

FCC gets ready to turn cable loose
ABC's first in line for fall

Broadcasting Apr 30

The newswweekly of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER



YOUR EARLY NEWS TEAM NEEDS ANOTHER ANCHOR.

His great popularity with young adults makes him the ideal lead-in to your Early News. They'll come aboard for Rockford and stay anchored to your station.

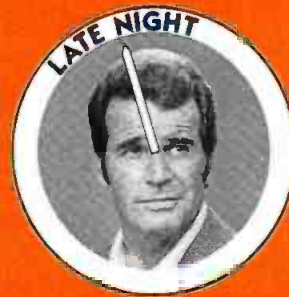
The Rockford Files.
113 hours
available Fall 1979



ROCKFORD IN PRIME-TIME. A GREAT WAY TO START A NIGHT OF ACTION.

Start off an "action night" schedule with The Rockford Files. Its perfect mix of adventure and whimsy makes it the ideal opener in prime time.

The Rockford Files.
113 hours
available Fall 1979



IT'S NEVER TOO LATE FOR ROCKFORD.

Rockford's so popular they're even staying up late to watch him. He's number one late night, and he keeps breaking his own records!*

*Source: NII, 1978-1979 season. Subject to survey limitations.

The Rockford Files.
113 hours
available Fall 1979

MCA TV

51250 B9258 MUA NOV/79
KDCR RADIO
DORRDT COLLEGE
SINOX CENTER IA 51250

**GOODSON-TODMAN'S
"MATCH GAME PM"
IS NEW YORK'S NO.1
ACCESS SHOW!**

Why not call it a tie?

The New York access race is too close to name a single winner. With "Match Game PM" winning a 15 DMA rating for WABC-TV on Tuesdays at 7:30. And "Family Feud" winning a 15 DMA rating for WNBC-TV on Thursdays at 7:30.

So we'll settle for a dead heat.

And mention that the difference between our double winners and the next most popular access show is 2 rating points, 3 share points and better than 100,000 more New York households.

GOODSON-TODMAN'S "FAMILY FEUD" IS NEW YORK'S NO.1 ACCESS SHOW!

Congratulations to Richard Dawson, producer Howard Felsher and director Paul Alter of "Family Feud."

And congratulations to Gene Rayburn, Charles Nelson Reilly, Brett Somers, producer Ira Skutch and director Marc Breslow of "Match Game PM."

It may still be possible to acquire our double winners for fall broadcast in a few markets. If yours is one, call Victory Television for "Match Game PM" and Viacom for "Family Feud."

**GOODSON-TODMAN
PRODUCTIONS**

THE FIRST NAME IN GAME SHOWS.



Torbet Radio

Last year we increased national sales for WFMS in Indianapolis by 271%*.

Susquehanna Broadcasting has asked us to do it again with WLQR in Toledo and WLQA in Cincinnati.**

* Source: Based on sales figures for 1977 versus 1978.

** Torbet Radio will continue to represent WEBN in Cincinnati.

The Week in Brief

LETTING GO □ The FCC looks toward the possibility of dropping its distant signal and syndicated exclusivity rules, while rejecting NAB on superstations and NTIA on retransmission consent. **PAGE 21.**

HOT POTATO □ The heat is on inside and outside the FCC for a successor to retiring Wallace Johnson. NAB's Wasilewski breaks protocol in publicly expressing concern over the possible choice of Lloyd to head the Broadcast Bureau. **PAGE 23.**

TURNER RESPONDS □ The Atlanta superstation owner answers his critics by unveiling his new plan for a decreased commercial load, more quality shows and a heavier PSA commitment. **PAGE 24.**

REFORM REPERCUSSIONS □ FCC's Ferris and FTC's Pertschuk tell a Senate committee that they endorse the thrust of pending legislation for improving the regulatory process, but that the end result could be more red tape. **PAGE 26.**

REWRITE HEARINGS □ Both the House and Senate begin sessions on the Communications Act revision bills. In the upper chamber, common carriers are the focus as AT&T expresses its intention to cooperate. **PAGE 28.** And studies of those bills, ordered by Goldwater, find that only S.222 offers no problems as to their fees. **PAGE 29.**

DISTRESS SALES □ The FCC, ruling on the transfer of WAEO-TV Rhinelander, Wis., to a black-owned company, says the assessed fair market value of a property should be used in defining "distress" prices. **PAGE 30.**

SAM THURM'S VIGILANCE □ The senior vice president of ANA is on guard for advertising in the nation's capital. And he feels some of the industry's allies are not fighting hard enough. **PAGE 35.**

SEPTEMBER LOOK □ ABC-TV is first to announce its fall prime-time line-up. It is marked by few new programs,

but extensive shifts of current hits. **PAGE 36.**

A UN FOR TV □ Representatives from 104 countries were on hand for the 15th MIP-TV in Cannes, France. Here's an



on-the-spot report of the programming activity that attracted record numbers of buyers, sellers and products. **PAGE 42.**

CABLE FRANCHISE FEES □ The FCC initiates a rulemaking that could lead to relinquishing its power over such local charges. **PAGE 46.**

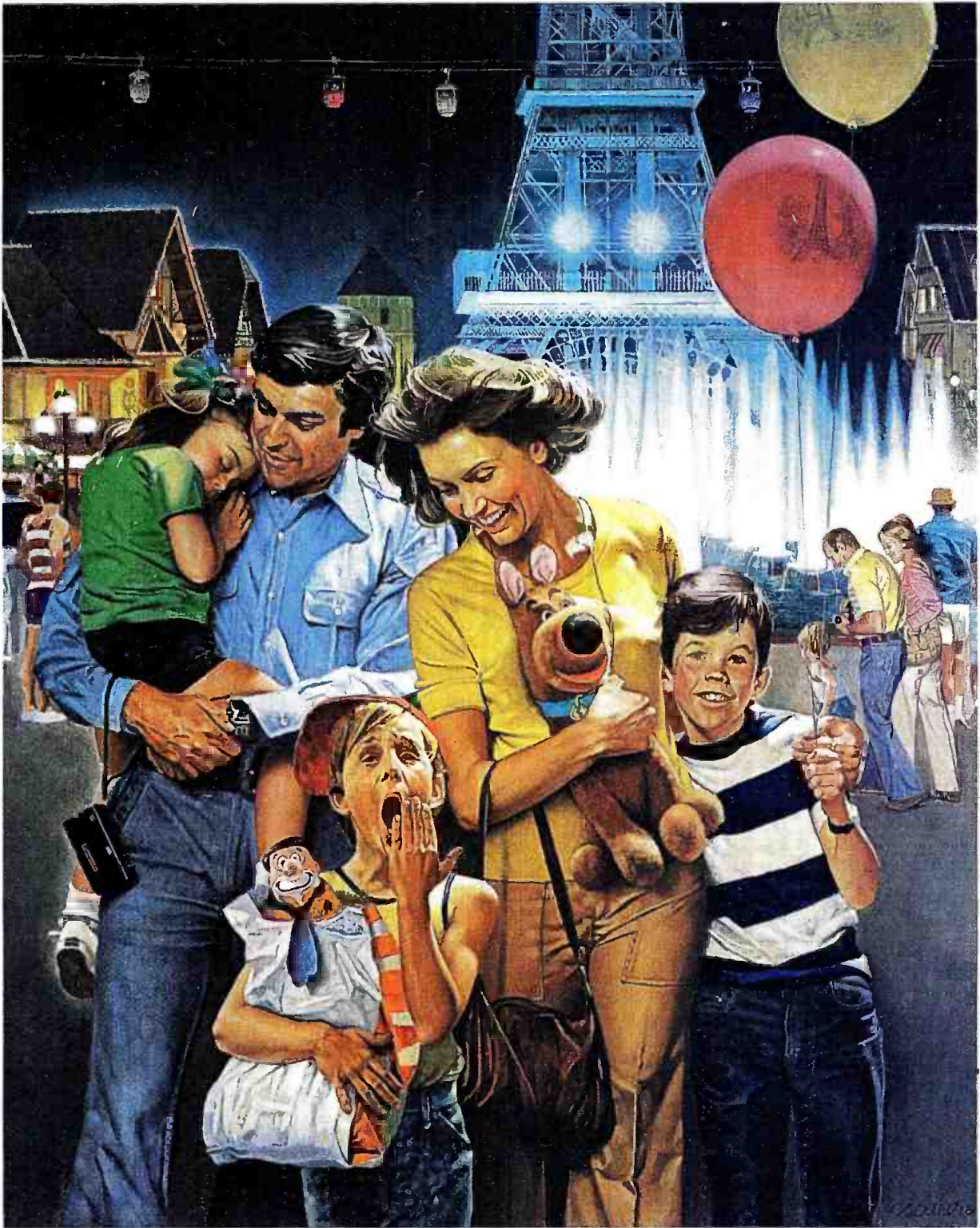
PROTECTION FROM SEARCHES □ A House subcommittee opens hearings on an administration bill that would shield the press from forays into newsrooms such as that condoned in the Supreme Court's *Stanford Daily* ruling. **PAGE 48.**

THE MOBILITY OF MANKIEWICZ □ "I haven't changed jobs so much as I've changed careers," says Frank Mankiewicz. It's the work pattern that has resulted in a series of successes in different capacities and brought him to the presidency of National Public Radio 21 months ago. **PAGE 73.**

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A scrapbook day.



One in a series of paintings by Joseph Csateri depicting Taft Broadcasting Activities

It was a happy day. A family day that brought everyone closer together. Tomorrow's memories, to be relived and enjoyed together.

Even though our name is Taft Broadcasting, our themed amusement parks host over 6 million people a year. Our radio

and television stations serve eight major markets; and Hanna-Barbera, our television and motion picture arm, counts its audience in the hundreds of millions worldwide. Our success and profits grow in the expanding areas of family entertainment.

For complete information on our steady

growth, write to Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

TAFT
Broadcasting Company

Informing and entertaining the American family.

Closed Circuit®

Insider report: behind the scene, before the fact

Try, try again

Proposal to expand TV network evening newscasts, put to rest by affiliates of all three networks three years ago, may be revived. Richard S. Salant, long-time advocate of hour news (at 8-9 p.m.) while president of CBS News (BROADCASTING, Feb. 26), says he'll try to sell idea to NBC after taking over as vice chairman there this week. Independently, some support may be developing among NBC affiliates for version long advocated by hour-news opponent, Jack Harris, KPRC-TV Houston, who argues that both local and network news would improve if each were 45 minutes back to back.

Most affiliates would be expected to oppose 8-9 p.m. network news—even if NBC top management didn't—on grounds it would lose rating competition against entertainment on other networks. It's conjectured that Harris 45-45 plan, in earlier time, might serve as fall-back position. Mr. Salant, at CBS, was first to expand TV network news from 15 minutes to half hour.

In the dark?

Lawyers displeased with FCC's cable action last week (see page 21) discovered technicality they argue could negate whole proceeding. National Association of Broadcasters staff says commission violated sunshine law by failing to give advance public notice of its intent to deal with National Telecommunications and Information Administration's retransmission consent petition and NAB's superstation petition.

Association's lawyers will point out technicality without telling commission what they think should be done, but privately they argue violation of sunshine act means FCC should have to put out fresh notice and vote all over again. It has occurred to them that subsequent vote could come out differently—perhaps, they hope, to make it clear that commission has authority to adopt retransmission consent.

9 khz under study

National Telecommunications and Information Administration engineers are engaged in three studies intended to play major role in proposal to reduce AM channel spacings from 10 khz to 9 khz—assuming they are developed in time for rulemaking FCC is expected to initiate on subject. Thus far, engineering work on which NTIA has relied in proposing reduction was done by engineers of European Broadcast Union and International Radio Consultative Committee (CCIR), before moves by

nations of Regions I (Europe) and III (Pacific and Asia) from 10 khz to 9 khz.

NTIA's studies, by engineers at Institute for Telecommunication Sciences in Boulder, Colo., are examining distances between AM stations on adjacent frequencies and sensitivity of existing receivers to interference caused by proposed reduction; effect of reduction on existing directional antennas, and problem of nighttime interference between stations of western hemisphere (Region II) and those of Regions I and III if western hemisphere nations remain at 10 khz spacing. ITS engineers are talking of completing studies before meeting on AM broadcasting that Region II nations plan next year. If FCC sets tight deadlines for rulemaking NTIA has requested on 9 khz matter, engineers doubt they will have results ready. Six or seven months would about be right, one said.

NBC elections

K. James Yager, senior vice president, Cosmos Broadcasting Corp. and general manager of its WDSU-TV New Orleans, is slated for chairmanship of board of directors of NBC-TV affiliates. He will succeed Ancil Payne, KING-TV Seattle, who has served four-year maximum. Moving up to secretary-treasurer will be William Putnam, WWLP(TV) Springfield, Mass., succeeding Ralph Jackson, WAVE-TV Louisville, who will have completed four-year tenure. Two vice chairmen and six additional delegates will be elected next week.

Sky waves

Public television just may be in for major overhaul. Various segments of it are predisposed these days to restructure system. Groups looking for change include local station managers, board of Public Broadcasting Service and, to lesser extent, upper echelons of PBS staff. Emphasis from each is on less centralism and more diversity.

And it's satellite network with multiple entrance points that's pushing public telecasters that way. Ideas being bandied about within system include three or more national program services—current prime-time PBS-style programming, regional networks and informational-instructional services. As one public broadcasting official put it last week: "The satellite gives us a new kind of capacity we didn't have before. We can have central program services without a network. I don't know if it was foreseen when we set up the satellite, but it's not anything to be surprised about." PBS annual meeting in June promises to be lively.

FCC under glass

FCC was subjected to quick survey last week by management consultant hired by Chairman Charles D. Ferris. Representative of River at Sunrise Institute for Human and Organization Development, Deerfield, Mass., spent three days at commission interviewing personnel. Chairman wants to find out whether agency is too compartmentalized and whether there are better ways for commissioners and staff to work together.

Missionaries

Broadcaster traffic to China is getting heavy, as network news organizations seek to set up bureaus. CBS News President Bill Leonard and CBS Washington Vice President Bill Small (accompanied by executives of CBS toys and records divisions) leave Thursday for two-week visit to Peking and Shanghai. NBC News President Lester Crystal returned from similar visit couple weeks ago. ABC News Vice President Av Westin leaves May 15 on similar mission.

Network news executives would like to open bureaus this year, but for most part are not sure it'll be that soon. Among other problems, there's severe housing shortage. NBC's Mr. Crystal says Chinese officials were friendly, and gave impression main question is not whether, but when. When time comes, he expects NBC News correspondent, Jack Reynolds, veteran China watcher now based in Hong Kong, to head Peking bureau.

Leaving home

Radio stations and reps are left with sour taste—Blue Nun Wine has decided to drop radio completely after eight heady years of growth and accentuate network television to reach broader market. Comedy team of Ann Meara and Jerry Stiller, featured in radio spots, is not part of network TV effort which began several weeks ago.

Muscle flexing

Public blast by Vincent Wasilewski, National Association of Broadcasters president, against rumored appointment of Frank Lloyd to head FCC Broadcast Bureau (see page 23) is sign NAB is feeling its strength. Although some say NAB reaction to something still in rumor stage might cause it to come true, especially when dealing with FCC chairman broadcasters don't regard as friendly, NAB brass thinks otherwise. Association is confident of members' clout in Congress, which can exert pressure on FCC. Says one official: "We're going to start playing harder ball."

Business Briefly

Radio only

Church's □ Twelve-week campaign begins in late June for restaurant chain in about 25 markets including Albuquerque, Dallas and New Orleans. Agency: Burton-Campbell, Atlanta. Target: adults, 18-49.

Farmland Foods □ Three-month campaign starts in June for food products group in nine markets including Dallas, Milwaukee and Minneapolis. Agency: Barickman Adv., Kansas City, Mo. Target: women, 25-54.

Smucker □ Eight-week campaign begins in late May for Smucker's fruit spreads in about 30 markets including Atlanta, Pittsburgh, Minneapolis, Phoenix and Seattle. Agency: Wyse Advertising, Cleveland. Target: women, 25-54.

Hershey Park □ Seven-week campaign

begins in May for Hershey amusement park division of Hershey Food Corp. in 11 markets including Baltimore and Philadelphia. Agency: Creamer, New York. Target: adults, 25-49.

Treasure Island □ Four-week campaign starts in early May for discount store chain in four markets including Atlanta. Agency: Walter G. O'Connor, Hershey, Pa. Target: women, 18-49.

Stella Artois □ Four-week campaign starts in early June for Stella Artois beer in about four markets including Houston and New Orleans. Agency: Kenyon & Eckhardt, Chicago. Target: men, 18-34.

Golden Flake □ Three-week campaign starts in early May for snack group in 12 markets including Nashville and Memphis. Agency: McDonald & Little, Atlanta. Target: women, 25-49.

American Hardware □ Three-week

Rep appointments

- WVON(AM)-WGCI(FM) Chicago and WRNL(AM)-WRXL(FM) Richmond, Va: Selcom Inc., New York.
- KMPX(FM) San Francisco: Roslin Radio, New York.
- KFIM(FM) El Paso, Tex., and KCAL-FM Redlands, Calif.: H-R Stone Inc., New York.
- WBNC-AM-FM Conway, N.H.: The Queen Co., Boston.

campaign begins in early June for hardware distributor in 38 markets including Baltimore, Charlotte, N.C., New Orleans, New York and Washington. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: adults, 25-54.

Richardson Mints □ Two-week campaign begins in early June for division of Beatrice Foods in seven markets including Washington. Agency: J.M. Korn & Son, Philadelphia. Target: women, 25-54.

Helzberg Diamond Shops □ Two-week campaign begins in early May for jewelry store chain in 10 markets including Atlanta, Milwaukee, Oklahoma City and St. Louis. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: adults, 18-49.

TV only

Shell □ Twenty-plus-week campaign begins in mid-May for Shell car care in about 35 markets during fringe, news and sports time. Agency: Ogilvy & Mather, Houston. Target: women, 18-49, and men, 25-49.

Kenco Chemicals □ Thirteen-week campaign starts this week for Rid-A-Bug spray in 35 markets during day and fringe time. Agency: Taylor Advertising, Jacksonville, Fla. Target: women, 25-54.

Revco □ Thirteen-week campaign begins in early June for discount drug store chain in 60 markets during day, prime and early fringe time. Agency:

MASLA MEANS BUSINESS

Ask Jim Gabbert
K-101 AM/FM, San Francisco

JACK MASLA & COMPANY, INC.

MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

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

TODAY'S TOP STORY ISN'T ON THE NEWS, IT'S BEFORE IT!

The Mike Douglas Show's '79 sweep numbers make it the No. 1 variety-talk show in early fringe in the nation's top 50 markets. Which is good news for your news, if you're a Douglas station.

Mike's reaching 63% more households, 65% more total women, 63% more women 18-49 than Dinah. 28% more households, 35% more total women, 37% more 18-49 women than Merv.

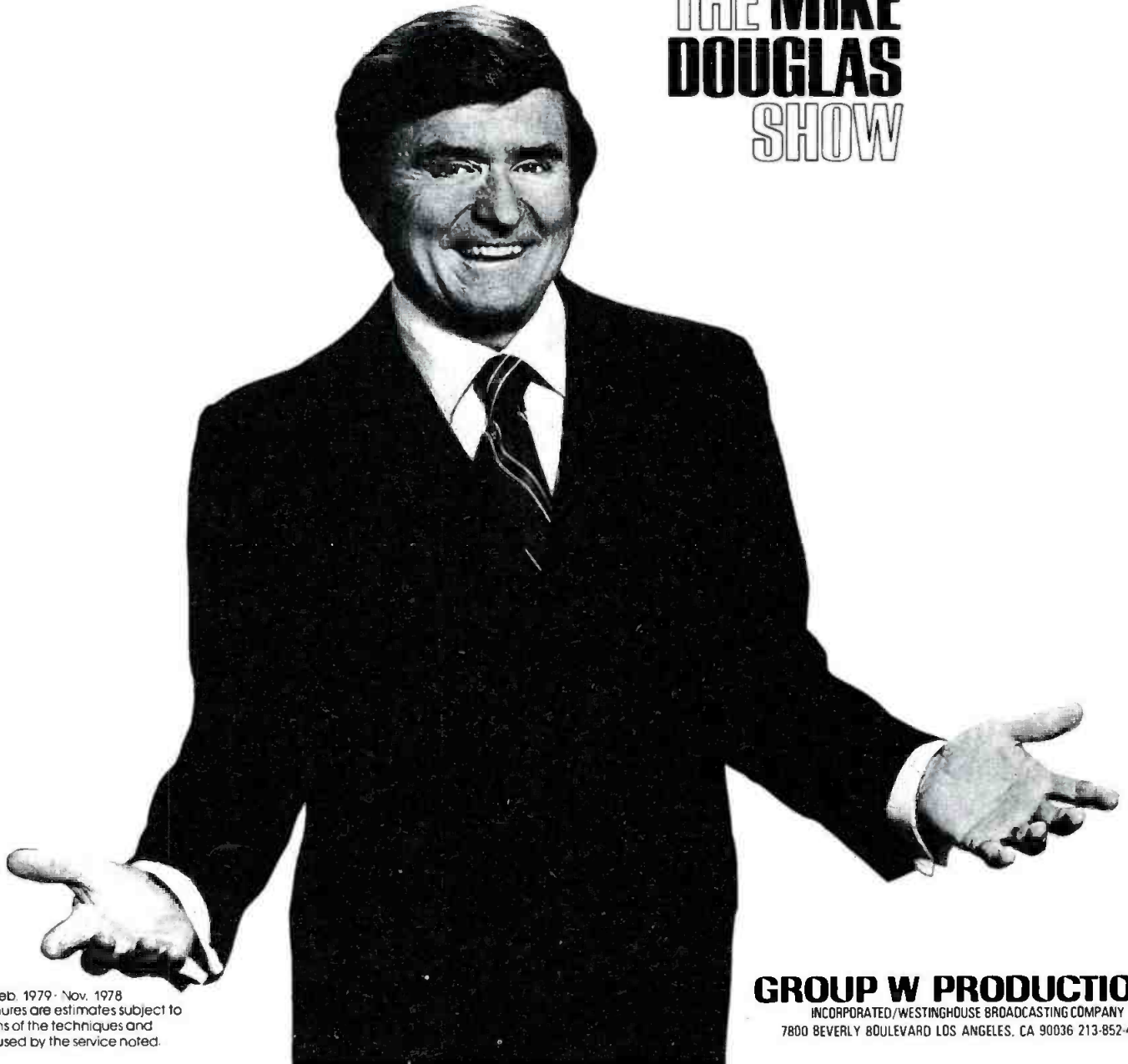
Mike's new achievements are by no means limited to late afternoon. Overall, Mike's total households are up

16% over November. Total women up 15%. Women 18-49 up 13%. And in market after market, he's attaining rating figures surpassing any in the past four years.

What's happening with Mike is more than a fast-breaking story. It's a trend.

And with the importance of news to your station, it just makes sense to look for the best possible lead-in. The one that consistently delivers the bulk numbers, delivers the demographics and delivers the audience for the early news is

**THE MIKE
DOUGLAS
SHOW**



Source: NSI Feb. 1979 - Nov. 1978
Audience figures are estimates subject to
the limitations of the techniques and
procedures used by the service noted.

GROUP W PRODUCTIONS

INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY

7800 BEVERLY BOULEVARD LOS ANGELES, CA 90036 213-852-4024

Nelson Stern, Beachwood, Ohio. Target: women, 25-49.

Bank of America □ Eight-week campaign starts in mid-May in California markets during fringe and prime time. Agency: Grey Advertising, Los Angeles. Target: adults, 18 and over.

SCM Corp. □ Eight-week campaign begins in late June for Glidden paint division in 97 markets during sports, early, and late fringe time. Agency: Meldrum & Fewsmith, Cleveland. Target: men and women, 25-49.

Rust-Oleum □ Six-to-eight-week campaign begins in early May for Rust-Oleum rust preventive in 24 markets during fringe, prime and sports time. Agency: D'Arcy-MacManus & Masius, Chicago. Target: men, 25-54.

Darworth □ Seven-week campaign starts in mid-July for Caprinol stain and wood preservation in 40 markets during fringe and sports time. Agency: Mintz and Hoke, Avon, Conn. Target: total adults.

Pizza Hut □ Six-week campaign begins in late May for fast food chain in 47 markets during fringe and prime time. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34.

American Health Spa □ Six-week campaign starts in early June for spa chain in five markets including Detroit during prime and late fringe time. Agency: Ayer Jorgensen MacDonald, Los Angeles. Target: women and men, 18-49.

New Skin □ Six-week campaign starts in mid-May for New Skin liquid bandage in 15 markets during news time. Agency:



Resurrected. It's time again for "Bulova Watch Time" after a lapse of decades. In the 1920's and 1930's Bulova Watch Co.'s radio commercial announcements centered on that phrase, and now it's being revived on television. In a new TV campaign to break on the three television networks this week, Bulova commercials will feature the slogan as narrator Burgess Meredith, on voice-over, extols the different styles of Bulovas. The campaign was created by Doyle Dane Bernbach, and will run for six weeks.

S.R. Leon, New York. Target: total men and women.

General Motors □ Five-week campaign begins in mid-May for GM's Pontiac division in 33 markets during news, fringe and prime-access time. Agency: D'Arcy-MacManus & Masius, Troy, Mich. Target: total men.

Greyhound □ Five-week campaign begins in late May for Greyhound regular passenger promotion in 22 markets during day and prime time. Agency: Bozell & Jacobs, New York. Target: adults,

18-34 and adults, 55 and over.

Fuzzbuster □ Four-week campaign starts in late May for Fuzzbuster police radar detector in 15 markets during fringe and prime time. Agency: Clinton E. Frank, Chicago. Target: men and women, 25-49.

Dr. Scholl □ Four-week campaign begins in late May for Dr. Scholl's exercise sandals in about 35 markets during fringe time. Agency: N.W. Ayer, Chicago. Target: women, 12-34.

Eastern Airlines □ One-month campaign starts this week in 19 markets during fringe and prime time. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Fort Howard Paper □ Four-week campaign begins in late May for consumer products division's Mardi Gras paper towels and napkins in about three markets during day time. Agency: Griswold-Eshleman, Cleveland. Target: women, 25-54.

Matex Corp. □ Three-week campaign begins in late May for Rusty Jones automotive rustproofing service in 25 markets during news and sports time. Agency: Dawson, Johns & Black, Chicago. Target: total men.

Alberto-Culver □ One and two-week campaigns begin this week and in May for hair care products manufacturer's Hot Oil hair preparation in 30 markets during prime time. Agency: Draper Daniels, Chicago. Target: total women.

Parker Brothers □ One and two-week campaign starts this week and in May for Boggle game toy; in four markets during fringe and prime time. Agency: Humphrey, Browning & MacDougall, Boston. Target: men and women, 25-54.

Stanley Works □ Two-week campaign begins this week for Vemco division's garage door opener in about 20 markets during fringe, prime and sports time. Agency: Humphrey, Browning & MacDougall, Boston. Target: men and women, 25-54.

Heinz □ Three-week campaign starts in late May for Heinz 57 sauce in 80 markets during daytime. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: women, 18-49.

Quality Bakers Of America □ Four-month TV and radio campaign starts in early May for Sunbeam bread in 40 markets during day, early fringe, prime and prime-access time. Agency: Benton & Bowles, New York. Target: women, 18-49.

BAR reports television-network sales as of April 8

ABC \$425,559,900 (35.9%) □ CBS \$386,446,800 (32.6%) □ NBC \$373,648,400 (31.5%)

Day parts	Total minutes week ended April 8	Total dollars week ended April 8	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	167 S	\$1,405,400	2,187	\$15,774,700	\$13,900,200	+13.5
Monday-Friday 10 a.m.-6 p.m.	984	17,456,100	13,928	246,104,500	228,958,800	+7.5
Saturday-Sunday Sign-on-6 p.m.	357	9,445,300	4,927	145,052,900	127,110,100	+14.1
Monday-Saturday 6 p.m.-7:30 p.m.	101	5,125,400	1,380	68,992,300	60,166,600	+14.7
Sunday 6 p.m.-7:30 p.m.	29	1,448,300	329	23,532,800	19,964,900	+17.9
Monday-Sunday 7:30 p.m.-11 p.m.	396	44,868,500	5,781	613,483,800	534,979,500	+14.7
Monday-Sunday 11 p.m.-Sign-off	245	7,372,900	3,247	72,714,100	60,562,400	+20.1
Total	2,279	\$87,121,900	31,779	\$1,185,655,100	\$1,045,638,500	+13.4

Source: Broadcast Advertisers Reports

Radio-TV

Monday Memo[®]

A broadcast advertising commentary from Bill LeVine, president, Postal Instant Press, Los Angeles

A printer praises radio

I've always thought it ironic that printers who prepare so much advertising for other businesses do so little advertising themselves. The printing industry in general has depended on its salesmen to place its name, product and service before the customers, and we all know that a sales force can only do so much.

At Postal Instant Press, we have, since 1970, been advertising our professional offset printing services on radio—first on local stations, then regional ones and for the past three years on the CBS Radio Network. Our own awareness of the effectiveness of radio as an advertising medium parallels the growth of our company—today, the world's largest printing chain—and the printing industry as a whole.

When I started the company as Postal Press in 1943, our nine-step positive printing process limited our clients to those who could afford the complicated, expensive, quality work we produced. Then, a printing job usually took three to four weeks, and was so expensive that it wasn't reasonable to print fewer than 1,000 copies. In those days, we mainly used direct mail to create an awareness of our services with our limited customers' pool. (For our advertising pieces, we created as our logo a red-white-and-blue mailbox—some 20 years before the post office selected those colors for its boxes.)

However, in the early 1960's, we pioneered a one-step instant press concept—using a simpler paper plate instead of a metal plate—which allowed us to produce quality work quickly and economically. This revolutionized the printing business as our potential marketplace expanded to include manufacturers, drug stores, small businesses and organizations that previously couldn't afford the cost or the time involved in professional printing. From simple letterheads and business forms to sales brochures and reports, from 10 copies to 10,000, instant printing made the job simpler, cheaper and faster without sacrificing quality. In 1968, just two years after we opened the first Postal Instant Press adjacent to our Los Angeles-based Postal Press plant, we began franchising PIP on the West Coast.

We immediately realized that we needed a new form of advertising—one with a greater reach and frequency to get our message to a larger public on a regular basis. We knew that, unassisted, direct mail and printers' "thank you's" would never do. So we tested local radio in 1970, and as our franchises increased we added regional radio. In 1976, with 365



Bill LeVine has spent 36 years in the printing business, beginning with Postal Press, a single commercial plant that he founded in Los Angeles in 1943. In the forefront of the industry's adoption of standard price lists and clean printing plants, he also pioneered the instant printing process. Today he is president of Postal Instant Press, which, with 10 consecutive years of growth, is the world's largest printing chain, with 485 franchises in the U.S. and Canada. In 1975 Postal Instant Press became a public company, with stock traded over the counter.

franchises in the U.S. and Canada, we began an exclusive relationship with the CBS Radio Network for our national radio advertising.

There are three values we stress as our motto at PIP: image, service and quality. And I list image first because you can have the best service and quality available, but if no one knows you, if the front door is locked, then you are not going to attract customers. Advertising is the key to that locked door.

We have carefully created an image for Postal Instant Press. We chose Steve Allen as our spokesmen because he has immediate recognition—particularly in the Northeast where the greatest opportunity for PIP franchise expansion exists—but he does not suffer from overexposure. He also has a voice that sounds authoritative when discussing PIP's professionalism in printing, equipment and service. We want to avoid confusion with while-you-wait photo-

copiers; PIPers are professional printers educated in the most modern techniques of printing before they work at a PIP location. And friendly service is another PIP trait, made very clear by the affectionate, humorous "Stevevino."

For PIP, the dollar value of radio advertising is unmatched. We continue to do some print advertising and direct mail, and we have experimented with national television but find it just too expensive.

The major selling point of radio is the high frequency with which our message is heard, for a very efficient cost. Also, with CBS Radio's drive-time news programming, we reach businessmen and women with the PIP message when they are thinking about their work, while they travel to and from their jobs. Radio, too, demands attention in a way that can't be compared with the pull of one of many ads in a newspaper. And radio news, in particular, requires a level of attentiveness that is not demanded of music, for example.

Growth is naturally the major measurement of success—and both PIP franchises and the corporation have experienced tremendous growth, supported by our CBS Radio Network campaign. PIP owners report increased sales and recognition. They and their customers are impressed by the placement of the PIP commercial message in the news programs of such prestigious correspondents as Walter Cronkite, Marvin Kalb, Douglas Edwards and Charles Osgood.

The response from owners has been so good that last year we launched a new national advertising program in which franchise owners, by voluntarily amending their franchise agreements, joined in a partnership with the corporation to perpetuate a strong ongoing PIP advertising program—which includes expanded use of radio in 1979. Our agency, Wayne E. Smith Associates, meets regularly with our advertising committee composed of three PIP owners and our marketing director, Bill Moses.

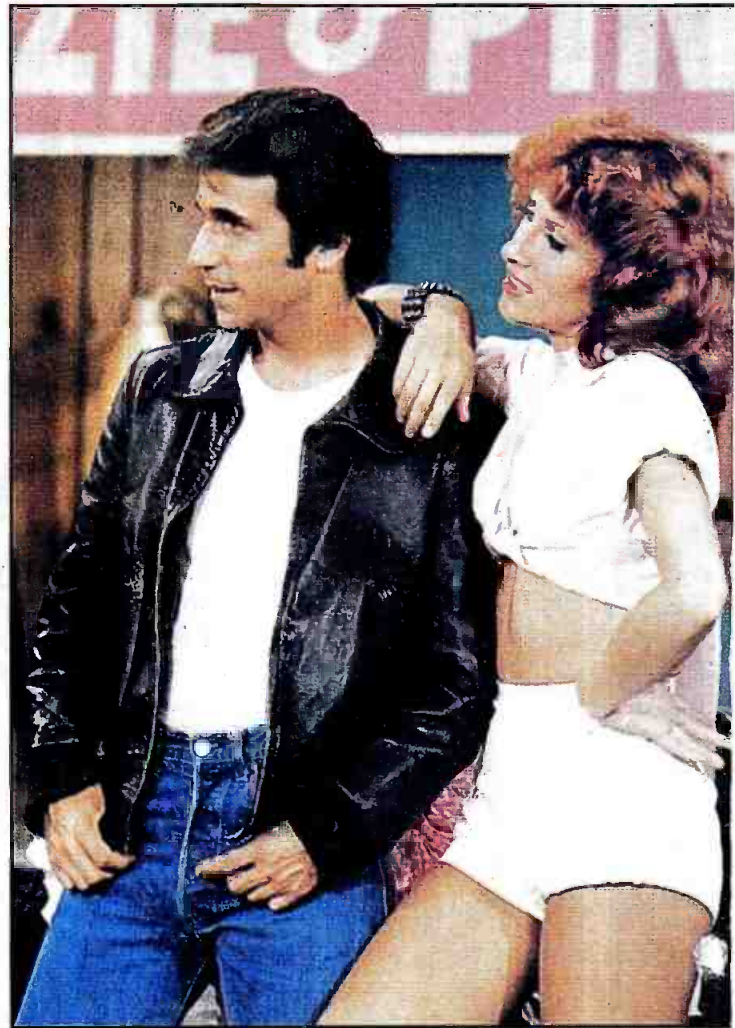
Franchise ownership, too, is on the rise. During the fiscal year ending June 30, 1978, we opened 76 new PIP locations throughout the U.S., the greatest number of new PIP's opened in a single year since our inception. Today we have 485 franchises in 40 states, the District of Columbia and Canada.

The response to network radio—be it an inquiry from a potential franchisee, an expression of owner's satisfaction, the many letters and cards sent to Steve Allen or the memorable note asking how PIP stocks could be bought—has been greater than we expected. And that's why Postal Instant Press is tuned in to network radio.

Someday, "Laverne & the will be as successful for and "The

With four years in syndication the average delivery of "The Brady Bunch" outperforms all of this season's new first run or off-network entertainment strips in household ratings including "Sanford & Son", "Six Million Dollar Man", "Dating Game", "Chico and the Man", "Streets of San Francisco" and "The Bionic Woman".

And, the average delivery of "The Odd Couple", with

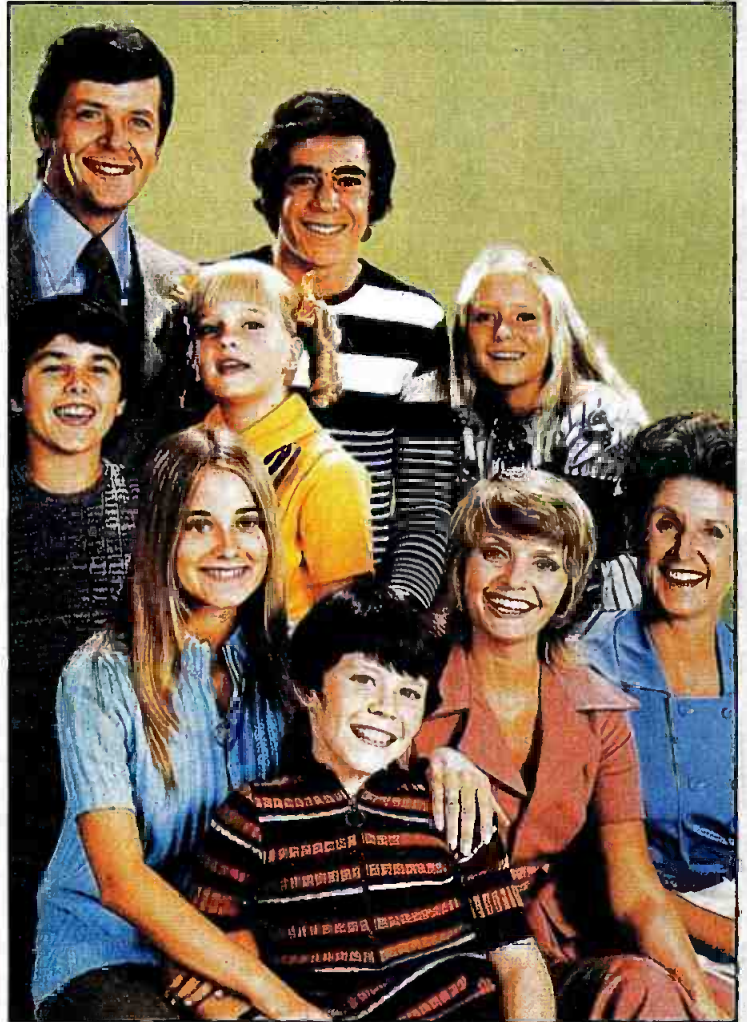


Source: Arbitron SPA reports Nov. '75 thru Nov. '78

Shirley" and "Happy Days" you as "The Odd Couple" Brady Bunch."

three years in syndication outperforms 21 of the 23 new fall '78 first-run or off-network entertainment strips, or access shows in adults 18-49.

So, if you're thinking of buying any of those other new shows, perhaps you should think twice... "The Brady Bunch"... "The Odd Couple"... the most cost-efficient way to get more than your fair share.



The Professional

Cynthia Hecht Gets Lots of Worms

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Now she's on our team. We like that. We're like Cynthia Hecht.

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AP Radio

Associated Press
Radio Network



Datebook

■ indicates new or revised listing

This week

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

■ **April 29-May 4**—National Advertising Agency Network management conference. Innisbrook, Fla. Contact: OmniaMedia Inc., Tampa, Fla. 33607.

■ **April 30**—Special meeting of National Association of Broadcasters joint board to discuss Communications Act revision bills. Stouffer's National Center hotel, Arlington, Va.

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**—Associated Press Long Island Broadcast Association convention. La Grange Inn, West Islip, Long Island, N.Y.

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. Eric Sevareid will be speaker. 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 4-8—South Central regional meeting of National Association of Farm Broadcasters. Wichita, Kan.

■ **May 4-6**—Florida Associated Press Broadcasters 31st annual meeting. Curt Gowdy, group station owner and network sportscaster, will be luncheon speaker. Quality Inn, Cypress Gardens, Fla.

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.

Also in May

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 7-10**—Western Association of Broadcasters Engineers convention. Hotel MacDonald, Edmonton, Alberta.

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 10**—"Legal Answers Workshop" of National Association of Broadcasters. Sheraton Twin Towers, Orlando, Fla.

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 12**—Presentation dinner for National Headliners Awards winners, sponsored by Press Club of Atlantic City. International hotel, Atlantic City, N.J.

Errata

It's still **KSD-TV St. Louis**, not KSDT-TV as reported in "Fates & Fortunes" April 23. Licensee, Pulitzer Publishing Co., has applied for change to latter call, but FCC has not granted yet.

□

In April 23 issue, "Changing Hands" (page 42) and "For the Record" (page 73) under sale announcement of **KNEB-AM-FM Scottsbluff, Neb.**, mistakenly reported that buyers sold **KHAS-TV Hastings, Neb.** Station has not been sold, but application seeking transfer of control of station from Fred A. Seaton trust to children has been filed with FCC.



Fringe benefits: Merv makes the difference.

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

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

In all markets, during the early-fringe time period, talk/variety shows outperform all other types of programs in average rating and share of audience.

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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.

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

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

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

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

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

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

May 20-23—National Cable Television Association

annual convention. Las Vegas Convention Center, Las Vegas.

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

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

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

May 22-24—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: PO. Box 970—CH-1820, Montreux.

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

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

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

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.

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.

Major Meetings

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

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

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

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

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

May 2-24—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.

Point counterpoint

EDITOR: We are considerably amused by the comments made by Raymond Rask of Mutual, in your April 9 issue.

He says he works at nothing but McCurdy or Ward Beck consoles, that he is disappointed that he didn't see anything new [at the National Association of Broadcasters convention] and that he plans on buying nothing but McCurdy or Ward Beck consoles.

