

Sept. 3, 1979

**Job jumping in the world of journalism
Getting back to work in Washington**

Broadcasting Sep 3

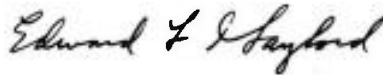
The newsweekly of broadcasting and allied arts

Our 48th Year 1979

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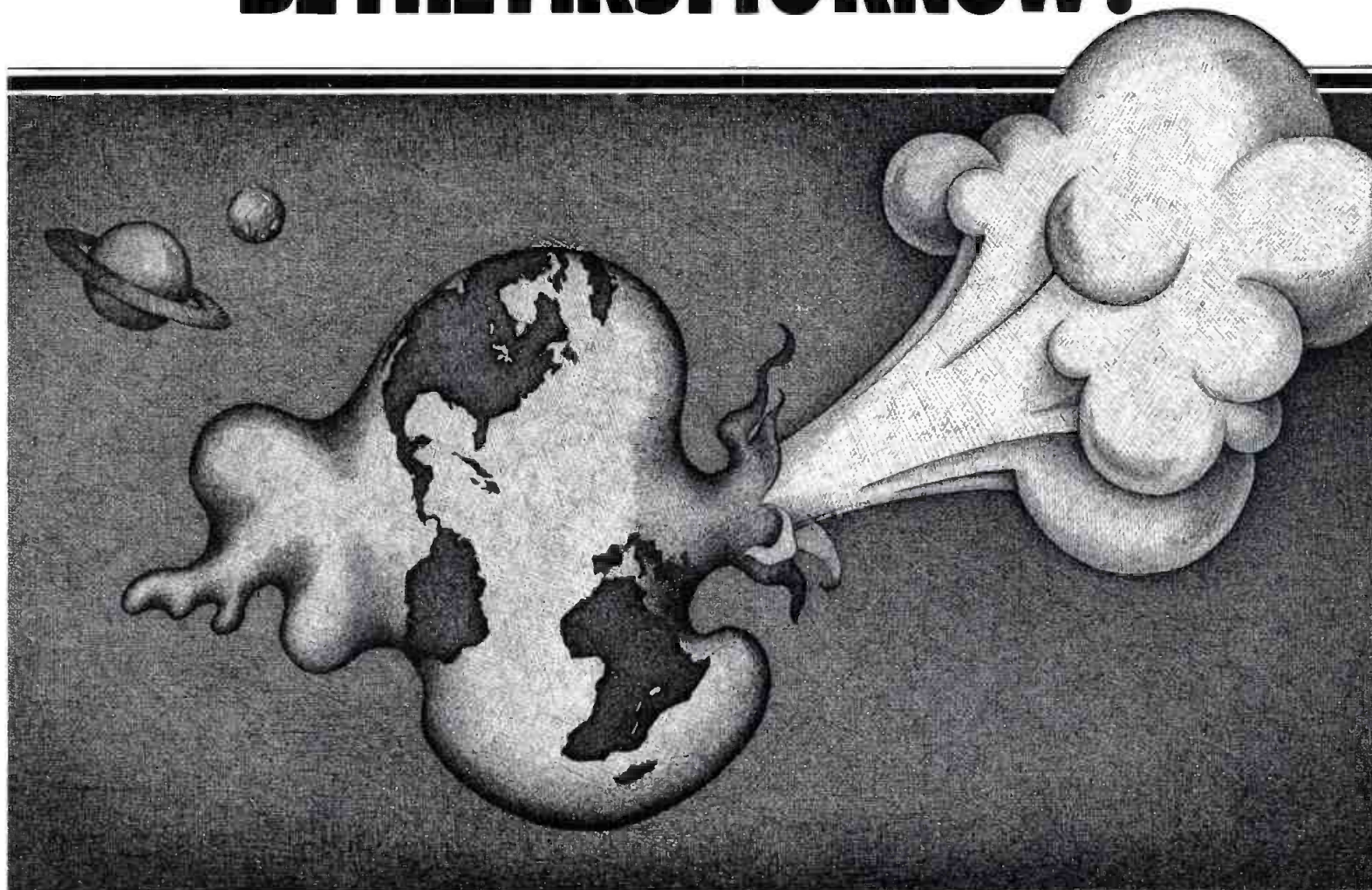
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WILL DENVER GO DRY?

DENVER, Colo. —With all the snow and rivers in Colorado, many residents did not fully recognize the state's developing water problem.

While the population and economy have grown, the water supply has not. And much of the limited water supply flows out of state untouched because of water rights laws protecting states downstream.

Mardee McKinlay of KBTv in Denver went to work to develop greater public awareness of the situation.

KBTv is a former Combined Communications television station

that is now part of the Gannett Broadcast Group.

McKinlay produced several in-depth documentaries explaining the complexity of the problem. In one, "We Had Best Care," a leading geographer told of the long-term effects on the land. McKinlay also interviewed cattlemen and farmers to explain the impact on people.

A follow-up documentary, "Western Slope Pressure Cooker," reported how coal and oil shale development could put additional demands on the water supply.

These documentaries, along with supporting news reports and editorials by Station KBTv, alerted the people of Colorado. Water conservation efforts were improved and a lively debate over water and land management continues.

At Gannett, we support and encourage such efforts as those

of Mardee McKinlay and Station KBTv. They symbolize what we're most proud of: professional excellence in news coverage and a total commitment to strong, independent service to the community.

At Gannett, we have a commitment to freedom in every business we're in, whether it's newspaper, television, radio, outdoor advertising or public opinion research.

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The Week in Brief

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SMALL TO NBC □ The CBS newsman turned Washington lobbyist goes back to journalism and his old boss Salant as he accepts a Silverman-Pfeiffer offer to head network news department. It's but the latest example of the free-agent world of news executives who move among the hotly competitive networks with ease and escalating salaries. **PAGE 29.**

BACK TO WORK □ The August slowdown is over and Washington goes back to business. The FCC has a series of special meetings in the next two months that will deal with items ranging from radio deregulation to UHF improvement, and Congress will again tackle the revision of the Communications Act. **PAGE 31.**

FAMILY FEUD □ An internecine squabble breaks out in the citizen-group movement as NCCB and NBMC take different tacks in dealing with the GE-Cox and Combined-Gannett mergers. **PAGE 31.**

NEWSROOM NOMADS □ What's one thing most news directors, like network news executives, have in common? They don't sit still. The nature of the business takes them, with a few exceptions, from one market to another. **PAGE 35.** A day in the life of one news director is tracked on **PAGE 38.**

READY FOR RTNDA □ The association's annual convention gets under way this week with an expected gathering of 750. The day-by-day agenda begins on **PAGE 40** and a list of the 57 exhibitors starts on **PAGE 42.**

STILL THE ONE □ A combination of new shows, news shows and new time slots for old shows leads ABC to another weekly ratings win with a 16.1/30.5. **PAGE 52.**

BELABORING TV □ Upset over what it sees as an unfair portrayal of blue collar workers, the International Association of Machinists and Aerospace Workers

contracts with a consulting firm to set up a television monitoring project. **PAGE 54.**

SATELLITE'S LATEST □ Two NCTA staffers—Bob Johnson and Vivian Goodier—announce the formation of Black Entertainment Television, a satellite-delivered programing service for cable TV systems they hope will begin operation in January. **PAGE 60.**

WARC WORRIES □ As the international conference draws near, some in the U.S. delegation are concerned that political differences between the West and Third World nations may undermine U.S. goals in areas including satellite frequencies and orbits. **PAGE 61.**

CABLE, SOUTHERN STYLE □ The emphasis will be on programing sources as the Southern Cable TV Association meets this weekend in Atlanta for its annual convention. **PAGE 66.**

CONSISTENCY PLEASE □ RKO General, in filings with the FCC in the group's fight to keep its 16 radio and television stations, lists other corporate licensees that have sinned, but not been punished by the commission. **PAGE 68.**

LOOKING AHEAD □ Speculation on what trends the 1980's will bring in financial and regulatory areas will highlight the 19th annual Broadcast Financial Management Association in New York. **PAGE 71.**

SATISFIED WITH HIS STATION □ Curt Beckmann, news director of WCCO(AM) Minneapolis, and the president-elect of RTNDA, is one exception to the rule that news directors jump from job to job: He's been at WCCO since 1965. One of his ideas for his upcoming term will be an emphasis on continuing education for journalists, and that's reflected in the management training sessions included in the convention agenda for the first time this year. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.50 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$40, two years \$75, three years \$105. Canadian and other international subscriptions add \$12 per year. U.S. and possessions add \$140 yearly for special delivery, \$90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* \$42.50, *Cable Sourcebook* \$20, *Across the Dial-Around the Channels* \$3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$35).

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Tuning in together.



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

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Insider report: behind the scene, before the fact

Sunday punch

ABC-TV is betting on more than winning Sunday 8-8:30 with its much publicized move of powerhouse *Mork and Mindy* opposite CBS-TV's revamped *Archie Bunker's Place*. In long term, ABC is looking to establish comedy beachhead on Sunday, long in back pocket of CBS.

According to ABC Entertainment President Anthony D. (Tony)

Thomopoulos, number-one network is using *Mork* as linchpin of new two-hour comedy block otherwise built of all new situation comedies. Comedy genre has been backbone of ABC's dominance elsewhere in week, and bid for Sunday looks like aggressive attempt to establish prime-time lead there. Early evening (7-8) opposite CBS's *60 Minutes* and NBC-TV's *Disney's Wonderful World* is especially critical. "What we are doing is something we have not done before," Thomopoulos said, "and that is to try comedy at 7 to 8 and build a complete comedy block on Sunday."

Comments were made in preparation for first of three-part series of interviews with presidents of network entertainment divisions that BROADCASTING will be running over next three issues. Thomopoulos will appear in issue of Sept. 10, Bob Daly of CBS on Sept. 17 and Mike Weinblatt of NBC on Sept. 24.

Greener field

Some of his associates say they were puzzled by Bill Small's acceptance of offer to switch from CBS to presidency of NBC News (story page 29). He was considered front-runner for CBS News presidency when President Bill Leonard reaches mandatory retirement less than two years from now (April 1981), and friends were surprised he didn't hold still for takeover then of organization that for years has been regarded as number one in news. Others felt he saw NBC News presidency as bird in hand and opted not to take chance by waiting.

Colleagues tend to agree it was more than money that persuaded him to move, but by unofficial accounts, money is pretty good too. One knowledgeable source said it was "over \$200,000" per year—and another said "over" meant it's closer to \$300,000. Contract is believed to be for three years.

Still at it

National Telecommunications and Information Administration's Henry Geller, far from discouraged by icy reception his retransmission consent idea got at FCC, will come on even stronger in

comments on issue to be filed on Sept. 17. NTIA will not only make argument that—contrary to views of commission lawyers—commission has authority to require cable systems to obtain consent from broadcasters or copyright owners before retransmitting their programs, it will also contend that commission has that responsibility.

NTIA will assert that if commission requires translators and broadcasters to obtain retransmission consent from stations originating programs they want to air—as it does—its failure to exercise that authority over cable, at least without explaining why, is arbitrary.

Political fallout

With President Carter increasingly confronted by factional tensions and need to do something to reverse sinking popularity, some observers see FCC as prospect for minority trade-offs.

Among possibilities: Suppose Chairman Charles D. Ferris goes to federal bench. Would politics dictate promotion of Tyrone Brown as first black to be FCC chairman? Or would administration bring in Jewish attorney to mend fences with another potent minority? In same vein, would lower-echelon White House aides prevail in naming of Latino to replace James H. Quello, Democrat, whose term ends next June 30? That wouldn't square with Italo-American support that Quello could invoke if he chose to go for reappointment.

Worldwide ENG

Television networks are reviving effort to get upcoming World Administrative Radio Conference to consider setting aside frequencies for international use in electronic journalism. Idea is to make it possible for television crew to cover event anywhere in world with ENG, send pictures back to transportable earth station and from there to satellite for relay to home base, without having to coordinate with domestic users of frequencies. Proposal was rejected by FCC when networks originally offered it; agency's staff says frequencies aren't allocated in way to accommodate networks' request and that few nations will permit use of frequencies within their borders without coordination.

Now ABC and CBS have asked Glen O. Robinson, who heads U.S. delegation to WARC, for help. He expresses sympathy but sees no basis to overturn FCC's decision. Picture is not entirely bleak for broadcasters. Formal U.S. WARC proposals would permit use of transportable earth stations on frequencies

allocated to fixed satellite service and would provide speedy coordination procedures.

Frequency shifts

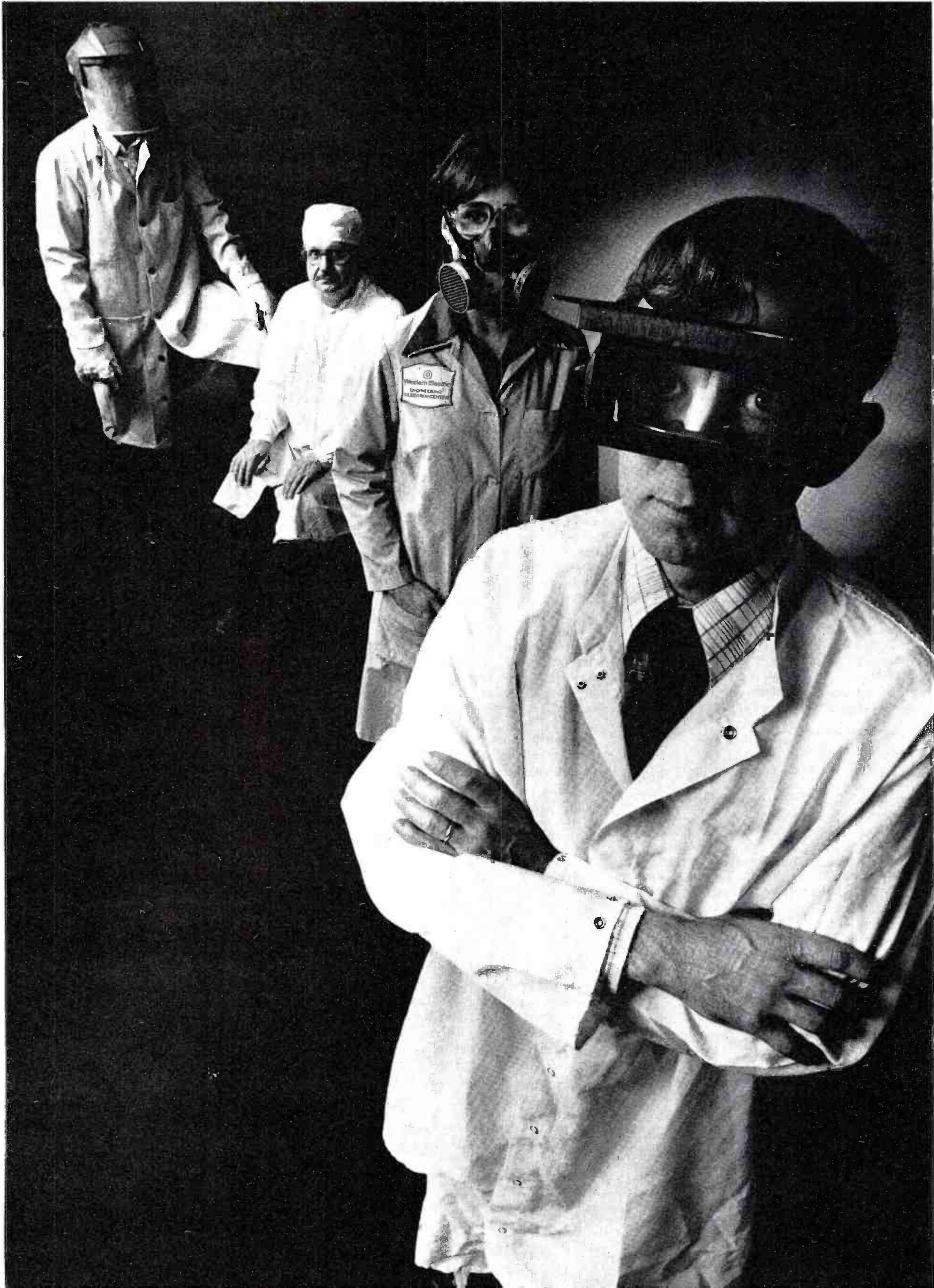
Real-world tests of effects of moving AM stations 4 khz up or down from present frequencies in possible compression of AM channel separations from 10 khz to 9 are about to begin. WELO(AM) Tupelo, Miss., on 580 khz, and KLAQ(AM) Lakewood (Denver), Colo., on 1600 khz, will be test stations, chosen for positions at opposite ends of AM spectrum and for wide spacing of towers in their directional antennas.

Tests are under supervision of National Telecommunications and Information Administration. FCC permission will be required, but NTIA Boulder, Colo., lab that is in charge, foresees no problem. Test of 4 khz adjustment has already been made at WLBH(AM) Mattoon, Ill., by owner Ray Livesay, ardent advocate of 9 khz proposal as means to get full-time operation for daytimers like his. He says it took 90 minutes to move his 1170 khz station to 1174 and hour to move it down to 1166. No big expense involved.

Continental

Among regional broadcasting groups to be represented as observers at World Administrative Radio Conference beginning this month is one called North American National Broadcasters Association. It consists of networks in U.S. (ABC, CBS, NBC, and Corporation for Public Broadcasting, representing Public Broadcasting Service and National Public Radio) and Canada (CBC and CTV Television Network Ltd.), and came into being in February 1978. But it has been going about its business so quietly it has attracted virtually no attention. Its business is to provide means for U.S. and Canadian networks to deal with international problems affecting broadcasting (broadcasting unions but not individual networks are accorded official status at meetings of international bodies like International Telecommunication Union and UNESCO) and to deal with other regional broadcaster unions, such as the European Broadcasting Union, on matters of mutual interest.

Chairman of NANBA is Pierre Des Roches, executive vice president of CBC, and vice chairman is Don Meany, vice president of NBC News, Washington. Director is Spencer Moore, director of international relations of CBC. New NANBA may add another member. Mexico's Televisa has been invited to join.



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200 times thinner than the thinnest human hair.

These are just a few examples of what the Engineering Research Center does throughout *all* of Western Electric's manufacturing operations — developing new ideas in technology to improve telephone products and produce them at lower cost.

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Business Briefly

TV ONLY

Golden Grain □ Four-week campaign starts Oct. 22 for Noodle-Roni in 31 markets. Agency: Vantage Advertising, San Leandro, Calif. Target: total women; women, 18-49.

Singapore Airlines □ Four-week campaign starts Sept. 3 for air travel in Los Angeles and San Francisco with concentration on news programming. Agency: Cunningham & Walsh, Los Angeles. Target: men, 25-54.

Norton Simon □ Four-week campaign starts Sept. 10 for McCall's patterns in 25 markets with spots in fringe times. Agency: SFM, New York. Target: women, 18-49.

Princess Cruises □ Three-week campaign starts Oct. 1 in San Diego, San Francisco and Los Angeles with spots running in early and late fringe times. Agency: Grey Advertising, Los Angeles. Target: adults, 35 plus.

National Oats □ Three-week campaign will begin Oct. 1 in about 25 markets.

Agency: Stern Walters/Earle Ludgin, Chicago. Target: women, 18-34.

Diane von Furstenberg □ Three-week campaign begins Oct. 8 for Tatiana fragrance collection in Los Angeles, New York, Miami and Chicago in day and early fringe times. Agency: Advertising Media, New York. Target: women, 18-34.

Stouffers □ Four-week campaign for frozen entrees starts Oct. 15 in 35 markets including Boston, Chicago, Philadelphia, Detroit, San Francisco and New York. Agency: Creamer Inc., Pittsburgh. Target: women, 25-54.

Craig Computers □ Four-week campaign begins Oct. 15 for computers in eight markets including New York, Chicago and Los Angeles. Spots will be placed in news programming. Agency: Dreyfus Agency, Los Angeles. Target: men, 25-54.

Pressman Toys □ Four-week campaign starts in late October for Stackonomos

Rep Report

WUTV(TV) Buffalo, N.Y.: To Katz American Television from WGN Continental Sales.

□

WABX(FM) Detroit: To McGavren Guild Radio from Selcom.

□

WYCB(AM) Washington: To R.A. Lazar & Co. (no previous rep).

□

KPAM-AM-FM Portland, Ore.: To The Christal Co. from RKO Radio Sales.

□

WCCR(AM) Urbana, Ill.: To The Robert's Associates from Walton Broadcasting.

□

WPAT-AM-FM Paterson, N.J.: To Eastman Radio from Katz Radio.

game on all three networks plus 67 markets. Agency: Mutual Media, Englewood Cliffs, N.J. Target: children, 6-11.

J.C. Penny □ Two-week campaign starts Sept. 2 for catalogue merchandise in about 18 markets with spots running in all dayparts. Agency: Vitt Media, New York. Target: women, 18-49.

Nutra Nail □ Two-week campaign starts Oct. 15 for fingernail product in 35 markets concentrating on Midwest. Agency: Sheldon Communications, New York. Target: working women.

Swingline □ Two-week campaign starts Sept. 24 for staplers in 12 markets. Spots will run during prime access. Agency: W.B. Doner, Baltimore. Target: men, 25-54.

John D. Brush & Co. □ Two-week campaign begins Oct. 8 for Sentry fire-protected safes in Seattle, Minneapolis, Los Angeles, Portland, Ore., St. Paul, Boston, Atlanta and Rochester, N.Y. Ads are scheduled to tie in with Fire Prevention week Oct. 8-14. Agency: Daniel S. Roher, New York. Target: adults, 25 and over.

Ludens □ Two-week campaign begins Oct. 1 for 5th Avenue candy bar in 26

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

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

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

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

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"Gunsmoke"



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

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Opryland Productions is one of the largest video production houses east of the Mississippi. The company's facilities have been used for shows as varied as "Nashville on the Road," "Big Ten Basketball," and "Dance in America."

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"Sony one-inch equipment has expanded our capabilities considerably," says Hall. "With a BVH-500, we were able for the first time to get broadcast quality tape on a roller coaster for an upcoming special.

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markets including Philadelphia, Baltimore, Cincinnati and Syracuse, N.Y. Agency: Geers Gross, New York. Target: teens.

Long Drug Stores □ One-week campaign will begin Sept. 10 for drug store chain in California, Alaska, Hawaii and Arizona. Agency: The Dakis Concern, Orinda, Calif. Target: adults, 18-54.

Meyers, Muldoon & Ketchum, San Francisco. Target: adults 18-49.

Best Products □ Ten-week campaign will begin Oct. 15 for catalogue store franchise in 34 markets. Agency: Webb & Athey, Richmond, Va. Target: adults, 18-54; adults, 25-49.

Dean Witter Reynolds □ Six-week campaign starts Sept. 10 for stockbroker in New York, Philadelphia, Los Angeles and San Francisco with spots mainly in drive times. Agency: BBDO, New York. Target: adults, 35-64.

RADIO ONLY

Arkwright Insurance □ Seven-week campaign will begin Sept. 17 in New York, Boston, Chicago, Atlanta and San Francisco. Agency: Quinn & Johnson, Boston. Target: men, 35 and over.

Gallo Salame □ Six-week campaign starts in October for salami in Los Angeles and San Francisco. Agency:

RADIO AND TV

Elanco □ Four-week campaign begins in early October for Treflan cotton herbicide in 14 TV markets and about 40 radio markets. Spots are placed during farm programming. Agency: CMS & Z, Cedar Rapids, Iowa. Target: farmers.

BAR reports television network sales as of Aug. 12

ABC \$940,371,700 (36.1%) □ CBS \$860,895,400 (33.1%) □ NBC \$803,528,900 (30.8%)

Day parts	Total minutes week ended Aug. 12	Total dollars week ended Aug. 12	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.	178	\$ 1,039,600	5,116	\$ 38,102,300	\$ 33,144,500	+15.0
Monday-Friday 10 a.m.-6 p.m.	1,019	16,280,400	32,229	558,404,000	516,333,100	+8.1
Saturday-Sunday Sign-on-6 p.m.	316	7,702,500	10,508	283,060,100	242,582,900	+16.7
Monday-Saturday 6 p.m.-7:30 p.m.	104	3,706,400	3,149	147,947,400	131,439,500	+12.6
Sunday 6 p.m.-7:30 p.m.	23	807,700	773	44,127,700	37,345,600	+18.2
Monday-Sunday 7:30 p.m.-11 p.m.	420	33,780,100	13,192	1,344,734,700	1,200,062,100	+12.1
Monday-Sunday 11 p.m.-Sign-off	234	5,998,000	7,518	188,419,800	152,334,400	+23.7
Total	2,294	\$69,314,700	72,485	\$2,604,796,000	\$2,313,242,100	+12.6

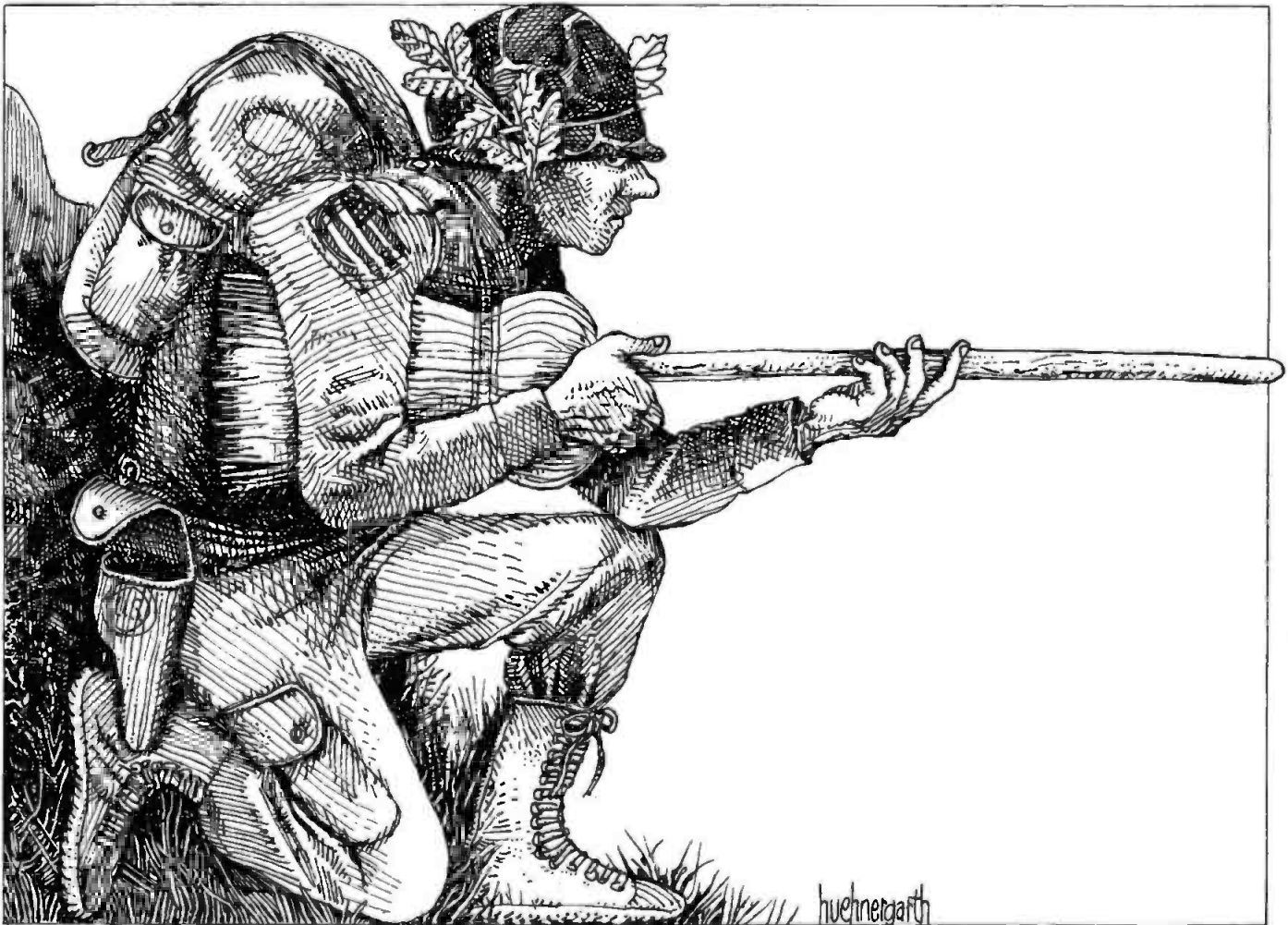
... as of Aug. 19

ABC \$965,344,600 (36.1%) □ CBS \$884,572,600 (33.1%) □ NBC \$823,471,300 (30.8%)

Day parts	Total minutes week ended Aug. 19	Total dollars week ended Aug. 19	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.	180	\$ 1,057,400	5,296	\$ 39,159,700	\$ 34,080,800	+14.9
Monday-Friday 10 a.m.-6 p.m.	1,039	16,764,800	33,269	575,168,800	531,416,800	+8.2
Saturday-Sunday Sign-on-6 p.m.	321	7,064,200	10,829	290,124,300	247,942,300	+17.0
Monday-Saturday 6 p.m.-7:30 p.m.	97	3,493,900	3,246	151,441,300	134,632,000	+12.5
Sunday 6 p.m.-7:30 p.m.	25	922,200	798	45,049,900	38,292,800	+17.6
Monday-Sunday 7:30 p.m.-11 p.m.	418	33,430,900	13,611	1,378,165,600	1,230,215,500	+12.0
Monday-Sunday 11 p.m.-Sign-off	234	5,859,100	7,752	194,278,900	157,284,700	+23.5
Total	2,314	\$68,592,500	74,801	\$2,673,388,500	\$2,373,864,900	+12.6

Source: Broadcast Advertisers Reports

Can you imagine a strong national defense without an adequate supply of steel?



Just how much should America count on overseas sources for steel? What happens if those sources are suddenly cut off—or if they suddenly decide they need their steel at home?

Last year steel imports reached an all-time record of 21.1 million tons. And unless we soon start expanding our domestic steelmaking capacity, that figure could reach 25 to 30 million tons a year by 1985. And America could find itself as dependent on foreign steel as it is on foreign oil.

What's needed to insure an adequate supply of domestic steel for America's national economy and national defense? Governmental policies that will allow the American steel industry to generate the additional funds needed to modernize and expand.

Bethlehem 

Bethlehem Steel Corporation, Bethlehem, PA 18016

Monday Memo®

A broadcast advertising commentary from Louis G. Hagopian, chairman, N W Ayer ABH International, New York

Divining the diversity of the radio audience

The tremendous diversity of programing available at any moment on the radio dial is, I believe, a tremendous asset in an age that is dominated by a growing, increasingly affluent, increasingly well educated middle class. This middle class is using its affluence and its education, to develop its individuality, and a key area in which that individuality is demonstrated is in media habits. And radio offers the maximum opportunity to be a little different.

Psychologists, sociologists and the other people watchers have made us conscious of a number of strong psychological trends among American people today. At least two of them seem to have particular relevance—indeed, seem almost to be mirrored—in the way in which radio is developing today. I've mentioned the trend toward more individuality and how radio's great diversity fits it. And closely related, but subtly different, is the trend toward a greater need for personal identity. Not only are people insisting on their right to be different, they also insist on being recognized as individuals and they want their right to make a personal impact on the world around them.

And what medium fits this need any better than "listener radio" or "telephone talk radio?" In the East, *immediately*, you can tell hosts Bob Grant or Irv Homer—and their audience—just what *you* think about the the burning questions of the day. You *personally* can get Bernard Meltzer to solve your unique financial problem, get Win Moore's advice on how to fix your one-of-a-kind 1939 Alfa Romeo, find out from Russ Miller whether the house you're about to buy is a really good value or have Ralph Snodsmith prescribe special medication for the unheard-of blight that's infecting your pet begonia. Or, on the interview/phone-in shows, you can direct your personal questions not just to the host or hostess but to a range of celebrities, from Ayn Rand to Dr. Herman Tarnower and his Scarsdale diet. How better than this can your identity be expressed?

And that is not all. Another notable trend today is in the growing demand for privacy. This is a reaction against a crowded and nosy world. People don't want their financial affairs, their medical histories, their personal data, even their addresses traded among strangers. And with listener radio you can make your personal opinions heard or secure the personal advice you need, all without revealing your name to anyone other than the station producer—if that. How much more tenderly can your privacy be treated?



Louis Hagopian began his career in the automobile business. He served for 12 years with General Motors and Chrysler in sales promotion and advertising posts, rising to become director of advertising and sales promotion for Chrysler's Plymouth Division. In 1960, he joined Ayer's Detroit office as account supervisor on the Plymouth account. He was elected a vice president of the agency in 1962 and managed the Detroit office for three years before moving to New York. In 1967, he was elected executive vice president and general manager of the firm's New York office; in 1973 he was elected vice chairman and in 1976 chairman and chief executive officer.

A psychological trait that relates to the desire for privacy is shyness. I have a pet theory about this and radio. We know from our experience in the travel business that a lot of people like to take cruises because they are shy. Cruises offer them the opportunity for travel without having to hassle with a different language, money changers, hotel clerks and waiters in strange restaurants. Socially timid people also like to express themselves on call-in radio talk shows, where they can be anonymous. Would it make sense, then, for people in the cruise business to buy time on such talk shows?

To take advantage of these and other psychographic trends, we could use more research on which to base not only our media selection but the creative way we approach segments of a specific radio audience.

I know that there is a great deal of research about radio networks and stations. I also know, and certainly understand, the cynicism of radio people on the question of whether or not we read and use all the research we ask of them. And, of course,

I recognize the impossibility of our absorbing or spending a great deal of time on the detailed profiles of all 7,500 commercial radio stations.

The research we now get from radio is good. And one of the reasons agencies and advertisers have rediscovered radio is a tribute to the work that the radio industry has been performing. For example, the Radio Advertising Bureau's generic promotion of radio to the advertising community is especially important to the medium, because long before any station is added to a media schedule, the concept of using radio for a campaign has to be sold. We in the agencies are or should be the best salesmen for radio.

We are helped by the numbers research that radio provides. And, by and large, we have continued to buy radio by the numbers, the demographics that we obtain or the media provide. Perhaps my main point is that buying radio by the numbers is not enough. For the numbers alone do not do justice to radio's audiences. They may even become self-defeating for the medium, which I've referred to as so suitably matching the many moods of America, the life-style medium.

If radio stations will give us profiles of listeners in terms of their thoughts, purposes and desires—and I know this is neither easy nor impossible, and it will take some time—then you will see even more use of the medium and even more creative advertising on radio.

Radio commercials reach out and touch someone. They call up images that are different in the minds of every listener. I may like the message or I may hate it. But either way, I am involved, personally involved, in the creative process of shaping the message.

Yes, sound is a medium that can demonstrate. It shows pictures of a product or a situation that the individual listener creates, personally, and matches to his or her life style, image and preconceptions. It has the vividness of a dream, but it can last and it can be called back every time a commercial is played.

It is with a lot of nostalgia that we regard and revere the not-so-long-ago golden age of radio. It is with admiration that we look at the success of the medium today. We respect the pervasive power of radio and, especially in this era of lifestyle marketing, its ability to deliver just the target audiences our clients need to reach.

We would like to know more about the way radio audiences think and feel, and this will help us use radio more often and more effectively to reach people one on one—as it was in the beginning—through this personal and highly creative medium of communication.

One of the best

“Here in Washington, on-the-scene reporting is what we take for granted. . .

“Being where the news is happening means thinking ahead and staying mobile. We can say ‘We were there’ and our listeners know the difference.”

*Merrilee Cox**

UPI Audio Washington — One of the best

*Shown interviewing Congressman Parren J. Mitchell (D-Md.)



Where Things Stand

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

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□
AM allocations. FCC has initiated rulemaking that could result in addition of 125 or even more AM stations in clear and adjacent channels. Comments were filed second week in July; they mostly supported maintaining clear channels (BROADCASTING, July 16). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytimers. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels, and FCC has adopted notice of inquiry on subject (BROADCASTING, June 25). Joint board of National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but without diminishing operation of existing full-time stations. Board of National Radio Broadcasters Association has called for industry-government committee to study 9 khz proposal. Comments on AM channel spacing are due Oct. 1.

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

□
Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Dec. 18, 1978).

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

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

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

□
Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from .1144 to 12 microseconds) for horizontal to give industry time to correct problem. Last June 7, FCC adopted notice of inquiry concerning television waveform standards. In view of changes in the industry since rules were adopted in 1941 and 1953, FCC intends to examine whether competitive marketplace forces would serve the public interest or if there is need for continued FCC regulation. Comments are due Dec. 19, 1979, and replies on Feb. 19, 1980. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August and is working to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

□
Broadcasting in Congress. House of Representatives has been on live television feed since March (BROADCASTING, March 26), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country. Network news departments, having lost their battle to control feed, grudgingly say they will use pieces of it, but only during big events and with "super" that identifies material as being House-produced. In Senate, resolu-

tions have been introduced to suspend ban on TV coverage during debate on Strategic Arms Limitation Treaty, expected in fall, but they have received no action yet.

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

□
Carter use of broadcasting. President has held 51 televised press conferences since assuming office. But he has abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences, radio call-in shows and possibly other formats in which he hopes to turn around his political fortunes (BROADCASTING, Aug. 27).

□
Children's advertising. Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington in March. Next phase, if commission adopts recommendation of hearing judge Morton Needelman, is disputed-issues hearings. Schedule is tentative, pending achievement of commission quorum. FCC, meanwhile, has received reply comments in its inquiry into children's programming and advertising (BROADCASTING, Jan. 22). And Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that his unit will be looking into matter, although there has been no movement.

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

Communications Act. Representative Lionel Van Deerlin has given up hopes of getting Communications Act rewrite, H.R. 3333, through Congress, and is instead pushing for passage of amendments to 1934 act (BROADCASTING, July 16, 23). New bill would replace Title II of Act, concentrating on common carrier and cable provisions. Dates for mark-up haven't been established. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.). Staffs are expected to meet to resolve issues and work out legislative language, although no date has been set.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Nine of 16 have either separated or been freed from divestiture order because of changed circumstances. Of seven remaining, six have waiver requests before FCC and one is asking commission to delay judgment on divestiture.

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

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission has tentatively voted to amend Form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission abandoned salary-ranking idea, at least for present (BROADCASTING, Jan. 1). Final order, denying in part and granting in part petitions for reconsideration, was adopted in May (BROADCASTING, May 28). Commission has issued further notice of rulemaking to obtain comments on various options (BROADCASTING, Jan. 1). Final order was adopted in May (BROADCASTING, May 28).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its

television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Arguments on appeals were held in June (BROADCASTING, June 18) at U.S. Court of Appeals for Ninth Circuit. In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has adopted report and order providing for refund of fees in excess of \$155 for radio and TV stations. Refund program began in June (BROADCASTING, June 25).

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic techniques. Comments were filed over year ago (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early this year, and final comments have now been received (BROADCASTING, Jan. 15). Reply comments are due Aug. 10.

Format changes. FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions. U.S. Court of Appeals for District of Columbia reversed commission after most recent appeal was taken by citizen group (BROADCASTING, July 9), but commission has decided to continue fight; it will ask Supreme Court to review case (BROADCASTING, Aug. 27).

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court's WESH decision in October, although that decision was later amended (BROADCASTING, Jan. 22). Issue is treated in Communications Act revisions bills introduced in Senate (BROADCASTING, April 2), and it appears any action on renewal issues will take place within context of those bills. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year; both are reruns from last Congress.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In pri-

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Already sold in 40* markets.



vate sphere, National Association of Broadcasters has raised about \$9 million from networks and other broadcast organizations, its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations.

□

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

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

□

Network standings. Prime-time TV ratings averages, Sept. 18, 1978-Aug. 26: ABC 19.0, CBS 17.4, NBC 15.6.

□

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees. New deadline for comments is Oct. 15. Replies are due Nov. 30.

□

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

maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters. On June 12, the Georgia Institute of Technology presented a report to the commission recommending that the FCC stop regulating the day-to-day "how-to" technical aspects of broadcast station operations, and instead place more regulatory emphasis on the actual characteristics of the signal stations broadcast. The report was entitled "Broadcast Regulation Trade-Off Study" and was prepared under FCC contract.

□

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reaches 4.5 million subscribers (BROADCASTING, May 28). There are four over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., WBSCTV Corona, Calif., WQTV(TV) Boston and KWHY-TV Los Angeles.

□

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20). Danielson bill is before Representative Robert

What you don't know about your film library may be killing you.



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It also provides amortization, payable and forecasting information. And you can use our "FILMS" management package independently or with our BCS 1100 traffic/accounting system.

Other BCS management packages include "DEMOS", which provides immediate access to all rating book data and prepares avail submissions; "KARTS" for inventory and access control of carts and cassettes; and "NEWS", an inventory and retrieval system.

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KCS 9/1A

Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings.

□

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Membership of Public Broadcasting Service approved plan (BROADCASTING, July 2) to create multiple program services under auspices of one system president and reduce size of board of directors. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5).

□

Radio deregulation. Last October FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and General Counsel to revise existing scope of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter. Commission plans to discuss matter at meeting this Thursday (Sept. 6).

□

Retransmission consent. Henry Geller, head of National Telecommunications and Information Administration, has proposed this idea to FCC as means of introducing marketplace factor into distant-signal importation equation. Cable systems would have to obtain permission of either originating station or copyright owner for signals that are brought in.

□

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29). After *Stanford Daily* decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-III.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9). It underwent recent hearings in House (BROADCASTING, May 28). Supreme Court has refused to

review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23).

□

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to \$610,000 on project (BROADCASTING, Jan. 8). The task force report will be discussed at special commission meeting Sept. 11.

□

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

□

WARC. U.S. and 153 other member nations of International Telecommunications Union are in home stretch in developing national positions to present to World Administrative Radio Conference in 1979 in Geneva (BROADCASTING, Dec. 11, 1978). U.S. delegation of 64 members representing government, industry and public interest groups is meeting every other Wednesday at State Department. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, starts Sept. 24. U.S. concern about gaining additional frequencies for HF broadcasting and for winning agreement for proposal for increasing satellite allocations, as well speculation about "politicalization" of conference by Third World countries has dominated advance discussion of conference.

□

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

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■ indicates new or revised listing

This week

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

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

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

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

Also in September

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

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

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

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

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

Sept. 13—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria hotel, New York. Speaker: Representative Lionel Van Deerlin (D-Calif.).

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

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

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

■ **Sept. 13-14**—Mid-Atlantic council of the *American Association of Advertising Agencies* seminar on effects of government regulation on agency business. Four Seasons hotel, Washington. Speakers include Nina Cornell, FCC Office of Plans and Policy, and Henry Geller, head of National Telecommunications and Information Administration.

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

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

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

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

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

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

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

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

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

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

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

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

■ **Sept. 20**—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: NBC Chairman Jane Pfeiffer, Century Plaza hotel, Los Angeles.

■ **Sept. 20-21**—29th annual Broadcast Symposium sponsored by *IEEE Broadcast, Cable and Consumer Electronics Society*. Speakers include Julius Barnathan, VP, broadcast operations and engineering, ABC. Washington hotel, Washington.

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

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

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

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

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

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

Sept. 25-28—Annual meeting and election of new officers of *Public Radio in Mid-America*. Inns of Mackinac, Mackinac Island, Mich. Information: Ted Eldredge, KBIA(FM), 409 Jesse Hall, Columbia, Mo. 65211; (314) 862-3431.

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

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

Sept. 26-28—*Pennsylvania Cable Television Association* annual fall meeting. Greentree Marriott, Pittsburgh.

Sept. 26-28—Fall meeting of *Minnesota Broadcasters Association*. Holiday Inn, Fairmont. Guests include Senator Barry Goldwater (R-Ariz.) and Earl Nightingale.

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

Sept. 27—*National Association of Broadcasters*

license renewal workshop. Holiday Inn, Fairmont, Minn.

■ **Sept. 27**—Northeast area conference, *American Women in Radio and Television*. Speaker: NBC News Correspondent Jessica Savitch. St. Moritz hotel, New York.

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

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

■ **Sept. 29**—Deadline for entries in *U.S. Television Commercials Festival*. Information: U.S. Festivals, 841 North Addison, Elmhurst, Ill. 60126; (312) 834-7773.

October

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

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

■ **Oct. 2-4**—Kentucky chapter of *Society of Broadcast Engineers* third annual State of the Art convention. Bluegrass Convention Center, Ramada Inn, Louisville.

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

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

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

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

Oct. 5-7—Fall conference, *Florida Association of Broadcasters* Thunderbird, Jacksonville.

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

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

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

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

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

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

Oct. 10-12—Fourth annual Conference on Satellite Communications for Public Service, sponsored by *Public Service Satellite Consortium*. Washington Hilton, Washington. Information: Polly Rash, PSSC, 1660 L Street N.W., Washington 20036; (202) 659-2277.

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

Oct. 12-14—Third annual *National Student Broadcasters* convention sponsored by University of Massachusetts's WUMB. Boston Park Plaza hotel. Information: Patricia Montelth, (617) 282-2074.

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

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Dave Walter Is On The Run

APR's Regional Editor was a finalist in the Olympic torch-carrying competition. Dave does a lot of running for APR too: interviewing mayors, governors and other regional leaders so affiliates across the country can feature local opinions on national issues.

In addition, Dave researches, writes and reports documentaries, most recently one on gay rights and another one on how TV advertising affects children. We like that. We're like Dave Walter.

Professional

AP Radio

Associated Press
Radio Network (212) 262-4011



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

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

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

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

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

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

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

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

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

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

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

Oct. 19—Hollywood Academy of Television Arts and Sciences luncheon. Speaker: Elton Rule, ABC Inc. president. Century Plaza hotel, Los Angeles.

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

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

Oct. 21-22—Fall convention, Kentucky CATV Association. Hyatt Regency, Lexington.

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

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

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

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

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

Oct. 24-25—25th annual University of Wisconsin-Extension Broadcasters Clinic. Wisconsin Center, Madison. Information: Don Borchert, UW-Extension Telecommunications Center, 821 University Avenue, Madison 53706; (608) 263-2157.

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

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

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

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

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

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

Oct. 29-31—Scientific-Atlanta fifth annual satellite

Errata

"Fates & Fortunes" item on Alex Bonner, new VP-general manager of WHPB-TV Memphis, appeared with incorrect



picture Aug. 27, page 59. Correct photograph is reproduced here.

