.9	5.6	5.4	3.5	4.2	-14	+20
Talk	6.9	5.5	5.4	4.2	6.3	-9	+50
Classical	1.7	1.5	1.3	1.4	1.4	-18	NC
Oldies	3.5	3.1	3.0	0.9	0.6	-83	-33
Spanish				1.0	1.3		+30
Other	14.9	13.1	18.6	21.2	16.0		

with a 15.3 share, followed by good music, 14.6.

Similar patterns prevailed for women, 18 and older. News topped all other classifications during 6-10 a.m. with a 16 share, followed by contemporary, 14.6. In the 10 a.m.-3 p.m. slot, good music held sway, amassing a 20.3 share, followed by contemporary, 15.7. The contemporary format was the leader in the 3-7 p.m. period with an 18.2, trailed by good music, 16.7.

In both the men and women classifications, the new adult contemporary format fared well, rolling up shares ranging from 7.5 to 13.

Among teen-agers the contemporary format was the undisputed pace-setter, with a share of 48.5 in the 3-7 p.m. sector and 47.8 in the 7 p.m.-midnight block. In second place among teen-agers was the rock format, followed by black, which showed gains of more than 40% for both time periods.

Program Briefs

Three years of NFL. Trans World International has acquired exclusive international TV distribution rights for National Football League games and films. Contract, for three years, covers regular season, playoffs, Super Bowl and Pro Bowl. *TWI, 1800 Century Park East, Los Angeles 90067.*

Wimbledon offered on radio. Golden

Markets 1-10—men 18+ 3-7 p.m. Monday-Friday

	'74	'75	'76	'77	'78	% chng. vs. '74	% chng. vs. '77
Contemporary	15.5	14.5	14.8	16.5	15.3	- 1	- 7
Top 40	15.5	14.5	14.8	12.0	9.1	-41	-24
Disco				1.9	4.0		+111
Mellow				2.6	2.2		-15
Rock	7.0	8.2	9.5	12.4	12.1	+73	- 3
AOR				8.5	10.6		+25
Progressive	7.0	8.2	9.5	3.9	1.5	-79	-62
Good Music	16.0	16.5	15.9	14.5	14.6	- 9	+ 1
MOR	14.7	14.1	14.4	11.2	8.4	-43	-25
Adult contemp.				7.5			
Country	5.3	6.4	6.6	6.0	6.8	+28	+13
News	10.0	9.5	9.8	11.0	13.2	+32	+20
Black	4.1	4.6	4.2	3.2	4.0	- 2	+25
Talk	4.0	3.5	4.3	3.4	2.1	-48	-38
Classical	1.9	1.8	1.6	1.8	1.9	NC	+ 6
Oldies	2.5	2.8	2.7	1.0	0.8	-68	-20
Spanish				0.5	0.7		+40
Other	19.0	18.1	16.2	18.5	12.4		

Markets 1-10—women 18+ 3-7 p.m. Monday-Friday

	'74	'75	'76	'77	'78	% chng. vs. '74	% chng. vs. '77
Contemporary	15.4	16.0	16.4	20.9	18.2	+18	-13
Top 40	15.4	16.0	16.4	15.7	11.4	-26	-27
Disco				2.0	4.1		+105
Mellow				3.2	2.7		-16
Rock	4.9	4.8	5.9	7.3	7.2	+47	- 1
AOR				5.2	6.5		+25
Progressive	4.8	4.8	5.9	2.1	0.7	-86	-67
Good Music	18.8	20.2	19.4	17.6	16.7	-11	- 5
MOR	13.8	12.6	13.9	12.0	8.1	-41	-33
Adult contemp.				8.4			
Country	4.4	5.5	5.3	5.0	6.0	+36	+20
News	8.2	7.5	7.6	6.9	11.7	+43	+70
Black	4.8	5.5	5.2	4.1	4.7	- 2	+15
Talk	4.0	3.3	4.0	3.3	2.2	-45	-33
Classical	1.7	1.7	1.7	1.6	1.7	NC	+ 6
Oldies	3.0	2.7	3.1	0.9	0.5	-83	-44
Spanish				0.8	1.0		+25
Other	21.0	20.2	17.5	19.6	13.6		

Markets 1-10—men 18+ 6-10 a.m. Monday-Friday

	'74	'75	'76	'77	'78	% chng. vs. '74	% chng. vs. '77
Contemporary	14.9	14.9	14.5	19.5	13.5	- 9	-31
Top 40	14.9	14.9	14.5	16.2	9.0	-40	-44
Disco				1.6	2.8		+75
Mellow				1.7	1.7		-
Rock	4.3	5.6	6.3	9.0	8.5	+98	- 6
AOR				6.2	7.4		+19
Progressive	4.3	5.6	6.3	2.8	1.1	-74	-61
Good Music	10.7	11.6	11.1	11.3	10.7	NC	- 5
MOR	21.0	19.6	19.8	15.2	11.6	-45	-24
Adult contemp.				12.1			-
Country	5.5	6.4	6.3	5.7	6.0	+ 9	+ 5
News	13.2	11.5	15.1	13.7	17.7	+34	+29
Black	3.6	3.9	3.6	2.7	3.6	NC	+33
Talk	6.0	5.0	5.9	4.3	1.8	-70	-58
Classical	1.5	1.4	1.3	1.2	1.5	NC	+25
Oldies	2.4	2.1	2.1	0.7	0.5	-79	-29
Spanish				0.7	0.8		+14
Other	16.9	20.1	14.0	16.0	11.7		

Markets 1-10—women 18+ 6-10 a.m. Monday-Friday

	'74	'75	'76	'77	'78	% chng. vs. '74	% chng. vs. '77
Contemporary	14.9	15.7	16.1	20.9	14.6	- 2	-30
Top 40	14.8	15.7	16.1	17.2	9.7	-35	-44
Disco				1.6	2.8		+75
Mellow				2.1	2.1		NC
Rock	3.5	3.4	3.9	5.5	4.9	+40	-11
AOR				3.9	4.4		+13
Progressive	3.5	3.4	3.9	1.6	0.5	-86	-69
Good Music	11.1	12.3	11.7	11.9	10.9	- 2	- 8
MOR	19.7	18.2	19.7	16.1	12.5	-37	-22
Adult contemp.				13.0			
Country	4.5	5.4	5.4	4.9	5.3	+18	+ 8
News	12.1	11.3	12.8	11.5	16.0	+32	+39
Black	4.8	4.7	4.3	3.3	4.6	- 6	+39
Talk	7.6	6.4	6.7	5.3	2.4	-68	-55
Classical	1.3	1.1	1.1	1.0	1.1	-15	+10
Oldies	1.9	1.8	1.8	0.6	0.4	-79	-33
Spanish				0.9	1.2		+33
Other	18.5	19.7	16.5	18.1	13.1		

Markets 1-10—teen-agers 3-7 p.m. Monday-Friday

	'74	'75	'76	'77	'78	% chng. vs. '74	% chng. vs. '77
Contemporary	42.4	43.3	45.0	41.1	48.5	+14	+18
Top 40	42.4	43.3	45.0	35.3	38.6	- 9	+ 9
Disco				4.5	8.4		+ 9
Mellow				1.3	1.5		+15
Rock	12.8	13.5	18.2	19.8	17.9	+40	-10
AOR				15.0	16.8		+12
Progressive	12.8	13.5	18.2	4.8	1.1	-77	-77
Good Music	2.2	2.2	1.8	2.0	1.7	-23	-15
MOR	4.0	3.7	4.8	2.9	2.5	-38	-14
Adult contemp.				6.7			
Country	1.3	1.1	1.8	1.7	2.6	+100	+53
News	0.7	1.5	0.7	1.1	1.0	+43	- 9
Black	10.7	10.9	10.5	8.6	12.1	+13	+41
Talk	0.8	0.6	0.5	0.5	0.3	-63	-40
Classical	0.2	0.3	0.2	0.2	0.1	-50	-50
Oldies	2.6	2.3	2.7	0.8	0.4	-85	-50
Spanish				0.2	0.4		+100
Other	22.3	20.6	13.8	21.1	5.8		

Markets 1-10—teen-agers 7 p.m.-midnight Monday-Friday

	'74	'75	'76	'77	'78	% chng. vs. '74	% chng. vs. '77
Contemporary	43.2	43.6	46.4	44.7	47.8	+11	+ 7
Top 40	43.2	43.6	46.4	39.3	38.4	-11	- 2
Disco				4.0	8.1		+103
Mellow				1.4	1.3		- 7
Rock	14.0	14.5	19.2	21.4	20.2	+44	- 6
AOR				16.0	19.1		+19
Progressive	14.0	14.5	19.2	5.4	1.1	-92	-80
Good Music	1.5	2.0	1.6	1.3	1.0	-33	-23
MOR	4.4	3.4	5.1	2.8	2.8	-36	NC
Adult contemp.				6.8			
Country	1.2	1.0	1.8	1.4	1.7	+42	+21
News	1.2	2.4	1.4	1.5	1.2	NC	-20
Black	7.3	8.2	7.5	6.7	10.4	+42	+55
Talk	1.7	1.6	1.0	0.9	1.1	-35	+22
Classical	0.2	0.3	0.2	0.2	0.2	NC	NC
Oldies	2.4	1.8	2.6	0.7	0.4	-83	-43
Spanish				0.2	0.5		+150
Other	22.9	21.2	13.5	18.2	5.9		

Gators Productions, Emeryville, Calif. (San Francisco), has signed three-year contract for U.S. radio rights to women's and men's singles finals of Wimbledon tennis championships. This year women's finals will be broadcast live at 9 a.m., EDT, and 8 a.m., CDT, July 6, with stations in other time zones offered option of tape delay. Men's finals will be covered live at 9 a.m., EDT, July 7, when NBC-TV will be telecasting event. There will be no TV coverage of women's finals. Bob Mansbach will do radio play-by-play for line-up that GGP expects to number between 175 and 225 stations. *GGP, 1900 Powell Street, Emeryville, Calif. 94608; (415) 652-8404.*

Group deals. Twentieth Century-Fox Television has gained major market push for *The Olympiad*, 18 one-hour episodes on "greatest athletes of our century," for airing from October 1979 through December 1980. Fox TV is claiming group deals with both Metromedia and Westinghouse owned stations.

60 Minutes, Spanish-style. SIN, U.S. Spanish television network, is introducing one-hour series, titled *Portafolio*, which will examine in three or four segments various topics and events of interest to Spanish-speaking residents. Program will be carried once monthly on 16 SIN affiliates, starting April 27, at 8 p.m. First segment will focus on auto aficionados in San

Jose, Calif., bi-lingual education experiment and Basque Festival in Elko, Nev.

Merv's count. With six new stations on board, Metromedia Producers Corp. claims 94-market tally for *Merv Griffin Show*, including 45 of top 50 markets. Newcomers are WAGA-TV Atlanta; KTVV-TV Austin, Tex.; WUTR(TV) Utica, N.Y.; WDIQ-TV Duluth, Minn.; WBHW-TV Springfield, Ill., and KOKH-TV Oklahoma City.

Hughes plays ball. Hughes Television Network says it has agreements with rights holders to 24 of 26 major league baseball teams to handle transmission of away-game telecasts with major use of Western Union Westar satellite.

Alliance in Abilene. KTAB-TV Abilene, Tex., will become affiliate of CBS-TV on or about Sept. 1 when station is scheduled to go on air. CBS-TV and ABC-TV have been sharing affiliation of KTXS-TV Abilene-Sweetwater.

Punishment. Two former executives of Telemation Program Services, New York, affiliated company of Time Inc., have received suspended sentences after pleading guilty to charges of defrauding company (BROADCASTING, Jan. 8). Robert Weisberg, former president of TPS, and Henry Feinstein, former senior vice president, were placed on three-year probation by Judge Henry P. Werber of U.S. Southern District Court of New York. Special conditions were that Messrs. Weisberg and Feinstein make full restitution to TPS of some \$250,000 they diverted to their own use and undertake study of white-collar crime, its causes and effects.

Latest Capcities documentary offering is on inflation

Capital Cities Television Productions is lining up stations for another syndicated prime-time documentary—its fourth in the last two years.

Called "Inflation: The Fire that Won't Go Out," the upcoming *Capital Cities Special Report* will be presented in a news-magazine format with Louis Rukeyser of the Public Broadcasting Service's *Wall Street Week* as host.

The production arm of Capital Cities Communications Inc. is anticipating more than 90% U.S. coverage, including all top-50 markets, for the barter hour scheduled Thursday, May 31. Handling transmission arrangements with various satellite feeds is The Robert Wold Co.

Within the hour, Capital Cities Television Productions is offering four 60-second positions as well as a 73-second break at the end for local sale. It will be keeping four national minutes; no sponsor has been named.

Of its previous documentaries, Capital Cities claimed 96% clearance for "We Will Freeze in the Dark," 97% for "The 45 Billion Dollar Connection" and more than 90% for "A House Divided."



Not all program automation systems...

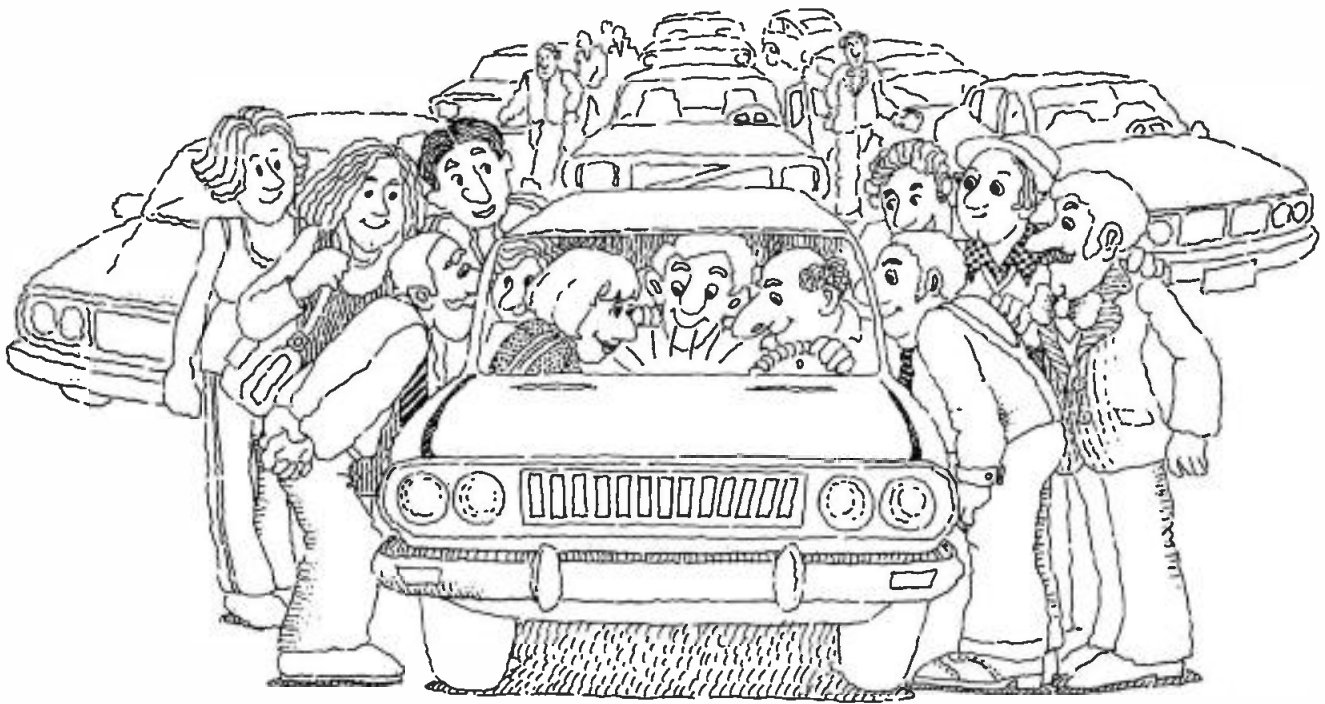
- can** tell you in plain English why a commercial, music tape or other event did not play as scheduled. Control 16 Does!
- can** let you insert into the normal program sequence a cluster of events for sponsored bulletins. Control 16 Does!
- can** use one universal source card interchangeable with any other source card. Control 16 Does!
- can** display the program log printout on the video monitor. Control 16 Does!
- can** guarantee response of ± 1 dB, distortion $< 0.5\%$, signal to noise > 70 dB, stereo separation > 55 dB, measured from 40 Hz to 20 kHz. Control 16 Does!

Compare Control 16 to the other systems and you'll prove to yourself it can do what the others can't. For more information on the Control 16's superior performance, call John Burtle at 217/224-9600, or write for our 8 page brochure.



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THIS YEAR, WIMBLEDON COULD BE WON IN YOUR CAR.



For the first time ever, millions of people will hear Wimbledon live. On radio.

As it happens — not on delayed telecasts.

The Men's and Women's Finals, with top-seeded players like Borg, Connors, Evert, Navratilova and Austin, will be aired nationally on Friday and Saturday, July 6 and 7.

For information on how to carry live Wimbledon action on your station, call Robert Horowitz, Executive Producer, at (415) 652-8404. Or write him at Golden Gaters Productions, 110 Watergate Towers, Emeryville, CA, 94608.

**GOLDEN
GATERS**



PRODUCTIONS

Hear Tennis on Radio.
For a taped demonstration,
just call

(415) 652-8400

JWT settles in Sears case

J. Walter Thompson Co. last week agreed to an order requiring it to have a "reasonable basis" for claims in any future ads about dishwasher performance.

Under a consent agreement with the Federal Trade Commission, the advertising agency is prohibited from presenting in ads evidence or tests that do not actually prove the performance claims made. In addition, JWT will not be allowed to run ads it knows are inconsistent with owners' manuals provided by the manufacturer.

The case arose from an FTC complaint issued in 1977 against Thompson and Sears, Roebuck & Co. which charged that advertisements for Sears dishwashers were false and unsubstantiated. Most of the ads were print ads, but there were also four national TV spots named in the complaint, one of which ran for two and a half years.

The agreement with Thompson does not affect the cases against Sears, which is being challenged before an administrative law judge. But if no final commission order is entered against Sears, Thompson may apply to have the order against it set aside.

The agreement also requires that the agency keep records on test results relied on for ad substantiation for three years from the last date an ad is placed for dissemination.

In addition, an alternative to the order allows Thompson to rely on substantiation possessed by its client. However, it must present to the client all expressed and implied performance claims it believes are in the ads covered by the order. This would give the agency an "affirmative defense," shifting the burden of substantiation to the client.

Buying firm regroups under Deitz, Erickson

Timebuying Services Inc., New York, has been reorganized following the resignation of Sam Wyman as chairman and chief executive officer. Mr. Wyman was sentenced last week to four months in prison for his part in the conspiracy, fraud and misapplication of about \$750,000 in REA Express funds.

Mr. Wyman was indicted last December and pleaded guilty (BROADCASTING, Dec. 18, 1978).

He founded Timebuying Services and RDR Associates, its parent firm, in 1957 as barter advertising firms, and in the late 1960's TSI evolved into a media buying and planning organization. TSI bills about \$70 million. RDR Associates has been dissolved.

In the TSI restructuring, Stephens Dietz and Rodney Erickson have succeeded Mr. Wyman with the titles of co-chief executives. Mr. Dietz is a long-time advertising executive, having served as board chair-

man of Kenyon & Eckhardt in the late 1960's. Mr. Erickson has held top management posts at K&E and Young & Rubicam, and once was president of Filmways Inc.

Since 1973 Mr. Dietz and Mr. Erickson have operated Dietz & Erickson, New York, a marketing consultant firm that will continue in business. Its clients include Best Foods, Vick Chemical, Scott Paper, Armour/Dial and Warner-Lambert, some of which have used Timebuying Services for media placement.

Mediatrac manpower

Media Statistics Inc., radio audience measurement firm based in Silver Spring, Md., has set up a television division to handle the company's Mediatrac local TV news viewer-opinion studies and its new research on viewing patterns in homes having video recorders. Peggy Filis, who joined company in February from WCVB-TV Boston, where she was director of research and sales development, is sales director of the TV division. Company also is opening new radio office in Dallas, to be headed by Doyle Peterson, former general manager of KMGC(FM) Dallas, as Midwest regional sales representative.

Della Femina spawns new agency

Della Femina, Travisano & Partners, New York, has spun off three of its top executives and has formed a subsidiary agency with the trio as principals.

The new president of Drossman Yustein Clowes is Everett (Rusty) Clowes, who served Della Femina as senior vice president and management supervisor. The executive vice presidents and creative directors are Neil Drossman, who specializes in copy and was senior vice president and creative director of Della Femina, and Mark Yustein, whose forte is art and who had been a vice president and associate creative director of the parent agency.

A spokesman for the Della Femina agency said this spin-off is a way to retain top personnel, allow the parent company to expand and permit the handling of competitive accounts.

DYC will operate for the time being at the offices of the parent agency at 625 Madison Avenue, New York 10022. It has no accounts. But a spokesman for Della Femina said that agency began operations without any billing in 1967. Della Femina now bills more than \$90 million, of which about 70% is in broadcast.

Gillette, JWT compromise in Alberto Balsam suit

Gillette Co. and J. Walter Thompson Co. have agreed to pay the Alberto-Culver Co. \$4.25 million in an out-of-court settlement of a \$25 million comparative adver-

ting suit initiated by A-C five years ago (BROADCASTING, July 29, 1974).

The settlement came as the case was being heard in the U.S. District Court in Chicago and both Gillette and JWT denied all allegations made by A-C. They said the settlement was not an admission of liability.

In the suit A-C charged that a commercial for Tame creme rinse/conditioner created by JWT disparaged its Alberto Balsam and led to the destruction of the product. Gillette and JWT maintained that Alberto Balsam was a product with problems and that its declining share of the market resulted from reduction in advertising expenditures as well as consumers' negative perception of the brand.

Movies counting more on TV advertising

JWT's Secunda says it's all part of growing selling trend by leisure-related entities

A dramatic shift in motion picture advertising on television from about \$131 million in 1978 to an estimated \$500 million by 1988 is predicted by Gene Secunda, senior vice president and director of the Entertainment Group of J. Walter Thompson Co., New York.

Mr. Secunda, whose division handles advertising for all phases of show business, said the power of television advertising has become evident for all types of leisure activities, including theatrical stage presentations, books, records and motion pictures. He said that perhaps by as early as 1985 more than 70% of the advertising for leisure will be allocated to television and radio.

He also said in a speech before the Las Vegas Advertising Federation that newspapers never will be fully supplanted in the entertainment advertising sector, because the printed media tend to reinforce such information as price, location, performance time. But, he contended, television will be used as the prime medium for selling.

Rossiter's reasoning

Another look at TV advertising and children: After reviewing existing research evidence, John R. Rossiter, assistant professor at the Wharton School and on the faculty of Annenberg School of Communications, University of Pennsylvania, reaches some conclusions in an article in the Advertising Research Foundation's February *Journal of Advertising Research*, out earlier this month. TV commercials, he said, do not make children more susceptible to persuasion or usually deceive them. Rather, he suggested, the child "understands what he or she sees and hears in most commercials," then asks parents for products that seem most

attractive. "Persuasion of this kind," Dr. Rossiter concludes, "may be deemed undesirable, but this is probably because of its consequences for parents rather than its consequences for children."

It's a natural

RAB says that record retailers will hit their biggest buyers through spots on the air

Record retailers were told that they're missing the advertising boat if they don't use radio—heavily.

"On an average day, people who spend \$12 or more a month on records virtually all listen to radio," Radio Advertising Bureau President Miles David told the National Association of Recording Merchandisers at its annual convention at Hollywood, Fla. "Some 91% of your prime customers listen to radio on an average day. Only 55% read a newspaper.

"Good record customers average four hours of radio listening a day. There's a fantastic audience out there—your customers, our listeners."

Mr. David announced two first-prize winners in NARM's contest, suggested by RAB, to honor the most effective, creative radio commercials by record retailers. They were 1812 Overture Stores, a chain in Milwaukee and Madison, Wis., which puts 85% of its budget into radio, and Variety Records, a chain operating in Washington shopping centers.

Nothing like being there

Century Media Corp., a New York-based media buying and planning service, has formed the National Media Service Network to provide clients with the local expertise of media firms in 13 major markets.

Larry Lynn, president of Century Media, which was established two years ago, devised the affiliation approach when a test showed that a Chicago media firm could execute a buy there for about 15% less than his own New York staff. The concept has grown and now the NMSN consists of media-buying companies in Chicago, Los Angeles, Philadelphia, San Francisco, Detroit, Washington, Dallas-Fort Worth, St. Louis, Minneapolis, Miami, Cincinnati, Kansas City, Mo., and Buffalo, N.Y.

Advertising Briefs

DFS moves. Dancer-Fitzgerald-Sample Inc. has moved New York headquarters to 405 Lexington Avenue, New York 10017, effective April 2. Telephone remains same: (212) 661-0800.

Buyer aid. Leber Katz Partners, New York, has developed computerized service called Synprobe, to evaluate syndicated television programming according to market

coverage, demographics and costs. LKP said media buyers now must call different reps for each syndicator to obtain information. Under LKP's system, it said, media buyer considering syndicated series need only plug into computer to learn where series is being telecast; demographics of audience in each market and estimate of cost efficiencies there. LKP said it plans to begin operating Synprobe this summer for its clients and to start marketing system to non-clients, including other advertising agencies, by 1980.

In a jiffy. Katz Radio Research has issued first edition of "Katz Network Radio Planning Guide," intended for quick calculation of reach and frequency for single or

multiple radio network schedules. New tool compiles demographic, cost and scheduling data for eight networks, including seven wired (four ABC networks, CBS, NBC and Mutual) and nonwired Katz Radio Network. For 21 years rep firm has issued "Katz Spot Radio Planning Guide."

Lucky 13? Avery-Knodel Television, New York, has opened its 13th office, in Philadelphia area at 537 Mt. Vernon Avenue, Haddonfield, N.J., 08033; (609) 429-0003. Thomas E. Wood, who headed H-R Television's office in Philadelphia until firm closed branch there, has been named manager of new Avery-Knodel office.

Fight Inflation With Harris Criterion 90 Series

Unbeatable Price and Performance

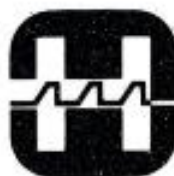


For the discriminating broadcaster whose demand for quality is increasing, but whose budget isn't, Harris offers the inflation fighting Criterion 90 cartridge machine.

100% solid state construction and simplicity of design coupled with computerized testing and strict quality

control guarantees the Criterion 90 a long life of superior audio performance—and the price is well within your budget.

Call Harris Corporation, Broadcast Products Division, Quincy, Ill. 62301, for more information on inflation fighter prices and a 30 day field trial.



HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

National Headliner winners include 'Scared Straight'

Broadcasters took 13 of 29 awards for outstanding journalism by the Press Club of Atlantic City in its 45th annual National Headliner competition. The awards will be presented at a banquet on May 12 at the World International hotel in Atlantic City. Following are the broadcasting winners.

Radio

ABC Radio News □ Network reporting for Papal coverage.