To our mind, his complaint is not with the industry. It is with McCurdy and Ward Beck. Based on what Mr. Rask says, he doesn't care what kind of a fully digitized audio control system he has, so long as it has the right label. Maybe there are "wonderful new things that are happening in video" because video engineers are more willing to accept the responsibility of their decisions, and not play it safe with the same old thing.—*Carroll Cunningham, president, Dyma Engineering, Taos, N.M.*

EDITOR: The article which BROADCASTING did in its April 9 issue regarding the equip-

ment showing at the 1979 National Association of Broadcasters convention in Dallas apparently generated some response.

After talking to several other people from major networks and from major broadcast facilities around the country, who read the article, I feel that Ralph Weiss from NBC and myself echoed the sentiments of most larger broadcast facilities.

We were not putting down new technology nor were we putting down the smaller equipment manufacturer with new ideas, and in fact Mutual, perhaps more than the other major networks, has given the smaller, newer equipment manufacturer the benefit of the doubt by analyzing most new equipment that enters the marketplace.

The simple fact is there are no real new innovations in broadcast consoles today. Some manufacturers may use solid state switching or light emitting diode peak meters, but the actual audio, except for analog switching, enters the console, is amplified and leaves the console as it always has. The performance specifications

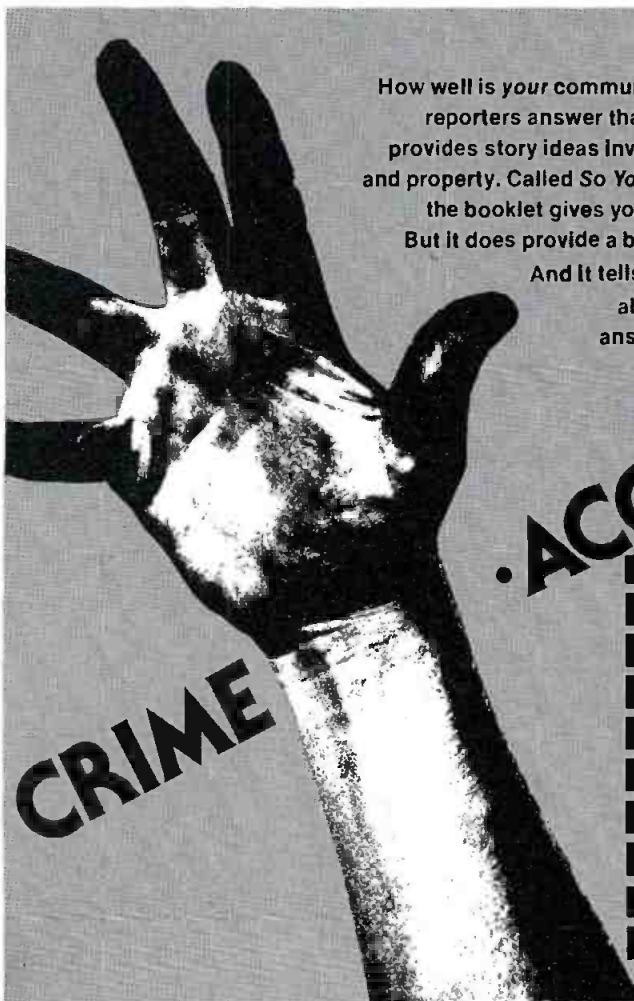
of most broadcast consoles have improved as the use of integrated and more advanced solid state circuits have been used.

We, however, are interested in more than just a quality audio signal, we are interested in the highest reliability, a great deal of customized construction and the highest amount of factory support. We happen to feel, after intensive evaluation, that the McCurdy consoles are perhaps among the finest consoles in the marketplace. They are also some of the most expensive. However, in the facility like ours, the high degree of reliability coupled with an excellent working relationship with the factory makes the value, per each dollar spent, very high—*Raymond C. Rask, director, satellite and corporate engineering, Mutual Broadcasting System, Washington.*

Shooshan on WSM

EDITOR: Your editorial ("Fairness blight," April 23) misses several important points.

First, whether we like the fairness doctrine or not, it is the law today, and theoretically, the FCC is charged with en-




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forcing it. Until Congress repeals or modifies it, broadcasters are bound by it.

Second, unless I missed something somewhere, WSM(AM) Nashville is a public trustee licensed to use the public's airwaves for the benefit of the public, not exclusively to promote its own economic interest.

Third, the solicitations of support being carried continuously by WSM contain factual errors which go beyond questions of fairness or balance.

WSM has every right to use its airwaves to oppose the FCC's efforts to create new radio outlets. However, when a multibillion-dollar conglomerate (NLT Corp.) which owns WSM(AM) and the *Grand Ole Opry*, as well as Opryland U.S.A. (a \$25-million theme park) and the Opryland hotel, raises its clear-channel voice on one side of a controversial issue of public importance, it is not asking too much that it be accurate and fair.

And when the NBC network, with which both WSM and WSM-TV are affiliated and which itself owns two clear-channel radio stations, runs a one-sided presentation of the issues on the *Today* show, perhaps some questions are in order.—*Harry M. Shooshan III, chief counsel, House Communications Subcommittee, Washington.*

Robison reply

EDITOR: In the April 9 issue, there was a mention made regarding Dallas station WFAA-TV's decision to drop James Robison's weekly television program as a result of what was reported as "another in a series of attacks on homosexuality."

WFAA-TV has stated the program was canceled because of a continuing problem with Mr. Robison's remarks on homosexuality. We feel very strongly that this is a distortion of the true facts. Of over 400 television programs telecast by our ministry, only two have dealt primarily with homosexuality. That amounts to one half of one percent, which could hardly be construed as either a series or a continuing topic of discussion.

Our program is seen on over 90 television stations, and only the Dallas station found anything objectionable with our Feb. 25 telecast. Not one of the other 90-plus stations notified us of a problem with that particular program.

WFAA-TV has said that religious programs should not deal with homosexuality, abortion, euthanasia, marijuana, liquor by the drink, women's rights, etc., because these issues should be covered by news or public affairs and are not religious issues. We contend, however, that long before these things became political issues, they first and foremost were moral issues.

We recognize that in dealing with sensitive issues such as these, the religious broadcaster must speak responsibly and fairly—which we have always sought to do. But to say that a religious broadcaster should not speak at all goes a bit too far.—*Mike Huckabee, associate evangelist and director of communications, James*

Robison Evangelistic Association, Forth Worth.

Set straight

EDITOR: Your issue of April 9 doesn't quite have my words right in testifying before the Van Deerlin committee on that hardy perennial, "insulation." I said it would be good to do news programs—TV and radio—but not just in the abstract; my point was that strong, independent news programs would go far to dispel the impression that public broadcasting was a government service. As for my defense of "politics"—democracy is another good word for it—I did not, of course, advocate Presidential appointments to the Public Broadcasting Service board—they have enough trouble—but to that of Corporation for Public Broadcasting, as is now provided. We conservatives are for love, not war.—*Frank Mankiewicz, president, National Public Radio, Washington.*

Big help in Harrisburg

EDITOR: Re coverage of the Three Mile Island controversy:

I'd like to say a few words about the way 26 Pennsylvania radio stations were able to augment their coverage of the TMI story.

Earlier this year, the Pennsylvania Capitol Audio Service of Associated Press was moved from WCMB(AM) Harrisburg to new offices in the AP bureau there. While the service has been improving all along, this move plus the installation of new equipment are giving those who use the service a high-quality audio each time member stations need an update on a Harrisburg story.

Aside from the technical improvement, the Capitol Audio now has a full-time correspondent. His coverage, plus the actuality feeds he'd provide, were very helpful to this station, which was close enough to be concerned but not close enough to adequately cover the situation ourselves.—*Patrick M. Cloonan, news director, WNCC(AM) Barnesboro, Pa.*

To each its own

EDITOR: Now that broadcasters have filed their FCC Form 324 [the annual financial report], I think it is timely to renew our annual plea to the FCC to give us the most useful figure of all: total radio revenues per market.

While we are all grateful for the breakouts of "AM-FM," "independent FM" and "national versus local business," etc., a most meaningful figure would be the total radio dollars coming into each market. Now that FM has reached parity with AM, the artificial breakdown of AM and FM revenues is only of minor interest. All radio broadcasters are competing with all other radio broadcasters be they AM, FM, or combinations.

In the past there has been much misinformation and error when trying to calculate "total radio revenues."—*Norman Wain, president, Metroplex Communications, Cleveland.*

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The newsweekly of broadcasting and allied arts

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CBS	8
NBC	3
ABC	2

CBS/BROADCAST GROUP

Top of the Week

Katy bar the door on regulation of cable

FCC contemplates dropping rules on distant signals and syndicated exclusivity, rejects NAB superstation petition, and for time being turns down NTIA on retransmission consent idea

The FCC last week arrived at what Chairman Charles Ferris called "the end of the beginning" of a project to deregulate cable television: On a 6-1 vote, the commission initiated a rulemaking aimed at repealing the centerpiece of its cable regulation policy—the rule limiting the number of distant signals cable systems may import.

But that wasn't all. The rulemaking also looks to the abandonment of a rule designed to benefit program producers as well as broadcasters—one requiring cable systems to afford stations protection against duplication of their syndicated programs.

And while the FCC set in motion the machinery to eliminate those restrictions on cable, it was turning down two attempts to build more into its rules. The commission rejected a National Association of Broadcasters petition for a rulemaking on the "harmful" effects of superstations, and it vetoed the National Telecommunications and Information Administration's proposal for retransmission consent, although it did not entirely close the door on that concept.

Justification of and support for both the distant-signal and syndicated-exclusivity proposals is contained in two studies released last week. The one dealing with the distant-signal rule particularly is massive—the product of two years of work—which not only distills scores of comments from the affected industries but which reflects the analysis of five economists who were recruited for service in the inquiry.

At the time the inquiry was initiated, then-Chairman Richard Wiley said it was designed to replace with "hard evidence" the "intuition" on which the commis-

sion has been basing its cable regulation policy since 1966, when it first asserted jurisdiction over the industry.

The study's conclusion is not only that elimination of the distant-signal rule would not significantly harm broadcasters, but also that it would provide benefits to the public—an increase in the opportunity for diversity and competition, both in the economic marketplace and the marketplace of ideas.

The study dealing with syndicated-program exclusivity rules reached a similar conclusion. It said there is no evidence that deleting the rule would adversely affect broadcasters or program producers. Rather, the study added, repeal would remove barriers to the growth of cable television and the service it could provide the public.

The distant-signal rule, when adopted in 1972, was regarded by the commission as a concession to cable's interest in gaining access to major markets. It permits systems in the top 50 markets to import signals needed to fill out a complement of three network and three independent stations, and those in markets 51 through 100 to import the signals needed to provide three network and two independent stations. In addition, all systems in those markets are entitled to two distant signals, regardless of whether they are needed to provide the specified minimums. In markets below the top 100, systems may fill out a complement of three network stations and one independent. There are no limits on systems located outside of all markets.

The syndication rule, adopted at the same time, prohibits systems in the top 50

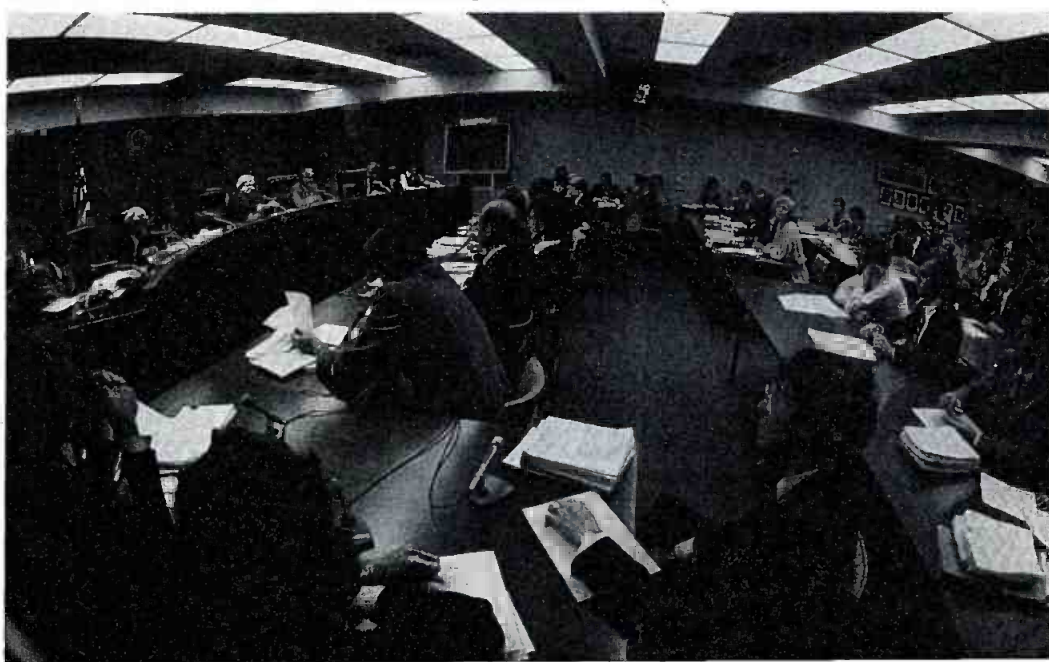
markets from carrying any syndicated programming for one year after its first broadcast appearance in any market, and then for the life of the contract under which it is sold to a local station. In markets 51-100, different kinds of nonnetwork programming are protected for varying time periods of up to two years.

With final comments in the rulemaking expected to be due in 90 days, it appeared that the commission could complete action on it by the end of the year, a forecast Chairman Ferris offered in testimony before the House Communications Subcommittee three weeks ago.

The commission meeting at which the dismantling of the rules was begun was attended by an overflow crowd of representatives of the broadcasting and cable industries. They had come to witness the reaching of a watershed in the commission's regulation of cable television. For a commission that in the past had based its cable policy on concern for the protection of over-the-air television, it is opening the door wide to cable importation of programs from whatever source technology makes possible, including those of superstations whose signals are transmitted by satellite. The only limit on the number of signals—carrying the movies, sports programs and network offerings of distant stations—would be the cable system's channel capacity.

Chairman Ferris hailed the commission's action, calling it "a milestone for the FCC not only in its policy-decision making in the broadcast-cable area in particular, but in its processes generally," Commissioner Joseph Fogarty lauded the commission as "a responsible

SRO. Interested parties pack the FCC meeting on cable.



institution of government that . . . has undertaken this candid and forthright assessment and has proposed the reversal of policy that now is so clearly warranted by the record and mandated by the public interest."

Two rulemaking petitions aimed at slowing, or at least making more expensive, cable's growth were dismissed by the commission. One was the NAB's petition for rulemaking aimed at curbing "the harmful impact of superstation development on broadcast program service to the public." The commission said there was no evidence of harm resulting from superstations.

The other petition rejected was offered by NTIA and proposed a rule that would require new cable systems to obtain the consent of stations whose signals they want to transmit. Those systems would be free of other carriage rules. Existing systems would continue to operate under present rules.

However, the retransmission concept—which Sol Schildhouse, a former Cable Television Bureau chief who is now in private practice representing cable interests, calls broadcasters' "final solution" of the cable problem—is not dead. At the urging of the commission's newest member, Anne Jones, the notice was rewritten to include a paragraph inviting comment on the retransmission consent or other proposals that would establish a marketplace mechanism. Although she does not favor the NTIA proposal, Miss Jones said later, "We need to signal the industry that some of us think the program owner should be involved" in decisions affecting the use of its product.

There also is a modified version contained in H.R. 3333, Representative

A satisfied Ferris:

“A milestone for the FCC not only in its policy-decision making in the broadcast-cable area in particular, but in its processes generally.”

Lionel Van Deerlin's (D-Calif.) proposed rewrite of the Communications Act.

Industry reaction to the commission's actions was predictable.

"A major victory for the viewing public," said Robert Schmidt, president of the National Cable Television Association. The actions, he said, "are the first step toward abandoning policies which have limited consumers' viewing choices in order to protect broadcasters and the networks from competition."

The National Association of Broadcasters said adoption of the proposals would not only adversely affect all television stations, particularly those in small markets, but would be counterproductive to the FCC's own efforts to promote the development of UHF television and improve broadcast service. NAB assistant general counsel James J. Popham said that "anyone who wants to put a UHF station on the air will have to not only confront the considerable handicaps involved in UHF broadcasting, but compete in a market where the cable subscribers have access to the signals of numerous distant in-

dependent stations." (Mr. Popham and NCTA's executive vice president, Thomas E. Wheeler, were scheduled to discuss the issues raised in the commission's actions on NBC's *Today* show this morning, [April 30]).

The lone dissenter, Commissioner Robert E. Lee, was not satisfied all of the evidence was in. Although he could not dispute the studies, he said, "there may be . . . other experts on the outside who could reach a different conclusion."

Commissioners James H. Quello and Abbott Washburn also seemed uncomfortable with the rulemaking. But they contented themselves with concurring on, rather than voting for, rejection of the NAB and NTIA petitions.

For the weight of the studies regarding distant signals and syndicated exclusivity presented by the staff was more than those commissioners could overcome. Cable Television Bureau Chief Philip Vermeer said the study had proceeded from "an exceedingly cautious premise"—it "assumed the worst possible impact." He said the study assumed 48% cable penetration—a mark, he noted, no one expects to be reached in the foreseeable future—and forecast an audience loss by television of 10% and eventually up to 20%. But that, the study said, would be offset by other factors—increases in population and in advertising rates, among them. And impact on UHF stations would be less, it added, since they gain from cable carriage.

Furthermore, he said, the study examined broadcasters' claims of harm caused by cable penetration, and found little, if any. In an examination of the financial records of 17 stations in two markets, the investigators found a decline in revenue and audience in only two cases—

InBrief

Bill Sims of Wycom Corp., Laramie, Wyo., retiring National Association of Broadcasters radio board member who commanded attention with calls for replacement of NAB President Vincent Wasilewski (BROADCASTING, Feb. 19, March 26 and story, page 33), **has struck flag.** Due in Washington for special NAB board meeting this week, he says he hasn't changed opinion about need for new leadership, but "I have come to the absolute conclusion that Vince is entrenched for as long as he chooses."

□

Television Bureau of Advertising's board meeting in London, adopted resolution saying it "unanimously rejects any measurement of television viewing on a continuous or expanded local-market basis." Board cited Booz, Allen & Hamilton study that found "broadcasters were overwhelmingly in favor of the current four-week measurement periods and advertisers felt that [current measurements were] satisfactory for buying and planning purposes" (BROADCASTING, Nov. 20, 1978). **CBS-TV meanwhile received cost estimates** it had requested from Arbitron and Nielsen looking toward possibly **36 or 40 weeks of measurement.** These, it was understood, put costs at **\$10 million to \$12 million** were than approximately \$20 million currently paid to each service. CBS was also said to have indicated that having Arbitron and Nielsen survey alternate weeks or months could avoid risk that, if one service got complete contract, other might go out of business. Advertising Research Foundation committee, ardent advocate of expanded measurements, has offered to serve as coordinator and develop plan for expansion.

FCC acted last week to help bring **commercial TV service to Delaware.** Commission granted motion by two groups for expedited consideration of mutually exclusive applications for **new TV station on channel 38 at Seaford.** Delaware Citizens Committee and Citizens' Committee for the Expansion of Commercial Television to the State of Delaware filed motions Jan. 30 requesting priority treatment for competing applications.

□

Meanwhile, FCC, whose failure to deal with **New Jersey's stated need for additional television service** drew criticism of House Communications Subcommittee three weeks ago, was **unable last week to muster votes needed to act on matter.** With Commissioner Anne Jones absent because of illness, commission on Thursday split 3-3 on proposal—tentatively OK'd by commission on 4-2 vote in November—to inform New York and Philadelphia stations their renewals would be conditioned on their establishing studios in New Jersey.

□

Johnny Carson discussed his relationship with NBC-TV in interview carried on CBS-TV's *Sixty Minutes* yesterday (April 29), and made such points as: There's **no feud between himself and NBC President Fred Silverman,** there's **"no direct overture" from ABC-TV** and after 17 years he finds it **"impossible to keep up his energy level."** Interview taped with Mike Wallace was for profile of Mr. Carson to run in fall, but segment was moved up as reports circulated that Mr. Carson wanted to leave *Tonight* before expiration of his contract in 1981 (BROADCASTING, April 23). Mr. Carson said he would like to do perhaps four or five specials annually and wanted to be active in TV. He called program like *Tonight* "pure television" and said "there should always be a show like *Tonight* on television."

and in those, additional stations had entered the market.

And in an examination of six markets where cable systems had been grandfathered under rules permitting them to carry far more signals than would be permitted under existing limits, television revenues in only one were down. And cable penetration in that one (Palm Springs, Calif.) was unusually high at 80%. The other grandfathered markets studied are Bakersfield and San Diego, both California; Harrisburg-York, Pa.; Seattle, and Parkersburg, W. Va.

It was NTIA's proposal that generated the greatest degree of controversy among the commissioners and staff. Mr. Verveer and General Counsel Robert Bruce urged that the proposal be rejected on jurisdictional as well as policy grounds. They argued that when Congress adopted the Copyright Act of 1976, which provides for compulsory licenses for cable systems, it effectively barred the commission from adopting an order imposing what would be full copyright liability on cable systems. And Mr. Verveer said the proposal "is in fundamental disagreement with" the deregulatory actions the commission was putting out for comment.

Indeed, Mr. Verveer, normally low keyed, seemed incensed at NTIA for offering the proposal. He noted it had been filed at the end of a lengthy, expensive inquiry into cable's economic impact on television, and seemed to say that the commission should ignore the results which indicate that the present rules "are not necessary." The proposal, itself, he said, is "clumsy and poorly conceived."

Chairman Ferris and Commissioners Fogarty and Tyrone Brown did not disagree with those arguments. Chairman Ferris

saw NTIA's proposal as Mr. Geller's effort to provide a better solution to the copyright issue than Congress did in the 1976 law. "We have to respect Congress's position," the chairman said. "It may be lousy policy, but we have to respect the position of the parent body, even if we have a different judgment."

On the other hand, the Broadcast Bureau's deputy chief, Martin Levy, argued that the question of jurisdiction remains an open one. "I don't think the commission is barred from considering [the proposal]" he said. "Congress didn't tie the commission's hands for all time."

"Why not put it out for comment and get the views of others lawyers?" asked Commissioner Quello. "I don't think we can summarily dismiss this and say we don't have jurisdiction."

As it turned out, the commission did not cite jurisdiction as one of the grounds for dismissing the NTIA petition. Miss

Jones indicated she had not been persuaded by the arguments that the commission lacked jurisdiction. "I don't think the legislative history [cited by General Counsel Bruce] goes to the question of our jurisdiction," she said. And at her urging, the notice was rewritten to indicate that petition was being dismissed only on policy grounds. As for the jurisdiction issue, that was said to be "questionable."

Assuming the distant-signal and syndicated exclusivity-rules are repealed, the commission will be left with only three major cable rules to administer, only one of which is restrictive. That is the sports blackout rule, which bars a cable system from importing from a distant station a game involving a local team playing at home if the game is not broadcast locally. The other rules afford broadcasters network nonduplication protection and require cable systems to carry the signals of local stations.

The heat's on over Johnson successor

Quello plumps for Levy in memo to commissioners; Wasilewski breaks protocol, worrying publicly over possible appointment of Lloyd as chief of Broadcast Bureau

FCC Chairman Charles D. Ferris received advice from two disparate sources last week as he pondered the question of whom to recommend to his colleagues to succeed Wallace Johnson, retiring chief of the Broadcast Bureau.

Commissioner James H. Quello submitted a memorandum, with copies to the

other commissioners, registering "a strong, urgent recommendation" for the appointment of Martin Levy, currently deputy chief of the bureau. And National Association of Broadcasters President Vincent Wasilewski, in a speech to a group of Pennsylvania broadcasters, expressed concern over rumors that the post will go to Mr. Ferris's administrative assistant, Frank Lloyd. Mr. Lloyd is a former director of Citizens Communications Center, a public interest law firm that has represented numerous citizen groups in petitioning to deny license renewals. His name frequently crops up in speculation when a

NBC and ABC signed new TV rights contracts for major-league baseball, extending through 1983, at prices said to be approximately double those for past four years. Prices were not disclosed, but informed sources estimated that ABC, which paid \$50 million over past four years, would pay \$95 million over next four, while NBC, which paid \$42.8 million, would pay about \$90 million. Actually, ABC's might run higher because its new contract covers current year—last of old contract—as well as next four, while NBC's is for four years starting in 1980. Networks will continue to alternate (1) World Series and (2) All-Star game and league championship series, with ABC having World series this year (starting Oct. 9 in prime time).

□

To counter argument that deregulation will result in less public service programming by small market radio stations, National Association of Broadcasters has produced statistics it says show stations currently are doing **three times more than they have to under FCC guidelines**. NAB survey of radio in small markets not near metropolitan areas that have only one AM or AM-FM combination shows stations are devoting 25.4% of their programming to nonentertainment matter—13.3% news, 2.8% public affairs and 9.3% "other" (agriculture, religion, instruction). FCC standard is 8% nonentertainment programming for AM stations, 6% for FM's. What it shows, NAB argues, is that small market stations would do public service without FCC guidance.

□

It looked Friday like broadcast news organizations had **lost fight for live coverage of Senate Ethics Committee hearings** that start today on charges of impropriety against **Senator Herman Talmadge** (D-Ga.). Committee spokesman said hearings "have the attributes of a judicial proceeding," and committee decision doesn't differ greatly from that of most courts. Decision was strongly protested by Sid Davis, NBC

Washington news chief, writing on behalf of network pool, by Paul Davis, president of Radio Television News Directors Association, and Phil Jones of congressional Radio Television Correspondents Galleries.

□

FCC administrative law judge in **initial decision has revoked licenses of WJPD-AM-FM Ishpeming, Mich.** Judge Joseph Stirmer found station engaged in false or double billing from 1972 or 1973 until early 1977. During this period, judge said, stations' president, Eugene Halker, "was guilty of gross negligence and an inexcusable lack of supervision tantamount to an abdication of licensee responsibility."

□

FCC's approval of black-owned Seaway Communications Inc.'s purchase of **WAEQ-TV Rhinelander, Wis.**, last week (page 30) was culmination of almost three years of **behind-scenes work by group owner Capital Cities Communications**. Capcities sources say they decided nearly five years ago to help get some 100% minority group into TV ownership and, after several false starts, succeed in getting Seaway group together, then helped evaluate markets and find station for it to acquire. Capcities even put up seed money to help get group incorporated, though sources there say financial part was not really important.

□

Ave Butensky, president of Enterprise Division of Viacom, has resigned to pursue other interests in entertainment and program distribution field. His successor will be named shortly.

□

Sander Vanocur will be going back on air as a reporter for ABC News. It's expected Mr. Vanocur will remain in Washington, where he has been based ever since being hired as chief of special ABC unit for political affairs and investigative reporting.

top staff position becomes vacant at the FCC.

As for the chairman, he was keeping his counsel on the issue. And although he had hoped he could make a recommendation on a replacement for Mr. Johnson by April 30—the date on which Mr. Johnson's retirement (on an annual pension of \$34,200) becomes effective—he said last week he would not make one until this week. He had "an idea," he said, but it was not yet firm.

The actions of Commissioner Quello and Mr. Wasilewski in offering their comments are highly unusual, and indicate the degree of concern that has developed over the manner in which the chairman will proceed in filling the top Broadcast Bureau post. Normally, commissioners simply wait for chairmen to recommend persons for the high-level jobs they fill, and then go along. It is rare if not unprecedented for a representative of a regulated industry to go public with a comment on a candidate, rumored or actual, for an FCC staff post.

Commissioner Quello's support for Mr. Levy seems ironic, since Mr. Levy, a Democrat, over the years has been considered by some members of the broadcast establishment as too liberal, while Commissioner Quello is regarded as among the commission's conservative wing. Adding to the irony is that the other members of that wing, Commissioners Robert E. Lee and Abbott Washburn, also support Mr. Levy for the chief's post.

Mr. Levy, a lawyer who has been on the commission staff for 31 years, has impressed those members, as well as others, with the independence and force with which he has argued the bureau's position at commission meetings—not infrequently tangling with the chairman in the process. Indeed, Commissioner Quello's memorandum speaks of Mr. Levy as "strong, independent, dedicated."

Commissioner Quello also raises the question of staff morale, which commissioners and staff have cited as a problem (BROADCASTING, Feb. 5). Mr. Levy's appointment, Commissioner Quello said, "will bolster morale." But he also said that matter should be discussed in a closed commission meeting, rather than in a memo.

The support of at least three commissioners does not assure Mr. Levy the job.

He is known to have told one of his backers that he would not accept the post unless the chairman sincerely wanted him to have it. Mr. Levy is known to feel that Mr. Johnson suffered from the chairman's demonstrated lack of confidence in him. For instance, the chairman ignored Mr. Johnson's recommendation when he forced the resignation of Roscoe Long as chief of the Policy and Rules Division, which is part of the Broadcast Bureau.

Mr. Wasilewski expressed his comments on the matter on Wednesday while aboard ship off the Florida coast with the Pennsylvania Association of Broadcasters.

He said Mr. Lloyd, who he noted is "rumored" to be in line for the appointment, does not have the "track record of open-mindedness and fairness" he said is needed of anyone named to the Broadcast Bureau chief's job. He said that not only had Mr. Lloyd headed Citizens, "an organization active in petitioning to deny license renewals" but that in Senate testimony in 1975—a reference to an appearance before the Senate Communications Subcommittee during an FCC oversight hearing—he had demonstrated "definite bias against small-market radio and opposed deregulation."

Mr. Wasilewski questioned whether such a background is "appropriate" for Broadcast Bureau chief, and whether it is "compatible with President Carter's call for deregulation," in his speech to the NAB convention in Dallas (BROADCASTING, April 2).

One source flatly predicted the chairman's recommendation would not be Mr. Lloyd.

The chairman himself dashed some cold water on the Lloyd rumor, but not quite enough to extinguish it. He said that, after hearing the rumor, Mr. Lloyd had asked that he not be given the post. "I want to stay where I am," Mr. Ferris quoted him as saying, adding, "He enjoys the wide scope of his present job."

So taking the bureau chief's job "would be against his wishes," the chairman said. But he also said that Mr. Lloyd would "seriously consider" the post if he were asked to take it. And he was high in his praise for his assistant: "He's fair minded and an extraordinary lawyer qualified to handle any job at the commission, including that of commissioner."



Mr. Turner goes to Washington with plan for improving TV

Atlanta superstation owner unveils his new proposal for decreased commercial load, more 'quality' shows and a heavier PSA commitment

Ted Turner, the flamboyant and unorthodox owner of satellite-fed superstation WTCG-TV Atlanta, went to Washington last week in advance of the FCC's cable meeting on Wednesday to unveil a plan "to improve the quality of television" ("Closed Circuit," April 23). At a time when both Congress and the executive branch of the government are looking at a series of proposals that, in Mr. Turner's words, would "wipe us out," he announced a series of schedule changes for the Atlanta station that include:

- A reduction in its over-all commercial load (Monday through Friday, 7 a.m. to 1 a.m.) to a maximum of 210 minutes—55 minutes or 21% below the National Association of Broadcasters standards.

- One hour each weekday of commercial-free "educational children's programming."

- An hour each weeknight of "outstanding quality" programs for adults that will include several programs first viewed on the Public Broadcasting Service.

- And a "substantial increase" in the public service commitment of the station, including more public service announcements and additional hours devoted to discussions of "issues of significance."

Mr. Turner also said that he was attempting to sell his other television station, WRET-TV Charlotte, N.C., an NBC affiliate on channel 36, in an effort to raise funds to launch a 24-hour, \$50-million Cable News Network that would provide "continually updated half-hour segments of national news, business news, sports and features."

Speaking Monday at a news conference



Levy



Johnson



Lloyd

in Washington's Madison hotel the day after he was profiled on CBS's *60 Minutes*, Mr. Turner used the opportunity to lash out at the programs offered by the three commercial networks and to applaud his own plan as a "firm commitment to viewers to improve the choice and quality of their daily television fare." Then, departing from his prepared remarks, Mr. Turner said: "The networks have had 30 years to improve the quality of television, and they haven't done it yet. They need competition to make them better, and I promise to provide that competition."

He said that his schedule changes for WTCG—effective today, April 30—marked his commitment to "putting program quality ahead of ratings or profits."

Although WTCG does not now carry the full 265-minute complement of commercials, Mr. Turner said, the reduction of the load would still be a substantial one. He gave no indication that he would be altering his rate card to reflect the reduced availabilities, but, when asked how he intended to cut the number of commercials and still make money, he responded: "I intend to make a lot of money. A lot of stations make 50% profit and get away with murder. I've been getting away with it, too. I feel guilty about making so much with so little."

The children's programs WTCG will begin airing will run in two 30-minute segments—one, *Discovery*, at 8:30 a.m., and the others, *Infinity Factory* and *Rebop* (both produced by TVAC—Television For All Children) at 3 p.m.

Bristol-Myers has agreed to be one of the sponsors of the new prime-time programs. Those series, which will air each weeknight at 10 p.m., include: *The Ascent of Man* (Monday); *America* (Tuesday);

Supersqueeze. Kellogg Co., Battle Creek, Mich., has bought a schedule on superstation WTCG-TV Atlanta in a move that ultimately may mean the reduction of spot TV activity by Kellogg in certain markets.

Neither Kellogg nor its agency, Leo Burnett, would confirm or discuss the project. But station sources said they have been advised that Kellogg is going ahead with the WTCG buy and will analyze the results to determine the effect of the added cable penetration provided by the satellite-carried signal of WTCG.

The superstation buy is part of a large spot TV effort Kellogg will conduct between April 2 and April 29 and April 30 and Sept. 2. Stations have been notified that Kellogg, with the aid of Nielsen special surveys, will determine the cable penetration in the Monday-Friday early fringe periods appealing to children in specific markets. If any significant audience is credited to WTCG in a distant market, it will result in a deduction from the normal number of gross rating points Kellogg will buy in that market. One example cited was that if Kellogg is buying 100 GRP's a week in a market, places 10 announcements on WTCG and WTCG is credited with one rating point in that market in the early fringe period, the buyer henceforth will buy only 90 points a week on stations there.

TV stations said they learned that the buy on WTCG is a "favorable" one, and Kellogg is receiving other advantages, including the first position in the first commercial break and coverage in markets not on the regular buy list.

Fall of Eagles (Wednesday); *The Commanders* (Thursday) and *Ten Who Dared* (Friday, beginning May 20 at 10:30 p.m.).

"Let me point out that these programming and commercial practice revisions are just a start. As the Super Station [a coinage Mr. Turner has copyrighted] continues to grow and provide the necessary economic potential we will add to the numbers and hours of quality programming available to the American public. Of necessity, today we must primarily use programs already produced, but in the future we intend to present original quality programming produced exclusively by and for WTCG," Mr. Turner said.

Mr. Turner also took last week's opportunity to discuss the issues now being debated in Washington regarding his station and others currently being fed to cable systems by satellite—specifically retransmission consent, a plan developed

by the National Telecommunications and Information Administration that would require cable systems to get permission from originating stations and copyright holders to pick up distant signals. When asked the effect of the plan on his station Mr. Turner retorted: "Wipe us out. I mean it would be a complete wipe-out."

He accused the commercial networks, the NAB and the Motion Picture Association of America of presenting a united front in attempting to thwart superstations and the distribution technology that has made them possible. Waving a copy of an NAB petition to the FCC claiming a superstation "harms the public," Mr. Turner accused the broadcasters and the motion picture firms of "talking out of both sides of their mouths." Calling himself a "Robin Hood," Mr. Turner compared the alliance of NAB and MPAA against superstations to the Mafia.



The five faces of Ted Turner. CBS-TV's *60 Minutes* devoted one of its April 22 segments to Ted Turner—all of him: "Captain Courageous," the champion yachtsman; "Captain Outrageous," the drunk winner of the America's Cup; "Captain Video," "who took a deficit-ridden independent television station in Atlanta and turned it into the country's first superstation"; "Terrible Ted," the outspoken and colorful sports entrepreneur, and "Rhett Butler," gentleman farmer with a plantation house "that looks like Tara in 'Gone with the Wind.'"

True to form, Mr. Turner did not let even CBS's Harry Reasoner steal his thunder. As Mr. Turner said of CBS's filming him giving a speech: "You know you're big news when your competition's there."

Some excerpts from the broadcast:

Mr. Reasoner: Turner doesn't just live his life, he attacks it. And this attitude helps to explain why you don't have to live in Atlanta to watch his WTCG, channel 17.

□

Mr. Reasoner: There's been some criticism of channel 17's programming. I noticed *The Flintstones* was on there a minute ago.

Mr. Turner: There's been some criticism of CBS programs.

□

Mr. Reasoner: If superstations or other aspects of cable fragment an

audience like that, aren't you going to destroy the networks and the big stations?

Mr. Turner: Absolutely not. The radio networks weren't destroyed by the proliferation of radio stations. I think it just made everybody better broadcasters. Competition hasn't hurt anything. I think it will maybe make the networks better. And I think they're pretty good right now.

□

Mr. Turner: I remember when I first took over the station, everybody said well, your programs lack quality. Well, I could go to New York now and say to the top advertising people, 'Do the networks' programs have all that much quality?' And I don't get anybody that argues with me anymore. I don't need any more money. I really don't. I've got more money than I ever dreamed that I'd ever have in my life. Our station is going to stand for something a little bit better.

□

Mr. Reasoner: I left that baseball field liking Ted Turner. I'd hate to have to keep up with him, and I'd hate to be that driven myself. But I liked him. He's a talented man with a very large ego, not unheard of in American business and show business. And when you look at his accomplishments, maybe you can't blame him. He's just convinced he can do almost anything he sets out to do. And so far he's been right.

Ferris and Pertschuk wary of an overdose of regulatory reform

Although both chairmen approve the thrust of pending legislation, they're concerned some provisions could produce more red tape rather than decreasing it

The chairmen of the FCC and the Federal Trade Commission went to Capitol Hill last week to lend their support to pending legislation that is intended to improve planning and management of the regulatory process.

Testifying before the Senate Committee on Governmental Affairs, the FCC's Charles Ferris and the FTC's Michael Pertschuk agreed that provisions contained in two pending regulatory reform bills would benefit federal agencies and the public. These provisions include improved analysis of the economic costs and benefits of federal agency rules, increased public participation in their formulation, better management of and reduction of delay in agency processes, regular review by agencies of their rules to eliminate those that are no longer needed, and reform of the administrative law judge selection process.

The two men, who were joined on a panel by Susan King, chairman of the Consumer Product Safety Commission, did, however, express some concern about certain aspects of the bills.

Mr. Pertschuk, for example, said that provisions requiring regulatory analyses will prove costly. "For the FTC, the substantial money and staff time devoted to carrying out these analyses conscientiously will mean fewer resources devoted to law enforcement investigations, enforcement of rules and orders, and economic studies not directly connected with a rulemaking," he said.

Mr. Ferris expressed some reservations about the analyses as well. "The bills' requirements of initial and final agency regulatory analyses reflect the inherent difficulty in trying to make procedural reform achieve substantive regulatory reform," he said. "As drafted, these showings might well prevent the proliferation of unnecessarily burdensome rules—a good result. But they might also delay agencies in eliminating many currently unnecessary rules. In particular, they might retard the independent economic agencies, like the FCC, in our efforts to open formerly regulated markets to competition."

Mr. Ferris, in outlining actions the FCC has taken recently, said the commission has tried to embody the provisions in both bills—one of which was introduced by the Carter administration. These actions include a number of public outreach pro-

grams, regularly published material designed to encourage public participation and a major effort to simplify rules. In addition, he said, the commission is studying a program that would pay expenses for public participants who could add new data to selected informal rulemaking proceedings.

Mr. Pertschuk said his agency has also taken actions to assist the business community and consumers. He said the FTC publishes a six-month agenda of contemplated rules and actions, it has worked with the administration's Regulatory Council to help assure against overlap and duplication with other agencies, and has encouraged public participation, chiefly through Magnuson-Moss Act funding.

One of the biggest problems with the bills' existing provisions, Mr. Ferris said, is that they attempt to shape the results of actions in a wide variety of regulatory fields by across-the-board procedural remedies, rather than through an agency-by-agency examination. He said he realized the latter would be "a more painstaking method of reform," but it will ultimately be more effective because it will be tailored to each agency's needs.

Mr. Pertschuk said one of his major concerns regarding regulatory reforms was implementation of the one-house veto in Congress. "No case has been made that we've abused the powers Congress has given us," he said, adding that oversight and appropriations committees, as well as the legislative veto, are actions that keep the agencies accountable to Congress.

Mr. Ferris agreed on this point, noting that in the past few years, Congress has devoted increasingly more time to scrutinizing commission action. Mr. Pertschuk estimated he spent one-third of his time responding to inquiries generated by the oversight process.

Both men also agreed that it is appropriate for the executive branch to publicly comment on proposed actions at any stage of the inquiry. Mr. Ferris said, for example, that the Commerce Department often files comments on FCC matters, and he had absolutely no objection.

On the subject of agencies issuing overlapping regulations, Mr. Ferris said it has not been a problem for the FCC, as its mandate is pretty clear. Mr. Pertschuk said this had been a problem in the past, but he believes the Regulatory Council can effectively alleviate this situation. In addition, Mr. Pertschuk said, passage of such a bill would probably require a doubling of staff economists to consider the impact of proposed rules.

Both men applauded the thrust of the proposed reforms, but cautioned against the actions possibly going too far. Mr. Pertschuk urged the committee to recognize that "just as regulation has its limits, so does regulatory reform." He called the two bills "thoughtful, carefully crafted responses to well-documented problems. But other proposals," he added, "couched in the rhetoric of deregulation and reform, are devices that would impose new, unproductive costs, cause endless delay, and in general work to the benefit of those

in our society who now hold unfair advantage." He said he had in mind proposals that would require mammoth studies, or would undermine the rulemaking process through legislative veto mechanisms.