WKTN(FM) Kenton, Ohio, is not owned by Ohio Radio as reported in Aug. 27 "Changing Hands." Radio General Ltd. purchased station from Ohio Radio in April 1977 (BROADCASTING, May 16, 1977).

earth station symposium, exploring technical and business aspects of satellite communications. Marriott hotel, Atlanta. Information: Kenneth Leddick, (404) 449-2000.

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

November

Nov. 9—Hollywood Academy of Television Arts and Sciences luncheon. Speaker: Newton Minow, PBS chairman. Century Plaza hotel, Los Angeles.

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

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

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

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

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

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

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

Nov. 7-8—Audit Bureau of Circulations annual conference. Royal Sonesta hotel, New Orleans. Speaker: FCC Chairman Charles D. Ferris.

Nov. 7-8—Society of Cable Television Engineers conference on cable and fiber optics. Doubletree Inn, Monterey, Calif.

Nov. 8-11—National Association of Farm Broadcasters annual meeting. Crown Center hotel, Kansas City, Mo.

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

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

We asked Americans:

'Will Industry Develop Energy-Efficient Technologies?'

Because Union Carbide's business depends on energy, our future growth depends in part on national policies that encourage new energy technologies. Since public attitudes help shape public policies, we commissioned a survey which included this question on industry's role in achieving greater energy efficiency:

"Is it your feeling that American industry will play a major role in developing methods to reduce the amount of energy it takes to produce the average product or do you feel that (it) will play only a minor role in this?"

Major role	65%
Minor role only	27%
Don't know	8%

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

Two-thirds say industry will play major role.

As the nation seeks ways to conserve energy by using it more efficiently, 2 out of 3 Americans feel U.S. industry will make a major contribution to the effort. Indeed, industry's energy conservation record to date is good, a fact acknowledged by the Department of Energy (DOE). Yet, in a separate question in the same survey, fewer than half the American public believe industry will do the job on its own.

Industry has made real progress.

Increasing energy prices since the early 1970's have given industry strong incentives to save energy—and to develop ways to use it more efficiently. And these incentives have produced results.

- U.S. industry now produces a unit of output with 18% less energy than in 1973.

- Petrochemical companies like Union Carbide have developed plastics and carbon fibers for auto parts to replace heavier materials previously used—making possible lighter-weight cars that use less gas. In 1978, the average new car contained 165 pounds of plastics—produced from less than 1% of overall U.S. petroleum usage. And that amount is expected to reach 350 pounds per car by 1985.
- Union Carbide has developed new energy-efficient technologies: Our new "H-process" produces low-density polyethylene with just one-fourth the energy of previous methods. And our new process for hardening metal parts can save enough natural gas each year to heat all the homes in a town the size of South Bend.
- Under a contract with DOE, Union Carbide has developed a low-cost silicon material for use in photovoltaic cells which convert sunlight into electricity.

Getting on with the job.

With higher costs and potential energy shortages, it is in Union Carbide's interest to continue to create new energy-efficient technologies. The job can be done better and faster by all of us if we answer the President's call to "join together in a great national effort to use American technology to give us energy security"—and if public policies provide positive support for this effort.

An important first step is to allow U.S. energy prices to reach world levels so that America no longer encourages inefficient use of energy resources. Realistic pricing fosters energy conservation and encourages development of both conventional and alternative energy resources.

Union Carbide already produces a pound of product with almost 20 percent less energy than we required in 1972, and by 1985 we are committed to achieving a 30 percent reduction over the 1972-base year. But even with conservation and more efficient energy utilization, our energy bill will still be more than \$2 billion in 1979. The phased decontrol of crude oil prices now underway will clearly increase that amount. While we, like other consumers, don't welcome higher energy bills, we do see realistic energy pricing as a necessary step toward solving the nation's long-term energy problems.

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

For more information, write for a complimentary copy of the national survey, "Public Attitudes on Energy." Address: Energy, Union Carbide Corporation, Box H-17, 270 Park Avenue, New York, New York 10017.



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

Nov. 13—*Association of National Advertisers* new-product marketing workshop. Plaza hotel, New York.

Nov. 15-16—*Arizona Broadcasters Association* fall convention and annual meeting. The Pointe Resort, Phoenix.

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

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

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

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

Nov. 29—Fourteenth annual Gabriel Awards banquet, sponsored by UNDA-USA. Ambassador hotel, Los Angeles.

Nov. 29—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Gene Jankowski, president, CBS Broadcast/Group. Century Plaza hotel, Los Angeles.

Nov. 30—New deadline for filing reply comments in FCC's noncommercial educational FM proceeding (Doc. 20735).

December

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

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

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

Dec. 7—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Jane Fonda. Century Plaza hotel, Los Angeles.

Open Mike®

Collateral remembrance

EDITOR: Sydney M. Kaye, who died Aug. 27, was one of the most brilliant legal minds in the history of music licensing. But as chairman of Broadcast Music Inc. and an active member of the Broadcast Pioneers, he served as general counsel of the Broadcast Pioneers Educational Fund (the foundation that endows and governs the Broadcast Pioneers Library) from its inception in 1966. When the library board named him general counsel emeritus in 1977, Mr. Kaye (to quote him) stated that he had acted in the beginning as "a sort of conscripted counsel." Yet he voluntarily gave of his genius to plan the new archive of broadcast history.

His colleagues and other recipients of his beneficence will remember his name and his deeds for many a year to come.—*Wallace B. Dunlap, Westinghouse Broadcasting, president, Broadcast Pioneers Educational Fund, Washington.*

No laughing matter

EDITOR: The cartoon drawn for BROADCASTING by Jack Schmidt in the Aug. 20 issue is, in my opinion, in very poor taste.



"When they told me I'd be on field assignment, I pictured it as being a little more glamorous than this."

The expressed view that an agricultural producer is a retarded hayseed incapable of an articulated response (living in a remote area of the world) is a totally invalid assumption and is void of humor.

You may find it enlightening to learn

that there are several hundred radio stations in this country that consider it a priority to program agricultural information to a very sophisticated demographic called "the American farmer". If you found humor in the aforementioned cartoon, I would recommend that your predisposed prejudice be adjusted to become more cognizant of reality.—*Gene Millard, general manager, KFEQ(AM) St. Joseph, Mo.*

Gray panther

EDITOR: Perhaps because I am sensitive about age, couldn't you have disagreed in your editorial (BROADCASTING, Aug. 20) with Whitney North Seymour, a truly distinguished lawyer, without calling him an "aging eminence"? Would his position have been more attractive to you if he were 21 years old?—*Richard S. Salant, vice chairman, NBC, New York.*

Student aid

EDITOR: Congratulations on your Aug. 6 feature on local TV journalism in 1979. We enjoyed it very much but question an item on page 42 about KSD-TV St. Louis having the only reporter in Marion, Ill., during a TWA skyjacking. In fact, the Williamson county airport was filled with reporters, including our WSIU-AM-TV reporters (students at Southern Illinois University, Carbondale). Our reporters shot film and ENG for our station, furnished two of the commercial networks with dubs, aided the KSD-TV crew in getting its live report back to the big city, worked with other regional TV news crews, and furnished beepers to radio stations. Incidentally, our reporters won the Illinois UPI spot news award for their efforts.—*W. Edward Brown, news director WSIU-AM-TV Carbondale, Ill.*

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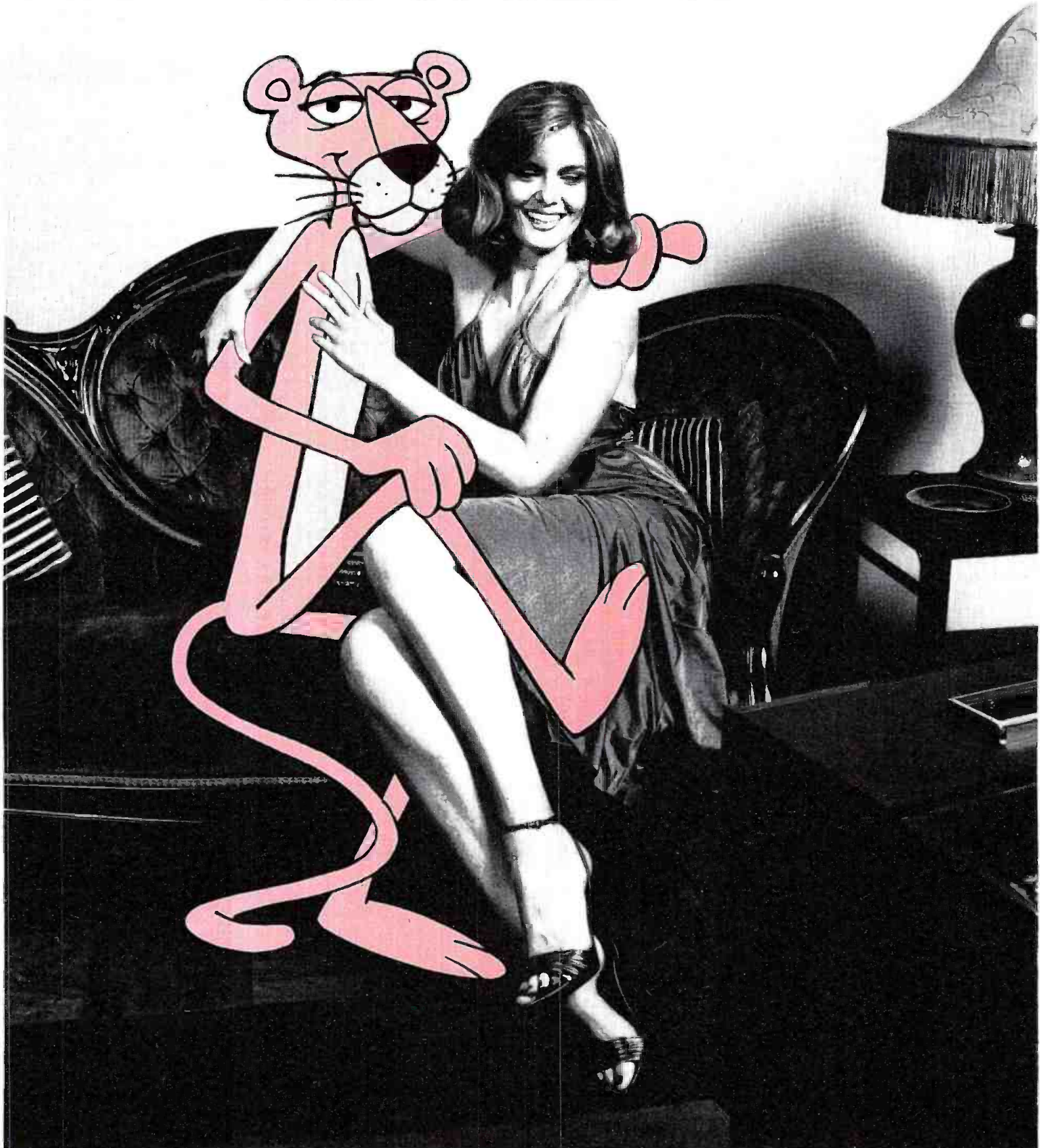
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TOP OF THE WEEK

CBS's Small jumps to NBC to head news

He follows his old boss Salant in moving to network, which hopes this executive acquisition will stem the slide in Chancellor ratings

NBC reached out to CBS last week and named William J. Small to lead NBC News in its drive to regain its fortunes.

Small, a veteran CBS News executive who has been CBS Inc.'s Washington vice president for the past 13 months, is expected to take up his new job as soon as he can wind up his old one, perhaps within two weeks. That would install him as NBC News president in time to celebrate his 53d birthday on Sept. 20.

"It's a marvelous opportunity," Small said last week. "There are great people there—some I know that I've worked with, a lot that I know by reputation. What I hope we can do is bring the best out of them."

The new NBC News president will again be working with—and for—Richard S. Salant, who accepted the NBC vice chairmanship after mandatory-retirement rules forced him out of the CBS News presidency when he reached age 65 last April.

Small will replace Lester M. Crystal, whose imminent ouster had leaked the week before (BROADCASTING, Aug. 27). Salant, to whom the NBC News president reports, and other top NBC officials had become convinced that NBC News's slide in the ratings—dipping behind ABC News several times—could not be reversed without a change in management.

Salant took pains to emphasize, however, that this was no reflection on Crystal, who he thought had been put into the presidency "prematurely." He said he had told Crystal that "it is my earnest hope" that he would remain with NBC News, "which would clearly benefit from his superior talent and ability." Small also had warm words for the man he will replace.

Of Small's selection, Salant said "he is the right man at the right time for the right place."

"We are committed to making news a much more important part of NBC's broadcast service in the 80's," said Salant. "We are in the process now of long-range planning toward that goal, and the leadership which Bill Small will provide is central

Free agency. Bill Small's imminent move from CBS to the presidency of NBC News reflects a growing trend among network news organizations to cast about among their rivals when they have executive holes of their own to fill. The traffic of high-ranking news executives from network to network has become almost as heavy as that of news directors from station to station (see story, page 35).

There's always been a certain amount of internetwork movement in on-air talent, on the theory that the benefits of such acquisitions are double-barreled, helpful to the acquirer, weakening to the loser. Now the same concept, or some variation of it, is being applied increasingly in the filling of executive and other off-camera positions.

The most conspicuous recent example, though not in this case acquired in a raid, is RICHARD S. SALANT. Forced by CBS retirement rules to give up the CBS News presidency when he reached age 65 last April, he promptly accepted an invitation to become vice chairman of NBC, where news is one of his major responsibilities.

RICHARD C. WALD, dismissed as NBC president in 1977 in a disagreement with NBC's then president, Herbert Schlosser, returned briefly to newspapering, then was hired by ABC News, where he is senior vice president, ranking first behind President Rooney Arledge.

A sampling of other internetwork shiftings:

AV WESTIN, who used to be an executive producer at CBS News, went to ABC News and rose to the just-created post of vice president for program development (BROADCASTING, Aug. 27).

GORDON MANNING, who was once the number-two man at CBS News, is now vice president for news planning at NBC News.

PAM HILL, who was director on the *White Paper* series at NBC News, moved to ABC News and became vice president for documentaries, her present post.

JEFF GRALNICK moved to ABC News from CBS News. He's now executive producer of ABC's *World News Tonight* and also vice president for special events.

RICK KAPLAN, who was producer on *CBS Evening News*, has moved to ABC News and is now senior producer of *World News Tonight*.

PAUL GREENBERG went from ABC News to CBS News, where he was executive producer of *CBS Evening News*, then moved to NBC News and is executive producer of *NBC Nightly News*.

ROBERT (SHAD) NORTHSHIELD, long at NBC News, moved over to CBS News and is now executive producer of its *Morning* series.

ED FOUHY went from CBS News to NBC News, where he was on *NBC Nightly News*, then returned to CBS News, where he is vice president in charge of its Washington bureau.

ERNIE LEISER went from CBS News to ABC News as a producer and is now back at CBS News as a senior producer.

JOAN RICHMAN was a producer of ABC News's old *Reasoner Report*. Now she's at CBS News as executive producer of weekend news programs.

Much of the traffic, as the sampling indicates, has flowed toward ABC News, which has vowed to build itself into a major force in broadcast journalism and is showing results in the ratings.

"Certainly the competitive pace has stepped up," a high-ranking news executive said last week. "There's no longer any reluctance to draw off skilled people from the competition." Many executives share the belief that it can only intensify.

to building the organization we need."

Small, who headed the CBS News Washington bureau for 12 years and then was senior vice president and director of news for the entire CBS News organization for four years before taking the corporate vice presidency, has a reputation as a hard-driving, strong-minded executive. What tactics he will employ in his effort to shore up NBC News remain to be seen.

"I have no plans until I get to know [the people and problems]," he said last week. NBC News, he continued, "is a much better news organization than a lot of people think. That sounds like a left-handed compliment, but they have a great history and a good team, and I hope we can make it better."

"You don't do those things overnight, but I won't have a real feel until I get over there and talk to everyone."

He should get there, he said, "in a few weeks," depending in part on how quickly CBS picks his successor, "or how they want to work the transition. It'll be done gracefully—I'm not going to just march out the door." He will, however, meet with NBC affiliates at this week's Radio-Television News Directors Association convention in Las Vegas.

Salant said Small had indicated "that he'll be here in not more than two weeks." However, the vice chairman added, "he's got things, obviously, to wrap up, and I'm not going to press him."

CBS spokesmen said several candidates

were under consideration for the Washington post and a decision would probably be made "soon." With Congress in recess, a CBS source noted, "there's no great pressure to name a successor immediately, but you don't just let these things hang."

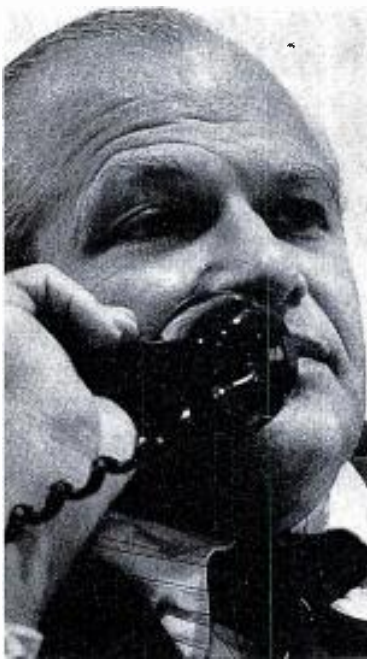
Salant said he was "delighted that Bill and I will be working together again." But he became touchy after repeated questions from newsmen about a purported statement earlier, when he joined NBC, that he would not "raid CBS."

"I never said I wouldn't raid CBS," he declared. "I said I would not raid CBS News talent—and [Small] is neither. And I didn't do it. This is one of those things that somebody is spreading around, and I don't appreciate it."

Small said the initial approach to him was made by NBC Chairman Jane Cahill Pfeiffer on Friday, Aug. 10. "She called me a couple of days earlier and asked me if I'd come up—she was on vacation up at Greenwich [Conn.]—and I went up. We had coffee in the morning and then Dick Salant joined us, and then Dick and I drove downtown and I met with [NBC President] Fred Silverman."

Small gave his answer last Tuesday afternoon. "It's a great opportunity," he said, "and I'm just delighted to get back into news."

Small said he will report to Salant and through him to Pfeiffer. "I hope to have a lot to do with Silverman, too," he added, "but basically it'll be to Dick."



Together again: Bill Small today, and, at left, with Dick Salant in the old days at CBS.

At CBS News, Bill Leonard—Small's predecessor in the CBS Washington vice presidency and Salant's successor as president of CBS News—said of the appointment: "Bill Small is a good friend, an able journalist and a first-rate executive. We wish him good luck—within limits."

Small joined CBS News in 1962 from the news director's job at WHAS-TV

Louisville, Ky. He has received numerous awards including the Paul White Memorial Award of the RTNDA. He is a past president of RTNDA and also of the Society of Professional Journalists, Sigma Delta Chi. He is also the author of two books that won Sigma Delta Chi Distinguished Service Awards for research in the field of journalism.

In Brief

Taft Broadcasting last week managed to fight off, at least temporarily, effort to force it to unravel its \$15.5 million purchase of WDCB-TV Washington. On Wednesday, U.S. Court of Appeals in Washington, acting on pleadings filed by Washington Association for Television and Children, had directed FCC to order Taft and seller, Improvement Leasing Co., to undo consummation of transaction, which had followed promptly on commission's 4-3 vote on Aug. 16 approving it. WATCH, which had opposed sale, contends that consummation in advance of written order is illegal. After flurry of pleadings, court on Friday reversed itself. Following suggestions of FCC, in its petition for reconsideration, court directed commission to act by Sept. 13 on motion WATCH had filed with it raising same illegal transfer-of-control issue. Court also directed parties to respond by Sept. 21 to WATCH's petition to court for order directing commission to require parties to "rescind ... premature transfer of control." Among pleadings was one by **Improvement Leasing tending to confirm speculation it would like to be free of contract with Taft** in order to find another, and better, offer. Where Taft petitioned court for reconsideration, Improvement urged court to leave its order undisturbed. On basis of information now available to it, Improvement Leasing said it does not believe parties had necessary authority when they closed. And while Improvement Leasing said contract—which expired day after consummation—will remain in effect until transfer-of-control issue is settled, it added that it "intends to exercise its right to terminate" contract if it is determined parties closed illegally. Pleading was signed by new counsel for Improvement—John Pettit, former FCC general counsel, and Michael Finkelstein. Improvement Leasing formerly was represented by Pierson, Ball and Dowd.

Jerry Perenchio, whose National Subscription Television recently bought WJLU-TV, Linden, N.J., with eye to STV operation, "categorically denied" press report that he offered \$20 million for five-year contract for New York Yankees baseball coverage. Perenchio says

he "never made an offer" and has "no intention of making an offer." Five-year contract was won by WPIX-TV New York, Yankee broadcaster for 29 years, outbidding "strongly contesting" Metromedia's WNEW-TV. Officials of both stations, indicating belief contract competition also involved WJLU-TV, expressed pleasure that games were remaining on broadcast television. Yankee officials were unavailable for comment, while available spokespersons "didn't know anything" about negotiation details. Some estimates put **cost of WPIX-TV pact at \$10 million**, which station president Lev Pope said would be "greatest bargain in history" if accurate. He wouldn't say what figure would be accurate.

DuPont Co., long-time big TV advertiser that lowered its television profile few years ago, announced **plans to re-enter network TV** with partial or full sponsorship of 10 to 12 specials in 1979-80 season ("Closed Circuit," Aug. 20). Company said it will use "quality specials with broad adult audience appeal" on all three networks, starting with three-hour Bob Hope China special on NBC Sept. 16.

Management refused to comment, saying it was policy not to discuss internal matters, but report last week in *Arizona Republican* said **news personnel at KOOL-TV Phoenix had been called in one by one and asked to sign document** saying that if fired, dismissed or laid off, they wouldn't seek job with other station in county. Staff members, report said, weren't allowed to remove document from office, but were allowed phone call to attorney to discuss it. Within "loyalty oath" contract was provision for raise in salary. Staff, apparently, was not happy about matter, and at least one is said to have quit as direct result of it. Speculation concerning reason for contract—which management would not even confirm existed—was that number of employees had left station for NBC affiliate KTAR-TV Phoenix, with latest ratings back showing that in news, KTAR-TV was even with KOOL-TV, which had for years dominated market.

ABC-TV said Friday that for second time its "Good Morning America" had passed NBC-TV's "Today" in ratings for full week. Week of Aug. 20-24: GMA 3.9 average rating/27 share; Today 3.8/26; CBS Morning 1.8/17. Network said GMA's first weekly win was in May.

Back to business in Washington

FCC has a full plate upcoming, including radio deregulation, in a series of special meetings; on the Hill, broadcasting moves to the back burner as energy and common carrier go up front

For good or ill, the government in Washington is showing signs of coming back to life after the August vacation period. The FCC begins a busy fall schedule of special meetings this Thursday (Sept. 6) with a session on a subject of major interest to radio broadcasters—the deregulation of their service. And on Capitol Hill, proposed revisions of the Communications Act soon will again command the attention of the House and Senate Communications Subcommittees.

The commission's deregulation exercise involves two notices of inquiry and proposed rulemaking (BROADCASTING, July 30). One looks to the elimination of regulation of nonentertainment programming and the time devoted to commercials. It would repeal the processing standards against which the commission staff measures those aspects of radio broadcasters' performance at license-renewal time. The proposal would also eliminate formal ascertainment and program log-keeping.

That notice is expected to run into little difficulty at the commission meeting. The

same cannot be said for the second draft notice, one that calls for comment on the proposed elimination of a host of intra-industry conduct rules and policies—among others, fraudulent billing, the use of coverage maps, misuse of ratings, joint sales practices, and use of a station's facilities to promote the owner's nonbroadcast business interests.

The proposal presents some legal problems. Staffers say it raises the question of whether the commission can ignore matters such as double billing, given the history of commission and court cases relating character considerations to the public interest determination that the commission is required to make in renewing licenses. Staffers say there is no easy answer.

Other items the commission will discuss in the next two months:

Sept. 11: The UHF Comparability Task Force report. The task force is scheduled to deliver the first of a three-part report to the commission. This section of the report will attempt to explain specific technical handicaps of UHF television—and the economic viability of UHF stations as opposed to VHF. The next two phases will be evaluation of proposed technical improvements and formulation of alternatives for achieving better UHF reception.

Sept. 18—Children's television task force report. The report will deal with a

study of how well broadcasters have complied with the commission's 1974 policy statement "clarifying" their responsibilities in programming and advertising aimed at children, and designed to nudge the industry to higher standards of performance in those areas.

Sept. 25: Subscription television and New Jersey TV. Regarding STV, the Broadcast Bureau staff will make recommendations on the possibility of a cut-off list for subscription television, and the possible modification of the one-to-a-community rule. On the second item, the commission will consider options for providing New Jersey with better VHF service. Options to be discussed: requiring a greater physical presence in the state (remote studios, for instance), presence of New York and Philadelphia stations, and a proposal by Chairman Charles Ferris that envisions shielding New Jersey from the signals of New York and Philadelphia stations and dropping in VHF allocations.

Oct. 16—Network inquiry preliminary report. The report will be the first in a series to be issued during Phase I of the network inquiry—a phase that will concentrate on describing and analyzing the network system and discussing the commission's responsibilities in connection with networks. Phase II will involve an examination of the prospects for new network entities.

Congress, meanwhile, picks up where it left off, with hopes of passing legislation

Outlet Co. reported steep losses for second quarter and half ending July 31, due to **poor performance of company's retailing operations**. Sales of \$131,309,000 for half yielded net loss of \$457,000 or \$.35 per share. Figures compare with last year's first-half earnings of \$1,773,000 on sales of \$129,671,000. Although second quarter showed net income of \$96,000 on \$69,329,000 in sales, company had \$.05 per share loss because preferred stock dividends exceeded net income. Outlet's chief executive, Bruce G. Sundlun, cited lower retail sales in June and July combined with markdowns and reduced inventories as cause of loss, while saying company's "broadcast division operations continued very strong." Broadcast unit reported income of \$5,163,000 on sales of \$11,960,000 in first quarter.

Communications Satellite Corp., which startled telecommunications world with plan for its own **satellite-to-home** subscription television service (BROADCASTING, Aug. 6) is losing no time in explaining its plan to National Telecommunications and Information Administration. Joseph V. Charyk, president, will head group in two-hour presentation to Assistant Secretary of Commerce Henry Geller and his staff Sept. 5.

Storer Broadcasting has become first private broadcasting company to establish **formal structure for aiding minority-group members** who want to enter ranks of broadcast owners. Acting on approval of FCC and with license granted by Small Business Administration, Storer has created Minority Broadcast Investment Company (MBIC), minority enterprise small business investment company, with **\$1 million investment**. Since investment company qualifies for 4-1 leverage funding under SBA regulations, it will be eligible for additional \$4 million. Funds will be used to bridge gap between purchase price of station and money minorities obtain through conventional financing. Storer, in announcing establishment of MBIC, said it will be located in Washington and that its president and chief executive officer is Walter L. Threadgill, formerly senior vice president of United National Bank of Washington.

Representative Don Edwards (D-Calif.) took swipe at cigarette companies last week, claiming their **ads should be toned down**. In letter to

head of Tobacco Institute, Horace Kornegay, Edwards said tobacco companies should not use models in ads, and should also stop using ads that suggest life with cigarettes is more glamorous. Edwards said he and 37 other congressmen were asking cigarette companies to change ads voluntarily, **otherwise legislation may be in offing**.

California state senate passed bill last Thursday designed essentially to **deregulate rates of cable systems** throughout state. Bill must await signature of Governor Jerry Brown before it becomes law.

ABC-TV and NBC-TV now say **premieres of their new Saturday-morning children's schedules**, set for Sept. 8, would be **delayed for few weeks** by strike, now settled, by Motion Picture Screen Cartoonists Local 839, International Alliance of Theatrical Stage Employees ("Monitor," page 58). They will use "interim" schedules in meantime. ABC said its new schedule would premiere Sept. 22; NBC said it would announce date shortly. CBS-TV said most of its children's programming is from Filmmation, not affected by strike, and that its new schedule would start Sept. 8 as planned.

Two new services were to start Saturday (Sept. 1): AP's new **APTV, 1,200-words-per-minute news service for television** (BROADCASTING, June 11), was to commence operations with at least four stations on line—WFAA-TV Dallas, KIRO-TV Seattle, KSL-TV Salt Lake City and KWTW-TV Oklahoma City—and others, including WMAQ-TV Chicago and KRON-TV San Francisco, signed to join shortly. And **The Source, NBC Radio's new contemporary program network** (BROADCASTING, Jan. 29, et seq.), was to step up to 24-hour service six days per week, 18 hours on Sundays.

Radio Free Europe/Radio Liberty draws **twice audience of other major Western broadcast services** in Hungary, Rumania, Poland, Czechoslovakia and Bulgaria, according to survey RFE/RL released late last week. In those countries audience to all Western radio is between half and three-quarters of adult population. RFE/RL said survey was conducted by "independent public opinion and market research institutes" in West Europe and based on interviews with 7,000 travelers.

that would alter the Communications Act of 1934.

On the House side, the Communications Subcommittee still has not finished drafting its new bill, which will deal with common carrier and cable provisions. Representative Lionel Van Deerlin's (D-Calif.) plans for a rewrite of the Communications Act fell apart before recess (BROADCASTING, July 16), and the chairman of the subcommittee plans to hold to his new course of pursuing common-carrier legislation.

Van Deerlin spent part of the August recess in China, where he got a close look at that country's broadcasting facilities. But now, back in Washington, Van Deerlin will leave broadcasting matters alone while he grapples with telephone issues. If broadcasting issues do resurface, they'll come from other members of the subcom-

mittee, as Van Deerlin said he is still willing to entertain any amendments his colleagues care to offer.

Whether any broadcast provisions will ultimately be introduced is still a question. A lot will depend on time; Congress is knee deep in energy legislation, and there is already speculation that the Oct. 20 adjournment will have to be pushed back.

Van Deerlin has not yet worked out a schedule for proceeding with his new legislation, but he expects it to be firmed up some time this week.

Concurrent with a markup of the new bill will probably be FCC oversight hearings, which Van Deerlin announced he would be holding after a General Accounting Office report rapped the commission (BROADCASTING, Aug. 6). Van Deerlin said last week there would probably not be enough time to finish the markup and

then begin on the oversight hearings, so he'll try to proceed simultaneously.

Other hearings that can be expected on the Hill include an examination of the children's advertising issue. Van Deerlin, however, will not be part of this inquiry. It will instead be held by Representative James Scheuer (D-N.Y.), who has consulted Van Deerlin on the matter, but who will be conducting his own hearings.

Nothing definite has yet been set for the Senate either, at least on the Communications Act revision. What has been firmed up is a schedule for Federal Trade Commission oversight hearings by the Commerce Committee's Consumer Subcommittee, which takes a four-day look at the agency on Sept. 18-19 and 27-28. In addition, hearings will be held on the nomination of Patricia Bailey to fill the vacant FTC commissioner spot.

Merger deals result in split in ranks of citizen groups

NBMC and NCCB head on separate courses, hope to get back together in their approaches to GE-Cox and Combined-Gannett combinations

The citizen movement in broadcasting is suffering through the shock of recognition that the interests of its various elements may sometimes be in conflict.

That truth emerged in the reaction of various groups to the two largest mergers in broadcasting history—Gannett-Combined Communications, approved by the FCC in June, and General Electric-Cox Broadcasting, which is yet to be scheduled for commission action.

The National Black Media Coalition, one of the oldest and most active groups in the 15 year-old citizen movement, backs both mergers; it has reached agreements with the various parties (the one with GE and Cox is expected to be executed this week) that NBMC regards as highly beneficial to blacks. The agreements envision increased black ownership of broadcast stations, increased public access to the media, programing commitments and affirmative action in hiring minorities.

But the National Citizens Committee for Broadcasting, part of the Ralph Nader public-interest grouping, is opposing both mergers, in part at least on First Amendments grounds; NCCB contends the mergers will result in the kind of concentration of control of mass media that will stifle diversity. As a result of the merger, Gannett now controls 12 radio and seven television stations and 98 newspapers. GE would emerge from absorption of Cox with 13 radio and five television stations.

As NCCB's executive director Sam Simon said, "We have somewhat different agendas."

For NBMC, the apparent conflict of interests was a particularly bitter blow. The coalition has long been represented by Citizens lawyers, and NBMC officials say they were not informed, let alone con-

sulted, by Citizens before it filed the opposition to both mergers at the FCC.

NBMC Chairman Pluria Marshall, in a letter to Citizens and the five citizen groups involved in the two oppositions, expressed anger at the failure of the groups to contact NBMC and seeks its opinion. In a separate letter to Citizens, Marshall said that, to avoid the appearance of conflict, NBMC would not be represented in future cases by Citizens.

The cases represent more conflicts among groups. Two groups—the Atlanta branch of National Association for the Advancement of Colored People and the American Civil Liberties Union of Georgia—are on the petition seeking reconsideration of the Gannett-CCC merger but have reached an agreement with GE under which they now support the Cox merger (BROADCASTING, Aug. 27).

The controversy involving NBMC, which Marshall says is painful to him, seems embarrassing to some of those who received his letter. NCCB's Simon said he had apologized to Marshall orally, and will do so in writing for failing to notify him of NCCB's plans.

What's more, Simon and Marshall make it clear they want to prevent a rift in the citizen movement. Simon said he is "confident" the differences can be ironed out, and Marshall's letter offers suggestions for bridging the gap.

"We're going to review all the agreements and see what's the next move in everyone's interest," Simon said. And he indicated NCCB might change its position in at least one of the cases. The matter might be left to the FCC to resolve, Simon said, or the NCCB might decide that the benefits of an agreement "outweigh the damaging effects on the First Amendment. It's a tough decision," he said. But not, perhaps, an impossible one. He said the Atlanta deal "is a hell of an agreement."

Eugene Guerraro, executive director of

the Georgia ACLU, said the agreement—providing for public access facilities, equal employment opportunity and programing commitments, on top of the provisions of the GE-Cox merger providing for the spin-off of six stations to minorities and a foundation to train minorities and women interested in broadcasting as a career—persuaded the Atlanta groups there "was a substantial public dividend from the agreement we reached."

The Gannett-CCC merger promotes minority ownership only to the extent of the sale of Gannett's WHEC-TV Rochester to a group headed by Ragan Henry.

Marshall, however, contends that the sum of the oppositions filed in furtherance of the goal of media diversification—"a goal we all share"—was to provide opposition "to the goals of minority ownership, media access and affirmative action."

Marshall's suggestions for reuniting the various groups are designed to ease concerns about the concentration of media control issue without wiping out the gains he feels the agreements represent.

For instance, he suggests that the Gannett petition be recast as a petition for clarification. He says it should be made clear that the commission's approval of the merger was based on the grounds that the spinoff of WHEC-TV to a minority group and the NBMC agreement make it unique. Thus it would not necessarily serve as a precedent for subsequent mergers.

Beyond those cases, Marshall would seek policy to slow down major transactions. He said the groups should urge the commission to adopt the practice of designating for hearing all proposed transactions with a value of more than \$50 million "(or some other appropriate figure)."

Marshall also suggests a procedure for avoiding future conflicts among the groups. "We should all agree," he said, "that when the next merger comes down the pike, we should all hold a 'war council' meeting before *anybody* makes a move."

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Journalism

"How have you been? I haven't seen you in a couple of years. You still at that station in Detroit?"

"Nope, I left there in '77 right after the November books. I worked in Cleveland for six months, but they put in a new general manager. In June '78, I headed out to Seattle. Things looked pretty good for a while—until they hired the consultant. I'm in Atlanta now."

Nomads of the newsroom

Somewhere in Las Vegas this week a conversation much like the one above will go on. The nation's radio and television news directors will be meeting there, and it's a sure bet that more than a few of them will be coming from stations and cities other than those from which they came last year. It is also a sure bet that by the next meeting of the Radio-Television News Directors Association more than a third of all television news directors and almost half of all those from radio stations will have changed jobs. By the 1981 RTNDA convention two-thirds of today's television news directors will have moved elsewhere while three-fourths of radio's will be working at different stations.

News directors, as one said, have become the "Ping-Pong balls" of broadcasting. Especially in television, as local news has been transformed from a profit-draining activity to a high-profit center, news directors have become more and more susceptible to the vagaries of general managers, corporate front offices and their own career ladder-climbing. Some news directors are forced out; others move on their own. But it is an axiom of the profession that most news directors do not stay in their positions very long.

According to a 1977 RTNDA survey, the tenure of news directors has been shortening throughout the 1970's. In 1972, for example, median length of time at one television station was 3.3 years. By 1976, however, the figure had dropped to 2.4 years. For radio news directors, the drop was even greater: 2.9 years in 1972 versus 1.9 in 1976.

That same survey found that 34% of television news directors had been in their present jobs less than one year while another 30% had held their positions for less than three years. Forty-four percent of radio news directors held their jobs for a year or less, and another 29% had been in their current offices less than three years.

On the opposite end of the scale, only 5% of radio news directors held the same position for longer than 10 years, as did

10% of the television news directors.

The greatest turnover was in large markets (250,000 to one million). The radio news directors in those cities had typically been on the job for 1.3 years, two years less than in 1972. Television news directors in large markets had been in their present positions a median of 2.5 years, a year and a half less than their counterparts in 1972.

"The figures point to more and more stations where news directors hardly get settled in before they are on their way out," concluded Vernon Stone, chairman of RTNDA's research committee.

"There's a rule of thumb in this business," explained KNXT(TV) Los Angeles's Jay Feldman, "that a general manager gets two news directors, and each news director gets two sets of talent before he gets fired. I'm only on my second set of talent."

Others agree with that assessment but prefer to draw an analogy between the role of the station news director and that of a

major league baseball manager. "Billy Martin and I have a great deal in common," said Tom Becherer, who was hired as news director of WLKY-TV Louisville, Ky., last June. News directors, like baseball managers, are required to balance the demands of talent with the goals of management. Often, Becherer explained, the two collide at the news director's desk.

Becherer's own circuitous route to the banks of the Ohio river reflects the volatility of the profession. He held his first news director's job at WJZ-TV Baltimore in 1971. In July 1974, he moved to the larger Detroit market and took over at WWJ-AM-TV there. "I was canned in 1977," he said, and he moved back to Baltimore with WBAL-TV. He remained there two years before moving to the smaller market of Louisville.

Becherer is growing increasingly aware that news directing is a young man's job. "Old war horses have a tough time," he said. "I just turned 40, but in five years



Becherer: alive and well in Louisville.

I'm going to have a tough time." He is especially concerned, as are others, about what the moves and the ups and downs of the job do to a news director's family and his personal life. Becherer mentioned his 9-year-old son who has lived in five different places. "Is he going to have a place to call home? That's the part that bothers me."

Dick Graf, news director of WNBC-TV Boston, is another who has done the circuit. After 10 years in newspapers, he joined NBC News. At one point he was news director of WNBC-TV New York, one of the plum positions in the business. In 1972 he became managing editor of non-commercial WNET(TV) New York's *The 51st State*. In 1973-74, he was vice president and news director of Television News



Graf: seven years, seven jobs.

Inc., an independent news service, which he left after a change in management. Graf moved to WJBK Detroit after that and stayed there until 1977 when he moved to WNBC-TV for the first time. In 1978, he was offered and accepted the news directorship of WBBM-TV Chicago (the CBS-owned station that Feldman left to join KNXT, another CBS O&O).

"I probably made a mistake in taking the CBS offer," Graf said. "News directors tend to jump around a little too often." He was there a year, when Boston again lured him with the promise of teaching at one of the colleges there. That fell through, however, and Graf, who is 50 and divorced, was offered his old job at WNBC-TV. Graf, like many news directors, expressed the hope that the Boston job will remain his for a long time. "I have moved once or twice too often," he said.

But the challenge of taking a faltering news operation and making a go of it is an attraction that few news directors seem to be able to resist. "If you've turned a station around, you're hot property," Graf said.

Ralph Renick, vice president for television news for Wometco Broadcasting and news director of its WTVJ(TV) Miami, qualifies as an exception to what he called the "Mayflower moving-van syndrome" of the business. He has held his job since 1950, and his group is well known for not shifting news directors overly often. Renick also anchors his station's programs, and that, too, sets him apart from most of his major-market colleagues. "It

has become a nomadic profession these days," Renick, a past president of RTNDA, said. "And outside of being an air traffic controller, it has about the most stress."

That element of job stress stems, at least in part, from the singular nature of the job. As Paul Davis, the outgoing RTNDA president and news director of WCIA-TV Champaign, Ill., pointed out, news directors tend to be newsmen who, by accident of promotion, become managers without management training. "Most of the people I know came up through the ranks," said Davis, and have had little opportunity to learn how to run departments.

That same 1977 survey included several questions on the problems faced by news directors. The most time-consuming job problems faced by news directors actually had very little to do with the news business. Economic and budgetary problems were said to be "major" by 46% of the television news directors and 44% of the radio managers. They were listed as "minor" problems by 42% and 35%, respectively. Also among the top three problems cited by the news directors questioned were equipment and maintaining a qualified staff. In contrast, toward the bottom of the list were such things as subpoenas, the fairness doctrine and Section 315 of the Communications Act. None but the top three was cited by the news directors as significant.

Reflecting these concerns, RTNDA will be sponsoring a full day of management training sessions at this week's convention. Getting those included on the agenda was largely Davis's doing.

As staffs and budgets have increased, the managerial pressures on news directors have increased accordingly. Concurrent with the growth in news departments has been the growth in top management's interest in news. It has become "the primary *raison d'être* of television stations," said Davis. "The news department used not to be as critical as it is today." Few local programs are produced that do not come from news departments. "There are fewer and fewer Bozo the Clowns and more informational programs," he said.

And with that increased importance of news comes, to use Renick's phrase, "the damn ratings problem" and the bane of many news directors—consultants. Harold



Baker: consulted out.

Baker, now an executive producer with Florida Public Television in Tallahassee, was a news director who left Harte-Hanks Communications' WTLV(TV) Jacksonville, Fla., when the consultants came in. "Some of us are old fashioned and like to put on news," said Baker. "Has any news director ever signed a contract with a consultant?"

Consultants, wrongly or rightly, have long been accused of responsibility for many of the shortcomings critics have seen in television news. "Happy talk" is a far cry from *The New York Times*, and many news directors, especially those with roots in print, see the consultants as advocates of showmanship over journalism.

Baker, another past president of RTNDA, was almost livid on the subject. He called news consultants the "number-one enemy" of news directors and under their influence "so much emphasis has been placed on the ratings that we're running into the same syndrome as the networks."

"Shortly after a consultant comes in, a news director is out on the beach looking for a job," he said. Would he want a job at a commercial station? "Not under the rules or regulations set up by most consulting organizations," Baker said.

At least one news consultant is painfully aware of the image he and his fellows have with the nation's news directors. Arnold Reymer, president of Reymer-Gersin of Southfield, Mich., conceded there is a "natural tendency" among some news directors to look on consultants as adversaries. "News directors are scapegoated," he said. "If there's a problem, they're an easy target." Has he ever recommended that a news director be let go? "Something like that comes out of a joint decision by the general manager and the consultant," Reymer said.

Obviously, Reymer feels he provides a much needed service to the stations he deals with. "We feel we understand how the viewer thinks. Often a news department ends up talking only to itself," he said. "It comes down to a partnership between a station, the consultant, the news director and his staff. Our approach is one of 'Let's work together with the news director and have a give-and-take relationship.'"

One of of Reymer's happy clients is



Renick: unmoved in Miami.

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Stewart Dan, news director of Taft Broadcasting's WGR-TV Buffalo, N.Y. "The consultant is another voice for us to hear," he said, "and get an opinion from. But we are the ones who are going to make the decision. To say that we're know-it-alls is ridiculous. We haven't done everything they've suggested. I run the news department. They advise."

That, Dan suggested, is really the essence of a good relationship between a station and an outside consulting firm. "We keep remembering they are our consultants and that's all. They didn't come here to tear us up."

With their concerns centering on ratings or staff problems or their own job security, few news directors get around to talking about why they are in the business in the first place. What's so great about the job? "As the sand shifts to the bottom of the hour glass, I ask myself that more and more," said Becherer. "But there's a news guy underneath it all. What I do is really important. It really doesn't matter whether I'm doing it in Detroit or Baltimore or Louisville."

Supposedly hard-crusted newsmen wax sentimental when they talk about the rush, the good feelings, they get from their jobs. "It does raise hell with your family," said Graf, "but I have no regrets about being a professional newsmen. Every day you get the chance to tell somebody the truth."

There are, of course, the financial advantages of the job, as well as the prestige and status that go with heading a station's news operations. There is even the chance to advance up the corporate ladder as have general managers Ed Joyce of WBBM-TV Chicago, Van Gordon Sauter of KNXT(TV) and Pat Polillo of KPIX(TV) San Francisco.

And the pay isn't bad either. According to a 1978 RTNDA survey, the median income for television news directors in the top-50 markets was \$501 a week—more than \$26,000 a year. Radio directors in major markets had median income of \$430 weekly—over \$22,000. TV salaries in the larger markets can range in the \$50,000-\$60,000 area.

Still, the high turnover of news directors clearly is a problem in the profession. Moving jobs denies a news director the chance to develop the personal attachment to a city that is necessary for quality news reporting. It's a double bind. The best news directors clearly want to move up in the world, to take on new challenges and to make more money in bigger markets. Station management just as clearly wants the best newsmen possible and has little need for the news director whose personal goals are in conflict with those of the station or the group. "Maybe as we mature as an industry, that will change. Maybe we just need to grow up," Becherer said. "Coming to Louisville, I could stay here. Am I going to? Who knows?"

A day in a news director's life

What exactly does a news director do? A lot depends on who the news director is and where he has to do it, but it's safe to say that a successful news director has to do much more than Lou Grant did at the *Mary Tyler Moore Show's* mythical WJM-TV Minneapolis and must be considerably more aware of what is going on in the world than Les Nessman of *WKRP in Cincinnati*. Some news directors act as managing editors of their news programs while some sit atop large news organizations and function more as editors-in-chief. Some double as news anchors while others wind up in the news room banging out copy or editing tape.