KXL(AM) Portland, Ore. □ *The Air Space—How Safe?* (public service).

National Public Radio □ Network documentary for chronicle of 50 years of folk music.

WCBS(AM) New York □ Reporting for cities with over 250,000 population.

WING(AM) Dayton, Ohio □ Documentary for show on effects of Proposition 13-type referendum in Ohio.

WKMX(FM) Enterprise, Ala. □ Reporting for cities under 250,000 population.

Television

ABC-TV □ 20/20 segment, "Exploding Gas Tanks" (network public service) and *ABC News Closeup*, "Terror in the Promised Land" (network documentary).

KRON-TV San Francisco □ Reporting for cities with over 500,000 population.

KTLA-TV Los Angeles □ *Scared Straight* (documentary).

NBC-TV □ Network reporting for Guyana coverage.

WDBJ-TV Roanoke, Va. □ *Roanoke Design: 79* (public service)

WHIO-TV Dayton, □ Reporting for cities under 500,000 population.

Meet the press

Tables were turned and the members of the press found themselves answering questions from a four-member panel of citizens of Cedar Rapids, Iowa, during the Iowa Associated Press Broadcasters convention April 8. The consensus of the panel was that the broadcast press generally does a good job, but that problems still remain—among them, the brevity of reports and a lack, at times, of objectivity.

"You hold a tremendous amount of power and influence," said panel member Chuck Lillis, a painting contractor. "How

Nuclear rerun. It was intended as a routine telecast of ABC-TV's *The Edge of Night* over wkbs-tv Philadelphia. As usual, the independent UHF was running the show on a two-week tape delayed basis; local affiliate wptv-tv pre-empts the show. But on Friday, April 13, real-life drama—or at least the appearance of real-life drama—interrupted the soap opera. An ABC News special report on the Three Mile Island nuclear crisis broke into the program, startling viewers unaware that it, like the soap opera, was two weeks old. While wkbs-tv was able to kill most of the three-minute, 15-second ABC News report, 30 seconds did get on the air. Wkbs-tv broadcast an explanation 15 minutes later, followed by advisories. The station also alerted other stations in town as to what had happened, with all-news kyw(AM) the first outside wkbs-tv to alert the public. Kenneth T. MacDonald, wkbs-tv vice president and general manager, praised the cooperation of the other stations in town. And although he said ABC-TV should have caught the report before sending the *Edge of Night* episode out, he accepted the blame. "We are at fault as the licensee; it went on the air as is."

objective are you?" He added that the notion of objectivity was a topic of conversation among his clients, many of whom believe that broadcasters "only tell you what you want to hear." He added, however, that he didn't think he would be able to turn out an objective newscast. "By and large, you do a very good job. But I would like to see more news and less commercials," he concluded.

Maryanna Dickenson, a housewife, said she wanted "good, clear, concise reporting of the news." Her major complaint, she said, was "over-reporting"—where the same story is broadcast hour after hour. "You wonder if there is nothing else to say," Mrs. Dickenson said a friend of hers, a nurse in the emergency room of a local hospital, had a different complaint. "She says reporters get in the way and then do a lousy job of reporting what happens."

Further criticism came from Bill Bjorensen, the Linn county director of civil defense. Mr. Bjorensen has been under heavy questioning lately because Iowa's only nuclear power plant is in his area. He contended that reporters never ask the right question—although he declined to elaborate on exactly what questions should be asked.

Taking up the cause of broadcasters was Joan Lipsky, a former Republican state representative, who praised broadcast news for enriching routine releases and wire copy with interviews. This, she said, was important, and something newspapers failed to do. In addition, she said, pictures make the news more vivid and tend to personalize it. She did complain, however, that some stations seemed to put jour-

nalists on camera as personalities, where they seem uncomfortable and giggle. She said, "You have to study, and think to understand the news, and I think broadcast news people feel an extra obligation to read and think a lot, and not get hung up on what other stations are carrying and what's hot at this minute."

Journalism Briefs

Locked out. West Virginia supreme court will hear case May 1 brought by WOWK-TV Huntington, which charged that state Public Service Commission illegally barred its reporter, Nancy Peoples, from covering open meeting with camera. WOWK-TV petition seeks to have court force PSC to adopt rules and regulations that will permit camera coverage.

The roll grows. Gunmen killed Argentine television journalist, Ruben Valdez, 33, in automobile ambush near his downtown Buenos Aires studio. He was 37th journalist slain in Argentina since political violence erupted there in mid 1970's. Mr. Valdez, host of weekly public affairs talk show on state-owned channel 13, was identified as friend of army commander, Roberto Viola, most powerful active-duty officer in country's military government.

Honors for economic news. Fiscal Policy Council Inc. has announced Oct. 1 deadline for entries in second annual Martin R. Gainsbrugh Awards competition. Honors are to recognize excellence in economic news broadcasts in the U.S. in year prior to Sept. 1, 1979. Winners will be named for best single news report, story or program (not continuing series) in four categories: (1) radio—individual, local station production; (2) radio—multistation, group or network production; (3) television—individual, local station production, and (4) television—multistation, group or network production. Economic News Broadcasters Association is cooperating in awards, but membership in ENBA is not required for entrants. Presentation to winners will be made during Third National Forum on Jobs, Money and People, at Colonnades Beach hotel, Fla., Dec. 5-7. Late Dr. Gainsbrugh, economist, educator and author, was former consultant to Fiscal Policy Council. Entries and information: FPL, 100 East 17th Street, Riviera Beach, Fla. 33404.

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ABC News dishes up two scoops

O'Brien breaks tight security at Supreme Court, reports Herbert decision and one other before they're officially released

Tim O'Brien, ABC's Supreme Court reporter, scooped the world twice on court decisions last week, penetrating the generally impenetrable wall of secrecy behind which high court deliberations are held, and broadcasting back-to-back stories on decisions that had not yet been announced.

One was of critical importance to journalists—the Herbert case (page 25). In pieces run on ABC Monday night and Tuesday morning, Mr. O'Brien reported that the Supreme Court would rule that public officials or public figures who are suing for libel may force journalists to reveal what their thoughts, opinions and conclusions were while preparing the story in question. Mr. O'Brien reported that Justice Byron White was writing the opinion.

On Wednesday morning, the Supreme Court opinion, by Justice White, was issued. By that time, Mr. O'Brien had already been on the air with his second beat out of the court. On Tuesday night, he reported that the court had decided to reverse a lower court ruling which held that state prison inmates awaiting parole must be afforded certain due process protections. He said Chief Justice Warren E. Burger was writing that one and that it would be issued "shortly." The decision was not released last week.

Leaks of Supreme Court decision are rare; security is very tight. The justices discuss matters in a locked room that is swept regularly for listening bugs, and opinions are printed in a shop in the Supreme Court building on Capitol Hill. When decisions are reached, the justices' law clerks and a

few other employees know of them, but they are regularly admonished not to discuss cases with anyone.

Nevertheless, leaks do occur. The last, in 1977, reported that the justices had voted to reject the appeal of John N. Mitchell and H. R. Haldeman from their

Watergate cover-up convictions. That story was also obtained by a broadcast network—National Public Radio. But until last week, no reporter had tapped the high court for two beats in a row.

Mr. O'Brien, who is 35 years old and who joined the ABC news bureau in Washington two years ago after five years as an anchorman, producer, writer and reporter at WDSU-TV New Orleans, was feeling somewhat more relaxed on Wednesday afternoon than he was before the Herbert decision was released. "I went out on a limb," he said. "I was putting the network's credibility as well as my own on the line. I had no doubts about the story, but I thought about it at night."

Mr. O'Brien's piece on the Herbert decision was not without colorful detail. Mr. O'Brien said that the justices' discussion of the case had touched off a shouting match that was loud enough to attract the court's marshals. However, it may also have been wrong in a detail. It indicated that Justice John Paul Stevens had disagreed with Justice White, arguing that the ruling he favored would "chill" journalist's First Amendment rights. In the final vote on the case, Justice Stevens was in the majority.

Mr. O'Brien has been receiving congratulations from his colleagues in the press. Without exception, he said, reporters have heartily approved his and ABC's actions in breaking the Supreme Court's security. But the decision within ABC News to go with the Herbert story—to beat the Supreme Court on the announcement of

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one of its most important decisions of the year—was not made lightly. “We asked ourselves a lot of ethical questions,” said Mr. O’Brien, who holds a law degree from Loyola University in New Orleans. And the decision was one in which producers and editors in Washington and news executives in New York participated. How high up the ladder the discussion went Mr. O’Brien declined to say. But in any case, he said, “The ultimate decision I feel was mine. I urged that we go with it.” The question of whether to broadcast the piece on the prisoners decision was also discussed at some length.

Although ethical questions may have been asked, so were journalistic ones. “We wanted to make certain Tim was

100% clear about the facts of the case,” said the network’s Washington bureau chief, George Watson.

Although the high court has been fairly resistant to leaks and is the most august and solemn of American government institutions, Mr. Watson regards it as no more immune from the journalistic enterprise capable of ferreting out stories than is the Congress or the executive branch. Nor is he particularly concerned with the question of the specific benefit the public gains in learning of a Supreme Court decision before the court releases it.

“Tim has done an extraordinary job of finding out about important cases before they are released,” Mr. Watson said. “Our obligation is to report the news. I don’t

want to try to anticipate what we would do in every case. But while I’m not sure any particular good is served, no harm is done either. Our basic operating principle is that we report what is newsworthy when we find it out.”

How has Mr. O’Brien succeeded in penetrating the court’s secrecy? Not surprisingly, he is not saying. Not even his bosses know any names. But Mr. Watson said he knows enough about the “persons” to be satisfied they are reliable.

Cablecasting®

Schmidt speaks against retransmission consent, AT&T entry into cable

NCTA president tells lawyers that program choices would be limited if rewrite proposal goes through, and he argues that Bell would swamp competition if allowed in

The president of the National Cable Television Association predicted last week that the retransmission consent proposal in the new Communications Act rewrite “is doomed to failure” because it is contrary to the public interest.

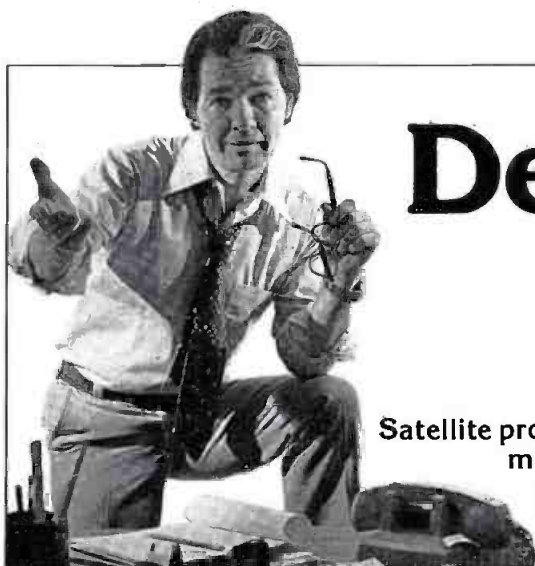
Robert Schmidt told a luncheon of the Federal Communications Bar Association in Washington that the plan, which under H.R. 3333 would require cablecasters to obtain consent of either the broadcaster or the program owner before including a program on a distant TV signal, would cut off programming for cable. “There won’t be any sellers,” he said. “We’ll get one good program maybe, and 15 dogs.”

The retransmission consent plan “reduces viewing choice,” he said. “It does not benefit the public.” He characterized building support for the concept among broadcasters and motion picture producers as a “stampede,” but said “the public won’t allow it.”

Mr. Schmidt also voiced his oft-repeated contention that broadcasting will not be hurt by cable. “I think the FCC in its economic inquiry is going to set the record straight.” Nevertheless, he added, “I think the harangue [against cable] is going to continue.”

The real enemy, he argued, is AT&T, which under the pending Communications Act revision bills would be permitted to enter cable under varying restrictions. “We don’t need to make this company any larger,” Mr. Schmidt said. For cable, competition from the telephone company would mean the destruction of the industry, he predicted. “How can you tell me we can compete in the marketplace with an entity that controls the gateway [the telephone poles]?” he said.

He said broadcasters should also be concerned that the “convergence of technologies” is leading the country toward a communications system largely under the telephone company’s control. “We’re very concerned about any single entity controlling communications . . . We don’t think it’s good for democracy,” he said.



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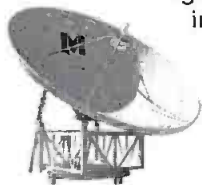
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NTIA's latest plan for more stations—this time it's FM

Geller's group tells FCC that more outlets could be had through directional antennas, terrain shielding and new classes of stations

The National Telecommunications and Information Administration, which has already offered proposals to make increased use of the spectrum reserved for television and AM radio, now has urged the FCC to initiate a rulemaking aimed at accommodating more FM's.

As was true of its proposals for television (providing for low-power UHF stations and translators in urban areas) and for AM (reducing channel spacings from 10 khz to 9 khz), the aim of the petition filed last week is to advance two administration goals: to expand opportunities for minorities to own broadcast stations, and to improve the efficiency with which the spectrum is used.

NTIA proposes rules to permit the use of directional antennas and terrain shielding in adding new stations to the FM table of allocations, and to create new classes of stations that would also increase FM outlets.

"These three spectrum management techniques," NTIA Administrator Henry Geller said in an accompanying letter to FCC Chairman Charles D. Ferris, "are well known, pose minimal technical risk, and, by using modern data processing techniques, can be implemented with minimal administrative burden." They are, he added, "ripe for adoption by the commission."

The pleading, in addition, suggests a longer-range proceeding—an inquiry into other techniques that NTIA feels also hold promise for increasing the number of commercial FM stations. One involves substituting a case-by-case approach—based on an explicit analysis of service gains and losses from new stations—for the present system that requires applications for new stations to meet predetermined criteria. Another suggests reducing the required spacing between FM channels from 200 khz to 150 or even 100 khz.

NTIA sees the proposals, on which it urges the commission to initiate a rulemaking, as making channels in urban areas available for minority applicants. "Obtaining an unoccupied assignment in a rural or suburban area may not enable these prospective broadcasters to reach a significant minority audience," Mr. Geller said in his letter. The cost of purchasing FM stations in urban areas, he added, makes their acquisition "impossible for

many potential minority licensees."

The more efficient use of the spectrum would not only be important in its own terms, Mr. Geller said; it is particularly vital in the broadcast services. For "the scarcity of broadcast frequencies" Mr. Geller added, is often cited as justification of government regulation of broadcasting "and the attendant First Amendment strains inherent in that regulation." However, he also said NTIA believes there are sufficient stations on the air now to "justify substantial deregulation."

NTIA's proposal calls for a modification of the FM allocations policy the commission established in 1963, when it established its FM table of assignments. That policy has served the public well, Mr. Geller said, "by enabling prospective FM broadcasters to get on the air without the cost of lengthy channel assignment proceedings."

But NTIA would "refine" the policy in three respects:

- NTIA suggests that the commission remove its restrictions on the use of directional antennas to achieve reduced co-channel and adjacent-channel minimum mileage separations. It said petitioners seeking to squeeze new assignments into the table should be allowed to do so, provided existing stations are protected to the degree they would be if the new facilities were located in accordance with existing minimum separation requirements. NTIA contends there is no reason additional stations cannot be fitted in on a case-by-case basis "now that the medium is well developed."

- The current state of the art in the use of computers to predict the effects of terrain—mountain ranges, for instance—on broadcast signals, NTIA contends, warrants factoring terrain shielding into assignment decisions. The effects of terrain, NTIA said, can be predicted with sufficient precision "not only to produce better estimates of coverage but also, in many instances, to permit a reduction in the minimum required spacing for new stations."

NTIA said that topographic data for the United States is available in digital form on magnetic tape. As a result, it said, "terrain profiles and terrain dependent parameters for any desired radial can be determined nearly instantaneously, at low cost, and from anywhere a telephone and simple computer terminal are available."

- As for creating additional classes of FM stations, NTIA notes that the commission's rules provide for only two classes of commercial FM stations in any given area—in Zone I (generally, the Northeast) and IA (Southern California, Puerto Rico and the Virgin Islands), Class A and Class B are authorized and in Zone II (everywhere else in the country) Class A and Class C may operate. Each class operates at different minimum and maximum power and at a different antenna height.

Since minimum mileage separations are predicated on the stations' use of maximum facilities, NTIA contends the

system is wasteful, for many stations operate with less power and at a lower antenna height than permitted for their class.

Accordingly, NTIA proposes the creation of additional classes of FM stations and then establishing minimum separation requirements among the several classes. As a starting point, NTIA would offer for comment a proposal advanced by the Corporation for Public Broadcasting, in an earlier proceeding, for seven new classes of stations.

The NTIA petition does not rely only on advances in spectrum management techniques and automatic data processing to support its petition aimed at making room for additional FM stations. It says that marked improvements over the years in receiver design also are grounds for confidence its proposals can be adopted.

Georgia Tech study would ease FCC technical rules

A Georgia Tech report on FCC technical regulations recommends that the commission concentrate technical rules in areas of broadcast operation where competitive market forces either do not exist or are insufficient to achieve that desired result. (Television picture quality is an example; the study would expect market forces to be adequate.) However, to assure that broadcasters obey the rules that are on the books, the study says the commission's sanctions authority should be strengthened. The report—"Broadcast Regulation Trade-off Study"—also recommends that the commission relax broadcast operator requirements. The commission, which has already eliminated those requirements for third-class operators, should now either reduce the current operator licensing program to just a registration program, or require that only individuals who perform maintenance pass "relevant and meaningful examination of their abilities."

Satellite show and tell

The Corporation for Public Broadcasting has prepared a 10-minute film explaining the workings of the new satellite interconnection system for noncommercial television stations. The film is an attempt to explain the significance of the new networking arrangement to public television's viewers.

According to Edward Hymoff, CPB's director of communications who supervised the production of the \$54,000 film, CPB has suggested that public stations prepare their own 20-minute productions showing "how they use the satellite." The film was prepared, he said, because "a large number of stations have been wanting something like this for a long time."

The film was first distributed to public stations via the satellite network on March 6.

The ultimate in remote control

Central Pa. TV stations devise plan in case of evacuation that can keep commercial and public stations on air through use of PBS satellite system

Had broadcasters been forced to evacuate the Harrisburg, Pa., area during the Three Mile Island nuclear crisis (BROADCASTING, April 9), local service would have continued—by remote control.

Under a contingency plan spearheaded by noncommercial WITF-TV Hershey, Pa., local television broadcasters were prepared to originate from the facilities of another member of the Pennsylvania Public Television Network, WPSX-TV Clearfield, Pa., some 90 miles from the nuclear reactor.

Key to the joint effort by public and commercial stations would have been the microwave interconnection among Pennsylvania Public Television Network stations. The microwave would allow WITF-TV to be operated by remote control from WPSX-TV, patching the stations together.

In addition to the local reports from WPSX-TV, the Public Broadcasting Service feed would be brought in, as usual, by satellite. It also was expected that arrangements could be made to bring in commercial network reports.

Once transmitted to WITF-TV via the microwave network, the commercial stations would have adjusted their transmitters to pick up the WITF-TV signal.

Aside from WITF-TV, the other Pennsylvania stations participating in the planning were WSBA-TV York; WTPA-TV and WHP-TV both Harrisburg, and WGAL-TV and WLYH-TV, both Lancaster. Each station was to be represented on a programing committee headed by WITF-TV. Local news reports would have been pooled and other material cherry-picked from national services.

Reporters from the participating stations would have shown up on air. The idea was to reassure viewers by using newspeople from stations audiences normally turn to.

Expressing pride in the preparedness of all the stations involved, including his group's WLYH-TV Lancaster, was George A. Koehler, president of Gateway Communications Inc. In a letter to FCC Chairman Charles D. Ferris (with copies to the other commissioners), Mr. Koehler called the plan "a unique—in the literal sense of the word—example of cooperation . . ."

He said that "I think the commission should be aware of the public-minded, independent actions of all the stations involved." And after explaining the contingency plan, he concluded: "I have only a secondary interest, and a subjective one, in the action. As a broadcaster in the business for 34 years, however, I am impressed by what the broadcasters can do and will do in emergencies for the benefit of the public."

In Sync

Up and coming in broadcast technology

Monthly update. Yet again, the rate of home video-tape recorder sales to dealers is significantly outpacing that for television and radio. According to the Electronic Industries Association, March sales of home recorders were up 57.3% over the same month last year. And at the end of the first quarter of 1979, video recorder sales were running 77.6% above 1978. In contrast, television set sales were 4.7% above March of 1978 and 5.1% ahead of the first quarter of last year while radio set sales were down 24.5% for March and 9.8% for the quarter. □ □ □

It's how you look at the numbers. The volume for home recorders is still well below that of television and radio receivers, however. Last March, for example, saw 43,135 recorders sold to dealers—versus 27,415 for March 1978. In the first 13 weeks of 1979, 99,346 recorders have been sold—as compared to 55,936 at the same time in 1978. Television set sales, color and black-and-white, stood at 3.7 million for the first quarter of the year, and 9.3 million radio sets had been sold. □ □ □

Hour after hour. Toshiba Corp. of Japan has announced a Beta-format home video-tape recorder with the capacity of recording up to five hours of programs. Toshiba's new model V-5425 is a dual speed machine with a slow record mode capable of increasing recording time on a standard three-hour cassette to four-and-one-half hours. Late this summer Toshiba will introduce a three-and-one-third-hour cassette that, when recorded at the slow speed, will hold five hours of recorded programs. The V-5425, which will sell for \$1400, will be available here in the fall. □ □ □

Hat in the ring. Knight-Ridder Newspapers is going after teletext. The company's president, Alvah Chapman, announced at its stockholders meeting in Miami last week that the newspaper firm would begin testing next year an electronic information service to be called Viewtron. Selected families will be provided with special television receivers and attachments that will enable them to call up a variety of news, weather, sports results, local boating and fishing conditions and other information on their home television screens at will. Knight-Ridder has been participating in the early stages of Prestel, the British Post Office's viewdata wired information service in London. □ □ □

Spreading the wealth. Richard Wyde, a Washington attorney, dusted off a two-year-old study which he co-authored for noncommercial KCET-TV Los Angeles that details how the outs, largely independent producers, can get into the Public Broadcasting Service's satellite network. He presented his paper, "Maximizing Diversity in Public Broadcasting through Satellite Technology," during a conference last week in Washington. The basic idea of the plan is that a network with multiple access points ought to have multiple program services and that the four Western Union Westar transponders available to public television should be open to different groups: PBS itself, regional networks, individual stations on a first-come-first-served basis and independent producers. The report, which has been the subject of some discussion within the system for some time, is attracting more attention now in light of a growing desire within the system to reduce what many perceive as too much central control of the satellite system in Washington. The satellite, which is currently being used to tie public stations together, can be just as effective, the study says, in breaking up and segmenting audiences as well as fostering more control of programing at the local level. The study says, in part: "Conceivably, one or more transponders could provide services designed to reach the largest possible audience, while one or more transponders can focus on the needs of the many small audiences. The local station manager can choose between reach or diversity or opt for both objectives at appropriate times." Mr. Wyde was speaking at a conference devoted to "The Independent Producer, Public Television and the New Video Technologies," sponsored by Global Village, a nonprofit video production group and media center in New York that has conducted 16 such seminars around the country since 1976. The meetings also feature demonstrations of the latest video equipment by manufacturers representatives. Later this year, others will be held in Columbus, Ohio (May 15-18); Tempe, Ariz. (June 19-22); Denver (July 17-20), and Atlanta (Aug. 14-17). □ □ □

Charity begins at home. The Canadian government will contribute up to \$20 million to help a Toronto electronics firm, Spar Aerospace Products Ltd., beat American competition for the contract to build the next generation of Anik communications satellites. Telesat Canada will pass along the money to Spar, which is bidding against a division of the Hughes Tool Co., Houston, for the \$60 million-\$80 million contract to build two satellites. Hughes has built other Canadian satellites using Spar as a subcontractor. Spar will use the money for initial tooling, design and development. The first new Anik is set for launch in 1982.

The Broadcasting Playlist™ Apr 23

Contemporary

Playback

Last This week week	Title □ Artist	Label
1	1	<i>What a Fool Believes</i> □ Doobie Bros. Warner Bros.
3	2	<i>Knock on Wood</i> □ Amii Stewart Ariola
2	3	<i>Heart of Glass</i> □ Blondie Chrysalis
4	4	<i>Tragedy</i> □ Bee Gees RSO
10	5	<i>Reunited</i> □ Peaches & Herb Polydor
9	6	<i>Lady</i> □ Little River Band Harvest
5	7	<i>I Will Survive</i> □ Gloria Gaynor Polydor
8	8	<i>He's the Greatest Dancer</i> □ Sister Sledge Cotillion
6	9	<i>Disco Night</i> □ GQ Arista
7	10	<i>I Want Your Love</i> □ Chic Atlantic
13	11	<i>Music Box Dancer</i> □ Frank Mills Polydor
12	12	<i>I Got My Mind Made Up</i> □ Instant Funk Salsoul
16	13	<i>In the Navy</i> □ Village People Casablanca
14	14	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart Warner Bros.
18	15	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman RSO
11	16	<i>Sultans of Swing</i> □ Dire Straits Warner Bros.
17	17	<i>Take Me Home</i> □ Cher Casablanca
19	18	<i>Goodnight Tonight</i> □ Wings Columbia
34	19	<i>I Just Fall in Love Again</i> □ Anne Murray Capitol
15	20	<i>Shake Your Body</i> □ Jacksons Epic
20	21	<i>Blow Away</i> □ George Harrison Dark Horse
24	22	<i>Precious Love</i> □ Bob Welch Capitol
27	23	<i>Hot Stuff</i> □ Donna Summer Casablanca
22	24	<i>Love You Inside Out</i> □ Bee Gees RSO
23	25	<i>Love Ballad</i> □ George Benson Warner Bros.
26	26	<i>Love Is the Answer</i> □ England Dan & John Coley Big Tree
40	27	<i>Just When I Needed You Most</i> □ R. VanWarmer Warner Bros.
30	28	<i>Love Takes Time</i> □ Orleans Infinity
—	29	<i>Ain't No Stoppin' It</i> □ McFadden & Whitehead Phila. Intl.
31	30	<i>There But For The Grace of God Go I</i> □ Machine MCA
28	31	<i>Big Shot</i> □ Billy Joel Columbia
32	32	<i>Liuvn' It Up Friday Night</i> □ Bell & James A&M
50	33	<i>Ain't Love a Bitch</i> □ Rod Stewart Warner Bros.
45	34	<i>Honesty</i> □ Billy Joel Columbia
35	35	<i>Superman</i> □ Herbie Mann Atlantic
21	36	<i>Heaven Knows</i> □ Donna Summer Casablanca
39	37	<i>Roxanne</i> □ The Police A&M
36	38	<i>Fire</i> □ Pointer Sisters Planet
—	39	<i>You Take My Breath Away</i> □ Rex Smith Columbia
38	40	<i>I Don't Know if It's Right</i> □ Evelyn King RCA
—	41	<i>Renegade</i> □ Styx A&M
47	42	<i>We Are Family</i> □ Sister Sledge Cotillion
43	43	<i>Logical Song</i> □ Supertramp A&M
—	44	<i>Roller</i> □ April Wine Capitol
48	45	<i>Happiness</i> □ Pointer Sisters Planet
—	46	<i>Minute by Minute</i> □ Doobie Bros. Warner Bros.
33	47	<i>Crazy Love</i> □ Poco ABC
—	48	<i>Rock 'n Roll Fantasy</i> □ Bad Company Swan Song
44	49	<i>Every Time I Think of You</i> □ Babys Chrysalis
—	50	<i>Dance the Night Away</i> □ Van Halen Warner Bros.