Mr. Ferris, in his closing remarks, said: "We at the regulatory agencies have gotten the message, loud and clear, that reform is warranted. We have also learned from the regulatory reform movement that we need not always adopt a detailed rule to correct every perceived problem." He suggested that the committee follow his lead. "A detailed legislative prescription," for every regulatory reform problem "could, if not carefully crafted, create more bureaucracy and new hurdles to constructive agency actions," he said.

Off and running at record pace in first quarter

ABC, Cox, Metromedia, Storer, Capcities and others report strong financial gains

Broadcast-oriented companies are registering impressive gains in revenues and profits in the first quarter.

ABC posted a record first quarter in both revenues and net income. Sales climbed to \$451.6 million, an increase of 9% over last year, while earnings from continuing operations rose by 19% to \$25.5 million, equal to 91 cents per share.

Leonard H. Goldenson, chairman, and Elton H. Rule, president, said the company's television and publishing operations "continued to set records in the quarter." They observed that the television network and the owned television station group showed increased revenues and profits despite substantially higher news costs at the network.

"ABC Radio's revenues rose in the first quarter, but profits declined slightly due to the softness in the radio marketplace during the period and to competitive conditions in certain markets," they said.

Cox Broadcasting rolled up a robust 40% increase in income before extraordinary earnings in the first three months, totaling \$7,397,000, or \$1.10 per share. Extraordinary earnings of \$1,977,000, or 30 cents per share, represented a refund of investment for tax credits on motion picture production costs for the years prior to 1968 and related interest.

Cox operating revenues for the 1979 first quarter jumped by 19% to \$55,802,000. Broadcasting revenue increased by 13% over the 1978 first quarter, according to Clifford M. Kirtland Jr., president. He said both television and radio reported gains, with TV local and radio national advertising showing particular strength.

Revenues of Cox Cable Communications moved up by 37%, continuing to reflect pay-TV growth and the company's internal development and expansion program. Net income was said to be substan-

TV's most imaginative programming idea



wins TV's most prestigious honor.

Cartoon-A-Torial, Newsweek Broadcasting's innovative and provocative news insert, has been given a coveted Peabody Award in the news category.

Newsweek Broadcasting was cited for having "successfully translated the editorial cartoon from the newspaper page to the TV screen" and for having done it "with humor, style and meaning."

Cartoon-A-Torial is drawn by 13 of the nation's leading cartoon journalists, animated by Hal Seeger Productions and sold through

JWT Syndication. Currently, more than 45 TV stations feature it on news, magazine and public affairs programs. Newsweek Broadcasting produces five Cartoon-A-Torials each week, running about 15 seconds each.

For a cassette of a typical week of Cartoon-A-Torials, write or call Norm Varney, JWT Syndication, 420 Lexington Avenue, New York, N.Y. 10017—(212) 867-1000, or Bernie Shusman, Newsweek, 444 Madison Avenue, New York, N.Y. 10022—(212) 350-2176.

CARTOON-A-TORIAL

**Produced by
Newsweek Broadcasting**

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

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC.....	3 mo. 3/31	\$451,607,000	+8.8	\$25,467,000	+11.2	\$.91	\$415,145,000	\$22,903,000	\$.84
Capital Cities.....	3 mo. 3/31	39,795,000	+12.8	11,970,000	+11.3	.87	79,655,000	10,707,000	.75
Chris-Craft.....	6 mo. 2/28	50,574,000	+26.6	3,920,000	+45.9	.94	39,946,000	2,687,000	.49
Cox Broadcasting.....	3 mo. 3/31	55,802,000	+19.2	9,374,000	+77.1	1.40	46,815,000	5,292,000	.79
Gannett.....	Year 12/31/78	690,128,200	+23.7	83,104,400	+19.7	3.10	557,908,200	69,415,700	2.60
General Instrument.....	Year 2/28	550,648,002	+9.5	34,085,522	+40.2	4.22	502,848,173	24,315,819	3.03
General Tire & Rubber.....	3 mo. 2/28	519,061,000	+16.0	12,491,000	-33.1	.53	447,591,000	18,675,000	.80
Harris.....	9 mo. 3/31	708,899,000	+14.7	44,194,000	+20.5	1.72	617,872,000	36,690,000	1.49
Harte-Hanks.....	3 mo. 3/31	51,393,000	+33.7	3,131,000	+14.2	.34	38,434,000	2,742,000	.30
McGraw-Hill.....	3 mo. 3/31	174,092,000	+13.3	13,250,000	+25.7	.53	153,584,000	10,534,000	.43
Metromedia.....	3 mo. 3/31	95,343,000	+18.3	6,883,000	+8.2	1.50	80,613,000	6,361,000	1.05
MovieLab Inc.....	Year 12/30/78	29,370,801	+6.5	1,212,393	+32.9	.83	27,577,746	912,622	.64
Multimedia.....	3 mo. 3/31	26,988,279	+17.1	3,249,428	+16.5	.49	23,056,774	2,788,893	.42
A.C. Nielsen.....	6 mo. 2/28	187,544,000	+22.7	12,451,000	+7.6	1.13	152,826,000	11,568,000	1.05
Outlet Co.....	Year 1/31	307,096,000	+24.0	10,038,000	+5.6	3.68	247,561,000	9,502,000	3.93
Rockwell.....	6 mo. 3/31	2,981,100,000	+17.0	129,600,000	+55.0	3.66	2,548,400,000	83,600,000	2.38
Schering-Plough.....	Year 12/31/78	1,082,493,000	+15.1	193,629,000	+16.2	3.62	940,859,000	166,652,000	3.08
Storer Broadcasting.....	3 mo. 3/31	36,100,000	+21.3	3,252,000	+39.4	.59	29,765,000	2,333,000	.44
J. Walter Thompson.....	3 mo. 3/31	51,538,000	+17.1	690,000	+28.5	.23	43,998,000	537,000	.18
Time.....	3 mo. 3/31	536,090,000	+56.9	26,608,000	+24.0	.95	343,455,000	21,433,000	1.00
United Cable Television.....	9 mo. 2/28	21,539,000	+37.8	2,573,000	+83.4	1.26	15,628,000	1,403,000	.73
Viacom.....	3 mo. 3/31	24,700,000	+36.5	1,907,000	+22.6	.50	18,097,000	1,556,000	.41
Wometco.....	3 mo. 3/24	63,953,000	+14.0	3,398,000	+22.5	.40	56,104,000	2,775,000	.33

tially higher than in the 1978 first period.

It was also a record first quarter in revenues for Metromedia. Sales were \$95,343,000, an 18% increase over the 1978 period. Operating income was boosted by 22% to \$17,040,000, while net income was up 8% to \$6,883,000, equal to \$1.50 per share.

John Kluge, chairman and president of Metromedia, said broadcasting was a substantial contributor to sales and profits: \$37,313,000 in revenues, up from \$31,478,000 in the 1978 period, and \$6,760,000 in operating income, as compared with \$5,290,000 last year.

Storer Broadcasting posted a 38% increase in net income for the first quarter totaling \$3,252,000, equal to 64 cents per share. Revenues were up 21%, \$36,100,000.

Pre-tax profits from Storer's broadcast stations led those of all other operations, aggregating \$5,357,000, followed by cable TV, \$2,175,000 and other broadcast-related items, \$362,000. CATV profit showed the largest percentage gain, up 58%, while broadcast increased by 20%.

Capital Cities Communications Inc.'s net income for the first quarter rose by 12% to \$11,970,000, despite the losses incurred at the *Wilkes-Barre* (Pa.) *Times-Leader*, which has been publishing under strike conditions since October 1978. In the first quarter the newspaper's operating loss was about \$1.2 million, compared with a \$1.8 million loss in the fourth quarter of 1978.

Thomas Murphy, chairman, said earnings per share in the first quarter were up 16% to 87 cents and net revenues were \$89,795,000, a 13% rise over the 1978 quarter.

Meredith Corp. turned in a 10.1% gain in net income for the third quarter ended March 31, amounting to \$4,780,000,

while revenues reached \$83,571,000, as against \$77,030,000 last year.

Robert A. Burnett, Meredith president, said the improvement in revenues and profits resulted primarily from the magazine and printing operations. He reported that Meredith's Broadcast Group produced a slight gain in the third quarter, which included for the first time the results of WPCH(FM) Atlanta and WPGH-TV Pittsburgh. Mr. Burnett said broadcasting showed a minor slowdown in sales improvement compared to the first two quarters of the fiscal year and incurred high promotion and programing costs to upgrade the Pittsburgh operation.

Time Inc. had record first-quarter earnings of \$26,608,000, up 24% over 1978. Revenues jumped by 56% to \$536,090,000.

James R. Shepley, Time president, said that in the Video Group, American Television & Communications Corp., now the nation's second largest cable operator, "should become number one in the not too distant future." He added that the number of cable systems served by Home Box Office Inc., a Time pay cable organization, grew from 745 last December to 911 at the end of March.

McGraw-Hill Inc. reported that first-quarter net income totaled \$13,250,000, an increase of 26% over last year, while revenues were up 13% to \$174,072,000. Harold W. McGraw Jr., chairman and president, said the gains in the first quarter by the broadcasting and publications companies and Standard & Poor's were "particularly impressive."

Viacom International showed an increase in revenues in the first quarter to \$24.7 million from \$18,097,000. Net income before an extraordinary gain amounted to \$1,907,000, a 23% increase over 1978. Earnings per share in the first

quarter were 50 cents per share, compared with 41 cents last year, and the extraordinary gain (the sale of a 50% undivided interest in Showtime Inc.) resulted in additional per share earnings of 54 cents for the first quarter.

J. Walter Thompson Co. weighed in with revenues of \$51.5 million in the first quarter, a 17.1% gain over 1978. Net income climbed by 28.5% to \$690,000 (23 cents per share), compared with \$537,000 (18 cents per share) in the 1978 period.

Getting down to the rewrite nitty gritty

Hearings open in both houses on the various revisions, with Senate working on common carriers and getting assurances of cooperation from AT&T which may mean that passage is not too far away

Hearings on the Communications Act revision bills began in both the House and Senate last week with principals on both sides saying they plan to move their bills, even get them through their full houses, this year.

In the House Communications Subcommittee, where hearings began on the international telecommunications portions of the new rewrite, H.R. 3333, Chairman Lionel Van Deerlin (D-Calif.) announced that he plans to see his hearings completed in June and the subcommittee in mark-up after the July 4 recess. In the Senate, a subcommittee spokesman said it is not yet clear how long hearings will last, but that Communications Sub-

committee Chairman Ernest Hollings (D-S.C.) plans to have a bill marked up, possibly passed by the Senate, this year.

There are two bills before the Senate subcommittee, S. 611 by Senator Hollings and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.), which Senator Hollings called "separate but essentially compatible." It was on the differences between the measures that Senator Goldwater dwelled, however, noting particularly the divergent approaches to a license fee. Senator Goldwater strongly opposes the spectrum use fee proposed in both S. 611 and H.R. 3333 and last Tuesday inserted in the hearing record a study done by the Library of Congress's Congressional Research Service which casts doubts on the legality of any fees that would charge spectrum users more than the cost of regulation (see story, page 29). On the other hand the analysis, done at Mr. Goldwater's request, found no fault with his bill's cost-of-regulation fee, which is the least expensive of the proposed fees as they affect broadcasters.

The co-sponsor of S. 622, Senator Schmitt, stressed his feeling that telecommunications businesses should be deregulated as much as possible to give them free reign in the marketplace. He mentioned radio specifically, saying it is as ripe for total deregulation. Television would "probably not be far behind, he said, but it is clearly a more complicated process."

The Senate hearings heard from common carrier representatives all week, among whom were some cable television operators. S. 611 places cable in both its common carrier and broadcast sections. It provides that cable systems offering monopoly telecommunications services be regulated as common carriers. Under the bill, common carriers that get into competitive services, such as television transmission, would have to provide access to other carriers. They could not be both programmer and owner of the cable facilities.

Those provisions are not to the liking of the cable industry, whose spokesman last week argued for as much deregulation as possible. Richard Loftus of AmVideo Corp., Wellesley Hills, Mass., argued that cable is not like a common carrier. "I am not as much a facilities business as I look upon myself as a service business," he said. When questioned by Senator Hollings about cable's monopoly franchise in an area, Mr. Loftus replied with the analogy, "I may be the only . . . mall in the area, but I'm not the only store." He said cable's entertainment and information services have to compete for viewer attention with broadcast television, movie theaters, pay television and video cassettes.

He argued for the maintenance of what he called a "two wire" principle—one for the local telephone company, the other for the cable system.

Among the first week's Senate witnesses was also a representative of a multi-point distribution service, Don Franco, president of Microband Corp. of America,

Rewrite who? While Congress contemplates the Communications Act rewrite's proposal to lengthen TV license terms and ultimately make them indefinite, respondents to a survey in Los Angeles indicated overwhelming support for retaining periodic evaluations of broadcasters on the basis of their service to the public. A survey of 240 Los Angeles residents by the Center for Communications Policy Research at the University of Southern California found that 76% strongly agreed, and 17% mildly agreed that there should be regular evaluation of licensees. In response to other questions, 92% said renewal applicants should be judged on how well they have served public needs; 90% favored maintenance of a public interest standard; 55% favored requiring broadcasters to pay fees. The same survey showed, however, that only a minority of the respondents, 14%, knew that Congress is currently considering bills to revise or rewrite the Communications Act.

Two other surveys are under way by the center, which is part of the Annenberg School of Communications, one on consumer use of telecommunications services such as pay television, superstations, and automated information channels, the other on the response of creators, producers and distributors to new technological developments in telecommunications. All the studies are part of a three-year research program. "Media '90," which is investigating the impact of new telecommunications technology in the home.

who urged additional safeguards be added to the Hollings bill to protect MDS systems from "predatory practices" of larger carriers. Although MDS is identified primarily with pay television programming, it is moving increasingly into the business communications market, he said.

Mr. Franco opposed the proposed spectrum fee, calling it a "regressive tax which unreasonably discriminates against small businesses as well as carriers to the benefit of broadcasters, and discourages the provision of new services."

Senator Hollings was obviously pleased at the presentation of AT&T, represented by its chairman, Charles Brown. While making clear that the Bell system has several objections to the Communications Act revision, Mr. Brown stressed the company's "willingness and resolve to work toward the basic goals [of increased competition] set forth in the legislation." Where only two years ago AT&T was pushing for legislation to restrict competition in the telephone terminal manufacturing and intercity business communications markets, Mr. Brown said AT&T now welcomes competition in those areas as provided for under the Hollings bill.

It is largely AT&T's cooperative demeanor that leads the authors of both the House and Senate bills to believe that early passage of their measures is possible.

Van Deerlin and Hollings fees are faulted in study Goldwater ordered

Congressional Research Service says H.R. 3333 would charge more than cost of regulation and could run counter to First Amendment, and S. 111 improperly assumes government owns radio spectrum; S. 222 has no such problems

The spectrum fee may be the way to make broadcast deregulation politically palatable, but, says a new congressional staff study, it may also be illegal.

The study, by the Congressional Research Service of the Library of Congress,

of the fee proposals in the three Communications Act revision bills, says that S. 611 and H.R. 3333, the bills by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and his counterpart in the House, Representative Lionel Van Deerlin (D-Calif.), raise legal problems because they would attempt to charge spectrum users more than the costs of regulation. "We discern no legal problems" with S. 622, Senator Barry Goldwater's (R-Ariz.) bill, it says. It was Senator Goldwater, an ardent opponent of any spectrum-use fee, who ordered the study.

According to its arguments, the analogy used by the authors of S. 611 and H.R. 3333 comparing the fee to a charge for government timber, land or minerals is not valid. Land charges involve property owned by the government; electromagnetic spectrum fees do not, it says.

The study says there is no precedent establishing government ownership of the spectrum. Congress in fact specifically rejected the idea of an ownership right to the airwaves in the original Radio Act of 1927, the report says. The provision over which the ownership right debate took place was included in the Communications Act of 1934, the act currently in force.

The analysis quotes the Radio Act's chief sponsor, Senator Clarence Dill (D-Wash.), as saying: "The government does not own the frequencies as we call them, or the use of frequencies. It only possesses the right to regulate the apparatus, and that right is obtained from the provision of the Constitution which gives Congress the power to regulate interstate commerce."

The Goldwater bill, which bases its fee only the costs of regulation, is by far the cheapest of the three measures for spectrum users. According to figures released two weeks ago it would result in only a \$7.4-million charge against the entire broadcasting industry if applied this year. Estimates of the total fee under S. 611 center on \$80 million. H.R. 3333 anticipates that broadcasters would pay \$150 million.

The study raises several questions about both S. 611 and H.R. 3333. It says the concept in S. 611 may be a tax and as such may run into problems with the First Amendment. Would it restrict First Amendment rights, for example, by pre-

venting would-be broadcasters from using available frequencies? it asks.

The fee in H.R. 3333, being based on broadcast revenues, "meets the classic definition of a tax," it argues, and when applied to media with First Amendment protections "may be of doubtful validity."

On the other hand, it says, since H.R. 3333 completely supplants the existing law, it might be interpreted to establish for the first time a property right that allows the government to charge a fee like the grazing fee. But new problems arise if this is the case, it says. "Could claiming a property right in the use of the ether result in other countries' not only following suit, and charging exorbitant fees for our incidental use, but also lead to claiming airspace ownership (where our satellites are located)?"

Distress sales must be priced below the market, says the FCC

Commission won't say what the difference should be, but in ruling on WAEO-TV, word used is 'substantial'

The FCC has decided to use "fair market value" as the benchmark to determine whether a proposed price for a station would qualify as a "distress sale" price under one commission technique to facilitate the entrance of minorities into broadcast ownership.

The commission detailed its rationale of determining the acceptance of "a distress sale price" in an order approving the sale of former Congressman Alvin E. O'Konski's WAEO-TV (ch. 12) Rhinelander, Wis., to Seaway Communications Inc., a Chicago-based company which is 100% black owned (BROADCASTING, April 16). The station is an NBC affiliate.

The sale was the first granted under the policy, adopted a year ago, which permits broadcasters facing license-revocation or license-renewal hearings to dispose of their properties to applicants with significant minority ownership interests (BROADCASTING, May 22, 1978). The transfers must occur before the hearings all started.

The WAEO-TV renewal was set for hearing in 1977 on issues involving allegations of logging violations, fraudulent billing and misrepresentation. The proceeding has been in abeyance since July 20, 1977.

The commission used the order approving the sale to provide more explicit guidance as to how it will determine whether a price meets the distress sale standard. Until now, it had said only that a station could be sold for somewhat more than the seller could realize for the facilities after losing its license.

"The most satisfactory method of determining whether a proposed station sale

price may be regarded as a 'distress price' is simply to compare the price against the assessed fair market value of the station as a going concern," the commission said. It defined fair-market value as the price at which the licensee could sell the station if the license were not in jeopardy.

However, the commission does not get more specific from that point on. It said only that the "contract price should fall below the fair market value by a substantial margin in order to be considered a legitimate 'distress' price."

"Calculating allowable distress price levels as a function of fair market value," the commission said, will allow it to strike balance between two competing interests. One interest is of increased minority participation in broadcasting and reduced procedural burdens in hearing; the other involves the need to provide deterrents to licensee misconduct.

Furthermore, the commission said, the fair market value approach "establishes a standard which is simple, direct, and understandable."

One quirk in the WAEO-TV case is that one professional appraisal submitted to the commission estimated that the physical facilities of the station could be sold for \$1,861,572, while the station's fair market value as a "going concern" is substantially less—\$1,500,000.

The "distress sale" price approved by the commission was \$912,588, although the real net price was said to be only \$807,183, since \$105,405 in liquid assets will be transferred to Seaway at closing. The net amount represents about 54% of the assessed fair market value.

"We are satisfied that the net proposed sale price of the station is indeed a 'distress' price, as it falls short of the fair market value by a margin which we regard as substantial," the commission said.

NAB asks FCC to toughen petition to deny procedures

The National Association of Broadcasters has petitioned the FCC to initiate a rulemaking aimed at tightening up procedures to determine whether petitioners to deny renewal or assignment applications meet the standards required by law. It also asked the commission to develop an expedited procedure under which applicants may challenge petitioners to deny to meet those standards.

NAB said that the commission has acknowledged that petitions to deny that are "spurious" or "seriously . . . defective" may cause significant delays and burdens to licensees and the staff. Yet, it said, "the statutory mandates" involved "are routinely ignored by the commission" as well as petitioners to deny.

The provision of the statute cited by NAB requires that petitions to deny "con-

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tain specific allegations of fact sufficient to show that the petitioner is a party in interest and that a grant of the application would be prima facie inconsistent with" the public interest.

NAB said the commission should adopt guidelines and procedures to assure compliance with that provision. Such an action, it said would make for more efficient use of the commission's resources by "discouraging spurious or defective pleadings."

Among its recommendations, NAB calls for a sharper distinction between petitions to deny and informal objections (and the commission should consider defective petitions as informal objections "only to the extent they raise substantial and material questions of fact and by stating what those questions are"), standards for determining what constitutes standing as "a party in interest" and a limitation on the number of pages that a petition to deny may contain.

As for the expedited procedure it calls for, NAB said that in permitting renewal or assignment applicants to raise preliminary objections to a petition, the commission would avoid wasteful activity, add a degree of certainty to its procedures and lower the cost of participating in renewal and transfer proceedings.

Under NAB's proposal, the objections would be raised within, say, 10 days of the filing of a petition, and would be based on the alleged failure of the petitioner to comply with the standards called for in the law.

Changing Hands

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

Proposed

■ **KODA-FM Houston:** Sold by Taft Broadcasting Corp. to Westinghouse Broadcasting Co. for \$6.1 million, less sale price of KODA(AM) which Taft must reach agreement to sell to unrelated buyer before FM deal can be consummated ("Closed Circuit," Jan. 1). Deal also includes \$700,000 for consultancy agreement with Paul E. Taft who with family owns seller. Tafts also own 85% of WNNE-TV Hanover, N.H., and 41% of KMZK(AM) Fort Worth. Westinghouse Broadcasting owns seven AM's, two FM's and five VHF TV's. It is subsidiary of Westinghouse Electric Co. KODA-FM is on 99.1 mhz with 97 kw and antenna 790 feet above average terrain.

■ **WMIL(FM) Waukesha, Wis.:** Sold by Stebbins Communications Inc. to WMIL Inc. for \$1,590,000. Seller is owned by M. Earlene Stebbins (51%) and her son, Paul (49%). They have no other broadcast interests. Earlier deal to sell station to Darrel Peters Productions Inc. was never consummated. Buyer is subsidiary of The

Charter Co., Jacksonville, Fla.-based, publicly owned oil corporation with holdings in magazine publishing (*Ladies' Home Journal*, *Redbook*, *Sport* and 15 others), insurance, and real estate. Its broadcast interests include KCBQ(FM) San Diego, WMJX(FM) Miami, WDRQ(FM) Detroit, KSLQ(FM) St. Louis and WOKY(AM) Milwaukee. Raymond K. Mason is president and chairman; Fred C. Danneman is president of the communications division. WMIL is on 106.1 mhz with 19.5 kw and antenna 180 feet above average terrain.

■ **KLOM(AM)-KLPC-FM Lompoc, Calif.:** Sold by Robert D. Janeczek and his wife, Mary Anne, to D 'n' T Broadcasting Inc. for \$1 million. Sellers have no other broadcast interests. Buyer is principally owned by Richard N. Savage and his wife, Tanya. Mr. Savage is vice president, network services and affiliate planning, ABC-TV. Mrs. Savage is real estate broker in Darien, Conn. KLOM is 1 kw daytimer on 1330 khz. KLPC-FM is on 92.7 mhz with 550 w and antenna 710 feet above average terrain. Broker: Chapman Associates.

■ **WBSR(AM) Pensacola, Fla.:** Sold by Mooney Broadcasting Corp. to H. D. (Bud) Neuwirth for \$990,000. Seller is publicly owned corporation; George P. Mooney is president and principal owner. It also owns WERC(AM)-WKXX(FM) Birmingham, Ala.; WBYQ(FM) Hendersonville and WMAK(FM) Nashville, both Tennessee, and WUNA(AM) San Juan, P.R. Mr. Neuwirth is one-time executive with Metromedia Inc. and owner of WFEA(AM) Manchester, N.H. WBSR is on 1450 khz with 1 kw day and 250 w night. Broker: Milton Q. Ford & Associates.

■ **WJNJ-FM Atlantic Beach, Fla.:** Sold by WKTJ Inc. to WAOK Inc. for \$920,000. Seller is principally owned by Investment Diversified Inc. (44%) and William Bivens, Jack Donnell and Gerald Brown (18% each). Investment Diversified is investment firm headed by Joseph E. Walle, chairman of United Fire Insurance of Chicago. Messrs. Bivens, Donnell and Brown are executives at station and at co-owned WJNJ(AM). Buyer is owned by Broadcast Enterprises Network Inc., principally owned (50.5%) by Ragan A. Henry. Broadcast Enterprises, through various subsidiaries, owns WAOK(AM) Atlanta; WGIV(AM) Charlotte, N.C.; WTAN(AM)-WOKF(FM) Clearwater, Fla., and WCIN(AM) Cincinnati, and 25% of WOKV(AM) Hamilton, Ohio. It has purchased, subject to FCC approval, WSB-FM Atlanta; WMJX(AM) Miami; WPDQ(AM) Jacksonville, Fla., and 65% of WHEC-TV Rochester, N.Y. WJNJ-FM is on 104.9 mhz with 3 kw (CP pending for 100 kw) and antenna 285



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4/30/79

feet above average terrain. Broker: Milton Q. Ford & Associates.

■ **KBLW-AM-FM** Logan, Utah: Sold by Glacus G. Merrill and family to KWLW Broadcasting Co. for \$470,000. Sellers have no other broadcast interests. Buyer is owned by Marvin K. Frandsen (80%) and Jack S. Paige and W. R. Twining (10% each). Mr. Frandsen and his wife, Patricia, own 80% of **KSKI(AM)** Hailey-KSKI-FM Sun Valley, and **KBLI-AM-FM** Blackfoot, all Idaho. He is also owner of **KWRO(AM)** Coquille, Ore. Mr. Twining, of Bellevue, Wash., is media broker. Mr. Paige is retired executive vice president of regional Inter-mountain Network based in Salt Lake City. **KBLW(AM)** is on 1390 khz with 5 kw day and 500 w night. **KBLW-FM** is on 92.9 mhz with 29.5 kw and antenna 716 feet above average terrain.

■ **WFPA(AM)** Fort Payne, Ala.: Sold by Robert H. Johnson and his wife and daughter to C. Albert Dick and his son, James A. (50% each) for \$360,000. Sellers have no other broadcast interests. C. Albert Dick is broadcast and real estate broker in Chattanooga and half owner of **WKYV(FM)** Vicksburg, Miss. His son is Chattanooga dentist. **WFPA** is on 1400 khz with 1 kw day and 250 w night.

■ **WQTY(AM)** Montgomery, Fla.: Sold by Alabama Radio Corp. to Amendment One Inc. for \$275,000. Seller is subsidiary of Great Lakes Broadcasting Co., owned by Carl M. Adams who also owns **KNCY-AM-FM** Nebraska City, Neb., and 90% of **KLUR-FM** Wichita Falls, Kan. Buyer is principally owned by Joseph B. Lewis (42.52%) and his wife, Gladys (42.35%). Mr. Lewis is president and 10% owner of Alabama radio network, where Mrs. Lewis is assistant manager. **WQTY** is 5 kw daytimer on 1000 khz.

■ **WGOS(AM)** High Point, N.C.: Sold by Datronics Inc. to Ritchy Broadcasting Co. for \$210,000. Seller is owned equally by Lowell Davey, his wife, Georgeanna; his brother, Keith, and Keith Davey's wife, Yvonne. They also own **WYFI(AM)** Norfolk, Va.; **WHPE(FM)** High Point, and **WAVO(AM)** Decatur, Ga. Buyer is owned by Simon P. Ritchy of Greensboro, N.C., retailer of stereo equipment and principal owner of disotheque in Greensboro. **WGOS** is 1 kw daytimer on 1070 khz.

■ Other proposed station sales include: **KBFE(AM)** Casa Grande, Ariz.; **WJCM(AM)** Sebring, Fla.; **WJJC(AM)** Commerce, Ga.; **WKDJ(AM)** Winchester, Ky., and **KTEO(AM)-KWLW(FM)** San Angelo, Tex. (see "For the Record," page 57).

Approved

■ **KFVS-TV** Cape Girardeau, Mo.: Sold by Hirsch Broadcasting Co. to American Hirsch Broadcasting Co. for \$22,235,984. Seller is owned by Oscar C. Hirsch (62.27%) and family. Hirsch children also own **KFVS(AM)** Cape Girardeau (**BROADCASTING**, April 23) and **WHCO(AM)** Sparta, Ill. Buyer is subsidiary of American Family Life, publicly traded, Columbus, Ga.-based holding company of American

Life Assurance Co. John Amos is president and chairman. It owns **WYEA-TV** Columbus and **WAFP(TV)** Huntsville, Ala., and has purchased, subject to FCC approval, **WTOC-TV** Savannah, Ga. **KFVS-TV** is CBS-TV affiliate on channel 12 with 288 kw visual, 57.5 kw aural and antenna 2,000 feet above average terrain.

■ **WTAX(AM)-WDBR(FM)** Springfield, Ill.: Sold by Sangamon Broadcasting Co. to Sentry Broadcasting Inc. for \$2,790,000. Seller is owned by Shelby T. Harbison (32.5%), president and general manager of stations, Robert V. Prather (25%), Dr. Noah Dixon (17.5%) and four others. Group also owns **WDAN(AM)-WDNL(FM)** Danville, Ill. Buyer is division of Sentry Insurance Co. of Wisconsin. It also owns **WXYQ(AM)-WSPT(FM)** Stevens Point, **WRJN(AM)** Racine and **WBIZ-AM-FM** Eau Claire, all Wisconsin. John W. Joanis is chairman of Sentry Insurance and Donald M. Colby is president of broadcasting division. **WTAX** is on 1240 khz with 1 kw day and 250 w night. **WDBR** is on 103.7 mhz with 19 kw and antenna 320 feet above average terrain.

KBA for Wasilewski; O'Shaughnessy for Hensel

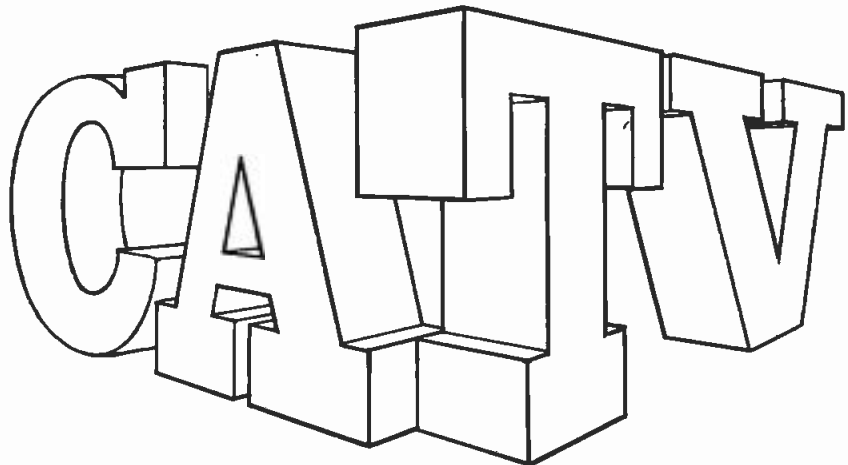
The Kentucky Broadcasters Association, disturbed by calls from a retired National Association of Broadcasters board member for the NAB president's ouster, has

passed a resolution endorsing Vincent Wasilewski "100%."

The association's resolution, passed April 20, says NAB has grown into "the nation's largest and most effective trade association" under Mr. Wasilewski's leadership and has "amassed one of the finest and most capable staffs in its history." Remarks by "the dissenter," it says, "could have an adverse effect on the rank and file broadcasters throughout the nation and tend to create an image of dissension and lack of total harmony within the minds of said broadcasters."

The resolution is in reaction to statements of Bill Sims of Wycom Corp., Laramie, Wyo., whose term on the radio board expired last month, and who has urged Mr. Wasilewski's replacement with an individual who is more "charismatic... ingenious," who can put NAB more on the "offensive" (**BROADCASTING**, March 26).

In another intramural fight at NAB last week, this one involving one board member calling for another's resignation, third party William O'Shaughnessy of **WVOX(AM)-WRTN(FM)** New Rochelle, N.Y., rode to the rescue of radio board member Len Hensel, **WSM-AM-FM** Nashville, saying there is nothing wrong with Mr. Hensel's involvement in the clear-channel controversy. Mr. Hensel, who has spearheaded a massive letter-writing campaign aimed at the FCC, Congress and the press to stop the FCC's proposed clear-channel rule, came under attack from fellow NAB radio



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board member Wally Nelskog of KIXI-AM-FM Seattle two weeks ago for "conflict of interest" on the board.

Mr. O'Shaughnessy, also a radio board member, circulated a letter last week arguing that Mr. Hensel has never been known to "pull any punches or to overlook the interests of any segment of our industry for the benefit of his own purse . . . I believe he's able to conduct himself with fairness and objectivity."

Wometco signs deal for pay TV with challenger for San Francisco UHF

Wometco Enterprises Inc., a Miami-based group broadcaster involved in over-the-air pay television, has entered into a subscription television agreement with K&L Communications Inc., a competing applicant for channel 26 in San Francisco. The channel has been occupied since September 1976 by KTSF-TV, which has an STV agreement of its own with a Wometco competitor, Pay TV Corp.

The Wometco-K&L agreement is conditioned on K&L acquiring the channel. K&L filed its competing application Nov. 1, 1977, but the case has yet to be scheduled for an FCC hearing.

K&L is principally owned by Lawrence M. Turet, a Marin county, Calif. (suburban San Francisco), broadcast consultant; Gloria Robinson, a San Francisco businesswoman and restaurateur; Clifford K. Meldman, a Milwaukee attorney, and Dr. Carleton Goodlett, a San Francisco physician and the publisher of several weekly newspapers in the Bay Area and northern California.

According to Mr. Turet, 10% of K&L's stock must be minority-owned, and 2% of its profits are earmarked for donation to minority media groups.

According to K&L's agreement with

Wometco, the latter will lease the prime-time hours of the station for its subscription broadcasts. During the rest of the day K&L will broadcast conventionally.

Wometco owns WTUV(TV) Miami; WZZM-TV Grand Rapids, Mich.; KVOS-TV Bellingham, Wash.; WLOS-FM-TV Asheville, N.C., and WTVG(TV) Newark, N.J. (New York), where it has had a subscription television operation in service since last year. Mitchell Wolfson is president of the firm.

The Miami company also has extensive cable television holdings in the South and upstate New York. It had previously announced plans to expand its subscription television services into the Chicago and Detroit markets.

KTSF-TV, which is opposing the K&L application, is owned by Lillian L. Howell. Richard O'Hearn is general manager.

Goldwater won't give up

He keeps on trying to get release of White House papers on public broadcasting while Henry Geller keeps saying no

While he had Henry Geller in front of him, Senator Barry Goldwater (R-Ariz.) departed from the subject of last week's hearings on the Communications Act to take yet another crack at obtaining the Ford and Carter White House papers on public broadcasting.

Mr. Geller, head of the National Telecommunications and Information Administration, has refused Mr. Goldwater's request to make the papers public, offering in the alternative to permit the Senate members and staff to view them at NTIA. Nothing doing, said the senator: "We don't have time to come down any place

and look at them. We'd like to have them up here."

Mr. Geller, who contended that release of the documents would set a precedent that could damage the White House's ability to have "full and frank" discussions with executive departments, said review of the documents by Mr. Goldwater's staff would prove that there is no pattern of abuse of public broadcasting by the White House under the Carter and Ford Administrations.

But Mr. Goldwater, alluding to his own allegations that former Carter media adviser Barry Jagoda tried to influence public broadcasting policy, said he thinks "there is something" in the documents: "I don't care who the President is or was," he said. "This type of abuse is going to lead to legislation that's going to deny federal funds for public broadcasting."

The exchange ended as it began—in a stalemate. But Senator Goldwater had the last word: "I urge you to make life easy for yourself," he told Mr. Geller, "because I can be one of the stubbornest old bastards you've ever seen."

Media Briefs

Latest CTW venture. Children's Television Workshop, producer of *Sesame Street*, and Anheuser-Busch have announced joint plans to build and manage "Sesame Place," small-scale "educational play park", geared to ages 3 to 12, in Bucks county, Pa. Cost is put at \$6 million, target opening date is late spring 1980 and it's expected to be prototype for other parks.

ABC's of ABC. Sterling C. (Red) Quinlan, will write history of ABC that will be published in late June by Hastings House, New York. Mr. Quinlan was vice president and general manager of ABC's WBKB(TV) Chicago (now WLS-TV) until 1967. He based his book on research, including interviews with numerous past and present employees, unpublished information from company files and on his own experiences of 17 years with ABC. The book, to sell for \$12.95, is titled: "Inside ABC: American Broadcasting Company's Rise to Power".

Finis. Memphis Newspaper Guild has withdrawn as bargaining agent for employes of WREG-TV, New York Times Co.-owned station there. Union won recognition election there four years ago but was never able to negotiate contract. Statement by union and management said guild agreed to drop unfair labor practice charges against company in exchange for salary increases and cash settlement—\$56,552, plus fringe benefits estimated to be worth nearly \$20,000, distributed to present and former employes.

Congregating in St. Louis. National Gospel Radio Seminar has been scheduled for July 14-16 at Holiday Inn-Clayton Plaza, St. Louis. Information: Dave Wortman, P.O. Box 22912, Nashville 37202; (615) 256-2241.



Adams appreciation. David C. Adams, former NBC vice chairman who is retiring at end of June after 31 years with company, was honored by NBC affiliates' board of directors (formerly board of delegates) and NBC at a dinner in New York April 24. President Fred Silverman, on behalf of NBC, presented him with Steuben glass eagle and Ancil Payne of KING-TV Seattle, chairman of affiliates board, presented him with silver tray on behalf of stations. Mr. Adams is shown (l) with NBC Chairman Jane C. Pfeiffer and Mr. Payne.

Timebuyers begin to think a bit older

Katz, Blair studies find increased demand for availabilities that reach the 25-54 age category

The importance to advertisers of the 25-to-54 age group is underlined in separate studies by The Katz Agency Inc., New York, and Blair Radio, New York.

The studies are based on first-quarter 1979 activity, with Katz discussing both television and radio availabilities and Blair focusing on spot radio.

Katz noted that its findings indicate that marketing managers and media planners have begun to adjust their sights to "zero in on the new mass audience composition which will skew to older rather than young adults." Katz statistics show that in the first quarter of 1979, 29% of spot radio sales presentations and 17% of spot TV presentations made by its salesmen included demographic data on adults 25-54.

David S. Abbey, president of the Katz Television Broadcast Group, said that "requests for this demo among spot TV buyers increased by 45% in the first quarter." In spot radio, according to Ken J. Swetz, president of Katz Radio, the percentage of presentations including adults 25-54 doubled with spot radio buyers.

Katz attributed the increased interest in the 25-54 grouping to these factors: The older population segment is growing; the middle-aged and older portion tends to be affluent and a number of advertisers are expanding their targets to include the more adult customers.

Blair Radio's analysis showed that 25-54 is now the most requested demographic. In the first quarter of 1979 it accounted for almost 24% of all opportunities, as compared with slightly more than 16% in the corresponding period of 1978.

Showing a dramatic decline was the teen-age category, sliding to 2.8% from 7.9% in the first quarter of 1978, according to Bob Galen, vice president and director of research and media analysis for Blair Radio. Similarly, men and women, 18-24, dropped from 6.6% of opportunities in the 1978 quarter to 3.4% this year.

Other groupings showing increases were 18-34, up to 19.3% from 9.5% in the 1978 period, and 25 to 34, up to 4.4% from 1.5% last year.

AAF's Bell tolls

Howard Bell, president of the American Advertising Federation, took a swipe at the Federal Trade Commission last week, claiming that the commission had gone far beyond its original mandate in its attempts to regulate advertising.

In an address to the Advertising Club of Los Angeles last Wednesday (April 25),

Mr. Bell said the FTC is looking for ways to impose its own judgment as to how advertising should function. "There is at the FTC, particularly at the staff level, a basic mistrust and misunderstanding about advertising," Mr. Bell said. "It permeates the thinking and influences the judgment of individuals who with few exceptions have no experience in the world of commerce."

The most notable example of this, he added, is the children's advertising inquiry. In addition to doubts about the constitutionality of a ban on advertising aimed at young children, Mr. Bell predicted that such a measure would have "the practical effect of banning all advertising," since only 16% of children's TV is confined to the daytime hours in which products are advertised specifically to them. "This is not a hot seat for advertising, it is an electric chair, because it is obvious the critics are out to declare advertising per se illegal and unlawful," he said.

And as for the future, Mr. Bell predicted stormy weather: "I see little hope that government is going to suddenly resist its natural tendency to look for new ways to regulate our lives and spend our money."

Advertising Briefs

CBS taps DDB. Doyle Dane Bernbach, New York, which handles print advertising for CBS/Broadcast Group, has been appointed agency of record for print advertising of corporation, its four operating groups and their individual divisions. More than 30 agencies work on print ad-

vertising for CBS and its various components. Total print expenditures are reported in \$30 million-\$35 million range.

Stitch-in-time service. TV advertisers under pressure by media reform groups and other special interest organizations are offered help by new consulting firm, CMI Consultants, established by Chicago public relations firm of Harsh Rotman & Druck. Ella G'sell Strubel and Donnelle Weiss will provide briefings on such groups to clients and counsel clients on programing that could cause problems. If trouble does arise, CMI will set up public relations campaign and represent client. Miss Strubel was former manager of advertising and public relations at WBBM-TV and WMAQ-TV, both Chicago. Miss Weiss was TV critic in Gary, Ind., for 11 years.