On Aug. 15, BROADCASTING spent the day with Jay Feldman, 32-year-old news director of CBS-owned KNXT(TV) Los Angeles. Heading a staff of 150 and producing three hours of local news daily, Feldman hardly qualifies as a "typical" news director, but he doesn't approach the job typically either. He leaves much of the day-to-day business of presenting the news to executive producer Johnathan Rodgers, managing editor Karl Fleming and manager of news administration Nancy Platt Jacoby, and acts instead as the chief editorial officer of a major metropolitan news gathering organization.

Feldman's work day began that Wednesday at 9:45 a.m. as Rodgers was conducting the morning news budget session in Feldman's office. Feldman took no part in

the meeting, explaining that "when I watch the broadcast, I don't want to know what their problems are. I want to watch the show like a viewer."

By 10:05 the budget meeting had broken up, and Feldman sat down at the conference table to go over the three pages of notes he had made on the previous afternoon's broadcast. He was unhappy with the tone of Tuesday's show, which he felt was excessively theatrical, and said: "The tone's important, but I think we went a little overboard yesterday." Fleming and Rodgers told him that they might have a problem with a report being filed by reporter David Lopez about a murder confession a suspect was reported to have made to some fellow prisoners.

At 10:30 Feldman made his morning tour of the huge KNXT newsroom. By 10:45 he was back in his office answering the morning's telephone calls and talking with General Manager Van Gordon Sauter.

At 11:30 he went to the office of Jim Collier, a station publicist, to review an advertisement the station planned to run in a bilingual magazine aimed at the Spanish-speaking community of Los Angeles. "I think it would be nice to do it in Spanish," Feldman said of the ad.

That done, Feldman went back to his office to interview Mary Hart, a former Miss South Dakota and the producer-host of an Oklahoma City talk show who had come to

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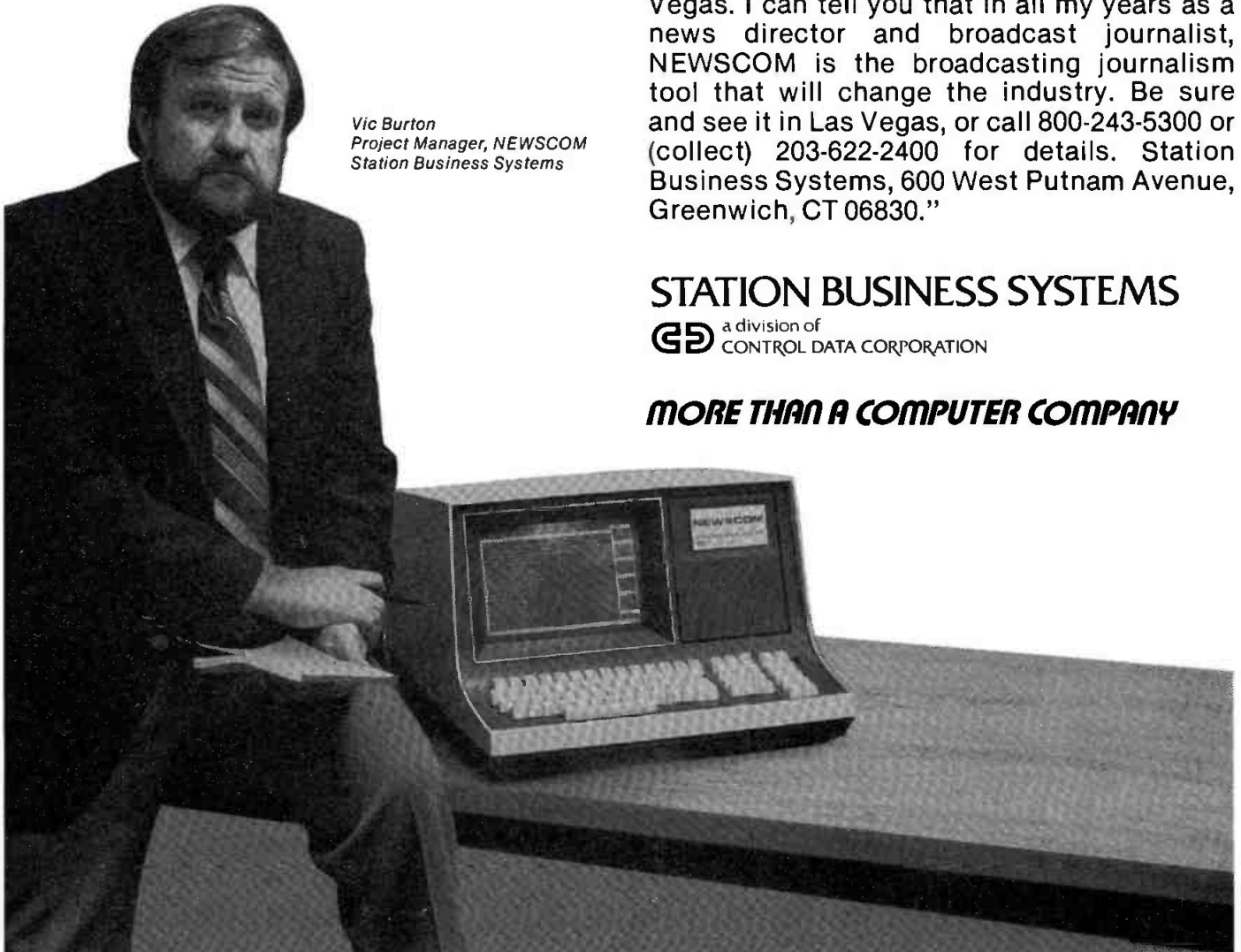
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Budget director. Feldman (c) with executive producer Rodgers (l) and Rod Lea, producer of the 5 p.m. news.

Los Angeles to find a news job. Feldman explained to her that he had no openings, but he told her he would review her audition tape. She left by **12:10**, and Feldman called Bill Booth, a publicist for the Los Angeles Police Department. Booth was out to lunch.

Feldman then began playing portions of a special 10-part investigative series being prepared by producer Jim Kennedy and Mike Parker. The series, which has yet to run, and which BROADCASTING agreed not to describe, deals with an "extremely sensitive subject" that, if handled improperly, Feldman said could have serious fairness doctrine complications for the station. Feldman had already sent parts of the series back for reworking. He was looking, he said, for an "emotional balance" in the piece. "I just don't want to run the story if it's not fair," he said. "There's more of a chance now that I'll run it than the last time I saw it. I think he's on the right track. I think he should continue."

At **12:50** another reporter, Pat O'Brien, came into Feldman's office to give an update on a feature he was preparing for that day's telecast. It was a story on the rock concert at Woodstock, N.Y., held 10 years ago that week. Rodgers and yet another reporter, Krista Bradford, came in. Feldman and Rodgers discussed the 10-part investigative series. Rodgers said he wanted to run it before the November sweeps. "My feeling is when it gets done, we run it," said Feldman.

Just before lunch, which he took at a Japanese restaurant across Sunset Boulevard from the station, Feldman stepped into the KNXT executive office to say hello to promotion manager Phyllis Kirk Bush and to talk with Sauter about contract negotiations with one of his reporters. "I need money if any money comes available," said Feldman to the general manager. Of the reporter, Sauter said, "Tell him his raise is effective Sept. 1."

After he returned from lunch at **2:35**, Feldman went back into the newsroom. A voice boomed from a loud speaker: "Andy Young has just asked Carter to accept his resignation." That would become the lead for the 4:30 edition. A local story would

lead at 5, however.

Back in his office, Feldman again called Booth at LAPD, who had a story about gangs throwing rocks at automobiles and then stealing from the motorists. A reporter's agent called about contract negotiations.

At **3:35**, Fleming received a call from Lopez, the reporter with the confession story. Rogers, Fleming and Feldman went to the news director's office to talk with Lopez. Feldman consulted a blue loose-leaf notebook: *CBS Television Stations News Standards*. "It's against CBS policy to report confessions unless a public official reports them," Feldman said to Lopez, except when an issue of "public policy" may be served.

Lopez pleaded for the story. "What are we accomplishing besides getting a beat on everybody else?" asked Feldman. The reporter explained that a suspected murderer had confessed—even bragged about—the killing of four fellow inmates, who, Lopez had learned, would be called to testify. "If I were you," Feldman said, "I would not read this story in such a way as to indicate that the confessions actually took place. I would not like to be the one crying 'Extra. Alcalá has confessed.'" The wording of Lopez's story was reworked and Feldman, finally satisfied, said, "Book it."

Feldman took another quick jaunt through the newsroom at **3:57**, and was back in his office at **4:10** on the phone again. The 4:30 edition with anchor Connie Chung led with the Young story. Nancy Jacoby, executive producer of the weekend news, came in to discuss a problem with the Saturday show.

At **5**, Feldman sat before the three-set bank of monitors in his office and watched KNXT's news on all of them. Taking copious notes on his yellow legal pad, Feldman was especially disturbed that relief anchor Linda Douglass was stumbling over some of her words. At the commercial break, he stepped into the studio to tell her. Then, it was back to his office and the television sets.

He watched and wrote continually through the 5 o'clock edition and into the

6. By **6:45**, several from the newsroom had wandered into Feldman's office. The office became a lounge for the producers and others in the newsroom. Fleming came in and began going over Thursday's assignment sheets. At **7**, Feldman went to see Sauter again to discuss some personal business. After that, he spoke with Chung about a story she was working on. At **8**, he was heading out the door to the parking lot and home.

Vegas luminaries

Las Vegas and Caesar's Palace may have their own ideas when it comes to who's a star and who's not, but even the desert oasis may sit up and take notice this week when the Radio-Television News Directors Association trots out its stable of VIP's. The 34th annual convention of the nation's news directors gets under way on Wednesday (Sept. 5), and making appearances before the 750 expected to be on hand are Walter Cronkite, Howard K. Smith, John Chancellor, NBC Vice Chairman Richard Salant, CBS News President Bill Leonard and a host of others from broadcasting, politics and business. Sammy Davis Jr., who will be appearing at the hotel this week, just might not have a chance. All the competition follows in the complete agenda:

Wednesday, Sept. 5

Board of directors meets. 9:30 a.m.-4 p.m. Imperium West.

Registration. 1-9 p.m. South registration desk.

Reception. 6:30-8 p.m. Colosseum Duotus and Trestus.

Thursday, Sept. 6

Exhibits open. 7:30 a.m.-3:30 p.m. Colosseum Quattour, Quinque and Foyer.

Continental breakfast with exhibitors.

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7:30-8:30 a.m. Colosseum Quattour, Quinque and Foyer.

UPI breakfast. 7:30-8:30 a.m. Majestium.

Registration. 8 a.m.-5 p.m. South registration desk.

Business meeting. 8:30-10 a.m. Colosseum Duotus and Trestus. Welcome to Las Vegas: Bob Stoldal, KLAS-TV Las Vegas, local arrangements chairman; Mayor Bill Briare, and Senator Paul Laxalt (D-Nev.) Greeting: Vincent Wasilewski, National Association of Broadcasters. Convention update: Curtis Beckmann, wcco-TV Minneapolis, convention chairman. President's report: Paul Davis, wcau(TV) Champaign, Ill. Managing director's report: Len Allen. Treasurer's report, Phil Mueller, KSL(AM) Salt Lake City. Nominating committee report: Don Owen, KSLA-TV Shreveport, La. Radio-Television News Directors Foundation scholarship presentations: Barney Oldfield, treasurer, RTNDF.

Keynote address. Colosseum Duotus and Trestus. 10-10:30 a.m. Howard K. Smith, former ABC News commentator.

First Amendment report. 10:30 a.m.-noon. Colosseum Duotus and Trestus. Moderator: J. Laurent Scharff, general counsel, RTNDA. Participants: RTNDA president, on First Amendment Congress; Ernie Schultz, KTVV(TV) Oklahoma City, on the American Bar Association's demonstration of cameras in the courtrooms; Robert C. Bernius, attorney, on the Supreme Court's Gannett decision; Ernest T. Sanchez, National Public Radio, on the Freedom of Information Act; Richard M. Schmidt Jr., American Society of Newspaper Editors, on legislative developments in press issues.

Buffet luncheon with exhibitors. noon-2 p.m. Colosseum Quattour, Quinque and Foyer.

Buffet luncheon with exhibitors. noon-2 p.m. Colosseum Quattour, Quinque and Foyer.

Joint session. News coverage of the energy crunch. 2-3:30 p.m. Colosseum Duotus and Trestus. Moderator: Wayne Godsey, WTMJ-TV Milwaukee. Participants: John F. Bookout, Shell Oil; Roger Peterson, ABC News; Harold Greene, KABC-TV Los Angeles; Carolyn Wean, KYW-TV Philadelphia.

Concurrent radio and television sessions. 3:30-5 p.m.

"ENG for radio." Imperium. Moderator: Paul McGonigle, KOY(AM) Phoenix. Participants: Dick Rosse, Mutual; Joe Gillespie, KSDO(AM)-KEZL(FM) San Diego; Jon Wilkes, WSGN(AM) Birmingham, Ala.; Jeff Eller, WGOW(AM) Chattanooga; Ed Bell, WHDH(AM) Boston.

"Crystal-balling television." Colosseum Septem. Moderator: Ron Mires, KGTU(TV) San Diego. Participants: Don Gale, KSL-TV Salt Lake City, on teletext; Al Buch, KPXX-TV Phoenix, on helicopter microwave; Jane Cohen, National Association of Broadcasters, on the future of television programming.

Friday, Sept. 7

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

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

Registration. 8 a.m.-5 p.m. South registration desk.

Business meeting. 8:30-10:30 a.m. Colosseum Duotus and Trestus. Election of vice president, election of at-large director, action on resolutions, old and new business. Address: Bill Leonard, CBS News.

Exhibits reception. 11 a.m.-noon. Colosseum Quattour, Quinque and Foyer.

Luncheon. noon-2 p.m. Colosseum Sextus and Septem. Address: John Chancellor, NBC News. Presentation of RTNDA International Awards: Dick Yoakam, Indiana University.

Joint session: "Three Mile Island—Did We Make It Worse Than It Was?" 2-3:30 p.m. Colosseum Duotus and Trestus. Moderator: Fred Young, Hearst Corp. Participants: Richard Thornburg, governor of Pennsylvania; Harold Denton, Nuclear Regulatory Commission; Bettina Gregory, ABC News; Bob Feldman, WPVI-TV Philadelphia; Ed Wickenbeiser, WBSA(AM) York, Pa.; Warren Owen, Duke Power Co., Charlotte, N.C.

Concurrent radio and television sessions. 3:45-5:15 p.m.

"The Future of Radio Network News." Colosseum Duotus and Trestus. Moderator: Paul McGonigle, KOY(AM) Phoenix. Participants: Bob Benson, ABC; Jay Bowles, APR; Emerson Stone, CBS; Tom O'Brien, Mutual; Jo Moring, NBC; Frank Mankiewicz, National Public Radio; Vince Sanders, National Black Network; Jo Interrante, RKO; Frank Sciottino, UPI.

"Consultants Review a Tight, Three-Way Race for TV News Leadership in Green Bay." Moderator: Jack Hogan, WZZM-TV Grand Rapids, Mich. Participants: Al Primo, Primo Associates; Arnold Reymer, Gersin Associates; Ron Tindiglia, of his own firm.

Business meeting. 5:15-6 p.m. Colosseum Duotus and Trestus. Tentatively scheduled to accommodate unfinished business.

Saturday, Sept. 8

Exhibits open. 7:30 a.m.-12:30 p.m.

AEJ breakfast. 7:30-8:30 a.m. "Teaching Broadcast News Reporting." Participants: Jack Shelley, Iowa State; Dick Yoakam, Indiana State; Rod Gelatt, University of Missouri.

Registration. 8 a.m.-5 p.m. South registration desk.

Three concurrent sessions. 8:30-10 a.m.

"Stress Thrives in the Newsroom: Causes and Methods of Coping." Colosseum Trestus. Dr. Wesley Sime, Director, Stress and Fitness Laboratory, University of Nebraska-Lincoln (session to be repeated at 2:30 p.m.).

"Motivating Employees." Imperium. Dr. H. Kent Baker, School of Business Administration, American University.

"Managing the Nonunion Newsroom." Colosseum Duotus. Howard Bernstein, attorney.

Three concurrent sessions. 10-11:30 a.m.

"Gaining Control of Your Time." Colosseum Duotus. Dr. H. Kent Baker.

"How To Get Anybody To Do What You Want." Colosseum Trestus. Dr. Charles Dwyer, Wharton School of Business.

"The Growing Impact of Privacy Decisions and Legislation." Imperium. Stephen E. Nevas, National Association of Broadcasters.

Exhibits reception. 11:30 a.m.-12:30 p.m. Colosseum Quattour, Quinque and Foyer.

Luncheon. 12:30-2:30 p.m. Colosseum Sextus and Septem. Address: Charles Osgood, CBS News. Presentation of RTNDA International Television Awards: Jack Williams, Meddill School of Journalism, Northwestern University. Canadian president's report and presentation of Canadian Radio and Television Awards: Dick Smyth, CHUM-AM-FM Toronto.

Three concurrent sessions. 2:30-3 p.m.

"Stress Thrives in the Newsroom. Colosseum Trestus. Repeat of morning session.

"How To Manage Yourself." Imperium. Dr. Charles Dwyer.

"Managing the Union Newsroom." Howard Bernstein, attorney.

Affiliates meetings. 4-5 p.m. CBS, Majestium East; NBC, Majestium West; ABC, Atrium; AP Radio, Imperium East; UPI Audio, Imperium West; Mutual, Romulus and Remus.

Paul White reception. 6:30-8 p.m. Colosseum Duotus and Trestus.

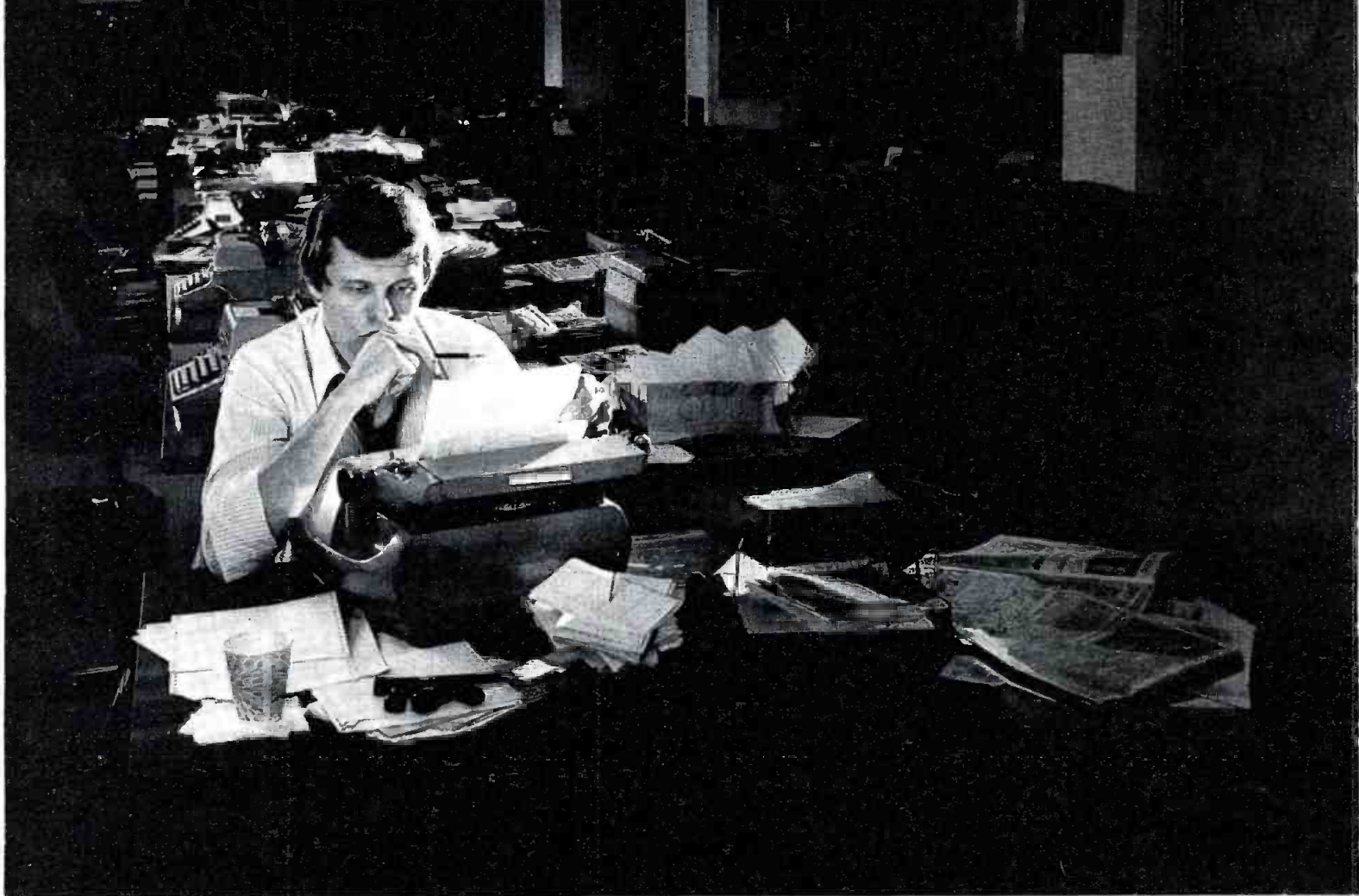
Paul White banquet. 8 p.m. Colosseum Quinque, Sextus and Septem. Presentation of Michele Clark Award: John Hart, NBC, and Walter Cronkite, CBS. Presentation of Paul White Award: Ernie Schultz, KTVV(TV) Oklahoma City. Paul White address: Richard S. Salant, NBC.

In the exhibit halls

Besides the speeches and workshop sessions, and the other attractions of Las Vegas, RTNDA delegates will also be lured by purveyors of news-oriented hardware and services. A listing of those companies, and their booth locations, follows.

Alcare Communications	27
American Farm Bureau Federation	4
AP	57
APTV high speed wire for TV stations,* broadcast news report, Associated Press Radio Network, Laserphoto. Staff: Roy Steinfort, Jerry Trapp, Jay Bowles, Nancy Cook, Ben Avery, Jim Spehar, Doug Keinitz, Mark Thayer, Wayne Par-rack.	
Basys Inc.	7
News Fury electronic editing system for broadcast newsrooms.* Staff: Peter Kolstad, Ed Grudzien.	
Bell Helicopter	62
JetRanger III helicopter fitted with ENG equipment. Staff: Robert M. Edholm, J. Duhan, R. Helmericks, W. Yarber, J. Matthews, D.K. Jose, S. Vitellaro, G. Moody, F.E. Tiller, B. Buck, C.E. McGuire, F. Mustico, R. Frazier, J. Wright, K. Leckie.	
Broadcast News Service	40B
Bureau of the Census	4

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CABLE NETWORK**



Capital Broadcast News	8	Eastman Kodak	51	Newsweek Broadcasting	24
Daily satellite news feed of local interest items from Washington,* live and taped satellite pool feed for national political conventions in 1980,* regular radio news feeds of local and state interest items,* Washington bureau coverage for local radio and TV stations. Staff: Doug Terry, Carol Kadushin, Peter Brewer, Janet Reagan, Al Kay.		Newsfilm and related equipment.		Syndicated TV programs.	
Central Weather Service	40A	Edison Electric Institute	10	Office of Minority Business Enterprise	3
Live or taped radio weather reports, radar and weather maps for TV stations, specialty weather reports, around-the-clock telecopier or verbal weather update service. Staff: Earl S. Finckle, Roger Skolnik.		Eigen Video	45	Precious Products	28
Cetec Vega	34	Electronic slide projector, weather radar time lapse recorder. Staff: George Foster, James Hebb.		Stylized microphone flags, customized jewelry. Staff: Ed Stupell, Leah Stupell, Ruth Edlee.	
Wireless microphone systems.		Electronic Applications	47	Q-TV/Telesync	43
Champion International	9	Battery/charger systems for TV equipment.		Videoprompter cueing systems, Videoscript paks,* script enhancer.* Staff: George Andros, Alvin Eisenberg, John Maffe, Don Robinson.	
Chyron Telesystems	46	Enterprise Electronics	58	R.F. Technology	39B
Electronic graphics generator with election reporting system. Staff: Richard Boyd, David Buckner, John Starosky, Will McClain, Steve Mason.		Color radar data remoting system. Staff: W.R. Braswell, Ken Lawson, Charles P. Jeter.		950 mhz wireless microphone, 2 ghz portable microwave systems. Staff: J.J. Camarda, James Smith.	
Cinema Products	52-53	Frezzolini Electronics	44	RKO Radio Network	60
MNC-71CP ENG/EFP video camera, CP-16R reflex 16 mm single/double system sound camera, CP CO-AX digital remote control system for ENG/EFP cameras.* Staff: Don Dunbar, Wayne Weichel, Susan Lewis.		Power belts, portable power packs, on-board camera battery packs, fast chargers, portable battery pack powering 650 w lighthouse.* Staff: James Crawford, Jack Frezzolini.		Radio news service	
Commodity Quotations	39A	The Graphic Express	16	Sony	31
Sportsticker in-progress and final sports score and bulletin wire service. Staff: Philip M. Hogan, Mary W. Hogan, Corwin White.		News set design, slide service, animated intros., animated logos. Staff: Gil Jimenez, Robert Rimes.		Station Business Systems	38
Compro	11	Grinnel Communications	23	Newscom computerized information processing system for TV and radio newsrooms. Staff: Joe Coons, Larry Pfister, Vic Burton, Mike Prelee, Jerry Baker, George Pupala.	
<i>Country Traveler</i> news inserts series. Staff: Kim Anderson, Andy Johnston.		News insert programing.		Superscope	61
Computer Image	37	Independent Petroleum Association of America	54	Tape recorders, microphones, other audio equipment.	
Animated weather forecasts, animated news graphics. Staff: Pete Freyschlag, Hal Abbott, Ron Shaw, Shari Noyce, Jack Fiman.		IPS foyer		Tayburn Electronics	42
Conoco	26	Weather satellite recorders.		Technology Service Corp.	29,35
Convergence Corp.	48-49	Jefferson Data Systems	56	Color weather radar displays, weather radar systems, electronic map overlay animation, remote NWS color radar display, time lapse weather animation recorders. Staff: Gerry Ustach, Rick Fay, Arnold Roth, John MacDonald.	
ECS-102 insert editing system, ECS-103 multi-source editing system and accessories. Staff: Frank Logan, Doug Tao.		Electronic News Processing computer system.* Staff: Mike Jones, John McDonald, Paul Woidke, Joe Abernathy.		Telescript	13
Dyna-Metrics	21-22	Marti Electronics	55	Monitor prompting system, contrast enhancer. Staff: Jerry Swanson, John Lennan, John Kull.	
Design, construction and installation of TV news sets. Staff: John Peterson, A.G. Thomas, Paul Wittman, Frank Cardamone.		Radio ENG equipment. * Staff: George W. Marti, M.E. McClanahan, Steve Jones, Bob Morley.		3M	19
Eastman Kodak	51	Microwave Associates	25	Videotape, video cassettes and accesories.	
Newsfilm and related equipment.		Flight packs for helicopter newsgathering.		Tobacco Institute	17
Edison Electric Institute	10	Mighty Minute Programs	30	Triformation Systems	36
Eigen Video	45	<i>Joe Carcione—The Greengrocer, Action Report, Going to the Movies, On the Move, The Tipsters, Money Talks.</i> Staff: David Meblin, Lou Hummel.		Braille and speech computer terminals. Staff: Lee Brown.	
Electronic slide projector, weather radar time lapse recorder. Staff: George Foster, James Hebb.		Mutual Broadcasting System	12	TVNS foyer	
Electronic Applications	47	News and sports services.		News support systems.	
Battery/charger systems for TV equipment.		National Bureau of Standards	1	UPI	18
Enterprise Electronics	58	National Right to Work Committee	59	News services.	
Color radar data remoting system. Staff: W.R. Braswell, Ken Lawson, Charles P. Jeter.					
Frezzolini Electronics	44				
Power belts, portable power packs, on-board camera battery packs, fast chargers, portable battery pack powering 650 w lighthouse.* Staff: James Crawford, Jack Frezzolini.					
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Mutual Broadcasting System	12				
News and sports services.					
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National Right to Work Committee	59				



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Vipro Syndication 50

Paul Harvey Comments, Celebrity Profile with Dick Maurice, Tax Tips with Barry Steiner, Perspectives on Personal Power. **Staff:** Donald Frehe, Thomas Edinger, Howard Christensen, Pat Kelly, Gary Grecco, Dick Maurice, Terry Lynn.

Vital Industries 15

Squeezezoom TV digital effects units, switchers.

Weatheration 6

Color computer remote radar system,* 16-color graphics generator and map overlay system.* **Staff:** William V. Smith, Robert D. Muellner, Edward C. Anderson, Harvey Chichester, Steve Kavouras.

Weatherscan International 41

Computerized weather services for TV and radio. **Staff:** Ross Dixon, Fred Norman, Marvin McInnis, Judy Skinner.

CBS's latest Western

Network launches regional edition of 'Evening News'; things go well technically, but ratings could be better

Television journalism entered a new era last week as CBS News premiered a new Western edition of its *CBS Evening News* for its viewers in six Pacific time zone states (BROADCASTING, July 23). Last Monday's debut marked the first time in the history of network television that program content has been tailored to a specific geographical audience as well as the first time that a network news program seen on the West Coast has differed from that seen in the rest of the country.

Viewers in Alaska, Hawaii, Washington, Oregon, Nevada and California saw on last Monday's program six and a half minutes of programming not viewed elsewhere in the country as well as a different version of the network's lead story. And, although Walter Cronkite was on vacation last week and Roger Mudd manned the New York desk, Westerners were introduced to a new face at the anchor desk—that of CBS Correspondent Terry Drinkwater. The new feed originated from the CBS News bureau in the basement of CBS Television City in Hollywood.

CBS News President Bill Leonard said last week that the new show was "at least two-thirds as good as it could be" and added he felt that the news organization had performed well in overcoming the "difficult technical and editorial process" of producing the program. "I think it worked pretty well," he said.

The lead story of last Monday's telecast was devoted to the conflict at New York's John F. Kennedy airport surrounding the departure of Russian ballerina Lyudmila Vlasova. It led the Eastern feed as well. But Western viewers saw a two-and-one-



half-minute segment that was about 25% new.

A report about a Los Angeles bus strike, which also appeared on the network feed, was lengthened by the Los Angeles desk. A network report on an Oklahoma City teachers strike was deleted in the West, and two reports—one on seal killing in Alaska and another on U.S. fishing boats encountering trouble off the coast of Canada—were added. A report on a prison uprising in Las Vegas ran in both editions, however.

According to Leonard, the network encountered only "cosmetic problems" in integrating the two programs and there were "not any real editorial decision problems." (During dry runs over the two previous weeks the show was closed circuited to CBS News in New York for review there.)

Ratings for the show did not appear especially good, however. A.C. Nielsen overnights for Los Angeles and San Francisco for Monday's show placed CBS third in the former and second in the latter. The CBS program and the *NBC Nightly News* aired at 7-7:30 (Pacific time), and in Los Angeles NBC won handily with a 7.8 rating and a 15 share versus a 6/12 for CBS. In San Francisco CBS led with an 8.3/18 versus a 6/13 for NBC. ABC's *World News Tonight* aired at 6 Monday night because of the network's baseball game that evening. ABC had a 10.5/21 in Los Angeles and a 12.4/30 in San Francisco.

The Western overnights showed CBS doing much worse than it does nationally. For the week ending Aug. 26 national ratings for the network news programs were: CBS 11.6/27; NBC 10/24, and ABC 9.9/24.

Goodman: what price news success?

Journalism's emergence as a profit center for broadcasters brought with it a potential threat to its professionalism, Julian Goodman, retired chairman of NBC and a former executive vice president of NBC News, told the AP Broadcasters of Kentucky Aug. 25 at Louisville.

He also said, in answer to a question and referring to "erosion of the First Amendment" through a series of recent Supreme Court decisions, that he thought one reason President Nixon appointed Warren Burger chief justice was that they "felt the same way" about the press. "Maybe," he added, "Mr. Nixon had the last laugh on us, after all."

The danger in broadcast journalism's financial success, Goodman said, is greed—though he did not use that word. "Success always has its camp followers," he said, "its consultants and improvement artists whose theme is 'think how much more you could make if only...'"

"Therein lies a potential threat, in my mind, to news professionalism that made television news such a valuable commodity in the first place. That professionalism must never be sacrificed for the sake of a quick buck...."

"I'm not yet stuffy enough to think all

news should be dull, but I do know that a solid base of professional competence outweighs the ability to poke an elbow in the ribs of the weatherman.

"It doesn't take much talent to specify that news should be brief and interesting, that some news is unsavory and that people who deliver news should be as attractive as possible. But that's not all there is, and some of the best news people are not the most attractive.

"If, indeed, the mass of news programs in the U.S.—both local and national—proceed to follow their consulting pipers toward higher rating points with that goal alone in mind, they will find that the path leads but to the sea."

Goodman said NBC News Correspondent David Brinkley "may have started all this back in 1956" by being "not only the first [newsman] to say anything even remotely irreverent on television, but very possibly the first one to smile." But before Brinkley did that, he stressed, "he was a competent, able and experienced reporter and writer—qualifications I somehow feel have not always been prerequisite for the brightly suited, unisex-coiffed newspeople who giggle the news at me."

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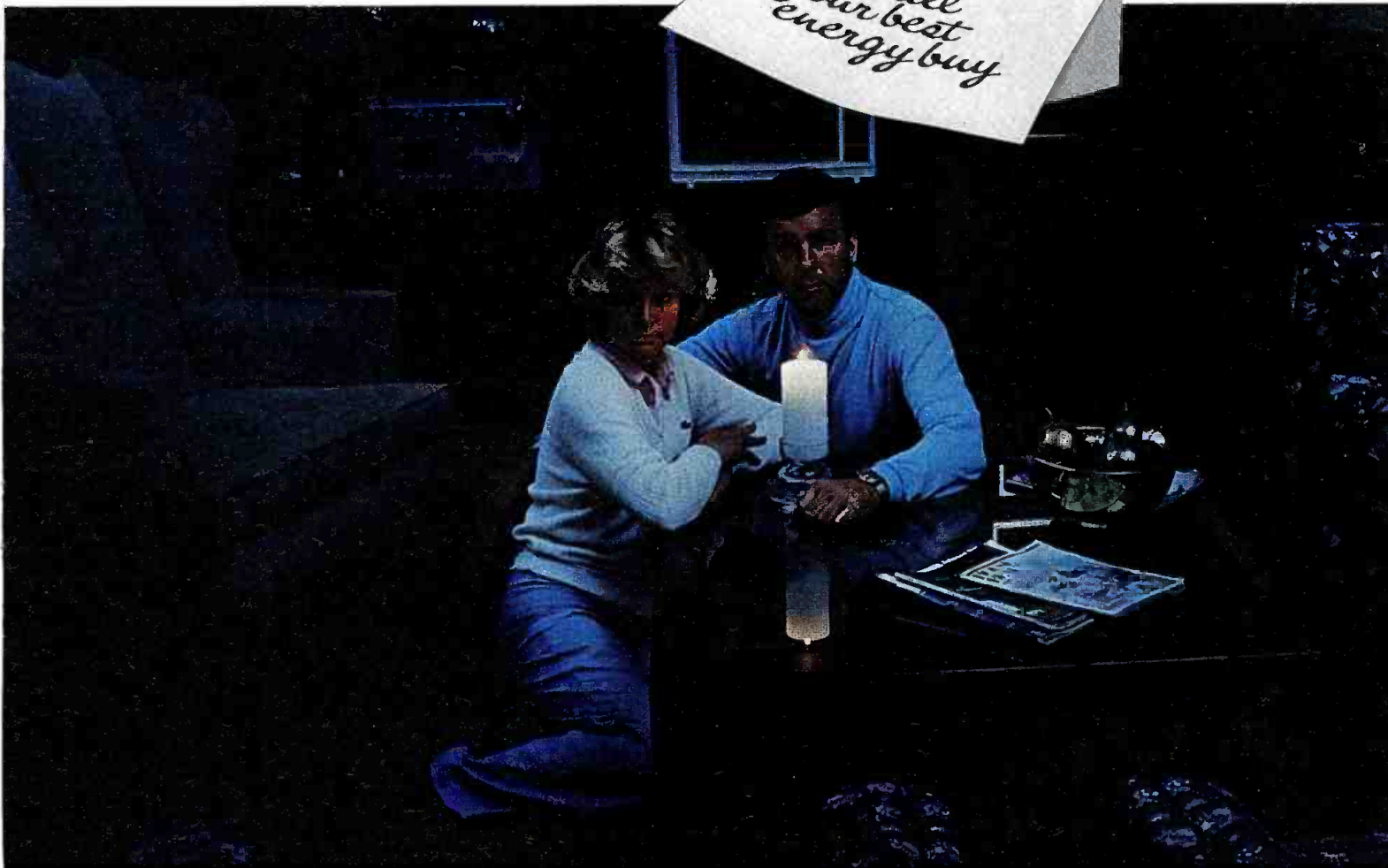
The militant environmentalists want to sacrifice progress to save the earth. Consumer groups want the best buy for their money. And the energy industry wants to make a reasonable profit. Are we so far apart that we can't meet on a common ground?

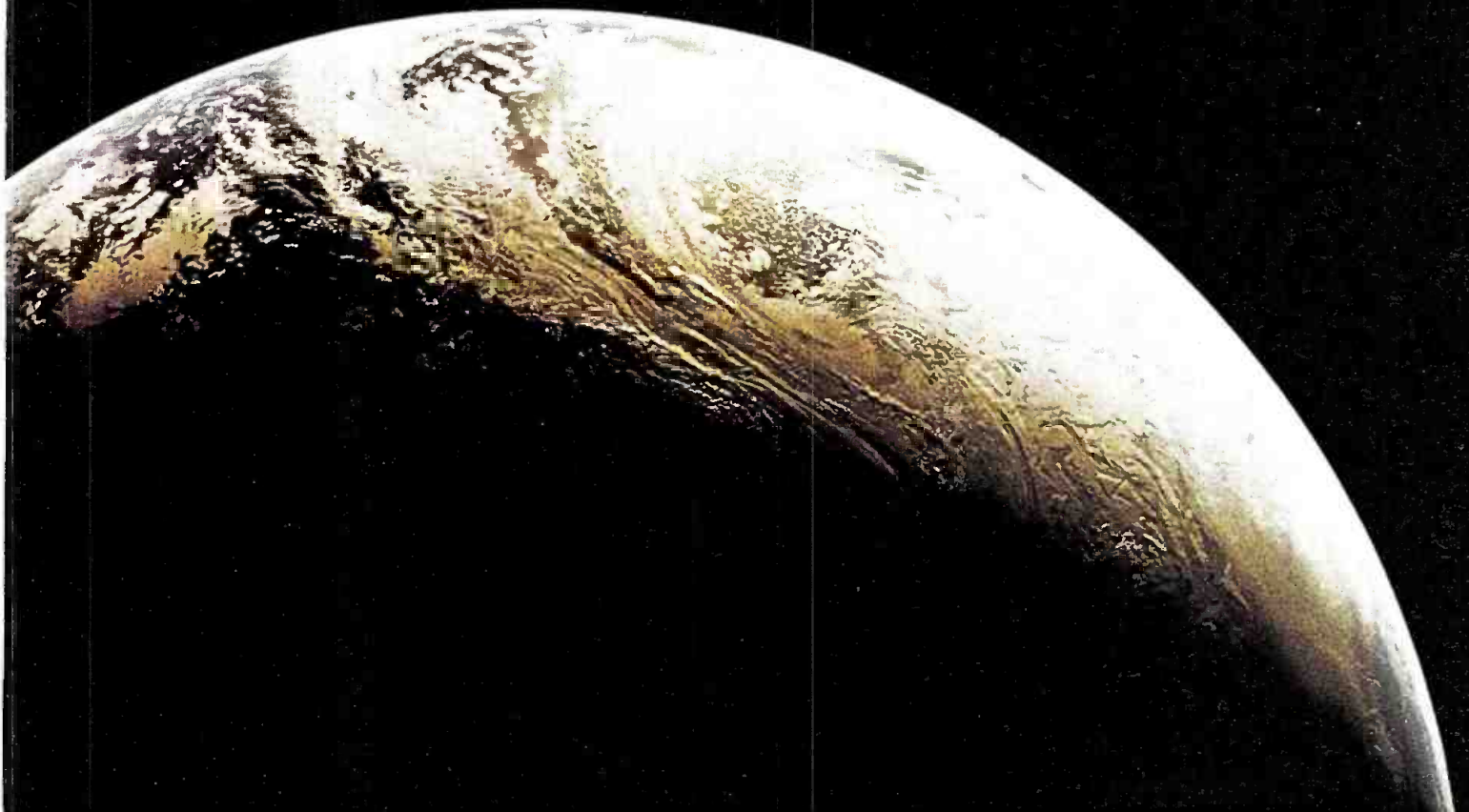
For several years, the AMAX Coal Company has been calling for a National Energy Policy that would provide a clear cut plan of action the majority can agree on so we may proceed. Proceed we must. The longer we squabble in meetings, hearings, the media and halls of Congress—the dimmer our chances for an energy independent future.

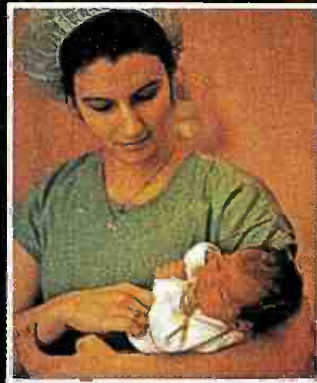
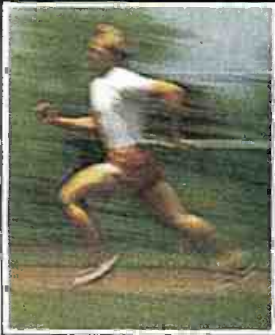
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The RKO Radio Network. A new Lifesound. October 1, 1979.
Previews at the NAB in St. Louis.

Programing

No doldrums for ABC this summer

Network takes another week in the ratings as some new shows and new time slots turn in winning performances

With the 1978-79 season waning, ABC-TV continued its mastery of the prime-time ratings in the week ended Aug. 26. The Nielsen score: ABC, 16.1 average rating and 30.5 share; CBS, 15.2 and 28.7; NBC-TV, 12.9 and 24.5.

ABC's *Mork and Mindy* made it three wins out of three head-to-head starts against CBS's *All in the Family*, pulling a 17.2 rating/34 share against *Family's* 14.5/29.

ABC was also heartened by the sampling the two-hour pilot for its new *Hart to Hart* series got in the Saturday 9-11 p.m. NYT period: a 20.3/39 against a 14.2/27 for a repeat of the movie "Rio Lobo" on CBS and a 12.3/25 for the Pittsburgh/Dallas exhibition football game on NBC.

CBS must have been less heartened by

the results of a CBS News pilot, *Inside Yesterday*, that had been billed as a possible series about "unreported, little reported or incorrectly reported aspects of recent history" (BROADCASTING, Aug. 6). It got a 12.2/24 in the Tuesday 10:30-11 period against the last half of an ABC *Starsky and Hutch* repeat that averaged 16.1/30 and the windup of an NBC two-hour *Big Event*: "Something Big" repeat that pulled a 12.6/23.

ABC's *Fantasy Island* turned in a second lackluster performance in its second appearance in the Friday 8-9 period it will occupy this fall. *Fantasy* produced a 9.7/21, behind both *Diff'rent Strokes* (13.5/30) and a *Facts of Life* original (15.0/31) on NBC and *Incredible Hulk* (12.1/26) on CBS.

Laverne and Shirley, however, continued to do well in its move to ABC's Thursday 8-8:30 spot, scoring 16.2/34, and *Angie* immediately following had a 16.0/31. They again outdid CBS's *Waltons*

(13.8/27) and NBC's *Project UFO* (8.7/17).

Among the news magazines, ABC News's *20/20* on Thursday at 10 outrated CBS News's *60 Minutes* on Sunday at 7. The ABC News entry had an 18.4/33 to rank 14th for the week. The CBS News entry had a 16.8/39 and ranked 22d. NBC News's *Prime Time Sunday*, on Sunday at 10-11, continued to lag, turning in a 12.0/21.

ABC won Tuesday, Wednesday, Thursday and Saturday, while CBS won Monday and Sunday and NBC took Friday.

Repeats again dominated the top of the list and originals the bottom. The top five shows, all repeats, were *WKRP in Cincinnati* (CBS); *M*A*S*H* (CBS); *Three's Company* (ABC); *Charlie's Angels* (ABC) and *Taxi* (ABC). The bottom five, in ascending order, were a live special, *Track and Field: The 1979 World Cup* (ABC); *Hanging In*, an original (CBS); a *Hardy Boys* repeat (ABC); *Runaways*, an original (NBC), and *The 416th*, an original special (CBS.)



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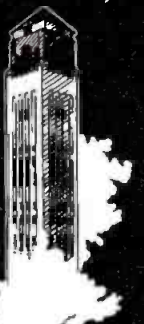
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Belaboring TV

Machinists union plans to monitor television programming for signs that workers don't get fair shake

Does television portray the American worker as an Archie Bunker type? William W. Winpisinger, president of the International Association of Machinists and Aerospace Workers, thinks so and "intends to do something about it."

Winpisinger last week announced a nationwide television monitoring project that calls for training at least 500 full-time union representatives in governmental regulation of television. They in turn are to recruit other union members and their families to monitor a wide spectrum of television activities, ranging from local news reporting to network programming ("In Brief," Aug. 27).

During a press conference in Washington last Monday, Winpisinger spoke about what he feels is the "bum rap" given the American worker by television programmers. "One of the top priorities in my administration in the IAM," he said, "is to improve what I perceive to be a lousy image of union leaders and union members in particular, and American blue collar workers in general . . . Many of those elements of our society—union, religious groups, minorities—have not been portrayed fairly on TV. And, as a conse-

quence, these institutions and groups, which have played major roles in the growth of this great nation, are now suffering from sagging images, reduced effectiveness and no growth."