Country

Quiet climber. Program directors have been predicting for weeks that Orleans's new single, *Love Takes Time* (Infinity), would rise to the status of top 15. Sparked by the release of the group's new LP, *Forever*, the single bolted onto "Playlist" last week at 30 and this week moves up again to 28. "It has a good, strong pop sound," says Gary Moore of WBGN(AM) Bowling Green, Ky. "Every hook in it's been done somewhere before, but it's definitely a solid hit." Scott Slade, program director at WAYS(AM) Charlotte, N.C., comments, "It's an interesting record—it took a long time to catch on and will probably take a long time to die out." **Much sooner than later.** Rex Smith began his career singing with local rock groups in his home town, Atlanta. His starring role in "Sooner or Later," a 90-minute special aired two weeks ago on NBC-TV, brought almost instant prominence to his recording of the show's theme, *You Take My Breath Away* (Columbia), which bolts onto "Playlist" this week at 39. "It'll be the next huge hit with the teen-agers," predicts David Lankford, music director at WRIC(AM) Erie, Pa. John Young of WZGC(FM) Atlanta reports: "I thought at first that all the requests for it would come from teen-agers because the production's very low key, but the phone response surprised me. It was immediate, very positive and from all demographics." **Seeing's believing.** Immediately behind Rex Smith's single in the number of adds accrued this week among our contemporary reporting stations is *She Believes in Me*, the latest single from Kenny Rogers's LP, *The Gambler* (United Artists).

Last This week week	Title □ Artist	Label
10	1	<i>Don't Take it Away</i> □ Conway Twitty MCA
2	2	<i>I Don't Want To Be Right</i> □ Barbara Mandrell ABC
17	3	<i>Someone is Looking for Someone</i> □ Gail Davies Lifesong
13	4	<i>Wisdom of a Fool</i> □ Jacky Ward Mercury
5	5	<i>Back Side of Thirty</i> □ John Conlee MCA
3	6	<i>All I Ever Need is You</i> □ Rogers & West United Artists
4	7	<i>Slow Dancing</i> □ Johnny Duncan Columbia
—	8	<i>Where Do I Put Her Memory</i> □ Charley Pride RCA
12	9	<i>Farewell Party</i> □ Gene Watson Capitol
8	10	<i>They Call it Making Love</i> □ Tammy Wynette EPIC
11	11	<i>I'll Love Away Your Troubles</i> □ Janie Fricke Columbia
14	12	<i>Touch Me With Magic</i> □ Marty Robbins Columbia
6	13	<i>I'm Gonna Love You</i> □ Glen Campbell Capitol
15	14	<i>It's a Cheating Situation</i> □ Moe Bandy Columbia
9	15	<i>Sweet Memories</i> □ Willie Nelson RCA
—	16	<i>Walking Piece of Heaven</i> □ Freddy Fender MCA
—	17	<i>Lying in Love With You</i> □ Jim Brown/Helen Cornelius RCA
18	18	<i>Down On the Rio Grande</i> □ Johnny Rodriguez Epic
7	19	<i>I Just Fall in Love Again</i> □ Anne Murray Capitol
—	20	<i>Lay Down Beside Me</i> □ Don Williams MCA
—	21	<i>Sail Away</i> □ Oak Ridge Boys ABC
16	22	<i>I've Been Waiting For You</i> □ Con Hunley Warner Bros.
21	23	<i>Tryin' to Satisfy You</i> □ Dotsy RCA
20	24	<i>Too Far Gone</i> □ Emmylou Harris Warner Bros.
23	25	<i>I Had a Lovely Time</i> □ Kendalls Ovation

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.

Fates & Fortunes

Media

Michael E. Pulitzer, associate editor of *St. Louis Post-Dispatch*, named president and chief operating officer of Pulitzer Publishing Co., licensee of KSDT-TV (formerly KSD-TV) St. Louis; KETV(TV) Omaha; KOAT-TV Albuquerque, N.M., and KTAR(AM)-KBBC(FM) Phoenix. Company has been granted FCC approval of purchase of WTEV(TV) New Bedford, Mass. (Providence, R.I.) and WGAL-TV Lancaster, Pa., but deal has not been consummated due to challenge of transfer of WGAL-TV. Mr. Pulitzer will remain as associate editor. His brother, **Joseph Pulitzer Jr.**, president since 1955 when he succeeded his father, now becomes chairman of board and chief executive officer, continuing as editor and publisher of newspaper.

Barry Kursman, sales manager, WRYM(AM) New Britain, Conn., appointed general manager.

Bob English, program director, WUBE-AM-FM Cincinnati, assumes additional duties as assistant general manager.

J. Blackburn, program director, WLUP(FM) Chicago, joins KZOK-AM-FM Seattle as station manager. **Jack Bankson**, recently retired VP of Golden West Broadcasters, and general man-

ager of its KSFO(AM) San Francisco, joins KZOK as broadcast supervisor, also responsible for co-owned KEDO(AM)-KLYK(FM) Longview and KBFW(AM) Bellingham-Ferndale, both Washington.



Jones

Philip Jones, general manager, WGR-TV Buffalo, N.Y., joins KCMO-TV Kansas City, Mo., in same capacity.

Sidney D. Berlin, VP-sales, WWSW(AM)-WPEZ(FM) Pittsburgh, elected president of WWSW Radio.

James A. Aberle, VP of marketing services for Radio Advertising Representatives (RAR), Group W-owned national representative, named general manager of company-owned KDKA-FM Pittsburgh.

Tony Igar, in sales department of WNOX(AM) Knoxville, Tenn., rejoins WKGN(AM) there as station manager. He had been sales manager of WKGN until 1978.

David L. Barner, general manager, WOKW(AM) Brockton, Mass., joins WHPA(FM) Hollidaysburg, Pa., as station manager and general sales manager.

Steven Goldstein, program director, WICB-FM Ithaca, N.Y., appointed regional manager, affiliate relations, NBC Radio, based in Burbank, Calif.

Ann Lowman, senior VP-chief financial officer, Medina Savings Association and Gill Companies, San Antonio, Tex., joins Harte-Hanks Communications there as controller and chief accounting officer. **Janet Henry**, with Harte-Hanks, named corporate director, special projects and corporate services. **Collene Collins**, market manager, New York Telephone, joins Harte-Hanks as corporate director, market development. **Beverly Barnum**, manager with Harte-Hanks, named corporate director, market research. **John D. Anderson**, major in Army in marketing director position, named manager of corporate communications for Harte-Hanks.

Broadcast Advertising

Jean Fitzgerald, account supervisor on General Foods account, **Roberta Wildow**, client accounting manager, and **Brian O'Byrne**, project director in charge of spot systems for data processing, Benton & Bowles, New York, elected VP's.

Steve Lagattuta, VP-creative director, W.B. Doner, Detroit, named senior VP. **Steve Perlin** and **Dan Hackett**, creative group supervisors, named VP's. **William Hooper**, executive VP, named director of operations of Baltimore office.

Susan Downs and **Jon Yarbrough**, VP's and associate creative directors, Needham, Harper

& Steers, Chicago, named creative directors.

Frances Oster, senior media planner, Cunningham & Walsh, New York, joins Foote, Cone & Belding there in same capacity. **Jay Kosanke**, media planner, Wells, Rich, Greene, New York, joins FCB in same capacity. **Edward Callahan**, senior marketing research group manager, Lever Brothers, New York, joins FCB as associate research director. **Stan Sitariski**, from Compton Advertising, joins FCB as research supervisor. **Paul Mitchell**, assistant treasurer, Ogilvy & Mather, New York, joins FCB as VP-finance.

Carl Von Fisher, creative director, art department, Lawler, Ballard, Little, Cincinnati, joins Fahlgren & Ferriss there as group creative head. **Dean Hoffman**, VP, Adams, Gaffney & Associates, Cincinnati, joins Fahlgren as public relations account executive. **Jeff Whitney**, president of his own audio-visual company in Parkersburg, W. Va., joins Fahlgren's office there as account executive.

Adrienne Alm, broadcast buying supervisor, Grey-North, Chicago, joins CPM, Chicago, as director, spot buying services.

Betsy Barnum, promotion coordinator, WHAS-AM-TV Louisville, Ky., joins The Martin Agency, Richmond, Va., as producer-manager of new broadcast unit.

Kevin Monahan, production manager, Clayton Davis & Associates, St. Louis, joins Kenrick Advertising there as assistant production manager.

Lawrence Butner, executive VP-director of marketing services, Albert Frank-Guenther Law, New York, subsidiary of Foote, Cone & Belding Communications, resigns after 24 years with agency to form his own advertising agency, Lawrence Butner Advertising, New York. Agency will specialize in broadcast direct response and program marketing and syndication.

Philip Mikan, production manager, WVIT(TV) New Britain, Conn., joins Lee Tyrol, formerly of Tyrol & Flanagan, to form Tyrol & Mikan Marketing and Communication, Hartford, Conn. Mr. Mikan will serve as VP and director.

Nick Telezyn, account executive, WBOW(AM)-WBOQ(FM) Terre Haute, Ind., forms advertising agency there, Ideas Inc.



Baker

Melvin Baker, president of Marketing Services, Potomac, Md., management consulting firm, joins American Advertising Federation, Washington, as VP-communications and member relations.

Named VP's, Meeker Television, New York; **Jim Parker**, Midwest; **Dick Hughes**, Southeast; **Hugh McTernan**, West Coast, and **Jay Adair**, station relations.

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Joe Sullivan

"Finding a first-rate executive isn't enough.

"You want the *right* one.

"Right for your company. Right for you.

"I understand your needs. I relate them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person.

"I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting.

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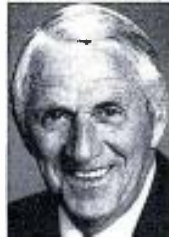
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New York, New York 10020
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Boyer



Desnoes



Coughlan



Osborn



Findlater

As part of a series of executive changes within the ABC Owned Television Stations Division, **Phil Boyer**, vice president and general manager of WLS-TV Chicago, has been moved to New York as vice president and general manager of WABC-TV. Mr. Boyer fills a vacancy created several months when Ken MacQueen joined Katz Television as a vice president. Replacing Mr. Boyer as vice president and general manager of WLS-TV, **Peter Blaise Desnoes**, who has been vice president, sales and marketing, ABC Owned Television Stations Division, New York. In turn, **Russ Coughlan**, vice president and general manager of ABC's KGO-TV San Francisco, is being shifted to New York as a vice president of the ABC Owned Television Stations Division, with exact title not yet determined. Replacing Mr. Coughlan in San Francisco will be **James R. Osborn**, who has been vice president and general manager of WXYZ-TV Detroit. **Jeanne Findlater**, program director of WXYZ-TV, succeeds Mr. Osborn as vice president and general manager.

Peter Schruth, on sales force of Storer Television Sales, New York, named New York group sales manager.

Michael Velazquez, account executive, ABC-TV Spot Sales, Los Angeles, named to same post in New York.

Chuck Cowdry, local account executive, WJZ-TV Baltimore, joins sales staff of commonly owned Television Advertising Representatives, Chicago.

Ken Adkins, account executive, WFBC-TV Greenville, S.C., joins sales staff of Katz Television in Charlotte, N.C. **Benjamin Wolf**, account executive, WCJB-TV Gainesville, Fla., joins Katz sales staff in Jacksonville, Fla.

Gene Mannelia, senior auditor at accounting firm of Peat, Marwick, Mitchell & Co., New York, joins Eastman Radio there as account executive.

John Isaacs, general sales manager, WNGG(AM) Providence, R.I., joins Radio Advertising Representatives, New York, as account executive.

John Geary, media and planner for Lee King & Partners on Montgomery Ward account, Chicago, joins Torbet Radio there as account executive.

Leslie Tolchin, manager of special services, CBS Television Network, New York, named account executive for CBS Radio Spot Sales there.

Scott Randall, from marketing-research department of Torbet Radio, New York, joins Major Market Radio there as research manager.

New officers, Chicago chapter of Station Representatives Association: **Doug Balogh**, MMT Sales, president; **Jim Jordan**, TeleRep, VP; **Leon Serruys**, Blair, treasurer, and **Dan Lawlor**, Television Advertising Representatives, secretary.

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

Jack Chunn, national sales manager, KZOK-AM-FM Seattle, appointed general sales manager.

Joe George, VP-marketing director, Parker Square Bank, Wichita Falls, Tex., joins KAUZ-TV there as marketing director.

Edith Harris, national sales manager WKBT(TV)

La Crosse, Wis., retires after 25 years with station. **Diana Hutchings**, sales secretary, named national sales coordinator.

Morris Sax, account executive, WTEN(TV) Albany, N.Y., named sales development manager.

Terry Dean, account executive, WUBE-AM-FM Cincinnati, named sales manager.

Marilyn Simmons, local sales manager, WVCG(AM)-WYOR(FM) Miami, named national sales manager. **Judi Rappaport**, local sales manager, WQAM(AM) Miami, succeeds Ms. Simmons.

Renee Grimes, account executive, WAVA(FM) Washington, joins WTTG(TV) there in same capacity.

Fred DeHerrera, from sales department of KLIR-FM Denver, joins KMGH-TV there as account executive.

Susan Stanco, assistant media buyer, Daniel & Charles Advertising Associates, joins WNBC(AM) New York as account executive.

John Turner, senior account executive, WXLO(FM) New York, and **Timothy Gorman Jr.**, from WPAT-AM-FM Paterson, N.J., join WOR(AM) New York as account executives.

Bob Hewitt, from sales staff of WGY(AM) Schenectady, N.Y., named account executive for co-owned WRGB(TV) there.

Bill Hale, from sales staff of KFTV(TV) Hanford, Calif. joins sales staff of KJEO(TV) Fresno, Calif.

Harvey Wells, announcer, WKQX(FM) Chicago, joins sales staff of WXRT(FM) there.

Denise Miller Hoke, partner in Hoke Enterprises, mental health facility in Detroit area, joins WCZY(FM) Detroit as account executive.

Bill Walker, sales manager, WVNH(AM) Salem, N.H., joins WBZ(AM) Boston as account executive. **Leslie Johnson**, former local sales manager of WILD(AM) Boston, joins WBZ as account executive.

Jennifer McCann, from sales department of WBZ-AM-FM Boston, joins WJIB(FM) there as account executive.

Reynold McKinney, regional sales manager, WGTR(AM) Natick, Mass., and **Paul Matt**, VP-sales, Promotion Network, design firm, join marketing services division of WRKO(AM) Boston.

Programing

Angela Schapiro, president of Home Box Office's Telemation Program Service, New York, assumes additional duties as VP of new division, HBO Program Services, which will be responsible for programing HBO's new minipay service, "Take 2" and for development of other pay TV program services. **George Krieger**, VP, programing, TPS, named director of programing for HBO Program Services and general manager of TPS, booker/buying organization.

Len Smith, director of syndication sales, Viacom Canada, Toronto, named VP.

Peter Thompson, executive producer of *Quincy*, named VP-production control for Universal Television, Universal City, Calif. He will continue his affiliation with series when it continues next season.

Allan Rice, VP-business affairs, 20th Century-Fox Television, Beverly Hills, Calif., named VP-network business affairs. **Guy Myers**, in legal affairs department handling television matters, named associate director of business affairs for syndication.

Martin Maurice, director of business affairs, EUE/Screen Gems, division of Columbia Pictures Industries, Los Angeles, named VP-business affairs.

Ron Newman, marketing manager for

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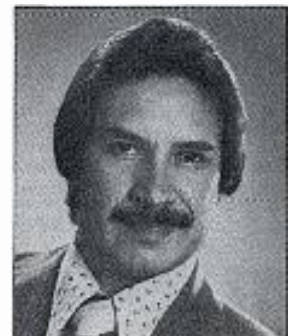
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Madison Square Garden Sports, New York, joins Entertainment and Sports Programming Network, Plainville, Conn., as VP responsible for affiliate relations.

Jere Sullivan, for past three years at WCAU-FM Philadelphia, has joined WYNY(FM) New York, in dual capacity of music director and on-air personality.

Jack Garrison, Midwest divisional sales manager, Metromedia Producers Corp., joins Time-Life Television as Midwestern sales manager, based in St. Louis.

Gary Gannaway, in sales for Metromedia Producers Corp., New York, named Midwest division sales manager.

Gerald Oates, from MCI Productions and KTRK-TV Houston, joins TMS Productions as manager of company's new Houston office.

Robert H. Sandler, head of his own marketing and communications firm, RHS Communications, New York, joins Emil Ascher, distributor of recorded background music for radio, television, audio-visual, industrial and educational productions, New York, as general manager.

Richard McCluney, chief cinematographer, Louisville Productions, Louisville, Ky., named VP-director of photography.

William Cosmas, independent producer and broadcast consultant, joins WJLA-TV Washington as executive producer.

Paul O'Dell, producer-director, WCYB-TV Bristol, Va., named director of production.

Larry Sugarman, sports director, WRAU-TV

Peoria, Ill., joins WPLG(TV) Miami as sports anchor and reporter.

Roy Laurence, program director and air personality, WCAU-FM Philadelphia, joins KSFX(FM) San Francisco as program director, effective May 7.

Bob Coburn, air personality, KMET(FM) Los Angeles, named program director for co-owned WMET(FM) Chicago.

Maurice Tunick, from WOR(AM) New York, joins WYNY(FM) there as program talk show coordinator.

Luke Griffin, sports producer and publicist for Mutual Broadcasting System, Washington, named manager of sports operations.

Anita Martini, sports reporter, KPRC(AM) Houston, named sports director. **Dave Barrett**, from KTRH(AM) there, joins KPRC sports department.

Freda Wright, from WMAL(AM) Washington, joins WYRE(AM) Annapolis, Md., as production manager and air personality.

Bill Berg, air personality, WWVA(AM) Wheeling, W. Va., assumes additional duties as music director.

Thomas Twine, air personality, WCHV(AM) Charlottesville, Va., assumes additional duties as music director.

Tom Blakely, from WWEL-AM-FM Boston, joins WJIB(FM) there as air personality.

Mike Martin, weekend air personality, WHJY(FM) Providence, R.I., named weekday personality.

News and Public Affairs



Lawlor

William T. Lawlor, executive producer of late *Eyewitness News*, WABC-TV New York, joins co-owned WCAU-TV Philadelphia as news director, succeeding Eric Ober (BROADCASTING, April 16).

Bill Jorgensen, anchorman on WNEW-TV New York *10 O'Clock News*, named co-anchor on WPIX-TV New York

Action News on weekdays, 10-10:30 p.m.

Roy Weissinger, anchor, KYW-TV Philadelphia, joins KOA-TV Denver as anchor and executive editor.

Jane Burton, news and information director, WMJC(FM) Detroit, joins WRIF(FM) there as news director.

Gene Tuck, co-anchor, KTVI(TV) St. Louis, and former newscaster, KSAT-TV San Antonio, Tex., rejoins KSAT-TV as co-anchor. **Jim Dawson**, meteorologist, KMOL-TV San Antonio, and former weathercaster for KSAT-TV, rejoins KSAT-TV as meteorologist. He succeeds **Jud Ashmore**, who retires.

Mike Foley, news director, KBJR-TV Superior, Wis., assumes additional duties as anchor. **Gary Schulzetzenberg**, intern, joins staff as reporter.

Esther King, reporter and newscaster, WDRQ(FM) Detroit, joins news team of WZZM-TV Grand Rapids, Mich.

Della DePietro, reporter, writer and anchor for WMAX(AM) Grand Rapids, Mich., joins WOTV(TV) there as general assignment reporter.

Jim Valentine, producer of 11 p.m. newscast, WJAR-TV Providence, R.I., appointed executive news producer. **Frank Coletta**, from WEAN(AM) there, joins WJAR-TV as assignment editor.

Bob Males, assignment editor, KDKA-TV Pittsburgh, joins co-owned KYW-TV Philadelphia as producer in news department.

John Rago, from WDEL(AM)-WSTW(FM) Wilmington, Del., joins noncommercial WHYY-TV Wilmington (Philadelphia), as producer and reporter for *Today in Delaware*.

Ellen Jacobs, producer-director, WDAF-TV Kansas City, Mo., joins WDTN(TV) Dayton, Ohio, as producer-director, with primary responsibility for directing newscasts.

Norm Macdonald, consultant, Weather Services Corp., Bedford, Mass., joins WCBS(AM) New York as weather forecaster.

New officers, Nebraska Associated Press Broadcasters: **Ann Pederson**, WQWT(TV) Omaha president; **Rich Dillman**, KICS-AM-FM Hastings, radio VP, and **Dave Helling**, KGHI-TV Kearney, television VP.

Promotion and PR

Lee Helper, account executive, Dudley-Anderson-Yutzy Public Relations, New York, joins WBBG(TV)-WWWM(FM) Cleveland as promotion and merchandising director. **Beth Barrington**, market coordinator for Piks Corp., Cleveland, joins stations as public relations director.

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Walker Merryman has an extensive background in broadcast journalism. He has served as news director, documentary film producer, and writer for several radio and television stations and is a member of a number of prestigious professional societies. To arrange for a guest appearance, write The Tobacco Institute, 1776 K St., N.W., Washington, D.C. 20006, or call (800) 424-2876.

The Tobacco Institute



Wurfel

Walter Wurfel, deputy White House press secretary, joins Gannett Co. as director of information, Washington.

Pamela Neal Warford, manager, community relations, ABC, New York, named to newly created position as director, community relations, public relations, ABC, New York.

Timothy Holl, director of international engineering and development, Teledyne Acoustic Research, Norwood, Mass., named VP-engineering.

Rick Belmont, sales manager, Modular Audio Products, joins ProTech Audio Corp., Ronkonkoma, N.Y., as VP-marketing and sales.

Robert Teach, controller with Palomar Pictures International, joins Reeves Teletape Corp., New York, as director of financial planning.

Bob Kanner, air operations coordinator, WTTG(TV) Washington, named broadcast engineer. **Chris Mazzanti**, studio technician, WDCATV Washington, joins WTTG as air operations coordinator.

Jean Young, from WICS(TV) Springfield, Ill., joins television section of Illinois Office of Education as broadcast technician.

advertising agency for Plough Inc., division of Schering-Plough Corp., died of cancer in Memphis April 15. He joined agency in 1949 and was named VP in 1965. He was named chairman and president in 1970. Mr. Shurman was son of agency founder and nephew of Abe Plough, chairman and founder of Plough Inc.

Howard Connors, 56, station relations representative for American Society of Composers Authors and Publishers, New York, died in automobile accident April 9 in Bonifay, Fla. Mr. Connors had been associated with ASCAP since 1952. Survivors include his brother.

Michael C. Kirkas, 49, broadcast field representative for RCA Service Co., Des Plaines, Ill., died April 3 at his home in Milwaukee. Survivors include his wife, mother and sister.

Kay Tillman, 64, retired special events officer for Voice of America, Washington, died April 5 at her home in Washington of heart attack. Miss Tillman was active in American Women in Radio and Television. Survivors include four sisters and one brother.

Donley F. Feddersen, 64, director of radio and television services and professor of telecommunications at Indiana University in Bloomington, died April 8 at his home there. Mr. Feddersen was former director of television programming for National Educational Television. Survivors include his wife, Frances, three sons and one daughter.

Staats Cotsworth, 71, radio, television and Broadway actor, died April 9 in his Manhattan apartment. His acting credits on radio included *Casey*, *Crime Photographer*, which ran on CBS Radio. Survivors include his second wife, actress Josephine Hutchinson.

Cable

Appointments, Viacom Communications: **Joseph Van Loan**, director of engineering, West Coast, named VP; **Kurt Jorgensen**, VP-general manager of company's North Bay system, San Francisco, named VP-general manager of newly acquired Nashville franchise; **Ron George**, plant manager for Sonoma county, Calif., systems, named director of operations for Nashville system; **Kent Rasmussen**, area manager of Viacom's Delta system, and supervisor of Napa system, named general manager of North Bay region, and **David Wilson**, assistant general manager in San Francisco, succeeds Mr. Rasmussen as Delta area manager.

M. Richard Swender, from facilities engineering and management position with Westinghouse Electric Corp., joins Magnavox CATV Systems, Manlius, N.Y., as facilities manager.

Kevin Shea, VP-programing for CUC Limited, named coordinator for Cable Satellite Network, Toronto.

Allied Fields

Jack Harris, president, KPRC-AM-TV Houston and WTVF(TV) Nashville, named chairman of Broadcasters Census Committee of 80, to be formed by new promotional office of U.S. Census Bureau, Washington. Aim is to encourage public cooperation in 1980 census. Coordinating broadcasters committee operations will be **Richard Krolik**, formerly of Time-Life Broadcasting and later aide to House Communications Subcommittee, named full-time consultant to Census Bureau. **Don L. Kearney**, formerly of Corinthian group, will be part-time adviser.

Ronald Coleman, Republican counsel to House Commerce Committee and a drafter of Communications Act rewrite, joins Washington law firm Leighton, Conklin & Lemov May 1.

Roy Spencer, responsible for Nielsen's domestic clearing house operations for couponing and inquiry services, New York, named VP. **Irene Mastro**, on Nielsen Television Index sales-service staff, named account executive.

William Livek, account executive, Arbitron, Chicago, named division manager, Arbitron Midwestern radio sales. **Douglas Hammett**, account executive, KAFM(FM) Dallas, joins Arbitron Midwest advertiser-agency sales in Chicago as account executive.

Charles Herring, former owner-manager of KAPY(AM) Port Angeles, Wash., who retired last year, and earlier anchor for KING-TV Seattle for 16 years joins Boeing Co. in Seattle as film and television producer.

Sara Walker, manager of public information and broadcasting, Council of Better Business Bureaus, Washington, named director of public information.

Broadcast Technology

John B. Arnold, consultant to president of Comsat General Corp., appointed president and chief executive officer of Farinon Corp., San Mateo, Calif.

Hans Schmid, staff engineer, ABC, New York, named manager of technical quality control, broadcast operations and engineering, ABC, succeeding **Herbert Riedel**, who has been named director, technical quality control.

Ronald Whigham, general manager of semiconductor division of Westinghouse Electric Corp., Youngwood, Pa., named general manager of electronic components business unit, which includes semiconductor division, industrial and government tube division, Horseheads, N.Y., and Compagnie des Dispositifs Semiconducteurs Westinghouse, subsidiary in LeMans, France. He will be based in Pittsburgh.