Calculating device. DM Computer Systems, Littleton, Colo., is offering TV and radio stations new portable system providing rapid calculation of audience reach and frequency schedules. Used with Texas Instrument TI-59 calculator and printer, DM software supplies in about seven seconds schedule's reach, average frequency, reach rating (percent of market reached), gross impressions, gross rating points, cost-per-point, cost-per-thousand (net) and cost-per-thousand impressions. In radio, DM provides two software programs (one for a single station and another for multiple stations). Both DM-radio and DM-TV software systems are usable with any rating book. They are being offered to radio stations for \$150; TV stations, \$200, and radio-TV combinations, \$300.

The vigilance of ANA's Sam Thurm

On guard in the nation's capital for advertising, he feels the industry's allies—indeed segments of the industry itself—are giving up the fight against government interference

Broadcasters who think they have problems in Washington should spend a little time with Samuel Thurm, senior vice president of the Association of National Advertisers. Not only does he appear to regard the government—primarily, the Federal Trade Commission—and unnamed "critics" as advertising's enemies, he does not look on broadcasters and the press generally as reliable or effective allies in warding off attacks on advertising. Indeed, he regards some who use the broadcasting medium as "snobs" in their attitude toward advertising.

"Legal products advertised truthfully. That's the premise on which we operate," Mr. Thurm says—and he says it more than once—in a discussion of ANA's operations. But it is not, he feels, the standard employed by those who are causing problems for the advertising business and its practitioners.

Much of the criticism advertisers hear

does not really grow out of concern over advertising, he says. "The critics," he adds, "are against products—sugar, automobiles, electrical power, cigarettes. Cigarettes [whose advertising on radio and television was banned by law in 1971] are a perfect example." He noted that the theory—elimination of advertising would lead to the elimination of smoking—proved wrong.

Who are the critics? Mr. Thurm refers to them loosely as "intellectuals" who feel society can be improved, who believe that advertising exploits "the weaknesses of human beings" and is "unnecessary economically and socially."

At present, he sees all of these attitudes at work in the FTC inquiry into television advertising directed at children. "The FTC says ads are unfair—that children don't understand," he says. "I think the issue is they don't want people to eat those products"—sugared cereals suspected of causing tooth decay. One proposal the FTC is considering would ban advertising of sugared products to "older children" (those between the ages of 8 and 11). Another would ban advertising of any product to children under 8.

(Like other representatives of the advertising industry, Mr. Thurm says advertis-

Few programs, many time slots are changed in new ABC schedule

Four and a half hours jettisoned, including 'Galactica' and 'Starsky and Hutch,' while strong shows are moved to strengthen weak nights; 'Mork' shifted to Sunday at 8

ABC-TV last week announced a 1979-80 prime-time schedule designed to shore up the network's weak points—such as it has—by moving proved attractions into early-evening lead-off spots and anchoring new programs behind established hits.

In all, ABC said it would introduce six programs representing four and a half hours of new entertainment and also would give its *20/20* news magazine a weekly berth (Thursdays, 10-11 p.m. NYT, starting May 31 and continuing in the fall).

The new season will start Monday, Sept. 10.

Far in the lead in the prime-time ratings, ABC said it was retaining 80% of its prime-time programs—but jiggling them extensively in a bid to maintain or expand its lead. The schedule on only one night—Wednesday—remains as it is now.

Shows being dropped are *Battlestar Galactica*, the high-priced space drama that never lived up to expectations that it would be one of the big hits of the 1978-79 season, veterans *Starsky & Hutch* and *Welcome Back Kotter*, *What's Happening!*, *Delta House* and *Makin' It*. Not on the schedule but not written off for future use are *Osmond Family Hour*, *Salvage* and *Carter Country*.

The new entertainment programs consist of three comedies—*The Associates*, *The Man From Scotland Yard* (tentative title) and *Benson*, a spin-off from *Soap*—and *Hart to Hart*, billed as a one-hour "romantic comedy-drama about a jet-set couple"; *The Lazarus Syndrome*, a one-hour medical drama, and *240-Robert*, a one-hour rescue adventure program.

The schedule was unveiled before a crowd estimated variously at 1,200 to 1,500 agency and advertiser people Monday afternoon at the New York State Theater of New York's Lincoln Center for the Performing Arts. ABC-TV President James E. Duffy, greeting the guests, said that "we've come to this hall of high culture to talk about popular culture." He was confident, he said, that the schedule "clearly maintains its previous strength and stability, yet provides our new programs with the greatest possible chance to flourish."

Noting that the new schedule extends into the next decade, Mr. Duffy told his audience that the 1980's would be "the

ing is not designed to cause an increase in the per capita consumption of a "stable" product, like toothpaste. Rather, he says, its purpose is to promote particular brands. Advertising, he says, will, however, increase consumption of a new category of products.)

Mr. Thurm does not seem particularly sanguine about the likely outcome of the FTC proceeding. Asked if he thought the agency's staff could do an "objective" job in reviewing the material presented in the inquiry, he replied in the negative. He noted the original document opening the proceeding ran some 400 pages. He would not have believed a document of that length could contain only one side of any issue. But, he said, the staff managed it. "So, no, I don't believe the staff can come up with an objective review."

And while he felt the national advertisers who participated in the hearings were effective—"I thought the toy people told an excellent story, the cereal people told an excellent story"—he was "sort of disappointed in the broadcasters' story. I don't think they did very well."

What appeared to trouble him particularly was ABC's presentation, in which the network said it would reduce the amount of time it would devote to commercials in children's programming, from nine and one half minutes per hour to seven and one half minutes. That statement won praise from the White House. But, Mr. Thurm asked, "What did that have to do with it? If nine and a half minutes of commercials are no good, what makes seven and half minutes good?"

He noted that NBC did not testify. He thought CBS did a better job than ABC at the hearings. It presented a psychologist and an economist. He was not present during the testimony of the National Association of Broadcasters' executive vice president and general manager, John Summers.

But broadcasting, Mr. Thurm suggested, was not looking out for its self interest. "You have to recognize that of all the institutions involved, I'd say that the broadcasters are the most affected." He noted that restrictions on television advertising would not prevent toy and cookie makers from selling their products—even if they were obliged to market them differently.

However, of more concern to him than an order banning television advertising—that, he says, could be fought and probably reversed in court—is the possibility the commission would require advertisers to finance what he called "counterads." A third proposal being considered by the FTC would require advertisers of sugared

products which are not considered dental health risks to finance the broadcast of "nutritional and/or health disclosures."

"They are saying, 'We want to tell you what goes into an ad,'" he says. "They want to tell you what to say about your product. This is much more important than all of the other things."

The question of what he calls "counteradvertising" generally, of its relation to the FCC's fairness doctrine, is another matter that troubles Mr. Thurm. He noted that Mobil Oil cannot persuade the TV networks to accept what it regards as institutional ads. The networks are concerned that the spots would be interpreted as advocating one side of a controversial issue—the energy issue—and thus be subject to fairness doctrine.

This involves the First Amendment, Mr. Thurm says, yet the press seems to be ignoring the issue. "To a large degree, the press doesn't recognize the threat to themselves when they don't recognize the threat to advertisers. Advertising," he adds, "is just another form of speech."

That is not the only insensitivity on the part of the news media that disturbs Mr. Thurm. "I don't think to a large degree the news and programing side [of broadcasting] recognizes that they're in the advertising business," he says. "Unlike print, where a big chunk of its money comes from circulation, broadcasters re-



ceive money only from advertisers."

Should the news and programing side be influenced by that? No, he says. But he thinks they should at least recognize that they are in the advertising business. Instead, he says, "They laugh at it. I think they sneer at it. I think they're embarrassed by the fact that they take money from advertisers."

Why? "I think they are . . ." Snobs? "Yeah."

He cites an appearance by Ellen Goodman, her weekly appearances on the *Today* show, in which she criticized advertising to children. He said he had written Mrs. Goodman asking why she accepts money from an organization with whose policies—advertising to children—she disagrees. He has not yet received an answer.

golden age of television.”

Anthony D. Thomopoulos, president of ABC Entertainment, who presented the schedule, noted that it keeps all the current 9 p.m. shows intact. The 9-10 p.m. period, he said, “is solid across the board” and forms “the bedrock” on which to build fore and aft, while ABC’s “weaknesses” have been in early evening on Mondays, Fridays, Saturdays and Sundays.

To cure these, he said, *Mork & Mindy*, this year’s biggest new hit, is being moved from Thursdays at 8 p.m. to 8 p.m. on Sunday (the 7-8 p.m. Sunday show remains to be announced). *Laverne & Shirley* comes out of the solid Tuesday-night comedy block and goes to 8 p.m. on Thursday. *Fantasy Island* moves from Saturday at 10 to Friday at 8, and *The Ropers*, promising new midseason entry, will move from Tuesday at 10 to kick off Saturday at 8, followed by *Angie* moving from Thursday at 8:30 to Saturday at 8:30. The one new show going into an 8 p.m. spot is *240-Robert*, the rescue adventure hour, which will precede *NFL Football* on Monday nights.

The 8 o’clock line-up then will be *Mork & Mindy*, *240-Robert*, *Happy Days*, *Eight Is Enough*, *Laverne & Shirley*, *Fantasy Island* and *The Ropers*. Thus, Mr. Thomopoulos said, the kick-off shows on six nights of the week have an average 44% share of audience.

The new schedule uses these and other hits to introduce new programs.

The Associates, a comedy about life in a big New York law office, goes at 8:30-9 p.m. Sunday, between *Mork & Mindy* and *ABC Sunday Night Movie*.

Man From Scotland Yard (also tentatively titled *Hart in San Francisco*) goes at 8:30 Tuesday, between *Happy Days* and *Three’s Company*, while *Lazarus Syndrome*, the 60-minute medical drama, winds up the Tuesday schedule, immediately following *Taxi*.

Benson, featuring the butler of *Soap* in a new situation, running the household of “a well-meaning but naive governor,” is scheduled at 8:30 Thursdays, between *Laverne & Shirley* and *Barney Miller*, and *Hart to Hart* closes out Saturday nights with a lead-in from *Love Boat*.

Family is slated to return to the schedule on Monday at 10 p.m., when *NFL*

Football ends this season’s run at the end of the year.

ABC said it would also present at least three “important Novels for Television”: *Masada*, an eight-hour motion picture dealing with “the heroic four-year rebellion of hundreds of Judeans against the powerful Roman army”; *Titanic*, a three-hour motion picture about the sinking of the “unsinkable” ocean liner, now in production in London, and *Breaking Up Is Hard To Do*, a four-hour motion picture about divorce.

Long-form programs in development for coming seasons, ABC said, include motion pictures based on John Steinbeck’s “East of Eden,” Gail Sheehy’s “Passages,” Herman Wouk’s “Winds of War,” and Ruth Beebe Hill’s “Hanta Yo,” plus a multipart “Woman of Crisis.”

ABC was the first network out with its new schedule. NBC and CBS were expected to follow shortly, probably in that order.

In its introductory presentation, ABC had the help of a personal appearance by Robin Williams, star of *Mork & Mindy*, who greeted Mr. Thomopoulos with, “Thank you, Mr. Silverman.”

The new ABC schedule as announced last week:

Sunday: 7, to be announced; 8, *Mork and Mindy* (new time period); 8:30, *The Associates* (new program); 9, *The ABC Sunday Night Movie*.

Monday: 8, *240-Robert* (new program); 9, Monday Night Football, *Family*, will return at 10 following the conclusion of football).

Tuesday: 8, *Happy Days*; 8:30, *Hart in San Francisco/Man from Scotland Yard* (new program); 9, *Three’s Company*; 9:30 *Taxi*; 10, *Lazarus Syndrome* (new program).

Wednesday: 8, *Eight is Enough*; 9, *Charlie’s Angels*; 10, *Vega\$*.

Thursday: 8, *Laverne and Shirley* (new time period); 8:30, *Benson* (new program); 9, *Barney Miller*; 9:30, *Soap*; 10, *20/20*.

Friday: 8, *Fantasy Island* (new time period); 9, *The ABC Friday Night Movie*.

Saturday: 8, *The Ropers* (new time period); 8:30 *Angie* (new time period); 9 *Love Boat*; 10, *Hart to Hart* (new program).

Reruns on the air, reruns in the ratings

ABC takes what CBS is calling the last week of the season

With more and more reruns in evidence, the 1978-79 prime-time TV season was winding down last week. ABC-TV won again, making the week ended April 22 its 15th weekly win in a row, with an average Nielsen rating of 19.2 and average share of 33.1. CBS had an 18.9/32.6 and NBC a 13.2/22.3.

CBS proclaimed the season over, giving the “final standings,” with ABC taking a season-to-date average of 20.9, CBS 18.7 and NBC 17.0.

ABC’s *Sunday Night Movie*, “Friendly Fire,” came in fourth for the week with a 25.9/42. CBS’s *60 Minutes* ranked sixth at 25.5/48 and a CBS special, *National Collegiate Cheerleading Championships*, was 10th at 23.8/37. Otherwise all of the top 10 programs were reruns, all but one of them on ABC. The exception was CBS’s *M*A*S*H*, which placed ninth.

CBS took four nights—Monday, Thursday, Friday and Saturday—while ABC took the rest. NBC’s best night, with a third-place 15.3/24.7, was Monday—unless it was Saturday, when its all-evening *Olympathon*, being unsponsored, was unrated. NBC did come in second one night, Friday, when its 13.8/25.4 beat out ABC’s 11.9/21.7.

Highbrow TV reading

A new consumer monthly magazine focusing on “all facets of television and video-related issues” is under development by Triangle Communications Inc., a unit of Triangle Publications, publisher of *TV Guide*.

Needham, Harper & Steers is developing a trade advertising campaign for the new magazine, which will break in May in major newspapers and trade magazines. The magazine itself, titled *Panorama—Television Today and Tomorrow*, is tentatively scheduled to reach the newstands



Lazarus Syndrome



Hart to Hart



Benson



Hart in San Francisco

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about the economy." Also a direct quote, "The Wall Street Journal is still doing business coverage better and more comprehensively than anybody else."

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in February 1980, but a complete 116-page prototype will be available for prospective advertisers to consider in August, officials said.

Walter H. Annenberg, president of Triangle Publications, said *Panorama* would be edited for the "selective" TV viewer, one who watches television about half as much as the national average "but who is concerned about the impact that the home screen is having on his life, his values and society in general." He said *Panorama* "will offer its readers an authoritative perspective on programming, new and future uses of the home screen, developments in governmental regulation and the changes in society that the 'television revolution' is causing."

Roger Youman, executive editor of *TV Guide*, has been named editor of *Panorama*, and Merrill Panitt, editorial

director of *TV Guide* and *Seventeen* magazine, will also be editorial director of the new monthly. It will be printed on heavy stock, 8 1/2 by 11 size, with heavily emphasized graphics. Single-copy price will be \$1.50, with a \$12 initial annual subscription price.

'Star Wars' invades radio

NPR and BBC will jointly produce drama series based on blockbuster movie hit

National Public Radio and the BBC announced last week that they have acquired the radio rights to "Star Wars," the box-office smash of 1978, and that they will co-

produce a 13-episode series of radio dramas based on the characters of the movie.

The co-production was announced last Friday by NPR President Frank Mankiewicz and Aubrey Singer, managing director for BBC radio, at a news conference in Los Angeles—where the series will be produced. NPR and BBC plan to air the new programs in the spring of 1980.

The series, initially to include 13 original half-hours, "marks the first time the BBC has invested major development funds in an American public broadcasting project," Mr. Mankiewicz said. The cost of the production has been placed in the \$200,000 range, with NPR putting up approximately 60% and the BBC 40%.

NPR and BBC acquired the rights through an arrangement between Lucasfilm Ltd., producer of the film, and noncommercial KUSC(FM) Los Angeles. George Lucas, director of the film, is an alumnus of the University of Southern California, licensee of the station, and he, in effect, gave the rights to the station for a nominal, undisclosed sum. The rights include the film's soundtrack and "Splinter of the Mind's Eye," a book that is the sequel to "Star Wars."

Both representatives of NPR and the BBC expressed enthusiasm over the idea of the co-production. It is expected that the cast will be largely American, but the crew will come from both sides of the Atlantic. An American, Thomas Voegli, will serve as co-producer in charge of technical elements. Mr. Voegli worked for several years with *Earplay*, NPR's current dramatic series produced at WHA(AM) Madison, Wis. Richard Toscan, acting director of the drama department at USC, will serve as associate producer.

From Great Britain, the production crew will include John Tydeman of the BBC, director and co-producer, and Bill Morrison, a BBC writer, will prepare the scripts. Production will begin this fall. None of the actors has been chosen, but it is believed that NPR and BBC will try to get several of the actors from the film to join the radio cast.

Not Reddy yet

What was to have been "Helen Reddy's first NBC special" could show up on ABC or CBS.

After a disagreement involving the air date, Jeff Wald Productions has bought back NBC's rights to the variety show starring singer Miss Reddy and guests Jane Fonda and Elliot Gould.

According to a spokesperson for the production company, Mr. Wald had been looking for an air date in May, while NBC wanted to offer it later in the year.

NBC said it was paid back the same amount it spent for the special, a figure the Wald spokesperson put at more than \$500,000.

Mr. Wald, who is Miss Reddy's husband, was said last week to have been talking with ABC and CBS. The Wald production is in association with Moffitt/Lee.

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Program Briefs

New sponsor, new awards. Armstrong awards, given annually for excellence and originality in FM broadcasting by Armstrong Memorial Research Foundation at Columbia University, have been expanded to include AM stations as well. Awards will also be co-sponsored and jointly administered by National Radio Broadcasters Association and Armstrong Foundation. Categories include: news, news documentary, music, education, community service, creative use of medium and three new areas, technical achievement in broadcasting, innovative station programming and outstanding contributions to radio industry. Deadline for this year's entries is June 11 with awards presented at annual NRBA convention in Washington Oct. 7-10.

It's Dino and NBC. Dean Martin, who has starred on NBC-TV since 1948, has signed new, exclusive three-year pact with NBC. New agreement provides for continuation of comedian-singer's annual Christmas special; several other variety specials and *Best of Dean Martin Roasts* special.

Emmy in her prime. Academy of Television Arts and Sciences reports 31st annual prime-time Emmy Awards will be telecast over ABC-TV on Sept. 9 from 10 p.m. NYT to conclusion.

Canadians prefer south of the border TV shows

CRTC study has U.S. programs as the most-watched English fare, with poorer quality of Canadian offerings cited

A new study by the Canadian Radio-Television and Telecommunications Commission again shows that American programs shown by Canadian TV networks and cable systems are getting more than their share of viewers.

The report noted, with some displeasure, that in peak viewing hours, programming on the private commercial English-language system is predominantly U.S. programming. "It is evident that most Canadian entertainment programming is not consistently of the same quality as its foreign counterpart and is scheduled at the periphery of peak viewing," the report said. "There must be renewed determination to produce higher quality Canadian programming which will be watched by Canadian audiences."

One of the most striking findings of the study was that the share for Canadian programming in 1976 on English-language stations was exactly equivalent to the Canadian programming share in 1967. For

French-language stations, however, the programming share rose from 59% in 1967 to 65% in 1976.

The commission found that Canadians primarily view TV for its entertainment value, and U.S. entertainment programming, whether distributed by U.S. signals or broadcast by Canadian stations, is preferred.

This requirement for entertainment programming has important consequences. First, since there is competition for audiences, it is necessary for broadcasters to obtain advertising revenues by purchasing the rights to and scheduling the popular American program in prime time to meet the competition of the U.S. imported stations and Canadian competitors. The effect, the report noted, is "a dramatic increase" in the average price paid by Canadian broadcasters for U.S. programming.

In addition, it noted that Canadian programming cannot compete successfully with the costly American drama-action/adventure programs. About 85% to 95% of Canadian entertainment programming on the private stations is of the less costly musical variety or game show formats. "This difference in quality and attractiveness tends to reinforce the disparity in the viewing of U.S. entertainment shows in prime time," the report says. But it adds that when Canadians are offered an equivalent entertainment program (at far higher cost to the Canadian broadcaster), Canadians do watch the local shows.

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Television goes global at MIP-TV

Programing bazaar makes records in buyers, sellers and products; U.S. networks begin to reassert their presence internationally

The ever-expanding international exchange of television programs was documented in Cannes, France, April 20-26 as the 15th Marche International des Programmes de Television (MIP-TV) broke records in the number of countries represented and participants buying and selling.

There were shows ranging from the U.S. miniseries *Backstairs at the White House* to *Blind Ambition*, from England's *Sapphire and Steel* to the Dutch *Dr. Snuggles*, not to mention past and present U.S. series, Egypt's *Islamic Art In London*, Japanese cartoons, Indian films and a wealth of other product. MIP organizers last week said there were 4,959 programs as well as 1,511 films available in the marketplace in the Palais Des Festivals.

For the first time, MIP broke the 100-country mark with 104 counted, up from last year's 93. There was a 14% increase in participants: 3,015, up from last year's 2,656. Buyers (networks and stations) increased by 8% from 228 to 246. Sellers (producing and distributing companies) were up 14% from 541 to 617.

Participation by U.S. companies increased by 12%, from 103 to 115 firms—almost, but not enough to retain second place, taken from the United Kingdom last year. The UK got it back with a 20% increase, from 99 to 119. France, the host country, had the most, 154. Rounding out the top five were West Germany with 46, and Canada with 45.

As MIP was nearing the end, organizers were projecting that some \$28 million in sales was being negotiated, a considerable increase from last year's \$20 million.

No one probably is holding MIP to those figures. But big actual sales were claimed; so were those at the talking stage. Others cited the public relations benefit of having so many buyers and sellers under

the same roof. The international nature of the marketplace had the Russians negotiating with Osmond Television Sales on *Donny and Marie* features as well as screening *Holocaust* at the Worldvision Enterprises stand. One of the more unusual selling stories came from France's FR 3, which claimed much success with its first English-language series, *Superstar Profiles*—most of the sales, however, were said to have been made to Spanish-language countries.

An increased U.S. commercial network presence was another indication of growing domestic interest in the international marketplace. Forced out of domestic syndication in 1970 by the FCC, both ABC and CBS also turned over international rights to other distributors, although that was not required. More and more, the networks now want back in.

Both ABC Sports and ABC Pictures International were at MIP again this year sharing sales-stand space. ABC Pictures was hoping to make its first big splash with the miniseries *Ike*, but also brought along made-for-TV movies and children's novels for television. Arthur Schimmel, vice president, worldwide sales and distribution, said he was out to re-educate buyers that the network is back in business as a foreign syndicator.

NBC was there in the persons of three of its independent overseas representatives, and they were selling the likes of *Weekend*, NBC News documentaries, *Meet the Press*, *Sportsworld*, *Supertrain* and several children's shows.

Without a stand, but still making his presence known on the floor for public relations purposes as much as for sales cultivation, was Arthur Kane, director of international sales for CBS Sports' new international operation.

But not all countries and companies were looking out specifically for themselves at MIP; there were signs of international cooperation. There was much talk of American co-production deals with

foreign program makers, and a few real announcements. Among them:

Paramount Television Distribution was at this year's MIP selling its co-production with the BBC of *Tinker, Tailor, Soldier, Spy* (even without footage available) and *Shogun* with Japanese partners Toho Film Co., Asahi National Broadcasting and Jandindustries Entertainment. Bruce Gordon, Paramount's senior vice president for international sales, also was having discussions to set up a European partnership for Herman Wouk's "Winds of War."

Telepictures Corp., a new firm making its first appearance at MIP, started off with a first sale to Mauritius, at \$80 an hour, according to Michael Solomon, president, but as Japan, Australia, Great Britain, France, Canada and other countries followed for the upcoming four-hour *The Sacketts* (on NBC in May), and the American Film Theater package, he reported more than \$1 million in sales.

Twentieth Century-Fox TV is planning two miniseries with the BBC. Fox's Richard Harper, vice president for international sales, said there will be six to 10 hours, based on Fox motion pictures. Another distributor promising a co-production deal but not ready to discuss specifics was Larry Gershman, Viacom's vice president, international.

While there were many saying that the door to the U.S. is opening wider to foreign production, it is the co-production deals that generally let those outside the U.S. gain a foothold. EMI, with Roger Gimbel Productions, however, has found another way—its own U.S. base.

Bill Gilbert, EMI's director of television sales, was in Cannes with a variety of programs ranging from the *Wings Over the World* musical special to futures on a Raquel Welch NBC project, *Walks Far Woman*. Like Thames Television, EMI also hopes to spin off British series to U.S. audiences. Earlier this month, Mr. Gilbert said, a pilot was being shot in the U.S. for *Butterflies*, an adaptation of the British *Liver Birds*. That's for NBC, as is *Gossips*, about a sensationalist newspaper in the U.S. Mr. Gilbert said, "You've got to go



Time-Life trio. With its *Blind Ambition* miniseries and first film package for international sales, Time-Life Television was claiming strong sales. Among the members of the team were (l-r) Frank Miller, director of international sales; Alain Guenon, sales agent in France, and Bob Peyton, vice president and general manager for syndication.



Room with a view. Setting up shop again this year in the offices normally occupied by MIP organizer Bernard Chevry was Viacom. Shown above (l-r): Claus Hobe, director, sales (Viacom S.A.), Viacom International Ltd.; Maria Eva Nyrom of Andrew Szanto Film Productions, and George Faber, director, international client relations, Viacom Enterprises.

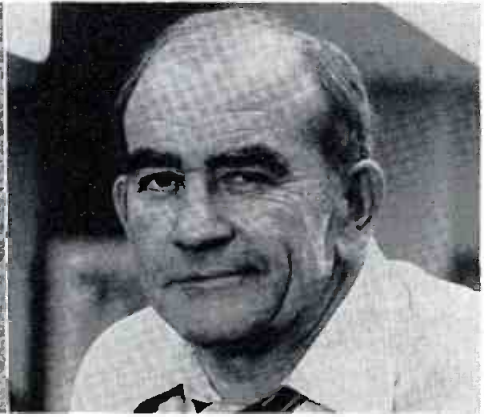
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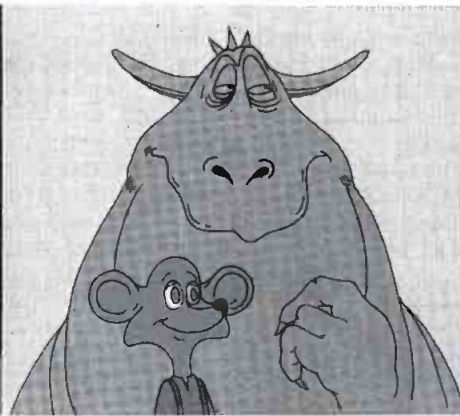
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First-hand look. In Cannes last week checking out the structure of MIP and what can be learned for the purposes of the National Association of Television Program Executives, was Chuck Gingold, of KATU(TV) Portland, Ore., NATPE president. He said he found much to be impressed about: "The ability to have everybody together, centralized" for easy traffic flow; the "democratic" aspect of an exhibition hall where major distributors were alongside smaller ones, and the tight organization, rules and security.

But to those who have been encouraging NATPE to go MIP-style in future conferences, Mr. Gingold would remind of the bottom line: "The two don't really juxtapose simply because we don't have a facility." Unlike NATPE, the MIP organization has a Palais Des Festivals specifically tailored to its needs.

Nevertheless, Mr. Gingold admitted that with modifications "this is the direction" he believes his organization should take. With membership approval, NATPE 1980 in San Francisco hopes to clear bedding out of hotel rooms in order to cluster a number of syndicators side by side. And in 1981, there are plans for exhibition space as well as hotel suites in New York. Mr. Gingold wondered whether it would be "the American style" to forgo hotel suites altogether and the public relations benefit that goes with that, and instead have the close and smaller quarters of an exhibition hall. But the organization plans to experiment.

where the action is."

Primarily for the smaller distributors, is MIP's co-production stand, a clearinghouse for those seeking partners. With a day left for more entries, some 130 had already been registered with their ideas. Productions requiring assistance ranged from *Hunting*, a documentary the Italians want to do with African participation, to *Sunday, Sweet Sunday*, a British documentary needing coproduction in New Zealand, Greece and Holland. Non-commercial WGBH-TV Boston also was looking for help for *Nightwatch at Langley: the CIA in 1982*, and *Theater of War*, on Vietnam.

Time-Life Television, which had sold its *Blind Ambition* miniseries to Televisa SA in Mexico and CHCH-TV Hamilton, Ont., and associated Canadian stations before MIP, was not willing to talk about specific sales made during the festival, claiming that an announcement would come later in the U.S. However, Bob Peyton, Time-Life Television vice president and general manager for syndication, was claiming more than \$3 million in sales with time still left and projecting \$4 million by the close of the marketplace.

Worldvision Enterprises, riding high on the success of its U.S. off-network shows, among them *Love Boat* and *Little House*

on the *Prairie*, may not have had a new blockbuster equivalent to its *Holocaust* entry of last year, but it did claim considerable interest in its *Ordeal of Patty Hearst* made-for-TV movie. According to Colin Campbell, senior vice president, international sales, negotiations were under way during MIP with Australia, France and Italy as well as Middle Eastern and Southeast Asian countries.

Viacom's Mr. Gershman was claiming strong sales of its *Schick Sunn Classics*, a number of properties including "Greatest Heroes of the Bible," said to have been sold throughout Latin America and in France, England and other countries. In addition to distributing U.S. shows such as *Hawaii Five-O* and *Lou Grant*, Viacom also picked up some other properties with a subdistribution pact for a number of EMI films in Latin America.

Metromedia Producers Corp., led at MIP by Klaus Lehmann, vice president for international sales, went with an ample supply of off-network shows—but like other major distributors from the U.S. at MIP, without knowing network fall-schedule choices for renewal or pilot pick-up. But by Tuesday ABC's decisions were known in Cannes and not surprisingly, MPC will have more production on *Charlie's Angels*, *Fantasy Island*, *Family*

and *Vega\$*. However, it will be limited to selling previous seasons for *Starsky and Hutch*, well known internationally, but not picked up again by the network for next season.

The timing of MIP and network announcements creates a particular problem for distributors in promoting pilots that may or may not become series. Netherlands-based CIC, which distributes internationally for MGM Television, was counting on *CHiPs* being renewed by NBC. CIC claimed *CHiPs* was its most successful show since the old *Man from UNCLE* and *Daktari* series. It was also selling *How the West Was Won*, among others.

Aside from *Tinker, Tailor, Soldier, Spy* and other upcoming miniseries, Paramount was claiming success with both *Top of the Hill*, and *Backstairs at the White House*, miniseries Mr. Gordon said would eventually reach the success of *Washington: Behind Closed Doors*, introduced by Paramount last year.

While at MIP, Paramount received word that it would be the distributor of a 90-minute musical special with the Bee Gees, produced by Robert Stigwood and David Frost. And shortly before MIP started, Paramount picked up the worldwide rights to *Patrol Boat*, 13 hours from the Australian Broadcasting Commission.

The precedent for an Australian series on U.S. prime time already has been arranged. Taft H-B International earlier this year sold 13 hours of *Against the Wind* to Metromedia Television for future play. The series, an Australian "Roots", was produced by Pegasus Productions in association with Seven Network there.

Fox's Mr. Harper, with MIP sales and those thereafter, was expecting the company's Olympic tie-in programming—*Olympiad*, *Summer Olympic Minutes*, *Winter Olympic Minutes* and *Número Uno*—would probably hit at least 70 markets. It's already been sold to countries including England, Sweden, Mexico, Japan, and throughout Latin America, Mr. Harper said. In addition Mr. Harper was taking part in the promotional value of having M*A*S*H star Loretta Switt on hand,



Of Paramount importance. Sitting down for business with a portfolio ranging from *Mork and Mindy* to the miniseries *Top of the Hill* was Bruce Gordon, senior vice president of international sales, Paramount Television Distribution. His prospective clients (clockwise): Helmut Hoffmann, head of program buying, ARD/Degeto Film; Herbert Ballmann, director, Neue Filmproduktion, and Ilse-Maria Formeyer, sales representative, NF, Franz Thies, all from West Germany.



Worldvision's world vision. Stopping to talk business with Turkey in mind was Umit Atay, president of Umit Atay and Co. With him: Worldvision's Bert Cohen (l), vice president, international sales administration and operations, and Colin Campbell, senior vice president, international sales.



International novels. MCA TV had its *Best Sellers* on display in print and rolling in the screening rooms. Talking business were Henner Hoehs (l), film editor for the German Federal Republic's ARD/Degeto Film, and Karl de Vogt, vice president, MCA TV, Munich.



Over at Fox. Even before the arrival of star attraction, *M*A*S*H's* Loretta Swit, 20th Century-Fox's properties were enough to draw people to its stand. Shown here with Richard Harper (r), Fox TV's vice president for international sales, is Bernard Majani, film broker based in France.

claiming she "directed a lot of attention" toward the Fox stand.

MCA TV also had a tie-in to the Olympics, with its *Road to Moscow 1980*, which Ralph Franklin, president of MCA TV's international division, said was drawing strong interest. The company was also promoting *Galactica*, *Cliffhangers*, *Centennial*, as well as a wealth of other programming including *Best Sellers* and Operation Prime Time's miniseries.

While distributors generally won't reveal prices, Trans World International was claiming three deals worth a total of \$2 million with a Japanese network. The rights involve the National Football League (16 regular games, the Pro Bowl, and the Super Bowl), Wimbledon tennis and golf tournaments.

Airtime International was another that was willing to approximate sales, claiming that it had signed almost \$250,000 during the first three days of MIP but was anticipating substantial increases by the end of the show. Among the Airtime products are the returning *Unknown War*, *Jerry Lewis Looks at the Movies* as well as *The World's Greatest Country Music Show*, sold to buyers ranging from Ecuador to Hong

Kong. The company also was preselling its 1979 Cannes Film Festival, which will be produced by Robert Wussler's Pyramid Productions; Mr. Wussler was on hand at MIP.

Returning to MIP with some 175 hours of musical variety specials as well as the *Disco Magic* series was Alfred Haber Inc. As in the U.S. Mr. Haber said that international buyers are now looking not just for stand-up singers, but for concept musicals such as the Ann Margaret special with the Radio City Music Hall Rockettes, shown in the U.S. earlier this year. Mr. Haber also was reporting strong interest in the one property he has that is not a musical: *In Search of Eden*, an upcoming Bob Wood production on the life and times of artist Paul Gauguin.

No stranger to MIP, but offering its first multipart new television show in the past few years was United Artists Television with the six-hour miniseries, *Studs Lonigan*, sold internationally to such buyers as Germany, England, Australia, Argentina, Hong Kong and Japan.

Not all the sales at MIP, however, were exclusively for television shows and films. In addition to technical services, merchan-

dising also was a strong factor. Sandy Frank Film Syndication, for example, was claiming series sales and merchandising deals for *Battle of the Planets*, with merchandising deals moving faster abroad than in the U.S. Sales often are conditioned on those rights prior to airing, such as *Battle* deals to TF 1 in France, the BBC in England and RAI in Italy. Westchester Corp., with another animated science fiction series, *Star Force*, also was claiming merchandising rights sales.

Not all were there to sell; some came to learn.

Garry Marshall, producer of paramount's *Happy Days*, *Laverne and Shirley* and *Mork and Mindy* among others, went to MIP as a self-declared "student of television." He also was keeping his eyes open for new concepts.

During a press conference midway through the festival, Mr. Marshall said that "sitting in Hollywood," the creative community really doesn't understand the problems of the international marketplace. (*Welcome Back, Kotter* producer, James Komack, was also in attendance at MIP, but kept a low profile.)

He said he was "going around seeing



Britain's independents. Among those representing ITC Entertainment at MIP were Philip M. Jones, new head of sales (l), and Bernard J. Kingham, deputy managing director.



Keep it in the family. Sharing space again this year were ABC Pictures International and ABC Sports. Among those on the Pictures side were (l-r) Arthur S. Schimmel, vice president worldwide sales and distribution; Robert Dinsmore, director, administration, finance and planning, and with a helmet promoting ABC's miniseries *Ike*, Bobby Dinsmore.

the humor of each country to try and uncover what is universal."

Another of the larger participants at MIP was Britain, including BBC Enterprises, which fielded more than 40 programs at the festival. Spearheading the BBC's sales drive was a package of all 37 plays by William Shakespeare—more than 60 hours of programming. The plays are a co-production with the U.S. Public Broadcasting Service and will be completed over the next six years. Roy Gibbs, head of television sales, said the complete package—they are not being sold individually—has been purchased by Canada, Australia, and Japan among others.

The commercial television companies from Britain also were well represented. Trident Anglia, which handles sales for three of Britain's commercial stations, reported considerable success with *Roald Dahl's Tales of the Unexpected*. According to chief executive Tim Buxton, the series was sold to CBS in Canada as MIP opened. "He also said the program was sold to Network Nine in Australia. ITC in particular was promoting *The Dancing Years*, a musical play which the head of sales, Philip Jones, said has cleared 15 countries including France, Sweden and Belgium. Mr. Jones also said that Swaziland had purchased almost all of the ITC programs offered.

Another British commercial company, Thames Television International, said it

recorded \$1.2 million in sales during MIP. Managing Director Muir Sutherland said the main attractions were *Hollywood*, a documentary series, and *Edward and Mrs. Simpson*.

The programming needs beyond conventional broadcasting remained a small factor at MIP, but a growing one. From the U.S., American Subscription Television, an over-the-air pay service, licensed by Telese, was scouting the international marketplace for shows, as well as seeing what interest there was in setting up its system abroad. Rich Frank, president of Paramount Television Distribution, claimed also to be on the lookout for programming and concepts that could be used in his upcoming video cassette rental arrangement with Fotomat. Both Time Inc.'s Home Box Office and the Viacom/Teleprompter Showtime pay cable services had representatives walking the Palais floor. Michael Fuchs, HBO's vice president, special programming and sports, last year found two programs at MIP. This year he said he had seen eight to 10 that he's considering for HBO's schedule; he expects to pick up five.

The Public Broadcasting Service was also looking at MIP, but showing major interest in only two series, according to Ron Devillier, director of program administration. The shows were *Thomas and Sarah*, a production of London Weekend Television, and some episodes in the BBC's current-affairs program, *Panorama*.

FCC ponders giving up its power over franchise fees

The FCC has initiated a proceeding that could lead to the repeal of one rule that cable television systems would like to keep on the books—the one limiting the amount of franchise fees local authorities may impose.

The commission asked for comments on the desirability of retaining the rule—it limits fees to 3% of gross revenues, 5% if a strong enough case can be made by local authorities—and at the same time rejected petitions for reconsideration of a July 1977 action relaxing other franchising standards.

Although the commission had been seen as moving toward removal of the fee limitation for some time, the rulemaking order cited as one justification for such an action a Supreme Court decision earlier this month which held that the commission lacks authority to require cable systems to make access channels available for the public (BROADCASTING, April 9).

That ruling, known as *Midwest Video*, appeared to undercut the argument that the fee limitation would insure that adequate resources would be available to meet that requirement, the commission said.

To the extent it cannot require cable systems to provide access channels on a compensatory or noncompensatory basis, the commission said, it could be argued that there is little need to assure that revenues are not drained away by high local fees.

Accordingly, the commission invited comments on whether its responsibilities or requirements in connection with access or channel capacity should carry with it the elimination of the franchise fee limitation. The commission also asked comments on the limits of the commission's jurisdiction in that area.

In denying reconsideration of its earlier action wiping out other franchise fee standards, the commission reaffirmed its decision to eliminate the requirement that cable franchises be awarded by local authorities as part of a full public proceeding in which the parties were afforded due process. The commission said it is leaving such matters up to local authorities because of the unique circumstances and applicable law involved in each case.

The commission has set June 18 as the deadline for comments in the rulemaking, and July 9 as the deadline for replies.

Teleprompter loan

Teleprompter Corp., New York, reports that it has signed a new \$41.5-million, eight-year revolving and term credit agree-

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ment with a consortium of leading banks, completing its debt restructuring program started last November.

The group of lending banks is headed by The First National Bank of Boston and includes the Bank of America, Manufacturers Hanover Trust Co., Continental Illinois, Wells Fargo Bank, Chemical Bank and the Bank of New York. The interest rate for the revolving period of the new loan is 1/4% over prime.

Teleprompter said it has reduced its borrowings under this credit agreement to \$23.5 million, thereby lowering its total borrowings to \$120 million. In three years, the company added, it has reduced its borrowings by \$50 million

NCTA urges FCC to deny request for stay of Artec decision

The National Cable Television Association has registered with the FCC its opposition to a request for stay of its decision in the Arlington (Va.) Telecommunications case.

Five groups, including The National Association of Broadcasters, had asked the FCC to delay application of its Artec procedures to other cases pending judicial review of the lawfulness of the commission's action in the case (BROADCASTING, April 16).

In opposing the motion, NCTA said that it has not been shown that a stay is in the public interest; that the commission has already ruled on one motion for stay in the case and nothing has happened to justify a change in that decision, and the pleading is simply one more of a series whose aim is to delay implementation of the Artec decision and especially to prevent any TV station from having to make a financial showing concerning the impact of distant signals via cable.

NCTA said one key element in proving the need for a stay has to do with harm to others. "There can be no doubt that cable television operators, who would continue to have to operate under a rule with no valid purpose, would be harmed by a stay," it argued. "The restrictions on signal carriage by cable television systems are based totally on fear of impact on local service by television stations."

NCTA said the public would be harmed by grant of a stay, since it would be denied access to programs on distant signals "for no valid reason."

Cable Briefs

Stop and go service. Three hundred traffic lights in Washington suburb of Arlington, Va., are to be linked with computer controls by cable TV system under agreement between county and Arlington Telecommunications Corp. Artec declares it a first. System vice president, John D. Evans,

said cable will link lights to county courthouse where computer will manage traffic flow. Artec said rental of its lines would cost county less than telephone company would charge over 10 years.