Winpisinger cited television reporting of union negotiations as an example of unfair representation. "We'll get on the news all right, if there's a strike. We'll definitely make it if there's some picket line violence, regardless of who causes it . . . But rarely, if ever, do we get air time explaining the positive economic impact that a good strong union contract has on the entire community, not just the workers who are covered by it," he said.

To implement this project, IAM has signed a \$100,000 contract with William M. Young & Associates, an Oak Park, Ill., consulting firm (see below).

The IAM project calls for monitors to

complete a tabulation sheet that will show their perceptions of television treatment of a number of issues, including health care, energy, foreign trade, tax reform, and housing. The monitoring process, including training, should take about four months, IAM hopes, with results expected next May.

When the results are completed—and Winpisinger concedes his perceptions may be wrong—the union president said IAM plans a "nationwide action program to achieve what we consider to be broadcast parity for American working men and women." Winpisinger said the "action" will include boycotts of products and services and petitions to the FCC to deny stations' license renewals. "We will do whatever we have to do to get a fair and honest view of the American worker," he concluded.

Point man for TV protesters

William Young, who handled PTA campaign against violence, is consultant to IAM, hopes to sign up other groups

William M. Young has a hunch that "television will be the battleground of the 80's as colleges were the battlegrounds of the 60's," and he intends to be in the thick of the fight.

Young, head of his own firm, William

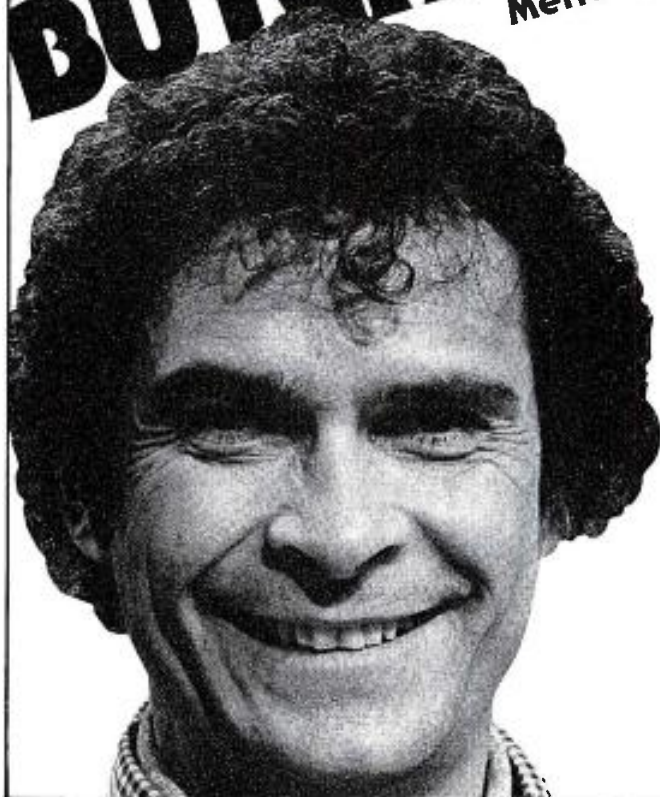
M. Young & Associates, in Oak Park, Ill., believes that television has become a political medium and that individuals and groups must learn how to use it effectively to put forth their point of view.

Young's major focus at this time is on what he calls the "doctrine of program parity," which he has stated as:

"The broadcasting schedule of television stations must include the diverse needs of the various constituent groups

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Young

inherent in a pluralistic, democratic society. To accomplish this end, broadcasters must give attention to differing points of view as well as be concerned with character portrayal. Programing parity should be used as an extension of the fairness doctrine and equal time provisions of the FCC regulations. Programing parity is programatically an expanding concept, not a restricting one, and applies to the content of the entire broadcast day. Implementation of program parity is fundamentally the responsibility of the licensee of the television station."

Young, who has a PhD in education from Temple University in Philadelphia, is not new to the field of media advocacy. His first effort at "program parity" was his work on behalf of the Parent Teachers As-

sociation's crusade against televised violence. His most recent effort, and what he considers "just the tip of an iceberg," is his \$100,000 contract with the International Association of Machinists and Aerospace Workers to implement a nationwide television monitoring campaign to see whether the American worker is given a "fair shake" by the medium.

"Corporations have worked with consumer groups in trying to understand their needs, etc.," he said. But Young does not see willingness in the broadcast industry to cooperate "in the same terms."

Young does not see his five-year-old agency as just a business organization. "We would not work with anyone whose views were not congruent with ours," he said. "We are not out to make money; we participate in activities we consider to be societally valuable."

He has been negotiating with several other trade and union groups on a program similar to IAM's and is currently developing a curriculum on "electronic literacy." The curriculum, developed for the PTA, teaches children how to be effective television viewers and will be introduced in schools around the country this fall. It is being funded by a number of companies, including CBS and NBC.

Young's criticism and study of television is not limited to this country's medium. He has exchanged ideas with groups in Britain, West Germany, Canada, Sweden and Australia. Most recently, he was invited, he said, to Sweden for three

weeks by the government there to study the Swedish system, which is state controlled.

Mutual makes its move in Chicago

Mutual Broadcasting System's first owned radio station, WCFL(AM) Chicago, last Monday began broadcasting a new format, which it calls "Lifestyle." Combining features of talk and news radio, "Lifestyle" attempts to fight tune-out by changing the topic of conversation at least once every 12 minutes.

Mutual/CFL, as station owners want it to be known, surrounds national and local news, presented on the half hour, with information about everyday living, especially as it pertains to the Chicago area. Topics such as child psychology, travel, nutrition, money management, government, computer technology and leisure activities are touched on once a day in 15-minute interviews between station hosts and local professional people.

Station general manager Orrin McDaniels says the difference between talk radio and "Lifestyle" is in the product itself: "While talk radio can spend an hour or two on one subject, we cover four subjects each hour." McDaniels says the station presently has a group of 16 local professionals being interviewed daily or every

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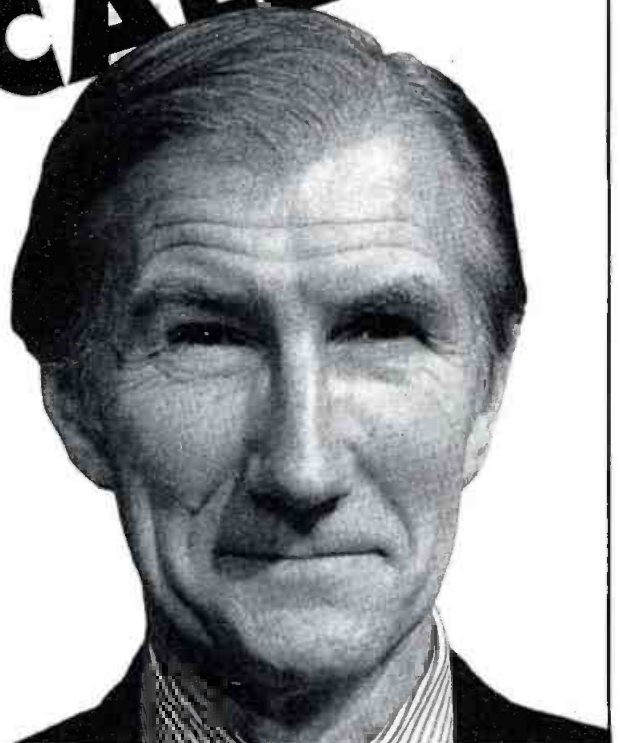
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WGBH engineers talk about the Ikegami HK-312

WGBH covers Boston Pops Orchestra concerts with Ikegami HK-312 cameras from Symphony Hall, Boston.

Eight Ikegami HK-312 studio color cameras are in service at WGBH, Boston, some dating back to October 1977 — long enough for intelligence on their performance. From recent interviews with key WGBH people, read these excerpts.

Pops without noise

Tom Keller, Director of Engineering:

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2 IRE, but a complaint

Ken Hori, Senior Engineer for Advanced Development:

“We tested several camera makes for RFI within a quarter-mile of a 50 KW radio-transmitter. The HK-312 measured 2 IRE, whereas most others were in the 5 to 7 IRE area, and some as high as 20 IRE... For symphony remotes we'd need 2 to 5 hours for warm-up, but nowadays we're set up in less than an hour... We like its straightforward design — example, its truly high signal-to-noise ratio as compared to other cameras that resort to reduced bandwidth to attain a comparable ratio but wind up delivering noise too...”

We did get one complaint from the maintenance crew. They said that because they rarely found the problem of a down HK-312, they would never get to know the HK-312 well enough to fix it.

Washouts and dropouts

*Bill Fairweather,
Video Control Engineer:*

“During a lighting seminar staged here by Imero Fiorentino Associates, an actor in a normally lighted scene held up a sheet of white paper with printing on

it to show loss of detail in the case of more than 60 percent tv white reflectance. The HK-312, however, was able to retain enough detail for the printing to be readable on the monitor.

Next came a demonstration of the dangers of too much or too little light on a chroma-key background. The HK-312 held the key to such a low light level on the blank background that the lecturer grinned and said, “I guess WGBH has pretty good cameras!” and went on to the next subject.”

The HK-312 is the camera that met WGBH criteria for performance, stability, and reliability. They also have HL-53s, high-performance portable cameras that interface with HK-312 CCUs and can operate portably with their own CCUs.

Adapters for triax cable, using digital techniques, make their cameras remote-usable at nearly a mile from base stations, yet easily revertible to multi-core cable whenever needed.

In daily use, their HK-312s and HL-53s are interfaced with microprocessor-computer control units that automatically cycle them through all set-up adjustments, including black-and-white balance, flare and gamma correction, video gain, and eight registration functions; then recheck all those adjustments — all within 45 seconds. The cameras can also operate independently of the set-up computers, a feature that is an Ikegami exclusive.

If all of this suggests that the HK-312 is probably the best studio/field color camera in the industry, consider this: camera, set-up computer, and triax adaptor are not only operational, they are deliverable. For details or a demonstration, contact **Ikegami Electronics (USA) Inc.**, 37 Brook Ave., Maywood, NJ 07607, (201) 368-9171 / West Coast: 19164 Van Ness Ave., Torrance, CA 90501, (213) 328-2814 / Southwest: 330 North Belt East, Houston TX 77060, (713) 445-0100.

Ikegami HK-312

other day on the air.

In addition to providing information from local experts, McDaniels says the station plans to have staff members "out in the neighborhoods every day," providing coverage of local events, business and the activities of community organizations.

Rounding out "Lifestyle" programming are syndicated features from the Mutual Broadcasting System. Among those presented daily are *Ask Jack Anderson*, *The View From Here* by John Ehrlichman, *St. John's Journal* by Jeffrey St. John, the *Curt Gowdy Show* and the late-night *Larry King Show*.

Local features presented daily include agricultural news, weather forecasts for the early riser and interviews with people of interest in the Chicago area.

Pennsylvania's cable classroom

University and state's systems work together to expand educational set-up; courses for credit will be provided

Officials at Pennsylvania State University are to sign an agreement Tuesday (Sept. 4) with a group of Pennsylvania CATV operators that calls for expansion of the university's experimental educational cable service throughout the state.

The service, Pennarama, has been making college courses available to cable subscribers in the Scranton-Wilkes-Barre area of Pennsylvania since 1976. With the help of the cable operators who have formed a nonprofit corporation—Pennsylvania Educational Communications Systems—Penn State hopes to create a microwave network that will carry Pennarama to each of the 1.2 million cable households in Pennsylvania within the next couple of years.

Under the agreement, funding for the construction of the microwave facilities will come from PECS and the lectures and course materials will continue to be supplied by the university. According to Joe Bennett, a spokesman for the university, the service will expand slowly—system by system. The first system to join Scranton-Wilkes Barre will be one in Stroudsburg, which should be turned on some time near the end of the year, Bennett said.

Pennarama offers credit and noncredit courses through the university's school of Continuing Education. The lectures can be viewed by any subscriber, but to receive credit from the university or to take full advantage of the noncredit courses, it is necessary to pay tuition, Bennett said. With the tuition, the student receives supplementary printed material from the university and grading and teacher evaluation. Tuition will be roughly that of a regular Penn State student.

Typical of the schedule of courses Pennarama has and will be offering is the one for the upcoming fall semester, which will include seven courses—two credit and five noncredit. Each lesson is shown 15 times every week.

Monitor

C of C hits the air. *It's Your Business*, syndicated half-hour weekly program under auspices of Chamber of Commerce of U.S., kicks off Sept. 8-9 on 73 TV stations, with three national sponsors sold (out of five 30-second spots) and with three and a half minutes available for local sale. National accounts are Amway Corp., Anheuser-Busch and Loctite Corp. (adhesives and sealants). Karna Small is moderator; Bob Mead, ex-CBS and White House staff, producer. Frequent appearances will be made by Dr. Richard L. Leshner, chamber president, in confrontation with prominent speakers on pros and cons of economic and political issues.

JDL versus Redgrave. Jewish Defense League announced plans to hold demonstration Sept. 16 outside CBS Television City, Hollywood, to protest casting of British actress Venessa Redgrave in upcoming made-for-television film, "Playing for Time." JDL says it will also hold demonstration at Redgrave's London home. Actress, who has voiced support for Palestinians, has been cast as half-Jewish concentration camp survivor.

Here's another one. Twentieth Century-Fox Television has teamed with Metromedia Television to produce pilot for *T.H.E. Hospital* half-hour comedy series designed for syndication in late night. Dick Woollen, Metromedia's vice president for programming, said last week that new show is only in pilot stage and that Metromedia hasn't yet committed for run of show. *T.H.E. Hospital* could be picked up to run after another Metromedia buy of some genre—Columbia Pictures Television's new *L.A.T.E.R.* ("Monitor," June 4). Woollen, for one, is convinced that in late night comedy is only way to go: "I'd rather have a *T.H.E. Hospital* than a *Peyton Place*." Show centers on "comedic conflict between the young, irreverent doctors and the administration establishment," says 20th. It features "romantic moments with beautiful nurses in hospital bedrooms" as well as "tense moments with patients in operating rooms." Series is brainchild of producer David Lawrence and will be made under this Castle Combe Productions banner for 20th and Metromedia. Title comes from hypochondriac benefactor of hospital, Theodore Hope Edwards.

Meanwhile, back at the O&O's. Group W Productions is making another go at it. Despite failure last season of *Every Day*, Group W is still looking for daytime success to go with its long-running *Mike Douglas Show*. And NBC Television Stations division is providing seed money and advice. Starting production last week, Group W has committed to hour pilot for possible syndicated series next year. Tentatively titled *This Afternoon*, program features actor Gary Collins in studio with audience, guests and others from "fascinating people categories." Pat Mitchell will be on road with interviews and features. Neither Group W nor NBC is wedded to working title, however, and it's safe bet that it will be changed. Syndication would demand greater daypart flexibility.

Back to the salt mines. That cartoonists strike in Hollywood ("Monitor," Aug. 20) has been settled. Motion Picture Screen Cartoonists local 839 signed letters of agreement with Hanna-Barbera Productions and DePetie-Freleng Studios which prohibit studios from sending animation work abroad without union permission. Similar agreement was reached earlier with Ruby-Spears Productions. Ten-day strike threatened to stymie children's programming production at NBC-TV and ABC-TV, but problems have been averted.

One down, one to go. National Association of Broadcast Engineers and Technicians ordered members to strike 16 Los Angeles television commercial producers Friday (Aug. 31), when NABET contract was due to expire.

Something for the kiddies. NBC-TV has announced "interim Saturday morning schedule" effective Sept. 8 and "continuing until further notice": *The Daffy Duck Show* (8-9 NYT); *The New Fred and Barney Show* (9-9:30); *The Jetsons* (9:30-10); *The Globetrotters!* *Dynomutt Hour* (10-11); *Flash Gordon* (11-11:30); *Godzilla* (11:30-12); *Johnny Quest* (12-12:30), and *Hong Kong Phooey* (12:30-1).

Not just for the kiddies. United Artists Television is stressing adult appeal of "sophisticated *Pink Panther*" in pitches for prime-time access play. Originally Saturday morning animated fare on ABC-TV, *Panther* is being offered in 24 half-hour package with original child-oriented material (riddles etc.) reportedly deleted. Among early takers: WDIV-TV Detroit; WTAE-TV Pittsburgh; WPLG-TV Miami and WXIA-TV Atlanta.

And you think you have trouble getting air time. Republican National Committee went to Los Angeles Public Affairs Broadcast Group and asked, in effect, "How do we compete with Jimmy Carter for broadcast time?" PABG, which is headed by Mark Bragg, formerly with CBS News, came up with *On Balance*—series of five 60-second radio features and one 15-minute program weekly giving Republican side of political issues. Syndicated format precludes treatment of late-breaking stories, however. Shows started airing Aug. 1 with RNC Chairman William Brock doing oratorical honors.

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The still store picture from the East Coast to Hawaii is clear. Unequaled insight into broadcasting's digital storage requirements has made ADDA ESP-Systems by far the industry's largest seller.

MILWAUKEE

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MIAMI

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ADDA CORPORATION



Program service aims for blacks by satellite

NCTA's Johnson starts up network that hopes to provide two hours a week of programing to cable

Hoping to lure advertisers with the \$70-billion buying power of America's black population, a new cable programing service was born last week with the goal of providing advertiser-supported programing to black communities.

Dubbed Black Entertainment Television, the new service, starting some time next January, will initially provide two weekly hours of programing with predominantly black appeal to cable systems via satellite.

Bob Johnson, founder of the new company, said the service would allow advertisers to reach "a specific audience with a specific consumption pattern."

The announcement of the company's formation was made at the Washington offices of the National Cable Television Association, where Johnson has worked as a lobbyist since 1976. Another of NCTA's lobbyists, Vivian Goodier, will assist Johnson in the endeavor as vice president, affiliate relations. Johnson and Goodier will continue in their roles at NCTA until

Oct. 31 when they leave to head the new company full time.

Because the company is in its early stages, Johnson was vague about where the programing for the new service would be coming from and exactly what it would be. He was, however, specific in describing the nature of the programing. He said it will include films that feature blacks in leading or dominant roles and other programing that "addresses itself in fact or fiction to black experiences and life styles." Johnson also mentioned the football games of black colleges such as Grambling and Howard University and black plays such as "For Colored Girls When Rainbows Aren't Enuf" as possible programing.

Johnson said that he is also considering a talk show that would emanate from a Washington hotel and feature black entertainers. Johnson also hopes that BET will provide an outlet for independent filmmakers.

The only definite commitment Johnson has received thus far comes from United Artists, which has agreed to provide BET with a number of films. Johnson declined to say what films UA was making available.

BET will be transmitted over Satcom I, transponder 9, subleased from UA-Columbia Cable. UA-Columbia uses the transponder to supply cable sports pro-

graming through its Madison Square Garden Network. Since BET is being sent by satellite, Johnson said it will reach 4.5 million homes—the number hooked up to cable systems with earth stations.

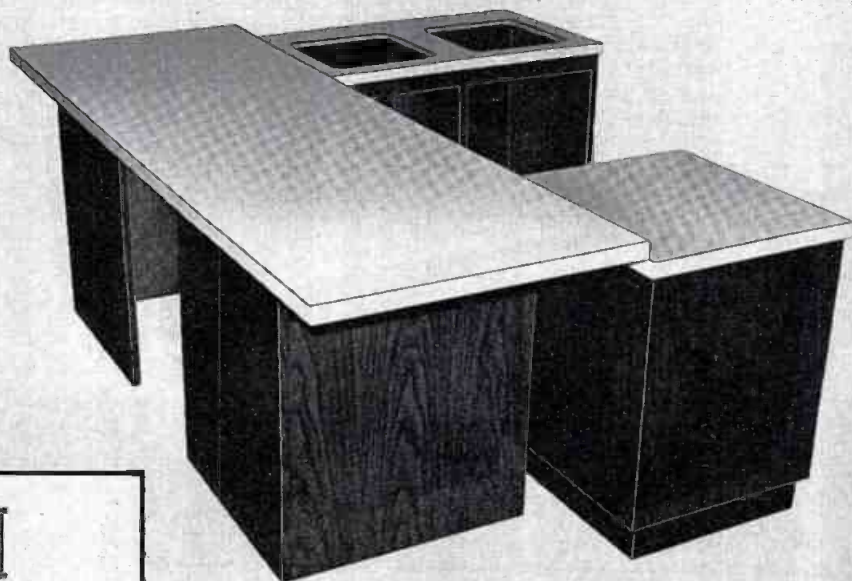
Although only 500,000 of the 4.5 million households are black, Johnson feels that the number of black households that will have access to the programing will increase dramatically over the next few years as major urban areas are wired.

He also expects that BET will benefit from a significant white audience. "Both the programing and the advertising will have a tremendous crossover appeal," Johnson said.

Johnson admits that "nobody has taken a nose count" of how many people would watch BET, but he is confident there will be enough to make the venture financially viable. He also said that in the beginning—before the service has proved itself—he hopes that advertisers will look beyond the numbers to "qualitative factors." He said advertisers should see BET as an opportunity to get in on the ground floor of a service with great potential and contribute to diversity of television.

Prior to joining NCTA, Johnson served as press secretary to Delegate Walter E. Fauntroy (D-D.C.). He has also worked for the Washington Urban League and the Corporation for Public Broadcasting.

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Technology

WARC worries

As the international conference draws near, many in the U.S. delegation are concerned that political differences between the West and Third World nations may undermine U.S. efforts in important technological areas

U.S. officials who originally hoped to settle technical differences at the forthcoming World Administrative Radio Conference on purely technical grounds are beginning to brace themselves for harsh political encounters, especially with emerging nations. The change in attitude was made clear last week at a conference where the prospects of a politicizing of WARC, which begins Sept. 24 in Geneva, were openly discussed.

Glen O. Robinson, the former FCC commissioner who heads the U.S. WARC delegation with the rank of ambassador, said the international assembly "will be
Continues on page 62



Rutgers review. Government officials and news media representatives were among the participants in a seminar on the upcoming World Administrative Radio Conference and on related issues involving the transmission of information worldwide. They are (l-r): George A. Dalley, deputy assistant secretary of state for international affairs; Glen O. Robinson, chief U.S. delegate to WARC; Watson Sims, editor, *Home News* (New Brunswick, N.J.), and former deputy director, Associated Press world services; Jerome Aumente, director of Rutgers's Journalism Resources Institute Project; Stanley Swinton, vice president and director of world services, Associated Press, and Roland Homet, director of policy planning, International Communication Agency.



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characterized by a mixture of technical and political issues as never before" and indicated that the U.S. may suffer some important setbacks.

But he and others who appeared at a conference at Rutgers University, New Brunswick, N.J., sponsored by the school's Journalism Resources Institute, said that the U.S. strategy for dealing with the politics of WARC involves more than the technical arguments the U.S. experts can marshal and extends beyond the WARC agenda.

The kind of problem the U.S. faces in Geneva was indicated by Robinson when he noted that Third World countries—notably India and Yugoslavia—probably will introduce resolutions for subsequent planning conferences to deal with high frequency and fixed-satellite services. Generally, the U.S. opposes so-called *a priori* planning—under which frequencies and, in the case of satellite services, orbital slots are reserved for countries regardless of need. Such planning, U.S. and other Western experts say, is wasteful of spectrum and freezes technology at a given point in its development.

The proposal for a fixed-satellite planning conference particularly is understood to be gaining a substantial number of Third World adherents.

But, although Robinson said the U.S. "wouldn't like" a plan, he was not hardened on the subject. He expressed the hope that any plan proposed—and none

Little enthusiasm. A proposal that has been kicking around the State Department for an international spectrum tax to finance communications development in Third World countries ("Closed Circuit," July 23) may not be dead. But it does not seem to be going anywhere at the moment. The proposal had been suggested as one that might be offered at the World Administrative Radio Conference in Geneva this fall. But Glen O. Robinson, who heads the U.S. WARC delegation, said at a meeting in Rutgers University last week (see page 61) that "there are too many bugs to be worked out for it to be acted on in 1979." He also said it poses serious political problems. There would be no control over where the tax revenues were distributed. Robinson said he did not think even developing countries would accept that.

has yet been offered in any detail—is "as open-ended as possible, so that we can consider technology as it develops and the plan doesn't become obsolete every year." The U.S., he said, could participate in such a plan.

Others on the panel expressed optimism about the conference's over-all results. Kalman Schaeffer, foreign affairs adviser to the FCC, said that in a WARC-related trip to Baghdad last month, he had responded to a question from his hosts by saying he is "optimistic regarding WARC

if the countries propose to listen and engage in an exchange of views. "And George A. Dalley, deputy assistant secretary of state for international organizations, said after the conference he, too, is optimistic. The U.S. technical expertise, he said, will be a formidable weapon.

But the issues usually referred to as political are not susceptible to technical arguments. They involve demands by developing countries (which will outnumber developed countries at WARC) for what has been included in a paper by a Tunisian diplomat under the heading, "New World Information Order," a call for a redress of what is seen as an imbalance in the international information system between developed and developing nations. It involves requests for greater access to the spectrum as well as proposals for a "balanced" flow of information among developed and developing nations, rather than the "free flow" of information the U.S. insists on.

That concern was manifested in a years-long debate in UNESCO over a mass media declaration that led last November to the unanimous endorsement of a compromise declaration. The compromise asserted the need to establish "a new equilibrium and greater reciprocity in the flow of information" among developing and developed nations (BROADCASTING, Nov. 27, 1978).

The compromise was not entirely satisfactory to U.S. media representatives,

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even though it omitted references, included in earlier drafts, to government controls over the media. U.S. government officials, however, regarded it as a victory.

The U.S. success was credited in part at least to an offer by the privately financed World Press Freedom Committee to aid Third World countries in improving professional training in broadcasting and journalism. And a multipronged program of help to Third World countries in developing their communications systems as part of an over-all political counteroffensive emerged from the conference last week as an element in the U.S. strategy to take some of the steam out of the drive by Third World countries for a New World Information Order at WARC, UNESCO and other international forums.

Although Robinson said that the U.S. "can't buy its way through the conference," he also said that "underlying all the debate over the New World Information Order is the perception by the developing countries that they've been shortchanged vis-a-vis developed countries . . . One way to redress the imbalance is to redress the means of distribution."

And the State Department's Dalley said, "It is time to stop reacting and to begin acting to foster our ideas and our convictions." The key question, he said, is "how American values and American technological prowess can accommodate the communications requirements of our increasingly diverse world."

He noted that the U.S. has already taken some initiatives. It proposed resolutions adopted by UNESCO calling for the creation of an International Commission for the Study of Communications Problems, which is to suggest measures aimed at leading to the establishment of a "more just and effective world information order" and directing the director general of UNESCO to call a conference on the institutional arrangements needed to provide for consultation on communication development activities and plans.

And the rhetoric, Dalley suggested, should not all be one-sided. He said the U.S. should make it clear that the New World Information Order as advanced by some "militant" spokesmen is not acceptable; rather, that the creation of a "more just and effective world information order" must be an evolutionary process requiring the cooperation of both the first and second worlds, as well as the third."

And Roland Homet, director of policy planning, International Communication Agency, said that the remedy for an imbalance is "more communications, not less." But, he said, "the great question is how to unlock the public purse for that purpose."

For thus far, public assistance has been slight. The Agency for International Development last year provided only \$24 million, enough only for demonstrations in a half-dozen developing countries of the use that could be made of satellites to provide communications in rural areas. The World Bank, which might seem to be a potential source of funds for Third World countries, "looks on communications as a

second-stage luxury," Homet said. Communications is not regarded as the kind of human need World Bank funds are intended to meet.

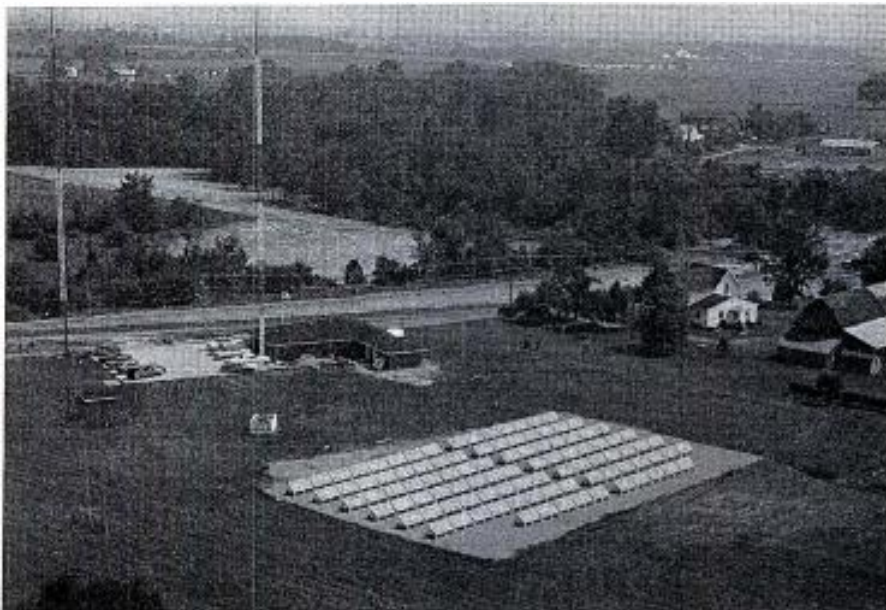
Amidst the talk of using aid and rhetoric to persuade the Third World countries as to the rightness of U.S. positions, Robinson and Daniel Kops, of WAVZ(AM)-WKCI(FM), New Haven, Conn., offered words of caution.

"The real problem", Robinson said, "is

credibility. Do we speak with enough credibility on this? Developing countries believe our figures [in supporting technical arguments]. But they also believe we can manipulate figures any way we want."

And Kops, the National Association of Broadcasters representative to UNESCO, said U.S. officials should review the aid promises already made. Did we fulfill what we promised? The Third World will consider this."

InSync



Sun beams to radio beams. It rained on solar dedication day, but cleared up just in time for ceremonies leading up to turning on of WBNO(AM) Bryan, Ohio's solar power array (above). At precisely 2:06 p.m. last Wednesday, Representative Delbert Latta (R-Ohio) threw switch and station's AM transmitter began receiving its energy from one-third-acre array of solar cells and batteries charged by array (BROADCASTING, July 9). Since afternoon remained cloudy, it was necessary to supplement direct power coming from array with power from batteries charged day before. Final cost tabulations for project were in: WBNO paid \$50,000 for site preparation and building to house control room and Department of Energy paid \$300,000—\$250,000 for array and \$50,000 for ancillary equipment. Massachusetts Institute of Technology designed and installed system.

□
But no cigar. Cuba has joined 102 other countries using Intelsat global satellite communications network. According to Gavin Trevitt, spokesman for Intelsat, Cuba has signed up for time to be used in 130 separate telecasts, presumably to report two-week activities of Conference of Nonaligned Nations that opened in Havana last Monday to rest of world.

□
Appreciation of depreciation. National Association of Broadcasters and Broadcast Financial Management Association urged Office of Industrial Economics of Treasury Department to retain present schedules of depreciation of broadcast equipment, which have been in effect for last 17 years, and keep it separate from other communications industries—telephone and cable. Groups, in letter to OIE, said that in broadcasting new equipment decisions are sometimes made on competitive basis, "not merely on the basis of technological obsolescence" and therefore, should have separate classification.

□
Piece of the Rockwell. Those who attend National Radio Broadcasters Association convention will be able to take a close look at Rockwell International/Collins 831G-3, new 25 kw FM transmitter. Rockwell says new transmitter offering superior audio and operating efficiency to predecessor, will be on display at October convention.

□
Competition is active too. Harris Corp. signed \$1.7 million deal to provide batch of broadcast equipment to University of Chile in Santiago. Deal includes BT-18H2 color TV transmitter, VT-1300H2 TV transmitter and TC-80 color camera.

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The Media

Cable, Southern style

Atlanta convention will focus on programing choices, feature interview with congressmen in Washington via satellite

Organizers of the Southern Cable TV Association's annual convention, slated for the Atlanta Hilton this weekend, are changing emphasis. Instead of concentrating on hardware as has been the custom, this year's convention will focus on programing.

As the association's president, Bill Ryan, put it: The convention "has traditionally been concerned with the plumbing, but this year we're more interested in what's in the pipeline."

The programing theme will be reflected throughout the four days of the convention—from Saturday when early registrants may attend an Atlanta Braves baseball game as the guest of Ted Turner, who owns not only the Braves but also superstation WTBS(TV) Atlanta and the in-

ipient Cable News Network, to the wrap-up Tuesday morning when FCC Chairman Charles Ferris and a number of congressmen and senators will answer questions put to them by members of the trade and general press.

The heart of the convention will be Monday. Four sequential seminars will be held on advertising on cable, cable sports programing, future cable programing and finding the right programing mix. The last seminar of the day will examine new and competitive technology. The Society of Cable Television Engineers has scheduled two speeches—"Small Business Computers and CATV System Tests" and "A Common Sense Approach to Converter Repair and Maintenance"—concurrent with the morning seminars.

The day's activities will be interrupted for lunch and the presentation of the ACE Awards by Tom Wheeler, president of the National Cable Television Association, and a speech by Representative Charles Rose (D-N.C.). Comedian Rodney Dangerfield will provide the entertainment following a banquet that evening.

The first full day of the convention,



Ted's turns. Last Monday, Ted Turner's wrcg(tv) Atlanta, the satellite superstation, changed its call to wrbs and the parent company, Turner Communications Corp., has switched accordingly to Turner Broadcasting System. Turner donated \$25,000 to a Cambridge Mass., educational FM station, now wmbz, to release the call letters, and sweetened the pot with another \$25,000 when the FCC granted Turner the call ("Closed Circuit," June 11). TBS also announced last week that the Atlanta station is now carried on 1,000 cable systems.

Sunday, will be highlighted by a "Supermarket of Cable Programing." Ryan said that he hopes representatives from all program suppliers will be on hand to promote their products. An exhibit area for equipment manufacturers will also be opened.

The Tuesday press conference will be conducted via satellite. In a Washington studio will be Senator Barry Goldwater (R-Ariz.), ranking Republican on the Communications Subcommittee, and Representatives Lionel Van Deerlin (D-Calif.) and James Collins (R-Tex.) chairman and ranking Republican, respectively, of the House Communications Subcommittee, and Chairman Ferris. They will answer questions posed by reporters in Atlanta.

Showtime moves out

Showtime Entertainment, the pay-cable service jointly owned by Viacom International and Teleprompter, has begun regionalizing its 800,000-subscriber operation.

Showtime this week will open a Dallas office; an Atlanta office is slated for Oct. 1, with Chicago and New York following in November. Showtime, with headquarters in New York, launched its first regional office, in San Francisco, in early July.

Supervising the offices, which are said to represent expanded affiliate marketing support as well as field sales representatives, are regional managers Carroll Wood (Dallas); Bob Mason (Atlanta); Pat Grotto (Chicago); Art Gusow (New York), and Curt Bennett (San Francisco).



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Changing Hands

PROPOSED

■ **WHLY(FM)** Leesburg, Fla.: Sold by Bernard Kaplan (42.53%); his wife, Norma (42.48%), and James Shipley (14.99%) to General Communicorp Inc. for \$1,380,000, plus \$30,000 for consultancy agreement. Sellers also own **WMJK(AM)** Kissimmee, Fla. Buyer is owned by Robert G. Herpe, who also owns **WOMN(AM)** Hamden and **WPLR(FM)** New Haven, both Connecticut. **WHLY** is on 106.7 mhz with 50 kw and antenna 210 feet above average terrain.

■ **KLCO-AM-FM** Poteau, Okla.: Sold by LeFlore County Broadcasting Co. to Collins Broadcasting Corp. for \$775,000. Seller is owned by R. B. Bell and his wife, Bernice, who have no other broadcast interests. Buyer is owned by Roy D. Collins, former general manager at **KXOL(AM)** Fort Worth, Tex., who has no other broadcast interests. **KLCO** is on 1280 khz with 1 kw day. **KLCO-FM** is on 97.9 mhz with 100 kw and antenna 2,000 feet above average terrain. Broker: R. D. Hanna Co. (formerly Holt Corp. West).

■ **WKUL(AM)** Cullman, Ala.: Sold by Cullman Broadcasting Co. to The Jonathan Christian Corp. for \$325,000. Seller is owned by Hudson C. Millar Jr. and family, who also own **WIRA(AM)**-**WQVV(FM)** Fort Pierce, Fla. Buyer is principally owned by Robert Haa (56.2%), **WKUL** general manager. **WKUL** is on 1340 khz with 1 kw day and 250 w night.

■ **KWPR(AM)** Claremore, Okla.: Sold by Green Country Broadcasting Inc. to Warren Broadcasting Inc. for \$300,000. Seller is owned by Jack T. Marshall and Gale Welch (34.21% each), Bob C. Roden (26.44%) and Leon Shearhart (5.14%). None has other broadcast interests. Buyer is owned by Roy L. Warren and his wife, Billie, who have no other broadcast interests. **KWPR** is 500 w daytimer on 1270 khz.

■ Other proposed station sales include: **KIDN(AM)** Pueblo, Colo.; **wwch(AM)** Clarion, Pa., and **wjmc-AM-FM** Rice Lake, Wis. (see "For the Record," page 76).

APPROVED

■ **WIOQ(FM)** Philadelphia: Sold by Que Broadcasting Co. to Outlet Co. for \$6,425,000, including \$500,000 for agreement not to compete and \$425,000 for real estate. Seller is owned by Richard Butera (54%) and Sidney Brotman (46%). They have no other broadcast interests. Buyer is publicly traded owner of department stores, three AM stations, two FM's and four TV's. In addition, it has purchased,

subject to FCC approval, **wqrs-FM** Detroit (BROADCASTING, May 28) and **kovr(TV)** Sacramento, Calif. (BROADCASTING, July 9). Bruce Sundlun is president and chief executive officer. **WIOQ** is on 102.1 mhz with 27 kw and antenna 650 feet above average terrain.

■ **KFYE(FM)** Fresno, Calif.: Sold by Stereo

Broadcasting Corp. to Sunbelt Communications Ltd. for \$2.5 million plus \$216,000 for agreement not to compete. Seller is owned by Richard A. Ingraham (66%) and 10 others. Group owns **SKIQY(FM)** Lebanon, Ore. Ingraham also is principal in group applying for new AM in Clovis, Calif. Buyer is owned by C.T. Robinson, William C. Moyes, Michael B. Hesser and Robert Magruder. It owns **KQEO(AM)**-**KZZX-FM** Albuquerque, N.M.; **KVOR(AM)**-**KSPZ(FM)** Colorado Springs, The Research Group, market research firm, and has sold, subject to FCC approval, **KSLY(AM)**-**KUNA(FM)** San Luis Obispo, Calif. (BROADCASTING, July 30). **KFYE** is on 93.7 mhz with 68 kw and antenna 1,950 feet above average terrain.



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RKO pleads with the FCC for consistent policy

Sins of other parent corporations haven't fallen on their licensee children, it argues; Boston buyers on its side

RKO General Inc., faced with the possible loss of its 16 radio and television stations on a character qualification issue, last week added three volumes of material to its argument that it merits the FCC's continued trust as a broadcast licensee.

And among the hundreds of pages is an argument for fair and equal treatment. For RKO, whose problems relate principally to a history of wrongdoing on the part of its parent, General Tire & Rubber Co., points out that General Tire is not alone—in the corporate world or even that part of it oc-

cupied by broadcast station owners—in the kind of trouble it finds itself.

RKO lists other companies that control or own substantial interests in more than 100 broadcast stations that, RKO says, have made disclosures to the Securities and Exchange Commission of "questionable payments." And since the FCC has renewed the licenses of some of those companies after disclosure of their activities, RKO says, "disqualification of RKO for similar activities engaged in by the parent would be arbitrary."

The companies listed are ATO Inc., Columbia Pictures Industries Inc., Diamond Shamrock Corp., Fairchild Industries Inc., GAF Corp., General Electric Co., Gulf & Western Industries Inc., John Blair & Co., Metromedia Inc., National Distillers & Chemical Corp., Rollins Inc., Schering-Plough Corp., The Signal Companies Inc., Twentieth Century-Fox Film Corp., and Westinghouse Electric Corp.

RKO noted that for Westinghouse, at least, "the questionable payments" resulted in the criminal conviction of the company and the imposition of heavy fines.

Furthermore, RKO said, the more than 500 companies making such disclosures also include at least eight that are regulated by the FCC as common carriers—AT&T, Cities Service Co., Fairchild Industries Inc., General Telephone & Electronics Corp., IT&T, Loews Theaters Inc., Rockwell International Corp. and United Brands Co. (TRT Telecommunications).

Principally at issue in the proceeding that involves the renewal application for RKO's WNAC-TV Boston is the report of a committee of the General Tire board that outlined six years (1971-76) of bribery of officials of foreign governments and illegal political contributions. The report was pre-

pared in response to a consent decree issued by the SEC, which had charged General Tire and its president, M.G. O'Neil, with a variety of illegal acts in the U.S. and abroad.

The RKO pleading was part of a batch of new material the FCC requested of the seven parties involved after the commission found itself unable, following an oral argument in the case in July, to conclude whether or not RKO merited renewal of the WNAC-TV license (BROADCASTING, July 23).

RKO was joined in separate briefs by three allies in arguing that the record warrants renewal. Two of the allies are Community Broadcasting of Boston and The Dudley Station Corp., former competitors with RKO for the channel 7 facility that have now merged themselves into New England Television Corp. (the third ally) to buy the station from RKO for \$54 million.

On the other side are two applicants for other RKO stations—Fidelity Television Inc., which lost at the commission in a bid to displace RKO as licensee of KHJ-TV Los Angeles but remains in the running because that decision hinges on one resolution of the Boston case, and Multi-State Communications Inc., which is competing for the frequency on which RKO's WOR-TV New York operates.

The commission's Broadcast Bureau came down somewhere in the middle. It is critical of RKO and says the findings "must weigh heavily on RKO's comparative qualifications." But since it did not contend that the record calls for RKO's disqualification as a licensee—"the findings may not rise to the level of criminality" that would warrant denial of renewal—its pleading will probably be welcomed by RKO. An adverse finding by

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Why now? The National Association of Broadcasters has compiled a fact sheet on the NAB code that questions why the Justice Department has, "out of the blue," filed an anti-trust suit against the television code. The fact sheet asserts that Justice has been kept informed, from the code's inception, about NAB's plans for its application.

NAB's information sheet recounts a 1961 meeting with Attorney General Robert Kennedy and Newton Minow, chairman of the FCC, in which Leroy Collins, then NAB president, explained the purpose and function of the code and asked for Justice's views on it with respect to antitrust ramifications. Subsequent to that meeting, and additional correspondence between the two outlining the code's provisions, the assistant attorney general of the antitrust division (later an FCC commissioner), Lee Loevinger, sent a letter to NAB stating "we are sympathetic to the ends which you are trying to achieve in elevating the level of broadcast programming and commercials to comport with the standards of good taste and ethical conduct set forth in the codes.... Such goals would appear to be both commendable and in the public interest."

There were two additional requests from Justice for information from the NAB, one in 1965 and another in 1968, after the department received revised editions of the code, but there was no mention in those requests of the code's commercial limitation policies, on which the suit focuses.

"Throughout the past 18 years there was not one indication from the Justice Department that there was anything objectionable in the code until the sudden and still unexplained filing of this case," NAB said.

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the commission on the character qualification issue as a result of General Tire's activities could, commission officials say, place all of RKO's licenses in jeopardy, and confront the company with a possible monetary loss estimated by an RKO lawyer at \$400 million.

RKO and its allies argued, essentially, that the sins of the parent should not be visited upon the child. They contend that commission policy since 1951 has been not to disqualify a renewal applicant as the result of nonbroadcast activities—even to the extent, in the early 1960's, of renewing the licenses of Westinghouse and General Electric after they and some of their officers had been found guilty of price fixing. "There must be a nexus between the misconduct and predicted future broadcast operations," RKO said, and in its case, there is none. It said that although Thomas F. O'Neil, the chairman of General Tire, is also the chairman of RKO, the evidence shows "that RKO operates its broadcasting operations virtually autonomously and separately from GTR." It said O'Neil has "no active role in GTR's operations."

Thus, RKO said, "disqualifying RKO could only be punishment for GTR's activities. The catastrophic effect upon RKO of such punitive action, impacting not only upon WAC-TV but also on RKO's 15 other stations, would make that punishment unconscionable."

Fidelity and Multi-State see things differently. They said—as did the Broadcast Bureau—that the cases cited in defense of absolving RKO of the nonbroadcast activities of its parents involve facts that set them apart from the RKO case. Among other things, they note that in the Westinghouse and General Electric cases, for instances, top management was not involved as it was in the General Tire case.

And although General Tire has not been convicted of a criminal violation, Fidelity and Multi-State come down hard on the findings contained in the report of the committee of the General Tire board. In Fidelity's view, "The nonbroadcast and the broadcast-related misconduct of General Tire and RKO amount to the most massive and reprehensible record of business immorality ever presented to the commission."

The broadcast-related activities referred to by Fidelity include what it calls "misuse of barter assets" and "understatement of broadcast income" to the commission.

Questions had been raised about RKO's inability to account for about half of some \$22 million involved in barter and trade-out accounts in the 1971-76 period. The committee report said the discrepancy involved "potential impropriety" but offered no evidence of any. And RKO said affidavits of present and former senior officials as well as other documentation demonstrate that barter was never used to "launder" money or for other improper purposes. Furthermore, it said a further search of the records indicates that it will be able to document virtually all of the

barter consideration.

As for the inaccuracies in its financial reporting to the FCC, RKO said they were the result of mistakes that were not deliberate and had "no material effect on RKO's profit figures or share of total revenues."

The proposed sale of WAC-TV to NETV, which is at stake in the case, is attractive to the commission because of NETV's substantial black participation. And Community, in its proposed conclusions of law, suggests that the sale would comport "with the intent of the commission's distress sale policy," which is aimed at achieving the commission's goal of increasing minority ownerships in broadcasting. For while the \$54 million purchase price represented a fair market price when it was negotiated last year (BROADCASTING, Aug. 28, 1978), Community said, "it is now substantially less than the potential value of WAC-TV, particularly to a multiple-station owner."