Shaun Johnson, field operations manager in Tulsa, Okla., for United Video, joins Southern Satellite Systems as earth station manager at its Douglasville, Ga., uplink where WTCG(TV) Atlanta, Satellite Program Network, UPI Newstime and Home Theater Network are relayed to RCA Satcom 1 satellite.

Richard Broadhead, product manager for UHF television antennas, RCA Broadcast Systems, Camden, N.J., named manager of antenna product management.

Deaths

Faust Couture, 71, who established WCOU(AM) Lewiston, Me., in 1938, died April 8 at Lewiston hospital after long illness. Mr. Couture was also involved in establishment of WFAU(AM) Augusta, Me., in 1946. He was past president of Maine Association of Broadcasters and retired in late 1960's. Survivors include his wife, Nancy Crane.

Courtney H. Shurman, 55, chairman and president, Lake-Spiro-Shurman Inc., in-house

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Continental Electronics

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

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

New Stations

FM applications

■ Mountain View, Ark.—Mountain View Broadcasting Corp. seeks 103.3 mhz, 100 kw, HAAT: 947 ft. Address: Main St. 431 Bldg., Mountain View 72560. Estimated construction cost \$132,306; first-year operating cost \$89,800; revenue \$100,000. Format: country. Principals: Daniel E. Thomas, John Dan Kemp, Preston Grace Jr. and Guy Moseley (25% each). Mr. Thomas is principal of federal programs for Mountain View public schools. Mr. Kemp is attorney there. Messrs. Grace and Moseley are Batesville, Ark., businessmen who have also applied for new AM in Batesville. Ann. April 5.

■ Payson, Ariz.—Rim-Co. Inc. seeks 103.9 mhz, .5 kw, HAAT: 230 ft. Address: P.O. Box 439, Payson 85541. Estimated construction cost \$32,813; first-year operating cost \$65,784; revenue \$21,000 (first quarter). Format: country. Principals: Virginia La Rue (69.7%) and five others. Miss La Rue is Phoenix real estate broker and half owner of restaurant in Tonto Basin, Ariz. None have other broadcast interests. Ann. April 5.

■ *Cave City, Ark.—Cave City Public Schools seeks 89.9 mhz, 3.27 kw, HAAT: 354.46 ft. Address: Highway 167 North, Cave City 72521. Estimated construction cost \$54,376; first-year operating cost \$18,000. Principal: Cave City Public Schools; Bobby R. DePoyster is superintendent. Ann. April 3.

■ Ventura, Calif.—Ventura Radio Inc. seeks 107.1 mhz, .375 kw, HAAT: 730 ft. Address: 896 Phoenix, Ventura 93003. Estimated construction cost \$71,000; first-year operating cost \$23,750; revenue \$60,000. Format: contemporary. Principals: John A. Popejoy (60%) and Glenn L. Abrams (40%). Mr. Popejoy was program director at KZLA(FM) Los Angeles until March 1979. Mr. Abrams is partner in Kent Burkhardt/Lee Abrams and Associates, FM radio programming service. Mr. Popejoy also owns less than .1% of Capital Cities Communications, group owner. Ann. April 5.

■ Gunnison, Colo.—Mountain Valley Broadcasting Corp. seeks 102.3 mhz, 3 kw, HAAT: —465 ft. Address: P.O. Box 877, Burlington, Colo. 80807. Estimated construction cost \$81,744; first-quarter operating cost \$8,750; revenue \$9,750. Format: contemporary. Principals: Williams E. Pangborn and his wife, Eleanor (5% each); John A. Smith and his wife, Marcia (30% each), and Thomas W. Pangborn. Marcia and Thomas are children of William and Eleanor, who own pharmacy and sound equipment store in Burlington, Colo. Thomas Pangborn is manager of latter. And Mrs. Smith is bookkeeper of pharmacy. Mr. Smith is announcer at KNAB(AM) Burlington. Ann. April 5.

■ Greensboro, Ga.—Clifford J. Bond III seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 5772, Winston-Salem, N.C. 27107. Estimated construction cost \$118,000; first-quarter operating cost \$13,505 and revenue \$17,500. Format: religious. Principal: Mr. Bond of Winston-Salem is communications lawyer with offices in Washington. He also owns company, leasing aircraft simulators. He has no other broadcast interests. Ann. April 5.

■ St. Marys, Ga.—Lloyd Brinks seeks 93.5 mhz, 3 kw, HAAT: 298 ft. Address: 410 Margaret St., St. Marys 31558. Estimated construction cost \$72,000; first-year operating cost \$10,000; revenue \$100,000. Format: popular. Principal: Mr. Brinks is St. Marys businessman, who has no other broadcast interests. Ann. April 5.

■ *Terre Haute, Ind.—Rose-Hulman Institute of Technology seeks 91.7 mhz, .16 kw, HAAT: 76.63 ft. Address: 5500 Wabash Ave., Terre Haute 47803. Estimated construction cost \$10,160; first-year operating cost \$6,120; revenue \$6,120. Applicant is post secondary school offering instruction in engineering and science. Samuel F. Hulbert is president. Ann. April 3.

■ Great Falls, Mont.—Northern Sun Corp. seeks 92.9 mhz, 100 kw, HAAT: 408 ft. Address: P.O. Box 50, Bozeman, Mont. 59715. Estimated construction cost \$174,673; first-quarter operating cost \$21,267; revenue \$200,000. Format: MOR. Principal: William R. Reier, who owns KBOZ(AM) Bozeman, Mont., and CP for KBZN(FM) there. Ann. April 3.

■ Grand Island, Neb.—Manchik Broadcasting Inc. seeks 107.7 mhz, 100 kw, HAAT: 786 ft. Address: 1915 West Charles St., Grand Island 68801. Estimated construction cost \$380,175; first-quarter operating cost \$62,270; revenue \$300,000. Format: pop adult. Principal: Lyle A. Manchik, who has interest in string of McDonald's restaurants in Nebraska. He has no other broadcast interests. Ann. April 3.

■ Ocean City, N.J.—Bradley, Smith and Triplett (partnership) seeks 98.3 mhz, 3 kw, HAAT: 276 ft. Address: Route 2, E. Sandusky Ave., Bellefontaine, Ohio 43311. Estimated construction cost \$66,672; first-year operating cost \$93,228; revenue \$200,000. Format: MOR. Principals: Daniel B. Bradley (10%), Owen E. Hand (45%) and Wendell A. Triplett (45%). Mr.

Triplett is owner of WTOO-AM-FM Bellefontaine, WYAN(FM) Upper Sandusky and WPNM(FM) Ottawa, all Ohio. Mr. Hand owns telephone paging service and Daniel Bradley is public relations man for Cape May county, N.J. Ann. April 3.

■ Forestport, N.Y.—The Atwood Broadcasting Corp. seeks 93.5 mhz, 3 kw, HAAT: 257 ft. Address: P.O. Box 341, Boonville, N.Y. 13309. Estimated construction cost \$60,740; first-year operating cost \$6,331; revenue \$67,071. Format: MOR. Principals: David R. Atwood and his wife, Nancy (100% held jointly). They own WBRV(AM) Boonville. Ann. April 3.

■ Creswell, Ore.—Creswell Wireless Co. seeks 95.3 mhz, .24 kw, HAAT: 1160 ft. Address: 9440 Santa Monica Blvd. No. 604, Beverly Hills, Calif. 90210. Estimated construction cost \$83,000; first-quarter operating cost \$14,892; revenue \$120,000. Format: MOR. Principals: Brian Fernee (35%), Anthony D. Naish (20%), Roger C. Riddell (35%) and John D. Schuyler (10%). Messrs. Fernee, Naish and Riddell own media buying firm in Beverly Hills, Calif. Mr. Schuyler is Beverly Hills attorney. Group has also applied for new stations at Ventura and Denair, both California, and has purchased, subject to FCC approval, KHOT(AM)-KUUL(FM) Madera, Calif. Ann. April 3.

■ Redmond, Ore.—Sonshine Broadcasting Corp. seeks 92.7 mhz, 3 kw, HAAT: 354 ft. Address: 123 NW Franklin, Suite 4, Bend, Ore. 97701. Estimated construction cost \$62,106; first-quarter operating cost \$19,200; revenue \$85,000. Format: gospel. Applicant is nonprofit corp.; Robert T. Nash, pastor of Chapel of the Cascades in Bend, Ore. is president. Ann. April 3.

■ *Ponce, P.R.—Catholic University of Puerto Rico Service Association seeks 88.9 mhz, 10.8 kw, HAAT: 2914 ft. Address: Box 529, Station 6, Ponce, P.R. 00731. Estimated construction cost \$103,000; operating cost \$73,500; revenue \$75,000. Applicant is auxiliary enterprise of Catholic University of Puerto Rico, which also operates WEUC(AM) Ponce, P.R.

■ *Charlotte Amalie, St. Thomas, V.I.—Miltony Inc. seeks 88.3 mhz, 10 w (TPO). Address: 14-4 Estia Te Thomas, Charlotte Amalie, V.I. 00801. Estimated construction cost \$5,000; first-year operating cost \$450; revenue \$450. Principal: Applicant is nonprofit corp.; Michael Alexander is president. Ann. April 3.

FM action

■ *Chualar, Calif.—Broadcast Bureau granted Central Coast Counties Development Corp. 89.7 mhz, 3 kw, HAAT: 133 ft. P.O. address: 410 Kennedy Dr., Capitola, Calif. 95010. Estimated construction cost \$49,759; first-year operating cost \$40,105. Format: variety. Principal: Applicant is private, nonprofit community development corp., conducting educational programs for rural communities (BPED-2356). Action April 2.

AM licenses

■ The following new stations have been granted licenses:

■ KDAO(AM) Marshalltown, Iowa (BL781127AD); WMRK(AM) Selma, Ala. (BL14486).

Ownership Changes

Applications

■ KCKY(AM) Coolidge, Ariz. (1150 khz, 1 kw)—Seeks transfer of control of Pinal County Broadcasting System to Grande Voz Inc. for \$262,000. Seller is principally owned by Craig E. Davids, who has no other broadcast interests. Buyer is owned by Jack Finlayson, president, and nine others, none of whom have other broadcast interests. Mr. Finlayson is manager of marketing for Broadcast Computer Services in Colorado Springs. Ann. April 9.

■ KCEE-FM Tucson, Ariz. (96.1 mhz, 25.5 kw)—Seeks assignment of license from Strauss Broadcasting Co. to Arizona Lotus Corp. for \$1.6 million. Seller is owned by Theodore H. Strauss (47½%) and Robert A. Strauss (11%). Remainder of stock is voted by Ronald

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Broadcasting

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Name

Company

Business Address

Home Address

City

State Zip

Type of Business

Title/Position

Are you in cable TV operations Yes No

Signature (required)

3 years \$105 2 years \$75 1 year \$40

(Canadian and international subscribers add \$12/year.)

1979 Cable Sourcebook \$20.00

(If payment with order: \$15.00)

1979 Yearbook \$42.50

(If payment with order: \$37.50)

Payment enclosed Bill me

Across the Dial \$3.95

(Price includes postage and handling. Prepaid orders only.)

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036

G. Steinhart as trustee of Robert S. Strauss Trust. Interest of Robert S. Strauss, brother of Theodore and father of Robert A., was placed in trust after his appointment as Special Representative for Trade Negotiations of the United States. None have other broadcast interests. Buyer is subsidiary of Lotus Communications Inc., owned by Howard A. Kalmenson, who also owns, through various subsidiaries, KTKT(AM) Tucson; KRUX(AM) Glendale, Ariz.; KFSD(FM) San Diego and KOXR(AM) Oxnard, both California; KVAR(FM) San Antonio, Tex., and KONE(AM)-KOZZ(FM) Reno and KENO-AM-FM Las Vegas, both Nevada. Ann. April 9.

■ KLG(T) Breckenridge, Colo. (102.3 khz, 3 kw)—Seeks assignment of license from Breckenridge Broadcasting Co. to Sikes & Associates Inc. for \$300,000. Seller is owned equally by Robert A. Theobald and his son, Robin G., who have no other broadcast interests. Buyer is principally owned by Alfred C. Sikes, Springfield, Mo., attorney with no other broadcast interests. Ann. April 11.

■ KIIQ-AM-FM Manitou Springs, Colo. (AM: 1490 khz, 500 w-D, 250 w-N; FM: 102.7 mhz, 50 kw)—Seeks assignment of license from Mountain States Broadcasting Corp. to Wiskes/Abaris Communications for \$1,792,500 plus \$25,000 for agreement not to compete. Seller is owned by Dan Lacy and Charles L. Oliver, who are applicants for new FM in Durango, Colo. They have no other broadcast interests. Buyer is principally owned by John Higgins and Don J. Wiskes, who also own KIXY-AM-FM San Angelo, Tex., and KQIZ-AM-FM Amarillo, Tex. Mr. Higgins is president of Abaris Inc., Chicago real estate development company. Mr. Wiskes is Chicago financial consultant and real estate developer. Ann. April 11.

■ WBAR(AM) Bartow, Fla. (1460 khz, 1 kw-D)—Seeks assignment of license from D-Bar Radio Inc. to WBAR Radio Inc. for \$135,000. Seller is principally owned by Harold Cook and M. S. O'Dell, who purchased station in 1977 for \$130,000. They have asked for waiver of "three-year rule" on grounds that station has been financial drain. They also own KASO-AM-FM Minden, La. Buyer is owned by J. R. Livesay, Shirley Herrington and James R. Livesay II (20% each), and Richard E. Adams (35%) and his wife Mathilde (5%). J. R. Livesay with his son, James, and Miss Herrington also own WLBH-AM-FM Mattoon, Ill.; WHOW-AM-FM Clinton, Ill., and WERT-AM-FM Van Wert, Ohio. Mr. Adams is business consultant with various real estate interests. He has no other broadcast interests. Ann. April 9.

■ WQPD(AM) Lakeland, Fla. (1430 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of Hugh Holder Enterprises Inc. from Hugh E. Holder (80.2%) and trust (19.2%) to WQPD Inc. Consideration: \$355,000. Principals: Debra H. Holder, beneficiary of trust, is daughter of Mr. Holder. Neither has other broadcast interests. Buyer is owned by James McCrudden, president, and seven others. Mr. McCrudden (aka Robert Kelly) is general manager of station. Rec. March 28.

■ WTNL(AM) Reidsville, Ga. (1390 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Reidsville Broadcasting Corp. from E. Lloyd Kilday Jr. (50% before; none after) to Robert Collins (16.7% before; 41.7% after) and Howard K. Moll (none before; 25% after). Messrs. Collins and Moll will exchange their interests in applicants for new stations in Hinesville and Ocilla, both Georgia, for 25% each of stock of Mr. Kilday. Rec. March 13.

■ WKZN(AM) Zion, Ill.-WKZN-FM Zion (Kenosha, Wis.), Ill. (AM: 1500 khz, 250 w-D; FM: 96.9 mhz, 10 kw)—Seeks assignment of license from Lake-Kenosha Broadcasting Co. to CDI Communications WKZN Partnership for \$460,000. Seller, owned by William J. Bicket and family, has no other broadcast interests. Buyer is owned by Gerald P. Mikitka, Chicago investment broker and part owner of KIXY-AM-FM San Angelo, Tex. Ann. April 11.

■ KLEE-AM-FM Ottumwa, Iowa (AM: 1480 khz, 500 w-D; FM: 97.7 mhz, 3 kw)—Seeks transfer of control of KLECO Radio Inc. from Thomas L. Davis and Ray Freedman (100% before; none after) to Daniel C. Palen (none before; 100% after). Consideration: \$153,000. Principals: Mr. Palen is general manager of stations. He also owns 50% interest in WGLB-AM-FM Post Washington, Wis. Ann. April 10.

■ WTMT(AM) Louisville, Ky. (620 khz, 500 w-D)—Seeks transfer of control of Jefferson Broadcasting Co. from John Shartle and John A. Davenport (57.5% before; none after) to Amos Lee Stinson (42.5% before; 100% after). Consideration: none. Principals: Messrs. Shartle and Davenport have no other broad-

cast interests. Mr. Stinson is general manager of WTMT. Ann. April 9.

■ WEQO(AM) Whitley City, Ky. (AM: 1220 khz, 500 w-D)—Seeks transfer of control of Country Roads Broadcasting Corp. to Marc A. Beaubien (6% before; 100% after). Consideration: \$150,000. Principals: Sellers are W. R. Carrigan, Carl E. Stump, Clyde E. Darnell and Gary L. Darnell. Mr. Beaubien is station manager at WEQO. Ann. April 9.

■ WCMX(FM) Fort Wayne, Ind. (101.7 mhz, 3 kw)—Seeks assignment of license from Fort Wayne Radio Inc. to Fairfield Broadcasting of Indiana for \$600,000. Seller is owned by John Haynes and eight others; Max Armsher is president. It is being forced to sell station as consequence of defaulting on payment to Fort Wayne Broadcasting, which sold station to it in May 1976. Fort Wayne Broadcasting is owned by Edwin Moore and family, who also own WCMR(AM)-WXAX(FM) Elkhart, Ind. Buyer is owned by Fairfield Broadcasting Co. (90%) and Howard Karlin (10%). Fairfield, owned by Stephen C. Trivers and William J. Wertz, is licensee of WQLR(FM) Kalamazoo, Mich. Mr. Karlin is sales manager at WQLR. Ann. April 9.

■ WLFE(AM) (CP) Little Falls, Minn. (960 khz, 5 kw-D)—Seeks assignment of CP from Little Falls Radio Inc. to Donnell Inc. for \$15,000. Seller is owned by Ralph Gregory, who also has interest in WJVA(AM) South Bend, Ind., and WCER-AM-FM Charlotte, Mich. Buyer is owned by Donald L. Wohlenhaus and his wife, Janet. They also own KRWC(AM) Buffalo, Minn. Ann. April 9.

■ WQMA(AM) Marks, Miss. (1520 khz, 250 w-D)—Seeks assignment of license from Robert P. Hansen Broadcasting Inc. to WQMA Inc. for \$147,000. Seller is owned by Robert P. Hansen, who is buying WIBU(AM) Poynette, Wis. (see below). Buyer is owned by Michael T. McRee, W. W. Hughes III and Harold N. Hood (33-1/3% each). Mr. McRee is Jackson, Miss., businessman with interests in banking, insurance, photography and gas distribution. Mr. Hughes is in agriculture in Marks and Mr. Hood is assistant manager at WQMA. Ann. April 9.

■ KCTE(AM) Southwest City, Mo. (1140 khz, 250 w-D)—Seeks assignment of license from Lackey Broadcasting Inc. to McPherson Media Inc. for \$120,000. Seller is owned by George Lackey and his wife, Cleeta, (66 2/3%) and Nellie K. Stover (33-1/3%). None have other broadcast interests. Buyer is owned by Eugene V. McPherson, who owns WRBI(FM) Batesville, Ind., and WVLN(AM)-WSEI(FM) Olney, Ill. Rec. March 22.

■ KGLM-FM Anaconda, Mont. (97.7 mhz, 210 w)—Seeks assignment of license from Radio Station KANA to Anaconda Broadcasting Inc. for \$300,000. Seller is owned by Jack K. Boley and his wife, Jean, who also own KANA(AM) Anaconda. Buyer is owned by Dale H. Fairlee, Rodger T. Bell, John O. Odegaard and Larry L. Wakefield (25% each). Mr. Fairlee is half owner of regional broadcasting network based in Billings, Mont. Mr. Bell has interest in fast food restaurants in Billings and Casper, Wyo. Mr. Odegaard is Billings, Mont., businessman, who owns drug store, hardware stores and pool hall. Mr. Wakefield is 13% owner of KATI(AM) Casper, Wyo. Rec. March 29.

■ KNEB-AM-FM Scottsbluff, Neb. (AM: 960 khz, 1 kw-D, 500 w-N; FM: 94.1 mhz, 6.6 kw)—Seeks assignment of license from Scottsbluff Broadcasting Inc. to Panhandle Broadcasting Inc. for \$750,000. Seller is owned by George H. Haskell, president, and Wayne L. McIntosh (40% each), and Leslie A. Procter (20%). None have other broadcast interests. Buyer is owned by Gladys D. Seaton (52%) and her five children, publishers of newspapers in midwest and owners of KMAN(AM)-KMKF(FM) Manhattan, Kan.; KHAS(AM) Hastings, Neb., and KGGF(AM) Coffeyville, Kan. They have sold KHAS-TV Hastings, subject to FCC approval. Ann. April 9.

■ WHPN(AM)-WHVS(FM) Hyde Park, N.Y. (AM: 950 khz, 500 w-D; FM: 97.7 mhz, 3 kw)—Seeks assignment of license from Castle Communications Corp. to Gregory Broadcasting Inc. for \$540,000. Seller is owned by James F. O'Grady Jr. and 15 others; it sold WALL-AM-FM last December (BROADCASTING, Jan. 8). Buyer is owned by Warren Gregory, media broker with Chapman Associates, Atlanta. Ann. April 11.

■ WHIT(AM) New Bern, N.C. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from David E. McCutchen to Britt-Communications Inc. for \$250,000. Mr. McCutchen has no other broadcast interests. Buyer is owned by Charles B. Britt, who has no broadcast interests, having sold his interest in WFTR(AM) Front Royal, Va., in 1977. Rec. March 21

■ WPKO(AM)-WIBO(FM) Waverly, Ohio (AM: 1380 khz, 1 kw-D; FM: 100.9 mhz, 1 kw)—Seeks assignment of license from Bennett Broadcasting Co. to Crystal Communication Corp. for \$235,000. Seller, owned by Walter F. Bennett and Alfred Dienert, has no other broadcast interests. Buyer is principally owned by Gerald Davis, who sold WYEE(AM) Welch, W. Va., in May 1978. He has no other broadcast interests. Ann. April 9.

■ KICE(FM) Bend, Ore. (100.7 mhz, 50 kw)—Seeks assignment of license from Paulina Broadcasting Corp. to Sequoia Communications Inc. for \$156,193 and assumption of liabilities. Seller is principally owned by Richard E. Gervais, who has no other broadcast interests. Buyer is owned equally by Richard J. Behrendt and his wife, Susan. They also own KYNG(AM) Coos Bay, Ore. Ann. April 9.

■ KEED(AM) Eugene, Ore. (1450 khz, 1 kw)—Seeks assignment of license from Century Pacific Inc. to Community Pacific Broadcasting Corp. for approximately \$1 million plus \$131,000 for covenant not to compete. Seller is owned by Monroe Broadcasting Inc., owned principally by Wesley L. Monroe and Del Cody. It also owns KGA(AM) Spokane, Wash. Buyer owns KRDR(AM) Gresham, Ore., and KGAA(AM) Kirkland, Wash. It is owned by David J. Benjamin and Charles W. Banta, who have also applied for new FM station in Portland, Ore. Rec. March 28.

■ KQTY(AM) Borger, Tex. (1490 khz, 1 kw-D, 250 w-N)—Seek assignment of license from Big-Tex Media Inc. to Zia Broadcasting Co. for \$230,000. Seller is owned by J. Fred Perry, William W. Jamar, Calvin Fryar and Ken Schulze (25% each). Mr. Jamar is majority owner of KBWD(AM)-KXOE(FM) Brownwood, KVKM(AM) Monahans and KKI(K)AM) Waco-Marlin, all Texas, and minority owner of KSNY(AM) Snyder and KVOP(AM)-KPLA(FM) Plainview, both Texas. Others have no other broadcast interests. Buyer is subsidiary of Allsup's Convenience Stores, headquartered in Clovis, N.M. It owns KCLV(AM) Clovis and KACT(AM) Andrews, Tex. It is owned by Lonnie D. Allsup (95%) and his wife, Barbara (5%). Ann. April 9.

■ WIBU(AM) Poynette, Wis. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Community Service Radio Inc. to Robert P. Hansen for \$360,000. Seller, principally owned by Thomas R. Holter, also owns WLVE(FM) Baraboo, Wis. Buyer has sold WQMA(AM) Marks, Miss., subject to FCC approval (see above). Ann. April 9.

Actions

■ KOOL(AM) Phoenix (960 khz, 5 kw)—Broadcast Bureau granted assignment of license from KOOL Radio-Television Inc. to Stauffer Communications Inc. for \$2 million. Seller, owned by Gene Autry and his wife, Ina (48.1%), Tom Chauncey (49.89%) and Homer Lane (2%), also owns KOOL-FM-TV Phoenix. Autrys are also principal owners of KMPC(AM)-KTLA(TV) Los Angeles; KSFO(AM) San Francisco; KVI-AM-FM Seattle, Wash., and KEX(AM) Portland, Ore. Mr. Autry owns also 24.48% of KOPO(AM) Tucson, Ariz., of which Mr. Chauncey owns 15.29% interest. Mr. Lane is vice president of KOPO, but has no ownership. Buyer is group owner with six AM's, three FM's and one TV. It also owns newspapers throughout the midwest. Oscar S. Stauffer is chairman. Action March 30.

■ KVNI(AM) Coeur d'Alene, Idaho (1240 khz, 1 kw-D, 250 w-N)—FCC granted transfer of control of North Idaho Broadcasting Co. from Scripps League Newspapers (68% before; none after) to Duane B. Hagadone (32% before; 100% after). Consideration: exchange of certain properties for stock. Principals: Seller is publicly traded corp.; Edward W. Scripps is president and controlling stockholder. Mr. Hagadone, president of licensee, has no other broadcast interests. He owns varying percentages of 19 papers in West and Midwest (BTC-8476). Action Feb. 28.

■ KFVS(AM) Cape Girardeau, Mo. (960 khz, 5 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Hirsch Broadcasting Co. to Hirsch Enterprises Inc. for \$425,000. Seller, owned by Oscar C. Hirsch (62.27%) and family, is spinning off station to clear way for its take over by American Family Corp., which must comply with FCC's "one-to-a-market" rule. Hirsch Broadcasting also owns KFVS-TV Cape Girardeau. Hirsch family also owns WHCO(AM) Sparta, Ill., and sold KFMO(AM) Flat River, Mo. (BROADCASTING, March 12). Buyer is owned by children of Mr. Hirsch, who are minority owners of seller. They are

Robert O. Hirsch, James F. Hirsch and Marjorie H. Deimund. (BAL781220EC). Action April 4.

■ WNCG(AM) North Charleston-WKTM(FM) Charleston, both South Carolina (AM: 910 khz, 500 w-D; FM: 102.5 mhz, 50 kw)—Broadcast Bureau granted transfer of control of KTM Broadcasting Corp. from Anslay D. Cohen (84.8% before; 50% after) to William G. Dudley (15.2% before; 50% after). Consideration: \$125,000. Principals: Mr. Dudley is general manager of stations. He has no other broadcast interests. (BTC781220EF, BTCH781220EG). Action March 21.