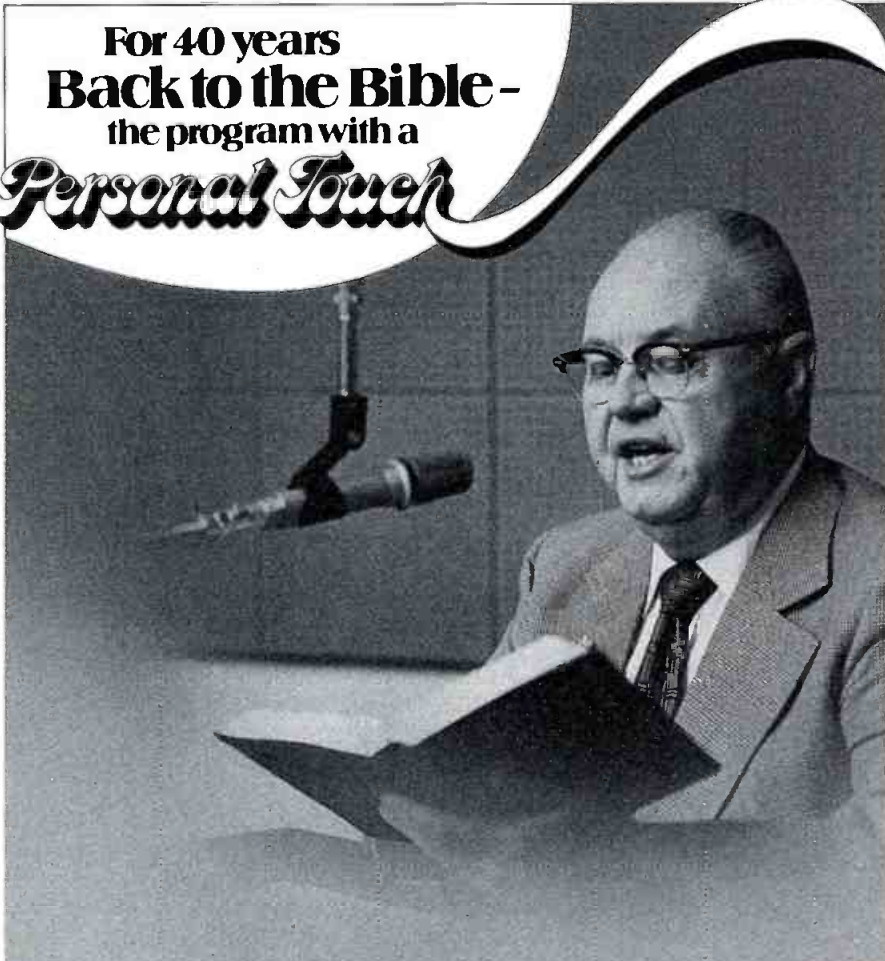
Taped theater. With first offering, "Are You Now, Or Have You Ever Been," New York-based Theater-to-Tape Inc. claims to have launched what will be series of New York legitimate theater productions for video-tape and cable markets. "Are You Now..." is said to be first New York play taped in its entirety for market and is being distributed through Tape Club of America.

Indy 100,000. With deal covering Indianapolis suburbs of Speedway, Law-

rence, Beach Grove, Southport and other outlying areas, Home Box Office pay-TV offerings will be available to 100,000 homes through system now under construction by Indianapolis Cablevision Co. Ltd.

Six for pay. Columbia Pictures Pay Television, supplier to national pay-TV services as well as individual cable systems with locally tailored "stand-alone" offerings, has six more films for summer and fall. "Midnight Express," "The Comeback" and "MacKintosh and TJ" are available July 1; "California Suite," Aug. 1; "Ice Castles," Sept. 1, and "Hardcore," Oct. 1.

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The start of legislation to protect press from searches

House holds hearings on bill that would forbid police forays into newsrooms as were OK'd in 'Stanford Daily'

A House subcommittee last week opened hearings on the First Amendment Privacy Protection Act, an administration bill that would protect against unwarranted third-party searches.

The proposed legislation, which comes in reaction to the Supreme Court's *Stanford Daily* decision, would provide protection not only to the press, but also to academicians, authors, filmmakers and freelance writers and photographers. The bill, H.R. 3486, was introduced at the request of the Carter administration (BROADCASTING, April 9).

Testifying on the merits of the bill were Philip Heymann, assistant attorney general, criminal division, and CBS Washington Vice President William Small. Mr. Small said CBS supports the legislation because the result of the *Stanford Daily* decision "is harmful to the press and the public it serves."

He said, however, that while the bill does provide "considerable protection" against the threat to press freedom created by the case, he did have some reservations about several provisions in the bill. For example, he said, the bill allows searches of newsrooms on the showing that a news organization may possess national defense or classified information. "One need not look too far into recent history to support our concern that this provision could permit easy abuse by government officials," Mr. Small said.

He added that another provision which bothered him authorizes searches for certain nonwork-product information on a showing that the target news organization might destroy the materials if subpoenaed. "We question the necessity of this provision given the fact that there is no history of news organizations destroying materials in order to frustrate subpoenas," he said.

In addition, Mr. Small expressed concern that, in light of the *Stanford Daily* decision, some government official, who suspects he is being investigated by the press, "will inevitably take advantage of the opportunity to rummage through a newsroom to see what can be found—including the identity of a whistle blower."

He said, however, that the effect on potential sources is one of the most devastating results of the *Stanford Daily* case. "And the most frustrating aspect of the decision," he concluded, "is that none of us will ever know or be able to measure the irreparable injury this decision will un-



Small

doubtedly cause to our democracy."

Mr. Heymann said the Justice Department considered a press-only bill, but rejected it because of "the extreme difficulties of arriving at a workable definition of the press, but more importantly because the First Amendment pursuits of others who are not members of the press establishment are equally as important and equally as susceptible to the chilling effect of governmental searches as are those members of the news media."

Mr. Heymann said that materials held for purposes other than the dissemination of a form of public communications are not protected from search. But just because a small-town newspaper has a small circulation does not mean it is not a form of public communication. "I believe that in borderline cases the appropriate test for ascertaining whether the communication in question is public or not is whether it would be available to persons in the general public upon simple request," he said.

Mr. Heymann predicted that the legislation will limit or prohibit searches by federal, state and local law enforcement officers for documentary materials held in connection with a wide range of First Amendment activities. He said he believes the legislation "strikes an appropriate balance between the interests of law enforcement and the need to protect First Amendment values."

ABC inches past NBC evening news

Never before has the network been out of third, but it's climbed in the past year

ABC-TV claims that in the week of April 16-20, its *World News Tonight* outscored *NBC Nightly News* in the ratings for the first time. The Monday-Friday averages: ABC 11.2 rating and 23 share, NBC 11.1 rating and 23 share. Out in front, still, was *CBS Evening News* with 13.6/29.

The week's performance followed a three-week period in which ABC's eve-

ning news produced weekly averages less than one rating point—and usually less than one half a rating point—behind NBC's evening news. For the March 26-30 week, ABC had an 11.1/21 against NBC's 11.5/22; the next week it was 11.3/22 against 11.7/23.

ABC News sources said no special promotion was done to help account for edging into second place. They said they did promote "Second to None," a *World News Tonight* series on American power, but this promotion amounted to "no more than usual."

For the January-March period, ABC said, *World News Tonight* averaged 11.8/20, up from 10.5/19 a year ago; *NBC Nightly News* averaged 13.7/24, down from 14.6/26, and *CBS Evening News* averaged 16.3/28, as compared with 15.8/29 a year ago.

ABC News authorities said *World News Tonight* had gained 1.4 million viewer homes since February 1978, and that 172,000 of these, or about 13%, could be attributed to gains from new station affiliations. They credited the rest, or 87%, to improvement in the broadcast.

They also said they took comfort from the program's relatively light fall-off in ratings in April—a time when, they said, network news shows in general and ABC's in particular tend to drop. In 1978, they said, ABC's evening news went from a 10.5 January-March average to an 8.6 in April, a decline of 18% as compared with 15% for CBS's and 17% for NBC's. This year they put the comparable decline at about 5% for ABC as against 12% for CBS and 16% for NBC.

Funding fights for freedom

In aftermath of Herbert decision, ANPA is setting up insurance program to protect newspapers involved in First Amendment cases; NAB is also interested

The American Newspaper Publishers Association is exploring ways to establish a comprehensive First Amendment Insurance Program.

Allen H. Neuharth, chairman-president of ANPA, told the group's 93d annual convention in New York that the constant inroads into freedom of news-gathering dictates that "we must find a way to assure adequate legal advice to those who are in the front lines of our defense for the First Amendment."

Mr. Neuharth, chairman and president of the Gannett Co., observed there are several small defense funds now in operation, but said that on April 21 the ANPA board of directors directed the staff and counsel "to explore ways to establish some sort of comprehensive First Amendment Insurance Program."

He said it was ANPA's hope to offer in the coming year an insurance program to all newspapers so that "the fight to rescue,

uphold and defend the First Amendment can be fought as vigorously in Waterloo, Iowa, as in Washington, and in Newport, Va., as in New York City."

Mr. Neuharth pointed out that "the headlines of the past year" indicated that the newspaper business has been more successful in the practice of free enterprise than in the advancement of the cause of a free press.

He cited these economic indicators: daily U.S. circulation has increased for the third year in a row to almost 62 million while in Canada it rose to 5.3 million; the number of dailies grew by three in both the U.S. and Canada to 1,765 and 122 respectively; U.S. daily newspaper advertising climbed by 14% to almost \$13 billion in 1978, and newspapers once again took in the largest share of total advertising dollars, representing 29% of the total invested.

But despite this economic glow, Mr. Neuharth continued, the free press is being "chilled and eroded" via the government invasion in news coverage by subpoena or gag order or threat of search through newsroom files. He said the courts have "destroyed our shield laws, sent our reporters to jails, held our editors in contempt and fined publishers."

He cited the latest confrontation between the press and the judiciary—Herbert vs. CBS—in which the Supreme Court ruled that lawyers and police may

Insiders. Some familiar names in broadcasting circles appear among the top executives re-elected or newly elected as officers of the American Newspaper Publishers Association. Allen H. Neuharth, president of Gannett Co., was chosen again as chairman and president; Katharine Graham of the Washington Post Co. was re-elected treasurer. Both firms are also station group owners. William C. Marcell of Forum Publishing, Fargo, N.D., another also involved in station ownership, was elected secretary.

now "rummage through our minds as well as our newsrooms" (BROADCASTING, April 23). He maintained the decision "clearly demonstrated that the judiciary of this nation is developing a state of mind that is above the law, even above the Constitution."

He said no one knows how many reporters, editors and publishers have had to compromise on legal issues simply because they could not afford to invest "a disproportionate share" of their resources in fighting the "reckless arm" of the law.

"The real danger in this atmosphere of intimidation of the press lies not with the *New York Times*, or the *Washington Post*, or CBS, or Gannett and other major institutions," he asserted. "They have the legal and financial resources to resist and

to fight to try to right such wrongs.

"The real danger lies in Scottsbluff, Neb., or Paducah, Ky., or Pocatello, Idaho—the smaller communities across the country—where the resources of the media are more limited and the balance of power shifts to police and sheriffs and lawyers and judges bent on stilling the local voices of freedom."

One of the smaller defense funds that has been functioning for more than eight years—the Reporters Committee for Freedom of the Press—may benefit by an ad hoc fund organized by Gene Roberts, executive editor of the *Philadelphia Inquirer*. About 50 publishers met at a private party during the convention to discuss a program under which every newspaper in the country would contribute \$500 toward the Reporters Committee.

The committee, based in Washington, will supply any newspaper with the name of a nearby First Amendment attorney who will provide free legal aid. The committee also files amicus curiae briefs in First Amendment cases and supplies expert witnesses.

Walter Cronkite, CBS News anchorman, who attended the party, called on publishers to "defend what freedom we can hold on to" by supporting the committee.

Protection against adverse court decisions—in the area of libel—is something about which the National Association of



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Winston Churchill



Carl Sandburg



Harry Truman



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A reporter remembered. A bronze plaque embedded in granite cobblestones marks Edward R. Murrow Park in Washington, dedicated at a late morning ceremony on what would have been his 71st birthday, April 25. Janet Murrow, the newsman's widow, unveiled the plaque as Cecil D. Andrus, secretary of the interior, and Eric Sevareid looked on. All three had addressed the crowd of 200 who had gathered in the small triangular park. Mr. Andrus, who initiated efforts to name the park in honor of Mr. Murrow, making it the first federal parkland to bear the name of a reporter, reviewed the career of Mr. Murrow and pointed out that while he served as director of the U.S. Information Agency, his office in a nearby building overlooked the park. Mr. Sevareid eulogized his friend and colleague at CBS, calling him a man of toughness, skepticism and courage. Mrs. Murrow said her husband respected young people, whom Mr. Andrus said are the primary users of the park, and hoped that they would "continue to use the park and sometimes remember Ed Murrow." The inscription on the plaque praises Mr. Murrow as a reporter and broadcaster "who gave his profession a standard of excellence and whose clarity, humanity and courage helped his country and the world to know what America at its best could be." The park is located just west of the White House at 18th Street and Pennsylvania Avenue.

Broadcasters has also become concerned. The NAB staff is currently conducting a survey of association members, the answers to which may flesh out complaints that insurance companies charge higher rates for libel insurance to broadcasters in states where the courts have been tougher in libel suits than in others ("Closed Circuit," April 23). Some reports have it that insurance companies refuse to sell insurance to stations carrying talk shows or editorials and some require stations to use a six-second delay on listener calls during call-in shows.

A major concern, says NAB General Counsel Erwin Krasnow, is that insurance companies that impose restrictions such as those have set themselves as program censors. There is a slight chance that out of the survey will emerge an NAB plan for industrywide libel protection in some form.

■ President Carter went to the defense of the First Amendment in an address to the ANPA.

Opening a major policy address on the impending strategic arms limitation treaty, Mr. Carter said:

"Liberty of expression is our most important civil right and freedom of the press its most important bulwark. We can never afford to grow complacent about the First Amendment. On the contrary, you and I and others must actively protect it always."

Cronkite puts on his green eyeshade for the competition

CBS newsman Walter Cronkite attracted a standing-room-only audience at the convention of the American Newspaper Publishers Association in New York last week and offered some suggestions as to how newspapers could counterprogram what he called TV's "headline service."

Mr. Cronkite was invited to speak on the role he would play if he were a newspaper editor.

He said he was long a newspaper fan, but expressed concern about the continuous decline in newspaper readership. He said he was especially troubled that many of the nonreaders are young people, the poor and the undereducated.

He indicated that solutions to the newspaper readership problem won't come easily but he suggested that more emphasis be placed on presenting local and regional news more interestingly. "The local, state and regional news is your apple," Mr. Cronkite said.

He also urged newspapers to concentrate on "problem-solving" issues concerning business, education and consumers.

In a question-and-answer period, Mr.

Cronkite was asked how newspapers can overcome the growing lack of credibility associated with media. He replied that one area he would seek to improve concerns the attribution of stories to "anonymous sources." He said the news media should be more careful in specifying where the news originates.

To another question, on steps he would take if he were editor of the *New York Times*, Mr. Cronkite said: "I think the *Times* is overwritten. There's redundancy in many articles. Otherwise I wouldn't tamper much with the *Times*."

To another question about media checks and balances, he replied: "I'm concerned about monopoly media. In many areas there are no competing newspapers. At one time an editor could check another paper to see if his newspaper had covered a story adequately. In broadcast there is no such monitor."

Journalism Briefs

On the story. Communications Act rewrite "does not require four hours" of prime-time coverage in judgment of NBC News, NBC spokesperson said Friday. Responding to National Citizens Committee for Broadcasting's call (BROADCASTING, April 16), she said NBC News has already covered rewrite's progress "extensively," will continue to cover it and as further developments occur "will make continuing judgments of the news value of this story."

Headhunting? New York-based Television News Research Inc. is offering Local Newscaster Talent Bank service, 90-hour video tape package of 1,600 broadcast news segments from 75 major markets. Featured are about 700 anchors, 400 feature reporters, 250 sportscasters and 250 weathercasters, taped during three days of last November's ratings sweeps. Computerized indices allow for quick checks of, for example, "all late news male co-anchors with female co-anchors without a regional accent."

Plug for high court

ABC News correspondent Tim O'Brien's two news beats on decisions the Supreme Court reached before they were formally announced (BROADCASTING, April 23) has resulted in one casualty. Chief Justice Warren E. Burger is said to have dismissed an employe of the court's print shop in the belief he was the source.

The court's public information officer, Barrett McGurn, would not comment on that report. But he did confirm that one printer, John Tucci, had been reassigned to the Patent Office. Print shop workers are employed by the Government Printing Office, not the court.

Mr. Tucci is not talking to reporters about the matter. From his home in suburban Takoma Park, Md., he told UPI that he believes his telephone is being tapped.

Light in CMBA eye is satellite

Mutual's Worth gets heaviest grilling during session of concert music broadcasters

The possibilities of distributing radio programming among concert music stations by satellite were explored last week at a Tuesday-morning session of the Concert Music Broadcasters Association's annual convention in New York.

Gary Worth, executive vice president and general manager of Mutual, which hopes to have satellite service going into at least the top 35 markets this fall, was peppered with questions about Mutual's ability to get various types of programming to varying line-ups of concert music stations.

Mr. Worth assured his questioners that Mutual would be able to handle distribution of programs of different lengths to almost any configuration of stations. He seemed to encounter some skeptics, however, when he insisted that Mutual would not have to offer the programs to its own affiliates first.

He also rejected—again to some skepticism—suggestions that in its distribution service Mutual might in effect become a common carrier, required to accept orders for program distribution on a first come, first served basis.

Mr. Worth noted that Mutual now is basically a news and sports network but said it intends to be in "the continuous programming business on a multiple-channel basis" when its satellite service gets rolling. He suggested that CMBA members work with Mutual in developing programming for distribution among themselves.

NAB wants to put its stamp on approved radio sets

The National Association of Broadcasters AM-FM Receiver Performance Standards Committee is holding a meeting June 5 for broadcasters, manufacturers and trade associations to discuss industrywide standards for radio receivers.

At the meeting, scheduled at Chicago's McCormick Place during the Electronic Industries Association's consumer electronics show, an NAB plan will be distributed proposing standards for issuance of an NAB seal to let shoppers know which radio receivers have met minimum industry standards. The association plan would apply to six types of receivers: AM monaural, AM stereo, FM monaural, FM stereo, AM automobile monaural and AM automobile stereo. Technical characteristics measured would be sound quality, maximum loudness, distortion, range of pitch, ability to pick up distant stations and ability to separate stations.

In Sync

So what else is new? RCA, far-and-away the leading American manufacturer of broadcast equipment, is none too impressed with what it has so far seen in the way of digital video-tape recorders. The company, as one official in New Jersey said, can match what its competitors have shown and, just maybe, surpass them. The digital derby now includes Sony, Ampex, Great Britain's Independent Broadcasting Authority and Bosch-Fernseh, which nearly everybody believes will show a digital machine at the end of this month during the International Television Symposium in Montreux, Switzerland. "We could have demonstrated a digital machine at any of those times," the well-informed RCA source declared, "but we're being very quiet on the subject. We don't think the time is appropriate. We're right up there with Sony, Ampex and Bosch." RCA is believed to be experimenting with at least two types of machines—one based on a two-inch, quad-format machine and the other based on the newer one-inch helical designs. □ □ □

The holdup. RCA has been content on occasion—most recently with video disks—to let the competition grab headlines while it, quietly, moves along. Right now, RCA is thinking about marketing the digitals, and is asking itself some questions. It's reviewing the features the digitals are going to have to offer. "You can't give up the features on the helical machines," the RCA official said. Given the versatility of the one-inch units, he pointed out, RCA could not expect buyers to beat a path to its door if the digitals can't match the helicals. Cost is another factor. "We don't believe you can charge a helluva lot," he said. Again, the success of the helicals, which can be quite affordable, is going to make it difficult for RCA not to match the one-inch prices. And RCA is also concerned about standards. "Standards will be a major issue. People don't want to see another fight, and the users don't deserve another battle." □ □ □

Up to the second. UPI announced that its world news report will become available to owners of home computers under an agreement it has reached with Telecomputing Corp. of America, McLean, Va. (Washington). The UPI news will be delivered at high speed into a TCA computer in nearby Silver Spring, Md. Home computer users will be able to connect their home terminals with the computer by dialing a local telephone number in most U.S. cities. □ □ □

Deal. Pye TVT Ltd., the broadcast equipment manufacturer for Philips, will be supplying five 10 kw VHF and nine 40 kw UHF television transmitters to the Swedish Telecommunications Administration. The value of the deal has been placed at approximately \$2.6 million. □ □ □

Sony, too. Sony Video Products has received a \$4-million equipment order from Compact Video Systems Inc., Burbank, Calif., a newly formed company that designs and constructs television studios for the broadcast and industrial video markets. The CVS order includes one-inch video-tape recorders, cameras, editing equipment and three-quarter-inch videocassette units. CVS will be building a studio for the Entertainment and Sports Programming Network, Plainville, Conn., a firm that supplies programs to cable television systems via satellite. □ □ □

Hour after hour, chapter two. Sony and Zenith are following the lead of Toshiba and introducing new Beta-format videocassette machines with longer playing time ("In Sync," April 23). Like the Toshiba machine, the Sony and Zenith units will have slow-speed modes that can record four-and-a-half hours of material on three-hour tapes. Both companies are expected to be introducing three-and-one-third hour tapes that will allow for up to five hours of continuous recording. □ □ □

It's that time again. Booth space for the equipment exhibit of the 121st conference of the Society of Motion Picture and Television Engineers is now available. The conference and exhibit are to be held at the Century Plaza hotel, Los Angeles, Oct. 21-26. Last year's conference in New York had 210 booths, but 25 manufacturers had to be turned away for lack of space. The last SMPTE show in Los Angeles, in 1977, had 220 booths. Three hundred have been set aside for this year's. □ □ □

For friends who have everything. Scientific-Atlanta is selling \$20,000, five-meter satellite earth stations to consumers. The receive-only dishes will be marketed by a new S-A subsidiary, Homesat Inc. The company is looking for wealthy individuals with no access to either broadcast or cable television. Homesat will help the buyers with the appropriate FCC forms, too. An S-A spokesman said that the company already has "a couple" of orders for the dishes, but the first one won't be installed until June. □ □ □

Deliverance. The Community Service Network has signed an agreement with RCA Americom to deliver 1,800 hours of instructional and informational programming to cable systems in Appalachia via the Satcom I satellite. CSN, a part of the Appalachian Regional Commission, has been operating for four years on the experimental NASA ATS-6 satellite, which is being turned off later this year. CSN is aiming for 35 hours a week of community-service programs.

The Broadcasting Playlist Apr 30

Contemporary


Last week	This week	Title □ Artist	Label
1	1	What a Fool Believes □ Doobie Bros.	Warner Bros.
3	2	Heart of Glass □ Blondie	Chrysalis
2	3	Knock on Wood □ Amii Stewart	Ariola
5	4	Reunited □ Peaches & Herb	Polydor
13	5	In the Navy □ Village People	Casablanca
11	6	Music Box Dancer □ Frank Mills	Polydor
6	7	Lady □ Little River Band	Harvest
12	8	I Got My Mind Made Up □ Instant Funk	Salsoul
20	9	Shake Your Body □ Jacksons	Epic
10	10	I Want Your Love □ Chic	Atlantic
15	11	Stumblin' In □ Suzi Quatro & Chris Norman	RSO
9	12	Disco Nights □ GQ	Arista
8	13	He's the Greatest Dancer □ Sister Sledge	Cotillion
7	14	I Will Survive □ Gloria Gaynor	Polydor
18	15	Goodnight Tonight □ Wings	Columbia
17	16	Take Me Home □ Cher	Casablanca
29	17	Ain't No Stoppin' □ McFadden & Whitehead	Phila. Intl.
23	18	Hot Stuff □ Donna Summer	Casablanca
4	19	Tragedy □ Bee Gees	RSO
21	20	Blow Away □ George Harrison	Dark Horse
24	21	Love You Inside Out □ Bee Gees	RSO
27	22	Just When I Needed You Most □ R. Vanwarmer	Warner Bros.
26	23	Love Is the Answer □ England Dan & John Coley	Big Tree
16	24	Sultans of Swing □ Dire Straits	Warner Bros.
28	25	Love Takes Time □ Orleans	Infinity
14	26	Do Ya Think I'm Sexy □ Rod Stewart	Warner Bros.
33	27	Ain't Love a Bitch □ Rod Stewart	Warner Bros.
34	28	Honesty □ Billy Joel	Columbia
22	29	Precious Love □ Bob Welch	Capitol
25	30	Love Ballad □ George Benson	Warner Bros.
30	31	There But for the Grace of God Go I □ Machine	MCA
43	32	Logical Song □ Supertramp	A&M
42	33	We Are Family □ Sister Sledge	Cotillion
39	34	You Take My Breath Away □ Rex Smith	Columbia
-	35	Deeper Than the Night □ Olivia Newton-John	MCA
31	36	Big Shot □ Billy Joel	Columbia
-	37	Chuck E's In Love □ Ricky Lee Jones	Warner Bros.
37	38	Roxanne □ The Police	A&M
32	39	Livin' It Up Friday Night □ Bell & James	A&M
19	40	I Just Fall in Love Again □ Anne Murray	Capitol
-	41	Dancin' Fool □ Frank Zappa	Zap
41	42	Renegade □ Styx	A&M
-	43	Little Bit of Soap □ Nigel Olsson	Bang
48	44	Rock 'N Roll Fantasy □ Bad Company	Swan Song
-	45	Hot Number □ Foxy	Dash
-	46	Such a Woman □ Tycoon	Arista
-	47	I Want You to Want Me □ Cheap Trick	Epic
-	48	She Believes in Me □ Kenny Rogers	United Artists
-	49	Good Timing □ Beach Boys	Caribou
-	50	Shake Down Cruise □ Jay Ferguson	Allied

Playback

Breakfast of champions. "It'll be number one on the national LP charts in two or three weeks," predicts Don Perry, music director at WTRY(AM) Troy, N.Y. Speaking of Supertramp's highly successful album, *Breakfast in America* (A&M), Mr. Perry also says, "It's an album I can go home to after being in music all day." *Logical Song*, the hit single from the LP, bolts this week from 43 to 32 on "Playlist." Bruce Cannon, music director at KTAC(AM) Tacoma, Wash., says: "It's going to be a classic. Supertramp is ordinarily not a big seller of singles, but *Logical Song* is selling very well. And here, that's indicative of a monster record." **Simply a smash.** "A hit is a hit is a hit," says John Scott, program and music director at WMFJ(AM) Daytona Beach, Fla., "and *Ain't No Stoppin' Us Now* (Phila. International) is definitely more than just another disco record." This McFadden and Whitehead debut single entered "Playlist" last week at 29, and bolts again this week to 17. "It's been in our top 10 for two weeks now," reports Pete Stone, program director at WAVZ(AM) New Haven, Conn. "It has the beat quality of disco and the lyrical appeal of pop. It's definitely a crossover hit." *Simply McFadden and Whitehead*, the LP from which the single was drawn, was released late last week. **Springtime cruiser.** Jay Ferguson's new single, *Shake Down Cruise* (Allied), edges onto "Playlist" this week at 50. Mike O'Brien, program director at WBBF(AM) Rochester, N.Y., describes it as "a good, moving rock 'n roll record, and great if you're out tooling around in your car." The single is a "cleaned-up remix" of a cut from the LP, *Real Life Ain't That Way*, explains Harry Nelson, music director at KLIF(AM) Dallas.

Country

Last week	This week	Title □ Artist	Label
17	1	Lying in Love With You □ J. Brown & H. Cornelius	RCA
1	2	Don't Take It Away □ Conway Twitty	MCA
18	3	Down On the Rio Grande □ Johnny Rodriguez	Epic
2	4	I Don't Want To Be Right □ Barbara Mandrell	ABC
6	5	All I Ever Need Is You □ Rogers & West	United Artists
12	6	Touch Me With Magic □ Marty Robbins	Columbia
3	7	Someone is Looking for Someone . . . □ Gail Davies	Lifesong
5	8	Back Side of Thirty □ John Conlee	MCA
11	9	I'll Love Away Your Troubles □ Janie Fricke	Columbia
7	10	Slow Dancing □ Johnny Duncan	Columbia
9	11	Farewell Party □ Gene Watson	Capitol
8	12	Where Do I Put Her Memory □ Charley Pride	RCA
10	13	They Call It Making Love □ Tammy Wynette	Epic
13	14	I'm Gonna Love You □ Glen Campbell	Capitol
4	15	Wisdom of a Fool □ Jacky Ward	Mercury
15	16	Sweet Memories □ Willie Nelson	RCA
19	17	I Just Fall in Love Again □ Anne Murray	Capitol
-	18	Beautiful Body □ Bellamy Bros.	Warner Bros.
-	19	Music Box Dancer □ Frank Mills	Polydor
20	20	Lay Down Beside Me □ Don Williams	MCA
14	21	It's a Cheating Situation □ Moe Bandy	Columbia
21	22	Sail Away □ Oak Ridge Boys	ABC
16	23	Walking Piece of Heaven □ Freddy Fender	MCA
-	24	Nobody Likes a Sad Song □ Ronnie Milsap	RCA
-	25	September Song □ Willie Nelson	Columbia

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

Fates & Fortunes

Media

William B. Colvin, senior VP-marketing and resources development, Buford Television, Tyler, Tex., appointed senior VP-broadcast group, with responsibility for KLTV(TV) Tyler and KTRE-TV Lufkin, Tex.

David Johnson, VP, ABC Owned Television Stations, New York, assigned broader responsibilities in planning and operations of unit.

Michael A. Fisher, general sales manager, WGR-TV Buffalo, N.Y., appointed general manager.



Fisher



Mayo

W.H. (Hi) Mayo, VP-general manager of Snider Corp.'s Muzak/Business Music of Arkansas, appointed executive VP and chief operating officer of Snider, which operates KARN(AM)-KKYK(FM) Little Rock, Ark., and KFIN(FM) Jonesboro, Ark. **Harris Owen**, operations manager of KARN-KKYK, retires. **Tim B. Scott**, who does traffic reports for KARN, named operations manager of KARN-KKYK.

William S. Sanders, VP-general manager of KQEO(AM)-KZZX(FM) Albuquerque, N.M., named senior VP-broadcasting of Sunbelt Communications Ltd., licensee of those stations and KVOR(AM)-KSPZ-FM Colorado Springs and KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. **Lawrence Kirby**, formerly with NBC in Washington, named general manager of KQEO.

James DeBold, general manager, wvii-TV Bangor, Me., joins WAGM-AM-TV Presque Isle, Me., in same capacity.

Hal Shope, sales manager, KXLR(AM) Little Rock, Ark., assumes additional duties as general manager.

Jack Perk, sales manager, WDAE(AM) Tampa, Fla., joins Forrest Broadcasting Co. as general manager of KDON-AM-FM Salinas, Calif., and corporate VP in charge of those stations, and Forrest's KZOZ(FM) San Luis Obispo, Calif., and KBBQ(AM)-KBBY(FM) Ventura, Calif., which Forrest has purchased, subject to FCC approval.

Dan Leonard, general manager, WNDR(AM) Syracuse, N.Y., named assistant general manager, KDON-AM-FM.

Ken Schermer, news director, WVMG-AM-FM Milledgeville, Ga., appointed general manager.

Williams J. Kneisly, general sales manager, WASK-AM-FM Lafayette, Ind., joins WIOU(AM)-WZWZ(FM) Kokomo, Ind., as general manager.

Robert G. Martins, with KESQ-TV Palm Springs, Calif., appointed VP-operations man-

ager. **Richard Mechling**, also on staff, named corporation treasurer.

Mark Hurd, former owner of KPEN(FM) Los Altos, Calif., joins KXRK(AM) San Jose, Calif., as station manager.

Dave Puckett, news director, WGG(AM) Gainesville, Ga., named operations manager.

Dorothy Botts, regional manager, affiliate relations, ABC-TV, joins CBS-TV affiliate relations as district manager for Arkansas, Louisiana, Missouri, Oklahoma and Texas.

Roger Lowry, business manager, WJXT(TV) Jacksonville, Fla., joins co-owned WPLG(TV) Miami in same capacity.

Ralph Peralez, media producer, noncommercial KUOM(AM) Minneapolis, joins noncommercial KQED-FM San Francisco as manager.

James Coughlin, associate campaign director for United Way of Minneapolis, joins noncommercial KTC(AM) St. Paul as manager of division of grant support in development department.

New officers, New York State Broadcasters Association: **Martin F. Beck**, WBLI(FM) Patchogue, president; **Sheldon F. Storrier**, WKTV(TV) Utica, VP; **Richard D. Novik**, WPUT(AM) Brewster, secretary, and **William F. Brown**, WBTA(AM) Batavia, treasurer.

Edward J. Bowman, VP-finance and research division, Indiana State Chamber of Commerce, joins Indiana Broadcasters Association, Indianapolis, as executive VP.

Stanton professorship in school of art of The Cooper Union, New York, is being established in honor of **Dr. Frank Stanton**, former vice chairman of CBS Inc. First Stanton professor will be Rudy deHarak, noted graphics designer.

Broadcast Advertising

Jim Rice, president of D'Arcy/San Francisco, part of D'Arcy-MacManus & Masius, appointed to board of directors of DM&M worldwide. **Arthur Meltzer**, associate creative director, DM&M in Chicago, named VP.

Paul Hogue, **Henry Hartwell** and **Leonard Stabile**, senior account executives, NW Ayer ABH International, New York, named account supervisors. Joining Ayer as account supervisors are **Carolyn Gandolfo**, from BBDO International, **Frank Filtsch**, from The Marshall Co., and **Marshall Buccil**, from William Esty Co. **Gerald Amon**, from Admark Services in Knoxville, Tenn., joins Ayer as account executive. **Hallee LoGrasso**, from Grey Advertising, joins Ayer as media supervisor. **Joan Eaton**, from Uniworld Group, joins Ayer as senior copywriter. **Dominic Cerulli**, from Wunderman, Ricotta & Kline, named creative supervisor for Ayer's AyerDirect.

Appointments, Proctor & Gardner Advertising, Chicago: **Rolfe Kolconay**, VP-account supervisor, named senior VP; **Anthony Moore**, media director, named VP-advertising services, and **Melody Bather-Gardner**, account executive, named VP-account supervisor.

Salvatore Alba and **Marc Eisenoff**, both from Keenan & McLaughlin, New York, join DFS/Wegener Agricultural Group there as VP-creative director and senior art director, respectively. **Mark Stuhlfaut**, from Fletcher/Mayo Associates, St. Joseph, Mo., joins group as account executive. Company is new division of Dancer-Fitzgerald-Sample with Ciba-Geigy Agricultural Division as first account.

Jack DiGiuseppe and **Tony Vanderwarker**, associate creative directors, Needham, Harper & Steers, Chicago, elected VP's.

Michael G. Samet, associate media director, Benton & Bowles, New York, elected VP.

Norm Prady, VP-creative director, truck area, BBDO, Detroit, joins Yaffe Stone August Advertising, Southfield, Mich., as senior VP-executive creative director.

Michelle Berman, from Grey Advertising, New York, and **Dennis Fogarty**, from Altman Stoller Weiss, also New York, join Manoff Geers Gross there as account executives on Kraft Dairy Group and Welch Foods, respectively. **Lani Fertik**, from J. Walter Thompson, and **Claude Lomden**, from Smith Greenland, join Manoff as broadcast buyers in media department.

Jack Carmichael, founder and past president

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of Carmichael Lynch, joins Brandt/Bar-ringmann Advertising, Minneapolis, as creative director. **Tom Tweed**, from A.C. Nielsen, joins Brandt as account executive.

Jon Katz, senior writer-producer, Byer & Bowman, Columbus, Ohio, joins Simons Michelson Zieve Advertising, Troy, Mich., as creative supervisor.

Scott Deal, senior writer and producer, BBDO, San Francisco, joins Wilton, Coombs & Colnett Advertising there as senior copywriter and broadcast production supervisor. **Steve Goldstein**, formerly with U.S. Agency for International Development in Africa, joins agency as copywriter.

J. Aubrey Shamburger, assistant VP-executive art director, Herbert S. Benjamin Associates, Baton Rouge, named VP.

Craig Campbell, from Winston Advertising, Palo Alto, Calif., joins Stone & Adler, Chicago, as assistant account executive. **Ed Leiman**, from Brewer Advertising, Kansas City, Mo., joins Stone & Adler as controller-manager, client support services.

Gerry Mulr, copy VP with Holland & Callaway, New York, joins DKG Advertising there as copy supervisor.

Len Blake, copy chief for Bozell & Jacobs, Union, N.J., joins Carelli, Glynn & Ward Advertising, Butler, N.J., in same capacity.

John Sivatko, from McGraw-Hill Continuing Education Center, Washington, joins American Advertising Federation there as manager of program services.

G. Kent Smith, VP-general manager of WHFT(TV) Miami, joins RKO Television Representatives as sales manager of company's new Dallas office. **Ken Kagen**, director of research for RTVR in New York, named director of programming services. **John Rohr**, research manager, MMT Sales, succeeds Mr. Kagen.



Simon

Stanley Simon, director of affiliate research, ABC-TV, New York, joins H-R Television there as VP-research and marketing.

Jane Newman, from Katz Radio, New York, joins Metro TV Sales there in sales development capacity.

Dick Groat, national sales manager, WOTV(TV) Grand Rapids, Mich., assumes additional duties as general sales manager.

Frank DeTillio, local sales manager, WGR-TV Buffalo, N.Y., named general sales manager succeeding Michael Fisher, now general manager (see page 53).

Robert Stettner Jr., national sales manager, WTVN-TV Columbus, Ohio, joins WTVH(TV) Syracuse, N.Y., as general sales manager.

David F. Smith, local sales manager, KRRX(AM) San Jose, Calif., appointed general sales manager.

Tom Storrier, sales coordinator, WMAQ-TV Chicago, named assistant manager, sales pro-

posals, ABC-TV Network, Chicago.

Stuart G. Krane, associate media director of Warren, Muller Dolobosky, New York, and **Thomas H. Hooper III**, assistant account executive, ABC Radio Network, named account executives. ABC Radio, New York. **Rhonda Hack**, account executive, NBC Radio, Chicago, named to same post with ABC Radio there.

Jeff Woodruff, director of sales and research for ABC-owned AM stations, named national sales manager for ABC's WDAI(FM) Chicago.

Programing

Jerry Golod, CBS Entertainment VP for children's programs and variety development, joins NBC Entertainment as VP and national program director, responsible for daytime and children's programs, specials, variety programs and West Coast late-night programs.



Golod



Saltman

Sheldon A. Saltman, VP-general manager, 20th Century-Fox Sports, Beverly Hills, Calif., named president. He succeeds Ron Beckman (BROADCASTING, April 2).



Andrews

Peter Anthony Andrews, VP-special projects, NBC Entertainment, West Coast, joins Begelman/Fields Co., Los Angeles, as senior VP for television.

Jerry Pinks, assistant manager of domestic sales services department, Viacom Enterprises, New York, named manager of domestic sales services.

AP line-up. William Leonard, president of CBS News, and Charles Whitehurst, president and general manager of WRMY-TV Greensboro, N.C., named along with Ralph Renick, TV news operations VP of Wometco Enterprises, Miami, who was reappointed, to represent Associated Press's broadcast members on AP board. Jack Tarver of *Atlanta Journal and Constitution* (associated in ownership with Cox stations) re-elected AP board chairman. Frank Batten of Landmark Communications, Norfolk, Va., (WTAR-AM-TV and WKEZ(FM) Norfolk) named first vice chairman, and Stanton R. Cook of *Chicago Tribune* (WGN Continental Broadcasting) named second vice chairman. Among new board members elected was Robert G. Marbut of Harte-Hanks Communications (Harte-Hanks station group).

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Julie Waxman, director of business affairs, Lorimar Productions, Burbank, Calif., named senior director, television business affairs. J. Anthony Young, from EMI Film, Beverly Hills, Calif., joins Lorimar as VP-finance.

Pattee Roedig, director of production, Cine Guarantors, Hollywood, subsidiary of Taft Broadcasting that provides bonds for theatrical and made-for-television movies, named VP of administration and production.

Bill Canter, cameraman, ABC in Hollywood, joins Quenzer Driscoll Dawson, broadcast production company in Hawaii specializing in film and videotape, as assistant director.

Edward J. Plette, executive producer, WFSB-TV Hartford, Conn., named executive producer and assistant program manager for co-owned WDIV(TV) Detroit.

Fred Norlega Jr., manager of community affairs, WCBSTV New York, appointed manager of programming services and executive producer of *Channel 2 The People*.

Janet Wehner, operations assistant, KESQ-TV Palm Springs, Calif., named program director.

Roy Laurence will remain as program director and air personality for WCAU-FM Philadelphia. It had been announced earlier that he would join KSFJ(FM) San Francisco (BROADCASTING, April 23), decision that Mr. Laurence rescinded.

Phil Scoggins, sports director, WRBL-TV Columbus, Ga., joins WYEA-TV there in same capacity.

David C. Moore, co-founder of Wisconsin Independent Network, joins KWEB(AM)-KRCH(FM) Rochester, Minn., as operations manager.

Rick Warren, from WBHP(AM) Huntsville, Ala., joins KXLR(AM) Little Rock, Ark., as program director.

Eddie Coyle, program director, WAUG-FM Augusta, Ga., joins WFIL(AM) Philadelphia as weekend and swing air personality.

Scott Lowe, music director, WSGO-AM-FM Oswego, N.Y., joins WBVP(AM)-WWKS(FM) Beaver Falls, Pa., as program director.

Clarence Hamlar, from air staff of WSSV(AM) Petersburg, Va., joins WANT(AM) Richmond, Va., as production director.

