

July 24, 1978

# First draft of radio-TV license fees Radio '78: a special report

# Broadcasting Jul 24

The newswEEKly of broadcasting and allied arts

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NEWSPAPER

## #1 EYEWITNESS NEWS

### ARBITRON TELEVISION Top 25 PROGRAM RATINGS

MARKET: MINNEAPOLIS-ST. PAUL

SURVEY: May 3-May 30, 1978

Rank	Program	Metro Rating	Rank	Program	Metro Rating
1.	Eyewitness News (Sun.-10PM)	28	16.	Big Event (Sun.)	19
2.	Eyewitness News (Wed.-10PM)	27		Family	19
3.	Eyewitness News (Mon.-10PM)	26		Little House on the Prairie	19
4.	Eyewitness News (Thurs.-10PM)	25		M*A*S*H	19
5.	Eyewitness News (Tues.-10PM)	24	20.	Eight Is Enough	18
6.	Love Boat	23	21.	Lou Grant	17
7.	Eyewitness News (Fri.-10PM)	22	22.	All In The Family	16
	Starsky and Hutch	22		Barnaby Jones	16
9.	Laverne and Shirley	21		Barney Miller	16
	NBC Monday Night Movie	21		Carter Country	16
	Three's Company	21		Eyewitness News (Sat.-10PM)	16
13.	60 Minutes	20		How The West Was Won	16
	Charlie's Angels	20			
	Fantasy Island	20			
	Happy Days	20			

These local Arbitron "Top 25" ratings are based on data obtained from the Arbitron diary survey of this market. The Metro ratings reflect viewing in the Arbitron Television Metro area, which in most cases corresponds to Standard Metropolitan Statistical Areas as defined by the U.S. Government's Office of Management and Budget. Estimates are subject to all the conditions and limitations described in the Arbitron Television Market Report.

This Arbitron Television survey covered a multiple-week period, and the Metro ratings are estimated average percentages of the total number of television households in the Metro area which viewed a particular program at least two times during the survey period.

on the same day of the week. There are occasions when regular programs have been preempted during a survey period. In cases of preemptions, the data for the day(s) on which the preemption occurred have been deleted, and the ratings reflect the audience which viewed the regularly scheduled program only.

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**KHTV**

Houston

**KSTW-TV**

Seattle/Tacoma

**WUAB-TV**

Cleveland/Lorain

**WVUE-TV**

New Orleans

**WVTV**

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## *Professional Profiles: James B. Pidcock*

*The Jim Pidcock of 1978 was the "Johnny Dollar" in 1963 . . . morning personality of one of the Mid-west's most powerful and influential radio properties. The air name was not to last long, however: Johnny became Jim in 1965, as he assumed the station's programming reins. From there it was a successful rise through the sales side of the station's management team. And now, Jim is beginning his third year at the helm of a facility which still dominates both adult listenership and sales in America's thirty-fifth ranked metropolitan marketplace. Many managers controlling so powerful and prosperous an asset – one which enjoys a*

*sizable lead over its competitors – would be tempted to enjoy the spoils of their status without concern for the future. But Jim Pidcock realizes that the market leader is also the primary market target . . . the one others seek to emulate and, ultimately, defeat. He understands the importance of investing in the development of superior people and superior services and the utilization of information that can help identify and guard against vulnerabilities to keep his station strong. James B. Pidcock is General Manager of WTVN, Columbus, Ohio, one of the family of Taft stations . . . and a valued client.*

# The Research Group

*Perceptual Research for the Communications Industries / San Luis Obispo, California.*

# The Week in Brief

**WHO WILL PAY WHAT** □ Under the formula for fees, as proposed in the Communications Act rewrite, VHF stations would be stuck with more than 90% of the tab. That would come to \$246.9 million collectively. Amounts are said to be based on a "scarcity" factor. A computer reading shows the VHF and UHF fees in each of 100 markets. **PAGE 29.**

**STAY COOL** □ FCC Chairman Charles Ferris and Commissioner Tyrone Brown, in speeches last week, and the FCC, in a decision involving WGBH-TV indicate that the Supreme Court's "Filthy Words" decision will be as narrow as the court indicated. **PAGE 31.**

**CBS GETS OFFICIAL WORD** □ The FCC notifies the network of the short-term renewal sanction for its O&O and puts all on notice that stations will be even more vulnerable in the future for deeds of network officers. **PAGE 32.**

**MAN IN THE NEWS** □ At age 62, Bill Leonard is getting back into journalism after a detour of almost three years. The president-designate of CBS News emphasizes that he doesn't expect to be just a caretaker. **PAGE 34.**

**STATING THE ART** □ The elder half of the industry—radio—receives its annual evaluation by BROADCASTING. The special report opens on **PAGE 37**, followed by a business wrap-up on what looks to be a very good year. **PAGE 38.** Stations in the top-50 markets are ranked, and the news this year is that FM has taken over a majority of those spots. **PAGE 48.** On the engineering side, the

be charged to rate payers or to stockholders. **PAGE 74.**

**CAVEAT VENDOR** □ The FTC's Bureau of Consumer Affairs is offering PSA's to radio and TV stations. It's part of a campaign to advise the public on its rights in general and to suggest specific remedial recourses, if needed. **PAGE 75.**

**DALY LINES UP RANKS** □ The CBS Entertainment president makes final executive shifts, including the transfer of Shephard to the West Coast. **PAGE 79.**

**TALK SHOW BACKTALK** □ Complaints from a single listener about a West Palm Beach radio host leads to a temporary suspension while the station investigates, but finds no basis for anti-Jewish and anti-Zionist charges. **PAGE 79.**

**REWRITE REBOUNDS** □ At the first hearing, H.R. 13015 suffers its initial blows at the hands of six FCC commissioners **PAGE 80.** Five former commission chairmen and one-time Commissioner Johnson offer criticisms in their testimony. **PAGE 82.** Geller offers some consoling views for the architects of the rewrite. **PAGE 84.** Cable says it doesn't want emancipation from the FCC as proposed in the legislation. **PAGE 84.**

**GENEVA PRELUDE** □ Comments on positions the U.S. should take at WARC '79 are dominated by filings on UHF policy. CPB, AMST and satellite groups are among those who seek to guard their turf. **PAGE 86.**

**PROTECTING THEIR REACH** □ Public stations and religious broadcasters are in the forefront of the opposition to an FCC proposal that would bar primary FM stations from establishing or later supporting any FM translator to serve beyond the primary station's standard service area. **PAGE 87.**

**LET THEM IN** □ A *Washington Post* survey of judges and legal experts finds that the majority favors broadcast coverage of trials and appeals proceedings. **PAGE 88.**

**BEST OF BOTH WORLDS** □ Ed DiGiulio believes that while use of ENG-related equipment is increasing rapidly, film retains a major place in television news. He speaks from a position of experience and authority as president of Cinema Products Corp., one of the largest and most innovative suppliers of film cameras and related gear to television and the movies. **PAGE 113.**

## The Many Worlds of Radio 1978

interest is in AM stereo, along with the growing use of microprocessors in a variety of applications. **PAGE 56.** Finding the right format involves a number of variables. A canvass of programers turns up what's going on in their world of vying for listeners. **PAGE 82.** Capsule summaries of the major radio happenings for the past 12 months round off the report. **PAGE 70.**

**MA BELL'S TAB** □ The FCC hears debate on whether AT&T's advertising and charitable contributions should

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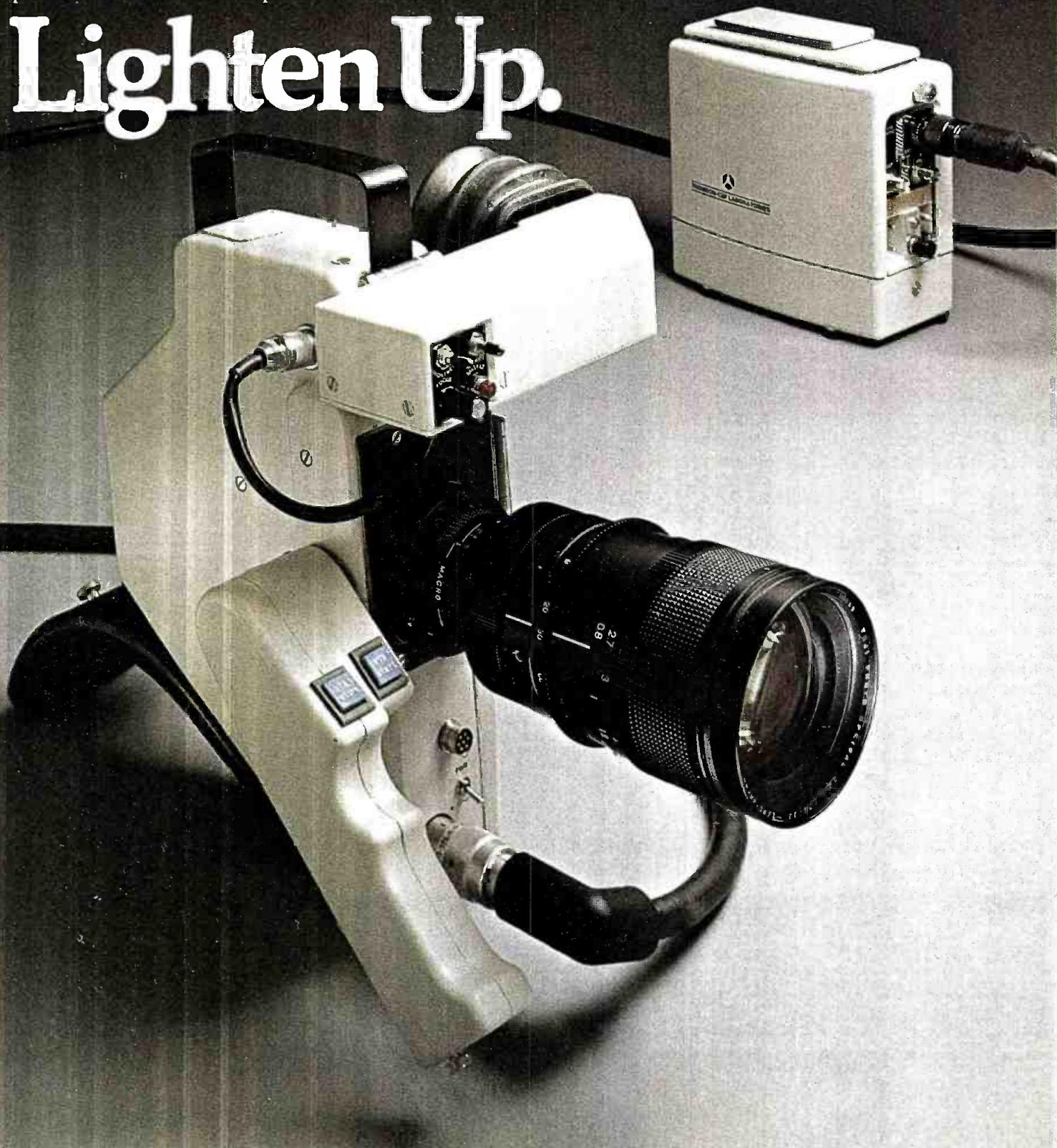
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Insider report: behind the scene, before the fact

## On guard

FCC decision in CBS "winner take all" case (story page 32) may lead to action in countless corporate board rooms. Decision explicitly puts both network and nonnetwork corporate owners of stations on notice they'll be held responsible for employees' actions. They normally are, but observers think many will now want to make doubly sure their operating people are aware of dangers involved and will take steps to see that they are.

Some network authorities say they don't see how any network or network-station executive could fail to be fully aware, after industry's regulatory problems of recent years. But others think some sort of strong reminder—if not a cram course—may be desirable, especially in large diversified companies. FCC's language was explicit: "We also remind nonnetwork multiple owners that they cannot hide behind corporate structure with regard to misrepresentations by their home-office personnel. Such misrepresentations are ultimately attributable to the individual corporate licensee."

## Pilgrimage

NBC President Fred Silverman is scheduled to begin meeting some of those folks who make life interesting for broadcasting executives, when he visits Washington week of Aug. 7. Principal purpose of visit is to work with news and station people, but while in town, he, along with David Adams, NBC vice chairman, and Peter Kenney, Washington vice president, plan to meet with as many FCC commissioners as possible.

So far, he has tentative date with FCC Chairman Charles D. Ferris on Aug. 8, before commission meeting that day. Meeting would be traditional; heads of broadcast companies normally call on FCC commissioners early in their careers.

## Indecision

Report persisted last week that Margita White, whose term as member of FCC expired June 30, may be around for balance of year. (Under FCC statute, members may serve until successor wins Senate confirmation.) Selection of female successor from field of perhaps two dozen has not been completed, and last week's report was that job is still up for grabs.

Quest is for non-Democrat woman who would be acceptable to Chairman Charles D. Ferris, who covets fourth vote to give him assured majority. Mrs. White, who served in Nixon administration at White House and who was appointed to FCC by President Ford in 1976, has practically despaired of reappointment. But informed

observers feel there is still faint hope that administration may decide to make "merit" appointment since vacancy must go to non-Democrat. Mrs. White, incidentally, was given high marks by working staff of House Communications Subcommittee for her testimony last week on H.R. 13015, proposed new communications law (see page 80).

## Aftermath

Selection of Bill Leonard to head CBS News creates vacancy in chairmanship of National Association of Broadcasters' committee to create fund for advancement of minority ownership in broadcasting. No replacements have been contemplated, but NAB joint board chairman, Donald Thurston, has stepped into breach. He already is in negotiations with television networks, has gotten "agreements in principle" with NAB minority ownership task force's objectives from CBS and ABC. Between now and September Mr. Thurston hopes to get pledges of money from all three networks. He'll announce results then.

Meantime NAB minority task force sponsored meeting in Atlanta last Thursday to discuss investment opportunities in broadcasting with black businessmen from Southeast. Meeting attracted 40-50 people. More meetings may be scheduled in other cities.

## Sidelined

Station Representatives Association, militant foe of networks in some earlier proceedings, has decided not to use FCC's newly launched network inquiry as excuse to jump on them again. Adam Young (Young Television), SRA president, has advised members to cooperate if asked for information by FCC, but association itself plans no action.

"We'd like to see a situation in which affiliates can bargain with networks on more equal terms," said Mr. Young last week, "but we're not using this inquiry as a device to attack the networks."

## Counterprogramming

Massachusetts Broadcasters Association is playing host to strange bedfellows at its convention end of September. It's planning to present distinguished service award to National Association of Broadcasters Chairman Donald Thurston at evening ceremony after luncheon address same day by National Radio Broadcasters Association President James Gabbert on subject of Communications Act rewrite. NAB's and NRBA's differences on subject of rewrite reached 180-degree stage last week (see page 29).

## Just because it's there

Advent of AM stereo just might prove to be classic example of technology ruling business. Most broadcasters gearing up for new service (see page 56) feel its primary value will be in promotion and public image: Stereo stations' salesmen will have one more ace up sleeves, while listeners are sure to be reminded their station is giving them ultimate in sound. That's why many are rushing to be first on air, despite fact that most in audience won't have stereo receivers.

Not everyone agrees, and no one knows for sure, of course, but surprising number of radio executives share view of RKO Radio president, Dwight Case, who said, "We don't think it's going to make any difference, but we're going to do it anyway."

## Bush beating

Without fanfare, Blair Television called in 50 sales and support personnel for day-long seminar in New York on ways to develop new sources of spot TV revenue. Conducted by officials of Blair's Market Development Division, seminar was set up to teach sales force how to uncover new-business prospects and go after them.

## Sticking by diversity

NBC-TV executives strongly deny any plans to turn network's prime-time schedule into string of "theme nights," wherein each night of week would be devoted exclusively to specific form (say, comedy on Monday, movies Tuesday, drama Wednesday). John Mitchell, former president of Columbia Pictures Television, now consultant to Procter & Gamble, has been airing that idea in recent weeks, but NBC source terms it "all his speculation."

## What the numbers mean

New booklet, "Understanding Ratings," is being prepared by Broadcast Rating Council for use by station salesmen, advertiser brand managers, agency trainees and anybody else that needs to know about ratings but doesn't need reams of technical and mathematical jargon. It's being written—in layman's terms—by Hugh M. Beville Jr., council's executive director, whose expertise extends back to early 1930's at NBC, where he rose to vice president in charge of planning before he took early retirement in 1968.

Booklet will probably be out in September, priced to make it self-liquidating—probably in \$1.60-\$2 range, less in bulk.

## TV only

**Continental Oil** □ Company slates 14-week buy starting in early August. Metzdorf Advertising, Houston, will arrange spots in 75 markets during fringe and news time. Target: men, 18-49.

**General Electric** □ Company prepares fourth-quarter buy beginning in early October for its various appliances. Alford Advertising, Atlanta, will handle spots in 40 markets during day, fringe and prime time. Target: total adults.

**Kinney** □ Shoe store chain schedules three-month push starting in August. Sawdon & Bess, New York, will handle spots in about 40 markets during fringe and prime time. Target: adults, 18-34.

**August Storek** □ Toffifay candy gets two-month campaign beginning in mid-September. Don Tennant, Chicago, will select spots in 75 markets during prime and fringe time. Target: adults, 18-49.

**Ft. Howard Paper** □ Consumer product division places eight-week TV buy for its Mardi Gras line beginning in mid-August. Griswold-Eshleman, Cleveland, will schedule daytime spots in 14 markets. Target: women, 25-54.

**Empire Toys** □ Toy manufacturer slates six-week push starting in early September. Advertising Media Services, New York, will seek spots in about 25 markets during children's and early fringe time. Target: children.

**Atlantic Richfield** □ Oil company highlights its Arco graphite motor oil in six

week buy beginning in late August. Needham, Harper & Steers, Los Angeles, will buy spots in 10 markets during fringe and prime time. Target: men, 18-49.

**Ryan Homes** □ Home builder prepares five-week flight starting in early September. Howard Swink Advertising, Marion, Ohio, will buy spots in 15 markets during prime, early and late fringe time. Target: adults, 18-34.

**Visine** □ Leeming-Pacquin division of Pfizer places five-week TV promotion for its Visine eye drops starting in late August. Hall & Levine, Los Angeles, will select spots in six markets during fringe time. Target: men and women, 18-49.

**Johnson & Johnson** □ Pharmaceutical group prepares five-week TV drive for its OB tampons starting in late August. Advantage Associates, New York, will arrange spots in 44 markets during late fringe time. Target: women, 12-34.

**Polaroid** □ Camera and film firm plans five-week spot-TV flight for its One-Step camera starting in late July. Doyle Dane Bernbach, New York, will handle spots in about 80 markets during prime and fringe time. Target: total adults.

**Colombo** □ Yogurt gets five-week campaign beginning in early August. Quinn & Johnson, Boston, will seek spots in four markets during day, fringe and prime time. Target: women, 18-49.