Connecticut conflict

State public utility division wants hearings to review its grant of cable franchise

Acting on a complaint filed by the Connecticut Office of the Consumer Counsel, that state's Division of Public Utility Con-

trol has decided to hold public hearings to review its grant of CATV franchises for systems in Hartford and Meriden to the Los Angeles-based Times-Mirror Co. The hearings would investigate "concentration of media" issues alleged to arise from the Times-Mirror's proposed acquisition of the Hartford *Courant*.

A division spokesperson said there is no law or regulation specifically prohibiting ownership of both newspaper and CATV operations in the same area of the state. However, in at least one previous case, the division is on record as stating that such combinations "do not appear to be in the public interest." Moreover, the issue was broached during last year's hearings that led to the awarding of the franchises to Times-Mirror. The company was asked if it owned or "contemplated owning" newspapers in the immediate area of the cable systems, and answered in the negative. At that time, Times-Mirror owned two Connecticut newspapers, *The Advocate* in Stamford and *The Greenwich Time* in Greenwich.

Recognizing the absence of specific legislation, the state regulatory agency is hoping that the hearings, for which no date has yet been set, will help it "clarify the terms" it has been using, such as "media concentration." For the present, Times-Mirror has "decided not to comment" on the matter.

Washington Watch

Satellite suggestions. FCC has received some comments on National Producers Corp. petition for rulemaking to require all commercial television stations to maintain and/or control their own earth stations. National Association of Broadcasters said FCC should not have to "second-guess" broadcaster on basic business judgement. Rule would be costly until satellites provide economically feasible means of bettering services, NAB said. Metromedia Inc. said decision to install earth stations should be up to individual broadcaster. ABC said such rule would unwisely interfere with licensee discretion in selection of means of program delivery and would cause television stations to waste funds that would otherwise have been used for public interest. NPC is program distributor organized in hopes that public "would no longer be wedded to network fare."

□

Information, please. Francis Pollock, director of public information at Federal Trade Commission, is planning on leaving FTC—probably in November—although no official announcement has been made. Pollock, who once worked for Consumers Union, left teaching post at Columbia University to join FTC chairman Michael Pertschuk in April 1978. It is uncertain at this time who will fill slot.

□

'GMA' seeks OK. ABC has requested FCC declaratory ruling exempting *Good Morning America* from Section 315. To be exempt from political broadcast rule, program must prove that it is either hard news, news interviews, on-the-spot news or documentary in nature. NBC's *Today* show was granted exemption in 1960's.

□

Closer watch. FCC has tightened rules that allow employe to remain with commission for period of time after accepting job with outside firm doing business with agency. Under amended rule, employe must notify supervisor immediately upon accepting post with such firm. Supervisor will then review employe's work load, and employe will sign disqualification statement on responsibilities representing conflict of interest. New policy was prompted by petition, which FCC denied, filed by Citizens Communications Center requesting rulemaking to require FCC employes to terminate employment immediately upon taking such position.

BFM looks ahead

Workshops and speeches on broadcasting in the next decade from financial and regulatory angles will highlight conference

A full day's examination of "Broadcasting in the 1980's"—from the standpoints of economics, technology and federal involvement—will mark the 19th annual conference of the Broadcast Financial Management Association, to be held Sept. 16-19 at the Waldorf-Astoria hotel in New York.

More than 1,000 members, spouses, exhibitors and guests are expected to attend the conference. Principal luncheon speakers will be Thomas Bolger, president of WMTV(TV) Madison, Wis., and joint board chairman of the National Association of Broadcasters, on Monday, Sept. 17; economist Eliot Janeway on Tuesday and NBC News correspondent Edwin Newman on Wednesday.

Joel Stern, president of Chase Financial Policy, a subsidiary of Chase Manhattan Bank; William Suter, vice president of Merrill Lynch, Pierce, Fenner & Smith, and Henry Geller, assistant secretary for commerce and information and director of the National Telecommunications and Information Administration, are among other major speakers.

The symposium on the 1980's will occupy Monday's sessions and will come in three parts.

General moderator for the technology session opening the day will be Vern Pointer, vice president of broadcast operations and engineering, ABC, New York. The session will be broken into several segments. One will deal with VHF-UHF, TV transmission and studio and ENG developments, with Michael Fisher of ABC engineering as speaker. Another will cover AM-FM, clear channel, AM stereo and new frequencies, with Mark Roth, vice president and general attorney of ABC Radio, speaking. A third segment will treat cable system expansion, pay cable and STV, with Arno W. Mueller, Storer Broadcasting's vice president for finance and cable TV, as speaker.

Still another technology segment will center on satellites, product distribution and satellite-to-home TV, with Ken Leddick, audio/visual manager of Scientific Atlanta, as speaker. Another will deal with telex/viewdata services and closed captioning, with John Ball, director of engineering, Public Broadcasting Service, as speaker. And one will center on TV program sources and distribution in the 80's with Ed Bleier, executive vice president of

Warner Bros. Television, as speaker.

Merrill Lynch's Bill Suter will be general moderator for the economic session, also on Monday morning. Dr. David Blank, CBS vice president and chief economist, will discuss advertising expenditures shares. The likely effects of new technology on broadcasting will be examined by a panel composed of Hal Vogel of Merrill Lynch; William Donnelly, vice president of Young & Rubicam, and Kenneth Gorman, senior vice president of Viacom.

NTIA's Henry Geller will be among the speakers at the session, Monday afternoon, on federal involvement. This session will explore Communications Act revisions, the current license-renewal atmosphere, the Federal Trade Commission and program content regulation.

Chase Financial Policy's Joel Stern will open Tuesday sessions with a speech on "Earnings Per Share Don't Count."

Workshops will cover a wide range of subjects including credit and collections, internal controls, data processing, insurance, cash management, union re-

lations, ratings and demographics, the new Bankruptcy Act, return-on-investment analysis, music licensing, long-range capital planning and financing and co-op advertising.

BFM, formed in 1961, now has more than 1,000 members who represent nearly 450 broadcasting companies owning approximately 4,000 radio and television stations. The members are the top financial people and general managers of the broadcasting companies. BFM's subsidiary, BCA-Credit Information Inc., provides a credit-information service to some 550 subscribing broadcast stations and their national sales representatives.

Gene R. Anderson of Forward Communications, Wausau, Wis., is BFM chairman, and Joseph J. McCabe of KPLR-TV St. Louis is president.

RAB honors 'breakthroughs'

Winners of Radio Advertising Bureau's "local sales breakthrough awards" for outstanding achievements in local radio sell-

Bottom Line

Good numbers. Comcast Corp., Bala Cynwyd, Pa., announced operating results for second quarter and six months ended June 30 and, according to President Ralph J. Roberts, numbers were best in company's history. Multi-system cable operator reported second quarter revenues of \$5,445,028, up 39% over same period of 1978. Net income for second quarter was up 50% over last year to \$454,167. For six months, revenues rose to \$10,090,725, increase of 34%, and net income rose to \$765,929, increase of 43% over 1978.

□

Another nickel. General Instrument has voted to increase quarterly common stock cash dividend from 15 to 20 cents. Increase reflects general health of New York electronics manufacturer which has reported 13 straight quarters of period-to-period revenue and earnings gains. Last increase occurred last August when dividend was raised from 10 to 15 cents.

□

Times up. New York Times Co. reported across board gains over last year for second quarter and six months ended June 30. For second quarter, revenues rose 13% from last year to \$166,030,000, while net income rose 16% to \$9,436,000. For six months, net income was \$17,077,000, increase of 12% over 1978, on revenues of \$311,138,000, increase of 9% over 1978.

□

Neophyte. Associated Communications Corp., Pittsburgh company made up of radio stations spun off from Rust Craft-Ziff Davis merger, reported earnings and revenues for period beginning with company's inception on March 23 and ending June 30. Net income during period was \$89,179 on revenues of \$1,506,153. Associated also reported that sale of common stock to former Rust Craft shareholders is complete and there are 2,384,412 shares now issued and outstanding.

□

Up, up. MCA Inc. boosted its quarterly cash dividend 25%, to 37½ cents a share. Company was previously paying 30 cents a share. Dividend is payable Oct. 10 to stockholders of record as of Sept. 20. MCA says this is seventh consecutive year of dividend increases for firm.

□

Spread the wealth. Foote, Cone & Belding board authorized 7½ cent increase in company's quarterly dividend, to 42½ cents per share, payable Sept. 20 to shareholders of record at Aug. 31. Dividend of 35 cents had been in effect since third quarter of 1978.

ing were announced by RAB last week. The winners:

Markets with population of 5,000 or less: Dennis Blair, KCVL(AM) Colville, Wash. (first prize); Dianne Gavitt, WBMB(AM) West Branch, Mich. (second).

Markets 5,000-25,000: Pat Garvey, KGLC(AM) Miami, Okla. (first); Robert Silver, WYBG(AM) Massena, N.Y. (second), and Susan Showers, KYNT(AM) Yankton, S.D. (third).

Markets 25,000-100,000: F.C. Christian Shousboe, KANE(AM) New Iberia, La. (first); Ann Mulhern, WOSH(FM) Oshkosh, Wis. (second), and Melanie Cisowski, KDAB(FM) Ogden, Utah, Ron Carr, KBRO(AM) Bremerton, Wash., and Pete Esposito, WWNY(AM) Watertown, N.Y. (tied for third).

Markets 100,000-500,000: Peter Schmidt and Neil Rouda, WNBF(AM) Binghamton, N.Y. (first); Joe Mason, WLEE(AM) Richmond, Va. (second), and Walter Graham, WNLK(AM) Norwalk, Conn., Dino Corbin, KHSL(AM) Chico, Calif., and Dave Rusk, KLMS(AM) Lincoln, Neb. (tied for third).

Markets 500,000 and over: Carol Highsmith, WMAL(AM) Washington (first); Barbara Levenson, WINZ(AM) Miami (second) and Keith King, WJR-FM Detroit (third).

Contestants were asked to document a specific sales breakthrough with a report on the background of the account and the sales strategy that made the sale. Judges were Norman Goldsmith, president of Radio Marketing Concepts, a sales and marketing consulting firm based in Warrenton, Va.; Jonne Murphy, president of Jonne Murphy & Co., a firm based in White Plains, N.Y., that works with radio stations on marketing and media proposals, and Forrest H. Patton, president of Patton Communications, Houston, which has been retained by RAB to conduct its forthcoming sales schools.

Brookville in bankruptcy

A petition for reorganization under Chapter 11 of the Federal Bankruptcy Act has been filed in New York by four direct marketing companies headed by Jerome Shapiro and including Brookville Marketing, which spent more than \$5 million in spot TV last year.

Brookville, which sells books, records

and miscellaneous items directly to consumers, listed assets of \$1,109,000 and liabilities of \$1,530,000. Creditors are said to include TV stations and business publications.

Other companies involved in the action are T.V.M. Inc., a mail-order distributor, with assets of \$470,000 and liabilities of \$535,000; ANJE Enterprises, a warehouse facility, with assets of \$208,000 and liabilities of \$204,000, and Greybark Advertising, a house agency, with assets of \$1,084,000 and liabilities of \$915,000.

Madison Ave. meets Pennsylvania Ave.

AAAA plans Washington conference to raise consciousness of members about government regulation

Congress returns to Washington this week, and hot on its heels will be the advertising community, which convenes next week to discuss the impact of government regulation on the industry.

The American Association of Advertising Agencies will be in town Sept. 12-14 for its first National Washington Seminar, exploring everything from Congress to the regulatory agencies.

According to Gerard Graniero, staff executive of AAAA, a survey of members two years ago revealed that high among their priorities was a need for a better understanding of the relationship of advertising to the government. The seminar was arranged, Graniero said, to help educate agency people on how government regulates the advertising business, and to discuss what steps are being taken to work with government.

Approximately 100 top executives from both large and small agencies are expected at the seminar, but Graniero said the focus will be directed toward the smaller shops, with panelists emphasizing why they need to be involved in this area.

Congressional speakers will include Representatives Jack Kemp (R-N.Y.) and Elliott Levitas (D-Ga.). A session on the Communications Act will feature staff members from both the House and Senate Commerce Committees.

Graniero said one session that particularly excited the 4A's was scheduled for

Friday morning, "Advertising Advertising," which would preview spots designed to educate the American public to the positive role advertising plays. This campaign, he added, is designed to help change the negative image many Americans have about the business.

Petry big on computers

Petry Television announced last week that it had completed arrangements with Mini-Pak Inc., a computer service, that "will effectively meet all current and projected data-processing requirements for sales in Petry offices and represented stations."

Petry said the first phase, scheduled for this fall, will provide "significantly enhanced" in-house avails-preparation and research systems, a contracting system, sales management reports and analyses and financial data-processing capabilities.

By the end of this year or early in 1980, the announcement continued, avails-preparation and research systems will be available to all Petry-represented stations. Petry will also support two-way communications between sales offices and stations, effectively replacing current TWX procedures.

The final phase, Petry said, will fully automate the process of order entry, order confirmation and production of a final electronic contract. This is slated for mid-1980.

Divide and conquer

Telerep has announced plans for a "major" increase in personnel and for splitting into two sales teams in eight more offices, in order to "maintain its superior ratios of sales managers and account executives per station" after adding five stations to its client list in recent weeks.


By Dec. 1, Telerep said, the firm will have 225 employes in 14 sales offices, a personnel gain of 33% since January. Telerep now has three sales teams in New York and Chicago and two in Los Angeles and will split the expanded staffs into two teams in Detroit, Atlanta, St. Louis, San Francisco, Boston, Philadelphia, Dallas and Minneapolis. Five recent additions bring the Telerep list to 22 stations.

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
Capital City Communications	6 mo. 6/30	\$198,242,000	+13	\$30,322,000	+12.8	\$ 2.20	175,434,000	\$26,872,000	\$1.88
Comcast	6 mo. 6/30	10,090,725	33.8	765,929	+4.3	.45	7,539,091	535,403	.33
Compact Video Systems	3 mo. 7/31	6,014,000	+76.3	308,000	+170.1	.17	2,176,000	114,000	.13
Gulf United	6 mo. 6/30	244,300,000	+27.2	23,665,000	+4.2	1.08	192,047,000	22,891,000	1.04
Meredith Corp.	year 6/30/79	318,091,000	+10.9	16,332,000	+12.3	5.28	286,820,000	14,539,000	4.73
Ogilvy & Mather	6 mo. 6/30	100,217,000	+19.9	5,285,000	+4.6	1.30	83,572,000	5,053,000	1.25
Texscan	year 4/30/79	10,797,855	+11.1	324,574	+47.7	.37	9,714,832	219,608	.25
United Cable Television	year 5/31/79	30,966,000	+44.1	3,956,000	+49.7	1.94	21,478,000	2,641,000	1.35

The Broadcasting Playlist Sep 3

Contemporary

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1 1	<i>My Sharona</i> □ The Knack	Capitol
5 2	<i>After the Love Has Gone</i> □ Earth, Wind & Fire	Columbia
2 3	<i>Good Times</i> □ Chic	Atlantic
6 4	<i>Sad Eyes</i> □ Robert John	EMI/America
7 5	<i>Lead Me On</i> □ Maxine Nightingale	Windsong
3 6	<i>When You're In Love</i> □ Dr. Hook	Capitol
4 7	<i>Main Event</i> □ Barbra Streisand	Columbia
11 8	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
8 9	<i>Bad Girls</i> □ Donna Summer	Casablanca
14 10	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
22  11	<i>Rise</i> □ Herb Alpert	A&M
19  12	<i>Lonesome Loser</i> □ Little River Band	Capitol
36  13	<i>Don't Stop Til You Get Enough</i> □ Michael Jackson	Epic
17 14	<i>Let's Go</i> □ Cars	Elektra
12 15	<i>Don't Bring Me Down</i> □ Electric Light Orchestra	Epic
10 16	<i>What Cha Gonna Do</i> □ Stephanie Mills	20th Century
15 17	<i>You Can't Change That</i> □ Raydio	Arista
13 18	<i>Makin' It</i> □ David Naughton	RSO
21 19	<i>Heaven Must Have Sent You</i> □ Bonnie Pointer	Motown
34  20	<i>Spooky</i> □ Atlanta Rhythm Section	Polydor
23 21	<i>Sail On</i> □ Commodores	Motown
24 22	<i>I Do Love You</i> □ G.Q.	Arista
16 23	<i>I Was Made For Lovin' You</i> □ Kiss	Casablanca
25 24	<i>Driver's Seat</i> □ Sniff 'n' the Tears	A&M
31  25	<i>Goodbye Stranger</i> □ Supertramp	A&M
18 26	<i>Mama Can't Buy You Love</i> □ Elton John	MCA
28 27	<i>Bad Case Of Lovin' You</i> □ Robert Palmer	Island
33 28	<i>Get It Right Next Time</i> □ Gerry Rafferty	United Artists
29 29	<i>Cruel To Be Kind</i> □ Nick Lowe	Columbia
27 30	<i>Pop Muzik</i> □ M	Sire
32 31	<i>Suspicious</i> □ Eddie Rabbitt	Elektra
26 32	<i>Hot Summer Nights</i> □ Night	Planet
35 33	<i>Born To Be Alive</i> □ Patrick Hernandez	Columbia
41  34	<i>Boss</i> □ Diana Ross	Motown
30 35	<i>Gold</i> □ John Stewart	RSO
38 36	<i>Different Worlds</i> □ Maureen McGovern	Warner Bros.
-  37	<i>Dirty White Boy</i> □ Foreigner	Swan Song
42 38	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
46  39	<i>Dim All the Lights</i> □ Donna Summer	Casablanca
40 40	<i>Rolene</i> □ Moon Martin	Capitol
9 41	<i>Is She Really Going Out With Him</i> □ Joe Jackson	A&M
-  42	<i>Depending On You</i> □ Doobie Brothers	Warner Bros.
-  43	<i>Firecracker</i> □ Mass Production	Cotillion
47 44	<i>Ain't That a Shame</i> □ Cheap Trick	Epic
43 45	<i>Where Were You When I Was Falling In Love</i> □ Lobo	MCA
- 46	<i>Good Girls Don't</i> □ The Knack	Capitol
- 47	<i>Turn Out the Lights</i> □ Teddy Pendergrass	Phila. Int'l.
39 48	<i>Hot Stuff</i> □ Donna Summer	Casablanca
- 49	<i>Get a Move On</i> □ Eddie Money	Columbia
- 50	<i>I've Never Been In Love</i> □ Suzi Quatro	RSO

Playback

Encore. Since it entered "Playlist" four weeks ago, Gerry Rafferty's latest single, *Get It Right Next Time* (United Artists), has climbed steadily to its present position at 28. "It's a good morning song," says Roslyn Schwartz, music director at WIRK(AM) West Palm Beach, Fla. "It's not irritating and it has a jazz flavor." Ken Warren, program director at WING(AM) Dayton, Ohio, describes the record as having "a very sophisticated sound that works well on any format. It's a sound that goes over well with the kind of listener we're interested in. Radio stations are looking for more music with this kind of complexity." **Bullseye.** Accruing a number of new adds last week was Wings' newest single, *Arrow Through Me* (Columbia). Program directors already playing it report an early, favorable response to the single, which Warren describes as, "the best Wings has done since *With a Little Luck* in 1977." Bill Thomas, program director at WRVQ(FM) Richmond, Va., reports: "It's a very strong adult request record. It's mellow, laid-back and has an interesting electronic track." Among stations adding Wings last week were KJR(AM) Seattle, WAYS(AM) Charlotte, N.C., and KDWB(AM) St. Paul. **Long shot.** Blue Oyster Cult stands to increase its following with *In Thee* (Columbia), which many program directors describe as the group's most commercial single to date. Palmer Stewart, program director at KCBN(AM) Reno, describes the single as medium-tempo, very listenable and having "that sound of a hit!"

Country

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
4 1	<i>I May Never Get To Heaven</i> □ Conway Twitty	MCA
2 2	<i>You're My Jamaica</i> □ Charley Pride	MCA
3 3	<i>Til I Can Make It On My Own</i> □ Rogers & West	U.A.
-  4	<i>It Must Be Love</i> □ Don Williams	MCA
-  5	<i>I Know a Heartache</i> □ Jennifer Warnes	Arista
13  6	<i>Just Good Ol' Boys</i> □ Moe & Joe	Columbia
1 7	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
6 8	<i>Don't Let Me Cross Over</i> □ Jim Reeves	RCA
-  9	<i>There's a Honky Tonk Angel</i> □ Elvis Presley	RCA
10 10	<i>Pick the Wildwood Flower</i> □ Gene Watson	Capitol
8 11	<i>Heartbreak Hotel</i> □ Nelson/Russell	Columbia
7 12	<i>Family Tradition</i> □ Hank Williams, Jr.	Elektra
-  14	<i>Only Love Can Break a Heart</i> □ Kenny Dale	Capitol
-  15	<i>My Silver Lining</i> □ Mickey Gilley	Epic
12 16	<i>Coca-Cola Cowboy</i> □ Mel Tillis	MCA
24 17	<i>Fools For Each Other</i> □ Johnny Rodriguez	Epic
16 18	<i>Stay With Me</i> □ Dave & Sugar	RCA
25  19	<i>Foiled By a Feeling</i> □ Barbara Mandrell	MCA
18 20	<i>I Love How You Love Me</i> □ Lynn Anderson	Columbia
20 21	<i>Suspicious</i> □ Eddie Rabbitt	Elektra
15 22	<i>All Around Cowboy</i> □ Marty Robbins	Columbia
5 23	<i>Your Kisses Will</i> □ Crystal Gayle	United Artists
17 24	<i>No One Else In the World</i> □ Tammy Wynette	Epic
9 25	<i>You're the Only One</i> □ Dolly Parton	RCA

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

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 20 through Aug. 24.

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

■ **Trenonton, Utah**—Bear River Broadcasting Co. seeks 1470 khz, 5 kw-D. Address: 466 W. 2nd, North, Logan, Utah 84321. Estimated construction costs \$52,500 first year operating cost \$24,000; revenue \$36,000. Format: country/MOR. Principals: Glacus G. Merrill (60%), wife Marie (35%) and daughter Darla Merrill Clark, (5%). Merrill is cattle rancher in Logan. The family owned KBLW-AM-FM Logan until July 20. They have no other broadcast interests. Ann. Aug. 23.

FM applications

■ **Stamps, Ark.**—Talbot-Robillard Inc. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: Main Street, Stamps. Estimated construction cost \$9,000 first year operating cost \$64,902; Format: easy listening. Principals: D. O. Talbot (50%), Joseph P. Robillard (49%) and wife Elizabeth (1%). Talbot is department store owner in Stamps. Robillard owns 60% of Haynesville Broadcasting Corp., licensee of KLUV(AM) Haynesville, La. and 25% owner of Robillard Communications Inc., applicant for FM station in Deibach, La. His wife is registered nurse in Haynesville. Ann. Aug. 6.

■ **Winslow, Ariz.**—KWVS Investors seeks 95.1 mhz, 66.6 kw, HAAT: 102 ft. Address: Ste. 1830, First Nat'l.

Bank Plaza, Phoenix 85003. Estimated construction cost \$75,499; first quarter operating cost \$14,250; Format: MOR. Principals: Auburn Gerald Van Syoc II and Harold Webster Wales, each 50%. Van Syoc is president of Interface Communications Corp./Pro Mark Enterprises and Wales is partner in law firm, both in Phoenix. They have no other broadcast interests. Ann. Aug. 23.

■ **Tullulah, La.**—Sco-Kim Inc. seeks 104.9 mhz, 3 kw, HAAT: 194 ft. Address: PO Box 1360 Tullulah 71282. Estimated construction cost \$15,450 first quarter operating cost \$2,535; revenue \$36,000. Format: Standard Pop/Country. Principal: Chris C. Kimbell Jr. and wife Valerie, 100%. Sco-Kim is also licensee of KTL(AM) Tullulah. Chris Kimbell is general manager of KTL(AM) and wife Valerie is member of Tullulah School Board. The Kimbells have no other broadcast interests. Ann. Aug. 23.

■ **Crookston, Minn.**—Johnson & Laidlaw Broadcasting Ltd. seeks 96.1 mhz, 100 kw, HAAT: 455 ft. Address: KNDK, Hwy. 1, Longdon, N.D. 58249. Estimated construction cost \$143,716.50; first quarter operating cost \$47,100; revenue \$216,000. Format: C/W-Pops. Principals: T.L. Laidlaw, 60% and Bert and Lyle Johnson, brothers, 20% each. Laidlaw is real estate broker in Langdon and the Johnsons own Johnson farms in Walhalla, both North Dakota. J&L Broadcasting is also licensee of KNDK(AM) Langdon and WQXO(AM)-WQXO-FM Munising, Mich. Ann. Aug. 23.

■ **Magnolia, Miss.**—South Pike County Consolidated School Dist. seeks 90.5 mhz, 100 w, HAAT: 98 ft. Address: 250 W. Bay St., Magnolia 39652. Estimated construction cost \$32,245; first year operating cost \$52,245; revenue \$52,245. Principals: Nonprofit educational institution. Seth O. Dillon Jr. is superintendent. Ann. Aug. 23.

■ **Ocean City, N.J.**—JM Communications; seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 43 Pittman Lane, Sicklerville, N.J. 08081. Estimated construction cost \$102,853; first year operating cost \$111,576; revenue \$95,978. Format: Contemporary. Principals: Malcolm Dernott Pryor (80%) and wife Jacqueline (20%). Malcolm is employed by Goldman Sachs & Co., financial services, in Philadelphia. Wife Jacqueline works for Adder Agency, fashion modeling in Washington. They have no other broadcast interests. Ann. Aug. 10.

■ **Cadiz, Ohio**—Carroll-Harrison Broadcasting, Inc. seeks 106.3 mhz, 3 kw, HAAT: 299.5 ft. Address: Rt. 2, East Sandusky Ave., Bellefontaine, Ohio 43311. Estimated construction cost \$57,422; first year operating cost \$56,942; revenue \$200,000. Format: pop/variety.

Principals: Robert S. Triplett (48%) and eight others. Triplett is general manager and engineer of Triplett Broadcasting Co. in Bellefontaine. He has no other broadcast interest, nor do other stockholders. Ann. Aug. 23.

■ **McConnelsville, Ohio**—William A. & Janice E. Brackney seeks 100.9 mhz, 1.89 kw, HAAT: 401.8 ft. Address: c/o Wendell Triplett, Rt. 2, E. Sandusky Ave., Bellefontaine, Ohio. Estimated construction cost \$58,623; first year operating cost \$56,942; revenue \$100,000. Format: pop. Principals: William and Janice Brackney, 50% each. William is insurance agent and forest improvement specialist in Carroll County, and Janice is bookkeeper in Cambridge, both Ohio. Ann. Aug. 23.

■ **Brownwood, Tex.**—Multi-Media Ministries Inc. seeks 99.3 mhz, .700 kw, HAAT: 114 ft. Address: 114 Center Ave., P.O. Box 602, Brownwood 76801. Estimated construction cost \$6542.; first year operating cost \$3360; revenue \$13,800. Format: Religious. Principals: Herbert Ray Williams, David Joel Fair and Marion Lamar Bishop (1/3 each). Williams is a grocery distributor, and both Fair and Bishop work for plastics manufacturing firm, all in Brownwood. They have no other broadcast interests. Ann. Aug. 23.

■ ***Round Rock, Tex.**—Ixoey Productions Inc. seeks 88.1 mhz, 700 w, HAAT: 52.8 ft. Address: 402 West Austin Ave., Round Rock 78664. Estimated construction cost \$1,000; first year operating cost \$72,040; revenue \$94,610. Format: religious/talk. Principal: nonprofit corporation; Randall Thomas is president. Ann. Aug. 10.

TV applications

■ **Omaha**—Family Television Inc. seeks ch. 15; ERP 2910 kw vis., 518 kw aur., HAAT 841 ft.; ant. height above ground 751 ft. Address: Suite 100, 10250 Regency Circle. Estimated construction cost \$1,168,858 first-quarter operating cost \$149,550; revenue \$1,000,000. Legal counsel Glaser, Fletcher & Johnson, P.C., Washington. Consulting engineer John H. Gayer. Principals: John H. Gayer (30%) and nine others Gayer is engineering consultant in Lakewood, Colo. He also is director of Radio Free Europe/Radio Liberation in Washington; 100% shareholder of Colorado Television Inc., applicant for UHF television station in Denver; 40% owner of Radio Vail Inc., licensee of KUMT(FM) Vail, Colo., and 40% owner of Eagle Radio Inc., applicant for new AM station in Vail. Ann. Aug. 15.

■ **Omaha**—Omaha TV 15 Inc. seeks ch. 15; ERP 2630 kw (m), 1590 kw(H) vis., 240 kw aur., HAAT 1040 ft.; ant. height above ground 958 ft. Address: c/o John P. Ford Esq., 800 1st National Center, Omaha 68102. Estimated construction cost \$1,350,000 first-quarter operating cost \$301,000; revenue \$650,000. Legal counsel Reed Miller Esq., Arnold & Porter Washington. Consulting engineer A.D. Ring & Assoc. Washington. Principals: Bernice Stephens Dodd (15%) and 12 others. Dodd is executive director of Omaha Opportunities Industrialization Center, skill training firm in Omaha. He has no other broadcast interests. Ann. Aug. 16.

■ **Omaha**—220 Television Inc. seeks ch. 15; ERP 5000 kw(m), 3707 kw(H) vis., 371 kw aur., HAAT 1320 ft.; ant. height above ground 1366 ft. Address: 4935 Lindell Blvd., St. Louis 63108. Estimated construction cost \$3,743,734 first-quarter operating cost \$388,533; Legal counsel Harold E. Protter, St. Louis; consulting engineer James W. Gensey. Principals: Koplars Enterprises, Inc., holding company, 100%. Harold Koplars, St. Louis businessman, is president and 48.7% owner. 220 Television is licensee of KPLR-TV St. Louis, and applicant for TV station in Des Moines, Iowa. Koplars has no other broadcast interests. Ann. Aug. 15.

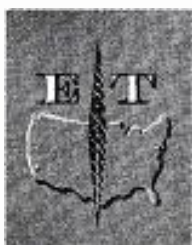
FM actions

■ ***Sonora, Calif.**—Broadcast Bureau granted Sonora Union High School Board of Trustees 91.5 mhz., .01 kw. P.O. address: 430 North Washington Street, Sonora, Calif. 95370. Estimated construction cost \$11,-

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875; first-year operating cost \$7,269; revenue not given. Format: informational variety. Principals: California board of education governed by local, state and federal law.

■ Southold, N.Y.—ALJ David I. Kraushaar granted Peconic Broadcasting Corp. 101.7 mhz, 3 kw, HAAT: 300 ft. P.O. address: 147 Midland Ave., Bronxville, N.Y. 10708. Estimated construction cost \$113,370. First-year operating cost \$55,780; revenue \$150,000. Format: good music. Principal: Joseph Sullivan (62%) and six others. Sullivan is vice president of Television Bureau of Advertising. Action Aug. 20.

TV actions

■ Reading, Pa.—Broadcast Bureau granted Reading Broadcasting Co. ch. 51; ERP 1824 kw vis., 365 kw aur., HAAT 749 ft.; ant. height above ground 146 ft. Address: 301 S. Seventh Ave., W. Reading 19611. Estimated construction cost \$1,340,483 first-year operating cost \$584,000; revenue \$525,000. Legal counsel Dow, Lohnes & Albertson; consulting engineer George A. Powstenko. Principals: Dr. Henry H. Aurandt (25%), Dr. Robert A. Denby (10%) and 12 others. Dr. Aurandt is Reading obstetrician. Dr. Denby has a family medical practice in Westlawn, Pa. They have no other broadcast interests (BPCT-5224). Action May 3.

AM licenses

■ The following new AM stations have been granted licenses:

■ KXQR Clovis, Calif. KMMZ Greybull, Wyo.

FM licenses

■ The following new FM stations have been granted licenses:

■ WTUG-FM Tuscaloosa, Ala.; KWTC Barstow, Calif.; *KVPR Fresno, Calif.; KMYT Merced, Calif.; *KQED San Francisco; *WPBH Middlefield, Conn.; KJOT Boise, Idaho; KSLs Liberal, Kan.; KLKC-FM Parson, Kan.; KWJM Farmersville, La.; KWLJ Jesup, La.; *WBSN-FM New Orleans; WWUN Batesville, Miss.; WEXA Eupora, Miss. WTXI Ripley, Miss.; KSDZ Gordon, Neb.; *WJWK Jamestown, N.Y.; KQTZ Hobart, Okla.; KGOK Pauls Valley, Okla.; KUMA Pendleton, Ore.; *WPTG Lancaster, Pa.; KIKT Greenville, Tex.; KTLR-FM Terrell, Tex.; KABE Orem, Utah, and *KUHS Roosevelt, Utah.

Summary of broadcasting

FCC tabulations as of June 30

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

*Special temporary authorization

**Includes off-air licenses

Ownership Changes

Applications

■ WKUL(AM) Cullman, Ala. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Cullman Broadcasting Co. to The Jonathan Christian Corp. for \$325,000. Seller is owned by Hudson C. Millar Jr. and family, who also own WIRA(AM)-WOVV(FM) Fort Pierce, Fla. Buyer is principally owned Robert Haa (56.2%), who has been general manager of WKUL since March 1977. Ann. Aug. 20.

■ KIDN(AM) Pueblo, Colo. (1350 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Heptachy Inc. to Scribner Broadcasting Inc. for \$780,000. Seller is owned by Richard H. Thom (60%), John G. Findley (20%) and Leonne K. Peterson (20%), who have no other broadcast interests. Buyer is principally owned by David G. Scribner, former president of Doubleday Broadcasting Co. and 24.5% owner of applicant for new UHF at Broomfield, Colo. He has no other broadcast interests. Ann. Aug. 20.

■ WHLY(FM) Leesburg, Fla. (106.7 mhz, 50 kw)—Seeks transfer of control of Magic Box Media Inc. from Bernard and Norma Kaplan (married) and James J. Shipley (100% before; none after) to General Communicorp Inc. (none before; 100% after). Consideration: \$1,380,000 and \$30,000 for consultancy agreement. Sellers also owns WMJK(AM) Kissimmee, Fla. Buyer is owned by Robert G. Herpe who also owns WOMN(AM) Hamden and WPLR(FM) New Haven, both Connecticut. Ann. Aug. 20.

■ *WBOE(FM) Cleveland (90.3 mhz, 50 kw, not on air)—Seeks assignment of license from Cleveland Board of Education to Cleveland Public Library for \$205,000. Seller has no other broadcast interests. Buyer is nonprofit organization; Lee C. Howley Jr. is president of seven member board of trustees. It has no other broadcast interests. Ann. Aug. 17.

■ KWPR(AM) Claremore, Okla. (1270 khz, 500 w-D)—Seeks assignment of license from Green Country Broadcasting Inc. to Warren Broadcasting Inc. for \$300,000. Seller is owned by Jack T. Marshall and Gale Welch (34.21% each), Bob C. Roden (26.44%) and Leon Shearhart (5.14%). None has other broadcast interests. Buyer is owned by Roy L. Warren and his wife, Billie. They are retired and have no other broadcast interests. Ann. Aug. 20.

■ KLCO-AM-FM Poteau, Okla. (AM: 1280 khz, 1 kw-D; FM: 97.9 mhz, 100 kw)—Seeks assignment of license from LeFlore County Broadcasting Co. to Collins Broadcasting Corp. for \$775,000. Seller is owned by R. B. Bell and his wife, Bernice, who have no other broadcast interests. Buyer is owned by Roy D. Collins, former general manager of KXOL(AM) Fort Worth, Tex. He has no other broadcast interests. Ann. Aug. 20.

■ WWCH(AM) Clarion, Pa. (1300 khz, 500 w-D)—Seeks transfer of control of Clarion County Broadcasting Corp. from W. C. Hearst and Harriet S. Hearst (62% before; none after) to William S. Hearst (5% before; 67% after). Consideration: \$100,000. W. C. Hearst and his wife, Harriet, are selling their entire interest in

WWCH to son, William, who has been president of station since March. Ann. Aug. 20.

■ WJMC-AM-FM Rice Lake, Wis. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 96.3 mhz, 100 kw)—Seeks transfer of control from WJMC Inc. to Gazette Printing Co. for \$1,075 million. Seller is Russell J. Brown, who has no other broadcast interests. Buyer is publisher of *Janesville* (Wis.) *Gazette* and of WCLO(AM)-WJVL(FM) Janesville and WBKV-AM-FM West Bend, both Wisconsin; WIXN-AM-FM Dixon, Ill., and KIJV-AM-FM Huron, S.D. Company is owned by Robert Bliss and family; M. W. Johnston is president. Rec. Aug. 2.

Actions

■ KFYE(FM) Fresno, Calif. (93.7 mhz, 68 kw)—Broadcast Bureau granted assignment of license from Stereo Broadcasting Corp. to Sunbelt Communications Ltd. for \$2.5 million plus \$216,000 for agreement not to compete. Seller is owned by Richard A. Ingraham (66%) and 10 others, none of whom has more than 10% interest. Group also owns KIQY(FM) Lebanon, Ore. Ingraham also is principal in group applying for new AM in Clovis, Calif. Buyer is owned by C.T. Robinson, William C. Moyes, Michael B. Hesser and Robert Magruder. It owns KQEO(AM)-KZZX-FM Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs, and The Research Group, market research firm, and has sold, subject to FCC approval, KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. (BALH790615HW). Action Aug. 20.

■ WRCC(FM) Cape Coral, Fla. (103.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Radio Cape Coral Inc. from three stockholders (100% before; none after) to Southwest Communications Inc. (none before; 100% after). Consideration: \$750,000. Sellers are E. Paul Elder (52%) and Kathryn Abbott and Everett Paul Elder II (24% each). None have other broadcast interests. Buyer is owned by Robert Diederich (20%) and the Mariner Group Inc. (80%). Diederich is real estate developer in Sanibel, Fla. Mariner Groups is Sanibel corporation with interests in construction, resorts and merchandising. It is owned by Robert M. Taylor, who will vote company's shares in Southwest, and 77 others (BTCH790604EH). Action Aug. 17.

■ WIOQ(FM) Philadelphia (102.1 mhz, 27 kw)—Broadcast Bureau granted assignment of license from Que Broadcasting Co. to Outlet Co. for \$6,425,000, including \$500,000 for agreement not to compete and \$425,000 for real estate. Seller is owned by Richard Butera (54%) and Sidney Brotman (46%). They have no other broadcast interests. Buyer is publicly traded owner of department stores, and TV and radio stations. Bruce Sundlun is president and chief executive officer (BAPLH79051460). Action Aug. 21.

Facilities Changes

AM applications

■ WCRI(AM) Scottsboro, Ala.—Seeks CP to increase power to 1 kw; install new trans. Ann. Aug. 23.

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■ WCLN(AM) Clinton, N.C.—Seeks CP to increase power to 5 kw; install new trans. Ann. Aug. 23.

■ WIQT(AM) Horeseheads, N.Y.—Seeks CP to increase power to 5 kw (2.5 kw critical hours); install new trans. Ann. Aug. 23.

FM applications

■ *WLCA(FM) Godfrey, Ill.—Seeks CP to increase ERP: 1.37 kw (H&V), HAAT: 178 ft. (H&V); install new ant. and make changes in ant. sys. Ann. Aug. 23.

■ WFDT(FM) Columbia City, Ind.—Seeks CP to change TL to intersection of US 30 and 500 East Rd., Goesse, Ind.; increase HAAT: 300 ft. (H&V). Ann. Aug. 23.

■ *KBBG(FM) Waterloo, Iowa—Seeks CP to increase ERP: 9.7 kw, HAAT: 35 ft.; install new ant. Ann. Aug. 23.

■ KFRA-FM Franklin, La.—Seeks CP to increase HAAT: 300 ft. (H&V); make changes in ant. sys. Ann. Aug. 23.

■ *WBIM(FM) Bridgewater, Mass.—Seeks CP to increase ERP: 180 w; HAAT: plus 66 ft.; install new ant.; make changes in ant. sys. Ann. Aug. 23.

■ WWLM(FM) Canton, Miss.—Seeks CP to change TL to route 3, Canton; increase ERP: 3 kw (H&V); install new ant.; make changes in ant. sys. Ann. Aug. 23.

■ *WRCT(FM) Pittsburgh—Seeks CP to increase ERP: 100 watts; HAAT: 53 ft.; install new ant.; make changes in ant. sys. Ann. Aug. 23.

AM actions

■ WGAY(AM) Silver Spring, Md.—Broadcast Bureau denied petition for reconsideration of return of Greater Media Inc.'s application to increase daytime power from 1 kw to 2.5 kw as unacceptable for filing, and denied request for waiver of rules (ARN-780721AH). Action Aug. 14.

■ Columbia and Alamo, both Tennessee—Broadcast Bureau granted joint request by applicants to remove mutual exclusivity from applications; amended Crockett's application to change its proposed frequency from 1280 khz to 810 khz and ordered that Crockett's application, as amended, be accepted for filing with release of next "A" cutoff list, and granted Maury County's application for CP to decrease power of WMCP(AM) Columbia from 1 kw to 500 watts and change hours of operation to unlimited (BP-20557). Action Aug. 14.

Fines

■ Oxnard, Calif.—Cable Television Bureau ordered Oxnard Cablevision Inc. to forfeit \$1,500 for willful or repeated violation of the rules, in that it initiated use of frequency within 108-136 mhz band after Jan. 1, 1978, and continued such use for more than four months without having provided required advance notice to FCC (CA0396). Action Aug. 17.

Translators

Actions

■ K07PR Ganado, Ariz.—Broadcast Bureau granted Ganado Community Television Club CP for new VHF TV translator station on ch. 7 to rebroadcast programs of KOAT-TV, Albuquerque, N.M. (BPT-TV-7903261C). Action July 31.

■ K090I Ganado, Ariz.—Broadcast Bureau granted Ganado Community TV Club Inc. CP for new VHF TV translator station on ch. 9 to rebroadcast programs of KOB-TV Albuquerque, N.M. (BPTTV-7903261B). Action July 31.

■ K090J Le Chee and Wahweap Marina Area, both Arizona—Broadcast Bureau granted Lake Powell Antennavision Inc. CP for new VHF TV translator station on ch. 9 to rebroadcast the programs of KUTV-TV Salt Lake City (BPTTV-5982). Action July 10.

■ K11PA Le Chee and Wahweap Marina Area, both Ariz.—Broadcast Bureau granted Lake Powell Antennavision Inc. CP for new VHF TV translator station on ch. 11 to rebroadcast programs of KTVX-TV Salt Lake City (BPTTV-5983). Action July 10.

In Contest

Procedural Rulings

■ WESH-TV Daytona Beach, Fla. (Cowles Broadcasting Inc. and Central Florida Enterprises Inc.) **TV Proceeding:** (Docs. 19168, 19170)—Acting Chief, Opinions and Reviews, granted petition by Cowles and amended its application to reflect that on June 20 Teresa Tanner filed charge of discrimination with Equal Employment Opportunity Commission against WESH-TV alleging discrimination on basis of sex, which has been deferred to Florida Commission on Human Relations. Action Aug. 16.

■ Greenfield, Mass. (Poet's Seat Broadcasting Inc. and Green Valley Broadcasting Co.) **FM Proceeding:** (Docs. 79-54-55)—ALJ James K. Cullen Jr., by two separate actions, denied motion to enlarge filed by Poet's Seat, and ordered that record is closed, and set Sept. 25 for submission of proposed findings of fact and conclusions of law and Oct. 12 for replies. Actions Aug. 17.

■ WJLB(AM)-WMZK-FM Detroit (Booth American Co.) **Revocation Proceeding:** (Doc. 79-173)—ALJ Thomas B. Fitzpatrick on informal request of Booth and with concurrence of Broadcast Bureau, continued prehearing conference from Sept. 5 to Sept. 7 at 10a.m. Action Aug. 20.

■ Kalamazoo and Portage, Mich. (WHW Enterprises Inc. et al.) **FM Proceeding:** (Docs. 21374-7)—ALJ James K. Cullen Jr., by two separate actions, scheduled hearing conference for Sept. 7 at 9:30 a.m. in Washington, action Aug. 16; and granted petition by WHW and amended its application to update employment status of principals. Action Aug. 17.

■ KGGM-TV Albuquerque, N.M. (New Mexico Broadcasting Corp.) **Renewal Proceeding:** (Doc. 20540)—Acting Chief, Opinions & Review, accepted amendment to renewal application to reflect that KGGM-TV has received from Equal Employment Opportunity Commission, Albuquerque, notice of "Charge of Employment Discrimination" against New Mexico Broadcasting Corp. dated June 15, 1979, filed by James R. Terrazas. Action Aug. 16.

■ Portland and Beaverton, Ore. (Portland Communications Corporation et al.) **FM Proceeding:** (Docs. 79-200-03)—ALJ David Kraushaar designated ALJ Edward Luton as presiding judge; scheduled prehearing conference for Sept. 27 at 9 a.m., and hearing for Nov. 8 at 10 a.m. in Wash., Action Aug. 16.

Designated for Hearing

■ Windsor, N.C.—Broadcast Bureau designated for hearing, in consolidated proceeding, mutually exclusive applications of Bermey E. Stevens and Cashie Valley Broadcasters Inc., for new FM station on 97.7 mhz at Windsor to determine effect of Stevens' community leader survey on his basic and/or comparative qualifications to be FCC licensee, and to determine whether Cashie is financially qualified to be FCC licensee, and to determine which, if either, of applications should be granted; dismissed as moot petition by Stevens to dismiss or reject Cashie's application; and granted petitions by Cashie and accepted amendments (Docs. 79-209-10). Action Aug. 9.

Allocations

Actions

■ Bentonville, Ark.—Broadcast Bureau, in response to petition by JEM Broadcasting Co., proposed assigning 98.3 mhz there as its first FM assignment; comments are due Oct. 15, replies Nov. 5, (Doc. 79-211). Action Aug. 15.

■ Manhattan, Kan.—Broadcast Bureau in response to petition by Richard H. Kaldor and Timothy A. Hawks, proposed assigning 103.9 mhz there as its second Class A FM assignment; comments due Oct. 15, replies Nov. 5, (doc. 79-112, RM-3295). Action Aug. 15.

■ St. Louis—Broadcast Bureau rescinded report and order adopted July 9 which assigned television ch. 46 there (Doc. 20902, RM-2642). Action Aug. 15.