New honors for women. Jane Cahill Pfeiffer, chairman of NBC, has been named outstanding Broadcast Executive of 1978 in the first annual Mainstream Women Broadcasting Industry Awards. Mary Alice Dwyer, director, daytime and children's programs, NBC Entertainment, was honored as the broadcast industry person responsible for the "most improvement in children's programming in 1978." Other winners included Charlayne Hunter-Gault, reporter for public TV's *MacNeil-Lehrer Report*; Lela Swift, director of ABC-TV's *Ryan's Hope*; Madeline Amgott, producer on CBS-TV's *60 Minutes*, and Harold Burston, chairman of the Burston-Marsteller public relations firm. The awards were presented on April 18 under the auspices of the New York City chapter of the American Women in Radio and Television and *Good Housekeeping* magazine.

News and Public Affairs

Mary Kane, assistant manager of CBS News bureau in Los Angeles, named night news manager for CBS News, New York, and producer of nightly one-minute news headline broadcast, *Newsbreak*. **James Houtrides**, producer of weekend editions of *CBS Evening News*, New York, named producer of *CBS News Sunday Morning*. **Lew Allison**, associate producer of weekend editions of *CBS Evening News*, succeeds Mr. Houtrides as producer.

Joseph Coscia, chief assignment editor, WABC-TV New York, joins WCBSTV there as assignment manager for news.

John Hayes, assistant news director, WTVT(TV) Tampa, Fla., joins WBRC-TV Birmingham, Ala., as news director.

David Mims, associate news director, WAVY-TV Portsmouth, Va., named director of news operations and host of new program. **Darrell Hosack**, news director, WNOR-AM-FM Norfolk, Va., joins WAVY-TV as associate anchor. **Sandra Kelly**, political reporter and weekend anchor WAVY-TV, named weekday anchor.

Michael Bille, in news department of WQAD-TV Moline, Ill., appointed news director.

Jessie Degallado, general assignment reporter, KRGV-TV Weslaco, Tex., named co-anchor. **Bill Spangler**, news director, KVOZ(AM) Laredo, Tex., joins KRGV-TV as general assignment reporter. **Dr. David Eiser**, from KTVU(TV) Oakland, Calif., joins KRGV-TV as weather anchor and medical reporter. **W. David Elliott**, writer for NBC-TV's *Today Show*, named news producer for KRGV-TV.

Mike Majors, news director, WGOW(AM) Chattanooga, joins WFBR(AM) Baltimore in same capacity.

Larry Gellman, reporter and writer, WCPO-TV Cincinnati, joins WISN-TV Milwaukee as general assignment reporter. **Dave Robinson**, writer and producer, WXYZ-TV Detroit, joins WISN-TV as news producer.

John Warren, news director and anchor, KOAI(TV) Flagstaff, Ariz., joins KGUN-TV Tucson, Ariz., as general assignment reporter. **Ed Garsten**, student at University of Arizona, Tempe, named weekend weathercaster for KGUN-TV.

Lew Brown, news director, WKND(AM) Hartford, Conn., and Elyse Gellerman, from WPOP(AM) Hartford, join WVIT(TV) New Britain, Conn., as reporters.

Promotion and PR

Jeffrey R. Tolvin, manager of business information in ABC public relations department, New York, appointed to director of business information. He succeeds Patricia J. Matson, named VP, public relations, planning and development (BROADCASTING, April 16).

Edward Harvey, executive producer, WSET-TV Lynchburg, Va., joins WJLA-TV Washington as on-air promotion director.

Jo Ann Young, on production staff of cultural series produced by WCBSTV New York, joins press department as writer-publicist.

Mary Betz, promotion assistant, WDSU-TV New Orleans, named assistant promotion director.

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Leonard Stein, from Ries & Geltzer Public Relations, joins Ayer Public Relations Services, New York, as account supervisor. **Ellen Rubin**, press representative, CBS, named account executive for Ayer Public Relations.

Broadcast Technology

Robert Knudson Jr., administrative supervisor, WGN-AM-TV Chicago studios, appointed manager of technical operations. **Robert Spilthoff**, engineer in charge, WGN-TV, named chief engineer. **James Carollo**, engineer in charge, WGN(AM), named chief engineer. Both Mr. Spilthoff and Mr. Carollo will report to Mr. Knudson.

Kirke Cushing, supervisor of engineering for Warner Cable's Qube system, Columbus, Ohio, joins WLS-TV Chicago as manager of electronic news gathering.

Robert Cheeseman, manager of studio maintenance, Warner Cable's Qube system, Columbus, Ohio, joins WDRB-TV Louisville, Ky., as director of engineering.

Terry Grieger, engineering supervisor, WOWO(AM) Fort Wayne, Ind., joins WDRQ(FM) Detroit as chief engineer. **Jim Franklin**, chief engineer, WAKE(AM)-WLJE(FM) Valparaiso, Ind., joins WDRQ as assistant chief engineer.

Horst Ankermann, VP-engineering, Sen-

nheiser Electronic Corp., New York, appointed president.

Ron Renaud, manager of engineering operation, Midwestern Relay Co., Milwaukee, named VP-operations. **Sprague Vonler**, marketing manager, named VP-marketing.

Robert E. Harris, manager of manufacturing engineering, International Tapetronics Corp., Bloomington, Ill., named manager of manufacturing.

Allied Fields

John Taff, assistant chief of FCC's Policy and Plans Division, Washington, retires before end of May. Mr. Taff, engineer, has been with commission 30 years.

James H. Ewalt, acting chief of special relief branch, Cable Television Bureau, FCC, Washington, joins office of John D. Pellegrin, attorney, Washington.

Robert J. Miller, attorney, Common Carrier Bureau, FCC, Washington, joins Peabody, Rivlin, Lambert & Meyers there.

Mark R. Young, account executive, WXEX-TV Petersburg, Va., joins Arbitron Television Station Sales in Atlanta as Southeastern manager.

H.T. Thurman, regional manager of Dallas office of A.C. Nielsen, named regional manager

of Fort Mitchell, Ky. (Cincinnati), office. **William McCormac**, in retailer relations department in Nielsen's Northbrook, Ill., headquarters, named VP in marketing research group.

Doyle Peterson, general manager, KMGC(FM) Dallas, joins Media Statistics, based in Silver Spring, Md., as head of company's new Midwest office in Dallas. **Peggy Fills**, director of research and sales development, WCVB-TV Boston, joins Media Statistics as sales director for company's new television division.

New officers, American Women in Radio and Television, North Carolina chapter: **Cynthia Stewart Neely**, WRET-TV Charlotte, president; **Nancy High**, Southern Furniture Manufacturers Association, High Point, VP; **Betsy Hayes Lambert**, WSOC-TV Charlotte, secretary, and **Jo Nelson**, WGHP-TV High Point, treasurer.

Deaths

Leo Hershfield, 75, courtroom artist whose drawings were shown on television for Army-McCarthy hearings in 1954, died of heart attack April 17 on fishing trip in Sarasota, Fla. He lived in Bradenton, Fla. Mr. Hershfield also made drawings for trials of Jack Ruby, James Earle Ray and Lieutenant William Calley Jr., for NBC-TV. Survivors include his wife, Maryemma, and two sons.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by FCC during the period April 16 through April 20.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

AM applications

■ Yucca Valley, Calif.—Hesson-London-Chester Associates seeks 1520 khz, 1 kw-D. Address: 1111 North Palm Canyon Dr., Palm Springs, Calif. 92262. Estimated construction costs \$31,072; first-quarter operating cost \$7,920 and revenue \$19,800. Format: standard pops. Principals: William N. Hesson, Jerome H. London and Lloyd Z. Chester (33 1/3% each). Messrs. London and Chester are partners in Palm Springs public relations firm. Messrs. Hesson and London are employed at KCMJ(AM) Palm Springs. None have other broadcast interests. Ann. April 13.

■ Cross City, Fla.—Seashore Broadcasting Inc. seeks 1240 khz, 1 kw-D, 250 w-N. Address: Suite 902, United American Bank Bldg., Nashville 37219. Estimated construction costs \$35,448; first-quarter operat-

ing cost \$41,401; revenue \$60,000 (year). Format: MOR. Principals: H.L. Townsend Jr. (49%) and Frank A. Woods (26%) and his wife, Jayne (25%). Group also owns WTBP(AM) Parsons and WSEV-AM-FM Sevierville, both Tennessee, and has sold, subject to FCC approval, WBRY(AM) Woodbury, Tenn. Ann. April 13.

■ Pearl City, Hawaii—Alan Adams seeks 1380 khz, 5 kw-U. Address: 1152 Bishop St., Honolulu. Estimated construction costs \$60,100; first-quarter operating cost \$15,925 and revenue \$25,000. Format: MOR. Principal: Mr. Adams, former disk jockey, publishes humor magazine for disk jockeys. He has no other broadcast interests. Ann. April 13.

■ Havre, Mont.—Bear Paw Communications seeks 1350 khz, 5 kw-D, 250 kw-N. Address: P.O. Box 668, Wolf Point, Mont. 59201. Estimated construction costs \$97,484; first-quarter operating cost \$43,592; revenue \$187,100 (year). Format: adult contemporary. Principals: Robert A. Lundstrom (51%) and Murl J. Sisson and Olaf M. Thompson (24.5% each). Mr. Lundstrom owns 80% of KVCK(AM) Wolf Point and has application pending for new FM there. Mr. Sisson is radio and TV repairman in Glasgow, Mont. Mr. Thompson is chief engineer and 30% owner of KTGO(AM) Tioga, N.D. Ann. April 13.

■ Las Vegas, N.M.—San Miguel Broadcasting Co. seeks 540 khz, 5 kw-D. Address: 505 7th Street, Las Vegas, N.M. 87701. Estimated construction costs \$177,218; first-year operating cost \$120,288; revenue \$170,716. Format: Latin music. Principals: Carlos D. Lopez, Fr. Benedicto Cuesta and John C. Gallegos (33 1/3% each). Mr. Lopez owns shoe store in Las Vegas and Mr. Gallegos owns pharmacy there. Fr. Cuesta is parish priest in Villanueva, N.M. None have other broadcast interests. Ann. April 17.

■ Price, Utah—DART Inc. seeks 1080 khz, 2.5 kw-D. Address: 727 North 3rd East St., Price 84501. Estimated construction costs \$92,448; first-quarter operating cost \$32,295 and revenue \$35,802. Format: standard pop. Principals: James M. Dart (30%) and his wife

and children. Mr. Dart is manager of book store at College of Eastern Utah. None have other broadcast interests. Ann. April 13.

FM applications

■ Eloy, Ariz.—Zona Broadcasters seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 587, Lamar, Colo. 81052. Estimated construction cost \$50,982; first-quarter operating costs \$14,125; revenue \$100,000 (year). Format: MOR. Principals: Daniel Linden, Robert J. Patterson, Patricia C. Williams and David L. Williams (25% each). Mr. Linden is news director at KBZZ(AM) La Junta, Colo. Mr. Patterson is legal counsel to Phoenix Indian Center. David and Patricia Williams (married, both work at KLMR(FM) Lamar, Colo. He is music director; she is FM traffic director and programmer. Ann. April 13.

■ Palm Springs, Calif.—Royce International Broadcasting Co. seeks 106.1 mhz, 50 kw, HAAT: 485 ft. Address: 401 Watt Ave., Sacramento, Calif. 95825. Estimated construction cost \$56,337; first-year operating cost \$64,000; revenue \$30,000. Format: pop. Principal: Edward R. Stolz, who owns KWOD(FM) Sacramento (resubmitted). Ann. April 17.

■ St. Marys-Kingsland, Ga.—Radio Charlton Inc. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 203 W. Main St., P.O. Box 607, Folkston, Ga. 31537. Estimated construction cost \$110,595; first-quarter operating cost \$23,237 and revenue \$15,000. Format: country. Principals: Jack R. Mays (40%), John B. Adams (40%) and two others. Mr. Mays is Folkston, Ga., businessman with interests in nursing homes, real estate, clothing and auto parts. Mr. Adams is attorney in Folkston. They have no other broadcast interests. Ann. April 5.

■ Evanston, Ill.—Genesis Broadcasting Inc. seeks 105 mhz, 3 kw, HAAT: 1519 ft. Address: 412 MacLaren Lane, Lake Bluff, Ill. 60044. Estimated construction cost \$86,609; first-quarter operating cost \$51,766; revenue \$250,000 (year). Format: jazz/rock. Principal: Henry C. Renken, who is electronics service techni-

cian. He has no other broadcast interests. Ann. April 13.

■ Macomb, Ill.—McDonough Broadcast Co. seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 4626 29th St., Gulfport, Miss. Estimated construction cost \$19,850; first-quarter operating cost \$37,350; revenue \$120,400 (year). Format: contemporary. Principals: William J. Clark and his wife, Carmen (50% each). Mr. Clark is former general manager of KEZK(FM) St. Louis. Neither has other broadcast interests. Ann. April 5.

■ Ottumwa, Iowa—Iowa Communications Co. Seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 114½ South Broadway, Rochester, Minn. 55901. Estimated construction cost \$141,910; first-quarter operating cost \$42,345 and revenue \$30,000. Format: country. Principals: Howard G. Bill (75%) and his wife, Lucille (25%). Mr. Bill also owns KKEE(AM)-KWVK(FM) Rochester, Minn. Ann. April 5.

■ Port Sulphur, La.—Mariners Radio Relay Co. seeks 106.7 mhz, 25 kw, HAAT: 81 ft. Address: 6645 Evergreen Dr., Miramar, Fla. 33023. Estimated construction cost \$106,020; first-quarter operating cost \$27,195; revenue \$180,000 (year). Format: contemporary. Principals: B. Eric Rhoads, Gerald D. Clifton, and Worldmark Corp. (33 1/3% each). Messrs. Rhoads and Clifton are equal partners in programing consultancy in Ft. Lauderdale, Fla. Worldmark Corp. of Fort Wayne, Ind., is diversified holding company, principally owned by Mr. Rhoads's father, D. Dean. None have other broadcast interests. Ann. April 13.

■ Tisbury, Mass.—Martha's Vineyard Communications Inc. seeks 92.7 mhz, 3 kw, HAAT: 284 ft. Address: Box 1148, Tisbury 02568. Estimated construction cost \$169,431; first-year operating cost \$132,460. Format: popular. Principals: James Charles Daly, Edward Bennett Williams and Elizabeth Ellis (33½ each). Mr. Daly is Washington investor and consultant for Citibank of New York. He is also associate of American Enterprise Institute. Mr. Williams is Washington attorney and president of Washington Redskins football team. He also has real estate holding. Mrs. Ellis of Hilton Head Island, S.C., is housewife. None has other broadcast interests. Ann. April 13.

■ Dickinson, N.C.—Western Media Inc. seeks 92.1 mhz, 3 kw, HAAT: 228 ft. Address: Box 1477, Dickinson 58601. Estimated construction cost \$62,489; first-quarter operating cost \$12,030; revenue \$120,000 (year). Format: MOR. Principals: Marguerite Kleven and Dana Caldwell (21.25% each), Earl Bolinske and Duane Liffrig (16.35% each), Ray David (15%) and Ed Bashus (9.8%). Mr. Bolinske is third owner of drug stores in Williston and Bismarck, both N.D. Mr. Liffrig is North Dakota state director of HUD. Mr. Bashus is president of non-profit business association in Bismarck, Miss. Kleven is 19.7% owner of KBHB(AM)-KRCS(FM) Sturgis, S.D., where Mr. Caldwell is sales manager, and 10% owner of KMSD(AM) Millbank, S.D. Ann. April 5.

■ Clovis, N.M.—KICA Inc. seeks 107.5 mhz, 100 kw, HAAT: 538 ft. Address: P.O. Box K, Clovis 88101. Estimated construction cost \$112,333; first-quarter operating cost \$10,013; revenue \$40,000 (year). Format: beautiful music. Principals: John B. Mahaffey and his wife, Fredna (45% each) and Norman Stratton (10%). They also own KICA(AM) Clovis. Ann. April 5.

■ Cameron, Tex.—Cameron-Rockdale Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 1506 O'Kelley, Rockdale, Tex. 76567. Estimated construction cost \$36,950; first-year operating cost \$89,163. Format: popular music. Principal: Bruce Lawson, who owns Ford auto dealership in Rockdale. He has no other broadcast interests. Ann. April 13.

■ Bishop, Tex.—Cismek Corp. seeks 107.1 mhz, 3 kw, HAAT: 283 ft. Address: 410 Hwy. 77, Bishop, Texas. Estimated construction cost \$76,678; first-quarter operating costs \$28,518; revenue \$155,578. Format: Spanish. Principals: Joe A. Cisneros (51%) and D.K. Meek (49%). Mr. Meek is employe and Mr. Cisneros is former employe at KAND(AM) Corsicana, Tex. They have no other broadcast interests (resubmitted). Ann. April 17.

■ Monahans, Tex.—Monahans Broadcasting Co. seeks 99.9 mhz, 100 kw, HAAT: 289 ft. Address: 104 East 4th St., Monahans 79756. Estimated construction cost \$125,544; first-year operating cost \$138,400; revenue \$72,000. Format: contemporary. Principals: William W. Jamar and his wife, Jane (50% each). They own KBWD(AM)-KOXE(FM) Brownwood, KVKM(AM) Monahans and KKIK(AM) Waco-Marlin, all Texas, and two newspaper in Mineral Wells, Tex. They also own 51% of KVOP(AM)-KPLA(FM)

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

Plainview, Tex., and are applicants for new FM at San Angelo, Tex. Mr. Jamar also owns interest in bank, CATV systems and KQTY(AM) Borger, Tex., which has been sold, subject to FCC approval.

■ Summerville, W.Va.—Bright Broadcasting Corp. seeks 92.9 mhz, 6.76 kw, HAAT: 1305 ft. Address: 300 Greenbriar Rd., Summersville, W. Va. Estimated construction cost \$211,500; first-quarter operating cost \$13,275; revenue \$116,800 (year). Format: contemporary. Principals: William T. Bright and his wife, Patricia (100%, held jointly). Mr. Bright is manufacturer of placemats, posters, candles and greeting cards and has interest in strip mining, real estate and manhole manufacturing. He has no other broadcast interests. Ann. April 5.

TV action

■ Valdosta, Ga.—Broadcast Bureau granted Peachtree Telecasting Inc. ch. 44; ERP: 559 kw vis., 55 kw aur., HAAT: 839 ft.; ant. height above ground 919 ft. Address: P.O. Box 729, Valdosta 31601. Estimated construction cost \$596,000; first-year operating cost \$262,800; revenue \$236,000. Legal counsel Fletcher, Heald et al., Washington; consulting engineer John Mullane. Principals: F. Francis D'Addario, Jerome Kurtz and Ivey Communications (27% each) and Sharon Kay Van Polen (9%) and Willie Rayford (10%). Mr. D'Addario has banking, real estate and construction interests in Connecticut. Mr. Kurtz is vice president and part owner of Vidtronic Co., Los Angeles. Ivey Communications is owned by J.D. Ivey and David Antoniak. It is part owner of WOCA-TV Ocala, Fla. Mr. Antoniak is principal of ZBTV(TV) Tortola, British Virgin Islands. Ms. Van Polen owns broadcast tower installation service in Oxford, Ga. Mr. Rayford owns retail clothing stores in Valdosta. (BPCT-7807281F). Action April 6.

Ownership Changes

Applications

■ WFPA(AM) Fort Payne, Ala. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of WFPA Inc. from all stockholders (100% before; none after) to C. Alfred Dick and James A. Dick (none before; 100% after). Consideration: \$360,000. Sellers are Robert H. Johnson (89.97%) and his wife, Beatrice (10%) and daughter, Martha J. Wolfe (.03%). They have no other broadcast interests. Buyers are C. Alfred Dick and his son, James A. (50% each), both of Chattanooga, Tenn. C. Alfred Dick is broadcast and real estate broker and half owner of WKYV(FM) Vicksburg, Miss. He also runs bookkeeping service. His son is dentist. Ann. April 18.

■ WQTY(AM) Montgomery, Ala. (1000 khz, 5 kw-D)—Seeks assignment of license from Alabama Radio Corp. to Amendment One Inc. for \$275,000. Seller is subsidiary of Great Lakes Broadcasting Co., owned by Carl M. Adams (100%). Great Lakes owns 90% of KLUR-FM Wichita Falls, Kan., and 32.5% of KNCY-AM-FM Nebraska City, Neb., of which Mr. Adams

owns remaining 67.5% personally. Buyer is principally owned by Joseph B. Lewis (42.52%) and his wife, Gladys (42.35%). Mr. Lewis is president and 10% owner of Alabama radio network, where Mrs. Lewis is assistant manager. Ann. April 18.

■ KBFE(AM) Casa Grande, Ariz. (105.5 mhz, 3 kw)—Seeks assignment of license from Eisele Broadcasting Inc. to Grande Communications Corp. for \$121,568. Seller is owned by Brett F. Eisele, president and general manager of the station. He has no other broadcast interests. Buyer is newly formed corporation, owned by Mr. Eisele (49%) and Wycom Corp. (51%). Wycom, principally owned by William R. Sims (86%), is also 51% owner of KUGR(AM) Green River, WYO(AM)-KLWD(FM) Sheridan, both Wyoming; KVSF(AM) Santa Fe, N.M.; KPSA(AM) Alamogordo, N.M., and KTEE(AM) Idaho Falls, Idaho. Ann. April 9.

■ WQSR(FM) Sarasota, Fla. (102.5 mhz, 100 kw)—Seeks assignment of license from Sarasota Radio Inc. to Cosmos Broadcasting Corp. for \$1.9 million. Seller is principally owned by Carroll Newton and Ted Rogers, who also own WQSA(AM) Sarasota. Cosmos is wholly owned subsidiary of Liberty Corp. (insurance); Francis Hipp is chairman and W. Hayne Hipp vice chairman of parent company. Charles A. Batson is chairman and president of Cosmos, which owns WIS-AM-TV Columbia, S.C.; WSPA-TV Montgomery, Ala.; WTOL-TV Toledo, Ohio, and WDSU-TV New Orleans. Ann. April 19.

■ WJCM(AM) Sebring, Fla. (AM: 960 khz, 1 kw-D)—Seeks transfer of control of Asti Broadcasting Co. from Robert and Helen Asti (married) (100% before; none after) to E.E. and Betty Eshleman (married) (none before; 100% after). Consideration: \$187,500. Principals: Astis have no other broadcast interests. Mr. Eshleman will own 51% and Mrs. Eshleman 49% of stock. Mr. Eshleman is advertising consultant and account executive for *Miami Magazine*. Mrs. Eshleman is elementary school teacher in Miami. They have no other broadcast interests. Rec. April 16.

■ WJJC(AM) Commerce, Ga. (1270 khz, 1 kw-D)—Seeks transfer of control of Jackson County Broadcasting Co. from O. Grady Cooper (100% before; none after) to Dallas Tarkenton (none before; 100% after). Consideration: \$167,700. Principals: Mr. Cooper has no other broadcast interests. Mr. Tarkenton is owner of WJGA(FM) Jackson and WZAL(AM) McDonough, both Georgia. He also has real estate interests in Athens, Ga.

■ WKDJ(AM) Winchester, Ky. (100.1 mhz, 3 kw)—Seeks assignment of license from Clark Communications Co. to WKDJ Inc. for \$160,000. Seller is owned by David H. Greenlee who has no other broadcast interests. Buyer is owned by John R. Albright, William A. Potts, Noah D. Daniel and Bob E. Wolcott (25% each), all of Dickson, Tenn. Mr. Albright owns 25% of WDKN(AM)-WTNQ(FM) Dickson and is sales manager at WKDJ(AM) Winchester, Ky. He and Mr. Potts own also 25% each of WSLV(AM) Ardmore, Tenn. Mr. Daniel is assistant principal of high school and Mr. Wolcott is dentist. Rec. April 9.

■ WGOS(AM) High Point, N.C. (1070 khz, 1 kw-D)—Seeks assignment of license from Datronics Inc.

to Ritchy Broadcasting Co. for \$210,000. Seller: Lowell Davey and his wife, Georgeanna, and his brother, Keith and his wife, Yvonne (25% each). They own WYFI(AM) Norfolk, Va.; WHPE-FM High Point, N.C. and WAVO(AM) Decatur, Ga. Buyer is owned by Simon P. Ritchy of Greensboro, N.C. He is owner of stereo retailer and 51% owner of discotheque in Greensboro. He has no other broadcast interests. Ann. April 18.

■ **KODA-FM** Houston (99.1 mhz, 97 kw)—Seeks assignment of license from Taft Broadcasting Corp. to Westinghouse Broadcasting Co. for \$6,100,000 less sale price of KODA(AM) Houston plus \$700,000 seven-year consultancy agreement with Paul E. Taft. Seller is owned by Mr. Taft and family. They also own KODA(AM), 85% of WNNE-TV Hanover, N.H., and 41% of KMZK(AM) Ft. Worth, Tex. Buyer is subsidiary of Westinghouse Electric. It owns seven AM's, two FM's and five TV's. Ann. April 18.

■ **KTEO(AM)-KWLW(FM)** San Angelo, Tex. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 93.9 mhz, 34 kw)—Seeks transfer of control of Angelo Broadcasting Inc. from estate of Arthur R. Rupley (50% before; none after) to Philip Chase Bobbitt (25% before; 75% after). Consideration: \$14,978. Principals: First Virginia Bank is executor of estate of Mr. Rupley who died in 1977. Mr. Bobbitt is law professor at University of Texas, Austin, Tex. He has no other broadcast interests. Mr. Bobbitt's father, O.P. Bobbitt, owns remaining 25% of stations. Rec. April 18.

■ **KBLW-AM-FM** Logan, Utah (AM: 1390 khz, 5 kw-D, 500 w-N; FM: 92.9 mhz, 29.5 kw)—Seeks transfer of control of People's Broadcasting Co. from all stockholders (100% before; none after) to KWLW Broadcasting Co. (none before; 100% after). Consideration: \$470,000. Sellers are Glacus G. Merrill (51%) and family. They have no other broadcast interests. Buyer is principally owned by Marvin K. Frandsen (80%) and Jack S. Paige and W.R. Twining (10% each). Mr. Frandsen and his wife, Patricia, own 80% of KSKI(AM) Hailey-KSKI-FM Sun Valley, Idaho, and KBLI-AM-FM Blackfoot, Idaho. He is also 100% owner of KWRO(AM) Coquille, Ore. Mr. Twining of Bellevue, Wash., is media broker. Mr. Paige is former executive vice president of regional radio network based in Salt Lake City; he retired in March 1978. Ann. April 18.

■ **WMIL(FM)** Waukesha, Wis. (106.1 mhz, 19.5 kw)—Seeks assignment of license from Stebbins Communications Inc. to WMIL Inc. for \$1,590,000. Seller is owned by M. Earlene Stebbins (51%) and her son, Paul (49%). They have no other broadcast interests. Earlier deal to sell station to Darrel Peters Productions Inc. was not consummated. Buyer is subsidiary of the Charter Co., Jacksonville, Fla.-based, oil corporation with holdings in communications, insurance and real estate. Its broadcast interests include KCBQ(AM) San Diego, WMJX(FM) Miami, WDRQ(FM) Detroit, KSLQ(FM) St. Louis and WOKY(AM) Milwaukee. Raymond K. Mason is president, chief executive officer and chairman; Fred C. Danneman is president of communications division. Ann. April 18.

Actions

■ **WTAX(AM)-WDBR(FM)** Springfield, Ill. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 103.7 mhz, 19 kw)—Broadcast Bureau granted transfer of control of Sangamon Broadcasting Inc. to Sentry Broadcasting Inc. for \$2,790,000. Sellers are Shelby T. Harbison (32.5%) (president and general manager of stations), Robert V. Prather (25%), Dr. Noah Dixon (17.5%) and four others. Group also owns WDAN(AM)-WDNL(FM) Danville, Ill. Buyer is division of Sentry Insurance Co. of Wisconsin. It also owns WXYQ(AM)-WSPT(FM) Stevens Point, WRJN(AM) Racine and WBIZ-AM-FM Eau Claire, all Wisconsin. John W. Joanis is chairman of Sentry Insurance and Donald M. Colby is president of broadcasting division (BTC790131EA, BTCH790131EB). Action April 11.

■ **KTER(AM)** Terrell, Tex. (1570 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Billy D. Pirtle to Gale Broadcasting Co. for \$300,000. Mr. Pirtle, president and general manager, has no other broadcast interests. Buyer is owned by Richard E. Zimmer and Andrew L. Pearce. Mr. Zimmer owns audio visual production firm. Mr. Pearce is broadcast engineer. Neither has other broadcast interests. (BAL780926EA). Action April 12.

Facilities Changes

AM applications

■ **WCOA(AM)** Pensacola, Fla.—Seeks CP to change TL to Hollywood Ave., two miles west of Pensacola and change type trans. Ann. April 19.

■ **WGSO(AM)** New Orleans.—Seeks CP to make changes in ant. system; change TL to Reunion Plantation, Rice Road, NE. of Poydras, La. Ann. April 19.

■ **WMBL(AM)** Morehead City, N.C.—Seeks CP to change TL to Hwy. 70, near Morehead City, N.C.; chg. SL and RC to .6 mile from city limits, Morehead City, and change type trans. Ann. April 19.

■ **WKCK(AM)** Orocovis, P.R.—Seeks mod. of CP to change TL to Ramal Interior K-2, Orocovis; change SL and RC to Bo Gato Road, Orocovis, and change type trans. Ann. April 19.

FM applications

■ **KKRK-FM** Douglas, Ariz.—Seeks mod. of CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 3.0 kw (H&V); increase HAAT: 49.9 ft. (H&V) and change TPO. Ann. April 16.

■ **WQXM(FM)** Clearwater, Fla.—CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 597 ft. (H&V) and change TPO. Ann. April 16.

■ **WLWV(FM)** Tallahassee, Fla.—Seeks CP to make changes in ant. system; change TL E of hwy. 151 and change type trans.; change type ant.; decrease ERP: 25 kw (H&V); increase HAAT and change TPO. Ann. April 16.

■ **KIQB(FM)** Coeur D'Alene, Idaho—Seeks mod. of CP to make changes in ant. system; change type trans.; change type ant.; change SL and RC to 218 Coeur D'Alene Ave., Coeur D'Alene. Ann. April 16.

■ **KHOM(FM)** Houma, La.—Seeks CP to install auxiliary ant. at main SL to be operated on ERP: 56 kw (H), HAAT: 325 ft. (H) and change TPO. Ann. April 16.

■ **WMBN-FM** Petoskey, Mich.—Seeks CP to increase ERP: 1.15 kw (H) and 1.16 (V); increase HAAT: 1175 ft. (H) and 1170 ft. (V) and change TPO. Ann. April 16.

■ **KCCM-FM** Moorhead, Minn.—Seeks CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 100 kw; increase HAAT: 641 ft. and change TPO. Ann. April 19.

■ **KYYY(FM)** Bismarck, N.D.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 1180 ft. (H&V) and change TPO. Ann. April 16.

■ **WKHR(FM)** Bainbridge, Ohio—Seeks CP to install new trans.; change ERP: 300 w and HAAT: 257 ft. Ann. April 17.

■ **WDAS-FM** Philadelphia—Seeks CP to utilize former main trans as auxiliary to be operated on: ERP: 15 kw (H&V); HAAT: 190 ft (H&V) and change TPO. Ann. April 16.

■ **KCPX-FM** Salt Lake City—Seeks CP to make changes in ant. sys.; change TL to atop Nelson Peak, 18 miles SW of Salt Lake City; change type trans.; change type ant.; decrease ERP: 25.1 kw (H&V); increase HAAT: 3834 ft. (H&V) and change TPO. Ann. April 16.

■ **KAOS(FM)** Olympia, Wash.—Seeks CP to make changes in ant. system; change TL and SL; The Evergreen State College, Olympia, Wash.; change type trans.; change type ant.; increase ERP: 1.3 kw; increase HAAT: -18.5 ft and change TPO. Ann. April 19.

In Contest

Designated for hearing

■ **Tucson, Ariz.** (Golden State Broadcasting Corp. et al.) **FM proceeding:** (Docs. 79-56-60)—ALJ Lenore G. Ehrig designated ALJ Frederic J. Coufal as presiding judge and scheduled prehearing conference for May 21 at 9 a.m. and hearing for July 9 at 10 a.m. in Washington. Action April 5.

■ **Guasti, Calif.** (Broadcasting Service of America Inc.) **Renewal proceeding:** (Doc. 79-46)—ALJ Lenore G. Ehrig designated ALJ Joseph Stirmer as presiding judge, scheduled prehearing conference for May 15 at 9 a.m. in Washington and hearing for June 26 at 10 a.m. in or near Guasti. Action March 29.

■ **High Springs and Alachua, Fla.** (Country Broadcasting Co. and Alachua Broadcasting Inc.) **FM proceeding:** (Docs. 21235-6)—ALJ Lenore G. Ehrig designated ALJ Byron E. Harrison as presiding judge, scheduled prehearing conference for May 15 at 9 a.m., and hearing for July 2 at 10 a.m. in Washington. Action April 4.

■ **Greenfield, Mass.** (Poet's Seat Broadcasting Inc. and Green Valley Broadcasting Co.) **FM proceeding:** (Docs. 79-54-55)—ALJ Lenore G. Ehrig designated ALJ James K. Cullen Jr. as presiding judge, scheduled prehearing conference for May 17 at 9 a.m., hearing for June 28 at 10 a.m. in Washington. Action March 30.

Procedural rulings

■ **Kalamazoo and Portage, Mich.** (WHW Enterprises Inc. et al.) **FM proceeding:** (Docs. 21374-7)—ALJ James K. Cullen Jr. rescheduled April 17 hearing conference for April 30 at 10 a.m. in Washington. Action April 16.

■ **Baldwyn, Miss.** (Superior Broadcasting Co. Inc. and Town and Country Broadcasting Co. of Tupelo Inc.) **FM proceeding:** (Docs. 79-26-7)—ALJ Byron E. Harrison granted motion by Superior and amended its application. Action April 5.

■ **Athens, Tenn.** (James C. Sliger and Cumberland Broadcasting Corp.) **FM proceeding:** (Docs. 21132-3)—Office of Opinions and Review dismissed application for review of Review Board decision subject to refile in proper form within five days, granted motion by Chief of Broadcast Bureau to strike to extent that application for review is dismissed, granted to limited extent requests by Sliger and the Chief of Broadcast Bureau in that both parties shall respond to application for review fifteen days after Cumberland refiles said application. Action April 6.

FCC action

■ **FCC** has denied petition by Viewers of the South, group of seven television viewers residing in Mississippi and Louisiana, asking that FCC direct 13 NBC affiliates in four states to show cause why their licenses should not be revoked for discriminatory practices, direct licensees to show how they intend to fulfill their obligations under fairness doctrine and initiate inquiry into alleged discriminatory practices of licensees, NBC

Please send

Broadcasting

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Company _____

Business Address

Home Address _____

City _____

State _____ Zip _____

Type of Business _____

Title/Position _____

Are you in cable TV operations Yes No

Signature (required) _____

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<p>JOHN H. MULLANEY Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomoc, Maryland 20854 301-299-3900 Member AFCCE</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 3525 Stone Way N. Seattle, Washington 98103 (206) 633-2885 Member AFCCE</p>	<p>MIDWEST ENGINEERING ASSOCIATES Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCCE</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies. Analysis. Design Modifications. Inspections. Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 356-9504 Member AFCCE</p>
<p>C. P. CROSSNO & ASSOCIATES CONSULTING ENGINEERS P. O. BOX 18312 DALLAS, TEXAS 75218 Computer Aided, Design & Allocation Studies Field Engineering, Aerial Radiation Measurements (214) 321-9140</p>	<p>RADIO ENGINEERING CO. Box 4399 RR 1, Santa Ynez, CA 93460 CONSULTANTS ALLOCATIONS INSTALLATIONS FIELD ANTENNA & TYPE ACCEPTANCE MEASUREMENTS NORWOOD J. PATTERSON (805)688-2333 Serving Broadcasters over 35 years</p>	<p>JOHN FX. BROWNE & ASSOCIATES, INC. CONSULTING ENGINEERS 1901 Pennsylvania Ave., NW Washington, D.C. 20006 525 Woodward Avenue Bloomfield Hills, MI 48013 Tel (313) 642-6226 (202) 293-2020 Member AFCCE</p>	<p>WILLIAM B. CARR & ASSOCIATES, INC. DALLAS/FORT WORTH GLENN B. CALLISON 15745 Terrace Lawn Circle, Dallas, Texas 75240, 214/233-6034 WILLIAM B. CARR, P.E. 1805 Hardgrove Lane Burleson, Texas 76028, 817/295-1181 MEMBER AFCCE</p>
		<p>DON'T BE A STRANGER To Broadcasting's 157,000* Readers Display your Professional or Service Card here. It will be seen by the decision-making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services. *1977 Readership Survey showing 4.4 readers per copy</p>	<p>contact BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>

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1114 21st St., N.W.,
Wash., D.C. 20037 202 452-1422

television network and National Collegiate Athletic Association. Action April 12.

Translator

Petitions

- Tucson, Ariz.—Seven Hills Television Co. seeks CP for new stations on channel 40 (TPO: 1000 w. HAAT: 200 ft.) to rebroadcast KTVW-TV Phoenix. Ann. April 18.
- Mayaguez, P.R.—Ponce Television Corp. seeks CP for new station on channel 16 (TPO: 1000 w. HAAT: 117 ft.) to rebroadcast WR1K-TV Ponce, P.R. Ann. April 19.

Allocations

Petitions

- Robert Park, Calif.—Juhl-White Broadcast requests amendment of FM table of assignments to assign 104.9 mhz there (RM-3362). Ann. April 16.
- Quincy, Calif.—Ralph E. Wittick requests amendment of FM table of assignments to assign 101.9 mhz in lieu of 95.9 mhz there (RM-3353). Ann. April 16.
- Thousand Oaks, Calif.—KCPB Inc. requests amendment of TV table of assignments to assign ch. 10 to Santa Barbara, Calif. (RM-3363). Ann. April 16.
- Brooksville, Fla.—West Wind Broadcasting Inc. requests amendment of FM table of assignments to assign 95.3 mhz to Homosassa Springs, Fla. (RM-3355). Ann. April 16.
- Gerald, Mo.—Gerald W. Hertlein requests amendment of FM table of assignments to delete 100.9 mhz from Sullivan, Mo., and assign it to Owensville, Mo. (RM-3360). Ann. April 16.
- Edenton, N.C.—BBC Broadcasting Corp. requests amendment of FM table of assignments to assign 99.3 mhz to Wilson, N.C. (RM-3361). Ann. April 16.
- The Dalles, Ore.—Nugent Broadcasting Corp. requests amendment of FM table of assignments to assign 97.7 mhz there (RM-3356). Ann. April 16.
- Burkburnett, Tex.—Ted Hill requests amendment of FM table of assignments to assign 106.5 mhz or 106.3 mhz there (RM-3357). Ann. April 16.
- Stephenville, Tex.—Dixie Broadcasters requests amendment of FM table of assignments to assign 105.7 mhz in lieu of 98.3 mhz there and assign 98.3 mhz to Cisco, Tex. (RM-3352). April 16.
- St. Johnsbury, Vt.—Twin State Broadcasters Inc. requests amendment of FM table of assignments to assign 102.3 mhz there (RM-3354). Ann. April 16.
- Camas, Wash.—KLRK Broadcasting Corp. requests amendment of TV table of assignments to delete non-commercial educational reservation on ch. 14 at Vancouver, Wash. (RM-3359). Ann. April 16.

Action

- Angola, Ind.—Broadcast Bureau has assigned UHF channel 63 there as its first television assignment. Action resulted from petition by James A. Chase, who had requested the assignment of channel 51 to Angola. Action April 17.
- Tacoma, Wash.—Broadcast Bureau, in response to petition by counsel for Kelly Broadcasting Co., extended date for filing responses from April 13 through May 4, 1979, in matter of amendment of television table of assignments there. (RM-3338). April 13.

Cable

- The following operators of CATV systems have filed service registrations:
 - Frank Howard TV Cable, for Salyersville, Lickburg, Falcon and Pleasant Hills, all Kentucky (KY0045, 368-9-70) new systems.
 - Four Flags Cable TV Co., for Buchanan, Mich. (MI0368) new system.
 - Chroma TV Center, for Mill Run, Pa. (PA1737) new system.