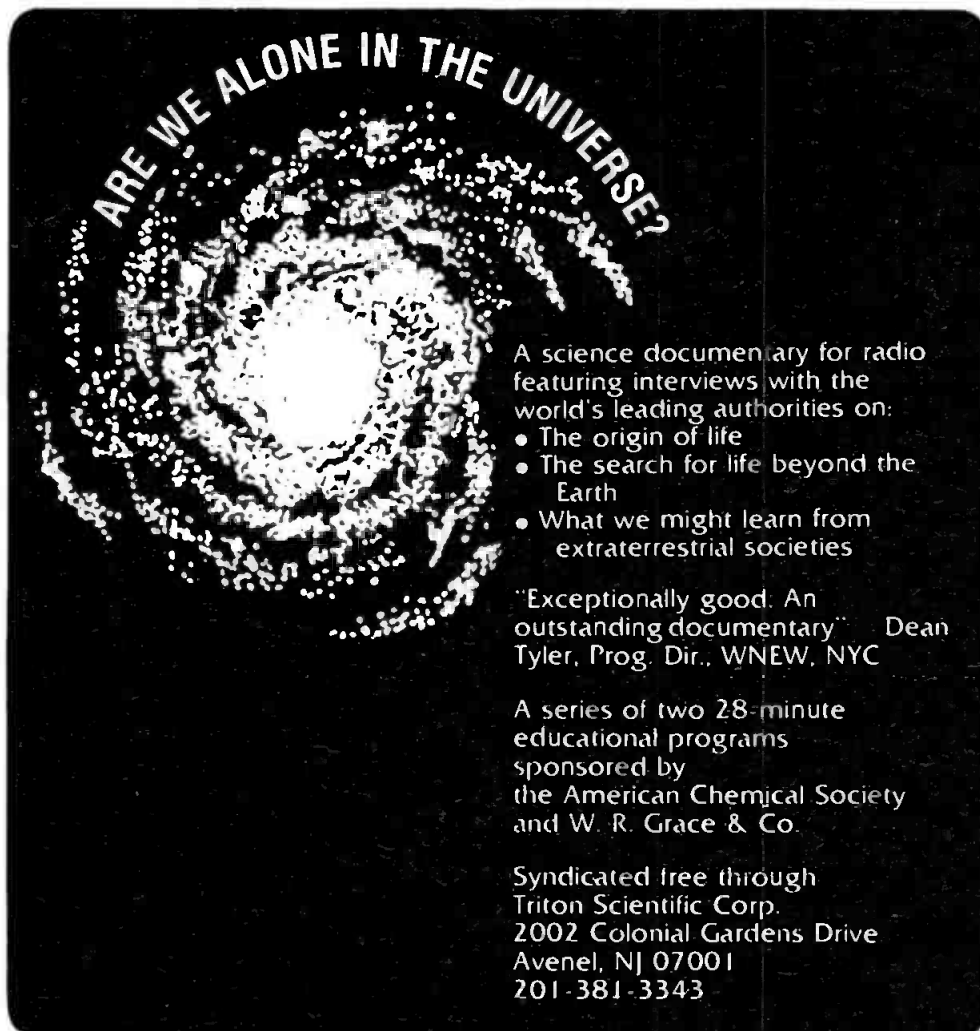
**Lea & Perrins** □ Company places four-week test for its Worcestershire sauce beginning in late August. Cunningham & Walsh, New York, will schedule spots in four markets during day, fringe and prime time. Target: men and women, 18-49.

**Sego** □ Division of Pet Inc. features its Sego diet food in four-week promotion starting in mid-August. The Haworth Group, Edina, Minn., will handle spots in 25 markets during fringe and daytime. Target: total women.

**Block** □ Drug group features its Nytol product in four-week campaign beginning in late August. BBDO, New York, will place spots in nine markets during day and fringe time. Target: adults, 50 and over.

**H.J. Heinz** □ Food products group arranges four-week flight for its 57 sauce beginning in late August. Ketchum, MacLeod & Grove, Pittsburgh, will select spots in 55 markets during early fringe time. Target: women, 18-49.

**Arby's** □ Food franchise service features



ARE WE ALONE IN THE UNIVERSE?

A science documentary for radio featuring interviews with the world's leading authorities on:

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- What we might learn from extraterrestrial societies

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When three young vandals set fire to and destroyed four rural Georgia churches, the congregations faced a bleak future — little or no money and no place to worship. Friendly 750-WSB Radio answered the call for help. Frequent appeals on WSB, including dozens of editorials and commentaries, brought in some \$100,000 in nationwide donations and made possible the rebuilding of all four churches. When Georgians need a friend, they turn to 750, WSB Radio, Atlanta.

# WSB

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# Radio 750

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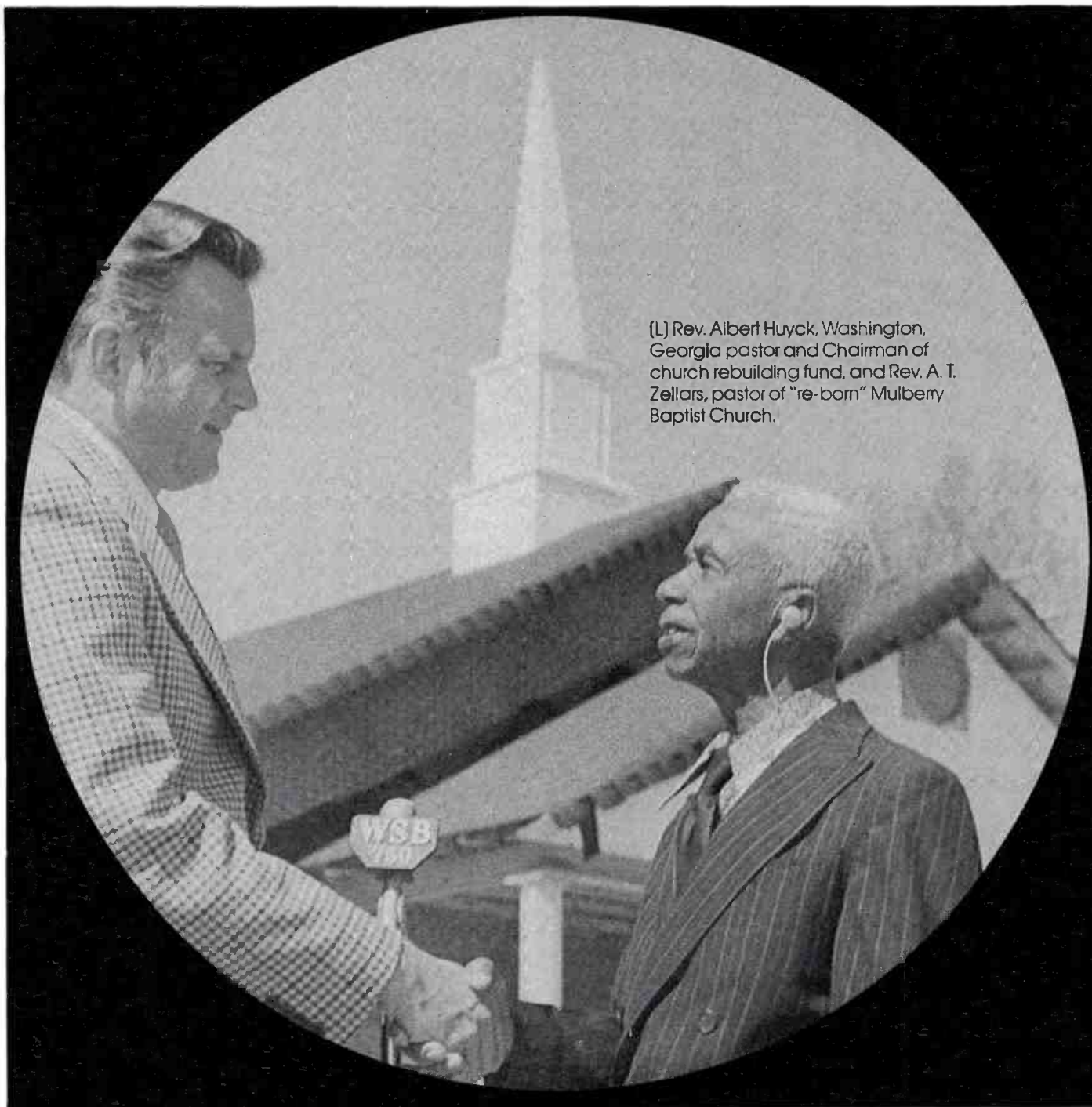
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San Francisco-  
Oakland

WIOD, WAIA-FM  
Miami

KFI, KOST-FM  
Los Angeles

WLIF-FM  
Baltimore

WWSH-FM  
Philadelphia



(L) Rev. Albert Huyck, Washington, Georgia pastor and Chairman of church rebuilding fund, and Rev. A. T. Zellars, pastor of "re-born" Mulberry Baptist Church.

its roast beef sandwiches in one-month drive starting this week. Tucker Wayne & Co., Atlanta, will select spots in at least eight markets during late fringe time. Target: adults, 18-49.

**S.C. Johnson & Son** □ Company launches one-month push for its Raid roach tapes beginning in early August. Foote, Cone & Belding, Chicago, will place spots in 78 markets during day and fringe time. Target: women, 25-54.

**Tandy** □ Company features its color tile in three-week promotion beginning this week. Mart Advertising, Fort Worth, will place spots in 45 markets during daytime. Target: women and men, 25-49.

**Gillette** □ Company slates two-week push for its Dry Idea deodorant, starting in early September. Grey-North, Chicago, will seek spots in 25 markets during early fringe time. Target: women, 18-49.

**Tennington** □ Bakery products firm places two-week push beginning in early September. Kenrick Advertising, St. Louis, will seek spots in five markets during day, fringe and prime time. Target: women, 25-54.

**La Choy** □ Division of Beatrice Foods highlights its La Choy frozen foods in one-week drive beginning in early August. Post-Keyes-Gardner, Chicago, will buy spots in about 50 markets during day, fringe and prime time. Target: women, 25-49.

**Dollar General Stores** □ Store chain slates one-week back-to-school promotion this week. Buntin Advertising, Nashville, will buy spots in 36 markets in day, fringe and prime time. Target: women, 25-49.

**Walt Disney Productions** □ Film company plans one-week push for its film, "Cat From Outer Space" starting this week. Robert E. Johnson Advertising, Kansas City, Mo., will select spots in seven markets during fringe, prime and late news time. Target: children, 6-11.

## BAR reports television-network sales as of July 2

ABC \$709,084,900 (36.3%) □ CBS \$649,461,200 (33.3%) □ NBC \$592,605,800 (30.4%)

Day parts	Total minutes week ended July 2	Total dollars week ended July 2	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	119	\$ 804,500	3,851	\$ 27,909,100	\$ 24,526,100	+13.8
Monday-Friday 10 a.m.-6 p.m.	1,000	15,078,000	26,416	425,549,700	386,938,400	+10.0
Saturday-Sunday Sign-on-6 p.m.	262	4,425,900	8,337	215,279,000	199,637,200	+7.8
Monday-Saturday 6 p.m.-7:30 p.m.	104	3,484,500	2,652	110,926,300	100,111,700	+10.8
Sunday 6 p.m.-7:30 p.m.	18	773,700	555	32,766,000	28,849,900	+13.6
Monday-Sunday 7:30 p.m.-11 p.m.	411	30,854,100	10,837	1,014,596,900	907,513,100	+11.8
Monday-Sunday 11 p.m.-Sign-off	239	5,205,900	5,697	124,124,900	118,642,800	+4.6
<b>Total</b>	<b>2,153</b>	<b>\$60,626,600</b>	<b>58,345</b>	<b>\$1,951,151,900</b>	<b>\$1,766,219,200</b>	<b>+10.5</b>

Source: Broadcast Advertisers Reports

### Radio only

**Celebrity Foods** □ Division of Atlanta Corp. features its Celebrity canned hams in four-week drive starting in mid-August. Norman Roberts, Philadelphia, will seek spots in four markets including Los Angeles and Seattle. Target: women, 25-54.

**Bank of America** □ Bank schedules four week buy beginning this week. Grey Advertising, San Francisco, will arrange spots in four markets including Los Angeles. Target: adults, 18-24, and teenagers.

**Magic Mountain** □ Tea company arranges four-week test starting this week for its iced tea. Ellie Nelson Media, San Francisco, will schedule spots targeted to women, 25-49.

**N.Y. State Department of Commerce** □ State agency places four-week

promotion beginning late this month. Wells, Rich, Greene, New York, will handle spots in about 15 markets including Boston, Cleveland and Washington. Target: adults, 25-54.

**New England Telephone** □ Telephone company arranges three-month campaign starting this week. Cabot Advertising, Boston, will schedule spots in five markets, targeted to adults, 25 and over.

**Radio Shack** □ Stereo and electronic equipment company plans one-week drive beginning in early August. Central Advertising, Fort Worth, will seek spots in about 10 markets during fringe, prime and sports time. Target: men, 18-34.

**Hit or Miss** □ Women's fashion stores schedule one-week campaign beginning in early August. Ingalls, Boston, will arrange spots in about 12 markets including Detroit, Philadelphia and New York. Target: women, 18-34.

**Kinney** □ Shoe-store chain sponsors *An Evening with Carly Simon* on KNX(FM) Los Angeles, Thursday, July 27 (8-9 p.m.) through Sawdon & Bess. Ms. Simon will give her first in-depth interview in over four years.

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### Radio-TV

**Dannon** □ Yogurt launches six to eight week radio and TV campaigns beginning in early September. Marsteller, New York, will schedule spots in at least 25 markets including Baltimore, Nashville and St. Louis. Target: adults, 18-49.

**Friendly's** □ Ice cream corporation slates four-week radio and TV buy starting late this month. Quinn & Johnson, Boston, will buy spots in five TV markets and eight radio markets. Target: adults, 18-49.



An observation from CBS Radio...

# IT'S FASHIONABLE FOR THE NATIONAL ADVERTISER TO BUY RADIO

It was only two or three years ago that the National Advertiser was really under-utilizing radio as an advertising medium.

Maybe it was because it was too much trouble to buy—maybe because creative people would rather work on TV commercials—maybe because (strangely enough) it cost too *little*.

None of these things has anything to do with the effectiveness of radio as an advertising medium for the advertiser. We've always known that radio works—really works. The retailer certainly knows it. More than 70% of all radio advertising comes from retailers, and they are the toughest, the most demanding of all advertisers in terms of results. And they've got the best rating service of all—the cash register at the end of the day.

As far as National Advertisers are concerned, something has happened of late. They're buying more and more radio.

Maybe it was because of escalating prices in television and print that advertisers felt that they had to find a viable alternative. Or maybe it was just because they felt that in their own interest they should make greater use of the most efficient and effective advertising medium there is.

In any event, those of us in radio thank those advertisers who have been with us for a long time, and who are now increasing their radio budgets.

And we welcome those who have decided, for whatever good reason, to get into radio.

Join the retailers. Go over to your cash registers and smile.

**CBS RADIO** 

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

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

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

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

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

## **The “cart” is really a workhorse.**

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

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

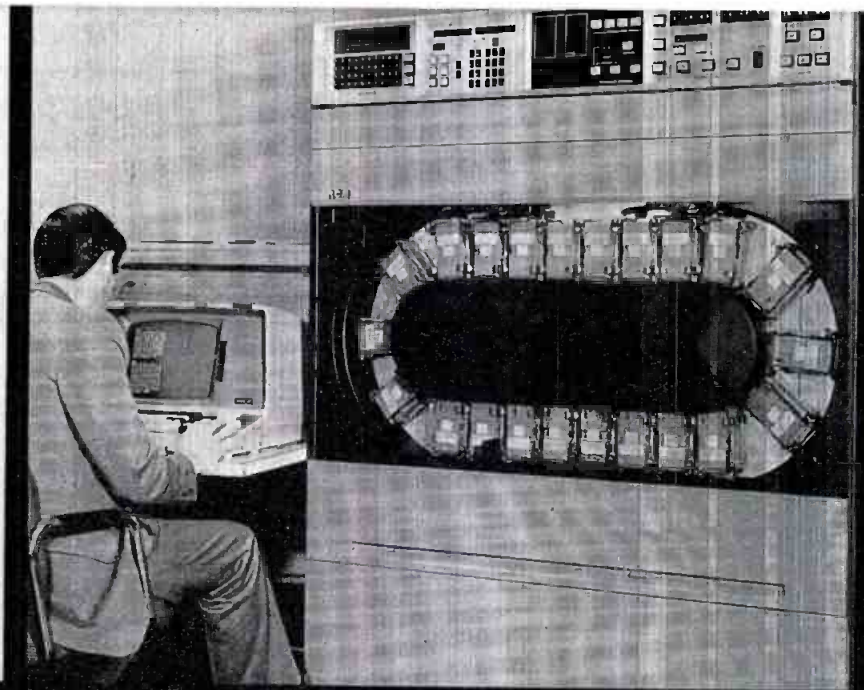
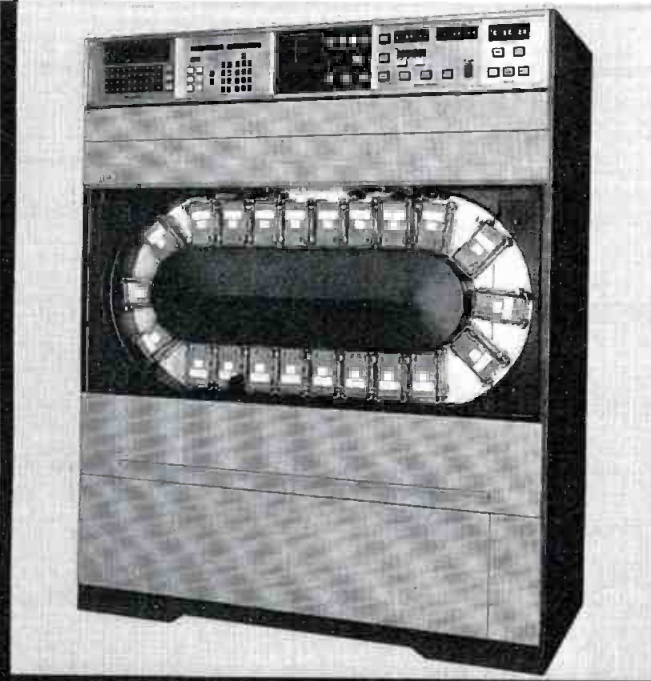
## **More video freedom equipment. Only from RCA.**

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# **RCA**





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



■ indicates new or revised listing

## This week

**July 16-28**—Eleventh management development seminar sponsored by *National Association of Broadcasters*. Harvard Business School, Boston. Information: Ron Irion, director of broadcast management, NAB, Washington.

**July 30-Aug. 5**—Communications Center 1978, seminars and workshops sponsored by *American Baptist Churches, USA; Baptist Convention of Ontario and Quebec*, and *Christian Church (Disciples of Christ)*. Keynoters will include Dr. George Gerbner, Annenberg School of Communications of the University of Pennsylvania, and Marshall McLuhan of the University of Toronto. Erindale College of the University of Toronto, Mississauga, Ont.

## Also in July

**July 31**—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Hilton Airport Inn, Indianapolis.

## August

**Aug. 1-4**—Series of two day seminars by *Communications Institute of Boulder* to provide executives and management with understanding of expanding technological horizons of telecommunications and

tele/information systems. Stanley Sheraton hotel Estes Park, Colo. Information: CJB, P.O. Box 1773, Boulder, Colo. 80306; (303) 499-5059.

**Aug. 3**—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Sheraton Inn, Airport, Atlanta.

**Aug. 3**—*American Bar Association* commission on advertising's public hearing on legal and professional advertising. Americana hotel, New York.

**Aug. 3-9**—*American Bar Association* annual convention Hilton hotel, New York.

**Aug. 4-5**—*Tennessee Associated Press Broadcasters Association* annual convention. Mountainview hotel/motor lodge, Gallatinburg, Tenn.