■ Allen, S.D.—Broadcast Bureau, in response to petition by Oglala Sioux Broadcasting Co., assigned UHF television ch. 22 there as its first television channel, effective Sept. 29. (Doc. 79-89; RM-3274). Action Aug. 15.

■ Marion, Va.—Broadcast Bureau in response to petition by Blue Ridge ETV Association Inc., assigned UHF Television ch. 52 there as its first television assignment, and reserved it for noncommercial educational use, effective Oct. 1. (Doc. 79-97, RM-3220). Action Aug. 17.

Other

■ Broadcast Bureau, on commission's own motion, extended indefinitely dates for filing comments and reply comments in matter of changes in rules relating to noncommercial educational FM broadcast stations (Docket 20735). Action Aug. 17.

Call Letters

Applications

Call	Sought by
	New AM's
WRTT	Tolland County Broadcasting Inc., Vernon, Conn.
WXQK	RA-AD of Spring City, Spring City, Tenn.
	New FM's
*KSJV	Radio Bilique Inc. Fresno, Calif.
KQIQ-FM	Cross Country Communications Inc., Lemoore, Calif.
KFMR	Carson Communications, Stockton, Calif.
KBLT	Cherokee Broadcasting Co., Baxter Springs, Kan.
KQSK	Big Sky Co., Chadron, Neb.
	Existing AM's
KVRD	KVIO Cottonwood, Ariz.
KZLA	KPOL Los Angeles
WIMG	WTNJ Ewing, N.J.
WWVI	WHPN Hyde Park, N.Y.
	Existing FM's
WJJB	WHVS Hyde Park, N.Y.
WASM	WKAJ-FM Saratoga Springs, N.Y.
WOEZ-FM	WMLP-FM Milton, Pa.
WLJY	WDLB-FM Marshfield, Wis.
WMAD	WYXE Sun Prairie, Wis.
	Existing TV's
WTVG	WSPD-TV Toledo, Ohio

Grants

Call	Assigned to
	New AM's
WPYK	Mid-Way Radio, Dora, Ala.
WOPP	Opp Radio Inc., Opp, Ala.
	New FM's
*KHUM	Granfallon Denver-Educational Broadcasting, Denver
*KUCB-FM	Center for Study and Application of Black Theology, Des Moines, Iowa
*WHFR	Henry Ford Community College, Dearborn, Mich.
WDZZ-FM	Flint Metro Mass Media Inc., Flint, Mich.
*WMNJ	Drew University, Madison, N.J.
*WCEW	Charleston County Public Schools, Charleston, S.C.
*KQIV	Spindizzy Pubcom, Corpus Christi, Tex.
WWOO	Berryville Media Group, Berryville, Va.
WWLH	Walter Lane Harber, Pound, Va.
	New TV's
*KSRE	Prare Public Television Inc., Minot, N.D.
	Existing AM's
WRXV	WPNO Auburn, Me.
WCCL	WYIG Jackson, Miss.
WQRB	WBAG Burlington-Graham, N.C.
	Existing FM's
KNAN	KREB Monroe, La.
WTGV-AM	WMIC-FM Sandusky, Mich.
WQEO	WACM Freeland, Pa.
*KNON	KCHU Dallas
WRKR	WRKR-FM Racine, Wis.
	Existing TV's
KSDK	KSD-TV St. Louis

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Midwestern Broadcasting is expanding into the northeastern region. We need experienced salespeople, a sales manager, and general manager. EEO-Affirmative Action. Call Lew Dickey, WOHO/WXEZ, Toledo 419-255-1470.

WXEZ (Z-105) Toledo needs a top salesperson. Take your 4-5 years sales experience... couple it with your abilities as a leader and give some direction and growth to the sister FM of WOHO. EEO-Affirmative Action. Call J. Richard Lamb, General Manager 419-255-1470.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

General Manager with strong sales background for West Coast major market FM wanted by progressive, expanding group broadcaster. Send resume with salary requirements to: Entercom, 555 City Line Avenue, Bala-Cynwyd, PA 19004.

Va. AM/FM station need selling, announcing general manager with 1st phone. Box I-30.

WSMI, Litchfield, Illinois 62056 offers branch studio management plus advantages of small town living. Resume. EOE.

Station Manager. 50,000 watt public radio station serving San Joaquin Valley. Must have good business, personnel, broadcasting and organizational skills. Salary negotiable. Send resume, salary requirements to KVPR-FM, 1515 Van Ness, Fresno, CA 93721.

General Manager—Full power class C FM in process new ownership. One of nations fastest growing major markets in South Texas. Must have proven track record all areas including Sales, admin., FCC requirements, etc., able to build organization. New equipment. No floaters. Outstanding opportunity to grow for right individual not afraid of work. Include employment history. Replies in confidence. Box I-31.

Midwest Radio Company, Fargo, N. Dak. has an opportunity for a quality person as Sales Manager of KQWB AM (rated No. 1 - Adults 18-49). Former Sales Manager has purchased a station in another market! Compensation includes: percentage of sales, bonus plan, car, family insurance plan, expense account, and car expense allowance. A 5 person sales staff. Sales Secretary, and Co-op Coordinator are hired, trained, and ready to cook. All we need is a turned on, motivated leader with experience on the streets, and knowledge of handling people. Fargo is a 7 station market, billing over 4 million! Write Jim Lakoduk. Box 2983, Fargo, ND 58108 or phone 218-236-7900.

Sales Manager, Northern Rocky Mountain state, excellent market, top account list available and good compensation. Consideration will be given to top-billing account executives ready for sales management. All replies in strictest confidence. Send resume to Box I-44.

Sales Manager: for Maine's number one, 50,000 watt contemporary station, WIGY. Must be experienced, good with people, familiar with the Jennings system, and willing to make a serious professional commitment. Salary is negotiable. Contact Bruce A. Biette, Station Manager, at 207-443-5542 (EOE).

Major radio group expanding management team. Splitting combos. Opportunities for experienced general managers and salespeople ready to run sales team. Send complete resume and three year salary history. Confidentiality assured. EEO employer. Box I-46.

General Manager—Leader needed for C&W in booming Virginia college town. Equal Opportunity Employer. Box I-7.

HELP WANTED SALES

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

Sales Manager, community oriented and active community participating, RAB/Welsh either/or trained, who can sell and will, who can recruit, teach, motivate sales staff, strong on both on/off air promotions, prolific in merchandising, saturations, short and long term contracts, remotes. Great potential—growth area—great market. Great signal. Great bucks for the great SM, a proven winner. Resume, references Box H-4.

Springfield, Illinois' Country Powerhouse seeks recent college grad with 1-2 years sales experience. Strong in creative writing, campaign development. Join aggressive team in exciting radio market... where big efforts earn even bigger rewards. Call now. WMAY, Jim Lundgren, 217-629-7077. EOE, M/F.

New future top-rated contemporary FM near San Francisco needs self-starters. KFMR, 1145 Willora, Stockton, CA 95207.

Augusta, Georgia new adult contemporary needs two sales people. Gary Morse, WKZK, 404-738-9191 or 502-554-1217.

Very successful South Florida station seeking highly qualified, experienced sales manager. Must have radio sales background. Equal opportunity employer. Send resume to Box H-130.

Beaumont, Nation's No. 1 growth market and 5th ranked Texas Metro. Opportunity for professional to earn \$30,000 plus first year with No. 1 list and move up in established group. Guaranteed salary and draw against commissions. John Wilson, Box 6067, Beaumont, TX 77705. 713-842-2210.

WVIS-FM Disco 106 needs experienced salespeople excellent commissions. Resume to Box 487, Fredericksted, St. Croix 00840.

California. Sales Manager—medium market—highly rated MOR. Beautiful growth area. Successful local sales record. Must be self-motivated. EOE/MF. Send resume to Box I-39.

Sales Professional needed by prestige medium market powerhouse. If qualified, could be GSM. Good list, draw, benefits. Resume to Ed Mund, Box 1151, Bay City, MI 48706.

Medium to small market sales manager... Here's your chance to move up if you have a good management track record. We would like you to come to Sun City, El Paso, Texas, and help us grow profitably. Salary and override, first year potential \$25,000 to \$40,000 to right person. Contact Garrett Haston, General Manager, KPAS, Area Code 915-533-8211.

Southern California Market. AM/FM Sales Manager. Group owner is recruiting an exceptional person to help sharpen the skills and determination of our fine sales staff in a growth market of 750,000 pop. We are looking for a natural motivator, leader, and teacher who is not easily satisfied, and has high standards of performance, business, and personal conduct. A crack local salesperson who has proven it, wants to continue in it, and is ready to share their skills and enthusiasm with others. A person who works well with programming and top management. You can make a great deal of money by committing much work to the continuing growth of this business-oriented community and to the development of our salespeople and our stations. EOE. Please send resumes to Box I-43.

Excellent List Available for aggressive, ambitious pro with growing group. Ground floor opportunity leading to management and equity. Tom Joyner, PO Box 87, Petersburg, VA 23803, EOE.

Sales Manager for Northeast medium market. Salary plus override plus good fringes. Growing group offers excellent opportunity to advance. Reply Box I-24.

Sales Pro Needed—Beautiful Central New York Market. Only AM plus No. 1 FM. Sell both using the Jennings System. Join fast growing broadcasting group, prove yourself and move up. Good list!! Need immediately. Send resume: Larry Rosmilso; 104 Chestnut Street; Oneonta, NY 13820. E.O.E.

AM-FM Midatlantic regional's veteran salesperson retiring. Replacement inherits existing list plus growing potential. EOE. Resumes to Box I-62.

God's Country U.S.A. has career opportunity with La Crosse's leading stations. Want to interview bright, problem solver on the way up, strong on creativity with ability to write and sell innovative campaigns. Looking for recent college grad with commercial selling experience or 1-2 years small market selling, excellent sales records. Live in the Number one small city, tremendous growth going on, superior earnings. Contact Bill Mann, Sales Manager, WIZM, La Crosse, WI a Midwest Family Station. EOE.

HELP WANTED ANNOUNCERS

Religious Format, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTOF-FM, 1957 Blairs Ferry Rd., N.E., Cedar Rapids, IA 52402.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352 919-276-2911. E.E.O. Employer.

Virginia small market radio, diversified format. Opening for well-rounded experienced announcer. Send tape (must include news) and resume to: Ross Hunter, WJMA, Box 271, Orange, VA 22960. EOE.

New FM in small market Virginia resort now interviewing announcers. Contact Randy Swingle 703-743-6551. EOE.

A very successful radio station in South Florida needs an experienced announcer. Minorities encouraged to apply. Equal opportunity employer. Send resume to Box H-131.

Announcer for modern country format. Experienced should send aircheck and resume to J. William Poole, WFLS AM-FM, Box 597, Fredericksburg, VA 22401. E.O.E.

Wanted. A full-time announcer for an adult contemporary radio station. Previous experience necessary. Good voice and bright delivery essential. Send a tape and resume to: Station Manager, WAYY Radio, PO Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Announcer wanted. Good voice, must do some news and production. Nice college town. Send tape and resume to WIEZ, PO Box 308, Oneonta, NY 13820.

Small market Rocky Mountain AOR station looking for good announcers. Can you handle morning show? No smokers. No phone calls. Like the mountains? Tape and resume to KMTN-FM, Box 927, Jackson Hole, WY 83001.

Adult Contemporary, N.W. New Jersey Mid tempo air personality needed for mid day shift. Strong production required. No phone calls. Send tape and resume to PD., WRNJ, PO Box 1000, Hackettstown NJ 07840.

HELP WANTED ANNOUNCERS CONTINUED

One of our announcers has been hired as Operations Manager by another station, creating an opening for an announcer who can communicate with the listener on a one-to-one basis and sound warm and enthusiastic while doing it. The person we hire will know how to run automation equipment and a live board and will know production and news. If you want to be part of a winning team at Denver's beautiful music stations and enjoy one of the great family living areas with good pay, good working conditions, stability, and a chance to work with one of the finest staffs in the country, send your tape and resume to Lee Stewart, Program Director, KOSI AM/FM, PO Box 98, Aurora, CO 80040. An Equal Opportunity Employer, M/F.

WTBO, Cumberland, MD needs evening air personality ... send tape and resume to Rod Dormire, Operations Manager, PO Box 1644, 21502. EOE.

Midday Personality needed for one of the Midwest's most listened to rockers. You must have something to say, no time & temp, crazy, yet intelligent. Good pay for area, excellent corporation with many benefits. Tapes and resumes to: Erik Foxx, WOW Radio, 11128 John Galt Blvd., Omaha, NE 68137. E.O.E.

100,000 watt top 40 FM openings for Jocks with good production skills. We have over one million people in our coverage area. If you're an entertainer, send tape and resume (no phone calls). Automation experience would be helpful for our AM Station. Send resume and tapes to WQLT FM, PO Box 932, Florence, AL 35630. EOE/M-F.

Midnite to 6AM Jock—experience necessary. FM music. Top wages-Midwest. Call Bob at 515-357-7585.

Unless you're damn good and want a challenge in contemporary radio, read no further. Competitive market demands excellence in mid-day and afternoon drive personalities. Excellent salary and fringe benefits in group owned medium market. Equal Opportunity Employer. Box I-66.

Needed now. Announcer with some commercial experience to join our professional staff. Adult contemporary format. Room to grow. Send tape and resume to: Ken Riggle, WTON, PO Box 1085, Staunton, VA 24401. EOE.

HELP WANTED TECHNICAL

South Eastern 50,000 Watt AM-Directional and 50,000 watt FM needs chief engineer. Only experienced need apply. EOE. Resume with monetary requirement to Box H-50.

Engineer/Announcer—1st Class Station in scenic part of midwest. KNEI AM-FM, PO Box 151, Waukon, IA 52172 or call 319-568-3476.

KOY, Phoenix, needs an assistant chief engineer with FCC first class license. The person we are interested in needs to have a solid background in radio. Must be quality conscious, self-starter, and have working knowledge of state-of-the-art technology. Excellent opportunity for the right person. Southern Broadcasting Company is an equal opportunity employer. Send full resume, references, and minimum salary requirements to: Roger Johnson, KOY, 840 N. Central Ave., Phoenix, AZ 85004. No phone calls please.

Chief Engineer, directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

Assistant Chief, experienced AM/FM/SCA. Resume only. WSBC, 4949 West Belmont, Chicago, IL 60641.

Broadcast Engineer: Chief Engineer for combination AM/FM in one of the Southwest's fastest growing and most pleasant markets. Must have first phone and degree in electronics or comparable experience. Applications are especially desired from women and members of minority groups. Excellent salary and benefits with one of Texas' most respected broadcasting organizations. Call Bob Woodman 512-573-9171. KVIC and FM 95, Victoria. Equal opportunity employer M/F.

We've got first-phones. Now we need a person who knows how to install and maintain all kinds of commercial radio broadcasting and audio gear, for a fast growing station that's doing big things in a small Oregon market. Western applicants preferred due to moving distance. EOE. For interview, call Mr. Smith, 503-882-8833.

Chief Engineer wanted for WRAP, Norfolk, Virginia's only DISCO station. First Class License and at least 3 years experience required. Send resumes to Steve Shrader, PO Box 647, Atlanta, GA 30301.

Chief Engineer: 50KW Directional AM, 100KW FM. Pacific Northwest. Must have Chief Engineer experience with strong maintenance/audiotransmitter background—energy and ambition essential. Salary approximately \$20K, depending on experience. E.O.E. Reply with resume to Box I-36.

Chief Engineer, or assistant ready to move up having knowledge in automation, AM & FM, along with expertise in maintenance and FCC regulations. We will give you a great position, future, and guaranteed sunshine in Southwest Florida. E.O.E. Resume to Box I-17.

Chief Engineer, Live Stereo FM, N.E. Metro, STL. Send salary requirements, technical abilities, telephone number. EOE. Box I-20.

PE with AM-FM-TV experience for Eastern consulting firm. Send resume, salary requirement. Box I-11.

Chief Engineer wanted: for 50 KW, DAZ, 5 years experience, knowledge of directional antenna systems, digital remote control, microwave, and strong on studio maintenance. Send resume, references & salary requirements to WGTO, PO Box 123, Cypress Gardens, FL 33880. An Equal Opportunity Employer.

Chief engineer who can also handle AOR board shift in small market Rocky Mountain resort area. 48 KW FM. No smokers. Like the mountains? Tape and resume to KMTN-FM, Box 927, Jackson Hole, WY 83001.

HELP WANTED NEWS

Newsperson needed by highly rated "Beautiful Music" station. Morning news, public affairs programs and editorials included in responsibilities. Must have solid experience, excellent writing skills and mature voice. Equal Opportunity Employer. Tape & resume to WSRB, Box 961, West Side Station, Worcester, MA 01602.

Anchor/reporter sought for heavy news and adult contemporary combo in Pennsylvania's third largest market. Strong on-air to replace female staffer on five member department. CBS affiliate. Send resume and tape to: Tim Cain, News Director, WEST/WLEV, Box 81, Easton, PA 18042.

South Georgia fulltime CBS affiliate needs take charge local news director to gather, write, edit and report local news. Experience necessary but recent broadcast journalism graduate may be considered. You'll join a dynamic staff in a progressive college community of 20,000. Send tape and resume to Al Cohen, WTIF, PO Box 968, Tifton, 31794.

Metro New York suburban station with strong news and information commitment seeks experienced reporter/anchor. Ability to gather, write and deliver professionally; strong news background essential. Tape, Resume to Kevin O'Keefe, News Director, WVIR, Radio Circle, Mt. Kisco, NY 10549. EOE M/F.

Full-time news person in beautiful Rocky Mountain resort community. No smokers. Like the mountains? Tape and resume to KMTN-FM, Box 927, Jackson Hole, WY 83001.

WGH News, Norfolk, is looking for an on-air news reporter with outstanding news gathering, writing and reporting capabilities. Experience a must. Minorities encouraged to apply. Send T & R's to WGH News, Box 9347, Hampton, VA 23670. EOE M/F.

Drive Time Anchor for Contemp AM, dominant news operation in market. Looking for rare combination of those three qualities: voice, writing and news judgment. We've lost a six year employee and need a top notch replacement. No beginners. Send tape, resume and writing samples to Tim Lennox, News Director, WERC, PO Box 10904, Birmingham, AL 35202.

Dominant Northeast Ohio Regional 5KW AM seeks news director. Strong on-air skills, management background and 3-to-5 years experience. Resumes to John Nagy, WKBN, Youngstown, OH 44501. An Equal Opportunity Employer.

New FM in small market Virginia resort now interviewing newpeople. Contact Randy Swingle 703-743-6551. EOE.

Expanding news department needs news person to seek, write, produce and deliver (not read) local news. Must be highly energized self starting competitor. Help us develop this department. Send tape, resume, salary requirements to WATN, PO Box 1240, Watertown, NY 13601.

News Bureau Chief for Pacifica Radio National News Service is being sought. Up to \$15,000 per year. Washington based. Radio experience required. Equal opportunity employer. Contact Ms. Jokela, Pacifica Foundation, 5316 Venice Blvd., Los Angeles, 90019. 213-931-1625. Deadline Oct. 1st, 1979.

Roussville Radio, Orlando (WLOF/WBJW) is looking for professional, personable newpeople for upcoming opening. Experience preferred. Please send tape, resume and salary requirements to: Alan Gardner, PO Box 15746, Orlando, FL 32808—EOE—Minority applicants encouraged.

Top station seeks combo broadcast journalist/sports p-b-p person, with at least two years experience in all phases of radio news and sports. If you want to further your career and have the qualifications, we're the right place for you. Tape and resume to News Director, WCTC, Box 100, New Brunswick, NJ 08903. Prefer applicants from Northeast.

Newsperson: tapes/resumes from beginners being accepted. Looking for street reporting abilities and some studio experience. Howard Foster, WKBX Radio, Box 876, Savannah, GA 31402 912-897-1529. EOE.

Newsperson: Experienced, Dominate Local News. Good Salary. WQXB-FM, Box 357, Grenada, MS E.O.E.

News Director, public radio station on Turtle Mountain Indian Reservation. BA and 1 year's full-time broadcast experience required. Salary \$10-11,000. Submit tape and resume by Sept. 14 to Tim McCartney, Mgr., KEYA, Belcourt, ND 58316.

Colorado AM/FM wants early morning anchor and reporter. Good voice and gathering ability a must. Contact: Tom Lundstrom, KREX AM/FM PO Box 789, Grand Junction, CO 81502.

Lead and direct 4 person news staff. Major commitment to RENG and local news. After 8 years present ND entering politics. Stability, experience, and dedication required. \$12-15,000 starting salary. WDDD/WDDW, Marion, IL E.O.E.

Immediate opening—morning anchor. We need an aggressive, experienced broadcast journalist with background in public affairs. We're an award winning station offering opportunity and the chance to be creative. Send salary requirements, tape, and resume to: John Price, News Director, 1015 Main Street, Wheeling, WV 26003. EOE.

News Editor with an interest & flair for sports. Must do A.M. drive, writing for news & sports and do air sports, excellent opportunity for aggressive individual. Tape & resume to Craig Edwards, WOHO/Z105, Broadcast House, Toledo, OH 43616.

Sunny Southwest Florida is looking for an experienced News Director possessing professional news voice, excellent writing skills, and play-by-play sports casting background a plus. E.O.E. Resume and salary requirements to Box I-16.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Advertising and Promotion Director ... WGMS AM & FM/RKO Radio, Washington, D.C. has immediate opening for aggressive, energetic professional with experience in radio promotion and merchandising; knowledge of radio sales area; creative writing experience necessary; knowledge of advertising print industry; salary plus incentives. Send resumes only to Personnel Administrator, WGMS AM/FM, 11300 Rockville Pike, Rockville, MD 20852. EOE, M/F/H/C/Vets.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

WKBW Radio, Buffalo, a Capital Cities Station, is in need of an all night air personality. We're looking for a reliable, mature, pro. Some news required. No calls please. Send tape, resume, and salary requirements to Sandy Beach, Program Director, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An equal opportunity employer.

Major station in major market seeks Traffic/Continuity person. Must be familiar with computerized traffic system. Responsibility for operation of Traffic and Continuity Departments and Coordination of computer use with various departments. If qualified, write Box I-68.

Operations/Program Manager: must have managerial abilities with full understanding of programming. Must have good pipes for news and production only. Excellent salary. Send resume and tape to: Jim Coursolle, WLKE, 609 Home Ave., Waupun, WI 53963.

Program Director needed for Pennsylvania Powerhouse AM. We need an innovative leader who knows how to get and hold an audience with Adult Contemporary programming. Air shift required. Good compensation package available. Send your resume, references and salary requirements. We are an equal opportunity employer M/F. Box H-152.

SITUATIONS WANTED MANAGEMENT

General Manager, heavy experience, documented success record with group giant, small stations. Exceptional skills in organization, administration, programming, sales, promotion. General Manager, who's practical, profit producer. Family wants relocation. Hot line number: 615-878-3023.

Experienced salesmanager and general manager seeks either. Successful track record. Midwest preferred. Box H-162.

35 year old professional with excellent administrative skills and leadership qualities. If you are able to offer a good present and an excellent future I am offering my skills, talent and loyalty. Bachelor and Master Degrees. Box I-23.

General Manager. When I apply to be a GM in New York, I want the turnaround of your station on my resume. So far it shows quadrupled billing of my list in Seattle; program experience with Group W; news with Post-Newsweek; lawyer; government work. Let me show you, and the world, I can lead, too. Dave Marshall, 816 First Avenue North, Seattle, WA 98109, 206-283-5257.

GM has \$100,000 to invest + best track record in broadcasting. Reply H-158.

General Manager: 27 years radio, last 17 as general manager. Small and large market background. Successful track record. Desire relocation West, or West Coast. Motivator, organizer, administrator. Strong sales, programming. Box I-53.

Vastly over-qualified hence available. Need g.m., sales mgr or street-fighter—Radio or TV? Team player. Excellent credentials. Paul C. Louthier, 355 Mendon Center Rd., Pittsford, NY 14534. 716-586-9434.

General Manager: top broadcaster wishes relocation. I am an accomplished general manager. Experienced, mature radio veteran who loves challenge. Box I-67.

Financial Member of broadcast division management team available. NYC area preferred. Box H-95.

SITUATIONS WANTED ANNOUNCERS

Personality, dedicated, dependable hard-worker, creative D.J. Pleasant voice, third. Will relocate. Immediately seeking Top 40, RB or Disco station. Contact Charles Robinson 312-787-8220, 348-8429.

Experienced DJ tight board, good news, commercials and production, will go anywhere, now. Box H-64.

Male, D.J. 20, disciplined, ambitious. 3rd Phone, hardworker, dependable R, B or Disco Format. Resume and Tape available. Will relocate immediately. Call or Write Gethmus Lavender, 312-324-3926, 6551 South Ingleside, Chicago, IL 60637.

Recent graduate of Communications School (A.A.S. degree) is seeking employment with a station desiring personnel for a beautiful music or big-band format. Applicant prefers cool-weather climate. Contact Cory Nightengale, 52 Hillsboro Rd., Mattapan, MA 02126. 617-298-5564.

Rock n Roll air personality. 3rd phone. Creative, dependable ambitious, tape and resume available. Call Brian 312-895-5668. 3002 182nd Pl, Lansing, IL 60438.

Sports Director with six years experience PBP, morning drive. College grad 602-265-1462, Dick.

D.J. news & sportscaster with good production and copywriting skills. Currently working in small market. 3 years experience. If you're tired of dealing with "Zombies" send for my "free tape and resume". Box H-146.

Rockin Rollin Graduate looking for opening. Call Frank at 312-373-5671.

Please help me with my first break. Someone must have helped you. Have taken workshop, will work hard, and willing to relocate. Please call Don at 714-464-0850.

Need Break-Northeast! Prefer N.Y./Southern New England. Former college assignment editor, Charles Conner, 59-15 Woodbine Street, Brooklyn, NY 11227.

DJ, tight board, good news, commercials, looking for break, willing to go anywhere, ready now. Contact Bob Garritano, 143 Lexington Ave., Bayonne, NJ 07002.

Disc jockey, good news, good commercials, tight board, quick witted, impressionist. Recent grad, looking for break, will go anywhere ... READY NOW!!! Box I-60.

5 yrs. Exp. self starter, 3rd, mod. country, MOR but 1st love is rock. Mus. Dir. both formats strong personality background with natural humor. Would love that break into a medium market. I can do it. 914-794-1334.

Announcer, 24, seeks first job. MOR, AOR, Jazz. Excellent resonant voice, news, commercials. Desire station in New Jersey, Long Island, Connecticut, New York, Pennsylvania. Box I-61.

I'm a minority. Honest and dependable, not to mention male and white. Experienced country announcer and knows the music. Do you need a news jock? Call Paul 312-824-0676.

Attention: Southwest and Texas. Recently left, want return. Over twenty years allround experience, with finest background, Strong news and production, College background. Veteran. Third ticket endorsed. Let's talk. Telephone 309-582-2536.

Versatile 2 year pro, dedicated entertainer, seeks NE personality slot. Call Mike: 302-945-3675.

Two for one Former big band leader with huge collection records/albums/big bands, sweet and swing. Also great pipes and patter about the big band personalities. 20 years as radio news editor and anchor since retirement from music career. Solid references. Box I-4.

I don't like the word "pro," so I'll just say. Experienced radio person, 17 years, available. Randy 904-771-7386. 3907 Angol Place, Jacksonville, FL 32210.

Trained in basics. Read well, resonant voice. Any format. Mark Steffen, 3258 N. Newhall, St., Milwaukee, WI 53211. 414-332-4197.

Actress turned female DJ, good news, board, personality, prefer NY, NJ area. Will consider other. Box I-64.

Versatile 5 year Pro. DJ, newsman, PBP, talk, remotes, production. All formats. First phone. New England area preferred. Call 504-446-1011.

SITUATIONS WANTED TECHNICAL

Experienced chief AM FM some TV microwave qualified for engineering management. 314-521-6901.

Chief Engineer and relief announcer. Experienced and qualified for both. First phone. Box I-25.

SITUATIONS WANTED NEWS

News Announcer. Female. 3rd. Mature. Dependable hardworker. Will relocate. Write or call for resume and tape. Rochelle Estrada AS. 312-787-9417. 2146 N. Dayton, Apt. 204. Chicago, IL 60614.

Hispanic newsman with five years experience in Top 15 market. University graduate and bilingual. Box H-137.

Attractive, deep voiced, former major market female news director seeking mid-day, afternoon drive anchor shift in southeast-northeast. Excellent writing skills, have done reporting. Tape available. Reply to "Name Withheld" 1317 Ga. Federal Savings Bldg., Atlanta, GA 30303.

I've seen the error of my ways. Ex-radio news director, now in TV, wants out of the little box. Imaginative, professional, expensive. Prefer Midwest or East, medium size, adult format. Box I-38.

Award winning TV reporter/writer from top-notch sunbelt market has relocated in Metro New York City and seeks positions in radio or TV news. Imaginative, resourceful, and hard working. Call 914-949-5104.

Available immediately—Award-winning News Director. Six year's experience in radio news and sports. Peter Jaroff, General Delivery, Amagansett, NY, 11930 516-267-3691.

Super sportscaster available. Excellent PBP, features, interviews, some telephone/talk. Award winning, experienced, degree. Box I-49.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Successful, talented, creative, and intelligent AOR-top tracks programmer with winning ways wants to get it together for you with sound, image, and promotion. Positive attitude and positive results. Box H-136.

PD ready to move up. Offering leadership & talent, sales, production, & promotion background. Degree, community involvement. Box I-47.

Looking for a company that needs my skills in programming and administration and offers future advancement for hard work, and quality performance. 16 yrs. experience, including sports, play-by-play with a major university, very good music show, and excellent talk. Bachelor and Master Degrees. Box I-26.

Major market production ace/writer looking. Multi-track facility. 603-968-3666 mornings before ten.

Personality D.J., Programmer and salesman! Country background, top references. 15 year professional to settle with security. Talk money in first reply please. Box I-51.

TELEVISION

HELP WANTED MANAGEMENT

General Television Manager for Upper Midwest group owner. Would be responsible for four TV stations. Must have considerable experience in broadcast management. Equal Opportunity Employer. Send Resume to H-104.

Executive Director of Regional Network Position is chief operating executive responsible to Board of Governors for the administration of network services to 32 public television stations. Duties include implementation of board goals and objectives, personnel hiring and evaluation, budget development and control, project creation and management, representation of regional views on PTV issues at regional and national levels, administration of program activities including acquisition and distribution. Applicants should have broad experience in public broadcasting administration including programming, development and operations or equivalent experience. Position available September 17, 1979. Salary competitive. Resumes and letters of references should be sent to Screening Committee, Pacific Mountain Network, Suite 170B, 2480 West 26th Avenue, Denver, CO 80211. An EEO/MF employer.

HELP WANTED MANAGEMENT CONTINUED

Northern Michigan University has a full time executive-management position opening for: Director of Learning Resources/General Manager WNMU-TV-FM. Responsible for the operation of telecommunications including radio and television production and broadcasting, closed-circuit television, audio visual productions and support services and engineering. Involves application for and administration of various grants, supervision of staff of thirty (30) and disbursement of yearly budget in amounts totalling up to \$800,000. Minimum: successful candidate should have an advanced degree (doctorate preferred) and a minimum of five (5) years administrative experience in a combination of radio, television, and instructional media. Appropriate equivalent experience and academic achievement will be considered. Knowledge of FCC regulations and copyright guidelines as well as demonstrated personnel management and financial administration ability, previous on air experience, and demonstrated ability to obtain grants are essential. Salary commensurate with qualifications and experience. Apply by September 28, 1979 to: Office of Personnel and Staff Benefits, Room 202, Cohodas Administrative Center, North Michigan University, Marquette, MI 49855. Northern Michigan University is an Affirmative Action/Equal Opportunity Employer.

HELP WANTED SALES

Local Sales Manager, Top 20 Group-owned ABC Affiliate. Must have demonstrated strong local TV sales experience and ability to supervise and motivate six person local sales department. Excellent opportunity for growth. An Equal Opportunity Employer M/F. Send resume and salary requirements to Box I-42.

Local Sales Manager for leading station (ABC) in 50-60 size Midwestern market. The person we seek will have several years' TV sales experience, ability to lead others, and administrative skills and will be creative and dedicated to success in sales. All replies confidential. An EOE. Send resume and salary requirements to Box I-59.

HELP WANTED TECHNICAL

Chief Engineer. For new UHF-TV Channel 56, Anaheim, Calif. Need know-it-all, hands-on chief, to make final selection of equipment & start construction. Send resume, references, salary requirements to Box H-122.

Wanted: Competent VTR and Switching maintenance Engineer for growing, aggressive SE TV market. Experience required: minimum of 4 years hands-on maintenance experience with RCA and Grass Valley equipment. Needs to be strong in digital and computer technology. Send resumes to Harold Johnson, Chief Engineer, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

Maintenance Technicians and Board Operators. FCC 1st required. Experience w/Quad, 3/4" helpful but will train. EOE. Resumes to Dean Turman, WQRF-TV, 128 Kishwaukee St., Rockford, IL 61104 or call 815-987-3950.

Maintenance Engineer minimum 3 years in-depth studio maintenance experience. ENG experience desirable. Top 20 ABC affiliate on Florida's beautiful suncoast. Write or call Director of Engineering, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733 813-577-1010. EOE.

Nashville opportunity for licensed, experienced television studio equipment maintenance engineer, transmitter experience a bonus. Master control operator position with first phones also open. C.E. 615-385-1717.

Chief Engineer—Gulf Coast network VHF station looking for hands on chief with broad knowledge and experience with state-of-the-art equipment. Top salary and fringe benefits for the right individual. Car furnished. Relocation expenses. Send resume to Al Smith, KPCC-TV, PO Box 1488, Lake Charles, LA 70602 EOE.

Mobile unit engineers—Tel-Fax, Inc., an established and growing remote facilities operation, is seeking qualified mobile unit engineers. Duties will include maintenance and operation of equipment including quad and 1" VTR's, RCA, Ampex, Fernseh and Norelco cameras, HS-100, GVG switchers, etc. Send resume to: Greg Symanovich, Tel-Fax, Inc., 4654 Airport Road, Bath, PA 18014.

TV Broadcast Technicians. Established public television station moving to new color facility. West Virginia University and WVU-TV has vacancies for technicians experienced in master control and studio maintenance and operations, or all phases of transmitter and/or microwave transmission systems. Send resume of qualifications and salary history to: Jack Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer M/F.

Dallas—Maintenance Engineer for TV Production Facility. Hands on experience with AVR-2, VR-2000, Norelco & RCA cameras. Send resume and requirements to Jimmie Fortner, MCI Productions, 2500 Farlington, Dallas, TX 75207.

Assistant Chief Engineer for major market east coast independent to be responsible for studio production and remotes. Should have five years operations and maintenance experience and well schooled in electronics. Send resume to WHPL TV Inc., 5001 Wynnefield Ave., Philadelphia, PA 19131.

Master Control Room Operator for top independent. Must have knowledge of all equipment required to work on air operation. Minimum 1 year experience in control room situation. First Class FCC License required. Contact John Rosas, KMPH-TV, 2600 South Mooney Blvd., Visalia, CA 93277, 209-733-2600. EOE/M-F.

Chief Engineer wanted for TV-Radio station in the midsouth. Box H-133.

Operations/Maintenance/Remote person for major market production organization. FCC 1st and 3-5 years broadcast experience. Send resume to WPHL TV Inc., 5001 Wynnefield Ave., Philadelphia, PA 19131.

Television/Studio Technician: American University seeks experienced engineer to install, repair & operate TV cameras, switchers, VTR's, video & audio tape editing equipment. ENG TV equipment & other related hardware. Candidates must have 2 years technical school & 3 or more years experience working with above equipment. For consideration call 202-686-2591 or come to Personnel, 4451 Mass. Ave., N.W., Room 200 between 10 & 2. EOE/AA.

Illinois State University. Instructional TV Engineer/Closed Circuit TV technician with 2 years of university or technical training or 4 years experience in maintenance/repair of small systems video/audio equipment. Work with faculty/staff/students. Sony background desirable. Excellent benefits. Resume/Salary requirements to: Jeff Szmulewicz, Production Manager, TV 10 News, Illinois State University, Normal, IL 61761. 309-436-5481. AA/EO employer.

Controlroom First Phone for production oriented VHF NBC Affiliate. Good area and working conditions. Contact R. Hardie, KAMR-TV Box 751, Amarillo, TX 79189, 806-383-3321.

Sunbelt affiliated UHF has an opening for a top professional engineer. Minimum of five years experience required. Must be strong in studio, transmitter, 3/4", 1" tape, and microwave maintenance. Large expansion project to be completed in 1980. FCC First Class License required. Must work well with people and be a good administrator Salary open. E.O.E. Send resume to Howard L. Hoffman, WBBH-TV/20, 3719 Central Avenue, Fort Myers, FL 33901.

Air switcher, 4:00 pm to sign off. First Phone, experience and dependability necessary. 3/4", 16mm, 35mm. Small operation. Write with full details/requirements. WSVI-TV, Box 8 ABC, Christiansted, St. Croix, U.S. Virgin Islands, 00820.

Engineer wanted for New England Network TV Station. Good salary and benefits. Immediate opening. Forward resume to Box I-6.

Wanted: 1st Class ticketholder for Mountain Top Engineer. Will train. Call 307-864-3655.

Transmitter Maintenance Engineer—KCET's Engineering and Operations Department has need of an individual who possesses: —5 years experience as a Television Maintenance Engineer.—Understanding of FCC TV transmitter regulations, transmitting system testing, video and audio processing.—Knowledge of digital circuits desirable. If interested, please submit a resume to: KCET Personnel, 4401 Sunset Blvd., Los Angeles, CA 90027. 213-667-9232. Equal Opportunity Employer/AA W/M/H/V.

Manager-Engineering Facilities—San Francisco PTV station needs Mgr. of Eng. facilities to supervise and coordinate activities related to design installation and modification of technical systems; maintenance of facilities; operation of two TV and one radio transmitters, and dept. supervision and training. Min. 5 years maintenance exper. for major TV broadcast or production facility; two years supervisory or mgmt exp; electronic or electrical engineering degree; knowledge of analog and digital circuit theory including microprocessors. Send resume by 9/30/79 to Box I-34.

Top Ten Market Group Owned Network Affiliate seeking an individual with the following qualifications: BS/EE degree or equivalent. First Class FCC License. Five years television engineer experience. At least two years electronic maintenance and ENG experience. Send resume to PO Box 2883, Pittsburgh, PA 15230.

Studio Technical Supervisor—Midwest: Maintain technical equipment and supervise technical operations. Management level position requires First Class License. Box I-18.

Studio Maintenance Engineer—Experience in maintenance of RCA VTR's and TCR 100 desired. FCC 1st class license required. \$7.54/hour and up depending on experience. Send resume to: Adel Munger, KVOS-TV, Box 1157, Bellingham, WA 98225. KVOS-TV is an Equal Opportunity Employer.

Broadcast Engineer—Individual must operate color TV production and non-commercial FM Broadcast facilities. Either Bachelor's degree in Electronic; two years experience in color television; or two year degree in related area and four years experience in color television; or six years professional experience. Requires First Class FCC Radiotelephone License. Twelve month position; Salary: \$15,000 plus fringe benefits. Please submit letters of application and resumes by Friday, September 21, 1979 to: Personnel Office, Cayuga County Community College, Auburn, NY 13021. Cayuga County Community College is an equal opportunity, affirmative action employer.

Maintenance Engineer, best technical qualifications, needed by VHF. Texas resort city. Box I-54.

Maintenance Engineer for New England network affiliate. Sony 3/4" and related ENG equipment. Equal opportunity/affirmative action employer. Send resume to Director of Engineering, KSD-TV, 1111 Olive Street, St. Louis, MO or call 314-421-5055.

Director of Network Engineering: Under administrative supervision of Network Manager, direct and be responsible for the overall planning and coordination of all engineering operations of a public television network. Minimum qualifications: Associate degree in Electronics or equivalent plus 10 years of engineering supervisory experience in commercial or educational television broadcasting; First Class FCC radio-television broadcast license and familiarity with current state of the art procedures and equipment. Salary range: \$19,020—\$29,600 depending on qualifications. Forward resume by September 7, 1979, to Keith Nighbert, Manager, WENH-TV, Box Z, Durham, NH 03824. AA/EOO.

CPTV has a opening for an experienced Video/VTR Engineer. Minimum two years experience and FCC 1st required. Please send resume to F. Abramowicz, Connecticut Public Television, 24 Summit St., Hartford, CT 06106. An Equal Opportunity Employer.

Chief Engineer with proven ability in administration and troubleshooting for South Texas VHF. Box I-55.

HELP WANTED NEWS

Top fifteen sports mad southern city wants hustling creative weekend sports anchor/weekday sports reporter. Strong on human interest, fitness, reporter involvement. We are an equal opportunity employer. Box H-67.

HELP WANTED NEWS CONTINUED

WALB-TV has immediate opening for anchor/reporter. All ENG station. Send resume and tape, apply in person, or call Jerry Cannady, N.D., 1709 Stuart Ave., Albany, GA 31706. 912-883-0154.

News Anchor. Good growth opportunity with new independent news operation. Prefer some ENG experience. EOE. Send resume and audition tape to Gen. Mgr. WQRF-TV, 128 Kishwaukee St., Rockford, IL 61104.

Weather/Environmental Reporter for Northern California CBS affiliate. Send tape and resume to Dan Adams, KHSL-TV, PO Box 489, Chico, CA 95927.

Co-Anchor Nightly News on KMVT Television, a progressive news station in southern Idaho "Gateway to Sun Valley." Salary negotiable... Call immediately 208-733-1280. David Denault-News Director.

10:00 PM Producer: Must be able to write and produce 10:00 PM newscast with intimate knowledge of national and international affairs. Substitute technical director. Must also be able to edit both film and 3/4" videotape; and process film. Bachelors degree and one year producing experience required. Salary: \$12,000-\$14,000. Contact: KTVX News Director, 801-972-1776. An Equal Opportunity Employer.

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 H-153.

Reporter/Producer—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette to: News Director, WTVD, PO Box 2009, Durham, NC 27702. EOE.

Immediate Opening for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls please. An equal opportunity employer.

Weatherperson: Top 50 market in the East looking for creative weather presentation. Personality more important than experience. Equal Opportunity Employer. Send resume to Box H-134.

Eastern Top 50 Market opening for skilled sportsman with field packaging ability and bright anchor personality. EEO employer. Resumes to Box H-138.

Meteorologist: We need a meteorologist who can communicate, has prior television experience and can make weather come alive. Rush resume and tape to WILX-TV. Equal Opportunity Employer. Write... Personnel, WILX-TV, PO Box 30380 Lansing, MI 48909.

Reporter/Anchor: Seeking experienced anchor with field reporting background. Minimum two years experience in broadcasting. Will anchor Noon News and be available for field reporting. Strong writing, ENG editing and producing a must. Rush resume, tape and writing samples to WILX-TV. Equal Opportunity Employer. Write... Personnel WILX-TV, PO Box 30380, Lansing, MI 48909.

News Anchor: A solid journalist with at least two years of reporting or anchor background. Strong writing and personality a must. Rush resume, tape and writing samples to WILX-TV. Equal Opportunity Employer. Write... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

News Photographer: An experienced cinematographer with minimum of two years background in television news. Solid knowledge of ENG shooting, editing and packaging necessary. Rush resume and tape to WILX-TV. Equal Opportunity Employer. Write... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Reporter/Photographer: Professional journalist with at least two years experience in television or radio news. Good writing and production techniques essential. Rush resume, tape and writing samples to WILX-TV. Equal Opportunity Employer. Write... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts, send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702. EOE.

Television News Photographer needed for growing mid 60's market. Six months experience or equivalent in news film work required. Send resume. EOE. Box I-41.

Producer: A natural leader needed to guide hustling staff and assemble fast-paced 6 and 11 o'clock newscasts. Don't apply if you are not conscientious and hard-working. First-class station in desirable market. Equal Opportunity Employer. Reply to Box I-33.

General assignments reporter for WTRF-TV, Wheeling, WV. Two years broadcast news experience or equivalent. Send tapes and resume by September 10, 1979 to News Director, WTRF-TV, 96-16th Street, Wheeling, WV 26003. An equal opportunity employer.

Top 20 Market looking for weekday meteorologist AMS seal required three years experience. If you believe maps and numbers tell a weather story don't bother to apply. Equal Opportunity Employer. Box I-69.

Gulf Coast ABC in 62nd Market expanding news operation and offers following: 1-Bureau Chief for new Mobile, Alabama office. Self starter, organized, tireless worker, will set up bureau, establish all contacts with police, fire, hospitals, industry, government, etc. Must have ENG shooting/editing/reporting and some anchor experience. Must be fully qualified to hire, train, motivate new staff in Mobile, manage office, and do daily reporting and co-anchoring. 2-Reporter/photographers needed for Mobile and Pensacola. Experience in shooting/editing/reporting required. Duties include ENG street reporting and weekend anchoring. Excellent pay, benefits and great lifestyle! Complete resume, references and tape to News Director, 3 Clearly Yours, WEAR-TV, Box 12278, Pensacola, FL 32581. EOE/M/F.

Sports Director. The odds are in your favor after time with us. Our last three are in San Francisco, Detroit and Washington DC. We want personality, professionalism and hustle. Send tape and resume to Tom Moo, News Director, WTVW-TV, 477 Carpenter Street, Evansville IN 47701. An Equal Opportunity Employer.

Meteorologist: for seacoast market. Must have dynamic on-air personality to match dynamic station and market. Great opportunity where weather is often the big news of the day. Reply to Box I-1.

ABC Affiliate top 20 market looking for video tape ENG camera person. Live experience preferred. Equal Opportunity Employer. Box I-70.

We're looking for a main anchor for the six and 10 p.m. newscasts. We're an unusually good medium-market station on the Gulf Coast. We can offer stable management, good money, pleasant working conditions, and a strong support staff. In return, we need an authoritative, believable communicator with good journalistic credentials. EOE. Our current anchor is being hired away to the big time, and we're looking to move soon. So resumes quickly, please to Box I-37.

Producer—KDKA-TV has an immediate opening for a weekend news producer who can demonstrate creativity, leadership and growth potential. Prior experience as a TV news program producer is required. Tape and resume to Scott Lynch, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222.