■ WHIS-TV Bluefield, W. Va. (ch. 6)—Broadcast Bureau granted assignment of license from Daily Telegraph Printing Co. to Quincy Newspapers Inc. for \$8 million. Seller is owned by Hugh I. Shott and family. It publishes *Bluefield Daily Telegraph* and owns WHIS(AM)-WHAJ(FM) Bluefield and WBTW(TV) Florence, S.C. Buyer is principally owned by Thomas A. Oakley and family. It publishes *Quincy* (Ill.) *Herald-Whig* and owns WGEM-AM-FM Quincy; WSJV(TV) Elkhart (South Bend), Ind.; KTTC(TV) Rochester, Minn., and WBOW(AM)-WBOW(FM) Terre Haute, Ind. FCC in 1975 ordered divestiture of WHIS-TV as one of 16 "egregious" concentrations of media control to be broken up under new crossownership rules that U.S. Supreme Court affirmed last year (BROADCASTING, June 19, 1978) (BALCT790208 KG). Action April 9.

Facilities Changes

AM applications

■ KICY(AM) Nome, Alaska—Seeks CP to increase power to 10 kw; install new trans. Ann. April 13.

■ KNIX(AM) Tempe, Ariz.—Seeks CP to make changes in ant. system; change TL to corner of Center St. and McKelleps Rd., Tempe; move daytime operation to location of proposed nighttime site and change type trans. Ann. April 9.

■ WITS(AM) Boston—Seeks CP to change TL to 411 Waverly Oaks Rd., Waltham, Mass.; increase night power to 50 kw; install new trans.; make changes in ant. system (increase height). Ann. April 13.

■ WSML(AM) Graham, N.C.—Seeks CP to increase power to 1 kw (500 w critical hours). Ann. April 13.

■ WHIN(AM) Gallatin, Tenn.—Seeks CP to increase power to 5 kw; install new type trans. Ann. April 13.

FM applications

■ KAER(FM) Sacramento, Calif.—Seeks CP to make changes in ant. system; change TL to 22nd and R St., Sacramento; change type trans.; change type ant.; increase HAAT: 243 ft. (H&V) and change TPO. Ann. April 9.

■ WQIK-FM Jacksonville, Fla.—Seeks CP to change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 566 ft. (H&V), and change TPO. Ann. April 9.

■ KDWB-FM Richfield, Minn.—Seeks CP to utilize main trans. as auxiliary; change TL to Woodbury Township, Minn.; install aux. ant., and change TPO. Ann. April 9.

■ KITE(FM) Portland, Tex.—Seeks mod. of CP to change main SL to The 600 Building, Corpus Christi, Tex. Ann. April 9.

■ WIXV(FM) Front Royal, Va.—Seeks CP to change TL to Ritenour Run; make changes in ant. system; install new ant. Ann. April 13.

FM actions

■ KBCR-FM Steamboat Springs, Colo.—Granted CP to change TL, install new trans. and ant.—ERP: 0.87 kw (H&V) and ant. height: 510 ft. (H&V); make changes in ant. system (BPH-11137). Action April 2.

■ WMIK-FM Middlesboro, Ky.—Granted CP to change TL; change type trans. and ant.—ERP: .13 kw (H&V) and ant. height: 1440 feet (H&V); make changes in ant. system (BPH-11018). Action April 2.

■ *WETN(FM) Wheaton, Ill.—Granted CP to change TL and SL to Irving and Kenilworth St., Wheaton; install new trans. and ant.; make changes in ant. system (decrease height); change TPO and ant. height: 140 ft. (H) (BPED-2488). Action March 27.

■ *WGCS(FM) Goshen, Ind.—Granted CP to change type trans., ERP: 7.7 kw (H&V) and ant. height: 57 ft. (H&V) (BPED-780814AL). Action March 28.

Summary of broadcasting

FCC tabulations as of March 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,508	5	36	4,549	65	4,614
Commercial FM	3,032	2	75	3,109	159	3,268
Educational FM	949	0	44	993	72	1,065
Total Radio	8,489	7	155	8,651	296	8,947
Commercial TV						
UHF	215	0	3	218	54	272
VHF	514	1	1	516	8	524
Educational TV						
UHF	152	2	4	158	5	163
VHF	94	1	7	102	7	109
Total TV	975	4	15	994		
FM Translators	259	0	0	259	88	347
TV Translators						
UHF	1,161	0	0	1,161	266	1,427
VHF	2,423	0	0	2,423	199	2,622

*Special temporary authorization

**Includes off-air licenses

In Contest

Initial decision

■ WABZ-FM Albemarle, N.C.—ALJ Thomas B. Fitzpatrick has renewed license of Radio Station WABZ Inc. for station and denied competing application of Victor Broadcasting Inc. for new station on that frequency. Ann. April 9.

Review Board action

■ KJLH(FM) Compton, Calif.—Review Board has remanded to FCC Chief ALJ Lenore G. Ehrig application of John Lamar Hill to change transmitter site of station. Action April 6.

Translators

Applications

■ Wrangell, Alaska—Wrangell Radio Group seeks CP for new station on channel 9 (TPO: 10 w, HAAT: 73 ft.) to rebroadcast KENI-TV, KTVA-TV, KIMO-TV and KAKM-TV Anchorage, Alaska, and KTOC-TV Juneau, Alaska. Ann. April 3.

■ Big Park Valley area, Village of Oak Creek, Jacks Canyon and Valley Vista Estates, all Arizona—Bell Rock TV Club Inc. seeks CP's for new stations on channel 47, channel 49, channel 51 and channel 53 to rebroadcast indirectly KTVK-TV, KPHO-TV, KAET-TV and KOOL-TV, all Phoenix, respectively. (all have TPO: 10 w, HAAT: 55 ft.) Ann. March 19.

■ Big Park Valley, Village of Oak Creek, Jacks Canyon and Valley Vista Estates, all Arizona—Bell Rock TV Club Inc. seeks CP for new station on channel 55 (TPO: 10 w, HAAT: 55 ft.) to rebroadcast indirectly KTAR-TV Phoenix, Ariz. March 19.

■ Susanville and Herlong, both California—Honey Lake Community TV Corp. seeks CP for new station on channel 67 (TPO: 100 w, HAAT: 27 ft.) to rebroadcast indirectly KHSL-TV Chico, Calif. Ann. April 5.

■ Durango, Colo.—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque seek CP new station on channel 59 (TPO: 100 w, HAAT: 35 ft.) to rebroadcast KNME-TV Albuquerque, N.M. Ann. April 11.

■ Rulison and East Rifle, both Colorado—Garfield county seeks CP for new station on channel 66 (TPO: 100 w, HAAT: 35 ft.) to rebroadcast indirectly KRMA-TV Denver. Ann. April 4.

■ Silt and Four Mile Creek, both Colorado—Garfield county seeks CP's for new stations on channel 47 (TPO: 100 w, HAAT: 100 ft.) to rebroadcast indirectly KWGN-TV Denver and on channel 49 (TPO: 100 w, HAAT: 20 ft.) to rebroadcast indirectly KGGM-TV Albuquerque, N.M. Ann. April 5.

■ South Rifle, Colo.—Garfield county seeks CP's for new stations on channel 61 (TPO 100 w, HAAT: 35 ft.)

to rebroadcast indirectly KBTW(TV) Denver, and channel 68 (TPO: 100 w, HAAT: 35 ft.) to rebroadcast indirectly KWGN-TV Denver. Ann. April 10.

■ Towaoc, Colo.—Ute Mountain Ute Tribe of Indians seeks CP for new station on channel 57 (TPO: 1 w, HAAT: 20 ft.) to rebroadcast indirectly KGGM-TV Albuquerque, N.M. Ann. April 5.

■ Johnson Creek area, Idaho—Lafe Cox seeks CP for new station on channel 13 (TPO: 1 w, HAAT: 18 ft.) to rebroadcast KIVI(TV) Nampa, Idaho. Ann. April 10.

■ Rexburg, St. Anthony and Sugar City, all Idaho—The Post Co. seek CP for new station on channel 12 (TPO: 10 w, HAAT: 18 ft.) to rebroadcast KIFI-TV Idaho Falls, Idaho. Ann. March 23.

■ Chautauqua county, Kan.—KOTV Inc. seeks CP for new station of channel 58 (TPO: 100 w, 299 ft.) to rebroadcast KOTV(TV) Tulsa, Okla. Ann. April 2.

■ Aitkin, Minn.—Hubbard Broadcasting Inc. seeks CP for new station on channel 64 (TPO: 100 w, HAAT: 500 ft.) to rebroadcast indirectly KSTP-TV St. Paul, Minn. Ann. April 10.

■ Red Lake, Minn.—Red Lake Band of Chippewa Indians seeks CP for new station on channel 65 (TPO: 100 w, HAAT: 1586 ft.) to rebroadcast KXJB-TV Fargo, N.D. Ann. March 23.

■ Las Vegas—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque seek CP for new station on channel 65 (TPO: 100 w, HAAT: 37 ft.) to rebroadcast indirectly KNME-TV Albuquerque. Ann. April 11.

■ Capulin and Des Moines, both New Mexico—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque seek CP for new station on channel 55 (TPO: 100 w, HAAT: 83 ft.) to rebroadcast indirectly KNME-TV Albuquerque, N.M. Ann. April 11.

■ Carrizozo, N.M.—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque seek CP for new station on channel 62 (TPO: 100 w, HAAT: 87 ft.) to rebroadcast KNME-TV Albuquerque, N.M. Ann. April 11.

■ Chama, N.M.—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque seek CP for new station on channel 69 (TPO: 10 w, HAAT: 70 ft.) to rebroadcast KNME-TV Albuquerque, N.M. Ann. April 11.

■ Nolan and Wooton, both New Mexico—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque seek CP for new station of on channel 58 (TPO: 100 w, HAAT: 37 ft.) to rebroadcast indirectly KNME-TV Albuquerque. Ann. April 11.

■ Roy and Mosquero, both New Mexico—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque seek CP for new station on channel 69 (TPO: 10 w, HAAT: 150 ft.) to rebroadcast indirectly KNME-TV Albuquerque. Ann. April 11.

■ Sheridan, N.M.—Regents of the University of New

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Mexico and the Board of Education of the City of Albuquerque seek CP for new station on channel 69 (TPO: 10 w, HAAT: 195 ft.) to rebroadcast KNME-TV Albuquerque, Ann. April 11.

■ Taos, N.M.—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque seek CP for new station on channel 69 (TPO: 10 w, HAAT: 115 ft.) to rebroadcast indirectly KNME-TV Albuquerque. Ann. April 11.

■ Wagon Mound, N.M.—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque seek CP for new station on channel 68 (TPO: 10 w, HAAT: 30 ft.) to rebroadcast indirectly KNME-TV Albuquerque, N.M. Ann. April 11.

■ Bat Cave, Gerton, Chimney Rock and Lake Lure, all North Carolina—Wometco Skyway Broadcasting Co. seeks CP for new station on channel 6 (TPO: 1 w, HAAT: 60 ft.) to rebroadcast WLOS-TV Asheville, N.C. Ann. April 5.

■ Grainola, Okla.—KOTV Inc. seeks CP for new station on channel 60 (TPO: 100 w, HAAT: 299 ft.) to rebroadcast KOTV(TV) Tulsa, Okla. Ann. April 2.

■ Ponca City, Okla.—KOTV Inc. seeks CP for new station on channel 63 (TPO: 100 w, HAAT: 299 ft.) to rebroadcast KOTV(TV) Tulsa, Okla. Ann. April 2.

■ East Rifle, Utah—Garfield county seeks CP for new station on channel 63 (TPO: 100 w, HAAT: 35 ft.) to rebroadcast indirectly KOA-TV Denver. Ann. April 10.

■ Elsinore area, Utah—Sevier county seeks CP for new station on channel 40 (TPO: 100 w, HAAT: 30 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City. Ann. March 23.

■ Garfield county, Utah—County seeks CP for new station on channel 67 (TPO: 100 w, HAAT: 45 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City. Ann. March 19.

■ Garfield and Kane counties, both Utah—Lake Powell Antennavision Inc. seeks CP for new station on channel 47 (TPO: 100 w, HAAT: 58 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City. Ann. March 19.

■ Juab county and Aurora, both Utah—Springfield Television of Utah Inc. seeks CP for new station on channel 56 (TPO: 100 w, HAAT: 15 ft.) to rebroadcast KSTU(TV) Salt Lake City. Ann. March 19.

■ Koosharem, Utah—Sevier county seeks CP for new station on channel 3 (TPO: 1 w, HAAT: 25 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City. Ann. March 23.

■ Salina and Redmond, both Utah—Sevier county seeks CP's for new stations on channel 64 (TPO: 10 w, HAAT: 15 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City, and on channel 66 to rebroadcast indirectly KUED-TV Salt Lake City. Ann. March 23.

Allocations

Petitions

■ Searcy, Ark.—John Paul Capps requests amendment of FM table of assignments to assign 107.1 mhz to Bald Knob, Ark., and assign 92.1 mhz to Clinton, Ark. Ann. April 6.

■ Murphy, N.C.—Cherokee Broadcasting Co. requests amendment of FM table of assignments to delete 103.9 mhz from Murphy, N.C., and assign it to Blue Ridge, Ga. (RM-3349) Ann. April 6.

Actions

■ Dillingham, Alaska—Broadcast Bureau has proposed assigning VHF television channel 10 there in response to petition by City of Dillingham. Comments are due June 1, replies June 21. Action April 2.

■ San Jose, Calif.—Broadcast Bureau has proposed assigning television channel 65 there in response to petition by Donald B. Thompson. Comments are due June 1, replies June 21. Action April 2.

■ Yucca Valley, Calif.—Broadcast Bureau has assigned 106.9 mhz there as its first FM channel. Action resulted from petition by Israel Sinofsky to assign 107.1 mhz to Yucca Valley, and counterproposal by Jack E. Young and Nancy M. Young to assign 106.9 mhz there. Action April 5.

■ Pinconning, Mich.—Broadcast Bureau has assigned 100.9 mhz there as its first FM channel. Action resulted from petition by David C. Schaberg requesting the assignment of 100.9 mhz to Standish-Pinconning. Action April 5.

■ Joplin, Mo.—Broadcast Bureau has proposed assigning UHF television channels 48 and 54 there. Action was in response to petition by East Butte Television Club Inc., requesting Channels 46 and 52 for Joplin. Comments are due June 6, replies June 27. Action April 10.

■ Incline Village, Nev.—Broadcast Bureau has proposed assigning 93.5 mhz there as its first FM channel. Action was in response to petition by Thomas M. Scallen. Comments are due June 6, replies June 27. Action April 5.

■ Ogdensburg, N.Y.—Broadcast Bureau has assigned 92.7 mhz to Ogdensburg, N.Y., as its first FM channel. It also modified license of DeHart Broadcasting Corp. for WLUF(FM) Gouverneur, N.Y., to specify operation on 95.3 mhz in lieu of 92.7 mhz. Action resulted from petition by Wireless Works Inc., licensee of WSLB(AM) Ogdensburg, the only local station. Action April 5.

■ Salem, Ore.—Broadcast Bureau has reserved VHF channel 3 for noncommercial, educational use there. It also deleted noncommercial reservation from channel 22 there. Action resulted from petition by State Board of Higher Education of State of Oregon, licensee of KVDO-TV, Salem, which operates on channel 3. Action April 5.

■ Tomah, Wis.—Broadcast Bureau has assigned UHF television channel 43 there as its first television assignment. Action was result of petition by Tomah—Mauston Broadcasting Co., licensee of WTMB-AM-FM Tomah, requesting deletion of channel 25 from LaCrosse, Wis., and its assignment to Tomah. Bureau proposed channel 43 in lieu of channel 25, however, to maintain future channel assignment flexibility in Tomah area. Action April 5.

Rulemaking

■ Washington—National Association of Broadcasters requests amendment of Part 73 of rules regarding requirements for fulltime employment of chief operators at broadcast stations by changing definition of "full time employment" to be minimum of 24 hours per week (RM-3349). Ann. April 6.

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KRWG-FM seeks general manager with M.A. in Broadcasting; classical music and public affairs programming interests. \$15,000. Resume before May 1 to Dr. Hash, Box 3J, New Mexico State University, Las Cruces, NM 88003. An equal opportunity/affirmative action employer.

Station Manager, new FM South Central Florida. If you possess solid radio sales credentials, aren't afraid of hard work, like money and want an opportunity to manage your own station contact Jerry Kiefer at 513-378-6097.

Full time AM station Central Minnesota 6,000 population needs manager. Sales and administrative ability necessary. Good income and working conditions. Resume Box D-66.

General Manager for KOTZ, public 5000 watt AM radio station in Kotzebue, Alaska. Requirements: Working knowledge of FCC Rules and Regulations for a standard broadcast facility; experience in budget preparation, management, personnel, news, and programming; ability to adapt to arctic living conditions. Salary: \$27,100. Closing date: May 14, 1979. Send resume for preliminary examination to: Michael F. Porcaro, Executive Director, 400 Gambell St., Suite 302 Anchorage, AK 99501. Final selection will be made by KOTZ. An equal opportunity employer.

Entry level manager wanted to manage newly acquired full time a.m. in small Tennessee market. Excellent opportunity to grow with multi-market operators. Applicant must have proven ability to handle small market sales. Respond with resume to Jim Broadus, Music Square Services Corp, 200 4th Ave North, Nashville TN 37219. No telephone interviews, please.

Sales Manager. Florida medium market contemporary. Must be (1) goal-oriented, (2) RAB believer, (3) salesperson motivator, and (4) street fighter. Top salary and benefits. Equal Opportunity Employer. Resume to Box D-192.

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Sales Manager. Are you now selling radio in a city of 15,000 to 40,000 with three years sales experience and ready to become a sales manager who can show three sales people how to do it using RAB consultant selling method? Are you earning good money but want more? Do you want to move to a West Coast state and live 50 miles from the beach and 70 miles from skiing? Then tell me why I should hire you! EOE. Reply Box D-149.

WNAT-WQNZ, Natchez, Ms. Top billing AM-FM: combo in market, needs one experienced salesperson to complete sales team. Salary plus commission, benefits. Women and minorities encouraged to apply. Send resume and call Mr. Rinaldi, 601-442-4895. EEO/AA.

Sales Manager. Ohio college market needs highly motivated sales manager. Great future with small market station that has been underdeveloped. Excellent compensation package. Box D-121.

Sales Manager needed for award-winning news and promotion station. Send resume to: Bob Thorburn, WLBB, PO Box 569, Carrollton, GA 30117. Equal Opportunity Employer.

Account Executives needed. Send resume to Kim Love, Box 5086, Sheridan, WY 82801. EEO.

KCVL needs salesmanager to assume very active account list, manage two other salespeople & copywriter. Excellent opportunity for right person who doesn't mind small town in heart of mountains, lakes, streams, forests. SM earned \$26,000, 1978, plus 3-weeks paid vacation, fully paid family medical, car allowance. Good growth potential. Contact Norm Davis, GM, Box 111, Colville, WA 99114.

South Florida Coast: now is the time to start making that dreamed of move. Trade the snow and ice for palm trees and beach. At least 3 years fulltime radio only sales experience. Equal opportunity employer. Your resume in strictest confidence to Box D-199.

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Production, Copywriting, some news work for AM/FM automated station near Portland Me. Experience helpful, but will train beginner. EOE M/F Employer. 207-324-7271 11 AM to 7 PM. Send tape, resume to WSME, Box 1220, Sanford, ME 04073.

Experienced Announcer with creative skills in air work and commercial production, good voice and air personality. First Phone. North Carolina AM/FM stations. EOE. Box D-8.

Announcing, sales, news, production. (if qualified) sports. Good speech, voice. 315-363-6050 Mrs. Warren, Mr. Healy.

Nashville is only 15 minutes from WAGG. We'll have an opening June 15th for an announcer who writes creative copy and can do a bright, happy, mature air shift. Tape and resume to Paul Allen, Box 469, Franklin, TN 37064. EOE.

Announcing positions open for experienced personalities for Florida C/W FM. Production and remote experience a must. Send tape/resume and salary requirements. E.O.E. Sid Frazer, WELE, PO Box 4010, South Daytona, FL 32021.

\$200 plus weekly for PM Drive personality at Southern West Virginia's leading adult station. Good benefits, including hospitalization & liberal vacation policy. Also need PM Drive News Reporter/Anchor. Tape and resume to Bob Cooper, PD, WHIS, Bluefield, WV 24701. 304-327-7114.

Beautiful Music operation is looking for a warm one-to-one communicator, evening shift, tight production and automation knowledge an absolute must. Salary commensurate with experience and ability. Send tape and resume to: Tim Gehlsen, KRVR-FM, 1706 Brady Street, Davenport, IA 52803 or call 319-322-2606. An equal opportunity employer.

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Combo Person or Fulltime Engineer for large small-market operation in Oregon, to assist chief on big construction job and maintain studio equipment. Salary commensurate with ability, plus incentive program. EOE Mr. Smith, 503-882-8833.

Top 40 Station needs experienced announcer. Send tape and complete resume to: Bobby Keith PD, PO. Box 1268 Chickasha, OK 73018. (405-224-1604).

Immediate Opening: Central New England A.M. fulltimer looking for experienced MOR personality with some talk show experience/mature voice/informative approach/production background. Send tape & resume to—Montachusett Broadcasting, PO Box 960, Fitchburg, MA 01420.

WGIR, Manchester, N.H., is losing a great MOR personality to Boston, and we're looking for a replacement. You must have at least three years solid, professional on-air experience, strong production skills, and an enthusiastic desire to work with the finest staff and best equipment in New England. If you meet these minimum qualifications, send an air check, resume, and salary history to Mark Lewis, Operations Manager, WGIR Radio, PO Box 487, Manchester, NH 03105. WGIR is an Equal Opportunity Employer.

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South Central Pennsylvania 5KW Daytimer. Fulltime FM 50KW, Automated offers excellent opportunity for First-Phone working technician ... salary open ... excellent fringes. Write WIOV/WGSA 44 Bethany Road, Ephrata, PA 17522 EOE.

AM-FM Chief Engineer, 50KW directional, 30KW FM. Schafer automation. Send resume with references and salary requirements to: A. L. Ladage, Dir. of Engineering, XYZ Television Inc., PO Box 789, Grand Junction, CO 81501, 303-242-5000. An-EOE.

Full Time Chief Engineer needed now for midwest 5kw daytimer with top ratings preparing to file for full time. First phone required. Five figure minimum and fringes. EOE. Resume to Box D-111.

Saginaw, Michigan Chief Engineer position open at WSAM-WKCC. Excellent compensation. Company paid insurance. Both top rated stations. Please send resume to Kenneth MacDonald Sr., Box 1776, Saginaw 48605 or call 517-752-8161. Equal Opportunity employer.

Engineer, Chief, for university FM station and closed circuit television system. Must be able to operate, trouble-shoot, and maintain facilities, including maintenance of applicable records, purchase and installation of equipment, adjustment of working hours and priorities to manage technical needs of FM and CCTV, and work harmoniously with managers of both facilities and with students. First class FCC engineer's license required. Technical school training preferred. Two years television or closed circuit studio experience required. This is a twelve-month position. Position available July 1, 1979. Application, credentials, and three current letters of recommendation to Dr. Olen E. Jones, Jr., Vice President for Academic Affairs, Marshall University, Huntington, WV 25701. EOE.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer—for Central New England-A.M./FM. radio station. First phone. Must have complete maintenance background, including transmitter and audio production equipment; Automation and A.M. directional experience and knowledge of FCC Regulations. Box D-170.

One of the Southeast's leading radio stations is looking for a chief engineer. Must have experience with A.M. and FM. E.O.E. Send resume, (include salary history for past three years), to Box D-117.

Chief Engineer Attn.—Tired of snow and cold winters?? You're wanted in sunny Calif.—Riverside/San Bernardino. Need experienced, full charge Chief for directional AM and FM combo with micro wave, KFXM and KDUO. All new equipment. Call Al Anthony, Exec. V.P. 714—825-5555, KFXM/KDUO, 666 Fairway Drive, San Bernardino, CA 92408. Rush!!

Chief Engineer needed immediately for Class IV AM-FM in beautiful Western Maryland. Call Roy Knotts 301—722-6666. EOE.

Chief Engineer for N.C. AM/FM radio station. First Phone. Must have complete maintenance background, including transmitter and audio production equipment; Automation and AM directional experience and knowledge of FCC Regulations. EOE. Box D-9.

Chief Engineer for Montana 5KW AM & FM, plus knowledge of automation. All new equipment. Salary and benefits commensurate with ability and experience. Send resume to: Bill Stallard, Box 317, Plentywood, MT 59254.

Chief engineer needed for AM/FM combo. Automation experience helpful. Growing operation in Midwest. Write Box D-195.

HELP WANTED NEWS

Knock . . . Knock . . . that's the sound of opportunity knocking . . . If you're an experienced news person, it's your opportunity. Our town is growing so fast, we're busting out all over and we need a good news person to keep tabs on everything going on. Sierra Vista is the town, in Southeastern Arizona, steeped in the history of the old west. Tombstone and the OK Corral are only minutes away. Mexico is right next door. Tucson, only an hour away. KTAN-AM and KTAZ-FM are the stations, we're the only game in town, so we have to be good. If you're ready to be a BIG fish in a small pond and you have the experience to do the job, send me your resume, air check and financial requirements in the first contact. Russel Beckmann, General Manager, KTAN Radio, 2300 Busby Dr., Sierra Vista, AZ 85635. EOE M/F.

WOHO/WXEZ needs an aggressive news persons for top 50 market stations. Must have on-air experience and desire to join No. 1 contemporary news operation. Unlimited opportunity for advancement. Tape and resume to Craig Edwards, News Director, WOHO Radio, Toledo, OH 43616. 1—419—255-1470.

WDEL/WSTW, Wilmington, Del. Has immediate opening for experienced news person. We make a major news commitment and need someone prepared and willing to work. Send tape, resume, samples to WDEL/WSTW, 2727 Shipley Road, Wilmington, DE 19899. An Equal Opportunity Employer.

News Director. Northern New Jersey top rated award winning fulltime. Recreation area. Want take charge person who can gather, write and announce news. No jock work, just news and public affairs. Salary \$150-\$200 weekly depending experience. Personal interview at your expense will be required. Reply in total confidence. EOE. Box D-116.

Local News Director who will demand community respect. Salary open. Send resume and tape to WTSB, PO Box 393, Lumberton, NC 28358.

Need immediate help to keep us No. 1 in market. Need dedicated, creative, and determined news director now for one-person show. Will consider current part-time news person looking to break in to full time spot. (Sports can be helpful). Send tape, resume, salary requirement to Charlie Cook, P.D., WDXI Radio, Jackson TN 38301 EOE/MF.

KSDO, San Diego Newsradio looking for experienced air traffic reporter. Applicants must have pilots license, commercial rating preferred. Updating our files of experienced news people for possible future openings also. No telephone calls please. Send tape and resume to: Joe Gillespie, News Director, KSDO Newsradio, 3180 University Avenue, San Diego, CA 92104. No tapes returned. An Equal Opportunity Employer—M/F.

We need tapes now from self starting programming and news people for future openings. Creative/aggressive/thinkers wanted in large medium market. Tapes and resumes to Steve Christian, PO Box 6000, Ft. Wayne, IN 46806.

WASK, Lafayette, Indiana, seeks an experienced news reporter. Attractive salary and working conditions. Call Mike Piggott, News Director, 317—447-2186.