**Aug. 4-6**—Minicourse for working journalists, presented by the journalism department at *Florida A&M University* in conjunction with *Florida Association of Broadcasters* and *United Press International*. Tallahassee, Fla.

**Aug. 4-7**—Second annual radio seminar on "Another Perspective: Alternative in Radio Journalism and Creative Culture." *Antioch College*, Yellow Springs, Ohio. Information: Sherick Novick, (513) 864-2022.

■ **Aug. 6-8**—*South Carolina Broadcasters Association* summer convention. Myrtle Beach Hilton Inn, Myrtle Beach S.C.

**Aug. 7**—Deadline for filing comments in FCC proposed rulemaking on multiple ownership of TV's (BC Docket 78-101). Replies are due Sept. 5.

**Aug. 9**—Deadline for comments, on FCC's inquiry on procedures for ex parte communications in informal rulemakings. Reply comments are due Aug. 23. FCC, Washington.

**Aug. 10-11**—*Arkansas Broadcasters Association* summer convention. Inn of the Ozarks Motel and Convention Center, Eureka Springs, Ark.

**Aug. 10-13**—*National Federation of Community Broadcasters* national conference (for community-licensed radio stations). University of Cincinnati, Cincinnati. Information: Nan Rubin, (202) 232-0404.

**Aug. 14-15**—*National Cable Television Association* board meeting. Sun Valley, Idaho.

■ **Aug. 15**—Deadline for comments on FCC inquiry to determine eligibility for educational station licenses (BC Docket 78-164). Replies are due Sept. 9. FCC, Washington.

**Aug. 17-20**—*Idaho State Broadcasters Association* summer convention. Northshore, Coeur d'Alene, Idaho.

**Aug. 18**—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Mo.

**Aug. 18**—*Missouri Public Radio Association* summer meeting. Rhodeway Inn, St. Louis.

**Aug. 20-23**—*National Association of Broadcasters* radio programing conference. Hyatt Regency hotel, Chicago.

**Aug. 23**—*Tennessee Association of Broadcasters* regional license renewal seminar. Hilton Airport Inn, Nashville.

**Aug. 24-25**—Third annual Chicano Film Festival, project of *Centre Video of Oblate College of the Southwest*. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

**Aug. 24-27**—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs, W.Va.

**Aug. 25-26**—Joint meeting of *Radio Television News Directors Association region two* and *UPI Broadcasters*. Biltmore, Santa Barbara, Calif.

**Aug. 25-27**—National conference on public access cable television, sponsored by *Community Video Center of San Diego*. El Cortez hotel, San Diego. Infor-

mation: Brian Owens, 520 E Street, Suite 901. San Diego, 92101; (714) 239-3393.

**Aug. 27-29**—*Illinois Broadcasters Association* annual convention. Continental Regency hotel, Peoria, Ill.

■ **Aug. 29**—Deadline for comments on FCC proposed change of radio/TV station annual report and EEO rules to include the handicapped (Docket 21474). Replies are due Sept. 13. FCC, Washington.

## September

**Sept. 5**—New deadline for comments in FCC inquiry into fairness doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 6.

**Sept. 6-8**—*National Association of Broadcasters* seminar on labor relations. Wisconsin Center, University of Wisconsin, Madison.

**Sept. 6-10**—National conference of *Information Film Producers of America*. Manor Vail Lodge, Vail, Colo.

■ **Sept. 8-9**—*South Dakota Broadcasters Association* 12th annual Broadcasters Day. South Dakota State University campus and Staurolite Inn, Brookings, S.D.

**Sept. 10-12**—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

**Sept. 10-12**—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Kearney, Neb.

**Sept. 12-14**—Wescon/78 electronics show and convention. Convention Center, Los Angeles.

**Sept. 13-15**—*National Association of Broadcasters* executive forum. Sheraton Convention Center, Reston, Va.

**Sept. 13-16**—*Michigan Association of Broadcasters* meeting. Hidden Valley, Mich.

**Sept. 14-17**—*Federal Communications Bar Association's* annual seminar. Homestead, Hot Springs, Va.

**Sept. 15**—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by *UNDA-USA*, Catholic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114; (216) 579-1633.

■ **Sept. 15**—Deadline for comments on question of whether FCC should reimburse expenses to enable a broader range of views to be presented at FCC rulemaking proceedings (Docket 78-205). Replies are due Oct. 15. FCC, Washington.

**Sept. 15-16**—Annual meeting of *Public Radio in Mid America*. WHA(AM) Madison, Wis., will be host station. Wisconsin campus, Madison.

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

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

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

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

**Sept. 20-22**—*New Hampshire Association of Broadcasters* annual convention. Sheraton Wayfare, Bedford, N.H.

**Sept. 20-22**—*Radio Television News Directors As-*

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WHO  
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AZ, Flagstaff	KEOS	MI, Battle Creek	WWKQ	PA, Wilkes Barre	WBRE-FM
AZ, Kingman	KAAA	MI, Grand Rapids	WMAX	PA, Williamsport	WWPA
AZ, Phoenix	KRUJ	MI, Hastings	WBCH-FM	RI, Providence	WEAN
AZ, Tucson	KUAT	MN, Austin	KAUS	SC, Kingstree	WKSP
AZ, Tucson	KUAT-FM	MN, Austin	KAUS-FM	SD, Aberdeen	KABR
CA, Arcata	KXGO-FM	MN, Minneapolis	KDAN	SD, Mitchell	KORN
CA, Bakersfield	KGEE	MN, Rochester	KWEB	TN, Jackson	WDXI
CA, Brawley	KROP	MN, Waseca	KOWO	TN, Knoxville	WKY
CA, Chico	KVGS-FM	MO, Cape Girardeau	KGMO	TN, Nashville	WMAK
CA, Fresno	KVPR-FM	MO, Cape Girardeau	KGMO-FM	TX, Brenham	KTTX
CA, Palm Desert	KGUY	MO, Greenfield	KRFG-FM	TX, Corpus Christi	KNCN-FM
CA, Riverside	KPRO	MO, Kansas City	KBEA	TX, El Paso	KTSM
CA, Santa Rosa	KPLS	MO, Rola	KTRR	TX, Fort Worth	KFJZ
CA, Sonora	KVML	MS, Corinth	WADI-FM	TX, Houston	KEYH
CA, Sonora	KROG-FM	MS, Greenville	WDDT	TX, Victoria	KTXN-FM
CA, Ventura	KVSN	MS, Tyertown	WTYL	TX, Vidor	K106-FM
CA, Ventura	KHAY-FM	MS, Tyertown	WTYL-FM	UT, Salt Lake City	KWMS
CA, Yreka	KSYC	NC, Charlotte	WFAE-FM	UT, St. George	KDXU
CO, Breckenridge	KLGT-FM	NC, Fayetteville	WFNC	UT, St. George	KDXU-FM
CO, Crested Butte	CBC-FM	NB, Grand Island	KMMJ	VA, Bluefield	WBDY-FM
CO, Denver (Aurora)	KOSI	ND, Fargo	WDAY	VA, Charlottesville	WQMC-FM
CO, Pagosa Springs	KPAG	NH, Berlin	WBRL	VA, Lexington	WREL
CT, Groton	WSUB	NH, Hanover	WDCR	VA, Lynchburg	WBRG
CT, Groton	WSUB-FM	NH, Hanover	WFRD-FM	VA, Waynesboro	WANV
CT, Middletown	WCNX	NH, Manchester	WGIR	VT, Brattleboro	WKVT
CT, Stamford	WSTC	NJ, Dover	WRAN	VT, Montpelier	WNCS-FM
CT, Waterbury	WWCO	NM, Albuquerque	KZIA	VT, Stowe	WRFB-FM
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FL, Jacksonville	WEXI	NM, Las Cruces	KOPE-FM	WA, Tacoma	KTNT
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FL, Sebring	WJCM	NV, Albany	WABY	WI, Kenosha	WGTQ-FM
FL, West Palm Beach	WFRN-FM	NV, Bath	WVIN	WI, La Crosse	WIZM
GA, Atlanta	WGST	NV, Buffalo	WEBR	WI, La Crosse	WIZM-FM
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HI, Hilo	KIPA	NY, Ellenville	WELV	WI, Oshkosh	WYTL
HI, Honolulu	KHYH	NY, Ellenville	WELV-FM	WI, Oshkosh	WOSH-FM
HI, Honolulu (Waipahu)	KULA-FM	NY, Geneva	WECO-FM	WV, Wheeling	WNEU
HI, Kealahou	KKON	NY, Hammondsport	WVFN-FM	WY, Casper	KTWO
IA, Clarinda	KSMI	NY, Hornell	WLEA		
IA, Des Moines	KLYF-FM	NY, Hyde Park	WHPN	CANADA	
IA, Des Moines	WHO	NY, Hyde Park	WHVS-FM	ALTA, Calgary	CKUA-FM 1
ID, Boise	KYME	NY, Little Falls-Herk.	WLFH	ALTA, Calgary	CKO-FM 1
ID, Boise	KBBK-FM	NY, Lake Placid-Sar.Lk.	WIRD	ALTA, Edmonton	CKUA
ID, Idaho Falls	KID-FM	NY, Massena	WYBG	ALTA, Edmonton	CKUA-FM
IL, Charleston	WEIC	NY, Middletown	WALL-FM	ALTA, Edmonton	CKO-FM
IL, Charleston	WEIC-FM	NY, Monticello	WSUL-FM	ALTA, Grand Prairie	CKUA-FM5
IL, Chicago	WIND	NY, Olean	WMNS	ALTA, Lethbridge	CKUA-FM 2
IL, Danville	WDAN	NY, Platts.-Burl.	WKDR	ALTA, Medicine Hat	CKUA-FM 3
IL, McLeansboro	WMCL	NY, Rochester	WRCC	ALTA, Peace River	CKUA-FM 4
IL, Mount Vernon	WMIX	NY, Ticonderoga	WIPS	BC, Vancouver	CKO-FM
IL, Mount Vernon	WMIX-FM	OH, Bowling Green	WKIQ-FM	DNT, London	CKO-FM
IL, Sterling	WSDR	OH, Bucyrus	WBCO	DNT, Ottawa	CKO-FM
IN, Michigan City	WMCB-FM	OH, Bucyrus	WBCO-FM	DNT, Toronto	CKO-FM
IN, Rensselaer	WJCK-FM	OH, Cleveland	WCLV-FM	PQ, Montreal (Pt Claire)	CKO-FM
KS, Emporia	KLRF-FM	OH, Columbus	WMNI		
KS, Wichita	KFH	OH, Columbus	WMNI-FM	AUSTRALIA	
KY, Fort Knox	WSAC-FM	OH, Lima	WCIT	Melbourne	3UZ
KY, Mayfield	WYMC	OH, Marietta	WLSR-FM	Perth	6IX
LA, Leesville	KVYP-FM	OH, Marietta	WMOA		
LA, New Orleans	WTUL-FM	OH, Marietta	WMOA-FM	MARIANA ISLANDS	
MA, Boston	WEEI	OH, Middletown	WPFB	Saipan	WSZE
MA, Fitchburg	WFGL	OH, Middletown	WPFB-FM	Saipan	WSZE-FM
MA, Orleans	WVLC	OH, Newark	WCLT		
MA, Orleans	WLOM-FM	OH, Portsmouth	WPAY	NEW ZEALAND	
MA, West Springfield	WNUS	OH, Portsmouth	WPAY-FM	Whakatane	1XX
ME, Bangor	WGUY	OH, Youngstown	WBBW		
ME, Brunswick	WBOR-FM	OR, Portland	KYXI	VIRGIN ISLANDS	
ME, Dover-Foxcroft	WDME	PA, Kittanning	WACB	Frederiksted	WVIS-FM
ME, Norway	WOXC-FM	PA, Lancaster	WDDL		
ME, Presque Isle	WEGP	PA, Latrobe	WRTA		
ME, South Paris	WXIV	PA, Philadelphia	WCAU		



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Program director, Bob Gifford, of WHO and KLYF-FM in Des Moines notes that the Monitor's Radio News Service is "... an outstanding service offering good material, on-time service, and very professional moderators. [It] complements our newscasts."

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## Major meetings

**Aug. 20-23**—National Association of Broadcasters radio programming conference. Hyatt Regency hotel, Chicago.

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

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

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

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

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

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

**Nov. 15-18**—National convention of Society of

Professional Journalists, Sigma Delta Chi. Hyatt House, Birmingham, Ala.

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

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

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

**May 20-23, 1979**—National Cable Television Association annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

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

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

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

sociation international conference. Atlanta Hilton hotel, Atlanta.

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

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

**Sept. 22-24**—American Radio Relay League's 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

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

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

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

**Sept. 25-27**—Council of Better Business Bureaus annual assembly. St. Francis hotel, San Francisco.

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

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

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

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

**Sept. 29**—Radio Television News Directors Association region 10 meeting. Western Kentucky State University, Bowling Green, Ky.

## October

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

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

■ **Oct. 2**—Deadline for comments on FCC inquiry into fundraising for educational broadcasting stations (Docket 21136). Replies are due Nov. 1. FCC Washington.

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

**Oct. 4-5**—Ohio Association of Broadcasters license-renewal workshop and fall convention. Marriott East, Columbus, Ohio.

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

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

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

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

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

**Oct. 12-15**—Annual national meeting of Women In Communications Inc. Detroit Plaza hotel, Detroit.

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

**Oct. 15**—North Carolina Association of Broad-



# RALEIGH-DURHAM'S COMMUNITY ACTION STATIONS CHOOSE BLAIR RADIO FOR NATIONAL ACTION

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After working with us as representative for its WGLD and WOKX in the Greensboro/High Point/Winston-Salem market, Mann Media knew it wanted Blair on the job in Raleigh-Durham, too.

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casters meeting. Radisson Plaza hotel, Charlotte, N.C.

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

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

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

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

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

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

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

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

**Oct. 27-29**—Convention of *San Francisco chapter of Society of Broadcast Engineers*. LeBaron hotel, San Francisco.

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

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

## November

**Nov. 3-4**—Fifth annual advertising conference of Wisconsin. Sponsored by *state ad clubs, Wisconsin Newspaper Advertising Executives Association* and *University of Wisconsin-Extension*. Wisconsin Center, Madison.

**Nov. 3-5**—Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by *Loyola's radio stations and communications art department*. New Marriott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

**Nov. 6**—*Federal Trade Commission* hearing on children's advertising. San Francisco.

**Nov. 8**—*National Association of Broadcasters* radio code board meeting. New Orleans.

■ **Nov. 9-10**—*National Association of Broadcasters* fall conference. Fairmont hotel, New Orleans.

**Nov. 9-12**—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

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

**Nov. 15**—Deadline for comments on FCC's proposed extension of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15. FCC, Washington.

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

**Nov. 20**—*Federal Trade Commission* hearing on children's advertising. Washington.

**Nov. 26-30**—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

**Nov. 29-30**—Western conference of *Advertising Research Foundation*, Hyatt Regency, Los Angeles.

**Nov. 30**—Presentation of annual Gabriel Awards of *UNDA-USA*. Bahi a Mar, South Padre Island, Tex.

## December

**Dec. 4-5**—*National Cable Television Association* board meeting. Anaheim, Calif.

**Dec. 6-8**—Western Cable Television Show. Disneyland hotel, Anaheim, Calif.

**Dec. 12-14**—*Midcon/78* electronics show and exhibit. Dallas Convention Center, Dallas.

## January 1979

■ **Jan. 2**—Deadline for comments on FCC inquiry on engineering standards for educational broadcasting stations (Docket 20735). Replies are due Feb. 15. FCC, Washington.

**Jan. 5-8**—International Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center, Las Vegas.

■ **Jan. 12-13**—*Utah Broadcasters Association* convention. Park City Hilton, Park City, Utah.

**Jan. 14-21**—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

**Jan. 17-19**—First U.S./African Telecommunications Conference, sponsored by the *Electronic Industries Association's communications division*. Nairobi, Kenya.

**Jan. 19-20**—*Florida Association of Broadcasters* midwinter conference. Holiday Inn, Tampa International Airport, Tampa, Fla.

**Jan. 21-24**—*National Religious Broadcasters* 36th annual convention. Washington Hilton hotel, Washington.

■ **Jan. 23-25**—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

## February 1979

■ **Feb. 2-4**—*Florida Association of Broadcasters* midwinter conference. Holiday Inn, Hotel and Convention Center, Tampa, Fla., Airport.

## March 1979

**March 9-14**—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas.

**March 25-28**—*National Association of Broadcasters* annual convention. Dallas.

## April 1979

**April 2-5**—*Electronic Industries Association* spring conference. Shoreham Americana hotel, Washington.

**April 3**—*Advertising Research Foundation* public affairs conference. Washington.

■ **April 7**—Great Lakes Radio Conference of *Central Michigan University chapter of Alpha Epsilon Rho* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

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

■ **April 22-23**—Broadcasting Day of *University of Florida and Florida Association of Broadcasters*. Gainesville, Fla.

## May 1979

**May 7-10**—*Southern Educational Communications Association* conference. Lexington, Ky.

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

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

## June 1979

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

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

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

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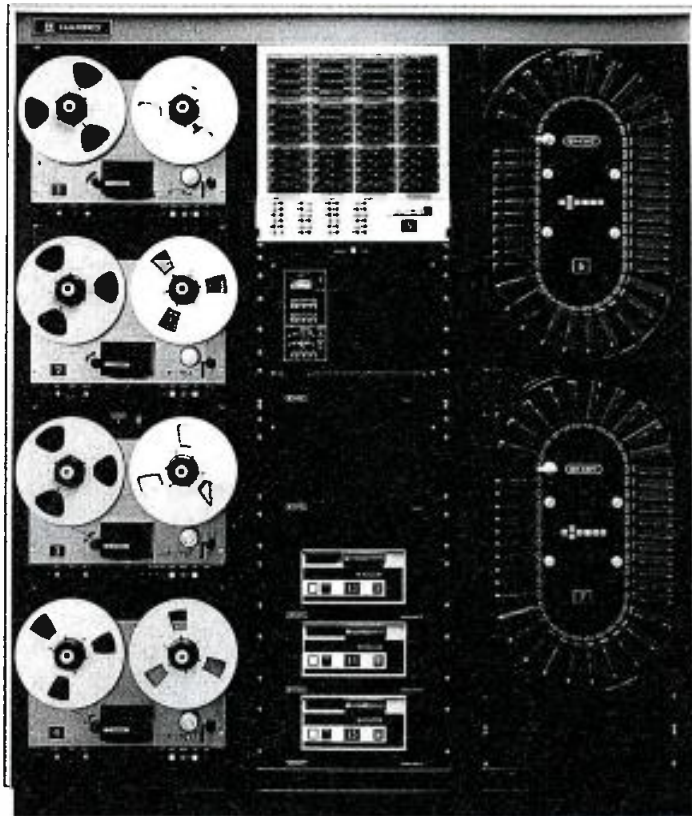
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WTAD-AM	WPDR-FM	WGIR-FM
WQFL-FM	KOVE-AM	KBOI-FM
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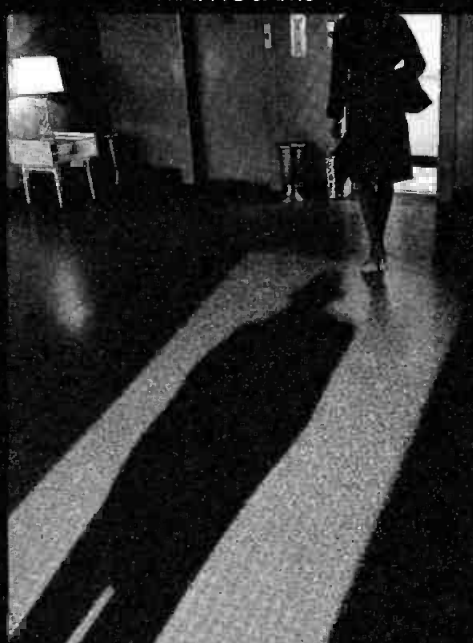
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Since those early days we've been doing just that. Responding to community needs. Bringing to light problems that impair the quality of life for their citizens.