Anchor, 6 and 10 pm M-F, on-air, ENG and reporting experience. EOE. Send tape and resume to: WMBB-TV, Box 1340, Panama City, FL 32401. Attention: Doug Grimm.

Anchor: Sunbelt station looking for experienced anchor to join aggressive news team for this network V. Good pay & benefits to right person. Send tapes and resumes to Howard Kelley, News Director, WTLV, PO Box TV-12, Jacksonville, FL 32231. EOE.

Top Forty Market Station in Southeast has opening for executive news producer. An Equal Opportunity Employer M/F. Send resume Box I-45.

We're looking for an experienced digger for a news department moving in the direction of more enterprise and investigative pieces. Good delivery and packaging ability and important, but not enough. EOE. If you think you can consistently break the big stories, send resume and salary requirements to Box I-48.

Strong medium market station on the Gulf Coast needs an experienced ENG photographer. EOE. Resume and salary requirements to Box I-50.

Help Wanted: Producer for 6 & 10 p.m. newscasts. Must be experienced and have strong writing and organizational skills. Send tape and resume to: News Director, WBAY TV, 115 South Jefferson Street, Green Bay, WI 54301. Equal Opportunity Employer.

News Director for NBC affiliate 63rd market. Previous news management experience preferable. Must have reputation for responsible and professional judgement and productive leadership abilities. Send resume with references to: General Manager, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308. An Equal Opportunity Employer.

Feature Reporter. Can you travel our huge coverage area producing stories about interesting people who do interesting things? I'm looking for an experienced television feature reporter to step into the shoes of our Country Traveler who's left us after four years to follow his dream of becoming a Hollywood cinematographer. No beginners please. An Equal Opportunity Employer. Box I-65.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Public Affairs Producer: Tired of that daily news routine? Long for something to get your teeth into? Check into an opportunity to come aboard with a growing East Coast Public Television and Radio Facility. Produce features for daily radio and weekly television magazines and help us to develop an outstanding local public affairs programming effort. Must have at least three years journalism experience, capable of working on their own as a producer/reporter, with a minimum of production support, and someone who has done feature work. College degree in journalism or related field required. Send audio and video tape along with resume and salary requirements to WHRO, Personnel Department, Public Television and Radio, 5200 Hampton Boulevard, Norfolk, VA 23508. (Tapes will be returned.) Deadline for applications September 12, 1979. Equal Opportunity Employer.

Experienced Producer/Director needed to direct and switch the number one rated early and late news in Philadelphia, PA. Must also have a production flair to handle other entertainment and public affairs programming. Please forward a current video tape of your work and a complete resume stating salary requirements to WPVI-TV care of Charles R. Bradley, 4100 City Line Ave., Philadelphia, PA 19131. An equal opportunity employer.

Director for KUSD-TV and the South Dakota Public Television Network. Responsible for directing studio and remote productions. Must have knowledge and experience in all phases of television production, including ENG production, quad and cassette editing, audio, lighting and set design. Minimum of two years experience and college degree or an equivalent combination of training and experience as a television director. Salary \$10,878. Application deadline, September 17, 1979. Apply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Cinematographer/EPF/Director position at broadcast and instructional production center. Will function as a senior, creative member of an interrelated film and television production unit. Requires strong 16mm scripting, shooting and editing skills. EPF experience highly desirable. Degree or equivalent experience in film or related area necessary. Must demonstrate advanced production skills through examples of work. Excellent benefits, salary to upper teens. Send credentials and work samples by September 30 to David Watkins, Assoc. Dir. Media Services, B-27 MVR Hall, Cornell University, Ithaca, NY 14853. All samples will be returned. An Equal Opportunity/Affirmative Action employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Graphic Artist (Final filing 9/14/79)—KCRA-TV seeks person with degree in commercial art, strong in illustration and demonstrated skills in the areas of design, layout, typesetting and photography. Previous TV experience preferred, samples required. Must join union. Send resume/samples: Larry Viviano, Art Director, KCRA-TV, 310-10th St., Sacramento, CA 95814. 916-444-7300 EOE.

Producer/Director: Two years experience in producing and directing public affairs programs, news programs and spot commercials. Equal Opportunity Employer. Write: J. Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Promotion Director needed for eastern top 50 TV. Write and produce strong promos and coordinate multi media ad campaigns with agency. We need an idea person. EEO employer. Please send resume to Box H-148.

Producer/Director for PTV Station. Responsible for producing programs for Channel 49 Studio, Fairfield, Conn. and statewide network. Demonstrated competence in origination and development of programming concepts, scripting, casting, and directing for multicamera live studio telecasts to single camera field production. Knowledge of Connecticut geography and ability to cultivate relationships with surrounding creative community essential. EEO, Affirmative Action Employer. Send resumes by Sept. 7 to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

Director of Program Scheduling and operations: Plan, coordinate and supervise TV Programming Department. Includes program acquisition, traffic operations and serving as on-air talent. B.A. required, M.A. preferred. Minimum 3 years TV experience, PTV programming experience desirable. Send resumes to: WXXI Personnel Department, PO Box 21, Rochester, NY 14601. EOE.

Television Production: One year studio production. Three quarter inch tape, field and editing production. Directing experience helpful. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Segment Producer—for our upcoming magazine show "Prime-time". Must be creative, well organized and able to develop new program ideas to become a member of this team. Strong journalism and production skills are required and prefer prior experience with magazines. Please send resume to Frances Reyes-Acosta, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an Equal Opportunity Employer.

Promotion-Public Affairs Director. So. Cal. Small Market TV Stn seeks creative responsible person with administrative, production, and public relations ability for multiple responsibilities. Bilingual (Eng-Spanish) preferred. Salary negotiable. Send resume to Steve Salo, Prog. Dir, KECC-TV, Ch 9, PO Box 29, El Centro, CA 92243. Equal Opportunity Employer. M/F Minorities and women encouraged to apply.

TV Promotion Manager: Our station is built around promotion. We thrive on it, respect it, and need a department head who can deliver it. Good staff. Good facilities. Top 10 market. Equal Opportunity Employer M/F. Send resume and samples of work you're proud of to: Box I-3.

SITUATION WANTED MANAGEMENT

General Manager with outstanding credentials! Television 24 years; Radio 13 years; Broadcasting 35 years, including Management 19 years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In small, medium and large markets, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds; produced spectacular sales and profits, plus prestige. Very Competitive! Quality leader in industry. Accustomed to full responsibility. At accelerated pace, produces outstanding ratings, sales, profits and prestige! Now arranging *weekend* interviews. Box I-12.

Vastly over-qualified hence available. Need g.m., sales mgt or street-fighter-Radio or TV? Team player. Excellent credentials. Paul C. Louther, 355 Mendon Center Rd. Pittsford, NY 14534. 716-586-9434.

SITUATIONS WANTED TECHNICAL

TV-FM-AM ... Field Engineering service. 29 years experience. Installation—maintenance—system design—survey and critique—interim maintenance or chief engineer. Phone Bruce Singleton 813-868-2989.

Major market professional, formerly with network, desires stable T.D., editing, or production position with station or production house. Family man with First Phone and excellent references. Box H-139.

Fully employed in top 10 prefers small or medium sunbelt market with future. AM/FM as well as TV. 1st Phone with radar. Box I-15.

SITUATIONS WANTED NEWS

Reporter-Law, Lawyer, 28, M.S. Columbia Journalism, prime interest legal-police beat. Also can cover consumer, political, energy and medical issues. Presently at PBS station. Libel experience. Dan Dobson, 1034 Summit, St. Paul, MN 55105 612-292-9143 (Answerphone)

Hispanic newsmen with five years experience in Top 15 market. University graduate and bilingual. Box H-137.

News Director/Anchor at midwest affiliate looking for move east to medium market. Good track record, attitude. Box I-52.

College grad w/B.A. television production. Desires position as 3/4" editor or camera (remote/studio). Exp. independent video Co. and AFRTS. Prefer Northeast but willing to relocate. Box I-35.

Hire a hustler! Enterprising reporter, two years film, ENG experience seeking top-50 challenge. Have anchored, produced net feeds. B.A.: Broadcast Journalism, Political Science. Excellent references. Resume, tape available. Box I-5.

Former TV Reporter wishing to get back into news. Looking for western situations only. Good background. Please reply Box I-29.

Creative, Male, Black. Seeking TV and Radio reporting opportunities. MS Columbia Journalism. 9 years broadcast experience. Radio reporter Extensive T-V filming freelance. Film/ENG editing and writing skills. Radio and TV audition tapes and personal interview on request. Reply Box I-40.

Put snap in your sports department. Enthusiastic pro available immediately. 3 years commercial experience anchoring, producing features, shoot and edit film/tape, too. Radio-TV degree. For Tape and resume write 2951 Canterbury Rd., Westlake, OH 44145 or call Bob Allan at 216-871-8089.

Attractive, Deep Voiced female newsperson seeking on-camera gig in southeast-northeast. Major market news experience, video tape available. Reply to: "Name Withheld" 1317 Ga. Federal Savings Bldg., Atlanta GA 30303.

Award winning TV reporter writer from top-notch sunbelt market has relocated in Metro New York City and seeks positions in radio or TV news. Imaginative, resourceful, and hard working. Call 914-949-5104.

Say qualified minorities are hard to find? Say no more. Anchor/Producer/Reporter seeks challenge. A strong, tireless and credible writer. Box I-8.

Young, aggressive network researcher and award winning college news director seeking associate producer or newswriter position. Call Andy 212-830-0694.

Experienced Sports Anchor—who communicates—seeks return to professional environment. Impressive credentials. Creative, versatile. Degree (Journalism). Employed. VTR, Resume, References. Box I-71.

Meteorologist with successful experience in radio and television seeks new location. AMS Seals, experienced with radar, background in consulting. Box I-63.

SITUATIONS WANTED PRODUCTION, PRODUCTION AND OTHERS

Young, Creative Pro desires advertising/promotion manager position. Medium or small market. Don Cohen, 517-393-7606.

Director-Switcher-220 hours plus professional news directing. Editing of quad, cassette. Remotes, camera, on-air ability. Seeks: Continued directing of news, sports entertainment. Future goal—Program Director Age, 22. Box I-22.

Talented Director/Producer with 10+ years experience looking for new opportunity with greater advancement and more challenges. Box I-32.

Experienced lawyer, author who has been a regular guest on radio and television in major market desires radio talk format or television interview format. Can send tapes. Box I-2.

Chief Production Photographer for top twenty affiliate seeks to relocate. Single/double system film and tape skills with strong background as writer/producer. Box I-19.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Cetec Broadcast Group seeks regional managers for two key U.S. sales territories. We're looking for experienced men or women to sell our fine radio products and systems; System 7000 program automation, transmitters, antennas, audio consoles. Excellent compensation program for sales professionals who can handle a first-quality line in midwest and northwest districts. Telephone Andy McClure 805-684-7686.

Director of Corporate Personnel for Capitol Broadcasting Company, Inc., to be responsible for the establishment and administration of all corporate personnel programs and activities. Capitol Broadcasting Company, Inc. includes a TV station, three radio stations, a radio news network, a weekly newspaper, and a background music division. Minimum of three (3) years experience in all areas of personnel administration in company with 200-400 employees preferred. Send resume to Personnel, PO Box 12000, Raleigh, NC 27605. EOE, M/F.

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character who wants to improve his income level. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED ANNOUNCERS

If your between jobs in the Md., D.C. area and looking for temporary employment—call us at 301-585-3314.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

NSN Program Coordinator for the Public Service Satellite Consortium, a national non-profit membership organization providing telecommunications services to public service organizations. PSSC is looking for a creative, enthusiastic individual to coordinate innovative applications of telecommunications. Responsibilities include planning, developing, and coordinating delivery and distribution of programs and services. Applicants should have administrative experience. Knowledge and experience in development, marketing, and telecommunications desirable. Advanced degree desired. Submit resume with salary history by September 17, 1979 to Director, National Satellite Network, Public Service Satellite Consortium, 1660 L Street, N.W., Suite 907, Washington, D.C., 20036. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Search Reopened, Instructor/Assistant professor—broadcasting. January 1980. Generalist background capable of offering undergraduate instruction in Radio and Television. Specialty in Broadcast Management/Sales desirable. Interest in advising existing community access channel. Salary negotiable. Masters degree required, experience desirable. Submit resume and three letters of recommendation by October 15th, 1979 to: Dr. Kevin A. Fox, 810 Maytum Hall, SUNY College, Fredonia, NY 14063. State University College of New York is an Affirmative Action/Equal Opportunity Employer.

HELP WANTED INSTRUCTION CONTINUED

Dean, College of Public Programs: Qualifications: (1) Nationally recognized scholar with academic credentials warranting full professor rank in one of the College's Departments. (2) Evidence of administrative ability. (3) Ability to provide leadership for interdisciplinary development. (4) Ability to communicate to the University and the community the purpose and direction of the College of Public Programs. Salary: Open—dependent on qualifications and experience. Application Deadline: October 31, 1979. Application Procedure: Application consists of a letter expressing interest in the position, a *vitae* and names and addresses of three to five references to be sent directly to: Dr. Robert O. Hirsch, Chair, Search Committee for Dean of Public Programs, c/o Provost Office, Arizona State University, Tempe, AZ 85281. General Information: Arizona State University is located in Tempe adjacent to Phoenix, the State Capitol. The University consists of ten colleges, associate divisions and schools with a total enrollment of over 35,000. The newly created College of Public Programs is comprised of the Departments of Communication, Criminal Justice, Journalism/Telecommunication, Leisure Studies, and Public Affairs. Although recently brought together in a new college, these are established academic units with growing enrollments and commitments to excellence. Degrees offered in the College include the Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science and Master of Public Administration. There are 60 full-time faculty, 2,235 undergraduate students and 415 graduate students in the College. Applications from minorities and women are encouraged.

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.)

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

RCA TR-4 VTR's: Hi-band, new heads \$16,000 ea. **Collins MW-406D Microwaves:** 7 Ghz, audio channel, 2 available, \$4,500 ea.

Ampex 1200A VTRs: loaded with options \$24,000 ea.

GE PE-400 Color Cameras: Pedastals, scopes, racks, like new. \$14,000 ea.

RCA TP-6 Projectors: "Oldie but goodie," \$1,500 ea.

AMPEX VPR 7600 VTR's: 1" format, 5 available, \$1,000 ea.

Marconi Marc VII Color Cameras: Pedastals, very good condition, \$6,000 ea.

GE PE-350 Color Cameras: Enhancers, lens, good condition, \$7,000 ea.

RCA TR-50 Hi-Band VTRs: CAVEC and DOC 1 with editor, \$22,500 ea.

GE 12KW UHF Transmitter: With Channel 14 antenna, \$18,000.

RCA TK27A Film Camera: Good condition, TP 15, available, \$12,000.

RCA TP66 Film Projectors: Optical and magnetic sound \$10,000 ea.

GE PE 240 Film Camera: Automatic gain and blanking \$8,000.

RCA-TT-10 AL VHF Television Transmitter: low band, spares, \$8,000.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

Coaxial Cable 420 Ft. length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800-241-7878 Mr. Kitchen. In GA call 404-324-1271.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

50 KW AM GE BT-50—A4. 14 yrs old. Many new parts, many spares. Excellent condition. M. Cooper 215-379-6585.

For Sale: 400 feet Windcharger tower. Complete with lights, base insulator and guy wires. Available 3 to 4 months. Call Chris Defant, Tuscaloosa, AL 756-5523.

1 KW FM RCA BT-1D. 14 yrs old. On the air. Will guarantee. M. Cooper, 215-379-6585.

1 KW AM Collins 20-V3 w/500 watt cutback. On the air. Many spares. M. Cooper, 215-379-6585.

For Sale: 6 RCA TK 44A Cameras, includes: tubes, lens, cable, vinten head. Contact: KCET Engineering, 4401 Sunset Blvd., Los Angeles, CA 90027. 213-667-9262.

Eidaphor—Large screen professional television projector. Operational when removed from service. Complete—available immediately. \$14,500. Will take part in trade. International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138. 305-756-0699.

Two complete EFP vans fully equipped. One for each budget and style. Call Dave 209-957-1761. Professionally designed vans built by broadcasters.

Tektronix 528 and 1480 waveform monitors and 1420 and 520A Vectrosopes, new in factory cartons, in stock ready to ship. Call Ivey Communications Corp. 305-843-8982.

2 JVC 3 tube RS 1800 U color cameras with CCU's. Asking price \$9000 512-896-2442.

SMC DP-1 Automation System 6 350 carousels, 4 Revox A-77's, 2 Ampex 350's, 4 cart machines, music backfill, time machine, auto logger, remote control. New owner has gone live. Good condition. Will demonstrate. 517-784-6121.

For Sale: Revox A-77's in stock call: 404-487-9559.

Remote Videotaping Units 20'—\$125,000.; 40'—\$350,000. Latest network equipment, RCA VTRs, Ampex Cameras, American Data, etc. M. Grosvenor, 3200-L So. Barrington Ave., Los Angeles, CA 90066, 213-397-5922.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

Adult Contemporary Library, \$25.00 per reel. 25 reels 50's, 25 reels 60's, 25 reels 70's, 15 recurrent reels. Two track stereo 25 hertz tones. Studio West, 1702 N. Main, Santa Ana, CA 92706. 714-972-2610.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 10 and October 22. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Announcers

GOING LIVE COUNTRY DEC. 1st

Need PD, announcers with strong, adult voice, and top production. Start 13,000 to 18,000 with excellent fringes. Top company in the Business, Ohio, send resume. Prefer Midwest Applicants. Box I-72.

Morning Drive Air Personality

50,000 watt WGY in Schenectady, New York

Candidate should possess:

- 2-3 years of medium/major market radio experience
- ability to communicate with entertaining relevance
- willingness to participate in station sponsored events
- enjoy working with one-to-one professional management

Send resume and recent aircheck to: Michael Neff, Program Manager, WGY, 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer.

JOINT THE NORTHEAST'S SMARTEST RADIO TEAM

Immediate need for professional announcing personality capable of news, production and play-by-play. Excellent salary commensurate with ability. EOE. Tape and resume to: WOXO/WXIV, Box 72, Norway, ME 04268. No phone calls, please.

Help Wanted News

SPORTSTALK HOST

Excellent opportunity for aggressive, positive person who lives and breathes sports. Tapes and resumes to Jeff Ryder, PD, WBNS Radio, 62 E. Broad Street, Columbus, OH 43215. No calls, please. EOE.

Help Wanted Technical

CHIEF ENGINEER FOR PHILADELPHIA FM

Group broadcaster is seeking a chief engineer for Class B, WIOQ-102FM. Applicant should have strong background in FM, from audio processing through transmitters as well as practical experience in procurement and studio/transmitter installation. Excellent benefits. Salary commensurate with background and experience. Resumes in confidence to William W. Staats, Jr., VP, WIOQ-FM, 2 Bala Cynwyd Plaza, Bala Cynwyd, Pa. 19004.



SENIOR STAFF ENGINEER

NBC currently has an opening for a Senior Staff Engineer with extensive experience in radio engineering with emphasis on radio frequency allocations. Additional requirements include: thorough knowledge of FCC rules, regulations and licensing practices and procedures; familiarity with theories of the various modes of radio wave propagation and antennas; experience in computing service and interference areas of the several classes of broadcast and auxiliary broadcast stations; and good written and oral communication skills. You should also have a BEE or BS in electrical engineering.

You will be responsible for the initial preparation of engineering material in support of NBC's position in rule making and related matters; the management of allocations engineering records, including broadcast, microwave, communications and non-broadcast licenses; the direction and monitoring of projects of other personnel; and assisting the director in the work of various government and industry advisory committees. You will also consult with other NBC departments in engineering matters.

We have an excellent benefits package and offer a salary commensurate with experience. Qualified applicants send resume, in strict confidence to: Ms. V. Branker—MHM, Personnel Dept., Rm. 1680, NBC, 30 Rockefeller Plaza, New York, N.Y. 10020. We are an equal opportunity employer m/f.

Help Wanted Programing, Production, Others

PROGRAMMING ASSISTANT/ PERSONALITY ENTERTAINER

needed for PM drive. Resume should be sent to Box H-143.

Help Wanted Programing, Production, Others Continued

BE A PART OF A GOOD GROUP

In Jackson TN, a current opportunity exists for a PROGRAM DIRECTOR, WDXI, a 5000 watt full-time country station, is the dominant broadcast facility between Memphis and Nashville. Compensation is commensurate with your experience and ability. Ability to think and work hard are essential. WGMA, Hollywood/FL, Lauderdale FL, WKWK AM/FM and MUZAK, Wheeling WV, WDXI, Jackson TN, WMCL, McLeansboro IL. EOE M/F. Write in confidence to:

Betty Mastick, General Manager
WDXI
Radio Park, Jackson TN 38301



Community Service Broadcasting, Inc.

Situations Wanted Management

EXECUTIVE POSITION

Hard working, dedicated general manager with proven track record in achieving and maintaining top positions for stations in sales and programming. Presently employed as general manager for a broadcast group, but must relocate due to sale of station. Outstanding credentials and references from current ownership and top national rep. Box H-161.

LOCKED IN

Sales Manager for one of the most successful radio stations in the Southeast. Looking to manage station for progressive company in the Southeast. Up through the ranks ... announcer, program director, operations manager, sales manager/assistant station manager. 26 years experience. Box 1-14.

AMAZING SUCCESS STORY

My name shall remain anonymous for obvious reasons. 5 1/2 years ago I entered the field of broadcasting. Within 8 short months I rose from Acct. Exec. to GM of a major-market radio station. In just 18 months, the station, under my direction, rose from zero to first (topping forty competitors) in audience, revenue and promotional awareness. I have been referred to as a "promotional & sales genius." My strengths lie in sales/promotion & programing/organization and motivation. I am 39 years old, above average in intelligence and appearance; and a workaholic. I may be reached at (305) 454-7979.

Situations Wanted News

Sports Director

Available now with 4 years experience, PBP preferred. Call Mark at (618) 382-4784, or write 905 Elm, Carmi, IL.

TELEVISION

Help Wanted Technical

MAINTENANCE ENGINEER

Have 3 to 5 years experience maintaining Studio/ENG equipment? Want the professional environment of a competitive major-market operation without the big city hassle? Want to be in on the ground-floor of a major facilities renovation? We are a group-owned VHF affiliate in the sunbelt offering an outstanding opportunity with excellent wages and benefits. Interested? Resume to Box H-121. EOE.

Help Wanted Technical Continued

TELEVISION MAINTENANCE TECHNICIAN

A top ten East Coast network affiliate is seeking qualified candidates for television engineering maintenance. Professional broadcast experience preferred but candidates with substantial technical credentials will be considered. Working knowledge of digital circuitry and EDP would be an asset. An exciting city, excellent compensation and a people oriented working climate are the rewards for the successful applicant. Detailed resume to Box H-149.

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 Management

FCC IN-HOUSE COUNSEL

needed for rapidly growing Mountainwest group radio and television owner. Responsibility for supervision of FCC compliance and report preparation on transfers, renewals, construction permits, annual reports, etc. Will work closely with senior management station managers and Washington FCC counsel on all legal aspects of broadcast operations. An Equal Opportunity Employer. Send resume and salary requirement in confidence to Box 1-56.

DIRECTOR OF THE UNIVERSITY OF NORTH CAROLINA CENTER FOR PUBLIC TELEVISION

Candidates are being sought for the position of Director of The University of North Carolina Center for Public Television.

The University of North Carolina is a multi-campus public university consisting of sixteen senior institutions. The University is governed by the Board of Governors and is under the executive direction of the President of The University.

The Center for Public Television provides for research, development and production of noncommercial educational television programming, provides for the distribution of television programming through broadcast facilities licensed to The University, and otherwise seeks to enhance the uses of television for public purposes.

The Director is responsible to the President of The University of North Carolina for general management of the public television system. The Director's duties include both supervising daily operations and planning for growth and development of the system. Operational responsibilities include preparing and implementing budgets, employing and supervising department heads, providing information and reports required by University, state, and federal officials and agencies, insuring compliance with all rules, regulations, and statutes applicable to operation of the system, and implementing all University policies concerning the public television system.

Candidates must have a bachelor's degree, and preference will be given to those who have done graduate work in the fields of communications, business management, or the social sciences. Candidates must have had at least five years of experience in telecommunications employment, with a minimum of two years in positions of substantial management responsibility within either public or private television broadcast stations or related enterprises.

Persons interested in becoming candidates should address letters of inquiry to Dr. George Bair, PO. Box 2688, Chapel Hill, North Carolina 27514, who will supply application forms and supplemental information. Completed applications will be received through October 5, 1979. The selected candidate will be notified no later than November 9, 1979, and will be expected to begin employment no later than December 17, 1980.

The University of North Carolina is an equal opportunity employer, committed to affirmative action on behalf of women, members of racial minority groups, and handicapped persons.

**Help Wanted Management
Continued**

**UNUSUAL OPPORTUNITY
FOR
TV GENERAL MANAGER
NETWORK AFFILIATE**

Major group with VHF outlet in market rank 40-50 seeking G.M. Salary open. Excellent benefits. Must have minimum 10-years experience in middle/high level management, preferably three years prior experience general manager. Equal Opportunity Employer. Send complete resume to Box I-27.

**DIRECTOR OF FILM OPERATIONS
FOR MAJOR PUBLIC TELEVISION
PRODUCTION CENTER**

Responsibilities include business-oriented management of film services area; supervision of post-production film facilities; knowledge of editing and sound mixing practices; liaison with outside laboratories and services; and collaboration with producers in meeting budgetary, technical, and logistic requirements. Excellent salary and benefits.

Send resume and cover letter to: Personnel Department (A-5), WGBH Educational Foundation, 123 Western Avenue, Boston, MA 02134. WGBH is an Equal Opportunity Employer.

Help Wanted Sales

KBTV 9 DENVER

A station of the Gannett Broadcasting Group, an ABC affiliate and number one in Colorado is seeking a local television salesperson. Must have minimum 2 years television sales experience. Research oriented, management potential and ability to call on agency as well as direct accounts.

Call Larry Deutsch, Vice President, Local Sales Manager
303-825-5288.

Equal Opportunity Employer

**Help Wanted Programing,
Production, Others**

FILM MANAGER

Washington, DC network affiliate station is seeking an experienced film manager for its Program Department. Duties include hiring, training, & critiquing a four-person film editing staff; maintaining the feature film/syndicated program inventory, supervising daily film operations as it applies to the on-air product and providing information and assistance to the Program Manager on scheduling and buying. Please send resume to Box H-154. EOE.

**Help Wanted Programing,
Production, Others
Continued**

**Creative Promotion
Executive**

We're looking for a person with television ad/promo experience who is ready to become a department head in a group-owned station in a top 20 Sunbelt market.

If you have imagination, creativity and television station experience including on-air, sales promotion, print and press, here is a challenging position with excellent growth opportunity in a stimulating work environment.

Salary range: \$17,000-\$20,000

Send resume to Box I-72

All replies will be held in confidence. Be prepared to show samples at interview.

**We know you're out
there somewhere.**

You're stuck. You're second in command of a medium market television station promotion department and your boss is either too young or too bright to knock over.

Or you're the program/promotion director at a small station under a management that's just emerging from the dark ages. Or you've got some similar related experience and you want someone to compensate you for your brilliance. We've been hired by a television station in a top 50 market to find you. Now.

You'll be working for a midwestern, group-owned station that contemplates a network switch and wants you to manage it.

If you want to make between \$20,000 and \$25,000 rush your resume, salary history, and samples of your best work (which we'll return) directly to me. We'll take it from there.

Robert P. Rimes

Consultant to Broadcasters
1555 Honeyhill Terrace
El Cajon, California 92020
(714)448-4618

This client is an Equal Opportunity Employer M/F

TV Switcher Director

Experience with Vital Switcher preferred. Send resume to Jack Rowley, Operations/Production Manager, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

Help Wanted News

IMMEDIATE OPENING

For experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to news director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls please. An equal opportunity employer.

**Help Wanted News
Continued**

**GROWING TV NEWS
OPERATION**

We have immediate openings for:
Reporters
ENG Camerapeople
Producers

At least two years TV news experience required. EOE.

Send resume to Bill Watson, News Director, WROC-TV, 201 Humboldt Street, Rochester, New York 14610.

Absolutely no telephone calls.

Co-Anchors

New Jersey Nightly News seeks anchors for its Trenton and Newark bureaus. Unique state-wide program now in its second year. Broadcast both on WNET/Thirteen and New Jersey Public TV. Anchors also are principal reporters for nightly mini-docs and special segments. Applicants should have anchor and field reporting experience—strong writing and interviewing skills. Send cassettes to:

Herb Bloom
Executive Producer
New Jersey Nightly News
1573 Parkside Avenue
Trenton, NJ 08638

E.O.E.

**THE NATIONS NEWEST
NEWS DEPARTMENT**

WKEF-TV, Dayton, Ohio is building an all ENG News Department in the nation's 46th market. We are currently seeking tapes and/or resumes from qualified anchor-people, videographers, reporters, meteorologists, assignment editors, and engineers.

Reply to:
James Graham
WKEF-TV
1731 Soldiers Home Road
Dayton, Ohio 45418.
No phone calls please. WKEF is an EEO-M/F/H employer.

**NEWS
PHOTOGRAPHER**

So Fla TV Station

Must have at least 2 years ENG photography & BVU editing exp. Send resume to Manager of Employment, P.O. Box 010787, Miami, Fla., 33101.

**Help Wanted News
Continued**

KTEW TV

is expanding its news staff. Immediate openings for two reporters and one ENG photographer. All replies should include VTR samples of work. Mail to: News Director, KTEW, P.O. Box 2, Tulsa, OK 74133. An equal opportunity employer.

PRODUCER/DIRECTOR ...

Must have 3 to 5 years directing experience with heavy emphasis on news. Must have a thorough knowledge of switching and be familiar with all phases of control room and studio operations and state of the art equipment. E.O.E. Contact Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. 716-845-6100.

**INVESTIGATIVE/
CONSUMER
REPORTER**

Top-rated South Fla. TV station looking for reporter to handle investigative & consumer reports. Must be sharp, aggressive & an excellent writer. Good on-air appearance. Expd only please. Good salary & benefits. Send resume & salary history to: Box I-57
Equal Opportunity Employer M/F

Situations Wanted Management

PROMOTION PROBLEMS?

I've achieved nationally recognized success building an aggressive promotion department from scratch at my medium market network affiliate and ratings prove it. Now I'm looking for the opportunity to do the same in a larger market!

Box I-13

Situations Wanted Technical

**Videotape Editor/
Technician**

6 yrs. exp. editing Nat. Variety Program. Still working, but looking. Box I-28.

**ALLIED FIELDS
Help Wanted Sales**

- IMMEDIATE NEED -

Inside phone salesperson—for fast growing broadcast audio manufacturer in the Philadelphia area. Require well-rounded broadcast audio background. Send resume to Tom Creighton, AMPRO/SCULLY, 826 Newtown-Yardley Rd., Newtown, Pa. 18940.

**Help Wanted Sales
Continued**

Sales Manager

Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states.

Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe
Director of Sales and Marketing
Broadcasting Publications Inc.
1735 DeSales St., NW
Washington, DC 20036

Public Notice

ADVERTISEMENT
**THE PORT AUTHORITY OF
NEW YORK AND NEW
JERSEY
PROPOSAL NO. 1742**

The Port Authority is seeking proposals for the installation and operation of an AM radio system for the Holland and Lincoln Tunnels which may serve as the basis for reaching a formal agreement for such an installation and operation.

The contemplated AM radio system is to be installed and maintained at no cost to the Port Authority and, in addition, must provide revenue to the Authority. The primary function of the AM radio system will be to permit the Authority to provide tunnel patrons with traffic advisory and emergency information over their car radios. This type of information would be transmitted during only a limited portion of the available air time. Proposals are invited which would use the remaining air time as the means of deriving revenue to the Authority and the system operator.

Since the radio signals are not normally received within the confines of the tunnel, Federal Communications Commission licensing requirements may not apply as long as the transmission is limited to these confines.

Sealed proposals will be received at the Office of the Manager, Purchase and Supply Services Division, The Port Authority of New York and New Jersey, One World Trade Center, Room 73N, New York, New York 10048, until 3:00 PM., on Friday, October 5, 1979, at which time and place said proposals will be opened and read.

Further information or a copy of the invitation for Proposals may be obtained at the Office of the Manager, upon request. (Contact Mr. M.Zodkoy at (212) 466-8196 or (201) 622-6600, Ext. 8196.)

**THE PORT AUTHORITY OF
NEW YORK AND NEW
JERSEY**

TOWN OF WELLFLEET

Applications for Community Antenna Television Licenses

Applications for Community Antenna Television Licenses will be received at the Office of Selectmen, Town Hall, Main Street, Wellfleet, MA 02667 on or before November 20, 1979. All applications shall be on a form prescribed by the commission and must be accompanied by the prescribed fee.

Benson R. Moore, Chm.
George S. Elias, Jr.
Howard R. Dykeman
Wellfleet Board of Selectmen
Licensing Authority

8/20/79

**INVITATION FOR A CABLE
TELEVISION FRANCHISE**

The TOWNSHIP OF RADNOR, (Delaware County) Pennsylvania, (population 30,000) is seeking applications for a non-exclusive cable television and communications system franchise. For information and application forms contact:

Township Manager
Municipal Building
301 Iven Avenue
Wayne, Pa. 19087

The deadline for receiving applications is October 31, 1979. All applications shall be accompanied by a non-refundable filing fee of \$350.

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.

Employment Service

BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

opportunity...

For the most part is being in the right place at the right time. If you're in broadcasting, you know how competitive the job market is. Media Placement Systems gives you that edge. Call or write for more details.

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
RADIO TV

MEDIA PLACEMENT SYSTEMS

P.O. Box 4366 • Santa Barbara • CA • 93103
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Radio Programing Continued

COUNTRY?

If you're going Country, or if your Country station is having ratings problems, we can lend the expertise that has helped 3 out of 4 of our stations become No. 1 within a year, All in tough competitive markets.

WRIGHT & ASSOCIATES, INC.
(602) 742-3864
P.O. Box 35295
Tucson, AZ 85740



LUM and ABNER

5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Business Opportunity

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

FOR SALE

America's Oldest Broadcasting School. Must retire because of health. Best reasonable offer to qualified party. Call Fred Robbins (312) 922-0712.

For Sale Stations Continued

Class C FM

Northwest Market of 100,000
By Owner/No Brokers
\$400,000
Box I-58

S	Small	AM	\$100K	\$30K
S	Small	Profitable	\$230K	15 yr payout
W	Small	AM	\$285K	Terms
W	Small	AM/FM	\$530K	29%
MW	Metro	AM/FM	\$1250K	Cash

Atlanta, Boston, Chicago,
Dallas, Los Angeles

CHAPMAN ASSOCIATES
nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga. 30341

FOR SALE BY OWNER

Florida—Profitable Full Time 5 KW Soul/Disco Radio Station. Real Estate, Growth Market. 1M Range, Terms to Qualified Buyers only. Write (with company letterhead) to Box F-3.

MEDIA BROKERS APPRAISERS

RICHARD A. SHAHEEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



Radio Programing

The Country Doctor

A Country Specialist With A Proven Major Market Track Record.

If you have dizzy spells, from dropping cumes, shortness of breath because of low quarter-hours, sagging promotions, and constant headaches caused by reduced profit margins, we can help.

If you are country today or will be soon, call (817) 731-0218 for a professional prescription for good rating health.

The Country Doctor/Don Thomson
Radio Programming Consultant
Suite 1002, Ridglea Bank Building
Fort Worth, Texas 76116

For Sale Stations

- AM-FM in Kentucky. \$380,000. Terms.
- Daytimer. TN. R.E. No down payment. \$330,000.
- 100,000 Watt Stereo S.E. Metro area. \$800,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Powerful Fulltimer; N. Maine. \$450,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,000,000.
- Daytimer. Million + Pop. In coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- S. California. Spanish. \$520,000.
- N. Central Texas. Daytimer. \$400,000.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

SELECT MEDIA BROKERS

AL	Daytime AM	600K	Metro
FL	Daytime AM	390K	Medium
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
NY	Daytime AM & CP-FM	450K	Medium
VA	Daytime AM	180K	Small
FL	Fulltime AM	170K	Small
NC	Daytime AM	225K	Small
GA	Daytime AM	385K	Small
LA	Daytime AM & Fulltime FM	450K	Small
NC	Daytime AM	205K	Small
GA	Daytime AM & Fulltime FM	350K	Small
SC	Daytime AM & Fulltime FM	500K	Medium

912-883-4917
PO Box 5, Albany, GA 31702

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS
Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017
215-865-3775

THE KEITH W. HORTON COMPANY, INC.

P.O. Box 948
Elmira, N.Y. 14902
(607) 733-7138

He's No Ordinary Joe!

Meet Joe Cardinale, the newest member of our Horton team. With his fine background in finance and marketing, Joe is well-prepared to give the kind of service you want when you buy or sell a broadcast property. You'll want to meet Joe; he wants to meet you . . . and to serve you! His office is on Florida's sun coast:

1604 Honey Court
Venice, FL 33595
(813) 488-8223



BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.



901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar - Suite 816 - Memphis, Tn. 38157

Midwestern AM-FM
Single-Station Market
\$425,000. cash
Principals only. Box I-9

R.D. Hanna Company
Brokers-Appraisers-Consultants
5944 Luther Lane Suite 505 Dallas, TX 214-696-1022
8340 E. Princeton Ave. Denver, CO 80237 303-771-7675

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/826-0386 Suite 214 11681 San Vicente Blvd. Los Angeles, CA. 90049
202/223-1553 Suite 417 1730 Rhode Island Ave. N.W. Washington, D.C. 20036

BILL-DAVID ASSOCIATES
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St. Colorado Springs, CO 80909

H.B. La Rue, Media Broker
RADIO · TV · CATV · APPRAISALS
West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474
East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

BOOKS

402 **BROADCASTING ENGINEERING & MAINTENANCE HANDBOOK**, by Patrick S. Finnegan. Truly a masterpiece of timely maintenance tips, installation techniques, and measurement methods for the entire equipment chain—practical answers to practical problems, not theoretical "excursions" into the clouds! Covers planning, construction, installation, start-up, calibration, operation, updating, maintenance, modification and repair of commercial or educational broadcast facilities. 532 p. **\$19.95**

432 **PROFESSIONAL BROADCAST WRITER'S HANDBOOK** by Standley Field, Deputy Chief, Broadcast Pictorial Branch, U.S. Army Information Div. Covers all forms of writing—drama, documentary, children's and religious programming. 396 pages. **\$14.95**

400 **ILLUS. DICTIONARY OF BROADCAST-CATV-TELECOMMUNICATIONS**. A GIANT, one-stop source of 9,000 modern, concise, easy-to-use definitions that explain ALL fields of telecommunications! It's a complete word-by-word guide, and contains 9,000 thoroughly understandable explanations of the terminology used in radio, TV, CATV, advertising, music, journalism, broadcasting, statistics, writing, film, news, acting, law, lighting, sound, programming, sales, video, etc. 420 pps., 106 illus. **\$14.95**

401 **MICROPHONES: HOW THEY WORK & HOW TO USE THEM**, by Clifford. Takes all the mystery out of microphones; shows you how to record almost anything (at a professional level), clearly explains how to get different sound effects and better stereo. You learn about the different types of microphones and accessories available, and how to interpret polar patterns . . . plus single- and multi-microphone applications, phasing, and recording data for over 60 different types of instruments. 224 pps., 92 illus. **\$8.95**

457 **PROFESSIONAL ELECTRICAL/ELECTRONIC ENGINEER'S LICENSE STUDY GUIDE**, by Ed Ross. A complete study guide for the electronics or electrical engineer who wants to prepare for either the Power Option or the Electronics Option of the Professional Engineering (PE) exam. The author reviews basics of electricity and electronics, plus the most advanced states of the art—digital techniques and solid-state devices. The text is designed to accommodate the engineer who has been out of school for awhile, as well as the recent graduate. 448 p., 466 illus. **\$13.95**

455 **PROMOTION & PUBLICITY HANDBOOK FOR BROADCASTERS**, by Rolf Gompertz. A practical handbook for radio and TV station publicity and public relations departments; Planning a publicity campaign. Tools of the trade. Press agents. Organizing, preparing and disseminating a press kit. List of press outlets. The author is a publicist of NBC's West Coast Press & Publications Dept. His responsibilities include national publicity for "specials" originating on the west coast. 336 p., 105 illus. **\$14.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., N.W.
Washington, D.C. 20036

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Fates & Fortunes

Media

Dr. Leo L. Beranek, president and founding director of WCVB-TV Boston and parent company, Boston Broadcasters Inc., retires Sept. 30.



Beranek



Bennett

Robert M. Bennett, executive VP and general manager of WCVB-TV and BBI, succeeds Beranek as president, effective Oct. 1. Bennett will also serve as president of subsidiary of BBI, BBI Communications, involved in syndication and development of programs. Beranek will serve as BBI chairman-elect of board until March 1980, when **Judge Matthew Brown** retires, and Beranek becomes chairman.

Milton Maltz, president of Malrite Broadcasting Co., Cleveland, licensee of four AM, four FM, two television and two cable television systems, elected chairman and chief executive officer. **Carl Hirsch**, executive VP, elected president and chief operating officer.

Frank Curtis, VP-sales, WTRF-TV Wheeling, W. Va., named executive VP and assistant general manager of WTRF-FM-TV.

Tim Sullivan, VP-general manager, KHJ(AM) Los Angeles, joins KHTZ(FM) there as general manager.

William Stakelin, VP-general manager, WHOO-AM-FM Orlando, Fla., named executive VP of parent company, Bluegrass Broadcasting Co. **W. Max Rein**, VP-general manager of WINN(AM) Louisville, Ky., formerly owned by Bluegrass, succeeds Stakelin at WHOO.

Robert Bochicchio, general sales manager, KJOL(FM) Los Angeles, assumes additional duties as assistant general manager.



Jones

Charles T. Jones, director of radio development, Cosmos Broadcasting Corp., Columbia, S.C. named general manager of WQSR(FM) Sarasota, Fla., recently acquired by Cosmos. Jones had been VP-radio with National Association of Broadcasters, Washington, before joining Cosmos in 1978. **Sandra Plech**, corporate accountant for Cosmos in Columbia, named business manager for WQSR.

Foster Winter, local and regional sales manager, WGTU(TV) Traverse City, Mich., and its satellite WGTQ(TV) Sault Ste. Marie, Mich., named VP-general manager.

Stuart Cohen, VP-general manager of WJYE(FM) Buffalo, N.Y., named to same position with co-owned WFOG-AM-FM Norfolk, Va. **Pete Vincelette**, general sales manager, WLKW-AM-FM Providence, R.I., named general manager of co-owned WJYE.

Jim DeVan, sales manager, WATL-TV Atlanta, joins Georgia Network Inc., Atlanta, as executive VP. **Rod Hemphill**, news director of Florida Network, Orlando, named operations manager (Florida and Georgia Networks are co-owned).

Don Jager, general manager, WHCU-AM-FM Ithaca, N.Y., retires after 32 years with station. **Rudy Paolangeli**, sales manager, named acting general manager.

W. Boyd Rooney Jr., assistant general manager-operations, noncommercial KUON-TV Lincoln, Neb., joins noncommercial KUAT-AM-FM-TV Tuscon, Ariz., as general manager.

Jim Doyle, station manager, WLAM(AM)-WWAV(FM) Lewiston, Me., joins WCSH(AM) Portland, Me., as general manager.

Roy Lamberton, from KGOU(FM) Norman, Okla., joins WZZC(FM) East Moline, Ill., as general manager.

Edward Hardy, sales manager, KLZ(AM) Denver, named station manager.

Bill Stukaloff, national sales manager, KGMS(AM)-KSFM(FM) Sacramento, Calif., named station manager.

John Bazlotis, director of accounting, RCA, New York, named VP-finance, NBC.

Jeffrey Ruthizer, VP in charge of labor relations for RKO General's radio, television and soft drink bottling divisions, New York, named VP in charge of labor relations for RKO General Inc.

Edward Frank, director of program research, NBC Research, New York, named director of program and advertising research.

Robert Corrao, sales manager, Jerrold Electronics Corp., joins Continental Cablevision as VP-general manager of its suburban Chicago operations.

Jon Cooper, executive director of Pacific Mountain Network, joins noncommercial KNME-TV Albuquerque, N.M., as station manager.

John E. Beck, operations-instructional services coordinator, noncommercial KCMW-FM Warrensburg, Mo., named station manager.

Allan M. Frost, director of labor relations, Korvettes store chain, New York, named asso-

ciate director of labor relations, based in New York, for Metromedia Inc., Secaucus, N.J.

Carolyn Chambers, VP-treasurer, Liberty Communications, cable television operator in Eugene, Ore., elected executive VP.

Betty Campbell Madden, in corporate secretary's office, Meredith Corp., Des Moines, Iowa, elected assistant secretary of company.

Ken Karaszklewicz, controller, WOWO(AM) Fort Wayne, Ind., joins WIND(AM) Chicago in same capacity.

Patricia Jones, auction coordinator, noncommercial WNED-TV and co-owned WEBR(AM)-WNED-FM, all Buffalo, N.Y., named assistant director of development.

New regional directors, National Radio Broadcasters Association: **Bob Herpe**, WOMN(AM)-WPLR(FM) New Haven, Conn., region one; **Bernie Mann**, WOKX(AM)-WGLD-FM High Point, N.C., and WKIX(AM)-WYYD(FM) Raleigh, N.C., region three; **Ron Kempff**, WHIO-AM-FM Dayton, Ohio, region five; **Paul Lange**, KDLR(AM) Devils Lake, N.D., region seven, and **Eric Hauenstein**, KDKB-AM-FM Phoenix, region nine.

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New officers, Association of California Public Radio Stations: **Tom McManus**, KPBS-FM San Diego, president; **Steve Burrell**, KCBX(FM) San Luis Obispo, VP; **Stewart Wilber**, KXPR(FM) Sacramento, treasurer, and **Frank Lanzone**, KCSM(FM) San Mateo, secretary.

Advertising

William C. Thompson Jr., senior VP, J. Walter Thompson Co., New York, named executive VP and will assume worldwide responsibility for Eastman Kodak account.