News Director for 100KW NPR affiliate. Position responsible for formulation and execution of News/Public Affairs policy, scheduling of News/Public Affairs programs, supervision of news staff including college-level interns, on-air anchoring, reporting and hosting. Requirements include journalism degree or equivalent, extensive experience in broadcast journalism, some management background. Writing ability, excellent on-air voice, experience in small-market reporting of government and agriculture preferred. Salary: \$10-13,000. Applications close May 7, 1979. Resume and tape to PB. Greedy, Personnel, Western Iowa Tech Community College, PO Box 265, Sioux City, IA 51102. EOE, female and minority applicants encouraged.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WCSI Columbus, Indiana needs experienced afternoon drive-time personality. Good production. Write Mike King, Box 709, Columbus, IN 47201. Recent tape essential. No phone calls. Equal Opportunity Employer.

Program Director needed for top station in Maine's second market. Highly successful 5000 watt AM, with Beautiful Music FM. Located in the heart of Maine's beautiful vacationland. Modern showcase studios under construction. Must be stable. \$12-14,000. No beginners. Tape, resume: Ron Frizzell, WLAM Box 929, Lewiston, ME 04240. We are an equal opportunity employer.

Program Director for Central Florida FM country format needed immediately. Must be personality, handle air shift and on air staff. Great opportunity for right person. Send tape/resume & salary requirements. E.O.E. Sid Frazer. WELE, PO Box 4010, South Daytona, FL 32021.

California medium market country music station needs creative programmer to work towards operations. Reply Box D-160.

SITUATIONS WANTED MANAGEMENT

General Manager who sells! Wants return to Florida. Super record small, major markets. Strong profit, people motivator. 44, Family man. Box D-27.

Proven Manager seeks opportunity to manage small to medium market station(s). Familiar with all facets of radio except engineering. Have excellent track record. Experienced at sales/motivation/programming/ideas/ and FCC regs. Top references, excellent credit, active in community. Call PTP, Jim Casto, 606—432-3381 or 432-5333. Available quick.

General Manager available for new challenge. Results oriented. Experienced. Major market track record. Best references: 904—968-5729.

Gen. Manager: 16 years all in management. Experience includes all size markets, managed both AM and FM stations. Presently employed as G.M. Looking for something out of the ordinary want to grow with a good company. Track record can be checked, sales oriented. Believe success comes only with hard work and dedication. No hurry but can move fast for the right deal. Box D-138.

Aggressive Sales oriented manager-sales manager wants small medium market Southeast. Box D-118.

Experienced Manager heavy on sales, programming and PR seeks small to medium market GM slot with potential. Equity preferred but will consider all . . . prefer Midwest and South. Community oriented family man available immediately. Box D-145.

Masters grad with professional experience and academic honors looking for management entry with broadcast group to call her home. Box D-178.

Offshore General Manager seeking new challenge, builder, fixer, expert at turnaround, problem solving, financing, sales, FCC, programming. Accustomed to multi cultural and multi racial environment, adaptable. Interview on mainland possible. Box D-153.

Management/PD spot wanted. Radio pro with sales experience, MD, Award Winning Sports, news, agri, good production, writer, jock. Some automation. Degree, family man, community involvement, need a challenge. Box D-197.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad looking for first job. Know FCC R&R's. Weekdays 716—834-4457.

DJ, some experience, hard worker, good production, news, commercials, will relocate, follow directions. Box D-10.

Male 3rd Phone. Looking for a break. Experienced in board work. Shows are tight. Call or write: K. McAteer, 12 Whitford St., Warwick, RI 02886. 401—739-5625.

Profit-Minded? "Can-do-it-all" Newscaster-DJ produces more than he promises. Tom Shaw 212—899-0127 after 6 p.m.

Disc Jockey MOR/Top 40. Excellent voice, trained, can handle news, some sales. Interested good local station operation. Craig Barnes, 38730 Lexington No. 269, Fremont, CA 94536. 415—791-8498.

Station Management—I am the solution to your summer problems! Eager college student w/3rd looking for summer vacation replacement work in announcing, sales, copy writing or research. I am PD at college station and a workaholic. I'm willing to relocate anywhere. Beth Posmantier, 6918 N. Latrobe, Skokie, IL 60077. Call 617—922-9415.

Get what's coming to you. Experienced small market program director-music director w/first phone seeking announcing position. Barry Scott Raines, 20-43 Elk Drive, Far Rockaway, NY 11691 or 3-5 PM 212—327-0681.

Experienced Announcer/DJ, currently working part-time, seeks full-time air shift at mellow rock, beautiful music or classical station. Can sell too. Will relocate. Call 714—658-1094 Hemet, CA.

Seeking first job. Female 20 can work any format. Dependable, dedicated, hardworker. Recent broadcasting school graduate. Will relocate anywhere immediately. Tape and resume available. Call or write, Cathy Williams, 933 North Latrobe, Chicago, IL 312—287-0098 anytime.

Personality Jock/Reporter/Production seeks Midwest Small Market (prefer Kan/Mo). 5 yrs including Top 30 market, Oldies library. 316—688-0228.

Talk all night—10 years experience in all markets, talk and interviews, specializing in blending controversy, humor and "human interest" subjects, for a well rounded entertaining and informative night show. Call Art Murphy 617—758-9235 (25 Deep Woods Drive, Mattapoisett, MA 02739).

Personality jock, 3½ years experience -excellent musical knowledge, looking to relocate in Ohio-Penn. area. Scott evenings—216—382-2159.

1st phone, experienced announcer, married, either all nights or night preferred, but would consider days, prefer Midwest Contemporary station. Box D-107.

DJ with three years experience in CW Format and one year PBP. Will accept graveyard shift. TW McGowan 804—486-6249.

Displaced Yankee experienced in top small market radio will bust his grits for you. Solid production, solid reliability. Solid results. Box D-162.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Young and aggressive jock seeks 1st break in radio, 3rd endorsed, communicator, will relocate. Top 40, R&B, Jazz speciality. For tape and resume call 312-785-6798 or 626-6093 or write Jerome Odom, 10602 So. Prairie Ave., Chicago IL 60628.

Country Pro looking. Major market background plus programming experience. Steve Ryan 216-386-9245.

Exceptionally talented announcer seeks stable, well paying position in medium-large market. 4 years on air, PD, MD. Experience. Box D-165.

Experienced Christian D.J. Contemporary Christian and Country Gospel Music. Strong news, Third Endorsed, four years experience. For tape, resume, and references call; Bob Watson, 205-699-5855. Write: Alpha Apts. No. 18 Leeds, AL 35094.

Recent Grad Third Class wants first air personality job. Call Doc Rock anytime or write 4728 S. Princeton Chicago IL 60609. 312-285-0873. Better hurry, relocating and going fast!!

18 year veteran d.j.-personality desires play by play. Midwest preferred. Will also do board shift. Family man. Tape, picture, resume available. Box D-183.

Contemporary Personality/PD/MD seeks stable small-medium market with reasonable pay and advancement opportunity. Prefer Ohio area: South. Brad Allen 419-678-3138.

Minority broadcaster, excellent trained performer (no speech regionalisms) good production, professional sounding announcer-jock "nice guy" personality (even under pressure). Phone 215-223-2636 or 215-WA2-2530.

Had enough of "I'll do it my way" employees? Clean-cut solidly trained young broadcaster and (possible salesman). Excellent tape-references-resume, prefer skeptical boss with "show me" attitude and demanding personality. Pat Cullen, 215-461-7082 or 215-922-2530.

Seeking position as MOR announcer. Personality plus sense of humor. 8 years experience. Good production. Reply to Box D-194.

SITUATIONS WANTED TECHNICAL

Answer Your EOE needs. Minority 1st phone. Solidly trained. Prefer 8 day week-30 hour day and small market. Soft jobs not welcome. Box D-86.

Broadcast tech seeking possible CE's position at AM facility, preferably in the West at medium-small to medium market. Have eight years experience, ASET Degree, and First Phone. Wish to perform strictly as CE; no announcing. For resume and list of equipment experience, write to Bob Carr, 480 E. 26th Place, Yuma, AZ 85364, or call 1-602-726-8929.

Experienced Chief Engineer, AM-DA, FM, stereo. Prefer South. Box D-159.

Chief and former chain director with many years experience desires North Carolina location. 301-729-6307 after 6:00 PM.

375 per mo gets you retiree, FCC First Class, ready to move. Box D-171.

SITUATIONS WANTED NEWS

News Reporter-Young, dedicated newsman with 5 years experience seeking position in larger market. Can also do sports. Box D-142.

Progressive approach, conversational yet precise and tough reporter-anchor seeks right opportunity. Six year pro. MA Broadcast Journalism. Box D-108.

Experienced Sports Director: two years, play by play in all major sports. Wish job in medium-size market. 419-228-9755.

Young Aggressive Sportscaster looking for sports minded station. Eight years play by play experience of high school and college sports. College graduate. Current News Director. Call 1-317-662-6208.

News, Talk, Public Affairs. My expertise and achievements in the aforementioned could fill this page. Interested? Box D-115.

Are you looking for a News Director? I'm looking to move on after seven years in this major market. I have a record of success on the air and as a manager. Supervisory position preferred, but will consider an on air assignment with opportunity to advance. Tape, references, and resume available on request. Box D-173.

Energetic newsmen, 3 years news experience, 1st phone, desires radio, TV; relocate anywhere, 304-529-6219.

Enthusiastic college grad with broad background and experience with NYC internship. Self starter, strong in writing looking for permanent news position. Jim 309-837-5310.

Over three years experience in news and sports play by play. Looking for move up from city of thirty-thousand people. Prefer New England. Tape, resume, references available. Box D-154.

Personality Jock/Reporter/Production seeks Midwest Small Market (Prefer Kan/Mo). 5 yrs including Top 30 market, Oldies library. 316-688-0228.

Experienced, College Grad seeking news or sports position. PBP experience. Call Chad at 713-484-3977.

Female Newscaster with professional experience seeks announcing position. 1978 College graduate in Journalism. Will relocate. Phone 614-382-5894, before noon or after five or write Teresa Laird, 3214 Harding Hwy West, Marion, OH 43302.

Top Flight Journalist who can dig and report. Experienced and a total pro. Box D-180.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

America's best Country DJ wants to be your PD. First phone, 14 years experience. \$20-30K. Box D-127.

Will make you money. Don't settle for less than experienced pro for Program Director. Box D-182.

Air Traffic Reporter with own plane wishes location change out of major market. Can also double as D.J. or talk show host. Box D-166.

Music Director-Pro Musicologist (T40, MOR, AOR, C&W Expert) to program the winning musical sound for your station. Prefer Phila. area. Box D-186.

TELEVISION

HELP WANTED MANAGEMENT

Manager university closed circuit television system, including administration of budget and purchasing, supervision and professional development of staff, ascertainment of instructional support needs and interests of all academic departments and other units of the university, production or acquisition of programming, facilitation of television utilization throughout the institution. Minimum qualifications: two years managerial experience in a station or educational closed circuit television facility, familiarity with 16 mm film, small format tape and film, still photography and processing, commercial art and graphics. Third class FCC license with broadcast endorsement required. M.A. in broadcasting, communication, or related field required. Must have demonstrated ability to work in an academic setting. Twelve month position. Salary commensurate with qualifications and experience. Position available July 1, 1979. Application deadline May 15, or until position is filled. Address application, academic credentials, and three current letters of recommendation to Dr. Olen E. Jones, Jr., Vice President for Academic Affairs, Marshall University, Huntington, WV 25701. EOE.

Business Manager-Group owned New England major market. Requires supervisory experience and accounting credentials. Responsible for Budgets, Cost Control, statements. Accounts Receivables/Payables, Payroll, labor relations, insurance and all fringe benefit plans. Familiarity with tax laws, real estate and other general legal matters helpful. Equal Opportunity Employer. Detailed resume to Box D-190.

Assistant Manager, Administrative Services, WHA-TV: Develop, utilize and evaluate computerized management information systems, supervise and coordinate clerical staff, develop and review records management and word processing systems, assist in fiscal administration and office management. BA in business administration or related field required, MBA preferred. Minimum two years supervisory experience. Demonstrated knowledge and experience with computers, personnel management, fiscal development and administration. Annual salary of \$15,000. For information and application, write: Ronald C. Bornstein, Director and General Manager, WHA, 821 University Avenue, Madison, WI 53706. Deadline for completed applications: May 7. An equal opportunity/affirmative action employer.

General Sales Manager for CBS affiliated, group-owned station. Applicant must have extensive local and national experience. Send complete resume and references to Robert O. Paxson, General Manager, WCHS-TV, PO Box 1153, Charleston, WV 25324. EOE. No phone calls, please.

HELP WANTED SALES

Local, Account Executive in top 30 market in Sunbelt; VHF network affiliate; 2-3 years experience in sales required. An equal opportunity employer. Send resumes to Box D-175.

Professional Salesperson needed to take over active account list. 1 1/2 to 2 years experience required. Located Southeast. This VHF ABC affiliate offers a tremendous opportunity for growth and advancement within its own group. Equal Opportunity Employer. Send resume to Box D-176.

Midwest CBS Affiliate has available list which produced \$19,000 in 1978 income, up 40% from 1977. We're looking for personable, aggressive self starter who may or may not have television experience, but does have a solid sales background. [We can teach you television!] You'll find all company benefits, group ownership, and work with a team of sales professionals earning up to \$40,000 EOE/M/F Complete resume to Box D-11.

Dayton Television, WDTN has an opening for an experienced, successful salesperson. College training and previous broadcast sales experience preferred; however, a solid, successful sales record in intangible or consumer product sales will be considered. If you are currently creating excellent sales results, but seek greater challenge to compensate you for your talent and efforts, send your resume today to: John Stoddard, WDTN Television, PO Box 741, Dayton, OH 45401. An equal opportunity employer M/F/H.

We are a major, group owned, top ten, network affiliate seeking a heavyweight account executive for local sales. We are an equal opportunity employer, male/female. Send resume and salary requirements to Box D-198.

HELP WANTED TECHNICAL

Needed immediately-Major market midwestern network affiliate is seeking applications for operations and maintenance technicians. Equal opportunity employer. Reply Box D-6.

Top Dollars for Top Engineer. Maintenance engineer in rapidly growing TV production/syndication company. RCA TR600's, RCA cameras and film chain, CMX editing, ISI switcher, Convergence 3/4 editing, Ikegami HL-77, etc. Center City Video, Inc. 1600 Walnut St., Phila., PA 19103. 215-546-4634.

We are a growing radio group owner, committed to technical excellence. We are always looking for chief engineers who want to join a group like ours, and we'd like to hear from you. We'll hold your resume until we have an opening in an area of the country that interests you. All correspondence will be in total confidence. An equal opportunity employer, M/F. Send resume to Box D-96.

Outside Systems Engineer-unique position open for qualified FCC first class licensed engineer to maintain existing intercity microwave system and extensive mountain region FM-TV translator system. Send resume with references and salary requirements to: A. L. Ladage, Dir. of Engineering, XYZ Television Inc., PO Box 789, Grand Junction, CO 80501. 303-242-5000, An EOE.

HELP WANTED TECHNICAL CONTINUED

TV Maintenance Supervisor. Experienced maintenance tech familiar with RCA studio, TCR & UHF transmitter. No desk job. Send resume and requirements to: Chief Engineer, WUTV, 951 Whitehaven Road, Grand Island, NY 14072. An Equal Opportunity Employer.

Wanted: Broadcast Maintenance Engineer (Jackson, Michigan). First class Radio-telephone license and experience in broadcast maintenance required. Video tape maintenance very helpful. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Title: TV Maintenance Eng. Full time. Description: Associate Degree of minimum of 5 yr. experience and FCC First Phone required. UHF transmitter experience desirable. Excellent fringe benefits. Salary negotiable. Send resume to: Metromedia Inc., Attn: Personnel Dept. PO Box 22810, Houston, TX 77027. We are an EOE.

Engineering Technician for major market production facility. Ultimately responsible for maintenance and operation of all TV studio equipment. Graduation from technical school and some work experience in electronics required. TV experience helpful, but will train the right person. Send resume to: Craig E. Blohm, Production Supervisor, CRC-TV, 6555 West College Drive, Palos Heights, IL 60463.

Technician: Southeastern Educational Station seeks experienced Technician to be responsible for master control switching, VTR set-up, record, edit, and playback local and network programs. First Class FCC License required. EOE. Send resume and salary requirements to Box D-140.

Chief Engineer: New T.V. station located in major Northeast suburban market requires a 1st class licensed Engineer knowledgeable in all phases of T.V. station equipment. Attractive salary, benefits. All replies strictly confidential. Send complete resume, salary history and references to Box D-147.

Chief Engineer: FCC First Class and transmitter experience required. Responsible for FM station and supervision of CCTV maintenance. Salary is \$19,734 to \$23,197, D.O.E., with excellent benefits package. Resume to: Ted Sodergren, College of DuPage, Television Services, Glen Ellyn, IL 60137 312-858-2800. EOE/AA Employer.

Transmitter Supervisor for northern Michigan VHF satellite. Salary based on experience. Contact: Stuart Corpe, WGTU-TV, 201 E. Front, Traverse City, MI 49684. 616-946-2900.

Donrey Media Group has positions available for TV assistant chiefs in Nevada. Requires heavy maintenance background in video tape, camera & projector systems. Must demonstrate thorough understanding of television basics & audio techniques. Send resume & salary requirements or phone: Director/Broadcast Engineering, Donrey Media Group POB 70, Las Vegas, NV 89101. 702-385-4241, Ext. 330. An Equal Opportunity Employer.

Mobile Unit Engineer. Commercial TV production house needs videotape truck engineer who is production and client oriented with can-do attitude. Prior operational and component-level repair experience with TR-600-A and TKP-45. Long and variable hours, some travel. Valid drivers license and good record. Resume and salary history to Oliver Peters, Manager of Production Services, Ted Johnson Productions, Inc., 150 Riverside Ave. Jacksonville, FL 32202. No Phone Calls.

E.N.G. Videotape Editor—San Francisco Television Station is seeking experienced 3/4" videotape news editors. First class radiotelephone license required. Send resume to Walter C. Nichol, KPIX Television, 2655 Van Ness Avenue, San Francisco, CA 94109.

Television Engineer—Major market midwestern network affiliate accepting applicants. Must be strong in theory and have an excellent background in television engineering. FCC first class license essential. ENG remote van experience helpful. An AA/EOE. Send resume with salary requirements to Box D-156.

Chief Engineer ... UHF affiliate in Midwest looking for person with transmitter and studio experience, and management abilities. Box D-71.

Broadcast Director—For the 1980 Olympic Winter Games at Lake Placid, N.Y. Must have technical experience in TV, and administrative capabilities. Resumes kept in complete confidence to: Ed Lewi, Press Director, Box 1980, Lake Placid, NY 12946. Immediate opening.

HELP WANTED NEWS

Anchor Reporter—Station in top 50 market looking for an energetic reporter with proven credentials. Must be able to anchor when necessary and to work with film and ENG. Equal Opportunity Employer. Send resume to Box D-128.

Assistant camera operator, ENG and film, in Washington, D.C. Good entry level position. Will assist in training and development. Box D-169.

Desk assistant, Washington news bureau. Will consider part time. Advancement possible. D-168.

Sports Director, for midwest small market CBS affiliate. Send resume and tape, or contact Curt Smith, News Director, WBKB-TV, PO Box 35, Alpena, MI 49707. 517-356-3434.

News Director/Anchor: Northern Central West Virginia may be where you can really enjoy both work and relaxation. Send resume and salary requirements. WDTV, PO Box 480, Bridgeport, WV 26330. E.O.E.

Television reporter, minimum three to five years experience to cover government and government related news in Washington, D.C., news bureau. Start 12 to 16K range. Sixty percent raise during first two years of employment. Send resume, we'll call for tape. Box D-167.

Assignment Editor—Professional journalist experienced in all areas of news gathering techniques. Must have experience in Television or Radio news or in Newspapers. Television news production and college degree preferred. Send Resume to Tip Kindel, KTXL TV, 4655 Fruitridge Road, Sacramento, CA 95820 KTXL TV is an Equal Opportunity Employer M/F.

Midwest Fifties, News leader, expanding, looking for good reporter in small market ready to take on special assignments and investigations. Also need police beat reporter. Resume and salary requirements. Box D-161.

Weekend Sports Anchor/News: College degree, ENG and film experience desirable. Weekend sports plus some general assignment during week. Send tape and or resume to KTSB-TV, Box 2700, Topeka, KS 66601.

Television News Reporter—Good writing and production techniques essential. Must be experienced in all areas of news gathering. Should have at least two years in Television or Radio News. Anchor experience and College degree preferred. Send Videotape cassette and resume to Tip Kindel, KTXL TV, 4655 Fruitridge Road, Sacramento, CA 95820. KTXL is an Equal Opportunity Employer M/F.

Meteorologist for group owned affiliate in major eastern market. We have all tools, including radar, but need communicator with AMS seal and prior TV experience who can make weather come alive. Equal Opportunity Employer. Detailed resume to Box D-189.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Public TV station in Boise, Idaho seeks Program Manager to organize and coordinate production activities, schedule programs and develop and administer program budget and proposals for projects and grants utilizing PTV; assist General Manager in administration of station and in planning and developing fundraising activities and promotional and publicity projects. Minimum qualifications: Degree with some television. Production experience at PTV station. Applicant must also have 2 years PTV administrative experience. To apply, send resume, letter, references and tapes to: Jack Schlaefle, KAID-TV, 1910 University Drive, Boise, ID 83725. Application deadline: May 10, 1979. An Equal Opportunity Employer.

Promotion Manager—with solid on-air promotion experience and knowledge of other media promotions. Seek aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Contact Ian Harrower, WTAJ TV, Altoona PA 814-944-2031.

Producer/Director: major midwestern, group-owned, independent needs producer/director with at least three years experience in live programming and commercial production. Hands-on experience a must. An Equal Opportunity Employer. Send resume to Box D-122.

TV Camera person/Weekend News Director minimum 3 years commercial TV experience. Also experience in remote camera work on sporting events and fast paced weekend news programs. Send 3/4" tape to Charlie Riley, Production Manager, KITV 1290 Ala Moana, Honolulu, HI 96814 or call 808-537-3991. EOE.

Television Producer/Director: Write, produce, and direct instructional programming for University level courses. Must work with faculty in development, design and evaluation of materials. Also create, produce and direct programming for statewide public television. Must be able to coordinate both personnel and facility aspects of TV production. Masters, 2-3 years professional experience preferred. Instructional development background helpful. Salary dependent upon qualifications and experience. Send resume to: Office of Personnel Services, Eastern Kentucky University, Richmond, KY 40475. An Affirmative Action/Equal Opportunity Employer.

Artist: Experienced in commercial television, graphics, print media, billboards, set design. Some photographic experience. Number one position being vacated provides excellent working conditions, logistical support, creative expression in a very competitive TV production market. Salary commensurate with ability. For more information contact Kal Ruppel, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or call collect 205-539-1783. An Equal Opportunity Employer.

Artist: Highly competitive station seeks an experienced graphic artist. Must have command of television/art production techniques, layout color separation and camera-ready art. Management skills desirable; creative & organizational skills essential. Send resume and salary requirements to Asst. Program Director, WTHR-TV, 1401 N. Meridian, Indianapolis, IN 46202. An Equal Opportunity Affirmative Action Employer. M/F.

Growing Mid-Western ABC affiliate needs entry-level production personnel. Degree preferred. Contact Production Manager, KXON-TV. 605-996-7501.

San Diego co-host jobs open till May. Man and woman for PM. MAGAZINE format. On camera experience with ability to write copy and assist producer. Video cassette must accompany resume to: TV Program Director, KFMB-TV, Box 80888, San Diego, CA 92138. No phone calls please. All tapes returned. Equal Opportunity Employer.

Immediate opening for commercial staff artist. Should be experienced in all phases of television and advertising art and graphics. Experiences and samples of work required. Medium market television station in Southeast. An Equal Opportunity Employer. Send initial application along with salary requirements to Box D-181.

Production Assistant for major market production facility. Will perform lighting, camera operation, set building, graphics and various other studio jobs. B.A. in television production required; one year of production experience helpful. Send resume to: Craig E. Blohm, Production Supervisor, CRC-TV, 6555 West College Drive, Palos Heights, IL 60463.

Program Director—Network "V", New England. Responsible syndicated and network. Experience needed in contracts, FCC. Code and local programming. Promotion background helpful. Equal Opportunity Employer. Detailed resume to Box D-191.

Television producer/director position at Western Kentucky University's television production center. Duties will include the producing and directing of instructional and public television programs. Position will hold faculty rank and require a bachelor's degree (Masters preferred) and a minimum of three years experience in a broadcast quality setting. Writing ability and supervisory experience helpful. The position will include some operational duties. (Send resume and references to Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. Application by May 1. WKU is an Affirmative Action, Equal Opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

TV Director/Switcher, Programs, commercials. Requires Bachelor Degree, 5 years professional experience, some directing. Send letter, resume, salary requirements to John Evans, WCBD-TV, PO Box 879, Charleston, SC. 29402. M/F An Equal Opportunity Employer.

Great opportunity for top promotion person, 3 station public broadcasting operation needs director of promotion and publicity. Top 30 market in Northeast. Great boating in summer, skiing in winter. One radio station is all news in public radio other is classical FM. TV is one of top UHF in top 30 markets, national program producer staff of 3. Professional publicity press relations background essential. Prior public broadcasting experience helpful. An Equal Employment Opportunity Employer. Send resume and salary requirements to Box D-203.

SITUATIONS WANTED MANAGEMENT

Account Executive position wanted by U.S. citizen graduating from McGill University with business degree in marketing. Have production and retail sales experience. Able to prove the worth of new blood in an organization. Contact Don Cox, 3905 University St., Montreal, Quebec, Canada, H3A-2B5 for resume.

Nation's top GM available now. Outstanding success in all phases of Broadcasting. Top sales person, fine administrator, good production eye, film buying specialist, community leader on a top rated station, excellent News, award winning public affairs, public speaker, industry leader. Prefer medium sized markets west of the Mississippi Box D-132.

General or corporate manager: aggressive, versatile, experienced. Excellent in administration, sales, programming, network, finance and executive skills. Superior track record. Box D-157.

SITUATIONS WANTED NEWS

'79 Tulane Graduate with producing, writing and reporting experience seeks entry level position. Tape available. Box D-70.

28-Year-Old Veteran News Photographer with film emphasis seeks a larger market. Currently working as a producer, cameraman-reporter. 6 years experience in all phases of news, but prefer tape and film photography. Will relocate. Samples available. Box D-81.

Sports ... Including PBP. Five years radio experience, PBP two major markets. Some TV reporting. Box D-113.

Newscaster with Pilots License. 11 yrs. Exp. Marv Lewis 714-540-4987. Radio or TV.

Assistant Sports Director for past two years in a fifties market seeks sports director's position. Box D-133.

Anchor, heavy experience, wants prime role in top 60. Good reporter/producer, too. 34, employed. Box D-188.