Sure Prohibition is gone, but today teenage alcoholism is rampant. Sure the mob killings are now fewer, but organized crime is more virulent. Sure breadlines have disappeared, but the poverty of many of our senior citizens is equally horrifying.

The most satisfying part is that when you're a good neighbor, everybody benefits. Experience has shown that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

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STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJKW-TV Cleveland  
WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo  
WLAK Chicago/KTNQ and KGBS Los Angeles  
WGBS and WLYF Miami/WHN New York/WSPD Toledo

## The top 100

EDITOR: Just a note to congratulate you on the "Top 100" companies in electronic communications [BROADCASTING, June 26]. I think this is a great idea and should be continued from year to year. It is very helpful in trying to see where a company like ours fits into the picture.—*Karl Eller, president, Combined Communications Corp., Phoenix.*

EDITOR: It is indeed an ambitious project and serves a basic need in bringing the total industry into sharper focus. I trust the series receives the attention it merits and I am looking forward to Year Two.—*E. H. Griffiths, president and chief executive officer, RCA, New York.*

EDITOR: A very worthy annual feature as I know of no other that pulls the companies involved in this industry together in one place and gives so much detailed information about each. Congratulations.—*Jack Wrather, president, Wrather Corp., Beverly Hills, Calif.*

EDITOR: My only comment on the June 26 issue of BROADCASTING: Absolutely terrific. Again, BROADCASTING leads the way in its field.—*Jack Kent Cooke, chairman and chief executive officer, Teleprompter Corp., New York.*

## The WMAL log jam

EDITOR: Several years ago, when employed at a station with an all-talk format and live commercials done by talk hosts, I was faced with the same problem that tripped WMAL(AM) Washington—overlength commercials [BROADCASTING, July 3]. There was no chance, unfortunately, of total commercial time exceeding the 18-minute limit, but some 60-second spots could easily go on for three minutes (and be great entertainment the whole way), thus making our log inaccurate.

I solved this problem by having the traffic clerk leave the spot length off the log (it was on the copy) and then having the console operator enter the actual running time for the spot from the clock as it ran. This was a nuisance for the operator, but less nuisance than an FCC citation.—*Lee S. Parr, chief operator, WWIN(AM) Baltimore.*

## Winners and tuners

EDITOR: BROADCASTING is always a strong right arm to anyone interested in knowing what is really going on in the industry. Your July 3 awards issue, which provided

complete listings of winners, was certainly no exception, especially to those of us in the awards business.

And your "Closed Circuit" bit discussing the development of a technique to display radio station call letters on the set dial triggered my looking back at an article in the July issue of *Popular Science*. The article describes and pictures the radio station ID system developed by Philips Research Labs, which is in use in Holland. In this system, as you tune, the visual readout displays station, call letters, transmitter location and even the type of program being broadcast.

If this kind of thing keeps on, one day we'll surely have radio with pictures.—*Worth McDougald, director, Peabody Awards, University of Georgia School of Journalism and Mass Communication, Athens.*

## Demo demonstration

EDITOR: For years I've meant to take a minute to write urging you to do a prominent story instructing the thousands of aspirants to the radio business on how to prepare a demo tape and how to submit it.

Having today spent too many minutes with exactly the wrong thing, I'll spend a few more minutes on this letter.

(1) Either cassette or quarter-inch is OK. If the latter, at seven and a half IPS on a five-inch reel. A seven-inch reel might be too large for the recorder in the manager's office and the little three-inch mailers act badly on a big studio machine, get lost and are a general nuisance.

(2) Applicant should begin with name, address, zip and phone number.

(3) Then: a :60 commercial, hard or soft sell; a couple of short news stories; a couple of short sports items, and another :60 commercial—the reverse style of the opener.

And that's it. In three minutes I'll have a good handle on [the applicant's] voice quality, diction, commercial approach, news facility and general style.

Proving they can pronounce Jimmy Carter and Arnold Palmer is no big deal. I'm always more interested in how they cope with Zbigniew Brzezinski and Martina Navratilova.

Then if they wish to add a documentary they're proud of or a music sample, I may listen further. But if they open with a long air-check or an interminable newscast, I may not have the time or patience to ever hear them doing a commercial.

And if they want the tape returned (if I'm not going to file it), a stamped, addressed return envelope should be sent.—*Rex Marshall, president, WNHV-AM-FM White River Junction, Vt.*

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Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate.* □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933. *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ \*Reg. U.S. Patent Office. □ Copyright 1978 by Broadcasting Publications Inc.



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# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Gert Bunchez, president, Gert Bunchez & Associates, St. Louis

## Does 'children's program' have to mean television?

With apologies to Mark Twain: Everybody talks about children's programming, but nobody really has done as much as can be done about it.

In the past five years or so—and continuing today—there seem to be more words written and spoken about television programming for children than about most other media-related issues. There are volumes of research, studies and evaluations of the impact of television programming and advertising on children.

All of this is rhetoric by the pound. It's causing obesity of the creative minds in children's programming; they're overlooking an alternate and logical medium for shows for kids—it's radio.

This blatant omission of a major segment of the broadcasting industry as an avenue of creative children's programming is appalling and a sad commentary. It gets not a mention—not from agencies, advertisers, radio station operators, the press, government agencies, congressional representatives and their committees and subcommittees, educators, psychologists, consumer groups and so on.

Might not effective radio programming for children have headed off the now-looming possibility of a ban on commercials within children's TV programming or the addition of other products, like cigarettes, to the broadcasting verboten list?

Are there legitimate reasons for ignoring radio as a viable medium for programs for children? None whatsoever. We believe that it is reasonable and realistic to air a variety of excellent programs for kids on both radio and television. And our source for this contention is hard to refute—children themselves.

The impetus for our entry into the production, marketing and syndication of children's programs for radio was based on a combination of guts and facts, implemented by the observation that TV programming generally, and for children in particular, was deteriorating while there was little for youngsters on radio. There was no freedom of media choice for the child.

Our initial calls on agencies and advertisers about programs on radio for children began in 1971. We were met with a mixed bag of reactions from intrigue to disbelief, at least from "intriguing; however, I would be scared as hell to recommend or try it" to "you're nuts, kids won't listen to radio" and "where's the justification?"

It seemed that initiative, imagination, creativity and intestinal fortitude had deserted the industry, or perhaps like Rip Van Winkle, gone to sleep for 20 years.

Would kids listen to radio? To dispel the



Gert Bunchez founded her station representative firm, Gert Bunchez & Associates, in 1968. Headquartered in St. Louis, Bunchez now represents more than 30 radio stations. Miss Bunchez has also established Syndicated Program Production/Sales as a distributor of TV and radio programming. Earlier, she had been general sales manager of KCFM(FM) St. Louis and general sales manager of KSHE(FM) Crestwood, Mo.

generally misconceived theory that children will not listen to the radio, we went where we thought we would gain the best insights into and information on children's preferences for programs on radio and television. We went directly to the children themselves for our answers.

We prepared a questionnaire, which ran in the November 1975 issues of all four of Curtis Publishing Co.'s children's magazines that reach kids age 2 through 16—*Jack and Jill*, *Child Life*, *Youth World* and *Children's Playmate*. Over 2,400 children responded, and it was a delicious revelation.

Among the questions we asked: Would you like to hear stories about radio? What kinds of programs are you interested in hearing—adventure, mystery, history, animals? Or programs of interviews with people or how-to's such as making things, cooking things, games to play? Or what do you suggest? When would you most like to hear programs—before school, after school, mealtimes, bedtime? Do you have a cassette player, radio, record player in your room? About how many hours a day do you watch TV and when? What is your favorite program?

We asked for name, address, city, age and sex of respondents in addition to their comments. It was a rather comprehensive questionnaire for children to respond to.

Based on 2,117 of them: 93.6% want to hear "their" programs on radio. Two thirds have radios, nearly two thirds have

record players and one third have cassette players. Most kids commented positively about radio programming specifically for them: "let us know when you put stories on radio" ... "what station and what time?" ... nice that you want to know what we are interested in" ... "it makes us feel important" ... "I admit I sometimes get sick of TV" ... "you can hear programs in your room in peace" ... "I would love it and my whole family would listen."

Shouldn't the effort be made, not only to improve programs on TV, but also to extend and broaden offerings with programs on radio for children as well as teens and adults? The returns will be both gratifying and profitable for advertisers and stations.

Radio would be right on target in the segment of the broadcast industry to offer, once again, entertainment and information in conjunction with TV. A programming mix of good spoken word and music in addition to news and sports would augur most profitable returns.

It is with a feeling akin to evangelistic fervor that we feel the need for improving fare for children must include programs on radio. It is a paramount necessity to broaden and develop their imagination and their potentials. Success will be achieved with programs on radio, as well as TV. Being offered the freedom of choice of good programs on both media would contribute immeasurably to preparing them in becoming better and more well-rounded participants in the future world.

It is incomprehensible, considering that America surpasses the rest of the world in talent and expertise in all facets of creativity and marketing in advertising and broadcasting—and yet we hesitate to use the broadcast and advertising industries to their fullest capacities.

Have we gotten too computerized, adopted to a too impersonal attitude in trying to reach the public?

Complacency has no place in advertising and broadcasting. There must be an injection of new vitality in the media to build future effectiveness in reaching consumers. We would be not only remiss but a bit batty to recommend radio exclusively for all ad campaigns. But why the reluctance of the movers and shakers to employ effort, time, creativity and guts in entering new conceptual paths and ideas on previously considered old ways, i.e., radio, particularly since advertising mavens admit that TV is not as effective as it used to be.

Advertisers and broadcasters have a great responsibility for and a tradition of creating, innovating and adapting new ideas. There must be as much offering to the public in the choice of media and vehicles as there are products on the counters and shelves of stores and shops.

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and Again: 1<sup>ST</sup> Place

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**No Other Station**

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Albany – Schenectady – Troy

A DIVISION OF SONDERLING BROADCASTING CORPORATION  
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## Top of the Week

*The Communications Act of 1978, whose gestation process is likely to dominate broadcasting's year, began by dominating last week. In accelerating sequence:*

■ *The House Communications Subcommittee produced a draft schedule of broadcast license fees that might be prescribed under H.R. 13015—a schedule that would produce in excess of \$250 million a year, the dragon's share from VHF television (all of radio would pay less than two VHF's in New York). The entire TV payment schedule, and the formula for radio, appear on pages 30 and 31.*

■ *The National Radio Broadcasters Association came out 100% in support of the rewrite—a posture in stark contrast to that of the National Association of Broadcasters, which appears, instead, to favor amending the Communications Act of 1934 (BROADCASTING, June 26 et seq.). NRBA calls H.R. 13015 “the best thing that ever happened to radio.”*

■ *And by week's end, the rewrite's principal author, Representative Lionel Van Deerlin (D-Calif.), was saying he was willing to amend major provisions of the bill—including insertion of the “public interest” standard of the existing act, and taking another look at the total federal deregulation of cable proposed in the bill's first draft.*

*In reverse order, those stories follow below.*



**Winning them over.** Chairman Van Deerlin (standing) with NRBA board members (clockwise from the chairman): Jim Gabbert, KIOI(FM) San Francisco; Harry (Chip) Shooshan, subcommittee chief counsel; Thurman Worthington, WKEZ(FM) Norfolk, Va.; Edwina Dowell, subcommittee staff counsel; Carolyn Sachs, subcommittee staff; Abe Voron, NRBA executive vice president-government relations; Lynn Christian, Century Broadcasting, Chicago; John Richer, NRBA executive vice president; Chuck Jackson, subcommittee staff engineer; Ray Livesay, WLGH-AM-FM Mattoon, Ill.; Stephen Trivers, WOLR(FM) Kalamazoo, Mich.; Don Nelson, WIRE(AM)-WXTZ(FM) Indianapolis; Sis Kaplan, WAYS(AM)-WROO(FM) Charlotte, N.C.; Tom Schattentfield, NRBA general counsel; Ted Dorf, WGAY-AM-FM Silver Spring, Md.; Ken Melgren, WJIB(FM) Boston; Dennis (Dutch) Doeltzsch, WDDD(FM) Marion, Ill.; Jim Connor, WWSH(FM) Philadelphia.

even if the words aren't. And “if it makes people happy,” he said Friday, “we can take care of that.”

The subcommittee chairman also indicated that he was moved by arguments that the bill's attempt to deregulate cable television at the federal level might only lead to more stringent regulation by state and local governments (see page 84). It's too soon to say how the bill might be changed, he said, but he is giving it some thought.

As the weeks of hearings go by, other potential changes undoubtedly will begin to show. The witnesses this week, which included six FCC commissioners (page 80), six past FCC chairmen (page 82), and the head of the National Telecommunications and Information Administration (page 84), were sympathetic to the rewrite on the whole. But their criticisms on the specifics of the bill were often sharp. Some of the FCC commissioners had strong disagreements with the way the proposed Communications Regulatory Commission would be structured and with the shifting of some its authority, particularly in spectrum management, to the proposed National Telecommunications Agency.

Despite the frequent lashings from the testimony, Mr. Van Deerlin said he found it all healthy. He repeated that nothing is carved in stone: “I can think of few areas that wouldn't be open to adjustment ... that's what this process is all about.”

## NRBA lines up with the rewrite

The National Radio Broadcasters Association broke ranks in the broadcasting industry last week, announcing it is 100% behind the Communications Act rewrite.

Twelve of the association's directors met with rewrite cosponsor Lionel Van Deerlin and four of his House Communications Subcommittee staffers to discuss NRBA's reservations about the measure last Wednesday. They came away persuaded that it's the bill for them.

It was unanimous, NRBA President James Gabbert said after the meeting. The directors feel that “it's the best thing that ever happened to radio.”

Under the rewrite, radio's would still be an imperfect world, he said, “but when you compare what they're offering with what we have, it's a 95% improvement.”

NRBA's dramatic step is expected to create a major headache for the National Association of Broadcasters, which has no definitive rewrite stance and which wants above all for the broadcasting industry to deal with the bill as a united front. But this is not the time to hang back with television, Mr. Gabbert said. “People wonder why there's two associations. This is why. If we end up in a fight, then so be it.”

## Subject to change is name of game

After only four days of hearings on the Communications Act rewrite, the process of change has already been set in motion.

Rewrite cosponsor Lionel Van Deerlin (D-Calif.), who presided over all four days of testimony before his subcommittee, indicated at the end that he may be ready to bow to the repeated demands for a “public interest” standard to guide regulation of broadcasting and the other telecommunications business.

The bill, to avoid past mistakes made in the name of the “public interest, convenience and necessity,” omits mention of the standard altogether—or so the sponsors said a month ago. But Mr. Van Deerlin says now that he sees the dispute as only a difference in semantics: The intent of protecting the consumer is there,

# The price to pay for H.R. 13015

**VHF stations would get stuck with most of the check under proposed fee formula devised by Van Deerlin subcommittee staff; UHF and radio would get off with lighter bill**

Under a formula worked out by the staff of the House Communications Subcommittee, VHF television would yield more than 90% of the license fees broadcasters would pay under the Communications Act rewrite. The staff's computer break-out of fees that would apply in 100 of the largest TV markets shows VHF stations would pay \$246.9 million collectively in fees for their occupancy of electromagnetic spectrum space. UHF would pay \$9.8 million, AM radio \$5.4 million and FM \$4.8 million—adding up to \$266.9 million.

A glance at the table of 100 sample markets worked out by the staff shows where the big money is intended to come from. A VHF station in New York would pay \$7.7 million annually. In Philadelphia it would pay \$5.3 million, in Chicago \$4.1 million, in Cleveland \$3.9 million and in Boston \$3.5 million. Every VHF station in a market would pay the same fee, regardless of whether it is network-affiliated or independent.

UHF fees aren't comparable to those. A UHF in New York would pay \$2.1 million. In Philadelphia the size of the UHF fee drops to \$858,000. UHF's in Chicago and Cleveland would pay much smaller fees, and UHF's in all other markets would pay nothing at all.

The schedule for radio bears out rewrite co-sponsor Lionel Van Deerlin's (D-Calif.) claim that radio's contribution to the fee pool would be relatively small. The schedule prepared by the staff is broken down by classes of stations, ranging from the Class I clear channel stations which would pay the most to the low-powered class IV stations, which would pay the least. The schedule looks like this:

Class I-A	\$40,800
I-B	10,700
II	10,700
II (daytimer)	700
III	350
III (daytimer)	250
IV	211

For FM, the low-powered Class A stations would pay \$400; the higher-powered Class B and C stations would pay \$2,500.

The proposed schedule is tentative—thrown out for discussion purposes, Mr. Van Deerlin says. He expects more proposals would be offered from outside sources before September, when the proposal will doubtless figure heavily in the broadcast portion of the rewrite hearing.

More funds would come from other users of the spectrum besides broad-

casters, but the subcommittee chairman said last week that he expects most would come from broadcasting.

He underscored his previous statement that the size of the fees is not based on how much he wants to spend or on how much stations make. Rather it is based on a formula designed to estimate how much the spectrum space is worth.

That formula, worked out by the subcommittee's engineer, Chuck Jackson, places primary emphasis on a station's "scarcity" value. The more stations there

are in a market, the less the scarcity—which leads to a few rather odd bulges in the fee schedule. While New York VHF stations, as common sense would indicate, would pay the highest fees in the land, those in Los Angeles, the nation's second broadcast market, barely make the top 10. A Los Angeles VHF would pay \$1.7 million annually, and a UHF there would pay nothing. The reason is that Los Angeles has more stations—seven VHF's and five UHF's, compared to the six VHF's and the three UHF's in New York.

**Where they came out on fees, and how.** These are the 100 markets in which television fees would be paid under the schedule released by the House Communications Subcommittee. Not all stations in these markets would pay fees; no TV stations in markets below these top 100 (computed on the basis of Arbitron rankings for prime-time households in 1976) would pay fees. ■ A VHF station's license fee reflects the numbers of households and signals in its market—the two primary components in the TV fee formula, a mathematical construction that may be best understood by statisticians. The formula divides the number of households in a market by a factor reflecting the number of signals (NSIG, which equals the total number of VHF's plus half the number of UHF's), multiplies that by \$25.3 and then subtracts another number that is designed to adjust for a station's fixed operating costs. The formula looks like this: Fee equals \$25.3 times (households divided by NSIG) minus (\$1.5 million plus \$1.33 times households). For a UHF, the fee is one-half that of a VHF in that market, minus \$1.8 million. ■ Following is the entire breakdown of VHF and UHF fees for the 100 TV markets. BROADCASTING has added an ADI rank column reflecting the latest Arbitron Television market rankings. The subcommittee list is in order of total TV fees that would be paid in a given market; readers may determine those market totals by multiplying out and then adding together the VHF and UHF fees. An asterisk (\*) in certain all-UHF markets indicates the VHF fee that would apply if such facilities were in those markets.