Jay B. Schoenfeld, senior VP and director of media planning for McCann-Erickson, New York, joins Backer & Spielvogel, new agency formed earlier this year by two former executives of McCann and its parent, Interpublic Group of Companies: William M. Backer and Carl Spielvogel. Schoenfeld will be senior VP and media director of B&S. Move is effective Sept. 5.

William M. Weilbacher, vice chairman of Dancer Fitzgerald Sample, New York, has resigned because, according to Chairman Stuart B. Upson, "we have been unable to agree on a suitable role for him to play in DFS's future." Upson said he was "extremely sorry" that Weilbacher, vice chairman since 1974, "has made this decision. He is a true professional and we shall miss him."

Ernest A. Jones, chairman, international, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named chairman of executive committee (worldwide). He will head committee that makes policy and management decisions in worldwide operation of DM&M.

Nathaniel Doughty, VP-managing director of marketing services group, and **Joseph Harte**, VP-management supervisor, N W Ayer ABH International, New York, elected senior VP's. Elected VP's: **Michael Concannon** and **Henry Hartwell III**, account supervisors; **Rees Behrendt**, group creative director; **Rene Kuypers** and **Susan Pralgever**, creative supervisors, and **Beth Gordon** and **Anthony Machiedo**, associate directors.

Len Fogge, account supervisor, Grey Advertising, New York, named VP.

James Polizzi, account supervisor, Benton & Bowles, New York, joins Cunningham & Walsh there in same capacity.

Mike McGarry, executive VP of Brand Advertising, Chicago, joins Barkley & Evergreen as VP and general manager of newly opened Chicago office.

Bob Taylor, former senior VP-creative group head, McDonald & Little, Atlanta, joins Flemister & Burkhardt there as VP-creative director.

Michael Robinson, associate research director, Tatham-Laird & Kudner, Chicago, named director of research. Alison Embree, assistant account executive, named account executive.

Helene Hollander, account executive in Chicago office of Field Spot Sales, named sales manager of Chicago office, succeeding Jack Arslanian, earlier named Midwest sales manager (BROADCASTING, Aug. 20).

Frank Polansky, account executive, NBC Spot TV Sales, New York, joins sales staff of Katz

American Television, New York.

Bill Tynan, account executive, Harrington, Righter & Parsons, Chicago, transfers to New York office. **Dana Potts**, sales assistant in Chicago, named account executive.

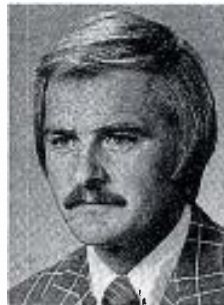
Gerard T. Farrell, associate director of programming, Katz Television, New York, joins HR Television there as director of programming. **Christine Pfeiffer**, sales research director, Field Spot Sales, New York, joins HR Television there as manager of company's television one research division. **Frank Hughley**, account executive for Field Communications in New York, joins white division of HR Television there. **H. Tom Durr**, account executive, WANX-TV Atlanta, joins sales staff of HR Television in Atlanta.

Arthur Benjamin, with MMT national spot sales, named East Coast VP, Admarketing Inc., Los Angeles. He will be based in New York.

Elliot Kleeman, VP-general sales manager of Harte-Hanks's KENS-TV San Antonio, Tex., assumes additional duties as director of sales for Harte-Hanks Television Group, which includes four stations.



Kleeman



Heilman

Jerry Heilman, local sales manager, WTMJ-TV Milwaukee, named general sales manager, succeeding Edward Quinn (BROADCASTING, Aug. 20).

William Murdoch, assistant to president, sales and promotion, KSL-TV Salt Lake City, named VP-television sales and promotion.

Donn Carper, account executive, ABC-TV Spot Sales, New York, named retail sales manager of co-owned KABC-TV Los Angeles.

Don Cena, local sales manager, KBRT(AM)-KBIG(FM) Los Angeles, named general sales manager. **Jeff Johnson**, assistant local sales manager, succeeds Cena.

Gregory Strauser, account executive with St. Louis office of Blair Television, joins KSD-TV there as national sales manager, succeeding Gary Chapman, now general manager, WTEV(TV) Providence, R.I. (BROADCASTING, Aug. 27).

Bob Mahlman, general sales manager, KCST-TV San Diego, joins KNTV(TV) San Jose, Calif., in same capacity.

William L. Reed, Midwest sales manager, Chicago, Mutual Black Network, named Eastern sales manager, New York. **Thaddeus Hill**, account executive in New York office, succeeds Reed.

Don Neil, station manager, KLAATV West Monroe, La., joins WCBI-TV Columbus, Miss., as sales manager.

John Van Der Veer, account executive, WTEN(TV) Albany, N.Y., named regional sales

manager.

Charles Cady, senior account executive, KJQI(FM) Los Angeles, named assistant general sales manager.

James Collins, in sales department of WCOS-AM-FM Columbia, S.C., named general sales manager.

Ed Burke, formerly with KWST(FM) Los Angeles, named retail sales director for KNAC(FM) Long Beach, Calif.

Mickey Sambor, account executive, MMT Sales, joins KCOP(TV) Los Angeles as account executive.

Betty Lou Holloway, co-producer of public affairs program, WXON(TV) Detroit, named account executive.

J. Richard Bradley, account executive, *Advantage Magazine*, Nashville, joins WATE-TV Knoxville, Tenn., as account executive.

Jeffri Chardell, account executive, WVON(AM)-WGCI(FM) Chicago, joins WIND(AM) there in same capacity.

Tony Busa, district manager for MOIS Computer Services in Boston area, named account executive for WBZ(AM) Boston.

Margaret Wagner, account executive, WGTV(TV) Sault Ste. Marie, Mich., named senior account executive.

Sue Podschwilt, in sales capacity with KFIX-AM-FM Kansas City, Mo., joins KCEZ(FM) there as account executive.

Patti Andrea Shepard, part-time clerk and assistant in program department of WSB(AM) Atlanta, joins staff full time as network coordinator in sales department.

Tim Patton, general manager of Louisiana Network Inc., Baton Rouge, named national advertising representative for Louisiana Network, Florida Network and Georgia Network, all co-owned.

New officers, Association of Broadcasting Executives of Texas: **Dusty Black**, KBOX(AM)-KMEZ(FM) Dallas, president; **Ron Bergamo**, WFAA-TV Dallas, VP; **Mary Neubrand**, Neubrand Co., secretary, and **Mary Lee Kilgore**, KCBN Advertising and Public Relations, treasurer.

Programming

Eddie Foy III, director of casting, ABC Entertainment, joins NBC Entertainment, Los Angeles, as VP-casting. **Bill Nuss**, manager, current drama programs, NBC Entertainment, named director of current drama programs. **Michael Klein**, manager, comedy and variety programs, West Coast, NBC Entertainment, named director of current comedy programs. **Michele Brustlin**, associate, dramatic development, NBC Entertainment, named manager, current drama programs.

Peter Roth, director of children's programs, West Coast, ABC Entertainment, named director, current dramatic series, ABC Entertainment, Los Angeles. **Ellen Endo**, editor with ABC-TV's broadcast standards and practices department, named program executive, current comedy series, ABC Entertainment.

Herbert J. Mendelsohn, senior VP, marketing, ABC Leisure Attractions, named VP, mar-

keting services, ABC Video Enterprises, new unit created to develop and market programming for new media. He'll also continue in Leisure Attractions role.

Diane Olbright Collins, sports operations supervisor, ABC Sports, New York, named coordinator of program planning, ABC's *Wide World of Sports*.

Robert Breakstone, budget controller for ABC's weekly news magazine, *20/20*, named production administrator, East Coast, ABC-TV.



Granger

Haidee Granger, U.S. general manager, Britain's Granada Television, named VP and general manager for public television, Time-Life Television, New York. **Diana Kerew**, director of creative affairs, and **Freyda Rothstein**, director of network development, Time-Life Films, named VPs. Kerew remains in New York; Rothstein has relocated from New York to Los Angeles.

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Fifi Booth, former director of advertising and promotion, 20th Century-Fox Television, named manager of advertising and public relations, Consolidated Film Industries, Los Angeles.

Robert S. Levinson, VP for corporate development, BBDO, New York, named VP for marketing for television, Learning Corp. of America, there.

Mary Jane Hopkins, assistant to executive producer of *Insight*, named director of television syndication and promotion, Paulist Productions, Los Angeles.

Scott Clawson, director of programming, KSL-TV Salt Lake City, named VP-television programming.

Rod Green, managing editor, KOA-TV Albuquerque, N.M., and **Gwen Resick-Rennich**, from Photo-Synthesis, Denver, join KOA-TV Denver as co-hosts of *PM Magazine*. Green will also serve as executive producer of program. **Bruce Brown**, producer-director with KOA-TV, named producer of *PM*. **Lee Kathryn Gash**, continuity director, named production assistant on *PM*. **Steve Meyers**, from KAKE-TV Wichita, Kan., and **Scott Reynolds**, from WFTV(TV) Orlando, Fla., join KOA-TV as photographers for *PM*.

Don Moffit, weather reporter and co-host of *PM Magazine*, WFMV-TV Greensboro, N.C., joins WIVB-TV Buffalo, N.Y., as co-host of *PM Magazine*.

Norm Winer, air personality, KSAN-FM San Francisco, joins WXRT(FM) Chicago as program director.

Larry Kenney, from WHN(AM) New York, joins WYNY(FM) there as morning personality.

Jerry G. Bishop, host of morning program on KFMB-TV San Diego, assumes additional duties as afternoon air personality on KCBQ(AM) there.

Candace Moore, account executive, WGSO(AM) New Orleans, named network coordinator for co-owned Insilco Sports Network, based in New Orleans.

Scott Spiegel, attorney, litigations division,

U.S. Department of Energy, Washington, named director, legal affairs, Tandem Productions/T.A.T. Communications, Los Angeles.

Larry Gregory, creative services director, WRET-TV Charlotte, N.C., named production manager.

Ralph Hipp, play-by-play announcer for Kansas City Chiefs football team, joins WXEX-TV Petersburg, Va., as sports director.

Jack LeFaivre, former sports director, WCCB(TV) Charlotte, N.C., joins WXII(TV) Winston-Salem, N.C., as sports director.

Terry Gross, air personality, KTWO(AM) Casper, Wyo., named program director.

Pat Rogers, station manager and program director, WKYE(AM) Bristol, Tenn., joins WSB(AM) Atlanta as announcer.

Gary Sparber, sports director, WNDH(FM) Napoleon, Ohio, joins sports department at WJON(AM)-WWJO(FM) St. Cloud, Minn.

Kathy Jernigan, from noncommercial WTCT(TV) Chattanooga, joins WTVC(TV) there as art director.

Jolene Phillips, production director, WFAL(AM) Bowling Green, Ohio, joins WMOH(AM) Hamilton, Ohio, as continuity director.

Peter Olsen, from noncommercial WCAL-AM-FM Northfield, Minn., and **Armand Ross Hocker**, from noncommercial WBKY(FM) Lexington, Ky., join noncommercial WGUC(FM) Cincinnati as announcers-producers.

Allen Ury, former media coordinator, JS&A, Northbrook, Ill., direct-mail advertiser, opens Allen B. Ury Productions in Chicago specializing in humor-oriented radio syndication packages and broadcast advertising.

News and Public Affairs

Frank Anthony, news director, WOR-TV New York, named VP.

CBS News correspondent **Bob McNamara** reassigned from London to Chicago. **Brian Healy**, CBS News producer in London, reassigned to Washington as *Morning* producer, effective in September. **David Fitzpatrick**, associate producer for *Morning* in Los Angeles, will replace Healy in London.

News department shifts at KIRO-TV Seattle: **John Lippman**, former news director of KSTW(TV) Tacoma, Wash., named acting news director; **Gary Justice**, general assignment reporter, named coanchor of evening and late-night news programs, and **Joe Zaspel**, returns to station as senior correspondent after serving three years in administration of state Governor Dixy Lee Ray, most recently as state travel director, Department of Commerce and Economic Development.

Andy Brigham, news director, WTVH(TV) Syracuse, N.Y., joins WIXT(TV) there in same capacity. He succeeds Paul Steinle, now with KING-TV Seattle (BROADCASTING, Aug. 20).

Michele Marsh, 5 and 10 p.m. co-anchor, KSAT-TV San Antonio, Tex., joins WCBS-TV New York as correspondent and Saturday evening co-anchor.

Kevin Kelly, reporter and co-anchor, WWLP(TV) Springfield, Mass., joins co-owned WKEF(TV)

Dayton, Ohio, as news director.

Barbara Danahy, co-anchor and producer of 5 p.m. news, KSD-TV St. Louis, named assistant news director.

Bob Phillips, news director and anchor, WBOY-TV Clarksburg, W. Va., joins WDTV(TV) Weston, W. Va., in same capacity. **John Pozza**, reporter, WOWK-TV Huntington, W. Va., joins WDTV as 11 p.m. anchor and producer.

Robert Houck, news anchor and writer, WCAU(AM) Philadelphia, joins WPEN(AM) there as news director.

Bruce Bartley, morning anchor, WRNG(AM) Atlanta, named news director.

Bruce Burkhardt, from WKAB-TV Montgomery, Ala., joins WBRC-TV Birmingham, Ala., as assignment editor. **David Paulson**, from WAPI-TV Birmingham, joins WBRC-TV as reporter.

Barbara Estep, reporter, KTRK-TV Houston, assumes additional duties as 5 p.m. co-anchor.

Mary Kroencke, weather reporter, KRDO-TV Colorado Springs, named 5 and 10 p.m. co-anchor. **Cliff Nicholson**, reporter and producer from KOB-TV Albuquerque, N.M., succeeds Kroencke. **Saida Pagan**, general assignment reporter and weekend anchor, KRDO-TV, named anchor for *Good Morning Colorado* program. **Patrick Madden**, from KOB-TV, joins KRDO-TV as weekend anchor. **Bruce MacCallum**, news director, KYCU-TV Cheyenne, Wyo., and **Sandy Vallejo**, reporter and morning anchor, KMCC(TV) Lubbock, Tex., join KRDO-TV as general assignment reporters.

Carol Erickson, weekend anchor and weekday general assignment reporter, KYW-TV Philadelphia, named 5:30 p.m. weekday field anchor, and continues as general assignment reporter.

Kent Dana, weekend anchor, KOOL-TV Phoenix, joins KPNX-TV Mesa (Phoenix), Ariz., as 6 and 10 p.m. co-anchor.

Mary Armantrout, midday anchor and producer, WESH-TV Daytona Beach, Fla., assumes additional duties as co-anchor of evening news. **Debbie Wright**, reporter, WHO-TV Des Moines, Iowa, **Marty Salt**, news director, WTAI(AM) Melbourne, Fla., and **Janet Gauss**, reporter, WJAR-TV Providence, R.I., join WESH-TV as reporters. **Rebecca Randall**, reporter and morning anchor, named associate producer of midday news. **Roberto Alvarez**, photographer, WPLG(TV) Miami, and **Bob Green**, formerly photographer with WTLV(TV) Jacksonville, Fla., join WESH-TV as photographers.

Jim Blue, anchor-producer, WNDU-TV South Bend, Ind., and **Heather Harden**, host and producer of *Midday Show*, WFRV-TV Green Bay, Wis., named co-anchors of 6 p.m. news on WFRV-TV. **Bill Austin**, weathercaster, KTBC-TV Austin, Tex., joins WFRV-TV in same capacity.

Charlotte Scot, general assignment reporter, WTLV(TV) Jacksonville, Fla., named field anchor for 6 and 11 p.m. newscasts.

Don Carson, weathercaster, WFLA-TV Tampa, Fla., joins WDIV(TV) Detroit in same capacity.

Rob Fladeboe, news director and anchor, KABY-TV Aberdeen, S.D., joins WYNY-AM-TV Watertown, N.Y., as reporter.

Mildred Reese McNeill, news producer, WTNH-TV New Haven, Conn., joins WVIT(TV) New Britain, Conn., in same capacity.

Scott Latham, New York metropolitan editor,

UPI, named New York-New Jersey editor. **Sam Rosen**, with UPI Audio, New York, named sports director. **Fred Parker**, with UPI, named general executive for metropolitan New York, succeeding **Thomas Cunningham**, retired. **Stephen Hagey**, bureau manager for UPI in Knoxville, Tenn., named regional executive for Georgia and South Carolina, based in Atlanta.

Bill Lord, reporter, KING-TV Seattle, joins KUTV(TV) Salt Lake City as host for documentary program.

Terry Tucker, public affairs director, WFVA-AM-FM Fredericksburg, Va., joins WXEX-TV Petersburg, Va., as weekend weather reporter.

Lonnie Chrestensen, traffic director, WGTQ(TV) Sault Ste. Marie, Mich., named programming and public affairs coordinator. **Pat Cronkite**, switcher-director, named chief director.

Cindy Prather, independent film producer in North Carolina, joins WXII(TV) Winston-Salem, N.C., as public affairs coordinator.

Valorie Callaway, community affairs assistant, WISH-TV Indianapolis, joins WTHR(TV) there as public service coordinator. **Kent Iunghuhn**, from WTWO(TV) Terre Haute, Ind., joins WTHR as news photographer.

Mary Norton, formerly with Baltimore bureau of UPI, joins WMAR-TV Baltimore as news writer. **Leatha Alcamo**, former chief photographer, WHSV-TV Harrisonburg, Va., joins WMAR-TV as news photographer.

Vickie Jenkins, news director, KTKT(FM) Tucson, Ariz., joins KYUU(FM) San Francisco as morning drive reporter.

Promotion and PR

Rick Scarry, program director, KGIL-AM-FM Los Angeles, joins KMET(FM) there as director of advertising, promotion and special projects.

Jeanne Whitworth, assistant to regional VP of CBS Radio in St. Louis, named director of information services for CBS-owned KMOX(AM) St. Louis.

Linnea Crowe, formerly with KCRG(AM) Cedar Rapids, Iowa, joins KSTP-TV St. Paul as promotion manager.

Audrey Hall, on-air promotion manager, WTHR(TV) Indianapolis, named manager of advertising and promotion. **Patty Gary**, production assistant, named coordinator of on-air promotion.

Cynthia Stewart Neely, director of public relations and promotion, WRET-TV Charlotte, N.C., named creative services director.

Pat Kavanagh, broadcast manager, Rich's Inc., Atlanta, joins WATE-TV Knoxville, Tenn., as promotion director.

Eric Pearson, chief director, WGTQ(TV) Sault Ste. Marie, Mich., named director of creative services. **Kathy Greene**, production assistant, named assistant director of creative services.

Mary Chase, assistant to president, Liberty Communications, cable television operator in Eugene, Ore., named manager of corporate communications.

Rick Olson, from news department of WCCO-FM Minneapolis, joins Rainbolt & Brown Public Relations, Edina, Minn., as account manager.

Technology



Green

Ralph E. Green, director of engineering, CBS Radio, New York, named VP-engineering.

Stephan William Schulte, director of broadcasting and operations, Showtime, New York, named VP of broadcast operations and engineering.

Thomas Kackmeister, marketing research specialist, product programs and research, in motion picture and audio-visual markets division of Eastman Kodak, Rochester, N.Y., named coordinator of marketing planning.

David Speed, domestic marketing manager of satellite communications division, Scientific-Atlanta, Atlanta, named digital communications marketing manager.

Dan Lippman, district manager, Philips Test & Measuring Instruments, Garden Grove, Calif., named sales manager-manufacturers representatives. **Frank Bostrom**, senior salesman in Garden Grove office, named district manager.

Stuart Rugg, customer service manager, Raytheon Co., Lexington, Mass., named manufacturing manager for Raytheon Data Systems Telecommunications operation in Norwood, Mass.

Allied Fields

Charlotte Reid, former member of House of Representatives and FCC commissioner, elected member of board of directors of Motorola Inc., Schaumburg, Ill.

Nivette Vicens, state broadcasting association coordinator, TVAC (Television for All



Death of a pioneer. Sydney Milton Kaye, 79, copyright authority, attorney and founder and long-time chief executive of Broadcast Music Inc., died Aug. 27 of a heart attack at his New York apartment.

Kaye created the blueprint for BMI in 1939 when broadcasters' negotiations with the American Society of Composers, Authors and Publishers appeared stalemated. He opened BMI on Feb. 1, 1940, negotiated contracts, hired staff and organized a catalogue of music licensed by BMI that dominated the airwaves during the months in 1940 when broadcasters were without ASCAP licenses. BMI, credited with the "democratization of American music," currently represents more than 55,000 music writers and publishers and has reciprocal agreements with 39 societies

around the world.

In 1941 he represented a group of leading broadcasters in successfully opposing an FCC proposal to prohibit newspapers from owning radio stations. But he remained the chief executive of BMI until 1947 and later was chairman until he retired to become chairman emeritus in 1975.

During those years he was also active as a partner in the New York law firm of Rosenman, Goldmark, Colin & Kaye, providing legal counsel to many corporations and prominent individuals. Earlier he had handled much of the legal work of CBS and also represented the National Association of Broadcasters in congressional copyright hearings. In the mid-1940's he was counsel to a broadcaster committee opposing an American Federation of Musicians plan—later barred by legislation—to set up quotas for hiring of musicians by broadcasting stations.

In recent years his sight failed and health weakened, but he remained "of counsel" to his old law firm, now Rosenman, Colin, Freund, Lewis & Cohen. His wife, the former Muriel Gray, whom he married in 1940, died two years ago. There are no immediate survivors.

Children), Los Angeles, named director, broadcast relations.

Eric H. Gebhardt, actor who appears widely in commercials, named secretary and member of board of Broadcast Center, St. Louis, nonprofit broadcast training organization. He is son of William H. Gebhardt, center's president.

Tod Meslow, publicity assistant, G.P. Putnam's Sons and Berkley Books, New York, joins Arbitron in New York as promotion specialist. **William J. Walsh**, manager of general accounting for Service Bureau Co., joins co-owned Arbitron, Laurel, Md., as controller.

Deaths



Newhouse

Samuel I. Newhouse, 84, owner, with his family, of Newhouse Broadcasting Corp. and a major chain of U.S. newspapers, died Aug. 29 at Doctors hospital in New York following stroke. Newhouse empire included 31 newspapers, seven magazines, five television stations, five radio stations and 20 cable

systems. (Newhouse has sold its TV stations to Times Mirror for \$82,380,000, subject to FCC approval [BROADCASTING, Dec. 11, 1978]). Newhouse rose from boyhood poverty in career that began as publisher at 16. In 1977 he turned over day-to-day operations to his brothers, Theodore and Norman, and his sons, S.I. Jr. and Donald.

Vernon G. Womble, 37, NBC News field producer, Washington, died Aug. 24 at Sibley Memorial hospital in Washington after suffering cerebral hemorrhage Aug. 6. He worked for NBC's WRC-TV Washington as reporter before joining NBC News bureau there. Survivors include his foster mother, Avis McCarty, of Boston.

Stock Index

Exchange and Company	Closing Wed. Aug. 29	Closing Wed. Aug. 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	46	46 7/8	- 7/8	- 1.86	10	1,289
N Capital Cities	44 3/4	45 1/8	- 3/8	- .83	12	626
N CBS	54	53	+1	+ 1.86	8	1,517
N Cox	63 3/8	64 1/2	-1 1/8	- 1.74	13	421
A Gross Telecasting	24	24 1/4	- 1/4	- 1.03	8	19
O Lin	46 3/4	49 1/4	-2 1/2	- 5.07	11	130
N Metromedia	69 3/8	70	- 5/8	- .89	10	318
O Mooney	9 1/4	9 1/2	- 1/4	- 2.63		3
O Scripps-Howard	48	47	+1	+ 2.12	9	124
N Storer	45 3/4	44 1/4	+1 1/2	+ 3.38	12	235
N Taft	30 1/4	31 1/8	- 7/8	- 2.81	10	257

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 1/2	22 1/8	-1 5/8	- 7.34	17	25
A Affiliated Pubs	28	22 7/8	+5 1/8	+22.40	10	98
N American Family	12 1/2	12 5/8	- 1/8	- .99	5	131
N John Blair	23 1/8	22 7/8	+ 1/4	+ 1.09	5	85
N Charter Co.	37 1/8	36 5/8	+ 1/2	+ 1.36	32	808
N Chris-Craft	20 3/8	20 1/4	+ 1/8	+ .61	12	87
N Coca-Cola New York	6 3/4	6 5/8	+ 1/8	+ 1.88	9	119
N Combined Comm.	12 1/8	13	- 7/8	- 6.73	4	128
N Cowies	25 1/4	24 1/2	+ 3/4	+ 3.06	20	100
N Dun & Bradstreet	39 3/8	38 3/4	+ 5/8	+ 1.61	16	1,095
N Fairchild Ind.	33	33 3/8	- 3/8	- 1.12	7	188
N Fuqua	13 3/4	13 7/8	- 1/8	- .90	4	174
N Gannett Co.	44 5/8	47	-2 3/8	- 5.05	14	1,199
N General Tire	22	23	-1	- 4.34	5	510
O Gray Comm.	28	27 1/2	+ 1/2	+ 1.81	9	13
N Harte-Hanks	24	23 7/8	+ 1/8	+ .52	14	222
O Heritage Comm.	9 3/4	9 3/4				15
N Jefferson-Pilot	36 1/2	35 7/8	+ 5/8	+ 1.74	10	835
O Marvin Josephson	17 1/4	17	+ 1/4	+ 1.47	9	44
O Kansas State Net	27 3/4	28	- 1/4	- .89	23	49
N Knight-Ridder	24 3/4	25 7/8	-1 1/8	- 4.34	11	817
N Lee Enterprises	23 7/8	23 5/8	+ 1/4	+ 1.05	12	173
N Liberty	36 3/4	36 3/4			8	248
N McGraw-Hill	27	27 1/8	- 1/8	- .46	11	668
A Media General	27 1/8	24 7/8	+2 1/4	+ 9.04	11	202
N Meredith	32 5/8	32 7/8	- 1/4	- .76	7	100
O Multimedia	31 1/2	32 1/4	- 3/4	- 2.32	13	209
A New York Times Co.	25 3/4	26 5/8	- 7/8	- 3.28	20	298
N Outlet Co.	22 3/4	23 1/2	- 3/4	- 3.19	6	55
A Post Corp.	23 5/8	21 3/4	+1 7/8	+ 8.62	10	43
A Reeves Telecom	4 3/4	4 5/8	+ 1/8	+ 2.70	53	11
N Rollins	24 3/4	23 1/2	+1 1/4	+ 5.31	12	331
N San Juan Racing	16	16 3/4	- 3/4	- 4.47	21	40
N Schering-Plough	34	34 3/4	- 3/4	- 2.15	9	1,820
A Sonderling	25 3/4	25 1/2	+ 1/4	+ .98	8	28
A Tech Operations	11	11 1/4	- 1/4	- 2.22	28	14
N Times Mirror Co.	35	35 5/8	- 5/8	- 1.75	10	1,188
O Turner Broadcasting*	11	11				108
A Washington Post	24 3/4	24 1/2	+ 1/4	+ 1.02	8	393
N Wometco	24	22 5/8	+1 3/8	+ 6.07	11	206

CABLECASTING						
A Acton Corp.	11 5/8	10 5/8	+1	+ 9.41	8	28
O Ameco+						
O Athena Comm.	6 1/4	6 7/8	- 5/8	- 9.09		13
O Burnup & Sims	7 1/8	6 5/8	+ 1/2	+ 7.54		60
O Cable Info.*	6	6			30	3
O Comcast	19	19 1/4	- 1/4	- 1.29	18	31
O Entron*	5	5			5	4
N General Instrument	42 5/8	43 1/2	- 7/8	- 2.01	11	335
O Geneve Corp.	21 1/2	22	- 1/2	- 2.27	9	24
O Tele-Communications	19 1/2	19 3/4	- 1/4	- 1.26	24	207
N Teleprompter	18 1/4	17 3/4	+ 1/2	+ 2.81	24	309
O Texscan	4 3/4	5	- 1/4	- 5.00	28	3
N Time Inc.	45 5/8	45 1/4	+ 3/8	+ .82	8	1,274
O Tocom	14	13 3/4	+ 1/4	+ 1.81	30	20
O UA-Columbia Cable	29	29			13	97
O United Cable TV	35 3/4	35 1/2	+ 1/4	+ .70	25	72
N Viacom	33 1/8	33 1/8			17	125

Exchange and Company	Closing Wed. Aug. 29	Closing Wed. Aug. 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	7 3/4	6 3/4	+1	+14.81	3	24
A Cinema 5 Ltd.	4 1/2	4 5/8	- 1/8	- 2.70		3
N Columbia Pictures	24 5/8	24 3/4	- 1/8	- .50	4	240
N Disney	40 1/4	40 1/8	+ 1/8	+ .31	13	1,305
N Filmways	16 1/2	17	- 1/2	- 2.94	9	88
N Four Star*	1	1				10
N Gulf + Western	17	16 1/2	+ 1/2	+ 3.03	4	810
N MCA	45 1/2	46	- 1/2	- 1.08	8	1,060
N MGM	20	20			9	609
O Medcom	3 5/8	3 3/4	- 1/8	- 3.33	15	6
N Transamerica	19 3/4	19 3/4			6	1,303
N 20th Century-Fox	43 5/8	44 3/4	-1 1/8	- 2.51	6	339
O Video Corp. of Amer.	9 3/4	8 7/8	+ 7/8	+ 9.85	33	9
N Warner	37 7/8	37	+ 7/8	+ 2.36	8	743
A Wrather	16 3/4	16 3/8	+ 3/8	+ 2.29	45	38

SERVICE						
O BBDO Inc.	34	33 1/2	+ 1/2	+ 1.49	8	85
O Compact Video	9 3/8	9 3/4	- 3/8	- 3.84		16
N Comsat	42 7/8	43	- 1/8	- .29	10	343
O Doyle Dane Bernbach	20 1/2	20 3/4	- 1/4	- 1.20	7	54
N Foote Cone & Belding	20	20 1/2	- 1/2	- 2.43	7	52
O Grey Advertising	37	37			4	23
N Interpublic Group	30	29 3/4	+ 1/4	+ .84	6	71
O MCI Communications	6	6 3/8	- 3/8	- 5.88	75	123
A Motelab	5 3/8	5 1/2	- 1/8	- 2.27	10	8
A MPO Videotronics	6	5 1/8	+ 7/8	+17.07	6	3
O A. C. Nielsen	24	24 1/4	- 1/4	- 1.03	11	264
O Ogilvy & Mather	22 1/4	22	+ 1/4	+ 1.13	7	80
O TPC Communications	7 5/8	7 1/2	+ 1/8	+ 1.66	14	6
N J. Walter Thompson	27 3/8	26 1/2	+ 7/8	+ 3.30	6	72
N Western Union	21	20 7/8	+ 1/8	+ .59	9	318









ELECTRONICS/MANUFACTURING						
O AEL Industries	7 1/4	7 1/8	+ 1/8	+ 1.75	6	12
N Ampex	18	17 5/8	+ 3/8	+ 2.12	12	204
N Arvin Industries	14 1/8	14 1/8			4	84
O CCA Electronics*	1/8	1/8				1
A Cetec	4 7/8	5	- 1/8	- 2.50	10	2
O Cohu	4 7/8	5	- 1/8	- 2.50	16	8
N Conrac	17 3/4	17 5/8	+ 1/8	+ .70	28	36
N Eastman Kodak	57 7/8	57 5/8	+ 1/4	+ .43	10	9,340
O Farlon	12 1/4	12 3/4	- 1/2	- 3.92	11	60
N General Electric	53	54 1/4	-1 1/4	- 2.30	10	9,782
N Harris Corp.	31 5/8	31 7/8	- 1/4	- .78	14	825
O Harvel Industries	6 3/4	6 3/4			18	3
O Intl. Video Corp.*	1 1/4	1 1/4				3
O Microdyne	20 1/4	20 1/4			21	2
N M/A Com, Inc.	26 1/2	27 5/8	-1 1/8	- 4.07	34	1,498
N 3M	55	57 1/2	-2 1/2	- 4.34	11	6,406
N Motorola	48 3/4	49 3/8	- 5/8	- 1.26	12	1,391
N N. American Philips	31 1/2	30 3/4	+ 3/4	+ 2.43	6	379
N Oak Industries	30	30			21	108
O Orrox Corp.	7 1/8	6 5/8	+ 1/2	+ 7.54	10	14
N RCA	25 5/8	25 1/2	+ 1/8	+ .49	7	1,918
N Rockwell Intl.	41 5/8	41	+ 5/8	+ 1.52	6	1,465
A RSC Industries	3	3 1/8	- 1/8	- 4.00	17	7
A Scientific-Atlanta	33	32 3/4	+ 1/4	+ .76	14	89
N Sony Corp.	8 1/2	8 3/4	- 1/4	- 2.85	14	1,466
N Tektronix	56 3/8	57 5/8	-1 1/4	- 2.16	14	1,014
O Telemation	1 3/4	1 3/4			2	1
O Valtec	12 5/8	14 1/4	-1 5/8	-11.40	27	50
N Varian Associates	24 1/8	25	- 7/8	- 3.50	134	164
N Westinghouse	22 5/8	21 5/8	+1	+ 4.62	6	1,957
N Zenith	13 3/8	13 3/8			13	251

Standard & Poor's 400						
Industrial Average	121.05	120.83	+0.22			

Notes: A-American Stock Exchange, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Sheason, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. +Traded at less than 12.5 cents.

Added Attractions

In addition to its across-the-board coverage of the week's news—freshly reorganized to incorporate such "superdepartments" as *The Media, Business, Programing, Journalism, Technology* and *Law and Regulation*—BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Sep 17  In advance of the opening of the World Administrative Radio Conference (**WARC '79**), BROADCASTING will plot the positions of all the major (and a number of the minor) powers that will be jockeying for spectrum advantage in Geneva this fall.
- Oct 1  An in-depth study of **minorities in broadcasting**, featuring a guide to today's minority ownership and a report on the prospects for tomorrow's. Along with a report on progress in the management, talent and technical ranks.
- Oct 15  A status report on **children's TV programing**: its trials, its triumphs and its prospects for the future.
- Nov 12  A looking-forward report on **the next quarter century of television**—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Nov 19  Annual special report on the **state of the art in broadcast equipment**.
- Dec 3  Annual special report on broadcasting's **top 50 agencies**.
- Dec 10  After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Jan 7  Annual double issue, featuring BROADCASTING's exclusive report and analysis of the **top 100 companies in electronic communications**.

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will update this list from time to time, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

Curt Beckmann and the new news director

Contrary to the image of the radio or television station news director, Curtis Beckmann hasn't moved around very much. A native of Minnesota, the 37-year-old who takes over the reins of the Radio-Television News Directors Association this week has spent all of this decade as news director of WCCO(AM) Minneapolis. In fact, that's the only station at which Beckmann has ever worked—starting in 1965 as a summer replacement on the news staff and moving into his current position in January 1971. Ask him how he has managed to stay put in a field in which seniority often can be measured in months rather than years, and Beckmann answers with enthusiasm enough to make any WCCO publicist proud:

"This is an unusual radio station. This is a very good place to work. It's one of the greatest radio stations in the country. I think a lot of it is owed to the living conditions of the Twin Cities. It's just a very good place to be."

Beckmann first entered the doors of WCCO while still a University of Minnesota student. Writing a paper on station editorializing, Beckmann went to interview the then news director of WCCO, Jim Bormann. After the interview, Beckmann recalls, Bormann "asked me what I was doing for the summer, and if I'd like to audition for a summer replacement's job. Well, it didn't take me long to answer."

That first summer, Beckmann did a little of everything in the newsroom and was hired back the next summer. In January 1967, while still in school, Beckmann worked part time for the station and joined the staff full time upon graduation.

But Beckmann's attachment to his station and his childhood home doesn't mean that he is out of touch with what may be going on in the rest of the world. His personal interest in remaining current with modern thought and trends is likely to be carried over to his policies as the new RTNDA president. It's a pet subject of his, Beckmann explains, that broadcast journalists should devote a significant portion of their energies each year to academic work—any kind of course study.

"Broadcast news people," Beckmann says, "cannot afford not to stay in touch with what is new. My utopia for a broadcast journalist is a person who is required by his profession to earn so many credits per year of education."

That is not, Beckmann stresses, a plea for any sort of formal licensing procedure for radio and television news people. It is, however, a plea for a kind of professional accreditation, not formal, but as a means



Curtis John Beckmann—news director, WCCO(AM) Minneapolis, and president-elect of the Radio-Television News Directors Association: b. Oct. 11, 1941, Wells, Minn.; BA, journalism and political science, University of Minnesota, 1967; information specialist, Minneapolis-St. Paul Army Air Defense Command, 1962-63; editor, *Group Gazette*, 521st engineer group, U.S. Army, Mannheim, Germany (Federal Republic), 1963-65; staff news writer-reporter, WCCO, 1967-69; news editor, 1969-71; appointed to current position, January 1971; m. Karen Redman, Sept. 2, 1961; three children: Suzanne, 14; Michelle, 11, and Eric, 9.

of allowing for peer recognition. "The profession ought to demand of its members a continuing education," he says.

Although his position at WCCO requires considerably more than a routine eight hours a day, Beckmann has from time to time managed to further his own education while working. Last fall, for instance, he studied law at a local college, and for five years before that he taught a communications course. "I was forced into a learning situation," he says of the latter experience.

Beckmann's concern with seeing broadcast journalists continuing their training extends especially into one area of news directors' jobs for which he believes few have been adequately prepared. As news departments have grown in size and stature at local stations, more and more news directors have entered a realm for which few have been appropriately trained—management. "We excel as journalists," says Beckmann in describing broadcast journalism's own version of the

Peter Principle, "and then we are made managers. We may or may not have the skills to manage."

If for no other reason, that is why Beckmann is especially pleased with the new management training sessions that will be featured during this week's RTNDA convention. Those sessions will "address the specific needs of news directors and teach them skills that they probably do not have," he hopes.

The nature of the RTNDA presidency is such that the office holder inevitably must serve as the public spokesman for the members. Today, when many print as well as broadcast journalists feel that the First Amendment protections that have set them apart from other groups are in jeopardy, that role as spokesman is all the more important. But Beckmann appears far more concerned with the nuts and bolts of RTNDA membership than with the large issues of press freedom. Beckmann does not shy from the great debates, but his approach to them is less rhetorical than technical.

One such issue is broadcast coverage of courtrooms. For the next RTNDA convention, Beckmann is already making plans for a special seminar on the law—an effort to acquaint news directors with some of the intricacies of the legal world. "We have to ask ourselves really how well prepared are we to go into the court and report," he explains.

"We have to teach news directors more about energy or more about business or more about government," Beckmann says.

As a result, perhaps, of his personal emphasis on education, Beckmann maintains a mildly philosophical approach to reporting the news. Too, because his entire professional life has been spent with one station in one city, he has a firm idea of how WCCO should serve its audience of listeners—who come from a large area of the upper Midwest. "We are a regional medium, and we make news judgments accordingly," he says.

But Beckmann's philosophy of journalism goes beyond that. While teaching mass media and broadcasting at Normandale Community College in nearby Bloomington, Minn., Beckmann says he went through a number of the standard textbook definitions of news that journalism students learn. Not one seemed quite to fit, so Beckmann put several of them together and came up with one he feels just may sum up the nature of the news reporting:

"News is reports of events or opinions which are significant to a great number of people. The greatest news stories are those reports of opinions or events which are of the greatest significance to the greatest number of people."

Editorials

Early warning

The 4-to-3 division of votes on the FCC, as tested in such decisive cases as the approval of Taft's acquisition of WDC-TV Washington (BROADCASTING, Aug. 20), emphasizes the grave importance of the next appointment of a commissioner. James Quello's term expires next June 30. If he retires or fails of reappointment, Jimmy Carter could give Chairman Charles D. Ferris the fourth vote he has so far been denied and set the commission off on a spree of destructive regulation.

The solid minority, Ferris, Joseph Fogarty and Tyrone Brown, has repeatedly demonstrated an urge to dismantle broadcasting, making littles out of bigs and littlers out of littles by whatever means possible. One more vote could wreck the broadcasting structure—all, of course, in the name of public service and other good works such as dividing the wreckage among favored newcomers.

The last objective, it must be assumed, is also sought by at least some of the Hispanic interests that have been clamoring for representation on the FCC ("Closed Circuit," Aug. 6). If a Quello vacancy does occur and Carter defers to the political call of Spanish-speaking voters, he will have to choose carefully unless he wishes to assume responsibility for breaking up the American broadcasting system and to endure the outburst of public outrage that would ensue.

Broadcasters and other important people—voters all—hope that Quello will decide to stay and make a fight for reappointment. His continued presence would lend stability to an agency that could easily fall under the Ferris clique's unchallenged control with a more pliable occupant in the Quello office. Maybe that is too much to hope, considering the current instability in the White House itself. But if there is to be any hope at all, the White House must be educated to the gravity of its next choice of FCC commissioner long before that choice is made.

Nature of the beast

Considerable space is devoted in this issue to the shortening tenures that seem to be the rule among broadcast news executives these days. The job insecurity that has been widely publicized as the common lot of on-air talent is spreading beyond the studio. Upper roosts in journalism management are turning as slippery as the chairs that anchors occupy.

There is of course a reason: competition. The fierce rivalry for audience attention may be deplored by the news director who has just been done in by the latest rating book. It is, however, the salutary cause of the enormous expansion of staff, time and resources in television news and radio's diversification into various informational services.

Charles Seib, the *Washington Post's* ombudsman, noted in a recent column that the only daily journalism competition to be found now in most communities of the United States is among the broadcast stations. In the old days when newspaper competition was less the exception than the rule, somewhat similar conditions—on an infinitely lower economic scale, to be sure—obtained among newspapermen. The peripatetic reporter who moved from paper to paper and town to town 50 years ago has his counterpart among some broadcast journalists of the 1970's. Stations may be the scene of talent raids nowadays. It was rival papers that bid up the price of journalism stars in former generations.

As in any competition where rewards are high and success is

impermanent, broadcast journalism is subject to excess and abuse. The temptation to sensationalize is hard to resist when a rating gap is closing. Human sacrifices may be made unnecessarily when corporate headquarters turn querulous.

Still, the evidence suggests that journalism improves with competition, that the system contains its own corrective forces. "Happy talk" which threatened to remove most of the substance from television news on more than a few stations not many years ago is disappearing. Stations are turning to investigative reports on subjects of demonstrable consequence. The transition was forced by the audience.

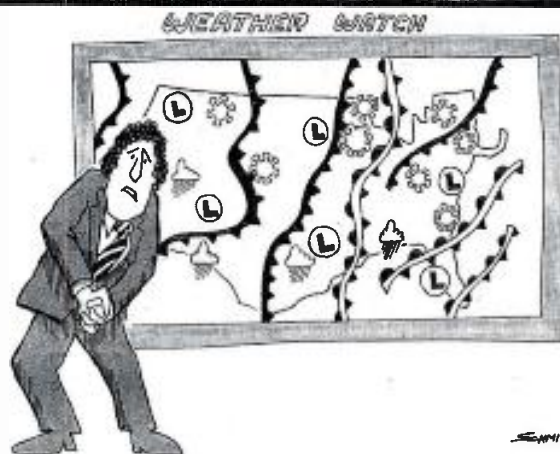
If the news director's future is less predictable than the average bank cashier's, it is because both the offices and occupants are different. The betting here is that despite the current volatility in their chosen craft, most news directors worthy of the title will survive, as the many who will be in attendance this week at the Radio-Television News Directors Association annual meeting have survived and prospered.

Worth remembering

Over almost half a century, Sydney M. Kaye, who died last week at the age of 79, contributed in varied, valuable and often fundamental ways to the well-being of broadcasters and broadcasting.

An eminent copyright authority and attorney, he was perhaps best known as a founder and for 21 years chairman of Broadcast Music Inc., which broke the monopoly that was wielded—often ruthlessly in those days—by the American Society of Composers, Authors and Publishers. He represented broadcasters in fighting down an FCC proposal to ban newspaper ownership of radio stations, and he represented them again in fighting off a union plan to impose quotas for the hiring of musicians at all broadcasting stations. (In the radio-newspaper case, incidentally, lawyers are also in his debt for establishing the right of cross-examination in FCC proceedings.) He was also adviser and unofficial counsel to the Broadcast Pioneers and its Broadcasters Foundation.

It would be most appropriate, it seems to us, for some organization—perhaps the Broadcast Pioneers, which is undergoing rejuvenation—to create an annual Sydney M. Kaye Award to honor excellence in one of the several fields that held his interest, whether broadcasting, music or communications law. Indeed, considering how much he gave, it would be inappropriate not to establish a permanent memorial.



Drawn for BROADCASTING by Jack Schmidt

"I'd rather not have to tell you this..."



Stuhrring up the past.

The Stuhr Museum of the Prairie Pioneer in Grand Island, Nebraska, is the home of scores of artifacts from Nebraska's past. And recently, it was the site of a big, old-fashioned celebration put on by KOLN-TV/KGIN-TV.

Station personalities, dressed in pioneer costumes, attracted quite a crowd and entertained them with songs and skits. It was a good day for the stations and it was a great day for the museum. Over 5,000 people passed through the gates. The museum's executive director later said the museum "wouldn't have the support that it does now" had it not been for the support of Nebraska's Fetzer stations.

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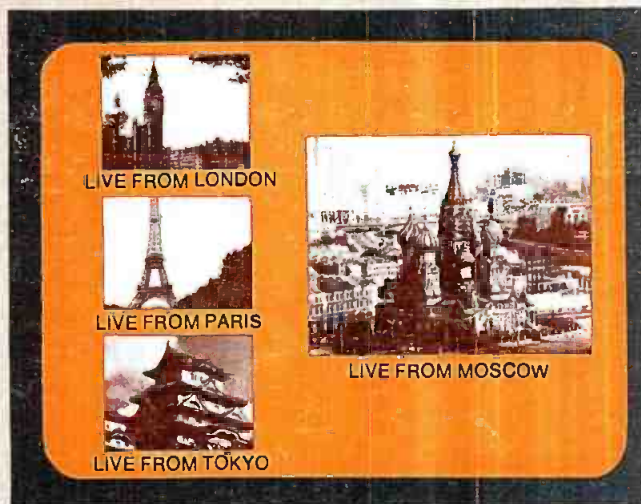
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