Sell the steak AND the sizzle. Authoritative writer/editor, now highly regarded at Top 10 newspaper, understands broadcasting and is fascinated by it. Journalistic skills second to none. Pleasing appearance. Strong abilities as speaker. Eager to learn intricacies of TV while working as reporter/anchor for affiliate in Top 50 market. Box D-158.

Highly experienced newsmen, announcer, weatherman, author, talk-host seeks position utilizing any of above. Try it, you'll like it. 313-682-7798.

Producer News Magazine Shows. Five years TV news experience. Box D-196.

Sports/News. Anchor/report. 16 year pro. Available now. 804-499-2981.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Creative Services/Copywriting/Production Crew position sought. Excellent writing skills, energetic, creative. Commercial TV production experience in major market. Extensive radio experience. Box D-163.

Going 24-Hours? Top-15 talent entertains, writes/programs wee hours! Box D-130.

Award winning producer/director with heavy experience in commercials and sports wishes to relocate out of major market. Experienced as production manager and executive producer of major stations. Proven background-excellent references. Call 703-820-6675 or write Box D-164.

Unemployed for 11 months and still willing to work hard for first break. UNC graduate, BA Radio, Television, and Motion Pictures. Will relocate. Contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

Production assistant with small market experience available immediately. Audio, lighting, camera ENG, more. Ginny Holder. 507-433-6000.

CABLE

HELP WANTED NEWS

TV Sports Director—Gill Cable TV immediately needs a full-time experienced, on-camera TV, play-by-play sports personality to cablecast up to seven events per week. Knowledge of all sports essential. Top-level salary plus bonuses and fringe benefits. Send tape and resume to: Jim Risinger, Executive Producer, Gill Cable TV, 1302 N. 4th Street, San Jose, CA 95112.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive Director: Challenging and interesting position as Executive Director for 800 member labor organization. Must be familiar with radio, TV, film and advertising industries. Employed by contract (begin 6/1/79) with local board of Directors. Minneapolis location. Liberal benefits—Salary based on experience. Responsibilities include: office manager, negotiate staff contracts, administer national codes, resolve grievances, interact with National organization and enhance local autonomy. Serious inquiries only—deadline April 30, 1979. Resumes, letters of interest and references to: C.R. Search Committee, AFTRA-Twin Cities Local, 2500 Park Ave S. Suite A, Minneapolis, MN 55404.

HELP WANTED TECHNICAL

Donrey Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

HELP WANTED SALES

TV Syndication Sales for new company with movie package and series. All U.S. and foreign open. Commission only. Please send resume. Box D-155.

HELP WANTED INSTRUCTION

Instructor/Assistant Professor for metropolitan Boston university. To teach courses in television and radio theory and production with technical emphasis and advertising with business emphasis. Ideal candidate should have some professional experience and advanced degree(s). Ph.D. preferred or close to completion of dissertation. Salary competitive and commensurate with experience. Send resume to Dr. John Lawton, Chairman, Department of Speech Communication, Boston College, Chestnut Hill, MA 02167.

Radio-Television Instructor/Assistant Professor term appointment (contract renewable); associate degree program; masters minimum, teaching and professional broadcast experience preferred; \$10,350 to \$11,500 depending upon qualifications and experience; will also advise students and participate in faculty governance and community service; begins September 4, 1979. Send vita, transcripts, names, addresses and phone numbers of recommenders, and letter of application to the Acting Dean, Zanesville Campus, Ohio University, 1425 Newark Rd., Zanesville, OH 43701. Materials must be received by May 25, 1979. O.U. is an Equal Opportunity, Affirmative Action employer.

The Ohio State University School of Journalism seeks assistant professor for tenure-track position. Begin Oct. 1, 1979. Person should have broadcast or news-editorial interests and have demonstrated teaching and research capabilities. Ph.D. strongly preferred. Applicants should have at least two years of media experience. Apply by May 14 to Sharon Dunwoody, Search Committee, School of Journalism, The Ohio State University, Columbus, OH 43210. Equal opportunity employer.

Chairman, Department of Broadcasting/Journalism, Assistant Professor to teach basic courses in radio production and broadcast theory. Will advise student operated and managed public FM station. Masters degree plus commercial radio experience required. Teaching experience preferred. Television background helpful. Ability to work closely with and relate to student station staff essential. Tenure track, salary competitive. Send resume and application by May 14, to Dean Crozier, Lindenwood College, St. Charles, MO 63301. Lindenwood is an Equal Opportunity, Affirmative Action Employer.

Journalism, temporary teaching position. Faculty member going on temporary foreign assignment. Appointment for one academic year, beginning Fall, 1979, with possibility of second-year appointment. Rank and salary negotiable, competitive. Doctorate or ABD preferred, master's required. Teach broadcast journalism skills and theory, theory and methodology courses, and, if qualified, some print news writing. ACEJ-accredited undergraduate news-editorial sequence, new master's program, seek to build undergraduate broadcast journalism sequence. Good professional relations in state capital and media center. Apply with letter and credentials by May 25, 1979, to Dr. Luther W. Sanders, Search Committee Chairperson, Department of Journalism, University of Arkansas at Little Rock, Little Rock, AR 72204. An Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted Ampex VR-1200 B videotape recorder. Preferably with Editec or Editor. Immediate delivery. Call Lloyd Mintzmyer or Jim Johnson, KHGI-TV, Kearney, NE 308-743-2494.

Chyron IIIB. Eric Address 215-543-7600.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom. 215-379-6585.

5" Air Hellax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service, 904-877-9418.

10KW FM CCA, 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

GE 12KW UHF Transmitter—Available with Channel 14 Antenna, \$28,000

GE PE 350 Color Cameras—Several available, good condition, \$8,000 ea.

RCA TR-4 Hi-Band VTR—Two available, new heads, \$14,000 ea.

CVS 504B Time Base Corrector. Excellent condition, \$6,500.

RCA TK42 Color Cameras—Two available \$2,000 each. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation. (In Georgia call 404-324-1271.)

Hitachi FP 1010 Color Camera with Saticon tubes. Includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

FOR SALE EQUIPMENT CONTINUED

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturndial Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

GE Transmitter with attendant equipment Model TT59, 50 KW very good condition on Channel 17. Available approximately June 1. Bargain if you move. Reasonable if I move. Also, three PCP-90U cameras excellent condition. Sold to highest bidder. For details contact: E. B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

Four Complete GE PE250/350 color cameras plus extra CCU. Excellent condition. Presently in use. Should become available about June 1. \$10,000 each. Lee Whitehurst. 615-749-2255. Wayne Caluger 615-889-6840.

Film Processor—Houston-Fearless Colormaster II in good condition, all pumps good, new bleach tank, spare parts and pump rebuild kits included, demand drive. Contact Ken Killbrew or Ken Tofanelli at WEEK-TV, Peoria, IL 309-699-3961.

50 Kw. AM Transmitter, General Electric BT50A 14 years old removed from service in July of '78 crated and ready for shipment. Includes power cutback kit for 10 kw. operation, many spares. Sony U-matic 3/4" recorder/player 3 years old \$1000 in excellent condition. Contact E. Klein, Director of Engineering, Buck Owens Group, 602-966-6236, PO Box 3174, Tempe, AZ 85281.

For Sale: Harris MW-1 solid state kilowatt transmitter, two years old. Set up on 1560 khz. \$9500 call Bill Abbott. 402-345-9801.

GE 10KW FM Amplifier/Transmitter Model 4BF3A1 with modified sockets for available power tubes and with power supply. On air til December, 1978. One tube socket has arced. Ideal for spare parts or for someone wanting to rebuild. \$1,000. FOB Lebanon, Oregon. Phone 209-442-4889.

Automation Recording Equipment, including two and four track recorders, mixers, equalizers, limiters, turntables, cartridge equipment, 25HZ oscillator and filters, and much more. Call days 208-678-1255 or 208-733-4840.

Transmitter & Monitor Package. Current generation grounded grid transmitter rated to 12.5 KW, in excellent condition with less than 50K hours. Complete with exciter, stereo generator and harmonic filter. Belar monitors for FM, Stereo and SCA. Total package price \$17,500. Contact: Bruce M. Earle, Technical Director, Holt Technical Services, Suite 205, Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

Ramko Consoles Stereo—Used only one year. 8 channel main and 5 channel production board. Current price new is \$3800. Cash price \$2100. For details call David Green, Broadcast Consultants Corporation 703-777-8660.

Schafer 903 Automation, includes: 1 revox, plus complete interfacing for 3 more revox tape machines, 3 model 252 SMC carousels, complete time announce unit with 2 ITC wide-cart machines, studio/network interface board, remote control w/25' cable, complete VEL logging system with teletype and printer, deluxe rack cabinets. Personnel available to completely set-up and instruct use of system. 24,500, or best offer within reason. Call 413-525-4141 9 am-5pm, Mon-Fri. for details. Owners may be willing to finance.

Editor: Datatron 5050-300 with Data General Nova II Computer. ASR-33 teletype, Iomec high speed tape reader. Internal SMPTE readers and generator, internal preview switcher. Switcher interface cards. The Editor is currently in use, however, it is available immediately. Contact Mike Orsburn at: 305-587-9477. Price ... \$28,000.

Switcher: Computer Image Model 2061-R-2, 7 inputs, audio follow video, auto transition, soft edge, joystick positioner for effects, keyer, separate fader for audio only, downstream keyer with borderline generator. Contact Mike Orsburn at: 305-587-9477. Price ... \$9,500.

Notch filters ... 2, one tuned to reject 101.9, one tuned to reject 97.9, both tuned to pass 100.9 MHz. Both can be retuned. Original cost of both filters \$5000. \$1500. ea. or best offer. Call 413-525-4141 9am-5pm, Mon-Fri. for details.

300' Andrews heliax 3" diameter—\$900. Two pieces 1 5/8" Heliac, each 460' long—\$900. each. Phone 804-539-8365.

Cetec Equipment—Automation systems, consoles, transmitters, FM antennas and towers available from Gene Bidun & Associates 301-992-4444.

Equipment For Sale: Harris FM 7.5 H3 Transmitter, Harris FMC-7B 7 section (H&V) antenna. 320 Feet of jacketed copper heliax. Two Harris Solid Statesman AGCs. Two Harris Solid Statesman FM limiters. Used two years. Excellent condition. Tuned to 105.1 MHz. Available 30 days. Contact Ben Kenner 205-878-1311.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Network major market announcer will record spots, intros, ID's, etc., giving your station alternate professional voice reasonably. Box D-99.

Charted Artist Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

PI-ID The best sales-money idea in ten years. We have a great product that will increase your cash-flow in three directions. NO investment by your station. For information write Clare Productions POB 644, Glen Echo, MD 20768 or call 301-469-6825.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 7 and June 18. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

1st class FCC, 6 wks., \$500 or money back guarantee, VA appvd. Nat'l Inst. Communications. 11488 Oxnard St., N. Hollywood CA 91606.

First Class License in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118-405-842-1978.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Announcers

Group ONE Radio

With Modern Country stations KLZ-Denver, KBOX-Dallas, WONE-Dayton, Adult Contemporary WAKR in Akron and AOR KAZY-Denver and WTUE-Dayton has openings for personalities and personality newsmen. Male-female-two person applicants considered, as well as sports talk minded personality. Top benefits with outstanding people offers great security with EEO group. Mail tapes and resumes to Art Wander, National PD, c/o WAKR, P.O. Box 1590, Akron, Ohio 44309.

MAJOR MIDWEST POWERHOUSE SEEKS 2-WAY SPORTS TALK HOST

Experienced play-by-play or ex-pro jock on target. Contacts and guts a must. EOE.

Send detailed resume plus reference to Box D-187.

Help Wanted News

WMJC/WHND - DETROIT

is seeking an experienced news professional to build and direct Detroit's best news operation. You must have a credible yet conversational delivery and be able to motivate others to do the same kind of work. The position is open now and the pay and benefits are good for the right person. Send tape, writing samples and resume with references to: Peter Booker, WMJC/WHND Radio, One Radio Plaza, Detroit, MI 48220 EEO/MF.



A Greater Media Station

Help Wanted Technical

CHIEF ENGINEER-TAMPA BAY

Great opportunity for the right person. Young, aggressive company in America's 22nd market. EE preferred. 3 tower directional on 570 kc. NEWSTALK format. Self starting person desiring growth opportunity in America's fastest growing city. Presentation to: Michael Spears, GM, WPLP PO Box 570 Pinellas Park, Fla. 33565 (813) 392-2215. E.O.E. M/F.

Situations Wanted Management

RADIO MANAGEMENT

12 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency, rep., & street sales, station owner, etc. Available at once. Jack A. Carpenter 801 Silverwood Tr. North Little Rock, Ar. 72116. (501) 771-1168

YOU DON'T HAVE TO GO DISCO!

General Manager (and some staff) looking for high power, long term opportunity to run medium-major AOR. We can change your format to be a winner. Present station 200% increase in ratings, 41% increase in sales. Oh yes, I like a station that makes money. Call (405) 329-2766 after 7 PM.

TELEVISION

Help Wanted Management

THE OHIO STATE UNIVERSITY DIRECTOR TELECOMMUNICATIONS CENTER

RESPONSIBILITIES: The person selected will serve as Director of the Telecommunications Center which operates WOSU AM and WOSU FM radio stations, WOSU and WPBO television stations, and also provides broadcast support services to the University. The director will plan activities and budgets for the Center; supervise the planning of programming; supervise the administrative staff; maintain liaison with administrative and academic personnel at OSU; maintain liaison with representatives of the community, including the Board of Governors of the Friends of WOSU; interface with state and federal telecommunications agencies and organizations; and supervise the Ohio State Awards annual competition.

QUALIFICATIONS: Extensive administrative experience in broadcasting and related forms of electronic communication; knowledge of communication laws, public broadcasting, and Federal Communications Commission regulations; experience in budget development and radio and television production and programming. Advanced degree in a field related to broadcasting is desirable.

SALARY: \$26,640 to \$40,920 depending on qualifications and experience.

STARTING DATE: September 1979.

APPLICATION: Application materials including a short cover letter, a current vita, and the names of three references must be postmarked before May 31, 1979 and sent to:

Search Committee
Office of Educational Services
105 Administration Building
190 North Oval Mall
The Ohio State University
Columbus, Ohio 43210

The Ohio State University is an Equal Opportunity Employer

Help Wanted Technical

Broadcast Engineers

NBC is looking for electronic maintenance engineers to work in an extremely diversified analog and digital environment. Responsibilities include diagnosing, repairing and modifying complex broadcast systems. Candidates must have one or more of the following credentials:

- Broadcast television experience with live, tape, and/or film equipment
- strong computer and peripherals experience
- extensive digital background

Candidates must have strong interpersonal skills and the ability to keep up with a rapidly advancing technology. Candidates must also have a BSEE or equivalent training and experience. First phone and/or RF experience helpful.

Competitive salary and benefit package. For consideration, please write in confidence to:
Box D-174

We are an equal opportunity employer, f/m.



VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Technical Continued

Are you a young engineer

with some television experience and a first class license who is now in small market and ready to move up a bit? There's an opening which might interest you at WFMV-TV, Greensboro, N.C. Apply to Personnel Department, P.O. Box TV 2. Tel: (919) 379-9369

TELEVISION BROADCAST TECHNICIAN

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Send resume to: Chief Engineer, WMAR-TV, 6400 York Road; Baltimore, Maryland 21212. E.O.E. M/F.

TELECOMMUNICATIONS ASSISTANT

Our Telecommunications Dept. has 12 month position, July 1, 1979, for a Technical Assistant for radio, T.V. and audio-visual production classes at the West Windsor campus. Candidates should have experience working with commercial or educational radio or T.V. station. Associate Degree required; BA preferred. Salary range \$8,900 to \$13,316. Respond before May 7th to Mercer County Community College, Personnel Services, Dept. GS, PO Box B, Trenton, NJ 08690.

Equal Opportunity/
Affirmative Action Employer

AUDIO/VIDEO MAINTENANCE TECHNICIAN

Top 35 market in Southeast needs person for routine and emergency repairs of all technical equipment used at a television station. Person must be able to diagnose equipment troubles using test equipment and must be proficient in both analog and digital circuitry. Must have FCC First Class. EEO-MF. Send resume to Box D-177.

Help Wanted News

TV SPORTSCASTER

Aggressive and innovative with enough experience to know more than the score, but still eager for the fray; Major league Mid-western market. Send resume, qualifications, ideas and present salary to Box D-179.

CO-HOST

WDVM TV Washington, DC wants the best on-air in the country to co-host P.M. Magazine.

It's all ENG, all on location, all entertainment. This could be the most demanding, most challenging, most satisfying show you will ever do.

You must have on-air experience...

You must be able to produce and project informative entertaining and absorbing features...

And above all, your style and smile must win us over.

Send your tape and resume to:

Melanie S. Donahoe, Producer
WDVM TV
4001 Brandywine Street, NW
Washington, DC 20016



An Equal Opportunity Employer

Producer

To handle our tabloid style top rated 11pm newscast. No beginners. Excellent salary, ABC affiliate. EOE. Send resumes to Box D-184.

ANCHOR

Strong net affiliate needs mature anchor person for top-rated 6 and 11 PM weekday news programs. Group owner of East Coast V offers liberal benefits. Salary to 20's. E.O.E. M/F. Box D-150.

**Help Wanted News
Continued**

Assignment Editor . . .

Top 40 market station, No. 1 in news needs an imaginative, forceful assignment editor. Management position with excellent salary. EOE. Send resumes to Box D-185.

Market's number one

news station needs a topflight experienced assignment editor/producer for Monday through Friday newscast. Should have ENG knowledge. Prefer person with knowledge of North Carolina. Apply to Personnel Department, WFMY-TV, P.O. Box TV 2, Greensboro, N.C. 27420. Telephone: (919) 379-9369.



Fastest-growing station in the South hiring a staff for PM Magazine, immediately. Need producers, hosts, camera-person/editors. Extensive television experience is necessary, but a positive attitude and willingness to work long and hard on a good product are more important. All members of the team must be multi-talented; able to book, write and field produce. Resumes and cassettes to Lee Bailey, PO Box 100212, Nashville, TN 37210. Equal Opportunity Employer.

**NEWS DIRECTOR
POSITION AVAILABLE**

KRON-TV, Channel 4, the NBC affiliate in San Francisco, is seeking a highly qualified individual to fill the position of News Director. Individuals seeking this position should possess a demonstrated record of achievement in all aspects of major market television news administration, production and operation. Salary and benefit package will be excellent. Address all inquiries to Steve Levin, Vice President, Operations, KRON-TV, 1001 Van Ness Avenue, San Francisco, CA 94109. Inquiries must be submitted no later than May 7, 1979.



Metromedia station and ABC affiliate seeks producer and talent for "PM MAGAZINE." We hope to have the producer start by May 7 and the remainder of the staff start on June 4. Please address correspondence and tapes to David Kenin, KMBC-TV, 1049 Central Street, Kansas City, Missouri 64105. An Equal Opportunity Employer.

Help Wanted Sales

**An opportunity
to join the
most prestigious
sales force in
broadcasting . . .**

RCA Broadcast Systems is looking for several highly professional Sales Representatives for our domestic sales force.

If you're the type of person we're looking for, you're familiar with RCA's stature in the industry . . . the fact that we're number one in the marketplace, and that we've been a world leader in broadcast technology for over half a century.

You should have technical sales experience in radio and/or TV equipment. Or, you may now be in TV station operation and engineering, and would like to move up to the prestige and security that an RCA Broadcast Systems Sales Representative enjoys.

These are highly-regarded career positions that require moderate travel. We offer an excellent salary, plus a sales compensation plan, and an outstanding program of benefits.

Call us collect, or send your resume, in complete confidence, to:

R. R. Willoughby, Mgr. Empl.
RCA Broadcast Systems,
Dept B-423
Bldg. 3-2 Camden, NJ 08102
(609) 338-2501

An equal opportunity employer F/M



Public Notice

PUBLIC NOTICE

Invitation For A Cable Television Franchise

The City of Northampton (Hampshire County) Massachusetts is seeking applications for a non-exclusive cable television franchise. Applications shall be submitted in accordance with regulations of the Massachusetts Community Antenna Television Commission. Deadline for applications is 7/1/79. Applications shall be accompanied by a non-refundable filing fee of \$100.00. Applications may be submitted to Joseph Misterka, 312 Chesterfield Road, Northampton, MA 01060.

A statement of system criteria available on request.

**NOTICE OF SOLICITATION FOR
CABLE TV PROPOSALS FOR THE
VILLAGE OF LARCHMONT,
VILLAGE OF MAMARONECK,
AND THE TOWN OF MAMARONECK,
STATE OF NEW YORK**

PUBLIC NOTICE IS HEREBY GIVEN that all applications for a franchise to provide CABLE TELEVISION SERVICE in the above three municipalities will be received by the Village Clerk of the Village of Larchmont, Municipal Building, Larchmont, New York 10538 (Phone: 914/834-6230), until 4:00 o'clock PM, prevailing time on Tuesday, August 7, 1979. Subsequent to such time all applications will be available for public inspection at the said office during regular business hours. Applications shall be prepared and submitted pursuant to a REQUEST FOR PROPOSALS available from the Village Clerk, Village of Larchmont, New York.

BY ORDER OF THE BOARD OF TRUSTEES OF THE VILLAGE OF LARCHMONT AND THE VILLAGE OF MAMARONECK, AND THE TOWN COUNCIL, TOWN OF MAMARONECK, STATE OF NEW YORK.

Dated: Larchmont, N.Y. April 16, 1979

Consultants

Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

Radio Programming



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

**The MEMORABLE Days
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30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
Included in each series

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Jonesboro, Arkansas 72401
501-972-5884



ALLIED FIELDS
Help Wanted Sales

- **DISTRICT SALES MANAGERS**
- **BROADCAST PRODUCT SPECIALIST**

A widely expanding product line and world-wide acceptance of McMartin Industries broadcast products requires expansion of our sales team. Currently we have immediate openings for several District Sales Managers for outside sales and, to add to our inside sales support team, a Broadcast Products Specialist. These positions offer an excellent compensation package, travel, and a chance to sell quality broadcast products at competitive prices. Send resume to:

McMartin Industries
4500 S. 76th Street
Omaha, Nebraska 68127
Attn. Bob Anderman, Broadcast Sales Mgr.
(402) 331-2000

MC MARTIN

MCMARTIN IS WHAT YOU'VE BEEN LOOKING FOR!

For Sale Stations Continued

- Spanish Station in California
- 1 kw AM in Texas. Real Estate. \$400,000.
- Densely populated area. Short range of Chicago. 1.5 million
- Daytimer, Central Georgia metro area.
- AM/FM Kentucky. Real Estate. \$420,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000.
- 3 kw FM in good Ga. market. \$280,000.
- 10kw AM in North Carolina. University term. \$480,000.
- Fort Worth/Dallas area. Fantastic coverage. Billing 500,000. Make offer.
- AM-FM in Kentucky \$360,000. Terms.
- Unusual circumstance regarding fantastic buy in New Jersey. Powerful day timer. Great market. \$650,000.
- 3kw Stereo FM. Densely populated suburban area in Central Ohio. \$375,000.
- Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
- North Florida Metro area. Daytimer. \$360,000.
- 10kw AM in Texas with Fulltime C.P. \$725,000.
- AM/FM. Southern Kentucky. Real Estate. \$340,000.
- AM/FM in Louisiana with very high potential. \$425,000.
- Overseas AM/FM/TV. U.S. Commonwealth Automation. \$220,000.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.
BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Help Wanted Technical

West Coast Broadcast Equipment Manufacturer

Is looking for above average design engineers in two areas—RF and digital. Positions require broadcast experience: RF applicants should be familiar with FM transmitter and receiver design techniques thru 1-2 GHz. Digital applicants should be familiar with hardware and software—micro and mini-computers in data acquisition applications. Three to five years experience required. Background should include commercial or cost factor experience. Supervisory experience desirable. Replies held in strict confidence. Reply to Box D-152.

Miscellaneous



PROMOTION IDEA NEWSLETTER

Promotional ideas from broadcasters that work. Both radio and TV. 10 solid ideas per issue, plus more...