## The total tab for television

Present ADI Rank	City	1976 Prime Time ADI Households		VHF	UHF	NSIG Factor	Per Station VHF Fee	Per Station UHF Fee
1.	New York	4,525,000		6	3	7.5	\$7,746,083	\$2,073,042
3.	Chicago	1,925,000		4	4	6.0	4,056,833	228,417
4.	Philadelphia	1,588,000		3	3	4.5	5,316,049	858,024
2.	Los Angeles	2,406,000		7	5	9.5	1,707,578	0
9.	Cleveland	923,000		3	1	3.5	3,944,381	172,191
6.	Boston	1,159,000		3	3	4.5	3,474,686	0
8.	Washington	896,000		4	1	4.5	2,345,831	0
11.	Pittsburgh	774,000		3	1	3.5	3,065,494	0
7.	Detroit	1,109,000		4	3	5.5	2,126,430	0
10.	Dallas-Fort Worth	750,000		4	1	4.5	1,719,167	0
13.	Minneapolis-St. Paul	586,000		4	0	4.0	1,427,070	0
15.	St. Louis	631,000		4	1	4.5	1,208,392	0
20.	Baltimore	517,000		3	1	3.5	1,549,561	0
5.	San Francisco-Oakland	1,022,000		4	5	6.5	1,118,678	0
17.	Tampa-St. Petersburg, Fla.	498,000		3	1	3.5	1,437,489	0
12.	Houston-Galveston	574,000		3	2	4.0	1,367,130	0
18.	Seattle-Tacoma	503,000		4	0	4.0	1,012,485	0
26.	Kansas City, Mo.	444,000		3	1	3.5	1,118,966	0
34.	Columbus, Ohio	368,000		3	0	3.0	1,114,027	0
21.	Milwaukee	442,000		3	1	3.5	1,107,169	0
27.	Cincinnati	435,000		3	1	3.5	1,065,879	0
30.	Providence, R.I.-New Bedford, Mass.	358,000		3	0	3.0	1,042,993	0
14.	Miami	603,000		4	2	5.0	749,190	0
35.	Memphis	336,000		2	1	2.5	1,453,440	0
16.	Atlanta	552,000		3	3	4.5	869,307	0
22.	Hartford-New Haven, Conn.	465,000		2	3	3.5	1,242,836	0
28.	Buffalo, N.Y.	394,000		3	1	3.5	824,037	0
19.	Indianapolis-Bloomington	488,000		4	1	4.5	594,604	0
31.	Nashville	376,000		3	1	3.5	717,863	0
23.	Denver	405,000		4	0	4.0	522,975	0
42.	Albany-Schenectady-Troy, N.Y.	302,000		3	0	3.0	645,207	0
25.	Portland, Ore.	393,000		4	0	4.0	463,035	0
46.	Dayton, Ohio	276,000		2	1	2.5	926,040	0
50.	Birmingham, Ala.	270,000		2	1	2.5	873,300	0
57.	Toledo, Ohio	269,000		2	1	2.5	864,510	0
44.	Charleston-Huntington, W.Va.	291,000		3	0	3.0	567,070	0
52.	Flint-Saginaw-Bay City, Mich.	263,000		2	1	2.5	811,770	0
38.	New Orleans	346,000		3	1	3.5	540,906	0



Present ADI Rank	City	1976			NSIG Factor	Per Station VHF Fee	Per Station UHF Fee
		Prime Time ADI House- holds	VHF	UHF			
37.	Oklahoma City-Enid	287,000	3	0	3.0	\$ 538,657	\$ 0
24.	Sacramento-Stockton, Calif.	400,000	3	2	4.0	498,000	0
33.	Charlotte, N.C.	314,000	2	2	3.0	730,447	0
51.	Syracuse-Elmira, N.Y.	271,000	3	0	3.0	425,003	0
53.	Salt Lake City	270,000	3	0	3.0	417,900	0
41.	Grand Rapids-Kalamazoo- Battle Creek, Mich.	298,000	2	2	3.0	616,793	0
39.	Louisville, Ky.	293,000	2	2	3.0	581,277	0
64.	Omaha	253,000	3	0	3.0	297,143	0
54.	Greensboro-Winston Salem- High Point, N.C.	248,000	3	0	3.0	261,627	0
70.	Springfield-Decatur- Champaign, Ill.	196,000	1	2	2.0	718,720	0
55.	Little Rock, Ark.	242,000	3	0	3.0	219,007	0
60.	Knoxville, Tenn.	208,000	2	1	2.5	328,320	0
51.	Raleigh-Durham, N.C.	206,000	2	1	2.5	310,740	0
40.	Orlando-Daytona Beach, Fla.	282,000	3	1	3.5	163,397	0
59.	Shreveport, La.-Texarkana, Tex.	234,000	3	0	3.0	162,180	0
47.	San Antonio, Tex.	279,000	3	1	3.5	145,701	0
56.	Wichita-Hutchinson, Kan.	231,000	3	0	3.0	140,870	0
62.	Des Moines-Ames, Iowa	228,000	3	0	3.0	119,560	0
64.	Jacksonville, Fla.	186,000	2	1	2.5	134,940	0
50.	Harrisburg-York-Lancaster- Lebanon, Pa.	249,000	1	4	3.0	268,730	0
67.	Green Bay, Wis.	222,000	3	0	3.0	76,940	0
57.	Tulsa, Okla.	221,000	3	0	3.0	69,837	0
46.	Norfolk-Portsmouth-Newport News-Hampton, Va.	264,000	3	1	3.5	57,223	0
58.	Richmond-Petersburg, Va.	217,000	3	0	3.0	41,423	0
66.	Rochester, N.Y.	215,000	3	0	3.0	27,217	0
79.	Albuquerque, N.M.	167,000	3	1	3.5	0	0
107.	Augusta, Ga.	104,000	2	1	2.5	0	0
98.	Austin, Tex.	105,000	1	2	2.0	0	0
99.	Baton Rouge	136,000	2	1	2.5	0	0
73.	Cedar Rapids-Waterloo, Iowa	186,000	3	0	3.0	0	0
82.	Chattanooga, Tenn.	165,000	3	0	3.0	0	0
97.	Columbia, S.C.	110,000	1	2	2.0	0	0
69.	Davenport, Iowa-Rock Island- Moline, Ill.	192,000	3	0	3.0	0	0
102.	El Paso	80,000	6	0	6.0	0	0
91.	Evansville, Ind.	131,000	1	2	2.0	0	0
89.	Fort Wayne, Ind.	141,000	0	4	2.0	96,120*	0
70.	Fresno-Hanford-Tulare, Calif.	158,000	0	5	2.5	0	0
87.	Greenville-New Bern- Washington, N.C.	124,000	3	0	3.0	0	0
37.	Greenville-Spartanburg, S.C.- Asheville, N.C.	296,000	3	2	4.0	0	0
—	Honolulu	0	4	0	4.0	0	0
81.	Jackson, Miss.	131,000	2	1	2.5	0	0
75.	Johnstown-Altoona, Pa.	176,000	2	2	3.0	0	0
136.	Las Vegas-Henderson	76,000	4	0	4.0	0	0
88.	Lexington, Ky.	123,000	0	3	1.5	411,010*	0
85.	Lincoln-Hastings-Kearney, Neb.	125,000	4	0	4.0	0	0
130.	Lubbock, Tex.	87,000	2	1	2.5	0	0
105.	Madison, Wis.	124,000	1	2	2.0	0	0
63.	Mobile, Ala.-Pensacola, Fla.	203,000	3	0	3.0	0	0
77.	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	189,000	3	0	3.0	0	0
90.	Peoria, Ill.	139,000	0	3	1.5	659,597*	0
34.	Phoenix-Mesa	310,000	4	1	4.5	0	0
74.	Portland-Poland Spring, Me.	174,000	3	0	3.0	0	0
68.	Roanoke-Lynchburg, Va.	186,000	3	0	3.0	0	0
104.	Rockford-Freeport, Ill.	115,000	1	2	2.0	0	0
106.	Salinas-Monterey-San Jose, Calif.	132,000	2	2	3.0	0	0
30.	San Diego	287,000	4	1	4.5	0	0
76.	South Bend-Elkhart, Ind.	166,000	0	4	2.0	379,120*	0
72.	Spokane, Wash.	162,000	3	0	3.0	0	0
86.	Springfield, Mass.	131,000	0	2	1.0	1,640,070*	0
93.	Tucson, Ariz.	117,000	4	0	4.0	0	0
42.	Wilkes Barre-Scranton, Pa.	290,000	0	3	1.5	3,005,633*	0
78.	Youngstown, Ohio	160,000	0	3	1.5	985,867*	0
<b>Totals</b>		<b>VHF \$246,834,280</b>		<b>UHF \$9,879,056</b>		<b>All TV \$256,713,334</b>	

## Which way the wind blows at the FCC after WBAI

**Ferris and Brown, in speeches, and the commission, in decision on Morality in Media complaint against WGBH-TV Boston, indicate that they'll follow court's insistence that ruling was narrow**

FCC Chairman Charles D. Ferris returned to his home town of Boston Friday to deliver a message to broadcasters who might feel intimidated by the Supreme Court decision in the "Filthy Words" case: "We at the FCC are far more dedicated to the First Amendment premise that broadcasters should air controversial programming than we are worried about an occasional four-letter word."

It was a message that was pounded home last week not only by the chairman but by the commission in a decision renewing the license of noncommercial WGBH-TV Boston and by Commissioner Tyrone Brown in a speech to the Oklahoma Broadcasters Association in Oklahoma City on Saturday. The word, in short, is: "Don't panic."

Chairman Ferris, who addressed the New England Broadcasters Association, did not limit himself to that reassurance, however. He made it clear he would not avoid regulations in the programming area if the aim were to promote diversity of views.

But he seemed particularly anxious to ease the concerns that might have been generated by the high court's decision affirming the commission's view that the broadcast by Pacifica's WBAI(FM) New York of a George Carlin comedy record dealing with words "you couldn't say on the public airwaves" was "indecent" under the law (BROADCASTING, July 10).

Chairman Ferris stressed what he said was the narrowness of the decision. Indeed, he suggested that it would be invoked in the future only if the factual situation were virtually recreated—that words dealing with sexual and excretory organs and functions were uttered repeatedly in a broadcast early in the afternoon.

"The particular set of circumstances in the Pacifica case is about as likely to occur again as Halley's Comet," he said.

The WGBH-TV decision, adopted by the commission on Thursday, in time for the chairman and Commissioner Brown to cite it in their speeches, rejected a complaint by Morality in Media of Massachusetts regarding allegedly obscene and indecent material broadcast by the station.

MMM's complaint referred to episodes of such programs as *Masterpiece Theatre*, *Visions* and *Monty Python's Flying Circus*. But the commission held that none of the examples supplied by MMM fit the

Supreme Court's definition of obscenity, which includes appeal to prurient interest. And as for "indecent," the commission noted that the court held that its ruling did not extend to the occasional use of an expletive.

The commission found that the words cited by MMM as "indecent" were broadcast only twice in one program aired after 11 p.m., and once in a play presented at 5:30 p.m. The commission said that late-night programming is not included within the Pacifica ruling, and it distinguished the broadcast of one word at 5:30 p.m. from the "concentrated and repeated assault" in Pacifica.

Furthermore, the commission used the WGBH decision to make the same point the chairman did in his speech: "We believe that we should construe the Pacifica holding consistent with the paramount importance we attach to encouraging free-ranging programming and editorial discretion by broadcasters. . . ."

The WGBH decision, Chairman Ferris said, "should show that the FCC is not going to become a censor. And hopefully," he added, "it will prevent an outpouring of audience complaints based on occasional words."

He sought to drive home his point with a citation from an earlier Pacifica decision. In 1964, the commission held that, although "provocative programming . . . may offend some listeners," those offended do not "have the right, through the commis-

sion's licensing power, to rule such programming off the airwaves. Were this the case, only the wholly inoffensive, the bland, would gain access to the radio microphone or TV cameras."

Commissioner Brown for his part, cited four factors he said indicate the commission will not use Pacifica "as an excuse for increased intervention" in programming decisions: (1) The court's decision referred to "relentless repetition" of the offensive material; (2) Chairman Ferris's remarks regarding the decision; (3) the WGBH-TV ruling, and (4) the George Carlin material that caused the problem. "I invite you to read the transcript before you decide whether Pacifica seriously impinges on your rights as broadcast programmers."

Chairman Ferris, in his remarks, made it clear he is determined not only to avoid hindering innovative and controversial programming, but to use the power of government to enhance it. Quoting Justice William Brennan's dissenting opinion in the Pacifica case, Chairman Ferris said: "In a scarce medium of limited access . . . the government does have a proper role in increasing the diversity of speakers and speech." He said that "this has led the FCC to insist that broadcasters reach out to all segments of their communities—children, minorities, women and the aged—and provide information to meet their needs." At one point he referred to the "First Amendment needs of viewers and listeners."

## In the wake of winner take all, the buck won't stop so easily

**CBS gets official word from FCC on tennis fault; short-term renewal for O&O; in future, stations will be even more vulnerable for deeds of network officers**

In case there was any doubt, the FCC has now put network companies on notice that they are as vulnerable as any other station licensee to commission sanctions as the result of misdeeds by officers with operational authority. From now on, the commission said, misrepresentations to the commission by network officials could result in the designation of one or more of its licenses for renewal or revocation.

The commission issued the warning last week in its letter notifying CBS of the punishment it is receiving as a result of its deception of the public in promoting the *Heavyweight Championship of Tennis* matches. The commission will impose a short-term renewal on the first CBS television station to come before it. Renewal of CBS O&O KNXT(TV) Los Angeles is expected to be considered by the commis-

## In Brief

Majority of **CBS-TV affiliates board endorses** principle of **NBC-TV proposal to reduce "clutter"** by cutting allowable nonprogram time to nine minutes (from nine and one half) per hour in prime time, Charles McAbee of KCMO-TV Kansas City, Mo., affiliates board chairman, said Friday. Specific formula NBC proposed may or may not prove best, he said, but clutter is "primary concern" of CBS affiliates and will have "top priority" at next board meeting with CBS executives. (Next scheduled meeting is in November.) Whatever formula is used, Mr. McAbee said, affiliates want to make sure it's worded to precisely prohibit network from exceeding current limits on time devoted to commercials. CBS has indicated it will not support NBC plan (BROADCASTING, July 17).

FCC's **UHF task force** has tentatively concluded that use of **Texas Instruments improved tuner**, by reducing or eliminating taboos, would permit **more UHF stations** in less spectrum space. Task force, in preliminary report completed before its reassignment on July 10, said introducing new tuner and deleting 48 mhz would provide assignments for three more viable stations than would be possible with present receivers and current spectrum allocation. Receiver would also permit co-location of adjacent VHF channels, but increase in number of stations would be minimal—five, according to report, and most in small markets.

President Carter's **prime-time press conference July 20** (8-8:32 p.m. NYT), on all three TV networks, attracted **52% or smaller shares** in three markets where Nielsen figures were available Friday: In New York, 6.8 rating and 17 share on ABC-TV, 5.1/13 on CBS-TV and 6.7/17 on NBC-TV. In Chicago, ABC had 10.2/23, CBS 5.9/13 and NBC 6.6/15. In Los Angeles, ABC and CBS had 5.4/14 each, NBC had 9.4/24. All three networks reported virtually no complaints from viewers about running conference in prime time.

Federal Trade Commission voted last week 3-0 that Chairman **Michael**

**Pertschuk should not be disqualified** from participating in the agency's **children's advertising** proceeding. (BROADCASTING, July 17). Vote was taken by circulation with Mr. Pertschuk and new Commissioner Robert Pitofsky not voting.

**Association of Maximum Service Telecasters** maintains **Communications Act rewrite** would take away free service from all but viewers in central cities. AMST statement, circulated last week, expressed fears of maximizing stations in cities, creating added interference there and simultaneously lessening service to viewers outside cities. "Prohibitively" expensive cable inroads were also forecast by association, which urged retention of present Communications Act.

FCC executive director's office has recommended that commission seek "effective" **increase of some \$7.7 million** and **another 117 positions in fiscal 1980 budget** that President Carter will send to Congress in January. Recommendations would provide for budget of \$78 million and 2,425 positions. Congress, which has not yet completed action on commission's budget for fiscal 1979, which begins Oct. 1, is expected to vote agency more than President requested. President proposed \$67 million and 2,272 positions; Congress seems likely to increase funds by \$3.1 million to strengthen Common Carrier Bureau, license-fee refund, network inquiry and UHF equalization work. Thomas Campbell, chief of commission's financial management division, said budget recommendation is "austere." Bureau and office chiefs had submitted recommendations totalling increases of \$18.9 million and 493 positions.

FCC adopted **updated, simplified primer** in larger type on **political broadcasting and cablecasting**—first to cover all such regulations rather than just statutory provisions of equal time and reasonable access sections of Communications Act. It covers interpretations of law on rates that may be charged candidates, fairness doctrine as applied to political campaigns, political editorializing and personal attack rules on sponsorship identification. It is based on current interpretations of

sion on Aug. 8 (BROADCASTING, July 17).

The commission said the short-term license period—which is expected to be one year—would enable it to monitor CBS compliance with the network's assurances that such deceptive practices will not happen again. And in language that might be taken as intended to avoid encouraging potential applicants for CBS licenses, the commission added that the findings do not warrant designation for hearing of any of the company's licenses, since there are no unresolved questions of fact "or any other reason for denying renewal."

The commission also found that CBS violated the sponsorship-identification provision of the Communications Act in failing to learn that Caesar's Palace, the Las Vegas hotel that provided the setting for three of the matches, and the match promoters had reached an agreement assuring the hotel of repeated oral and visual identifications during coverage of the matches.

However, the commission said, the decision to impose the short-term renewal was based solely on the deception of the public.

The sanction—the first ever imposed on a network by the commission—was the result of a commission investigation which produced evidence that CBS had knowingly promoted the matches as "winner take all" when losers as well as Jimmy Connors, who won all four, received substantial payments. The commission deter-

mined that Robert Wussler, then vice president of CBS Sports, and Kevin O'Malley, at the time director of program development for CBS Sports, learned from the promoter before the second match that both players would receive "appearance money," which Mr. Wussler believed would be \$150,000 each. (Actually, John Newcombe received \$280,000.)

The issue of misrepresentation to the public arose in connection with conflicting statements by Mr. Wussler and Barry Frank, then vice president of CBS, as to whether CBS knew of the agreement between the promoters and Caesar's Palace regarding on-air identifications of the hotel. Mr. Frank, who at the time of the first match was with the company that co-promoted it, has told investigators he had received assurances from Mr. Wussler that the identifications would be given; Mr. Wussler denies doing so.

The commission did not attempt to resolve the conflict. But it said one of the former CBS Sports executives—both have left the company—"lied to commission investigators..." And the commission left no doubt of the seriousness with which it regards such matters. Normally, it said, misrepresentations result in designation of licenses for hearing.

However, the commission noted that the CBS case was the first involving misrepresentations by network management. And it was prepared to believe the misrepresentations occurred because network person-

nel operate in a different environment from employees of other multiple owners. Among other things, it said that since network employees are concerned primarily with providing programming for network and affiliated stations, they normally have little awareness of FCC policy regarding licensee responsibility in such areas as misrepresentation to the commission. The FCC also said that the misrepresentations were made to protect corporate careers.