- Dave S. Cable Co., for Stilwell, Okla. (OK0169) new system.
- Louisiana Cablevision, for Welsh, DeQuincy and Lake Arthur, all Louisiana (LA0139, 41, 40) new systems.
- Nichols Hills Cablevision, for Nichols Hills and Bethany, both Oklahoma (OK0171, 70) new systems.
- Home Cable TV Inc., for Amory, Miss. (MS0136) new system.
- Louisiana Cablevision, for Westlake and Moss Bluff, both Louisiana (LA0136, 37) new systems.
- Comtec Inc., for Puna District, Hawaii (HI0040) new system.
- Clinton Cable TV Co. for Clinton, Fairview and Vermillion, all Indiana (IN0012) add signals.
- Community Tele-Communications Inc., for Golf Manor, Ohio (OH0645) new system.
- Telecrest Corp., for Crestwood Village, N.J. (NJ0322) new system.
- Dave's Cable Co., for Watts, Okla. (OK0145) add signal.
- Futurevision Cable Enterprises Inc., for West Long Branch, N.J. (NJ0157) add signal.
- M and M Cable Co., for Florence, Mont. (MT0083) new system.
- Telecab of Kokomo Inc., for Russiaville, Ind. (IN0208) new system.
- Liberty TV Cable Inc., for Washington, Allegheny, Vandergrift, Parks, Hyde Park, Kiski, Gilpin, West Leechburg, Apollo, Elizabeth and North Apollo, all Pennsylvania (PA0728, 295, 302, 729, 298, 730-1, 523, 296, 146, 300) add signals.
- Cheyenne Cable TV Inc., for West Fargo, N.D. (ND0021) add signal.
- Warner Cable of Warrensburg, for Warrensburg, Mo. (MO0024) add signal.
- Valley Cable TV Inc., for Alamo, Brownsville, Donna, Edinburg, Harlingen, La Feria, McAllen, Mercedes, Mission, Raymondville, Rio Grande City, San Juan, San Benito, Westaco, Elsa and Edcouch, all Tex. (TX0166-79, 336-7) add signals.
- Louisiana Cablevision, for Vinton, La. (LA0138) new system.
- Communicable of Texas Inc., for Monahans, Tex. (TX0219) add signal.
- Lexpar Cablevideo Inc., for Patuxent Naval Test and St. Marys, both Maryland (MD0114, 20) add signals.
- Jackson County Cable Systems, for Independence, Mo. (MO0108) add signal.
- Community Television of Raytown Inc., for Raytown, Mo. (MO0056) add signal.
- Jackson County Cable Systems of Blue Springs, for Blue Springs, Mo. (MO0154) add signal.
- Community TV Corp., for Tilton, Franklin and Northfield, all New Hampshire (NH0012, 0008, 0011) add signals.
- Teletprompter of Prescott, for Prescott, Ariz. (AZ0014) add signal.
- Teletprompter of Reno., for Reno, Sparks, and Washoe, all Nevada (NV0006-7, 19) add signal.
- Teletprompter of Silver City, for Silver City, Grant and Tyrone, all New Mexico (NM0003, 46, 45) add signals.
- Evergreen Special CATV Fund, for Evergreen and Kittredge, both Colorado (CO0023, 26) add signal.
- Pocono CATV Inc., for White Haven, East Side, Kidder, Dennison, and Foster, all Pennsylvania (PA1114, 255, 257, 256) add signals.
- Northeast Cable TV Co., for Moscow, Elmhurst and Roaring Brook, all Pennsylvania (PA1508, 10, 09) add signals.
- Shickshinny TV Co., for Shickshinny, Conyngham and Union, all Pennsylvania (PA0493, 89, 94) add signals.
- Northeast Cable TV Co., for Blakely, Jessup, Olyphant, Dunmore, Archbald, Nicholson, all Pennsylvania (PA1118, 065, 148, 85, 17, 54) add signals.
- Television Enterprises Inc., for Eldorado, Junction and Menard, all Texas (TX0057, 78, 163) add signal.
- Area Communication Inc., for Jacksonville, Fla. (FL0398) add signal.

- Audubon Electronics Inc., for Berlin, N.J. (NJ0308) add signal.
- Audubon Cable TV, for Audubon, Iowa (IA0054) add signal.
- Cable Systems Inc., for Ellinwood, Kan. (KS0142) add signal.
- Warner Cable Corp., for Babbitt, Fergus Falls, and Ely, all Minnesota (MN0014, 17, 15) add signal.
- Phenix City CATV, for Phenix City, Ala. (AL0037) add signal.

Other

- WMOU(AM)-WXLQ(FM) Berlin, N.H.—Federal appellate court has affirmed FCC's 1976 decision denying White Mountain Broadcasting Co. license renewals for stations for fraudulent billing practices. U.S. Court of Appeals for District of Columbia Circuit issued its opinion April 9.

Call Letters

Applications

Call	Sought by
	New AM
KATO	Stallard Broadcasting Inc., Plentywood, Mont.
	New FM's
WBTY	Southern Broadcasting & Investment Co., Homerville, Ga.
*WHAB	Acton-Boxborough Regional School District, Acton, Mass.
KYOT	Price K. Johnson, Relugio, Tex.
	New TV
WWSG	Radio Broadcasting Co., Philadelphia
	Existing AM's
KSAA	KBFE Casa Grande, Ariz.
WPRZ	WEAW Evanston, Ill.
WKRR	WJPS Evansville, Ind.
WRXV	WPNO Auburn, Me
KGIR	KFVS Cape Girardeau, Mo
WKYZ	WALY Herkimer, N.Y.
WXIC	WPKO Waverly, Ohio
	Existing FM's
KMLE	KLRG Chandler, Ariz
KYGO	KIMN-FM Denver
*WMBR	WTBS Cambridge, Mass
KATO-FM	KPWD Plentywood, Mont.
WTRT	WBJH Trenton, N.J
KOKI	KFNB Oklahoma City
WOUS	WRFL Winchester, Va.
	Existing TV
KAMC	KMCC Lubbock, Tex

Grants

Call	Assigned to
	New FM's
WKUB	Mallox-Guest Broadcasting Co., Blacksheat, Ga.
WLMT	Viking Broadcasting Corp., Wilmington, Ill.
KRWQ	Hill Radio Inc., Gold Hill, Ore.
KHOC	Delbert L. Kirby, Levelland, Tex.
KTLR-FM	Terrell Radio, Terrell, Tex.
WNST-FM	WNST Radio, Milton, W.Va.
	New TV
WCLF	Christian Television Corp., Clearwater, Fla.
	Existing AM's
WONX	WLTD Evanston, Ill.
KLNG	KQXV Council Bluffs, Iowa
WDLW	WHET Waltham, Mass.
KOLM	KKEE Rochester, Minn.
	Existing FM's
KOKQ	KZEN Seaside, Calif.
WOB-A-FM	WJOK Miami
WIKS	WWFM Greenfield, Ind.
WBEC-FM	WORB Pittsfield, Mass.
KTMP	KONI-FM Spanish Fork, Utah

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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, AL 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 Broaddus, Music Square Services Corp, 200 4th Ave North, Nashville TN 37219. No telephone interviews, please.

Adm & Sales Mgr. for busy Philadelphia radio prod. Co. St \$15,000 & % of operation. Complete resume Box D-193.

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.

Station Manager/Sports Director—Experienced radio professional for permanent position with good future in Mid-Michigan. Local involvement will be required. Contact: Ralph Gregory, WCER, 1615 Lawrence Hwy, Charlotte, MI.

General Sales Manager wanted for Midwest AM and FM to lead and motivate an 8 person department. We have top facilities and ratings. You should have previous sales management experience. An equal opportunity employer. Rush complete resume to Box D-243.

Our Sales Manager has just accepted a position as assistant to the president at a major broadcasting station. We are looking for that caliber of person to take his place. The job is a good one. The pay is good. There are fringes. While experience in sales managing would seem to be a must, we'll talk with anyone who thinks he or she is qualified. Send letter telling why you think you're qualified and a resume. We'll answer your letter, and keep it in strictest confidence. Send your reply to: Bill Sullivan, General Manager, WAHT Radio, PO Box 15, Lebanon, PA 17042.

HELP WANTED SALES

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.

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.

Your sales opportunity! Full time ABC, salary, commission. Tell all. KFRO, Longview, TX 75601. E.O.E.

Account Executive to \$20,000+, excellent account list, profit sharing, top benefits, is wanted to add to our dynamic, well compensated sales force. If you understand what it takes to be successful and desire a solid career position in black contemporary radio, send resume, sales history to General Sales Manager, WAMM, 1223 South Grand Traverse, Flint, MI 48503.

KSLM Radio, Salem, Oregon has immediate opening for a seasoned account executive. Must have two years experience. RAB orientation necessary. Top dollars for the right person. Grow with the Northwest's most aggressive new company. Send all replies to Pat Freer, General Sales Manager, KSLM Radio, PO Box 631, Salem, OR 97308. E.O.E.

Dominant station in Memphis looking for experienced Sales Person. Opportunity for excellent income and advancement with a top group. Superior working conditions and sales support. Send resume to Craig Harper, WEZI Radio 5900 Poplar, Memphis, TN 38138.

WGIG, super country radio is looking for one more good salesperson to handle an established account list and to create new business. WGIG is the only country music station in the market that serves St. Simons Island, Sea Island, Jekyll Island, and surrounding areas, from Brunswick, Georgia. We're on the ocean, mid-way between Jacksonville and Savannah. Call our sales manager, Marvln Massey at 912-265-3870 if you've got at least two years of street selling experience.

Excellent opportunity for aggressive sales person at top notch AOR/FM station in beautiful southern Illinois. Strong active list, salary plus commission. Mail resumes to WTAO-FM, Route 5, Box 286, Murphysboro, IL 62901, Attn: Sales Manager.

Our Sales Manager has just accepted a position as assistant to the president at a major broadcasting station. We are looking for that caliber of person to take his place. The job is a good one. The pay is good. There are fringes. While experience in sales managing would seem to be a must, we'll talk with anyone who thinks he or she is qualified. Send letter telling why you think you're qualified, and a resume. We'll answer your letter, and keep it in strictest confidence. Send your reply to: Bill Sullivan, General Manager, WAHT Radio, PO Box 15, Lebanon, PA 17042.

Florida Coastal Station seeks experienced sales manager interested in earning \$25,000 plus yearly. Send resume detailing monthly sales last 2 years to Bill Brown, WIRA, Ft. Pierce, FL 33450. An equal opportunity employer.

If you can sell you can live the good life in the heart of Minnesota's Lakes. KDLM/KVLR is looking for a sincere, motivated salesperson. Radio Sales experience is desirable, but not necessary as training is provided. Welch Company students preferred. Immediate opening—call KDLM/KVLR 218-847-5624 or send resume to PO Box 746, Detroit Lakes, MN 56501. An EOE.

Religious Format, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTOF-FM, 1957 Blairs Ferry Rd. N.E., Cedar Rapids, IA 52402.

Small market Eastern Ky. daytimer needs sales-news combo. Must be able to sell face to face and on the phone. Must have good voice and be able to gather and deliver local news. Starting salary \$125 per week and 15%. Phone 606-298-7746.

WDEF FM has an opening in sales. Experience preferred. Send resume to Diane Ballinger, Sales Manager, WDEF, 3300 Broad Street, Chattanooga, TN 37402. EOE.

Sales Manager sought for Sunbelt AM/FM combination. Aggressive, willingness to work hard and ability to train a sales staff are the primary qualifications I seek. Outstanding compensation to the right person. An Equal Opportunity Employer. Resume to Box D-211.

San Jose area radio broadcasters want a highly experienced salesperson to demonstrate to national clients and agencies that San Jose is a separate, distinct, and rewarding market for the radio advertiser. If you qualify for this \$50,000 job, send particulars to PO Box 6286, San Jose, CA 95150.

San Francisco One of the leading stations in the market—we're looking for someone who loves to sell ... someone that thrives on auto dealers, shopping centers, real estate companies, furniture stores and the like ... someone who's willing to work and enjoys working with professional broadcasters. List available is for "Retail Killer" we need. New business on the station pays 20% commission. The formula is simple: SAN FRANCISCO + 20% new business commission = a great city, selling a leading station, and making top dollars. If you're the one we're looking for, send resume and requirements to: Van P. Kyrias, KFOG, 900 North Point, San Francisco, 94109. EOE.

HELP WANTED ANNOUNCERS

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.

\$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.

Great Lakes area modern country/mass appeal needs young, creative air personalities for future openings. Production and/or play-by-play ability. Grow with five-market country group. Gayle Olson, Station Manager, WSJM, St. Joseph, MI 49085.

Challenging position for the right person: sports director/morning personality for a 5kw AM regional station serving the beautiful Upper Mississippi Valley. We're looking for a person who can handle sports with a heavy emphasis on local happenings and establish him/herself as our morning personality at this MOR/information station. Commercial production abilities also a must. If you're ready for a big operation without the hassles of a big city this one's for you. Send resume to Les Gardner, Operations Manager, KDTH Radio, Box 688, Dubuque IA 52001.

Music/Production in adult, professional operation. AOR format with heavy news, talk, sports. EOE/MF R. Kingman, V.P. Programs, WALE, Fall River, MA 02722.

First-rate organization needs a first-rate professional communicator to hold critical weekend shift and assist in copy and production. Salary in teens. Opportunity in the sky. Cassette tape and resume to: Bill Hoverson, KFGO Radio, Fargo, ND 58108; or call 701-237-5346. EOE

Morning person—must be experienced, capable and dependable. Must know production. Sales available if desired. Send tape and Resume to Jerry Christy, PD, KBIZ Radio, Ottumwa, IA 52501. EOE. PH 515-682-4535.

Northern New Jersey, experienced D.J., Adult Contemporary, PM. Drive. Production required. Send tape, resume Program Director, WRNJ, PO Box 1000, Hackettstown, NJ 07840.

Experienced air personality to fill our morning drive slot. Must have good voice, production abilities and be able to host mid-morning call in program. We are an established leader offering good pay and advancement possibilities. Tape and resume to: Manager, WTON, PO Box 1085, Staunton, VA 24401. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Experienced announcer needed to voice commercials and be the key voice in a unique morning show format combining news and information with beautiful music. A rare career opportunity with group-owned WEZN Stereo 100, a FM beautiful music station rated No. 1 for 5 years. Top priority: Excellent voice; warm smooth delivery. Send tape, resume and salary requirements to: Operations Manager, WEZN, 10 Middle Street, Bridgeport, CT 06604. EOE.

Top 40 Station needs experienced announcer. Send tape and complete resume to: Bobby Keith PD. PO. Box 1268 Chickasha, OK 73018. (405-224-1604).

Announcer/Production Director for leading station in 50,000 population ocean front resort community. Must be broadcast veteran with minimum of 5 years experience. Good benefits. EOE. Send resume including tape and salary requirements to: Chris Hubbard, 1500 20th Street, Vero Beach, FL 32960.

Medium Market Contemporary MOR station in immediate need of announcer. Send tape and resume to 21 Colony St., Meriden, CT 06450.

Locutor con personalidad para hora de trafico. San Juan. Fluidez en Ingles Y Espanol ... estilo gracioso. Envie experiencia y referencias a Box D-258.

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.

HELP WANTED TECHNICAL

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.

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.

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.

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 needed for AM/FM combo. Automation experience helpful. Growing operation in Midwest. Write Box D-195.

Full Time Chief Engineer needed now for Midwest 5kw daytimer with top ratings preparing to file for full time. First phone required. 5 figure minimum and fringes. EOE. Resume to Box D-97.

Full Time Chief Engineer for full power FM station, northeast metropolitan market. First phone required, strong emphasis on audio quality. EOE. Very good fringe benefits. Send resume with references and salary expectations to Box D-207.

Chief Engineer for Network VHF. Hands on chief looking for Future with Growing Group. Position could lead to Director of Engineering position. Must have Studio and Transmitter Experience and ability to teach and direct young and hard working staff. Harry Neuhardt, KFDA-TV, PO Box 1400, Amarillo, TX 79189, 806-383-2226.

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.

Chief Engineer needed immediately for Class IV AM-FM in beautiful Western Maryland. Call Roy Knotts 301-722-6666. EOE.

Chief Engineer for medium-market group-owned station. Applicants must possess skills in construction, automation, audio-processing, remote-control and AM & FM Transmitters. Opportunity to learn television. Video skills an asset. An engineer presently working as chief or assistant and desiring improvement will be given preferential consideration. Excellent pay and fringe benefits including life insurance and profit-sharing. Position available immediately. Salary in high teens. Reply with complete details first letter. Box D-219.

Broadcast Engineer: KOSI AM-FM, Denver's beautiful music stations, need an Assistant Engineer to maintain outstanding quality. Must be a discerning audiophile, quality conscious, and knowledgeable. Responsibilities and requirements include maintenance of air sound, strong in tape and cart machine maintenance. 1st Class FCC License. Send resume to: Keith Ericson, Chief Engineer, KOSI AM-FM, PO Box 98, Aurora, CO 80040 303-343-1430. An equal opportunity employer. M/F.

Transmitter Engineer: Two positions open. Requires 1st Class license. Thorough knowledge of all FCC rules and regulations, AM operation, electronic theory, experience in maintenance and operation of monitoring and test equipment. Contact Personnel Director, Broadcasting, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Major Market Assistant Chief Engineer. Must have experience with AM & FM. E.O.E. Send resume to Box D-255.

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 KTAN-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.

Small market Eastern Ky. Daytimer needs sales-news combo. Must be able to sell face to face and on the phone. Must have good voice and be able to gather and deliver local news. Starting salary \$125 per week and 15%. Phone 606-298-7746.

Reporter-Evening Anchor. Degree and/or experience. Grads welcome. Send short tape, resume, and writing samples to WTRC, c/o Curt Miller, Box 699, Elkhart, IN 46515. EOE.

Major Midwest station seeks radio news person. Will do air work as well as general assignment reporting. Salary negotiable. Send tape and resume to Bob Wilbanks, News Dir: 1100 Walnut, Des Moines, IA 50308. E.O.E.

Northern New Jersey. Experienced Newspaper/Reporter. Send resume, tape Program Director, WRNJ, PO Box 1000, Hackettstown, NJ 07840.

Small market Eastern Iowa station needs a second news person. A good place to start your career. No experience is necessary. Send tapes and resumes to KMAQ, Box 940, Maquoketa, IA 52060.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Needed This Summer: a serious broadcaster for boardwork, production and news. We are growing and want forward-looking, versatile people. Send resume, references and tape to Tom Pike, KWHK Radio, Box 1967 Hutchinson, KS 67501.

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.

Challenge and opportunity to grow for a young programmer. Country/mass appeal mix. Afternoon drive, production, promotion. Advancement likely with 13-station group. Metro area 80,000. Gayle Olson, Station Manager, WSJM, St. Joseph, MI 49085.

SITUATIONS WANTED MANAGEMENT

Offshore General Manger 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.

General Manager. Looking for an opportunity with a growing and progressive company. Reward offered. A gen. mgr. with 15 years experience, strong sales and programming background heavy on promotions and motivating others. Experience includes AM & FM stations. Dedicated professional with a track record that speaks for itself. Managed medium and major markets. Presently employed as GM. Looking for a bigger challenge. Box D-237

Canadian Financial Officer—6 years as Vice President-Finance of highly successful major market AM-FM station. Newspaper background and experience in all aspects of station administration. Box D-216.

Operations/GM. sales, programming, administration. Eight year pro. Excellent references. Top 100. Box D-210.

Wanted: Sales Mgt. position. Over 10 yrs. of AM/FM radio sales. 100M+ in billings last 4 yrs. in mkt of 10-000. Seeking larger Mkt. Salary 25-35,000. Box D-234.

Stable, 48 year old, family man, over twenty years same company. Former group owner. Top management all phases radio and CATV looking for growing company or expanding group can invest in right situation and area, but not necessary. I would like to get back into broadcasting. Box D-208.

Success Oriented medium midwest operations manager ready to advance following spring sweep. Seeking position with chain interested in aggressive contemporary programming, promotion, sales interaction, in top 50 market. My goal is your satisfaction. Currently employed. Confidential. Box D-257.

SITUATIONS WANTED ANNOUNCERS

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.

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.

Immediate availability. Eager and capable announcer, news, production, sports, writing. Broadcasting grad with live experience. John O'Rourke. 507-437-6681.

2½ years professional experience, tight board, great production, desire AOR format. 805-527-1016. Mark.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Displaced Yankee experienced in top small market radio will bust his grits for you. Solid production, solid reliability. Solid results. Box D-162.

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!!

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.

Practicing accountant with degree from Marquette University seeks break into broadcasting. Prime interest is in announcing. Trained by experienced broadcaster, third phone and single. Bob Zirbel, 6260 S. Lake Drive, Cudahy, WI 53110 414-764-2308.

Male, 3rd endorsed, former teacher, strong on air voice seeks first break. Will relocate. Call 215-349-8091 or write S. Trager, 3403 Hamilton St. Phila., PA 19104.

Broadcasting Graduate, looking for first job. Excellent voice, delightful personality. 313-785-5887.

8 yrs. Pro D.J., with BA and 1st looking to relocate in medium to large market. Excellent voice. Delightful morning/afternoon DT DJ. 213-244-2077.

Seeking AOR or Oldies full-time announcing. 29, 4 yrs. experience, 3rd, copywriting, production. Great music knowledge, organizer; reliable. Prefer East. Available June. Box D-224.

Combo man with 1st phone seeks permanent position with secure operation in small market. Prefer MOR, Btfl. Old. Write: Al Burton, 2670 Kimball Drive, San Jose, CA 95121.

I love radio and I need a break. Experienced announcer. Music Director with B.A., currently working, looking to move up. Call Jim weekdays, 9-5. 607-433-2213.

Once upon a time not so very long ago, there existed a race of super-beings. They loved radio; in fact, gave their all for it. They could do a freindly, bright MOR air show, write and produce great spots, and work long hours. One by one, they vanished from the ear of the listeners. But there's still hope. They're not all gone. There are a few left. If you want one for your station, write to this happy ending. Box D-254.

SITUATIONS WANTED TECHNICAL

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.

Quality-minded Chief Engineer seeks opportunity. Strong background which includes: First phone, ham, high power, DA's, FCC, construction, etc. West or Southwest. Box D-212.

SITUATIONS WANTED NEWS

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 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.

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.

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.

Experienced, College Grad seeking news or sports position. PBP experience. Call Chad at 713-484-3977.

Looking for Sports Director Position. No college, but plenty of knowledge. 2 years of high school football and basketball play by play, interviews and reporting. Box D-217.

If you've heard many audition tapes, you know there are only a few really good people around. I'm one of them. I'm looking for a sports or sports/news position. Substantial PBP a must. Medium markets only. 212-663-0503, Jerry or Box D-209.

I will make you money. Sports PBP vet who can sell. In medium market looking for college PBP. Box D-215.

PBP sportscaster. 36, 14 years experience, college and high school. Southwest. Chuck Ashcraft, 405-772-7359.

Progressive approach, conversational yet precise and tough reporter-anchor seeks right opportunity. Six year pro. MA Broadcast Journalism. Box D-108.

Want someone who is hard working, dedicated to radio? Currently looking to move to larger market. Presently news and public affairs director at AM/FM combo in sun belt state. Four years experience, plus PBP football and basketball, award winner. Looking for right position. Not really in that big a hurry. Box D-236.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Talk Show Host. Experienced, entertaining, articulate, knowledgeable. I make 'em think; I make 'em laugh. Box D-231.

Production, copywriting, announcing sought by '79 Ashland College R/TV graduate with professional experience. Mark Miller, 407 Jacobs, Ashland, OH 44805.

New York, Connecticut FM Managers: Leading A/C, MOR. Beautiful music programmer in 10th market seeks PD position in large or medium market. Career record of supremacy in 25-49 ratings. I produce winners! Allyn Turse 713-781-4132. Box D-225.

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.

Director of Administration. Challenging job for creative person. Responsible for all corporate financial and administrative functions for one public TV and two public radio stations. Includes corporate planning and some special projects. Reports directly to President. Three years' financial and administrative experience a must. Writing skills important. An EEO employer. Send resume and salary needs to Box D-251.

Director of Development, large northeastern community PTV station. Real challenge for a real pro. Manage \$1.5 million development program for top-rated well-established public TV and 2 public radio stations. Also supervise publicity operation. Should have on-air membership experience, and program underwriting background. Direct mail experience helpful. Development/publicity staff of 11; budget of \$600,000. An Equal Opportunity Employer. Salary open. Send resume and salary requirements to: Box D-250.

HELP WANTED

SALES

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.

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.

'Special Events' TV Sales Manager Major S.E. Independent expanding sales management team. Position requires extensive experience in non-sports TV special events sales... concerts, pageants, quality series. Equal Opportunity Employer. Please send resume in confidence to Box D-233.

One of the fastest growing independent stations in the top 30 markets is looking for a dedicated career-minded account executive. Experience in broadcast sales is preferred with a good background in retail and direct selling. EOE/MF Write Mike Cohen, Local Sales Manager, WZTV, Box 90764 Nashville, TN 37209. 615-385-1717.

HELP WANTED

TECHNICAL

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.

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.

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.

HELP WANTED TECHNICAL CONTINUED

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.

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.

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.

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 for public TV and FM. Salary \$19,000 to \$21,500 based on qualifications and experience. Unique opportunity in university community. Closing date May 31, 1979. Contact A. R. Hook, KUID-TV, RTV Center, Moscow, ID 83843. An AA EOE employer and educational institution.

Wanted Immediately ENG/FP Maint. Engineer for Southern Gulf Coast VHF ... expanding facilities in news and production ... need maint. engineer with 3/4" helical VCR, editor and one-tube color camera or equivalent experience. Must know circuits and have above average mechanical ability. \$11.5k starting minimum, higher per experience. Advancement. Must have resume and references. Call Chief Engineer at 318-439-9071. KPLC-TV an equal opportunity employer.

Assistant Chief Engineer 5 year minimum. FCC 1st, experienced in studio and transmitter. No. 1 rated Rocky Mtn station. Excellent salary. Contact CE, KIFT TV, Idaho Falls, ID 208-523-1171.

Electronic Maintenance Technician. Experience in microwave equipment, studio color television cameras, videotape recorders and associated equipment; FCC First Phone. Contact: Liz Fornshell, Ohio Educational Television Network, Columbus, OH 614-421-1714. Equal Opportunity Employer.

Wanted Studio Maint. Supervisor for growing VHF in Southern Gulf Coast market ... urgently need 1st phone engineer with 2-5 years solid maint. experience on cameras and quad VTR's. 13k starting minimum—higher per qualifying experience. Advancement. Need resume and references. Call Chief Engineer at 318-439-9071. KPLC-TV an equal opportunity employer.

TV Broadcast Technician: Federal Agency has openings in Washington, D.C. for television technicians. Commercial broadcasting experience in operation and maintenance of full range of color television broadcasting and recording equipment is required. Interested individuals should submit a standard federal application form, SF-171, to the Employment Branch (267-77), International Communication Agency, 1776 Pennsylvania Ave. N.W., Washington, D.C. 20547. An EEO employer.

Broadcast Technician: First phone (FCC) and video experience. Nuts-and-bolts people only. Send resume to: Chief Engineer, WCAE-TV, 123 Sesame Street, St. John, IN 46373.

TV Maintenance Engineer—Two years experience (or technical school) in studio equipment maintenance, especially color cameras, 3/4" tape maintenance experience helpful. Send resume and salary history to: David Archer, 1175 Potrero Avenue, San Francisco, CA 94110.

Maintenance Supervisor for the University of Arizona Public Broadcasting stations KUAT-TV-AM/FM. Responsibilities include supervision and performance of critical adjustment, calibration and maintenance of highly sophisticated state of the art television and radio equipment to ensure highest technical quality and compliance with FCC rules. First class FCC license, five years work experience including two years supervisory experience are required. \$18,000 annual salary, plus liberal benefits. Send resume to Assistant Director for Engineering, Radio-TV-Film Bureau, University of Arizona, Tucson, Arizona, 85721. The University of Arizona is an equal opportunity/affirmative action, title IX, Section 504 employer.

Television, Engineer: ABC Affiliate looking for Assistant Chief Engineer. Must have solid background in latest equipment. First class license, professional training, and at least five years experience in television maintenance. Transmitter experience helpful. Send resumes to: Chief Engineer WTVC-TV, Box 1150, Chattanooga, TN 37401 or call 615-756-5500. EOE.

Progressive station in a top-50 southeastern market searching for talented engineers who want to move up. Openings in both management and non-management positions. EOE, M/F Reply to Box D-223.

Experienced engineer for master control and maintenance. KOAA-TV, Colorado's most progressive station, 2200 Seventh Avenue, Pueblo, CO Ken Renfrow, Chief Engineer.

TV Maintenance Engineer, experienced in audio, video, VTR's, ENG and test equipment. FCC First. Salary commensurate plus fringe package. Major EOE group owner. Great future. Resume to Box D-252.

HELP WANTED NEWS

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.

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

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.

Reporter/ENG Photographer. Experienced desirable. Basically photography and editing, some reporting. Equal Opportunity Employer. Tape and resume first letter to Peter Fenney, News Director, WSTV-TV, 320 Market St., Steubenville, OH 43952.

Major Market Indy needs anchor for growing news operation. Experienced writing, reporting, and producing. Send resume: KSTW-TV, Box 11411, Tacoma, WA 98411.

Chief Assignment Editor needed for aggressive news operation with NBC affiliate in beautiful San Diego. Immediate opening for the right person to head up a four person desk. Persons with less than 1 year experience need not apply. Send complete resume to Tom Mitchell, News Director, KCST TV, PO Box 11039, San Diego, CA 92111. An equal opportunity employer.

Wanted: Experienced TV News Reporter for midwestern, medium-sized market. Must have thorough and current knowledge of 16MM film, ENG, B.A. or strong minor in journalism. 2-3 years experience commercial TV news and demonstrated on-air ability. Salary to \$13,000 depending upon experience and qualifications, plus excellent fringe benefits. An equal opportunity employer. Send complete resume by May 7, 1979 to Box D-204.

Weekend Anchor/Reporter—college degree, ENG experience desirable. Excellent opportunity for sharp reporter with anchor potential. Resume to: Mike Beecher, News Director, KTIV-TV, Sioux City, IA 51105. E.O.E.

Assistant Sports Director. Immediate opening in Big Ten city for person interested in doing outdoor and participatory sports features ... plus weekend sports anchor. Film and live ENG experience helpful. Send tape/resume to News Director, WISC-TV, 4801 W. Bellline Hwy, Madison, WI 53711. EOE.

Reporter ... for a medium market midwest station with a very strong news commitment. Must be a self starter who knows how to dig up real news and package it with a flair. Equal Opportunity Employer. Box D-227.

Northern New York TV News Department still looking for the right person to fill an on-air reporter position. We are looking for reporter with minimum 2 years hands-on ENG experience and on-air work. Good job with good company for the right person. Previous applicants need not apply. Send tape and resume to News Director, WWNY-TV, Box 211, Watertown, NY 13601.

Sports Director—With NBC affiliate in sunbelt. Top 40 market. Previous on-air experience; reporting and editing skills as well as anchoring. EOE. Please send resume and previous salary history to Box D-248.

Weatherperson for 6 and 10PM news at NBC affiliate station in small Gulf Coast market; send tape and resume to WMBB-TV, PO Box 1340, Panama City, FL 32401. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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 Ruppef, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or call collect 205-539-1783. An Equal Opportunity Employer.

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.

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.

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.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUEO

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.

Operations Manager for aggressive network VHF station in single station medium size market in SW coastal sun belt. Must be experienced in all phases of programming, production & operations. Excellent employee fringe benefits. EEO. Box D-228.

Production Manager: Experienced in all phases of commercial and promotional assembly, including on location, film, ENG, studio, and live productions. If you are energetic, experienced, well-organized, a good leader of people and able to accomplish all objectives, then we have an excellent opportunity for you. Medium market, SE United States. Position available June 1. EOE. Send resume to Box D-230.

Traffic Manager for NBC affiliated group owned station. Prefer over three years experience in computerized traffic systems; JDS preferred. Send resume and references to Michael L. McGivern, Business Manager, WCMH-TV, PO Box 4, Columbus, OH 43216. Equal Opportunity Employer.

Producer/Host—Progressive California medium market TV station seeks experienced professional journalist with strong production background. Responsibility for discussion and documentary formats and an opportunity to create innovative Public Affairs programming. Must have expertise and familiarity in dealing with all Public Issues, especially those affecting ethnic communities. We are an equal opportunity employer. Please send resume to Box D-214.

We're looking for the country's brightest and most energetic talent with some producing experience. If you're ready for a move to a top 10 market and a challenging position, send us your resume immediately. All replies will be confidential. We are an Equal Opportunity Employer. Box D-232.

Production Manager—Bachelor's Degree with broadcast emphasis. Two to five years directing experience. Additional experience in lieu of degree acceptable. Previous production experience preferred. Deadline: May 17, 1979. Send resume and salary requirement to the Assistant General Manager, WHRO-TV, 5200 Hampton Boulevard, Norfolk, VA 23508. Equal Opportunity Employer.

Production and Operations Managers, Madison, Wisconsin network affiliate reorganizing programming area. Need skilled, creative managers for production and operations supervision. Production manager will supervise all studio, minicam, and film production; should have creative talent, managerial skills, and in-depth knowledge of production techniques and equipment. Operations Manager will supervise traffic, promotion, and continuity departments. Should have excellent organizational and systems management skills, good writing and creative abilities. Send resume to: Station Manager, WMTV, 615 Forward Drive, Madison, WI 53711.

Immediate opening for Creative Copywriter in progressive sunbelt market. Must have 3-5 years proven commercial television experience. Should be strong on concepts and A/V techniques. Salary commensurate with ability. Send resume and samples to: KLTW, 3D Box 957, Tyler, TX 75710. Att: Tommy Ash. EEO M/F

Production Videotape Editor, 3/4 inch, datatron tempo 76. Require heavy experience with feature material and complete knowledge of all audio. Top rated magazine format, top 10 market. EOE, immediately reply Box D-246.

SITUATIONS WANTED MANAGEMENT

General or corporate manager: aggressive, versatile, experienced. Excellent in administration, sales, programming, network, finance and executive skills. Superior track record. Box D-157.

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, firm 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 Manager with outstanding credentials! Television 22 years; Radio 12 years; Broadcasting 34 years; Management 18 years. Now 49. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! In small, medium and major markets, achieved revitalization/rapid turnarounds; produced spectacular sales and profits, plus prestige. Accustomed to full responsibility; overcoming overwhelming obstacles. Produces— at accelerated pace—outstanding ratings, sales, profits and prestige! Now arranging weekend-interviews. Box D-226.

Production Manager: qualified and talented, with successful background in production and management. Looking for challenging position with promising future. Excellent references. Box D-244.

SITUATIONS WANTED TECHNICAL

Technician, First class license seeks position in Southeast. Currently working major market with master control, ENG, lighting, camera, etc. exp. Box: D-238.

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.

Anchor, heavy experience, wants prime role in top 60. Good reporter/producer, too. 34, employed. Box D-188.

Sharp female anchor/reporter wants medium market TV opportunity. TV reporting/anchor experience plus Top market radio background. Journalism Degree. Box D-247.

Sports, experienced radio pro, attractive, hardhitting, and willing to work for you. Ideally would like to combine TV Sports Anchor, with PBP. Box D-215.

Sportscaster. Weekend man top 25. Wants weekday spot. Strong writing, story production. Crisp, breezy style. 13 years experience all phases TV news. Box D-206.

Anchor/reporter top 15 market desires evening anchor. 34; 12 years experience. Box D-213.

6 and 11 p.m. Weekday Anchorman in medium market seeks major market anchor challenge. Vaulted current station into 2/1 ratings advantage over nearest competitor. Very strong reporter and writer. Award-winning documentary producer. Box D-253.

Young aggressive ENG photographer with 3 yrs Experience seeks new challenge in new market cal 315-471-5521.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Creative hands on production manager with heavy news commercial production experience in medium market wants management position with future potential. Degree. Box D-151.

Going 24-Hours? Top-15 talent entertains, writes/programs wee hours! Box D-130.

Lady Director Available—commercials/news—currently medium market—first phone—five years experience. Box D-241.

TV producer W/RCA-TK-76 will travel Calif. to N.Y. Call G. A. Daley at 415-676-7260.

Producer/Director: Top-notch director interested in re-locating in large market. Solid background in news and commercial production, with management experience. Box D-242.

Unemployed for 11 months and still willing to work hard for any entry level position. Will relocate. UNC graduate. BA Radio, Television, and Motion Pictures. Contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

ALLIED FIELDS

HELP WANTED SALES

TV Media Professionals: world's largest media placement company is expanding to form additional spot TV buying groups. Outstanding opportunity for growth, challenge, security, advancement. Top pay for the best qualified. TV buying experience essential. Positions available in Mid-South headquarters. Send resume to Box D-222.

If you're willing to travel the Midwest and sell, we can both profit. We're a national commercial jingle studio that's expanding ... and our product is tops, our incentive and commissions are heavy. Sales experience required. Hanf Recording, 1825 Sylvania Ave., Toledo, OH 43613.

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 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 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.

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.

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.

HELP WANTED INSTRUCTION CONTINUED

Broadcasting Instructor—Responsibilities include teaching broadcasting courses, supervising current closed-circuit station and new FM station approved for construction, other duties associated with maintaining and operating a broadcasting program. Five years in-depth experience in broadcasting industry, knowledge of control room operations, skill with English language and broadcast speech required. Teaching experience, electronics background, and degree preferred. Rank/Salary commensurate with education and experience. Opening August 20, 1979. Submit letter of application and vita by May 14, 1979 to: Personnel Office, The Williamsport Area Community College, 1005 West Third Street, Williamsport, PA 17701. An Equal Opportunity Employer.

Instructor/Assistant Professor to teach basic speech, broadcast courses in management, production, and sponsor 5,000 watt FM radio station. Ph.D. preferred. M.A. with hours accepted. Salary and rank dependent on qualifications. Send letter of application with vita to Dr. Glenn Smith, Chairman, Department of Speech and Theatre Arts, University of Central Arkansas, Conway, AR 72032. Deadline for application is June 1, 1979. UCA is an EO/AA employer.

Assistant or Associate Professor for broadcast production sequence, tenure track position beginning Fall, 1979. PhD preferred, significant professional experience and evidence of scholarly work required. This person will teach undergraduate courses in directing, producing and related production areas. Salary depends on qualifications. Send letter of interest and resume to: Dr. William Hawes, Radio-Television-Film Faculty, School of Communication, University of Houston, Houston, TX 77004.

Assistant or Associate Professor for broadcast news sequence, tenure track position beginning Fall, 1979. PhD preferred, significant professional experience and evidence of scholarly work required. This person will teach undergraduate courses in newsgathering, writing, and production. Salary depends on qualifications. Send letter of interest and resume to: Dr. William Hawes, Radio-Television-Film Faculty, School of Communication, University of Houston, Houston, TX 77004.

Instructor/Assistant Professor—Broadcasting: Possible opening. Generalist background capable of offering undergraduate instruction in Radio and Television with specialty in Broadcast Management/Sales. Interest in advising existing community access channel. Salary negotiable. Masters degree required, experience desirable. Write to: Dr. Kevin Fox, Maytum Hall, SUNY College, Fredonia, NY 14063. An AA/EO 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.)

Chyron IIIB. Eric Address 215-543-7600.

FM Stereo Transmitter Wanted 3 to 5 KW all inclusive. Write Miguel Ulloa, Radio La Prensa, Box 4203. Guayaquil, Ecuador.

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.

Hitachi FP 1010 Color Camera with Saticon tubes. Includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturbo 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.

GE 10KW FM Amplifier/Transmitter Model 4BF3A1 with modified sockets for available power tubes and with power supply. On air till 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.

GE PE-350 Color Cameras: Excellent condition, 3 Available, \$8,000 ea.

RCA TR-4 Hi-Band VTRS. New heads, good condition. 2 Available \$16,000 ea.

GE 12KW UHF Transmitter: Ideal for new station, good condition. \$14,000.

GE-PE-250 Color Cameras: Includes lens, cables, CCU's. 2 Available \$3,000 ea.

IVC 500A Color Cameras: With all accessories, excellent shape, \$7,000 ea.

RCA TK27B Film Camera: Available with TP15 Multiplexer \$22,000.

RCA TP88 Projectors: Good condition. \$10,000 ea.

GE PE 240 Film Camera: Excellent Condition, \$8,000.

New Lenco Terminal Equipment: Discount prices, fast shipment.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

Jamison 16MM Color Processor with all tanks, valves, excellent shape. \$3000 firm call/KIFI TV, Idaho Falls, ID 208-523-1171. Operations.

Two (2) Ikegami HL33 Minicameras. Make offer. 202-686-5895.

RCA UHF TV Transmitter, Model TTU10A, presently on the air, available approximately July-1979. Includes filterplexer, asking \$30,000 or best offer, contact Bob Martins, 714-328-8881 or write KESQ-TV, PO Box 4200, Palm Springs, CA 92263.

Coaxial Cable 420 Ft. length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800-241-7878 Mr. Kitchen. In GA call 404-324-1271.

Canon Lenses, 10 x 1, for ENG application, used, good condition. 202-686-5895.

Ampex VR1200 Serial 8225353 in use. Available: August. \$30,000. See at KTVV, Austin, Texas. Contact William Hamrick at 512-476-3636.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

Parts available for RCA BTA 5F transmitters, very complete selection. Les Kleven, KBHB, Sturgis, SD 605-347-4455.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funner! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

Comic Relief. Funny, bi-weekly comedy service. Area exclusive. Only \$28 yearly. Free sample. Wildlife Creative Services, 20016 Elkhart, Harper Woods, MI 48225.

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.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303-795-3288.

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.

"Cheeseburger" radios. \$612/100. Sample \$10.95. Los Allos Mdse. Co. 399 Main Street, Los Allos, CA 94022.

"Traveling with a Radio". This new book is a complete radio directory. Everything you need to know about—AM-FM-CB-WR-TIS—for excellent entertainment. 360 pages list 8,096 AM & FM stations in 3,323 cities. Postpaid \$5 to Donnelly, PO Box 4152, Colorado Springs, CO 80930.

Attention Radio Stations! Coming soon, the "Jackylis Show", a new syndication. A crazy, crazy, totally insane DJ show! 30 and 60 minute weekly shows. Why not infect YOUR station with "Jackylis"?! For free sample show, write: "Jackylis", 5414-18th Avenue, Brooklyn, NY 11204.

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 Management

STAFF WANTED

WBUD-AM (5 Kw daytime, 1 Kw night) and WBJH-FM (50 Kw). Trenton, New Jersey, have been purchased by Trenton Broadcasting Corporation subject to FCC approval. We are in the process of staffing both stations. We need individuals in every department:

Sales Manager and sales people
Program Director and on-air people
Talk Show Host
News Director and news people
Production and office workers

Station facilities are located in beautiful Ewing Township, New Jersey and just across the river from Bucks County, Pennsylvania. We are an equal opportunity employer. If interested, please call (215) 947-7742 or send resume to Trenton Broadcasting Corporation, Box 129, Narberth, Pennsylvania 19072.

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.

MODERN PERSONALITY

Aware, Interesting. More than time and temp. No beginners. Solid operation, 1922. Talent respected, not treated as commodity. Send info before calling. Tape, Resume, etc., Hugh Barr, WSYR, Stn. Mgr., Syracuse NY 13203. An Equal Opportunity Employer.

Help Wanted News

IMMEDIATE OPENING TOP NOTCH NEWS DIRECTOR EXPERIENCED ONLY

Strong writing and on-air skills, ability to motivate and supervise 7 person staff. Strong emphasis on local news. Tape, resume, and writing samples to WOBM-FM, Box 927, Toms River, NJ 08753, ATTN: Stephen Lane, GM. EOE.