- \$40.00 — 12 issues
 - \$25.00 — 6 issues
 - \$5.00 — sample issue
- Promotion Idea Newsletter
304 Union Arcade Building
Davenport, Iowa 52801

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NW	Small	AM/FM	\$350K	\$102K	Ray Stanfield	(213) 363-5764
Plains	Small	FM	\$400K	Terms	Bill Hammond	(214) 387-2303
W	Metro	AM/FM	\$1MM	29%	Bill Whitley	(214) 387-2303
MW	Metro	AM	\$1.7MM	\$493K	Jim Mackin	(312) 354-3340

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312-467-0040

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NJ	Daytime	650K	Medium
VA	Daytime	425K	Medium
NC	Daytime	225K	Small
WA	Daytime	250K	Suburban
GA	Daytime	467K	Metro
GA	Daytime	385K	Small
AL	Fulltime	635K	Small
	AM-FM		
NY	Fulltime AM	1.6MM	Major
TX	Daytime AM	695K	Medium
FL	Daytime	390K	Medium
FL	Fulltime FM	525K	Metro
SC	Daytime	180K	Small
LA	Daytime AM/ Fulltime FM	450K	Small
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
KY	Fulltime FM	120K	Small

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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: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

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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. April 18	Closing Wed. April 11	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	36 3/8	35 7/8	+ 1/2	+ 1.39	41 1/4	23 1/2	8	27,700	1,007,587
CAPITAL CITIES	CCB	N	39 3/4	41	- 1 1/4	- 3.04	75	10	14,000	556,500
CBS	N	45 7/8	45 1/8	+ 3/4	+ 1.66	64	43 7/8	6	28,100	1,289,087
COX	N	59 5/8	60	- 3/8	- .62	60	25 1/2	12	6,667	397,519
GROSS TELECASTING	GGG	A	23 1/4	23 3/8	- 1/8	- .53	24 1/2	8	800	18,600
WINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	21	462	5,313
WIN	LINB	O	39	39 1/4	- 1/4	- .63	43	9	2,789	108,771
METROMEDIA	MET	N	53 1/2	53	+ 1/2	+ .94	71	8	4,600	246,100
MOONEY	MOON	O	5 3/4	5 3/4			6 1/2		425	2,443
SCRIPPS-HOWARD	SCRIP	O	50	50			52	9	2,589	129,450
STARR	SBG	M	14 3/8	14 3/8			14 1/2	45	1,547	22,238
STORER	SBK	N	39 3/4	38 3/4	+ 1	+ 2.58	39 3/4	11	4,948	196,683
TAFT	TFB	N	22 1/2	22 1/4	+ 1/4	+ 1.12	24 7/8	8	8,508	191,430
TOTAL									103,135	4,171,721

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	14	14 5/8	- 5/8	- 4.27	14 7/8	3 3/4	11	1,257	17,598
AMERICAN FAMILY	AFL	N	12	12 3/4	- 3/4	- 5.88	17 1/8	9 1/4	5	10,536	126,432
JOHN BLAIR	BJ	N	28 1/4	28 3/4	- 1/2	- 1.73	31 3/8	11 1/8	6	2,447	69,127
CHARTER CO.	CHR	N	13 5/8	10 3/4	+ 2 7/8	+ 26.74	13 5/8	3 7/8	12	19,219	261,858
CHRIS-CRAFT	CCN	N	13 3/4	14 5/8	- 7/8	- 5.98	14 5/8	4 1/2	8	3,696	50,820
COCA-COLA NEW YORK	KNY	N	6 7/8	6 7/8			9 1/4	6 1/8	9	17,641	121,281
COMBINED COMM.	CCA	N	33	33 1/2	- 1/2	- 1.49	45 1/8	19	12	10,369	342,177
COWLES	CWL	N	22 3/8	23 1/4	- 7/8	- 3.76	25 1/4	12 1/2	18	3,969	88,806
DUN & BRAOSTREET	DNB	N	34	32 5/8	+ 1 3/8	+ 4.21	38	26 1/4	13	27,886	948,124
FAIRCHILD IND.	FEN	N	30	29 3/4	+ 1/4	+ .84	35 1/4	9 1/2	6	5,708	171,240
FUQUA	FOA	N	10 5/8	10 3/4	- 1/8	- 1.16	13 5/8	8	5	12,661	134,523
GANNETT CO.	GCI	N	43 3/4	43 1/2	+ 1/4	+ .57	49	32 3/4	14	22,430	981,312
GENERAL TIRE	GY	N	25 1/2	25 1/2			30 5/8	22 3/8	5	22,710	579,105
GRAY COMMUN.	O	24 1/2	23 1/2	+ 1	+ 4.25	24 1/2	8	8	8	475	11,637
HARTE-HANKS	HHN	N	19 3/4	21	- 1 1/4	- 5.95	24 1/2	13	11	9,117	180,060
JEFFERSON-PILJT	JP	N	31	32 1/4	- 1 1/4	- 3.87	34 1/2	26 5/8	8	22,895	709,745
MARVIN JOSEPHSON	MRVN	O	16 1/4	16 1/2	- 1/4	- 1.51	16 1/2	8 1/4	9	2,547	41,388
KANSAS STATE NET.	KSN	O	16	14 1/2	+ 1 1/2	+ 10.34	16	4 3/4	13	1,799	28,784
KNIGHT-RIDDER	KRN	N	23	22 3/8	+ 5/8	+ 2.79	28 1/8	13 1/4	10	32,797	754,331
LEE ENTERPRISES*	LEE	N	22 5/8	22 5/8			22 3/4	11 1/8	12	7,285	164,823
LIBERTY	LF	N	34 1/4	34 1/2	- 1/4	- .72	34 1/2	18	7	6,762	231,598
MCGRAW-HILL	MHP	N	25 3/4	26 1/8	- 3/8	- 1.43	32 5/8	15 5/8	10	24,777	638,007
MEDIA GENERAL	MEG	A	21 1/2	22	- 1/2	- 2.27	23 1/8	13 5/8	9	7,456	160,304
MEREDITH	MOP	N	29 7/8	29 1/4	+ 5/8	+ 2.13	40 1/4	17 3/8	6	3,094	92,433
MULTIMEDIA	MMED	O	24 1/2	24 1/2			28 1/4	16 1/4	10	6,630	162,435
NEW YORK TIMES CO.	NYKA	A	26 1/4	26	+ 1/4	+ .96	31 5/8	15 3/4	20	11,599	304,473
OUTLET CO.	OTU	N	20 3/4	21 1/8	- 3/8	- 1.77	32 7/8	16 5/8	6	2,445	50,733
POST CORP.	POS	A	16 1/4	16 5/8	- 3/8	- 2.25	19 3/8	8 1/8	7	1,824	29,640
REEVES TELECOM	RBT	A	5 3/4	5 3/8	+ 3/8	+ 6.97	5 3/4	1 3/4	64	2,388	13,731
ROLLINS	RDL	N	21 1/4	21 3/4	- 1/2	- 2.29	24 1/4	14 7/8	10	13,407	284,898
SAN JUAN RACING	SJR	N	18 1/8	16 3/4	+ 1 3/8	+ 8.20	18 1/8	7 5/8	23	2,509	45,475
SCHERING-PLOUGH	SGP	N	28	28 7/8	- 7/8	- 3.03	44 3/4	26 3/8	8	53,580	1,500,240
SONDERLING	SDB	A	25 5/8	25 3/4	- 1/8	- .48	25 3/4	8 3/8	8	1,105	28,315
TECH OPERATIONS	TO	A	8	8 1/2	- 1/2	- 5.88	8 3/4	2 3/8	20	1,352	10,816
TIMES MIRROR CO.	TMC	N	30	30			35	20 3/4	8	34,811	1,044,330
TURNER COMM.	O	25	23	+ 2	+ 8.69	31	7 3/4			3,800	95,000
WASHINGTON POST	WPD	A	23 7/8	23 5/8	+ 1/4	+ 1.05	26 1/2	10 7/8	8	16,268	388,398
WOMETCO	WOM	N	19	18	+ 1	+ 5.55	19	10 7/8	9	8,524	161,956
TOTAL									439,775	11,025,953	

Cablecasting

ACTON CORP.	ATN	A	11 3/4	10 7/8	+ 7/8	+ 8.04	13 5/8	3 1/8	8	2,419	28,423
AMECO*	ACO	O					1/2			1,200	
ATHENA COMM.	O	4 3/4	4 5/8	+ 1/8	+ 2.70	5 1/2	1/8			2,125	10,093
BURNUP & SIMS	BSIM	O	5 1/4	5 3/8	- 1/8	- 2.32	6 1/8	3 1/8	28	8,447	44,346
CABLE INFO.	O	5	5			5 1/2	1/4	25		634	3,170
COMCAST	O	20 3/4	19 1/2	+ 1 1/4	+ 6.41	20 3/4	3 3/4	20		1,658	34,403
COMMUN. PROPERTIES	COMU	O	16 1/2	16 1/2			16 3/4	3 5/8	17	5,018	82,797
ENTRON	ENT	O	1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	37 3/4	38 3/4	- 1	- 2.58	40	17 5/8	10	7,682	289,995
GENEVE CORP.	GENV	O	13 1/2	13 1/2			15 3/4	7 1/2	6	1,121	15,133
TELE-COMMUNICATIONS	TCOM	O	24 1/4	23 3/4	+ 1/2	+ 2.10	24 1/4	2 7/8	30	5,327	129,179
TELEPROMPTER	TP	N	15 1/2	15 7/8	- 3/8	- 2.36	16 3/4	6 3/4	70	16,952	262,756
TEXSCAN	TEXS	O	2 1/8	2 1/8			2 7/8	1 1/4	13	786	1,670
TIME INC.	TL	N	38 3/4	38 1/4	+ 1/2	+ 1.30	50	31 3/4	7	20,505	794,568
TOCOM	TOCM	O	10	10 1/2	- 1/2	- 4.76	10 1/2	1 5/8	21	1,496	14,960
UA-COLUMBIA CABLE	UACC	O	52	53 1/2	- 1 1/2	- 2.80	53 1/2	15 1/2	24	1,679	87,308
UNITED CABLE TV	UCTV	O	39	37 1/4	+ 1 3/4	+ 4.69	39	3 7/8	28	2,036	79,404
VIACOM	VIA	N	30 1/2	31 1/2	- 1	- 3.17	32	16 5/8	16	3,799	115,869
TOTAL									83,863	1,995,297	

Stock symbol	Exch.	Closing		Net change in week	% change in week	1978-79		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
		Wed. April 18	Wed. April 11			High	Low				
Programming											
COLUMBIA PICTURES	CPS	N	24 5/8	23	+ 1 5/8	+ 7.06	24 5/8	7 3/8	4	9,749	240,069
DISNEY	DIS	N	38 3/8	39 5/8	- 1 1/4	- 3.15	47 5/8	32 1/4	12	32,416	1,243,964
FILMWAYS	FWY	N	13 1/2	13 3/8	+ 1/8	+ .93	17	6 7/8	8	10,980	148,230
FOUR STAR			1 1/4	1 1/4			2 1/8	1/2	13	666	832
GULF + WESTERN	GW	N	14 1/2	14 5/8	- 1/8	- .85	18 3/8	10 1/4	3	48,177	698,566
MCA	MCA	N	38 3/4	39 3/4	- 1	- 2.51	48 1/4	25 3/4	7	23,289	902,448
MGM	MGM	N	26 1/4	24 5/8	+ 1 5/8	+ 6.59	26 1/4	12 7/8	12	29,102	763,927
TRANSAMERICA	TA	N	18	18 1/8	- 1/8	- .68	19	13 1/4	6	66,475	1,196,550
20TH CENTURY-FOX	TF	N	40 3/8	41	- 5/8	- 1.52	41	10	6	7,759	313,259
VIDEO CORP. OF AMER	V	O	6 1/2	6 5/8	- 1/8	- 1.88	9 3/4	3 1/2	22	988	6,422
WARNER	WCI	N	36 1/4	37 3/4	- 1 1/2	- 3.97	56 7/8	25 3/4	8	14,622	530,047
WRATHER	WCO	A	15 1/2	15 3/4	- 1/4	- 1.58	16 1/4	4 1/2	42	2,308	35,774
TOTAL										246,531	6,080,098

Service

BDDO INC.	BDDO	O	34	34 1/4	- 1/4	- .72	38 3/4	22 1/2	8	2,513	85,442
COMSAT	CO	N	43 7/8	45 1/8	- 1 1/4	- 2.77	48 3/4	28 3/4	10	8,000	351,000
DOYLE DANE BERNBACH	DOYL	O	20 1/4	21	- 3/4	- 3.57	31	16 1/4	7	1,776	35,964
FOOTE CONE & BELDING	FCB	N	17 7/8	17 3/4	+ 1/8	+ .70	23 1/8	14 3/4	6	2,607	46,600
GREY ADVERTISING	GREY	O	35	35			36	16 1/2	4	624	21,840
INTERPUBLIC GROUP	IPG	N	35 1/4	36 5/8	- 1 3/8	- 3.75	39 1/4	22 1/2	7	2,387	84,141
MCI COMMUNICATIONS	MCIC	O	7	6 5/8	+ 3/8	+ 5.66	7	7/8	88	20,692	144,844
MOVIELAB	MOV	A	5 1/2	4 3/4	+ 3/4	+ 15.78	5 1/2	1	10	1,414	7,777
MPO VIDEOTECHNICS	MPD	A	4 5/8	4 7/8	- 1/4	- 5.12	65 3/8	4	5	520	2,405
A. C. NIELSEN	NIELB	O	25	24 1/2	+ 1/2	+ 2.04	28 1/2	18 7/8	11	10,980	274,500
OGILVY & MATHER	OGIL	O	22 1/2	22 3/4	- 1/4	- 1.09	56 1/2	20	7	3,610	81,225
TPC COMMUNICATIONS	TPCC	O	8 7/8	9 1/2	- 5/8	- 6.57	10 1/2	2 1/4	16	899	7,978
J. WALTER THOMPSON	JWT	N	26 1/4	25 3/8	+ 7/8	+ 3.44	32 7/8	15 1/8	6	2,649	69,536
WESTERN UNION	WU	N	19	18 3/4	+ 1/4	+ 1.33	21 1/4	15	8	15,177	288,363
TOTAL										73,848	1,501,615

Electronics/Manufacturing

AEL INDUSTRIES	AELRA	O	8	8 3/8	- 3/8	- 4.47	10 1/4	2 3/8	6	1,672	13,376
AMPEX	APX	N	15 3/8	15	+ 3/8	+ 2.50	19 1/4	7 3/8	10	11,357	174,613
ARVIN INDUSTRIES	ARV	N	15	15			22 1/2	12 1/2	4	5,959	89,385
CCA ELECTRONICS	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4 5/8	4 3/4	- 1/8	- 2.63	5 3/4	1 3/4	10	2,127	9,837
COHU	COH	A	4 1/8	4 1/8			5 1/2	2 1/8	14	1,732	7,144
CONRAC	CAX	N	16 5/8	16 3/4	- 1/8	- .74	27 1/4	13 1/2	26	2,052	34,114
EASTMAN KODAK	EASKD	N	63 1/2	64 1/4	- 3/4	- 1.16	86 3/4	42	11	161,376	10,247,376
FARINON	FARN	O	13 1/2	13 1/4	+ 1/4	+ 1.88	16 1/2	8	13	4,782	64,557
GENERAL ELECTRIC	GF	N	48 1/4	48 3/8	- 1/8	- .25	56 5/8	44 1/2	9	184,581	8,906,033
HARRIS CORP.	HRS	N	26 3/4	26 1/2	+ 1/4	+ .94	35 3/4	19 7/8	12	25,461	681,081
HARVEL INDUSTRIES	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.	IVCP	O	7/8	1 7/8	- 1	- 53.33	2 5/8	1/4		2,701	2,363
M/A COM, INC.	MAI	N	21 5/8	23	- 1 3/8	- 5.97	23 1/4	10 1/8	28	2,640	57,090
3M	MMM	N	56 1/8	57 1/8	- 1	- 1.75	64 3/4	43 1/2	12	116,473	6,537,047
MOTOROLA	MOT	N	42	39 3/4	+ 2 1/4	+ 5.66	56 7/8	34 1/4	10	28,544	1,198,848
N. AMERICAN PHILIPS	NPH	N	27 3/4	28 1/4	- 1/2	- 1.76	36	24 1/2	5	12,033	333,915
OAK INDUSTRIES	OAK	N	29 1/2	27 1/2	+ 2	+ 7.27	29 1/2	6 1/4	20	3,653	107,763
ORROX CORP.	ORRX	J	7 1/4	6 1/4	+ 1	+ 16.00	7 1/4	1/2	10	1,977	14,333
RCA	RCA	N	26 7/8	27 1/4	- 3/8	- 1.37	33 5/8	22 3/4	7	74,821	2,010,814
ROCKWELL INTL.	RDK	N	38	38 7/8	- 7/8	- 2.25	39 3/4	28 1/4	6	33,900	1,288,200
RSC INDUSTRIES	RSC	A	3	3			4	1 5/8	17	2,412	7,236
SCIENTIFIC-ATLANTA	SFA	A	38	38 3/8	- 3/8	- .97	38 3/8	16 3/4	17	2,644	100,472
SONY CORP.	SNE	N	10 5/8	10 3/8	+ 1/4	+ 2.40	10 5/8	7	18	172,500	1,832,812
TEKTRONIX	TEK	N	55	53	+ 2	+ 3.77	68 1/2	28 1/4	14	17,995	989,725
TELEMATION	TLMT	O	1	1 1/2	- 1/2	- 33.33	2 1/4	1/2	1	1,050	1,050
VALTEC	VTEC	O	10 3/4	10 3/8	+ 3/8	+ 3.61	12 3/4	6 1/2	23	4,056	43,602
VARIAN ASSOCIATES	VAR	N	18	17 1/2	+ 1/2	+ 2.85	21	13	100	6,838	123,084
WESTINGHOUSE	WX	N	18 1/8	18	+ 1/8	+ .69	24 1/2	16 1/4	5	86,511	1,568,011
ZENITH	ZE	N	14 1/2	14 1/2			28	11 3/8	14	18,800	272,600
TOTAL										992,024	36,719,400
GRAND TOTAL										1,939,176	61,494,157

Standard & Poor's 400 Industrials Average 113.62 114.39 -.77

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

Bill Baker: Westinghouse keeps him moving

Bill Baker's upward mobility at the Westinghouse Broadcasting Co. may be measured in houses he has bought but had no chance to live in. There have been two in the last 14 months. He has bought three in that time, but occupied only the one in Baltimore, where, in his first job with the company, he was vice president and general manager of WJZ-TV.

The Baltimore assignment lasted almost a year, his longest stay in one place since he signed on. In January of this year he was named president and chief executive officer of Westinghouse Broadcasting's Group W Productions. He had time to buy a house in California, and the movers even got the furniture there, but before it was unpacked he got his current assignment—five weeks ago—to the newly created post of president of the Group W Television Group, based in New York. With any luck, he figures, he and his family will move into the house he's bought in suburban Greenwich, Conn., by the end of this month.

Westinghouse Broadcasting's top management officials say they had thought he would rise fast but not quite this fast. They had, in fact, originally expected that he would probably be at WJZ-TV for four or five years.

"His takeoff was jet-assisted," as one top executive put it, by two unexpected developments. First, the opportunity at Group W Productions came and Mr. Baker, whose pre-Westinghouse background was heavily in production, seemed a natural choice. A few weeks later, Win Baker—no kin—left the presidency of the Westinghouse Television Station Group to join the company awaiting FCC approval of the takeover of WNAC-TV Boston. Bill Baker's record at WJZ-TV made him a natural candidate for that post, too. So Westinghouse combined the station group and the production company into a new entity, the Group W Television Group, and made him president. As such, he remains responsible for the production operation and is in charge of the company's five television stations as well.

Handling what had normally been considered two jobs is not a new experience for him. In his college days, he says, he worked full time while going to school full time. And that went on for several years, as he worked his way to getting three academic degrees: BA, MA and PhD. He is proud to be called an academic.

"I have a great love for broadcasting and a great love for academe," he says, "and I think the two worlds should be combined by using academic skills in the business and television worlds."



William Franklin Baker—president, Group W Television Group, New York; b. Sept. 20, 1942, Cleveland; BA in journalism and speech, Case Western Reserve University, Cleveland, 1966; MA in interpersonal communications, Case Western, 1968; PhD, communications and organizational behavior, Case Western, 1971; general manager, Broadcast Service Inc., Cleveland, 1957-68; announcer-producer and program host, WGAR(AM) Cleveland, 1961-65; producer-engineer-newsperson, WERE(AM) Cleveland, 1965-66; producer-director, *Alan Douglas Show*, on WKYC(AM) Cleveland and in syndication, 1966-71; executive producer, Scripps-Howard Broadcasting's WEWS(TV) Cleveland, 1971-74; program manager, WEWS, 1974-76; assistant general manager of WEWS(TV) and presidential assistant for programming, Scripps-Howard Broadcasting, 1976-78; vice president and general manager, Westinghouse Broadcasting Co.'s WJZ-TV Baltimore, 1978-79; president, Group W Productions, Los Angeles, January to March 14, 1979; present position since March 14; m. Jeannemarie Gelin, June 22, 1968; children—Christiana, 9, and Angela, 6.

Donald H. McGannon, chairman of Westinghouse Broadcasting, says Mr. Baker succeeds in doing just that. Mr. McGannon had had his eye on him—attracted initially by a program that Mr. Baker was doing in Cleveland and winning awards for—long before he hired him for the WJZ-TV job.

"He's an unusual man—not the usual broadcaster type," says Mr. McGannon. "He has more of an academic background—not the typical MBA sort—and he combines it with great skills as a producer and broadcaster."

The show that originally caught Mr. McGannon's eye was *Morning Exchange* on WEWS(TV) Cleveland and, like most of the shows that seem to give Mr. Baker the

most satisfaction, it is a mixture of information and entertainment.

"I have a theory that the folks out there," he says, referring to viewers, "are as smart as any of us, if not smarter. That's how *Morning Exchange* got started. We recognized that the housewife has a lot of intellectual needs—so why not fill them?"

Bill Baker, who was born and grew up in Cleveland, says that "I've had this business in my blood since about age 10." The infection set him to studying electronics early. At the age of 15, with his brother Larry (now an NBC engineer) and a handful of other kids he formed Broadcast Service Inc., a radio and later TV production company, manufacturer's representative and recording service that he and they continued to operate until he and his brother, the owners, sold it in 1968.

Early on, he tried to get a job at a Cleveland radio station. When he couldn't find a spot, he and his group created a radio program, *Nightwatch*, a newsmagazine and interview show on which he was host and producer. Then they found a sponsor (Pepsi-Cola) and got the program on WGAR(AM) Cleveland. He remained with WGAR as an announcer, producer and program host for four years, until 1965, when he moved over to WERE(AM) Cleveland as a producer, engineer and newsmen.

Next came a five-year stint as producer of *The Alan Douglas Show* for WKYC(AM) Cleveland and, for a couple of those years, for other markets as well, followed by a move in 1971 to Scripps-Howard Broadcasting's WEWS(TV) as executive producer. There, in addition to producing *Morning Exchange*, he was involved in new program development generally and rose, first, to program manager and, later, to assistant general manager of the station and assistant (for programming) to the president of the Scripps-Howard group.

For nearly 10 of those years his broadcasting work was overlapping his academic work, until he received his PhD in November 1971. His field of study: communications and organizational behavior, more familiarly known as industrial psychology. In it, he put special emphasis on the study of how complex organizations function and how to improve internal communications. His research was funded by the National Association of Broadcasters, and out of it all came a 1,000-page doctoral thesis on "Power and Decision Making in American Television."

To Mr. Baker, his eventual move to the Westinghouse group seemed inevitable. "I have great respect for Scripps-Howard," he says of his former employer, "but I have always considered the Westinghouse Broadcasting Co. to be the Harvard of the broadcasting business. I knew I would matriculate here some day."

Last resort

The worst fears of journalists have been realized in last week's Supreme Court decision in the Herbert-CBS case. With this and earlier decisions on journalistic privilege, the Burger court has left little of the First Amendment to repudiate.

In *Stanford Daily* (BROADCASTING, June 5, 1978), the court removed newsrooms from protection against indiscriminate ransacking by authorities.

Six months later, it refused the appeal of the *New York Times* and one of its reporters, Myron Farber, convicted of contempt for their refusal to surrender material obtained in confidence (BROADCASTING, Dec. 4, 1978).

Now the court approves inquiry by the plaintiff in a libel suit into the state of mind of journalists associated with a *60 Minutes* segment and a magazine article.

The record would be bleak enough without the special ignominy accorded broadcast journalists by the same court's decision in the *Pacifica* case (BROADCASTING, July 10, 1978). In that, the court affirmed the FCC's authority to censor on the grounds that "of all forms of communication, it is broadcasting that has received the most limited First Amendment protection."

It is an irony that the decision of last week descended from a 1964 decision that journalists have assumed to be a First Amendment victory. In *New York Times v. Sullivan*, the Supreme Court held that public figures could not collect libel damages except upon proof of "actual malice" or willful or reckless disregard of truth. The security from harassment that the 1964 decision provided has now been compromised. In search of evidence of malice or of disregard of truth, lawyers are given all but unlimited right to question journalists about their innermost thought processes and most confidential communications with associates in the preparation of their work.

A chill on journalistic enterprise is inevitable. It will be felt first in managerial offices where custody of the P&L reposes. CBS News has already spent a fortune on legal bills to defend a case that has not even reached the trial stage. The example will not be lost on broadcasting enterprises of lesser means. Disincentives to take journalistic risks will spread with every threat of libel action.

What is to be done?

Recourse to this court is obviously pointless. A restoration of some balance in the journalistic process may be had from Congress in such matters as a correction of the *Stanford Daily* case that is under legislative consideration. Whether a revision of the libel law is politically attainable is another question: Legislators, after all, are public figures who will not easily relinquish the new status the Supreme Court has given them in case they want to sue or, as may equally fit their purpose, threaten suit.

At its last board meeting, the National Association of Broadcasters talked of convening a First Amendment congress of affected media to discuss ways of arresting the erosion of journalistic rights (BROADCASTING, Jan. 22). Maybe it's time to turn the talk into action.

Fairness blight

One of the more salutary parts of the House rewrite of the Communications Act would remove from radio regulation the fairness doctrine and equal-time law now contained in Section 315. An event of two weeks ago, however, at least raised questions as to whether the authors of the rewrite are serious in their intentions.

FCC Chairman Charles D. Ferris was being questioned by Harry M. (Chip) Shooshan, chief counsel of the House Communica-

tions Subcommittee, about broadcasts by WSM(AM) Nashville urging listeners to assert their opposition to the proposed breakdown of clear-channel stations, such as WSM. Mr. Shooshan did everything but draw a gun to encourage an FCC fairness inquiry into the station's messages. The grilling stopped only when FCC Commissioner Tyrone Brown remarked that since a complaint against the station could be expected, it would be inappropriate for the commissioners to comment on the case.

What is going on? Mr. Shooshan led the staff that drafted the rewrite, including the elimination of fairness and equal time from radio requirements. Yet his questioning of Mr. Ferris was that of a prosecutor who would use the fairness doctrine now to silence WSM's resistance to a proposal that Mr. Shooshan likes. Listening the while, without perceptible disagreement, was Chairman Lionel Van Deerlin (D-Calif.), the principal sponsor of the rewrite bill and professed advocate of First Amendment protection for broadcasting.

If that were a sample of the advocacy to be expected in the cause of editorial freedom as the rewrite moves through the legislative process, don't expect repeal of Section 315 to be there at the end.

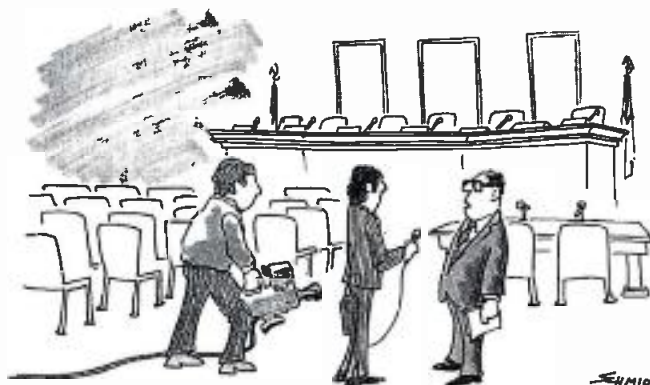
Way station

The Supreme Court's decision in the CBS music-license case, reported elsewhere in these pages, offers hope for both sides but provides no clear guide to what the ultimate outcome may be.

The American Society of Composers, Authors and Publishers and Broadcast Music Inc. can certainly applaud the ruling that their blanket licenses are not, by themselves, illegal. A contrary finding would severely hamper their operations. CBS can take comfort from the court's recognition that, while the licenses are not illegal per se, they may be illegal for other reasons and must now be judged on that "rule of reason" basis by the court below.

What, if anything, the decision means for the pending antitrust suit brought against ASCAP and BMI by the All-Industry Television Stations Music License Committee is not clear. The committee had filed a friend-of-the-court brief supporting CBS but emphasizing particularly the rule-of-reason argument. Like CBS, it can be pleased that the court ordered this question examined by the lower court.

The one certainty in prospect is more work for lawyers and the courts.



Drawn for BROADCASTING by Jack Schmidt

"Be sure you get a good shot of me while I'm testifying in favor of keeping cameras out of courtrooms."

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SOURCES:

Ram Quarterly Report,

Quarter Hour Shares 12+,

6 a.m.-Mid, M-S, Nov./Dec./Jan. 1979

Mediatrend Shares 12+,

6 a.m.-Mid, M-F, Dec./Jan./Feb. 1979 Quarterly Average.

Arbitron, Quarter Hour Shares 12+, 6 a.m.-Mid, M-S, Jan. 1979 report.

Previous RAM and Mediatrend data available on request.

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