The commission indicated it would be less forgiving if there is a next time. It said it would hold corporate officers accountable for the wrongdoing of officers wielding operational authority, and would not distinguish between network and nonnetwork broadcast practices of network licensees. And "misrepresentations by network personnel," it said, "will be attributed to the licensee corporation operating the network and could result in designation of one or more of its licenses for renewal or revocation hearing."

The commission vote was 6 to 1, with Commissioner Margita White concurring and Commissioner James H. Quello dissenting. He issued a statement calling the commission's action "unprecedented... unwarranted and unreasonable." Considering CBS's record "of major contributions to American broadcasting," he said, "a forfeiture or strong letter would have sufficed." It's "improper," he said, "to exact a regulatory pound of flesh from a completely innocent station whose obligation

law, omits overruled decisions, includes simplified, general explanation of political broadcasting law. It will be sent to all broadcast licensees and made available on request.

Demand for **international satellite communications** is expected to **more than double over next four years**, according to figures developed by experts from 93 countries who attended Washington meeting sponsored by International Telecommunications Satellite organization. Figures showed that satellite communications requirements will increase from equivalent of 14,105 telephone circuits by end of 1978 to 29,282 circuits by end of 1982. Largest increase in demand—114%—is expected among countries bordering Atlantic Ocean.

FCC has **deferred action** on RKO General Inc. **purchase of KBPI(FM) Denver** until question of RKO's qualification to be licensee has been resolved. Question has been raised in Boston channel 7 case, in which one of two applicants that filed against RKO's renewal had charged RKO's parent, General Tire & Rubber Co., with illegal or improper foreign and domestic activities and petitioned commission to reopen hearing to consider charges. Two new applicants have since merged into new corporation that has reached agreement with RKO to purchase station involved, WNAC-TV. Commission said that in view of seriousness of character qualifications raised in Boston proceeding, it could not make necessary judgment that granting RKO's application to purchase KBPI would serve public interest.

**RCA Broadcast Systems will raise prices** average of 8.1% on RCA-manufactured radio and television broadcast equipment on Aug. 15. Increases attributed to higher manufacturing and materials costs.

**NBC-TV says it won't promote ratings any more.** Memo to television press last week from M.S. (Bud) Rukeyser Jr., executive vice president, public affairs, states that his department will no longer be calling reporters and critics to relay latest numbers—"not even when it's tempting" to do so. Direct inquiries will still be answered, however. Decision grew out of comments by NBC President Fred Silverman during his first press conference last month (BROADCASTING, July 3). He said that by

printing "too much mumbo jumbo" about ratings competition, consumer press had helped create "frenzy."

**Ohio state supreme court** proposed last Thursday that courts at all levels in state permit **radio and television coverage** of all their proceedings. Proposal gives judges some discretion—to close proceedings involving juvenile crimes and rape cases and to restrict number of cameras, for instance. After comments, supreme court is expected to make final decision on or around Sept. 15.

**FCC Chairman Charles D. Ferris** will deliver International Radio and Television Society **newsmaker luncheon speech** in New York Sept. 20.

National Association of Broadcasters has scheduled **two town meetings**—in **Charlotte, N.C.**, Oct. 17, and **Duluth, Minn.**, Nov. 1—to address public about operation of NAB's radio and television codes. Meetings, similar to two held last year in Boston and San Diego, will include NAB executives and code board station and network representatives as panel participants.

**Francis T. Vincent Jr.**, associate director, corporate finance division, Securities and Exchange Commission, named president and chief executive officer, Columbia Pictures Industries, replacing **Alan J. Hirschfield**, who has been asked to remain as director and consultant. Joining Mr. Vincent in newly created office of chief executive are **Dan Lufkin**, Wall Street broker and CPI director, named chairman of executive committee; **Matthew B. Rosenhaus**, J. B. Williams Co. chairman, elected CPI vice chairman, and **Leo Jaffe**, CPI chairman. ■ **Jeff Grainick**, executive producer, special events, ABC News, given additional supervisory responsibility for **20/20** news magazine. Reporting to him is Bob Shanks, **20/20** executive producer. ■ **Betty Woodland**, 52, executive secretary of National Association of Television Program Executives from 1966 to 1977, and before that executive secretary of Broadcast Promotion Association, died last Thursday (July 20) in Lancaster, Pa., of cancer. She was wife of Paul Woodland, promotion manager for WGAL-TV Lancaster, who, with two daughters, survives her.



is to the area it is licensed to serve."

CBS last week issued a statement asserting that the commission action "was not warranted by the circumstances." It said CBS "has responsibly and publicly apologized for its errors in connection with these broadcasts and has cooperated fully in the commission's investigation of this matter."

## Man in the News

### Bill Leonard: going out on a high with CBS News

**Only a few years away from facing mandatory retirement, he's called up from Washington to succeed Salant in a job for which he still holds boyish enthusiasm**

At age 62, when many careers are tailing off, Bill Leonard's is taking off. Detoured from journalism almost three years ago to become CBS Inc.'s man in Washington, he is returning to New York as the designated successor to Richard S. Salant as president of CBS News (BROADCASTING, July 17).

It is not the career conclusion he or anyone else in or out of CBS would have predicted when he was reassigned from a CBS News senior vice presidency to the Washington vice presidency in November 1975.

He has done well at that job, in the view of broadcast industry representatives, not only in watching out for CBS's interests at the FCC and in Congress but in helping represent the industry as a whole. And the life style was more comfortable than New York's. But when the call came, he was more than ready to get back to news.

"If you feel young, you feel energetic, how can you not do it?" he asked. And he brushed off talk that, because he faces mandatory retirement on April 30, 1981, his is an interim appointment. "I'm not expected to be a caretaker," he said. "CBS isn't in the caretaker business."

Mr. Leonard was in Washington last Tuesday (July 18) to clean out his desk and say goodbye. Officially, he had already begun work in New York the day before as executive vice president and chief operating officer of CBS News, reporting to Mr. Salant, until the latter retires next April.

Bill Leonard talked of CBS News with animation and not a little romanticism. "In the news divisions of all three networks reside the only creators—the only program makers—we have, with the possible exception of sports," he said. "Here in our division, we have the guys and gals who work at typewriters, in editing rooms, in the field and on airplanes, who are thinking about what's on the tube." That, he feels, is the broadcaster's concern; it is his.

He talked, too, of hoping to bring to

fruition ideas CBS News has under development for even more occupation of air time. He wasn't ready to discuss them in detail, but he said they involved not only specials and documentaries but series and indicated some were designed for prime time, others for daytime, and that some were being worked on with children in mind. And while *60 Minutes*, a program he helped develop—might not be the model for any of the ideas, it cropped up often in his remarks. "We found with the success of *60 Minutes* that if you do things with energy and imagination, and class and talent, in the right way, there are ways to expand the horizons of informational programing. . . . There is an audience out there for such programing, and can be tapped," he said at one point.

However, he has no illusions about the possibility of CBS presenting 60 minutes of the *Evening News with Walter Cronkite*. The affiliates, he said, are not ready to accept it.

Last week was a time for looking back, too. The record shows that Mr. Leonard signed on with CBS as a reporter for WCBS(AM) (then WABC) New York after getting out of the Navy in 1945. But it was some 15 years earlier that, as he says, he "fell in love with broadcast journalism" and fixed on CBS as his goal. Ed Klauber, a former *New York Times* editor who was an early aide to CBS Chairman William S. Paley, was a friend of young Bill Leonard's father when the Leonards lived in Westport, Conn. And he arranged a tour of CBS. The sight and sound of announcers speaking over microphones, telling a nationwide audience, "This is CBS, New York," produced the kind of memory that seems to set Mr. Leonard vibrating to this day.

Over the years, Mr. Leonard helped cover political conventions, set up and ran the CBS News Election Unit, served as correspondent-producer (*CBS Reports* was one of his responsibilities) and headed special and documentary production.

But he was doing something more than learning about broadcast journalism. He

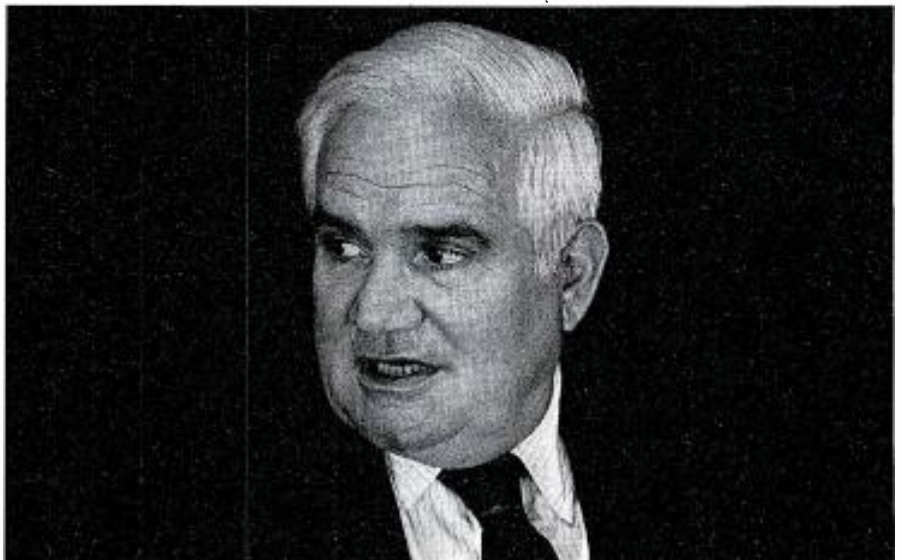
was learning to appreciate talent. And if he translates into action the feelings he was discussing last week, Mr. Leonard may well be remembered as much for his personnel as for his news policies.

Although he faces with apparent equanimity the knowledge that his days at the company are limited by his age, he does not think Walter Cronkite, for instance, or other on-air talent or news producers should be forced to retire at age 65.

Indeed, Mr. Leonard put it more firmly than that. "If Walter [who will be 62 on Oct. 14] wants to continue [past his 65th birthday]," Mr. Leonard said, "no one will come up to him and say, 'Sorry . . .'" Executives, he feels, do not enjoy that kind of immunity. "They are part of a structure under which rules are different." But he sees no reason why CBS should "cut itself off" from the talent of a Cronkite. If a Don Hewitt (*60 Minutes* executive producer) were approaching retirement age and wanted to continue working, "I'd find a way to keep him," Mr. Leonard said.

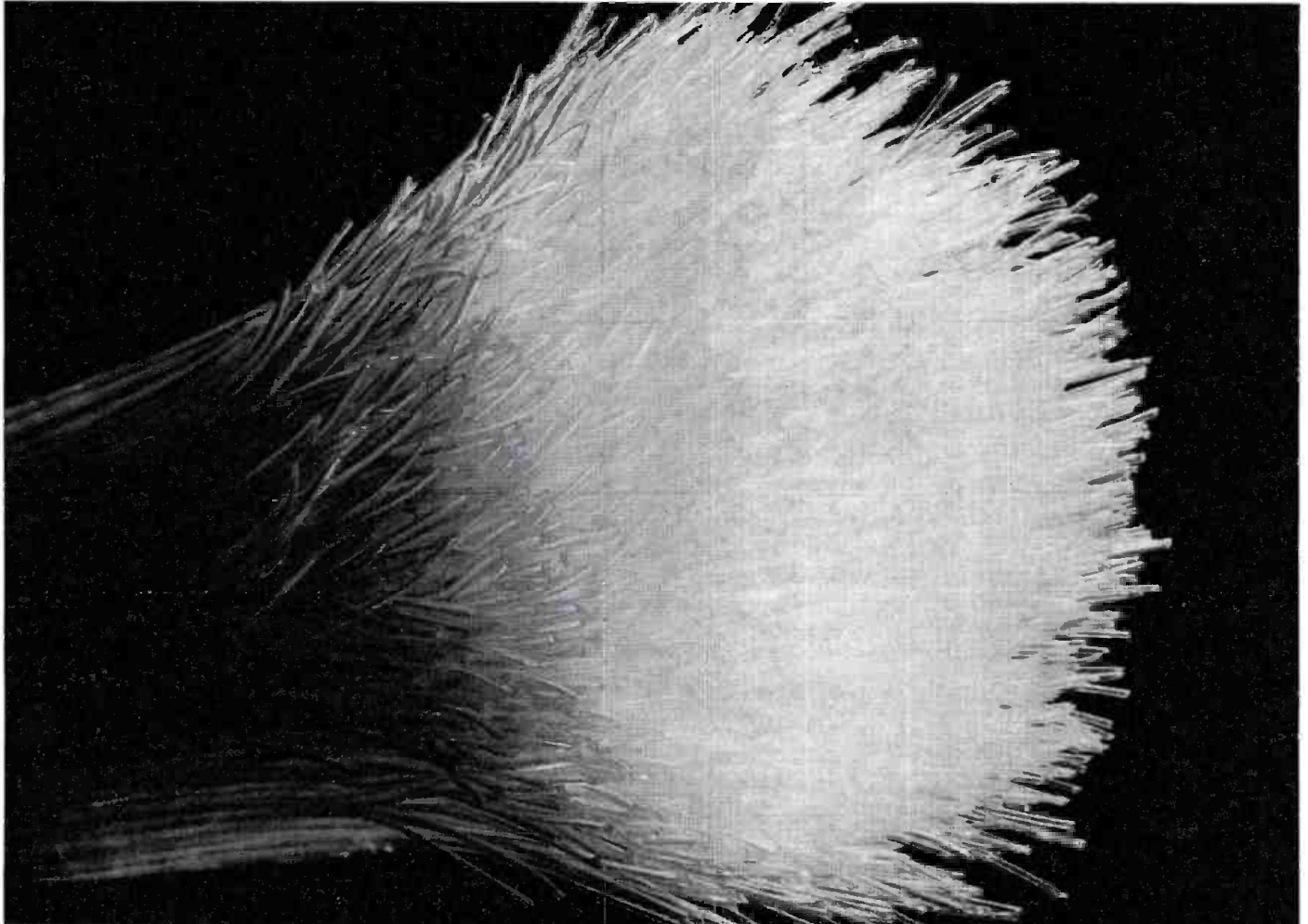
Among the ironies of Mr. Leonard's elevation to new eminence is that, in all likelihood, it would not have happened without the Washington detour—for him, the long way around turned out to be the shortest road. Of all the candidates who might have been chosen to succeed Mr. Salant next April, Mr. Leonard not only had the requisite news credentials, but he was the person best known to CBS's relatively new top management team. For almost three years he had been in almost daily communication with CBS's 35th floor powers that be. They had come to recognize his abilities, they had watched him under stress, and they could feel secure, with his appointment, that the key news flank was protected while they wrestled with other pressing corporate concerns.

Eager as he may be to take over CBS News, Mr. Leonard is aware that his time is limited. He cannot do in two-and-a-half years what he might do in 20. But he feels he can leave his mark. "I can set a tone," he said. "I can do that in two years."



Leonard

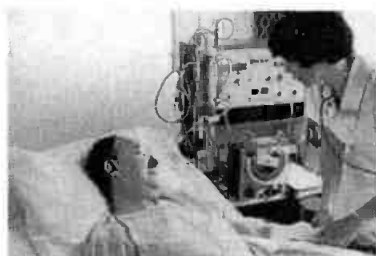
# For thousands of Americans with kidney disease, these are the threads of life.



*Hollow fibers that are part of an artificial kidney made with a chemical developed by Phillips Petroleum.*

Most doctors agree, the best treatment for a patient with severe and permanent kidney failure is the surgical transplant of a healthy kidney from a donor.

But some patients are just not suited for a transplant. Others may need time to recover from the trauma of their kidney failure before they are ready for surgery. Or they must be maintained until a suitable donor is found.



*Disposable, artificial kidneys can take over when human kidneys fail.*

So for thousands of people whose kidneys have failed, an artificial kidney machine is the only hope for survival.

At the heart of these remarkable

machines is a unique, disposable "kidney", that's made with a chemical developed by Phillips Petroleum. It consists of thousands of fine, hollow fibers, specially designed to remove excess fluid and impurities from the blood stream.

These fibers are so effective, a patient's entire blood supply can be purified by spending just a few hours on an artificial kidney machine, two or three times a week.

So thousands of hospital-based outpatients who are waiting for a healthy kidney from a donor can now lead full and productive lives.

Developing lifesaving chemicals while we make fine products for your car. That's performance. From Phillips Petroleum.

**The Performance Company**





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Award-winning local and regional investigative reports plus CBS world-wide coverage.

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Cardinal Baseball, Cardinal Football, Missouri University Football, Blues Hockey, interviews, commentary, plus "Open Line" for fans.

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Helicopter traffic reports, farm and business coverage, features, interviews plus "At Your Service" call-ins.

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Music with meaning, humor, show business reviews and interviews, showcase of the arts plus personality power.

**TOTAL SERVICE . . . more than just broadcasting.**

Part of the heart of St. Louis life with community projects plus "Call for Action" referral service.

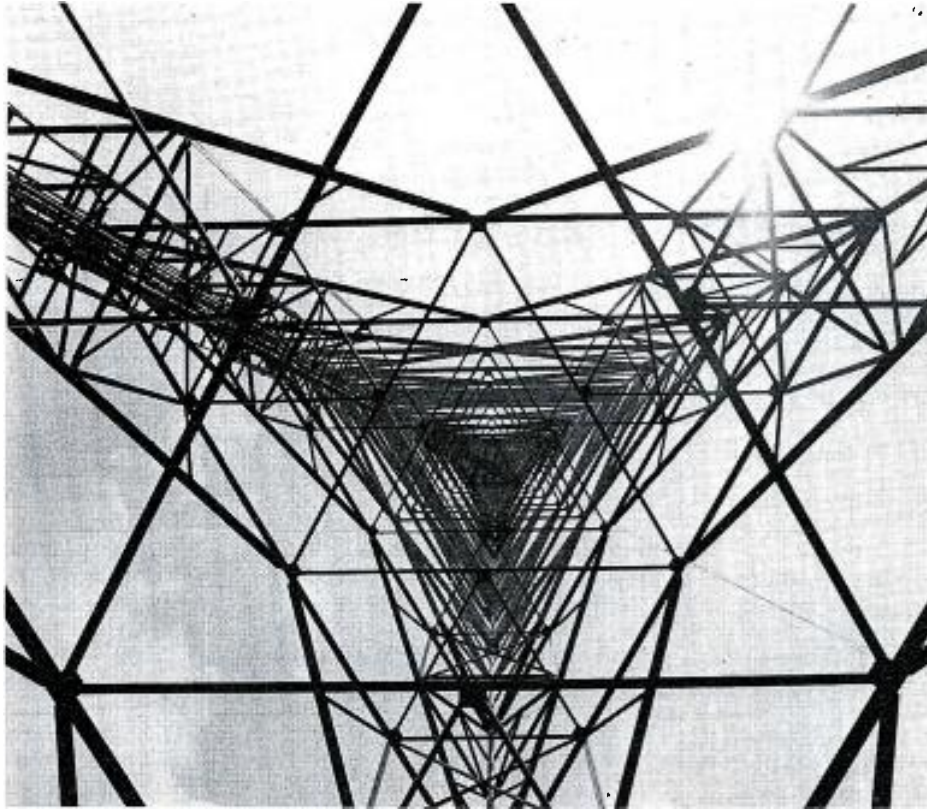
**TOTAL DOMINANCE . . . more than just ratings.**

Market leadership year after year, survey after survey plus unequalled listener loyalty and responsiveness.