Help Wanted Programing, Production, Others

ADULT CONTEMPORARY PROGRAMMER

wanted for WMBD-AM, Peoria, Illinois, a "full-service" personality, news, sports and community involved station. Rush resume and tape to: Dick Booth, WMBD, 3131 N. University, Peoria, IL 61604.

An Equal Opportunity M/F Employer

MUSIC DIRECTOR

Announce background. Good ear, judgment, track. Know methods, organization. Expansion position. MOR. Send info before calling. Tape, Resume, etc., Hugh Barr, Stn. Mgr., WSYR, Syracuse, NY 13203. An Equal Opportunity Employer.

Wanted: Financial/Legal Advisor

Predominantly minority team is seeking sound, expert legal and financial support in purchasing an AM, FM, or AM/FM broadcast station in the Denver or other Rocky Mountain market. Needs broadcast law and accounting background and/or experience. Willing to work closely with community-supported team. Part-ownership in return for legal work.

Write: P.O. Box 248
Colerain, OH 43916

Situations Wanted News

NEWS ADMINISTRATOR

Not just another pretty voice. 12 yrs. experience: TV-radio, all-news morning anchor in top 10. news directorship in NY I sell more than the obvious. I'm an idea man-not content to slay with traditional methods just because they're safe. I'm interested in cutting the B.S. and developing innovative, aggressive and devil's advocate concepts. I Don't follow the crowd or chase rainbows. I Do follow my conscience and instinct. You give me the tools and I'll give you news that touches people lives. Box D 259.

Situations Wanted Management

I'm Willing

... to be judged and rewarded on the basis of accomplishment. If your station could benefit from that kind of attitude; let's talk. Good record in markets of all sizes. Best references. Employed. Box D-131.

RADIO MANAGEMENT

23 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency rep., & street sales, station owner, etc.: Available at once. Jack A. Carpenter 801 Silverwood Tr. North Little Rock, Ar. 72116. (501) 771-1168

BANK ON A SURE THING!

Experienced, aggressive "overachiever" with Olympic track record of major market successes looking for GM and/or GSM opportunity. Will work 50-60 hours a week to produce the results you desire. Impeccable industry references document my superior abilities. Maynard Grossman 6525 Farmingdale Ct. Rockville, Md. 20855 (301) 948-5840 Adding me to your management team is as safe as putting \$\$\$\$\$ in the bank!

TELEVISION Help Wanted News

ANCHOR TOP TEN MARKET

East Coast Independent seeks strong individual to co-anchor single late night newscast. Person must have ample experience as anchor in a major market. 3/4 tape a must with all resumes. Send cassettes and salary history to Jim Schultz, WTTG, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016

No phone calls

Metromedia Inc., WTTG is an equal employment opportunity employer.

WEATHERCASTER

wanted for one of the fastest growing markets in the country. Experience a must... meteorologist preferred. Send tape and resume to Ray Depa/News Director KGUN-TV, P.O. Box 5707, Tucson, Arizona 85703. No phone calls.

An 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.

Help Wanted News Continued

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.

PM MAGAZINE

Medium-market sunbelt station needs a producer and co-hosts. Those we seek are probably involved with a magazine format now and anxious to move up. We offer the advantages of excellent living conditions, above average compensation and fringe benefits, and group ownership. E.O.E. F/M. Write in confidence. Box D-249.

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 Programing, Production, Others



WISN-TV MILWAUKEE

Be part of the team which introduces PM Magazine to this top 25 market.

Two hosts for local weeknight magazine show to premiere September '79. Strong on-air talent with minimum two years medium or major market experience required. Understanding of basic field production and strong interview skills important.

We're looking for experienced teamworkers with warm, personal on-air presentation.

Equal Opportunity Employer

Send resume and video tape to: Employee Relations Director WISN-TV, P.O. Box 402, Milwaukee, WI 53201.

Situations Wanted Announcers

SENSE OF HUMOR

Me and my sense of humor coupled with fifteen years of professional journalism experience want to travel to your station to interview for an on air position. My specialty is the art of conversation, the craft of interviewing and carrying on dialogue as planet earth takes the plunge into the 1980s. I want to host a talk show and moderate debates with an election year approaching. My experience includes panel discussion shows, two consecutive national journalism awards in print, and work in all phases of the fourth estate. I am not interested in happy talk journalism, being a talking head or the black art of the fifth estate of public relations. Tape, resume, samples of my work and references upon request but I prefer to pay my way to communicate with you on a personal level. My name is Jeff Gale. Please call me collect at 213-656-2498, or write me at Box D-256.

Producer

To handle our tabloid style top rated 11pm newscast. No beginners. Excellent salary, ABC affiliate. EOE. Send resumes to Box D-184.

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.

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Sales

SALES MANAGER

Outstanding opportunity for General Sales Manager in fast-growing network TV affiliate located in West Coast Sun-belt. Small market bursting at the seams. Must be experienced, aggressive national-regional-local agency type salesperson with strong TV sales background. Send resume and salary requirements to:

Box D-229

GENERAL SALES MANAGER

Top-ranked station in West Coast market. Extensive local experience and ability to motivate and direct sales staff. Excellent compensation and benefits under group ownership. Send resume to Box D-235.

Equal Opportunity Employer

ENGINEERS TV STUDIO MAINTENANCE

WTVG, a Wometco owned and operated UHF station is located in West Orange, New Jersey. We are looking for three top notch studio maintenance engineers who will help us meet the growing need that has arisen due to our upcoming move to a new studio facility.

"Hands-on" experience in preventative maintenance on VTR and television cameras, as well as, multi-plexers is a must. The ideal candidate will have: 1st class FCC license and a minimum of two years studio experience.

Highly competitive salaries, excellent array of company benefits, that include stock purchase plan, relocation assistance, and much, much more.

Send resume to
(include salary history and requirements)
Mr. J. T. Williams,
Regional Personnel Manager,
Wometco Enterprises, Inc.,
715 Park Ave.,
East Orange, N.J. 07017

Equal Opportunity Employer m/f



Help Wanted Programing,
Production, Others

SONY CORPORATION OF AMERICA SERVICE ENGINEER

As a leading manufacturer in Video products we have an opening available in our Broadcast Service Division based in our Long Island City facility. The ideal candidate should have 3-5 years experience in the Broadcast industry, preferably coupled with a degree in Electronics Engineering. The position will entail 20% travel along the east coast. We offer a competitive salary and an excellent benefits package. All interested candidates must forward resume and salary history (no phone calls accepted) to: Sony Corporation of America, 9 West 57th Street, New York, N.Y. 10019, Att: Joseph Gonzalez. We are an equal opportunity employer m/f.

SONY®

Coordinator— Film Promotion

Client contact; survey supervision; knowledge of talent and operational union contracts. Supervising the packaging of shorts, features and spots. Position is with a Government Department in one of the North-eastern States. Experience in all phases of film/tape industry necessary. Excellent benefits. State salary requirements and specific experience. Resume and covering letter to: Box D-221.

Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

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

Public Notice

CITY OF PHILADELPHIA ADVERTISEMENT FOR CABLE TV BIDDERS

The City of Philadelphia, Pennsylvania invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposal" available from the undersigned.

Completed proposals must be accompanied by a non-refundable filing fee of \$5000, and will be accepted until 2:30 PM., EDST, Monday, July 16, 1979 in Room 1385 of the Municipal Services Building.

Otto R. Winter, Commissioner
Procurement Dept.
1360 Municipal Services Bldg.
Philadelphia, Penna. 19107

TOWN OF SWAMPSCOTT CABLE TV BIDDERS

Applications for the community antenna television license for the Town of Swampscott will be received by the Board of Selectmen, Elihu Thomson Administration Building, Monument Avenue, Swampscott, Massachusetts 01907. Applications should be filed on the Massachusetts C.A.T.V. Commission Form 100 and should be accompanied by a fee of \$100. All responses shall be filed no later than 4:30 p.m., July 9th, 1979. At least two copies of the application must be filed with the Board of Selectmen. A copy shall also be filed with the Massachusetts C.A.T.V. Commission.

On said July 9th, 1979, responses and applications shall be opened and thereafter copies made available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

SWAMPSCOTT BOARD OF SELECTMEN

Business Opportunities

ACTIVE OR INACTIVE INVESTORS

Small prestigious and qualified group of professionals owning corporation seek additional investors to purchase viable radio broadcast properties in Northeast or Midatlantic areas. Minimum \$25,000. Write: Box D-205.

Wanted To Buy Stations

Will Purchase

Radio AM/FM and television stations or cable systems any market size.

Box D-239

Wanted

FM or AM-FM Radio Stations. Preferably in Central or Northeastern Pennsylvania.

Reply to Box D-218.

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.

The Executive Committee of the National Public Radio Board of Directors will meet in open session on May 1, 1979, from 10 a.m. to 11 p.m. in the Yosemite Room of the Hyatt Regency Washington, 400 New Jersey Avenue, N.W., Washington, D.C.

The proposed organizational budget for FY 1978 will be the main topic of discussion.

For information concerning this meeting, please contact:

Ernest T. Sanchez
General Counsel
National Public Radio
2025 M Street, N.W.
Washington, D.C. 20036
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S	Small	AM	\$200K	Cash
SW	Small	Fulltime	\$325K	Terms
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MW	Metro	AM	\$650K	\$189K
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- AM/FM in Louisiana with very high potential. \$425,000.
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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/	450K	Small
	Fulltime FM		
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
KY	Fulltime FM	120K	Small

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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).

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Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

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Stock Index

Stock symbol	Exch.	Closing Wed. April 25	Closing Wed. April 18	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 1/8	36 3/8	- 1/4	- .68	41 1/4	23 1/2	8	27,700	1,000,662
CAPITAL CITIES	CCB	N 39 1/2	39 3/4	- 1/4	- .62	75	37 3/8	10	14,000	553,000
CBS	N	45 1/2	45 7/8	- 3/8	- .81	64	43 7/8	6	28,100	1,278,550
COX	N	61 1/8	59 5/8	+ 1 1/2	+ 2.51	61 1/8	25 1/2	12	6,667	407,520
GROSS TELECASTING	GGG	A 22 3/8	23 1/4	- 7/8	- 3.76	24 1/2	13 5/8	7	800	17,900
KINGSTIP COMMUN.*	KTUV	O 11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	O	41	39	+ 2	+ 5.12	43	16 1/2	10	2,789	114,349
METROMEDIA	MET	N 54	53 1/2	+ 1/2	+ .93	71	25 1/4	8	4,600	248,400
MOONEY	MOON	O 5 3/4	5 3/4			6 1/2	1 7/8		425	2,443
SCRIPPS-HOWARD	SCRP	O 50	50			52	30 1/2	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 40	39 3/4	+ 1/4	+ .62	40	19 3/8	11	4,948	197,920
TAFT	TFB	N 21 3/4	22 1/2	- 3/4	- 3.33	24 7/8	12 1/4	7	8,508	185,049
TOTAL									103,135	4,162,794

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 14 3/8	14	+ 3/8	+ 2.67	14 7/8	3 3/4	12	1,257	18,069
AMERICAN FAMILY	AFL	N 12 1/8	12	+ 1/8	+ 1.04	17 1/8	9 1/4	5	10,536	127,749
JOHN BLAIR	BJ	N 28 1/2	28 1/4	+ 1/4	+ .88	31 3/8	11 1/8	6	2,447	69,739
CHARTER CO.	CHR	N 15 1/8	13 5/8	+ 1 1/2	+ 11.00	15 1/8	3 7/8	13	19,219	290,687
CHRIS-CRAFT	CCN	N 14	13 3/4	+ 1/4	+ 1.81	14 5/8	4 1/2	8	3,696	51,744
COCA-COLA NEW YORK	KNY	N 6 5/8	6 7/8	- 1/4	- 3.63	9 1/4	6 1/8	9	17,641	116,871
COMBINED COMM.	CCA	N 33 3/4	33	+ 3/4	+ 2.27	45 1/8	19	12	10,369	349,953
COWLES	CWL	N 23	22 3/8	+ 5/8	+ 2.79	25 1/4	12 1/2	18	3,969	91,287
OUN & BRADSTREET	DNB	N 34 7/8	34	+ 7/8	+ 2.57	38	26 1/4	14	27,886	972,524
FAIRCHILD INO.	FEN	N 31 1/2	30	+ 1 1/2	+ 5.00	35 1/4	9 1/2	7	5,708	179,802
FUQUA	FQA	N 11 3/8	10 5/8	+ 3/4	+ 7.05	13 5/8	8	5	12,661	144,018
GANNETT CO.	GCI	N 44 1/4	43 3/4	+ 1/2	+ 1.14	49	32 3/4	14	26,886	1,189,705
GENERAL TIRE	GY	N 26 1/8	25 1/2	+ 5/8	+ 2.45	30 5/8	22 3/8	5	23,196	605,995
GRAY COMMUN.	O	24 1/2	24 1/2			24 1/2	8	8	475	11,637
HARTE-HANKS	HHN	N 21	19 3/4	+ 1 1/4	+ 6.32	24 1/2	13	12	9,262	194,502
JEFFERSON-PILOT	JP	N 31 1/8	31	+ 1/8	+ .40	34 1/2	26 5/8	8	22,895	712,606
MARVIN JOSEPHSON	MRVN	O 16 1/4	16 1/4			16 1/2	8 1/4	9	2,547	41,388
KANSAS STATE NET.	KSN	O 18	16	+ 2	+ 12.50	18	4 3/4	15	1,799	32,382
KNIGHT-RIDDER	KRN	N 23 1/8	23	+ 1/8	+ .54	28 1/8	13 1/4	10	32,797	758,430
LEE ENTERPRISES*	LEE	N 22 5/8	22 5/8			22 3/4	11 1/8	12	7,285	164,823
LIBERTY	LC	N 33 3/8	34 1/4	- 7/8	- 2.55	34 1/2	18	7	6,762	225,681
MCGRAW-HILL	MHP	N 25 1/8	25 3/4	- 5/8	- 2.42	32 5/8	15 5/8	10	24,777	622,522
MEDIA GENERAL	MEG	A 22 1/8	21 1/2	+ 5/8	+ 2.90	23 1/8	13 5/8	9	7,456	164,964
MEROITH	MOP	N 30	29 7/8	+ 1/8	+ .41	40 1/4	17 3/8	6	3,094	92,820
MULTIMEDIA	MMED	O 24 1/4	24 1/2	- 1/4	- 1.02	28 1/4	16 1/4	10	6,659	161,480
NEW YORK TIMES CO.	NYKA	A 26 3/4	26 1/4	+ 1/2	+ 1.90	31 5/8	15 3/4	20	11,599	310,273
OUTLET CO.	OTU	N 21 1/4	20 3/4	+ 1/2	+ 2.40	32 7/8	16 5/8	6	2,445	51,956
POST CORP.	POS	A 15 3/4	16 1/4	- 1/2	- 3.07	19 3/8	8 1/8	7	1,824	28,728
REEVES TELECOM	RBT	A 5 3/4	5 3/4			5 3/4	1 3/4	64	2,388	13,731
ROLLINS	ROL	N 19 7/8	21 1/4	- 1 3/8	- 6.47	24 1/4	14 7/8	10	13,407	266,464
SAN JUAN RACING	SJR	N 16 7/8	18 1/8	- 1 1/4	- 6.89	18 1/8	7 5/8	22	2,509	42,339
SCHERING-PLOUGH	SGP	N 29 3/8	28	+ 1 3/8	+ 4.91	44 3/4	26 3/8	8	53,580	1,573,912
SONDERLING	SDB	A 25 3/4	25 5/8	+ 1/8	+ .48	25 3/4	8 3/8	8	1,105	28,453
TECH OPERATIONS	TO	A 8 3/8	8	+ 3/8	+ 4.68	8 3/4	2 3/8	21	1,352	11,323
TIMES MIRROR CO.	TMC	N 30 1/8	30	+ 1/8	+ .41	35	20 3/4	8	34,811	1,048,681
TURNER COMM.	O	28	25	+ 3	+ 12.00	31	7 3/4		3,800	106,400
WASHINGTON POST	WPO	A 23 1/8	23 7/8	- 3/4	- 3.14	26 1/2	10 7/8	8	16,268	376,197
WOMETCO	WOM	N 19 1/4	19	+ 1/4	+ 1.31	19 1/4	10 7/8	9	8,524	164,087
TOTAL									444,891	11,413,922

Cablecasting

ACTON CORP.	ATN	A 12	11 3/4	+ 1/4	+ 2.12	13 5/8	3 1/8	8	2,419	29,028
AMECO*	ACO	O				1/2			1,200	
ATHENA COMM.	O	4 3/4	4 3/4			5 1/2	1/8		2,125	10,093
BURNUP & SIMS	BSIM	G 5 5/8	5 1/4	+ 3/8	+ 7.14	6 1/8	3 1/8	30	8,447	47,514
CABLE INFO.	O	6	5	+ 1	+ 20.00	6	1/4	30	634	3,804
COMCAST	O	20 1/4	20 3/4	- 1/2	- 2.40	20 3/4	3 3/4	20	1,658	33,574
COMMUN. PROPERTIES*	COMU	O 16 1/2	16 1/2			16 3/4	3 5/8	17	5,018	82,797
ENTRON*	ENT	G 1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N 39 5/8	37 3/4	+ 1 7/8	+ 4.96	40	17 5/8	10	7,794	308,837
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 1/2	24 1/4	+ 1/4	+ 1.03	24 1/2	2 7/8	30	5,327	130,511
TELEPROMPTER	TP	N 16 1/8	15 1/2	+ 5/8	+ 4.03	16 3/4	6 3/4	21	16,952	273,351
TEXSCAN	TEXS	O 3 1/8	2 1/8	+ 1	+ 47.05	3 1/8	1 1/4	18	786	2,456
TIME INC.	TL	N 36 3/4	38 3/4	- 2	- 5.16	50	31 3/4	7	20,505	753,558
TOCOM	TOCM	O 9 3/4	10	- 1/4	- 2.50	10 1/2	1 5/8	21	1,496	14,586
UA-COLUMBIA CABLE	UACC	O 53	52	+ 1	+ 1.92	53 1/2	15 1/2	25	1,679	88,987
UNITED CABLE TV	UCTV	O 39 1/4	39	+ 1/4	+ .64	39 1/4	3 7/8	28	2,035	79,873
VIACOM	VIA	N 31	30 1/2	+ 1/2	+ 1.63	32	16 5/8	16	3,799	117,769
TOTAL									83,974	1,993,094

Stock symbol	ExCh.	Closing Wed. April 25	Closing Wed. April 18	Net change in week	% change in week	High	Low	1978-79	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming												
COLUMBIA PICTURES	CPS	N	23 1/8	24 5/8	- 1 1/2	-	6.09	24 5/8	7 3/8	4	9,749	225,445
DISNEY	DIS	N	38 1/8	38 3/8	- 1/4	-	.65	47 5/8	32 1/4	12	32,416	1,235,860
FILMWAYS	FWY	N	14 3/4	13 1/2	+ 1 1/4	+	9.25	17	6 7/8	8	10,980	161,955
FOUR STAR			1 1/4	1 1/4				2 1/8	1/2	13	666	832
GULF + WESTERN	GW	N	14 3/8	14 1/2	- 1/8	-	.86	18 3/8	10 1/4	3	48,177	692,544
MCA	MCA	N	38 7/8	38 3/4	+ 1/8	+	.32	48 1/4	25 3/4	7	23,289	905,359
MGM	MGM	N	25 7/8	26 1/4	- 3/8	-	1.42	26 1/4	12 7/8	12	29,102	753,014
TRANSAMERICA	TA	N	17 7/8	18	- 1/8	-	.69	19	13 1/4	6	66,475	1,188,240
20TH CENTURY-FOX	TF	N	41 1/2	40 3/8	+ 1 1/8	+	2.78	41 1/2	10	6	7,759	321,998
VIDEO CORP. OF AMER	O		7 1/8	6 1/2	+ 5/8	+	9.61	9 3/4	3 1/2	24	988	7,039
WARNER	WCI	N	35 3/4	36 1/4	- 1/2	-	1.37	56 7/8	25 3/4	8	14,622	522,736
WRATHER	WCO	A	15 3/4	15 1/2	+ 1/4	+	1.61	16 1/4	4 1/2	43	2,308	36,351
TOTAL										246,531	6,051,373	
Service												
8800 INC.	BBDD	O	33 1/2	34	- 1/2	-	1.47	38 3/4	22 1/2	7	2,513	84,185
COMSAT	CQ	N	45 3/8	43 7/8	+ 1 1/2	+	3.41	48 3/4	28 3/4	11	8,000	363,000
DOYLE DANE BERNBACH	DDYL	O	20 1/2	20 1/4	+ 1/4	+	1.23	31	16 1/4	7	1,776	36,408
FOOTE CONE & BELDING	FCB	N	17 3/4	17 7/8	- 1/8	-	.69	23 1/8	14 3/4	6	2,607	46,274
GREY ADVERTISING	GREY	O	35 1/2	35	+ 1/2	+	1.42	36	16 1/2	4	624	22,152
INTERPUBLIC GROUP	IPG	N	36	35 1/4	+ 3/4	+	2.12	39 1/4	22 1/2	7	2,387	85,932
MCI COMMUNICATIONS	MCIC	O	8 1/4	7	+ 1 1/4	+	17.85	8 1/4	7/8	103	20,692	170,709
MOVIELAB	MOV	A	6 1/8	5 1/2	+ 5/8	+	11.36	6 1/8	1	11	1,481	9,071
MPO VIDEOTECHNICS	MPO	A	5 1/8	4 5/8	+ 1/2	+	10.81	65 3/8	4	5	520	2,665
A. C. NIELSEN	NIELB	O	24 3/4	25	- 1/4	-	1.00	28 1/2	18 7/8	11	10,986	271,903
OGILVY & MATHER	OGIL	O	21 3/4	22 1/2	- 3/4	-	3.33	56 1/2	20	7	3,610	78,517
TPC COMMUNICATIONS	TPCC	O	8 1/8	8 7/8	- 3/4	-	8.45	10 1/2	2 1/4	15	899	7,304
J. WALTER THOMPSON	JWT	N	26 1/8	26 1/4	- 1/8	-	.47	32 7/8	15 1/8	6	2,649	69,205
WESTERN UNICOM	WU	N	18	19	- 1	-	5.26	21 1/4	15	8	15,177	273,186
TOTAL										73,921	1,520,511	
Electronics/Manufacturing												
AEL INDUSTRIES	AELBA	O	8	8				10 1/4	2 3/8	6	1,672	13,376
AMPEX	APX	N	16 1/4	15 3/8	+ 7/8	+	5.69	19 1/4	7 3/8	11	11,357	184,551
ARVIN INDUSTRIES	ARV	N	15 1/8	15	+ 1/8	+	.83	22 1/2	12 1/2	5	5,959	90,129
CCA ELECTRONICS	CCA	O	1/8	1/8				5/8	1/8	1	897	112
CETEC	CEC	A	4 7/8	4 5/8	+ 1/4	+	5.40	5 3/4	1 3/4	10	2,127	10,369
COHU	COH	A	4	4 1/8	- 1/8	-	3.03	5 1/2	2 1/8	13	1,732	6,928
CONRAC	CAX	N	16	16 5/8	- 5/8	-	3.75	27 1/4	13 1/2	25	2,052	32,832
EASTMAN KODAK	EASKO	N	64 1/4	63 1/2	+ 3/4	+	1.18	86 3/4	42	11	161,376	10,368,408
FARINON	FARN	O	13	13 1/2	- 1/2	-	3.70	16 1/2	8	12	4,782	62,166
GENERAL ELECTRIC	GE	N	49 5/8	48 1/4	+ 1 3/8	+	2.84	56 5/8	44 1/2	9	184,581	9,159,832
HARRIS CORP.	HRS	N	27	26 3/4	+ 1/4	+	.93	35 3/4	19 7/8	12	26,113	705,051
HARVEL INDUSTRIES*	HARV	O	6	6				6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	7/8	7/8				2 5/8	1/4		2,701	2,363
M/A COM. INC.	MAI	N	22 7/8	21 5/8	+ 1 1/4	+	5.78	23 1/4	10 1/8	30	2,640	60,390
3M	MMM	N	56 5/8	56 1/8	+ 1/2	+	.89	64 3/4	43 1/2	12	116,473	6,595,283
MOTOROLA	MDT	N	42	42				56 7/8	34 1/4	10	28,544	1,198,848
N. AMERICAN PHILIPS	NPH	N	30	27 3/4	+ 2 1/4	+	8.10	36	24 1/2	6	12,033	360,990
OAK INDUSTRIES	OAK	N	28 7/8	29 1/2	- 5/8	-	2.11	29 1/2	6 1/4	20	3,653	105,480
ORROX CORP.	ORRX	O	6 1/2	7 1/4	- 3/4	-	10.34	7 1/4	1/2	9	1,977	12,850
RCA	RCA	N	27	26 7/8	+ 1/8	+	.46	33 5/8	22 3/4	7	74,821	2,020,167
ROCKWELL INTL.	ROK	N	39	38	+ 1	+	2.63	39 3/4	28 1/4	6	34,800	1,357,200
RSC INDUSTRIES	RSC	A	3 1/8	3	+ 1/8	+	4.16	4	1 5/8	17	2,412	7,537
SCIENTIFIC-ATLANTA	SFA	A	37 7/8	38	- 1/8	-	.32	38 3/8	16 3/4	16	2,644	100,141
SONY CORP.	SNE	N	10	10 5/8	- 5/8	-	5.88	10 5/8	7	17	172,500	1,725,000
TEKTRONIX	TEK	N	54 1/2	55	- 1/2	-	.90	68 1/2	28 1/4	14	17,995	980,727
TELEMATION	TLMT	O	1	1				2 1/4	1/2	1	1,050	1,050
VALTEC	VTEC	O	10 5/8	10 3/4	- 1/8	-	1.16	12 3/4	6 1/2	23	4,056	43,095
VARIAN ASSOCIATES	VAR	N	19 3/8	18	+ 1 3/8	+	7.63	21	13	108	6,838	132,486
WESTINGHOUSE	WX	N	18 1/8	18 1/8				24 1/2	16 1/4	5	86,511	1,568,011
ZENITH	ZE	N	14 7/8	14 1/2	+ 3/8	+	2.58	28	11 3/8	14	18,800	279,650
TOTAL										993,576	37,187,904	
GRAND TOTAL										1,946,028	62,329,596	

Standard & Poor's 400 Industrials Average 114.54 113.62 +.92

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. Earn-
ings figures are exclusive of extraordinary
gains or losses.

NPR's Mankiewicz: Jack of all trades and master of most

Frank Mankiewicz looks more like a reporter (which he has been) than a lawyer (for which he holds a degree). He talks more like a columnist (at which he was rather successful) than a television news anchorman (at which he wasn't). And he acts less like a politician (which he tried) than a politico (which he found trying).

"I haven't changed jobs so much as I've changed careers. I don't think I've ever done the same thing twice in a row," he proclaims rather proudly, from his current office—the president's at National Public Radio in Washington.

It has been 21 months since Mr. Mankiewicz moved into that office and put the NPR staff in a bit of a tizzy because he chose a location back in the programing department and not up near the executives. The staff learned quickly from that decision that Mr. Mankiewicz has his own way of doing things.

"I think we're bolder now. Our response is more likely to be 'Let's do it' rather than 'Should we?' or 'We probably can't.'"

Pinning this man down, asking a straight question and getting a straight answer, is not the easiest thing in the world. He is apt to turn an interviewer's question back on him or, worse, speed off with it to some back recess of his wit, leaving both questioner and questioned slightly confused as to whether there had been an answer. He is changeable, hyper even, and uneasy sitting still. He fidgets. He likes to move about his office and make wide, expansive gestures as he talks in private, but when he appears in public, on a stage before a concert audience or in front of the NPR staff at the retirement party for one of their own, he can be stiff and uncomfortably formal, awkward and, perhaps, a bit shy.

And that just may be why he seems to be enjoying himself so much at NPR. "It's fun," he says. "I don't see myself doing anything else." Before he assumed its leadership, the noncommercial network of 218 primarily FM radio stations was known, if at all, largely for one program, *The All Things Considered* afternoon news program. It looked like just the sort of uphill struggle that Mr. Mankiewicz had spent much of his professional life with.

He took over the operation after the old NPR merged with the Association of Public Radio Stations into the current structure. He took the job, he says, with the understanding that his primary responsibility was to make NPR "visible," to get people talking about it, to get them to listen.



Frank Fabian Mankiewicz—president, National Public Radio, Washington; b. May 16, 1924, Los Angeles; corporal, U.S. Army, 1943-46; BA, University of California at Los Angeles, 1947; MA, Columbia School of Journalism, New York, 1948; senior editor, *Santa Monica* (Calif.) *Independent*, 1948-49; freelance writer, Washington and Europe, 1949-50; regional civil rights director, Anti-Defamation League, B'nai Brith, Los Angeles, 1950-52; LLB, University of California (Berkeley), 1955; attorney, Kaplan, Livingston, Goodwin & Berkowitz, Beverly Hills, Calif., 1955-61; country director, Peace Corps, Lima, Peru, 1962-64; regional director for Latin America, Peace Corps, Washington, 1964-66; press secretary to Senator Robert F. Kennedy (D-N.Y.), 1966-68; syndicated columnist and co-anchor, WTOP-TV Washington, 1968-71; national political director for presidential campaign of Senator George McGovern (D-S.D.), 1971-72; freelance journalist and author of four books ("Perfectly Clear: Nixon from Whittier to Watergate"; "U.S. vs. Richard Nixon: The Final Crisis"; "With Fidel: A Portrait of Castro and Cuba," and "Remote Control: Television and the Manipulation of American Life," 1972-77; present position, Aug. 1, 1977; m. Holly Jolley, April 23, 1952; two sons—Joshua, 23, and Benjamin, 12.

With Frank Mankiewicz at the helm, the network is moving toward an identity quite unlike that of the Public Broadcasting Service. Mr. Mankiewicz shuns the "elitist" label of public broadcasting and has moved NPR toward an image less British and less Eastern than PBS's. The radio network has instituted a Spanish-language program, more children's shows, an invigorated jazz schedule and radio drama—made evident last week, when in an effort to reach more older children and teenagers, it announced a new 13 part series based on the phenomenally successful film, "Star Wars" (See page 40).

Although he readily admits he knew relatively little about radio before taking over the NPR presidency (at the time of

the move, he was writing a column for *The Washington Post*), he said then that he had been thinking about the medium and had some ideas about what could be done with it. He says today that he has learned a lot more.

"I've learned a lot of technical stuff," he says. "I've learned about the width of the band, about the role of the World Administrative Radio Conference, about the ionosphere. And I think I've mastered the elementary principles of satellite distribution. That's enough."

Beyond that, however, he has developed an appreciation for the difference between radio and television. For most of his tenure, he has had an idea—often voiced—that had radio been invented after television it would have been the dominant medium. He bases that belief on the versatility of radio and the fact that it does not require a listener's total, undivided attention the way television does. "You can listen in your car, in any room of the house, anywhere," he says. He also points out that radio is a far less expensive medium than television, that NPR can produce major programs at a fraction of the cost of PBS.

He has seen NPR's federal funding jump from \$7.7 million in fiscal 1978 to \$10.2 million in 1979. Corporate giving is still small, he admits, but on the rise. (Mobil Corp., one of PBS's larger contributors, has put up the money for a new *Masterpiece Radio Theater* and contributes \$50,000 to NPR's standing "events" fund.) He is an advocate of corporate funding, but he draws the line at a suggestion contained in the House of Representatives version of the rewrite of the Communications Act of 1934 that would allow limited, block advertising on public broadcasting.

"I've never suggested ads of any kind. I believe noncommercial means noncommercial. Once you have a rate card, you may as well put the station manager on straight commission," he says, although calling the present system of corporate underwriting a "different matter entirely. One brief mention of a company's name is not a commercial."

His background and his previous associations do set him apart from the crowd. His nature, his readiness to move from one field into another, the question most often put to him—whether he intends to stay around NPR. "I freelanced for 10 years before coming here," he says, "and it's fun working." Radio, he believes, will be experiencing some profound changes over the next five to 10 years, and "I'd like to see that through." But, he adds, "I don't make long-range plans."

Good man's good-by

Wallace Johnson, who will take early retirement April 30 as chief of the FCC's Broadcast Bureau (BROADCASTING, April 23), exemplifies the devoted civil servant. He has spent his whole career at the FCC and would doubtlessly remain there until reaching his normal retirement age were it not for several circumstances that have recently confronted him.

A new federal law inhibiting government officials from going into private practice before their former agencies becomes effective July 1. Before that deadline, more than a few throughout the federal establishment will jump ship, especially those who, like Mr. Johnson, can take a considerable federal pension along as a dependable cushion in the outside world. Mr. Johnson, at the age of 59, can also look forward to profitable employment as a communications engineer.

It would, however, be out of character for the career bureaucrat to leave now if only for the onset of legislation that is supposed to shut the revolving door between government and private service. He has other reasons, some of them named Charles D. Ferris, Frank Lloyd and Frank Washington.

The FCC chairman and his principal assistants have applied consistent pressure on the Broadcast Bureau to deliver endorsements of projects and policies that fit their ideologies but are at odds with economic or technical realities. Mr. Johnson has resisted when his reading of the real world and the law differed from readings in the chairman's office. The conflicts, however, must have made his job increasingly uncomfortable.

Attention turns now to the selection of a successor. As reported elsewhere in this issue, Mr. Ferris may encounter trouble with some colleagues if he proposes someone who is perceived to be his private property or a reshaper of the world. It's too bad for broadcasters and the public that the vacancy was created in the first place.

Advice on consent

The FCC last week proposed the removal of the remnants of its cable television rules that were adopted to give broadcasters at least some of the protection that they were otherwise denied in the legal vacuum in which cable developed. If the new procedures lead to the ends they propose, as the 6-to-1 votes suggest they will, cable operators will be freed of most restrictions on their use of broadcast signals.

The prospect of that deregulation adds importance to the revival of another regulatory proposal, retransmission consent, that was considered back in 1968 but discarded in favor of the rules that are now proposed for elimination. The commission's somewhat grudging inclusion of an inquiry into that possibility in its cable package of last week indicates little chance of eventual adoption. Perhaps there is a brighter future for retransmission consent on Capitol Hill. The principle is embodied in the House Communications Subcommittee's rewrite of the Communications Act.

In the rewrite, cable operators would be prohibited from retransmitting any broadcast programming without the consent of the broadcaster or the owner of the program. The retransmission consent put before the FCC by Henry Geller, head of the National Telecommunications and Information Administration, would apply only to the broadcaster. Lionel Van Deerlin, author of the rewrite, argues for the broader form on the ground that it doesn't give the broadcaster the last word on cable clearance.

The principle of retransmission consent struck us as promising

when the same Mr. Geller, then FCC general counsel, first advanced it. Indeed its adoption then would have eliminated the need for the rules that are now marked for erasure and would have created a true market in which cable and broadcasting could trade in program rights. Not only that, the inclusion of the compulsory license for cable's use of broadcast signals in the copyright law that was later adopted would have been unnecessary, instead of merely pointless as it is.

Both cable and broadcasting united against retransmission consent in its earlier consideration, cable because it conferred on broadcasters a property right in programming that cables were taking for nothing, broadcasters because it provided less protection than they thought they could get from other FCC rules. By now, at least some broadcasters must be wondering whether they correctly read the future.

Cable interests still hate the prospects of retransmission consent. So does Ted Turner, proprietor of WTCG(TV) Atlanta, the superstation. His plan to extend his signal to cable homes nationwide would, he said last week, be wiped out if the consent measure were adopted.

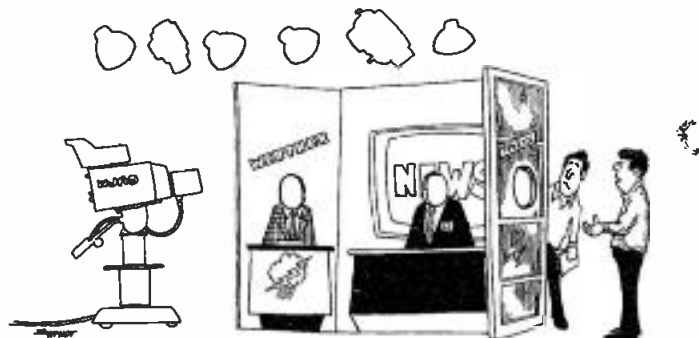
What Mr. Turner is really saying is that his plan will work only if he pays local-station prices for programs that cable systems put in national distribution to compete with stations everywhere for audience. That's as good an argument as any that we've heard for adoption of retransmission consent.

Just the facts

The Myth of the Year, at least thus far, has it that people are losing interest in television. It has been fostered by, among others, the chairman of the FCC, who told the National Association of Television Program Executives that "it is clear to me that America's honeymoon with the one-eyed beauty is coming to an end" [BROADCASTING, March 19].

If there is any hard evidence to support such claims, it has escaped our attention. In truth, the evidence points the other way. Latest at hand are figures from the A.C. Nielsen Co., compiled for the Television Bureau of Advertising, showing that in the first quarter of 1979, home TV usage reached a record level of seven hours four minutes per home day (BROADCASTING, April 23). This was no fluke. The averages for January, for February and for March were the highest for those months on record.

More querulous critics may argue that these figures tell how long the sets are on, and do not guarantee viewership. We accept that caveat, but we also note that with electric bills rising monthly, sets aren't likely to be turned on for no purpose.



Drawn for BROADCASTING by Jack Schmidt

"Remember now. First you do the news, then come over here and do the sports, then over there for the weather."



"...and we would like to thank..."

the National Association of Television Program Executives for honoring us with their coveted Iris award for the best locally produced children's program in the country.*

We couldn't have produced such a show without the continuous help of Dr. Richard Hunter and Sam Banks of the Richmond Public School System. And, of course, "Jack"...Jack Glover and Todd Pankoff, Rae Maupin, Terry Snyder, Bill Roper, Bill Meade, Dan Mulcahy, Joe Hickey, Harry Barlow and Bob McRaney. These people have worked hard to put together "Jack and the Juke Box" every week...and we thank each and everyone of them.

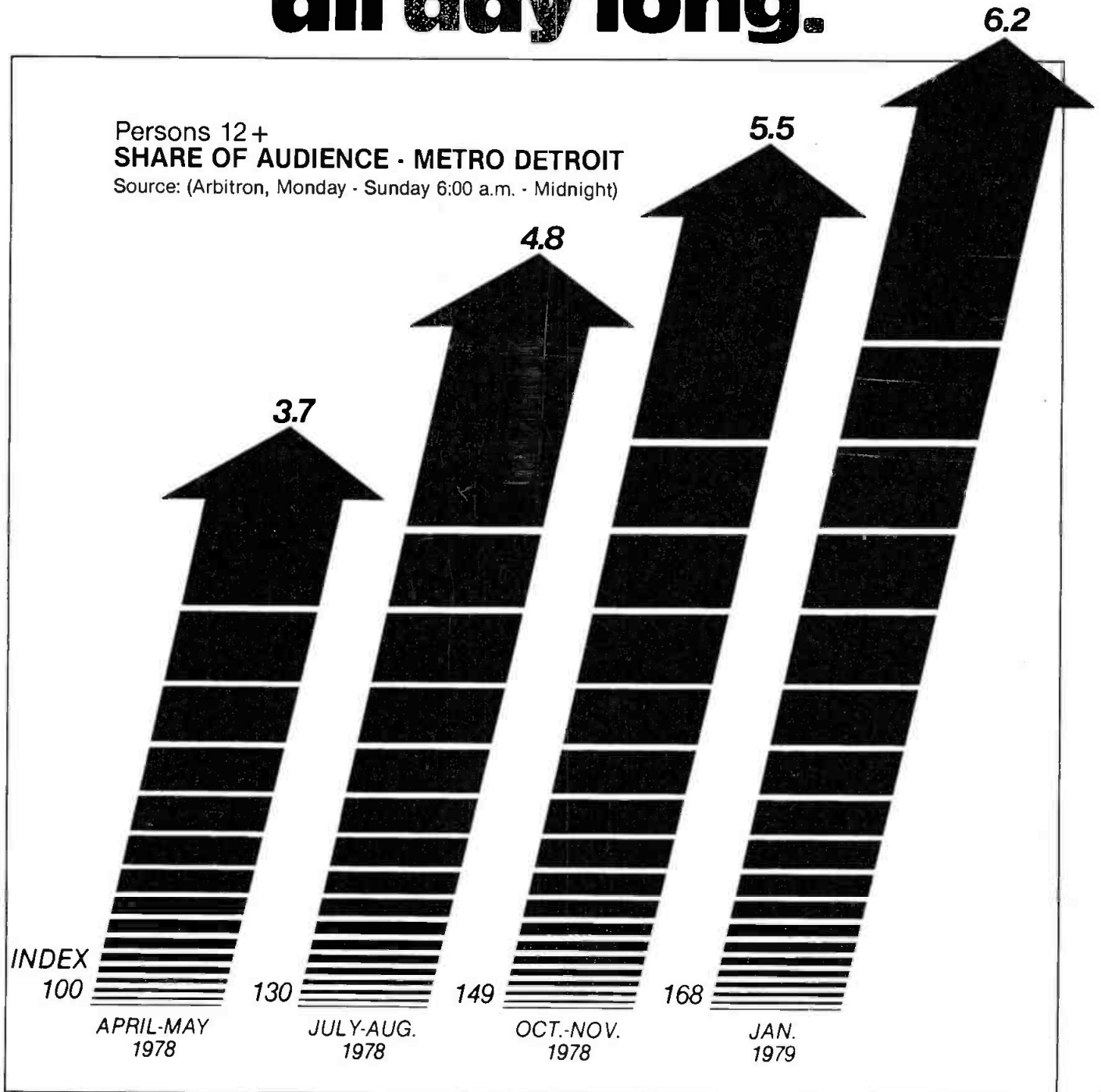
For the advertiser, "Jack and the Juke Box" is a quality vehicle.

For the viewer, it's a quality show. That's television at WWBT."

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