**KMOX**  
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Represented Nationally  
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## The Many Worlds of Radio 1978

*You'd think that, by now, as ancient a medium as radio would have rocked itself into a rut. Not so. As the following stories testify, the aural half of broadcasting is not only enormously different than it was a half-century ago, or a quarter-century ago, or a decade ago—it's demonstrably different than last year. Indeed, based on the record reported here, it will have changed since BROADCASTING began its research for this report. Nevertheless, this is how it was last week. The reader will have to make allowances for tomorrow.*



# The Many Worlds of Radio 1978

## Radio business: A good '77 gets better in '78

**Local comes on like an express; network billings, clientele boom; spot, despite mixed reviews from station operations and sales reps, is running 7%-9% ahead of last year**

Radio business was never better—as a whole.

In some of its parts, however—and in some parts of the country—it could use a little help.

By most accounts, local sales are going great. Network business seems reasonably strong. But what you hear about national spot depends on who's talking. Many reps and station executives say national spot is solid, growing—even, a few say, “fantastic.” Others call it soft, uneven, spotty. Even so, most tend to say theirs is better this year than last, although in some cases not much better. One long-time follower of national spot's ups and downs probably came near the mark when he said that “national spot isn't booming, but it isn't a no-growth situation either.”

In his estimate—and that of other knowledgeable practitioners—national spot is moving into the second half of 1978 with sales about 7%-9% ahead of last year's pace, although some stations and markets are well above that average while others are well below it.

Taking the variations into account, M.S. Kellner, managing director of the Station Representatives Association, estimated that spot radio sales in total should come out of 1978 about 10%-12% up from last year's—which was also the general range of growth envisioned by many for radio as a whole this year although some thought the total might reach 12% to 14%.

The trends in spot are harder to follow, authorities point out, as more and more agencies fan out and in many cases place locally, through their regional offices, client dollars that used to be placed

through national reps and counted as national spot.

In major markets, national business tends to average about 30% of a station's revenues, local about 70%. (In FCC figures for 1976, the latest available, industry revenues were distributed 74% to local, 22% to national spot and 4% to networks.)

Thus, as President Bill Burton of the Eastman Radio rep firm put it, “local is the backbone of a radio station more often than not.” And the backbone is getting stronger.

Where national spot's 1978 performance thus far was often described as uneven from one market to the next, local's was called good—or better than good—in almost all cases.

“National spot is holding up,” said Michael Hauptman, senior vice president of the ABC Radio division, “but local is exceeding it.”

One sales authority reported, for example, that in Washington radio as a whole has been running 12% ahead of last year's pace while local is running 19% ahead. In Chicago, for another example, local was said to be up 20% as compared with 14% for total radio.

Sam Brownstein, president of the Pro/Meeker Radio rep firm, could have been speaking for competitors as well as himself when he said:

“This has been a mixed-up year. If I look at just total sales volume, we're running about 15% ahead of last year. But while some markets are well ahead, others are well behind. It happens every year to some extent, but this year has been more extreme than usual for radical variations. On the whole, it's a good year nationally, but not a good year for some stations—and we haven't found an explanation for that.

“It has not been, in that respect, a very good year for reps, because a lot of the sta-

tions that are not getting the action are good stations—and they blame the rep. Down the line, this could lead to some stations' changing reps.”

The pattern of generally consistent reports of growth in local and mixed reports on national spot emerged repeatedly in a canvass of broadcasters and station reps.

The canvass, incidentally, found little support for the notion that high TV prices are driving significant numbers of television dollars into radio.

Eastman Radio's Bill Burton was one who thought radio has an opportunity to “pick off” TV accounts seeking to reach, for example, men under age 35, or “young mobile America.” These, he said, “are the hardest for TV to sell, but they're radio's bag.” And Dick Verne, vice president and general manager of the NBC Radio network, said radio “fits into today's life styles better than other media” and is a must for any advertiser that wants to reach certain demographics, such as the growing number of women working outside the home.

On the whole, however, respondents tended to agree with Stanley Mouse, executive vice president of Cox Broadcasting: “Some people say TV is taking money away from radio and some say TV prices are moving money into radio. I find no hard evidence to prove either point.”

Or, in the view of John B. Babcock, executive vice president of Park Broadcasting Inc., “advertisers are looking for more economical alternatives to newspapers on the local level and to magazines on the national level.”

George G. Beasley, president of the Beasley Broadcast Group of seven AM and seven FM stations, all but one in the South, wasn't blaming television, either, but he said he was finding business “a little erratic right now.”

He said some markets, “particularly



SRA's  
Kellner



Eastman's  
Burton



ABC Radio's  
Hauptman



Pro/Meeker's  
Brownstein



Cox's  
Mouse

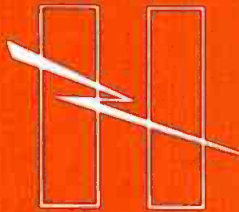


Beasley's  
Beasley



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THE KATZ AGENCY INC. NEW YORK ATLANTA BOSTON CHARLOTTE CHICAGO CLEVELAND DALLA

# How Glenn Kummerow sells spot radio with soybeans and sorghum.

Spot radio isn't all CPM's and GRP's. Ask Katz Radio's Glenn Kummerow. He ranks among the most sophisticated media salesmen in Chicago—and he sells radio by the acre.

But what Kummerow sells to agri-business marketers ain't hay. It's millions of dollars of FarmAction Radio.

A former officer of the Midwest Chapter of NAMA, and a charter member of NAFB's Sales/Marketing Board, Kummerow knows agri-marketing. He helped develop the research agri-marketers need to target spot radio to specific farm markets.

He can translate acres of soybeans and sorghum, or numbers of beef cows and hogs, into concise spot

radio media plans that allow agri-business advertisers to achieve maximum penetration.

Today, under Glenn Kummerow's leadership, Katz Radio places more national spot dollars on farm radio stations than any other rep.

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## The Best in Adult Contemporary Music

Hit match programming, the attention focus concept that delivers the big share of 18 to 44 men and women. Today's young and active adults are "Sound 10" listeners. Get together with us and get together with them. "Sound 10"...the sound way to success.

Send today for  
your demo of the 3 most exciting  
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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_



military markets"—those with large military establishments nearby, such as Fayetteville, N.C., Jacksonville, Fla., and Norfolk, Va.—“have a fairly stable economy,” but that some of the others, where “the high cost of money” causes concern, “are a little tight.”

In the latter group, he said, “people are a little more hesitant to spend and a little slower to pay.”

Mr. Beasley, who said he prefers to operate in markets below the top 50—some-where in the 50-to-125 range—said local not surprisingly in those markets “is better for us than national spot.”

One exception, for which he said he had no ready explanation, was Mobile, Ala. There, he said, “national spot is up 20% from a year ago while local is pretty much the same as it was a year ago.”

Despite his characterization of business as erratic, Mr. Beasley said that “over-all, our billings are higher this year than last year.” But, he added, citing a complaint heard frequently in the canvass, “costs are going up at a higher rate than gross sales and will offset the extra revenues.”

Arthur Carlson, radio vice president of the Susquehanna Broadcasting Co. group of six AM and six FM stations, who also is chairman of the Radio Advertising Bureau, described business from his vantage point as “good to great.”

“I always wish business was better and wish ratings at some stations were better,” he said, “but in fact, business has never looked better.”

Mr. Carlson estimated that, collectively, the Susquehanna stations are “a solid 15%-20% ahead of last year” in billings.

He cited especially “the steady growth of retail and other local advertising,” which he attributed to “a constant increase in new advertisers and increased spending by existing advertisers.”

“The problem in national spot,” he said, “is attrition in accounts. I don’t think this is very often a problem in local.”

FM revenues, he said, “are growing like crazy,” with increases for the Susquehanna FM group this year “probably closer to 50% than not.” Advertiser bias against FM, he said, has disappeared: “Basically, FM is fully accepted.”

He said that two years ago, about 80% of Susquehanna’s radio revenues came from AM, 20% from FM, but that now the division is closer to 60-40. Equally important, he said, FM is not growing at the expense of AM.

“AM and FM have learned to live together and work together,” he asserted. “AM and FM even make joint presentations now in behalf of the radio medium.”

Michael Kassner, vice president of the Bahakel Broadcasting group of six AM and four FM stations (and six TV’s), said all are “doing better than last year, which was a good year.”

Sales in June, he said, were up from June 1977 by about 17%, and June was not one of the best months of the year to date. He estimated the Bahakel AM stations thus far are running about 9% ahead of their 1977 pace, while the FM’s are up

21%-22%, but from a lower base.

The stations’ national-spot business, which he said accounts for as little as 3%-5% of some stations’ billings and as much as 40% at the biggest, was said to be growing at about 8%-10%, compared with last year. Local and regional sales, he said, are “where we’ve made the greatest growth.”

Like most of the others interviewed, Mr. Kassner thought business would remain strong through the rest of the year, despite economists’ predictions of a widespread business slowdown.

Donald A. Pels, president and chairman of LIN Broadcasting Corp. (four AM, four FM, three TV stations), said that over-all the radio group is “doing a little better than last year.”

The stations, he said, “are so individual that it’s hard to see any trend.” But in general, like many other broadcasters, he said that “we’re doing well where we’re doing well in the rating books, and not doing as well as we’d like where we’re not doing as well as we’d like in the rating books.”

Robert Mouny, vice president, NBC Radio stations, said 1978 looks to be “decidedly better” than 1977 for the NBC group, and 10%-12% better than last year for radio as a whole.

National spot, he said, “is just that—spotty.” In total, the NBC stations are “slightly up” from last year in national spot, but he thinks national spot from the

industry standpoint will be “pretty close to flat this year.”

Local, on the other hand, “is moving beautifully,” Mr. Mouny said, adding that by 1980 he expects network-affiliated stations to get 75% of their revenues from local and 20% from national spot (with 5% from the wired networks).

He characterized FM sales as “growing fast but not in proportion to FM’s share of audience.” He is not, however, one of those that think FM will some day attain revenue parity with AM.

“The tide of FM audience growth will be stemmed by the arrival of AM stereo,” he asserted, and added that FM’s revenue potential is also held down by the lighter commercial loads that most FM’s carry.

Cox Broadcasting’s Stanley Mouse also described national spot business as spotty and local as good. “On balance,” he said, “we’re doing well,” with gains over last year in “double-digit percentages.”

FM sales, he said, “are fantastic—going through the roof.” Although FM’s total dollars are still below AM’s, he added, FM stations are much less expensive to operate.

Mr. Mouse estimated, for example, that an independent FM can be operated efficiently and effectively by, say, 22 to 25 persons, whereas “big MOR full-service AM operations like [Cox’s] WSB [Atlanta] and KFI [Los Angeles]” require from 60 to 85 Park Broadcasting’s John Babcock was

**A good year** for the ‘average’ station. Despite the fact that increases in operating costs outstripped gains in revenues, the typical radio station in 1977, still increased its profits over the previous year, according to the National Association of Broadcasters annual financial survey of radio stations.

From questionnaires returned by 1,813 stations, the association plotted the median station’s pretax profit at \$18,800, \$500 higher than in 1976, based on revenues of \$269,000 and expenses of \$250,200. The revenue and expense figures were 12.13% and 12.91% higher than in 1976, respectively. NAB also reported that 29% of the stations recorded losses in 1977, 1% higher than in 1976. The following table tells the story:

**Revenue and Expense of the Typical Radio Station in 1977**

	1977	1976	% Change
Profit Margin (before tax)	7.00%	7.64%	(.64) ppts.
Total Time Sales	\$276,800	\$248,300	11.48%
National & Regional	31,000	25,800	20.16%
Local Advertising	245,800	222,500	10.47%
Total Broadcast Revenue	\$269,000	\$239,900	12.13%
Non broadcast Revenue	\$1,300	2,700	(51.85%)
Trade-outs & Barter	6,500	7,000	(7.14%)
Total Broadcast Expenses	\$250,200	\$221,600	12.91%
Technical	16,500	15,300	7.84%
Program	71,800	64,100	12.01%
Selling	51,300	45,400	13.00%
General and Administrative	110,600	96,800	14.26%
Selected Expense Items			
Total Salaries	\$127,600	\$115,200	10.76%
Technical	8,000	7,500	6.67%
Program	47,000	43,000	9.30%
Selling	39,000	34,000	13.04%
General and Administrative	33,600	30,200	11.26%
Cost of Outside News Service	5,100	5,100	no change
Music License Fees	7,000	6,200	12.90%
Depreciation & Amortization	11,900	11,300	5.31%
Interest	2,000	3,200	(37.50%)
Profit (before Federal income tax)	\$18,800	\$18,300	2.73%



Susquehanna's  
Carlson



Bahakel's  
Kassner



LIN Broadcasting's  
Pels



NBC Radio's  
Mounty



Park Broadcasting's  
Babcock



Katz Radio's  
Swetz

one of those that, more than most, found business consistently upbeat, national spot along with local.

"We're quite bullish about radio," he said of his company, which owns and operates seven AM and seven FM stations (and seven TV's). "Business is quite a lot better this year than last year."

He reported no big variations in this trend from one Park market to another, saying the stations in smaller markets "have been growing along with those in the larger markets."

National spot, he said, "is running ahead very nicely," although he added it's not a major factor—but still a significant factor—in markets outside the top 20 or so.

Another favorable development: Cost increases, "dramatic" in 1976 and 1977, appear to be "moderating" in 1978.

Among station reps, one of the most gung-ho reports came from Ken Swetz, vice president and general manager of Katz Radio. The first six months of 1978, he said, "were absolutely fantastic for radio."

Katz Radio's first-half billings, he said, were up about 26% over-all—and up about 20% on a same-station basis.

For the third quarter, Mr. Swetz continued, bookings as of July 10 were 32% ahead of last year's pace.

"One indicator I use is the goal we're shooting for," he said. "If we're 70% of the way toward a quarter's goal at the start of the quarter, that's normally good. We started this third quarter 78% toward the goal."

It's too early to get a fix on fourth-quarter prospects in spot, Mr. Swetz said, but added "my biggest concern [about the year] was for the third quarter, so my fears have been put aside."

Katz Radio's gains this year, he said, have been "fantastic" in both conventional spot sales and in sales on its unwired network, "so it's not a case of robbing Peter to pay Paul."

For the first six months, he estimated Katz's conventional spot business was up 24.9%, and that Katz Radio Network business was up 34.6%.

Katz is one of five major rep firms generally regarded as most widely active in the business of offering advertisers line-ups of 50 to 100 or more stations in unwired networks. The others involved are Blair Radio, Eastman, McGavren-Guild and Torbet-Lasker, although still others have been occasionally—or plan to become. The unwired network business, as a

whole, is expanding. Mr. Swetz estimated that the Katz Radio Network represents 10% of Katz Radio's total volume "and is still growing."

Joe Dorton, president of Torbet-Lasker, looks for gain of 12% or more in billings this year, not counting gains coming from the addition of new stations. Station acquisitions, he said, have already added \$6 million in billings this year.

The Torbet-Lasker unwired network, Mr. Dorton said, is "absolutely skyrocketing" in sales, with triple the business booked that it had at this time last year. As at Katz, the network was said to account for about 10% of Torbet-Lasker's total billings.

John Boden, vice president and general manager of Blair Radio, reported that for the first six months "we're slightly ahead of last year," but that the rise was due in part of Blair's having picked up some new stations this year. Without the acquisitions, he said, "we'd be up just slightly."

One of the problems in forecasting, he said, is that advertisers place orders so close to start dates. He said, for example, that "a month ago, I was really concerned about the third quarter—but then the dollars started coming in," and now the third quarter looks good. He hopes that fourth-quarter sales will take off the same way.

Mr. Boden estimated that about one-third of Blair Radio's station list is FM's and said they're getting business away from AM's in some markets.

The Blair Radio Network also is growing, he reported, estimating that it now accounts for 10%-15% of Blair Radio's billings.

"I'm very bullish about the radio business," he said. "I don't think the surface has been scratched. I've been in radio for 25 years and I'm more enthusiastic about it now than ever before."

Eastman's Bill Burton said radio business "is good, has been good and will continue to be good." He acknowledged that the first quarter didn't "get off to the running start we'd have liked it to," but said it was still better than in 1977 and remains so.

"Business is good," he said, "but any time you ask me whether it could be better, I'll always say you're darn right it could—business can always be better."

Mr. Burton doubts that many dollars are being moved from TV into radio because of TV's prices, although he thinks radio can do a better job—with more frequency—in reaching the "young mobile American" in particular. He says he isn't

going to worry about competition from TV: "For me to sit around having heartburn over television isn't going to help my business." Besides, he says, "radio properly used is one of the best sales tools in the world."

Jack Masla of Jack Masla & Co. said that after a slow first-quarter start, sales bounced back in the second quarter and that for the first six months his firm ran 12%-13% ahead of last year's first half. He said the third quarter looks strong, but he apparently expects a slight second-half easing since he's forecasting a full-year growth of about 11%.

Mr. Masla, who estimated that 65% of his stations in the top 20 markets are FM's, said he not only encounters no advertiser bias against FM but finds that "if anything, the charisma has swung over to FM."

Network radio represents few dollars, as compared with local and national spot—less than 5% of radio billings in 1976—but they are growing dollars. Between 1976 and 1977, the wired networks boosted billings by almost 27% to \$92.2 million, and last year they added an estimated 10%-11% more.

This year, they stand to add still another 10% or so.

ABC Radio's Mike Hauptman said that for the ABC Radio networks, as for the ABC-owned radio stations, "1978 has been a surprisingly good year considering all the gloom and doom we read about the economy. "We see no evidence at all of an economic slowdown. Obviously, something could fall out of bed in the second half, but we don't see it."

Indeed, he thinks the network radio business will pick up steam in the second half. By his estimate, sales of the conventional (wired) networks increased by about 4% in the first half, and he looks for their gains to average 10% for the year, which would require a distinct acceleration.

If networks as a group boost their billings by 10%, Mr. Hauptman said, the four-service ABC Radio network will be up 13%-15%.

Not only the network but ABC Radio as a whole is having another record year, Mr. Hauptman reported.

There have been at least 40 new radio-network advertisers this year, representing 100 brands new to the medium, by Mr. Hauptman's count. Among them: AT&T; American Home Products; General Motors; Morton-Norwich Products; Revlon; Sears, Roebuck; SmithKline;



## ***On the job in Grand Rapids.***

WJFM in Grand Rapids regularly broadcasts "Job Talk," a listing of employment vacancies supplied by the Michigan Employment Security Commission (MESC).

Recently, MESC was contacted by a food processing engineer who, although he lived 60 miles away, needed a job in Grand Rapids. The engineer's daughter required frequent treatment in a Grand Rapids hospital for a congenital back ailment.

When WJFM learned of his problem, they encouraged MESC to include the engineer's story and job qualifications in a "Job Talk" broadcast. As a result, a Grand Rapids firm accelerated its long range expansion plans, hired the engineer and solved his problem.

Helping people help themselves is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

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



U.S. government recruiting and Warner-Lambert.

Ben S. Lochridge, the CBS Radio network's vice president in charge of development, summarized his network's sales progress this way:

"Last year was the best we'd had in over 20 years. But for the third quarter of 1978 we already have 99% as much business booked as we had in last year's third, and for the fourth quarter we're 3% ahead of last year."

CBS Radio is getting deeper into sports—World Series, 36 National Football League games, championship play-offs—and Mr. Lochridge sees this as inviting to new advertisers.

He also reported strong gains in recent years with what he calls "business-oriented accounts"—starting with Illinois Tool Co. a few years ago and now including Lanier office equipment, Sharp, Xerox, Western Union Mailgram, the Chicago Mercantile Exchange, the Dale Carnegie course and the Dean Witter Reynolds brokerage firm.

In all, he estimated, billings from "business-oriented accounts" are rising from approximately \$1.5 million last year to

He also noted that NBC has done a lot of research on the working woman, among other subjects, and has found, for example, that over 50% of women aged 18-64 work outside the home. Of these, he said, about 75% work full time—and spend more time with radio than with TV.

"Major advertisers," he said, "have to use radio to reach these working women."

The NBC network, Mr. Verne continued, also has a coordinator working full time, with affiliates, in the development of more co-op advertising money for radio, and has appointed a sports director to look for prestigious sports events that would broaden the range of potential advertisers.

Arthur M. Okun, vice president and general sales manager of Mutual, reported business levels "very good," which he translated as 15%-20% ahead of last year's pace through July.

"A lot of advertisers have come in during the past two or three years," he said, "and a lot of them appreciate what good buys they made and they're expanding." Among these he listed such retailers as Sears, JC Penney and K Mart, and said others included automotive after-market advertisers and paperback books.

current slowness would dissipate, but that he was conservatively softening his projected full-year gains to about 8%—which he said is lower than gains are currently running.

Mr. Small said NBN, which has 86 affiliates, is finding it gradually easier to sell its black-oriented service. "It's an easier sell now, but we still get some agency and advertiser resistance. Five years ago it was ridiculous—we could hardly get a foot in the door then."

For all elements of radio—local, national spot and network—the Radio Advertising Bureau feels that one danger to be guarded against is complacency after the recent good-growth years.

"With an economy that may be cooling off during the second half of this year and in 1979," RAB President Miles David said, "it is very, very important for all broadcasters to realize that we have been in very prosperous years recently, and not to assume good times will go on automatically or to relax their sales efforts."

RAB is in the final stages of choosing an executive to fill its new office of vice president of spot radio sales, a job that RAB officials say will be among the best paid sales



Torbet-Lasker's  
Dorton



Blair Radio's  
Boden



CBS Radio's  
Lochridge



NBC Radio's  
Verne



Mutual's  
Okun



RAB's  
David

about \$3 million this year.

Another important category in Mr. Lochridge's book is retail; started in a major way by True Value Hardware on CBS Radio a few years ago and since expanded to include Sears; K Mart; Ben Franklin Stores; Ace Hardware and JC Penney.

Dick Verne, vice president and general manager of the NBC Radio network, described business as "not bad—could be better."

More specifically, he noted that seven conventional networks were doing a total of \$50 million to \$60 million in sales in 1974, topped \$100 million last year and, he said, will beat their 1977 record this year.

The NBC Radio network also will beat its 1977 total in 1978, Mr. Verne reported. He said network radio is benefitting from, among other things, the entry of new advertisers, and stands to gain further from "some that are testing that haven't been in network radio in 20 years."

He credited the appointment of Bob Rush as vice president assigned full time to market development with some of the gains NBC has made and with more to come. "The work he's been doing over the past year is starting to pay off," Mr. Verne said.

Thomas McKinney, vice president and general manager of the Mutual Black Network, called business "fair to middling" at first, but added, "It's not bad." Actually, he said, the network's sales in the first six months were up from last year's first half by "a reasonable number of percentage points," and the summer "has been very good." Later he indicated that for the year to date, MBN's sales gains are in the 16%-20% range.

The network, 49% owned by the Sheridan Broadcasting Co., which also has the management contract, is six years old and finally, Mr. McKinney said, beginning to win acceptance for black-oriented radio. "A lot of advertisers who used to find excuses for not using black radio are now beginning to change their tune," he said. It's still not an easy sell, he added, but not as hard as it once was.

Sydney L. Small, executive vice president of the National Black Network, said the five-year-old NBN's business is "substantially ahead" of last year's but that "the trends aren't like last year, when everyone was predicting 20% increases."

Summer business is strong, he said, but he's concerned about the fall: "You don't see those big booms coming in the way you did a year ago." He said he hoped the

posts in the industry. RAB and the Station Representatives Association are working together in screening candidates, and the person selected will have the assistance of station reps as well as RAB in zeroing in on target accounts with ammunition ranging—according to the individual advertiser's wishes—from basic information to proposals covering entire media plans.

"We'll do whatever it takes to overcome a roadblock," Mr. David said.

RAB is also working to get more broadcasters more directly involved with bureau specialists in "management-to-management" presentations to top-level executives of big advertisers and major agencies.

On the theory that radio may largely be "an unadvertised brand" to the advertising community, RAB also plans to conduct a fund-raising drive, asking broadcasters to contribute one-half of 1% of their national spot dollars to support a national advertising campaign aimed at top advertising decision-makers.

This will be in addition to this year's Dick & Bert announcements using radio to sell radio, prepared for RAB and carried—like the "Radio: Adflation Fighter" and "Radio: The Sound Alternative" campaigns of recent years—on an estimated 3,000 stations.

# RKO. A lot more radio than you thought.



RKO Radio is 12 owned stations in nine of the most important broadcast markets in the country. RKO Radio is RKO Radio Sales representing a highly selective roster of 27 of the most influential stations in the industry. RKO Radio is RKO Radio Sales with eight offices in the key regional money markets. RKO Radio is service through the executives and station personnel who serve

on boards and panels of the most vital and meaningful organizations within our medium. RKO Radio stations, both owned and represented, reach over 16,000,000 people each week,\* affecting the way they live, think and react.

RKO. Now isn't it a lot more radio than you thought?



**RKO RADIO**

\*Source: Oct.-Nov. A.R.B. Mon.-Sun. 6a-12 mid. cume total persons 12+T.S.A.

# The Many Worlds of Radio 1978

## Scale tilts to FM among radio's biggest

**AM's become a minority—240 out of 500 in Arbitron ranking of the top-10 stations in the top-50 markets; contemporary remains number-one format**

If there's any doubt left that FM has come of age, take a look at the Arbitron April/May rankings for total service area, ages 12+. Not only is FM's showing stronger than ever, there are more of them than AM's when the top-10 stations in the top-50 markets are counted up—260 out of 500.

Take the number-one market, New York, where WBLS, WRFM, WPLJ and WXLO all show up in the top 10. There are also four in Chicago (WLOO, WLAK, WBMX and WCLR) and three in Los Angeles (KJOL, KMET, and KLOS). Rounding out the top-10 markets—Detroit has six, Philadelphia five, San Francisco four, Boston five,

Dallas-Fort Worth six, Pittsburgh six including one AM-FM simulcast combination, and Washington eight (including one combo).

And the FM's are showing their increased strength in those listings. WBLS, for example, is number two in New York. The WPGC-AM-FM combo in Washington takes number one, as does WMMS-FM Cleveland, KMJO Houston-Galveston and WHYI Miami, among others.

Other facts emerging from this ranking: Of the top-10 stations in the top-50 markets, "contemporary" was the leading format choice for programmers. Twenty-one percent of the stations claim that description. Next comes beautiful music with 16%, followed by middle of the road and country, each with 10.8%. Album-oriented rock accounted for 6.8%; adult contemporary 5.2%; black 5% and news 4.8%. The remaining 19.6% of the top-500 were into

other programing directions and variations.

Following are Arbitron Radio's rankings of the top-10 stations in each of its top-50 markets as ranked according to total persons aged 12+ in total service area. The station rankings are based on the latest measurements available last week—the April/May 1978 measurements in most cases. Exceptions, indicated (\*), are based on October/November 1977 measurements. Audiences represent total persons, 12+, average quarter-hour, Monday-Sunday, 6 a.m. to midnight, total survey area (because of this broader survey area, in some markets—San Jose, Calif., Fort Lauderdale, Fla., and Nassau-Suffolk, N.Y., among them—substantial listening is to out-of-market stations). Format information was compiled by BROADCASTING from a variety of sources.

(The Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's syndicated radio service).

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### 1. New York

1. WABC(AM)	Contemporary	218,400
2. WBLS(FM)	Adult Contemporary	189,800
3. WOR(AM)	Talk/News	186,100
4. WCBS(AM)	News	148,600
5. WINS(AM)	News	132,700
6. WRFM(FM)	Beautiful Music	127,600
7. WPLJ(FM)	AOR	101,700
8. WNBC(AM)	Contemporary	931,000
9. WXLO(FM)	Album Contemporary	85,800
10. WMCA(AM)	Talk-Telephone	82,000

### 2. Chicago

1. WGN(AM)	MOR	165,700
2. WLS(AM)	Contemporary	131,300
3. WMAQ(AM)	Country	96,500
4. WBBM(AM)	News	77,800
5. WLOO(FM)	Beautiful Music	77,300
6. WLAK(FM)	Beautiful Music	53,800
7. WVON(AM)	Black	48,200
8. WBMX(FM)	Black Contemporary	44,800
9. WIND(AM)	MOR/Contemporary	40,700
10. WCLR(FM)	Adult/MOR	40,000

### 3. Los Angeles

1. KABC(AM)	Talk	111,500
2. KBIG(FM)	MOR	91,700
3. KNX(AM)	News	73,100
4. KJOL(FM)	Beautiful Music	60,400
5. KMET(FM)	Progressive	57,100
6. KFVB(AM)	All News	54,200
7. KFI(AM)	Adult Contemporary	50,800
8. KMPC(AM)	Adult Contemporary	45,100
9. KLOS(FM)	AOR	44,900
10. KHJ(AM)	Contemporary	42,700



**4. Detroit**

1. WJR(AM)	MOR/Talk	146,200
2. CKLW(AM)	Contemporary	58,700
3. WRIF(FM)	Progressive Rock	49,300
4. WJR(FM)	MOR/Talk	39,900
5. WWJ(AM)	All News	30,600
6. WCMC(FM)	Adult Contemporary	30,000
7. WWJ(FM)	Beautiful Music	29,500
8. WNIC(FM)	Soft Contemporary	28,500
9. WDEE(AM)	Modern Country	27,700
10. WXYZ(AM)	Pop Contemporary	24,600

**5. Philadelphia**

1. KYW(AM)	News	78,100
2. WWSH(FM)	Beautiful Music	66,000
3. WIP(AM)	MOR	64,500
4. WFIL(AM)	Contemporary	46,700
5. WDAS(FM)	Black	44,700
6. WCAU(AM)	News	39,400
7. WYSP(FM)	Adult Rock	37,500
8. WDVR(FM)	Beautiful Music	35,500
9. WIFI(FM)	Contemporary	34,900
10. WZZD(AM)	Contemporary	27,400

**6. San Francisco**

1. KFRC(AM)	Contemporary	72,100
2. KGO(AM)	News/Talk	65,800
3. KCBS(AM)	News	48,800
4. KSFO(AM)	MOR	48,500
5. KFOG(FM)	Beautiful Music	31,700
6. KNBR(AM)	MOR	31,600
7. KIOI(FM)	Adult Contemporary	29,200
8. KABL(AM)	Good Music	25,200
9. KOIT(FM)	Beautiful Music	25,000
10. KSFZ(FM)	Contemporary-Disco	23,800

**7. Boston**

1. WBZ(A.)	MOR/Talk	65,000
2. WHDH(AM)	MOR	62,100
3. WJIB(FM)	Beautiful Music	54,600
4. WRKO(AM)	Contemporary	53,500
5. WVBF(FM)	Adult Contemporary	41,600
6. WCOZ(FM)	AOR	36,700
7. WEEI(AM)	News	33,100
8. WITS(AM)	Talk-Sports	29,300
9. WROR(FM)	Oldies	27,900
10. WEEI(FM)	Adult Contemporary	27,600

**8. Dallas-Fort Worth**

1. WBAP(AM)	Country	85,300
2. KVIL(AM)	MOR	38,500
3. KFJZ-FM	Adult Contemporary	25,600
4. KSCS(FM)	Country	24,400
5. KOAX(FM)	Beautiful Music	22,300
6. KRLD(AM)	Contemporary/MOR	22,100
7. KKDA-FM	Disco-Soul	19,400
8. KMEZ(FM)	Beautiful Music	17,400
9. KZEW(FM)	Progressive	16,600
10. WFAA(AM)	News-Talk	15,500

**9. Pittsburgh**

1. KDKA(AM)	MOR/Talk	100,700
2. WSHH(FM)	Beautiful Music	32,300
3. WDVE(FM)	AOR	32,200
4. WPEZ(FM)	Contemporary	28,900
5. WXXX(FM)	Contemporary	26,900
6. WTAE(AM)	Adult Contemporary	23,000
7. WJOI(FM)	Standard-Pop	22,100
8. WEEP-AM-FM	Country	18,800
9. WWVA(AM)	Country	17,200
10. WKTQ(AM)	Contemporary	16,700

**10. Washington**

1. WPGC-AM-FM	Contemporary	47,400
2. WMAL(AM)	Standard-Pop	43,800
3. WASH(FM)	Adult Contemporary	30,300
4. WOOK-FM	Spanish	27,200
5. WGAY-FM	Beautiful Music	26,400
6. WHUR(FM)	Black	23,700
7. WJMD(FM)	Beautiful Music	22,600

8. WMZQ(FM)	Modern Country	21,400
9. WWDC-FM	AOR	19,700
10. WTOP(AM)	News	16,600

**11. Cleveland**

1. WMMS(FM)	Contemporary	40,300
2. WQAL(FM)	Standard-Pop	32,900
3. WWWF(AM)	MOR	29,400
4. WGAR(AM)	MOR/Contemporary	29,300
5. WDOK(FM)	Beautiful Music	26,900
6. WHK(AM)	Country	22,400
7. WWWW(FM)	AOR	20,700
8. WJMO(AM)	Black	17,300
9. WZZP(FM)	Contemporary	16,800
10. WGCL(FM)	Contemporary	16,400

**12. St. Louis**

1. KMOX(AM)	Talk/News	91,300
2. KSHE(FM)	Progressive	29,500
3. KSLO(FM)	Contemporary	27,200
4. KEZK(FM)	Beautiful Music	25,700
5. KSD(AM)	MOR/Contemporary	25,400
6. KXOK(AM)	Contemporary	23,600
7. WIL(AM)	Country	19,400
8. WIL(FM)	Country	18,000
9. KKSS(FM)	Black	14,700
10. KMOX(FM)	Contemporary	13,400

**13. Minneapolis-St. Paul**

1. WCCO(AM)	Talk/MOR	105,600
2. KDWB-AM-FM	Contemporary	33,500
3. KQRS-AM-FM	AOR	25,400
4. WCCO-FM	Adult Contemporary	25,100
5. KEEY(FM)	MOR	20,000
6. WDGX(AM)	Modern Country	18,100
7. KSTP(AM)	AOR	16,300
8. KSTP-FM	Beautiful Music	14,800
9. WAYL-FM	Beautiful Music	13,400
10. KRSI(AM)	Country	6,900

**14. Cincinnati**

1. WLW(AM)	Contemporary/MOR	55,000
2. WKRC(FM)	Contemporary	26,500
3. WCKY(AM)	MOR	23,000
4. WKRC(AM)	MOR	18,800
5. WEBN(FM)	AOR	15,600
6. WSAI(AM)	Popular/Contemporary	15,100
7. WWEZ(FM)	Beautiful Music	14,700
8. WONE(AM)	Modern Country	13,200
9. WUBE(FM)	Country	11,200
10. WDAO(FM)	Black	9,800

**15. San Jose Calif.\***

1. KGO(AM)	News/Talk	34,100
2. KFRC(AM)	Contemporary	29,000
3. KSFO(AM)	MOR	27,000
4. KCBS(AM)	News	23,700
5. KIOI(FM)	Adult Contemporary	19,400
6. KFOG(FM)	Beautiful Music	17,000
7. KBAY(FM)	MOR	16,400
8. KOIT(FM)	Beautiful Music	16,300
9. KLOK(AM)	MOR	15,600
10. KNBR(AM)	MOR	13,500

**16. Houston-Galveston**

1. KMJQ(FM)	Disco-Jazz	40,900
2. KRBE(FM)	Contemporary	32,700
3. KTRH(AM)	News	31,700
4. KYND(FM)	Good Music	28,500
5. KJLT(AM)	Contemporary	26,000
6. KIKK(FM)	Country	21,600
7. KPRC(AM)	Talk/News	20,900
8. KWUS(FM)	MOR	14,200
9. KILT(FM)	Progressive	13,500
10. KAUM(FM)	Rock	13,300

**17. Miami**

1. WHYI(FM)	Contemporary	36,200
2. WLYF(FM)	Beautiful Music	34,200

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3. WQBA(AM)	Spanish	26,200
4. WYOR(FM)	Beautiful Music	21,000
5. WINZ(AM)	News	18,200
6. WCMQ(AM)	Spanish, MOR	17,700
7. WMJX(FM)	Contemporary	17,300
8. WQAM(AM)	Contemporary	15,700
9. WIOD(AM)	Contemporary	15,200
10. WAIA(FM)	MOR	14,800

**18. Ft. Lauderdale-Hollywood, Fla.\***

1. WHYI(FM)	Contemporary	35,800
2. WLYF(FM)	Beautiful Music	33,700
3. WYOR(FM)	Beautiful Music	20,900
4. WINZ(AM)	News	18,000
5. WMJX(FM)	Contemporary	16,800
6. WAIA(FM)	MOR	14,800
7. WINZ-FM	AOR	14,700
8. WIOD(AM)	Contemporary	14,600
9. WEAT-FM	Beautiful Music	14,200
10. WQAM(AM)	Contemporary	13,600

**19. Hartford-New Britain**

1. WTIC(AM)	Adult/MOR	57,700
2. WKSS(FM)	MOR	23,500
3. WTIC-FM	Top 40	20,200
4. WWYZ(FM)	Contemporary Soft Rock	19,200
5. WHYN(AM)	Contemporary	19,200
6. WRCH-FM	Beautiful Music	16,700
7. WDRC(AM)	Contemporary	13,300
8. WHYN-FM	Beautiful Music	13,000
9. WCCC-FM	Progressive Rock	12,100
10. WPLR(FM)	AOR	10,700

**20. Atlanta**

1. WSB(AM)	MOR/Talk/News	41,600
2. WZGC(FM)	Contemporary	36,000
3. WKLS(FM)	Progressive	19,200

4. WPCH(FM)	Beautiful Music	17,900
5. WQXI-FM	Contemporary	17,400
6. WSB-FM	Beautiful Music	16,100
7. WOLO(AM)	Country	13,100
8. WVEE(FM)	Disco	13,000
9. WQXI(AM)	Contemporary	12,100
10. WRNG(AM)	Talk	10,400

**21. Kansas City, Mo.**

1. WDAF(AM)	Country	38,800
2. KMBZ(AM)	MOR	31,700
3. KCMO(AM)	MOR	25,500
4. KYYS(FM)	Rock	19,900
5. KMBR(FM)	Beautiful Music	19,500
6. WHB(AM)	Adult Contemporary	19,100
7. KBQQ-FM	Contemporary	18,700
8. KCCEZ-FM	Beautiful Music	14,200
9. KPRS(FM)	Black	10,300
10. KCKN(FM)	Country	8,000

**22. Baltimore**

1. WBAL(AM)	Personality-MOR	45,700
2. WCBM(AM)	MOR	28,400
3. WLIF(FM)	Beautiful Music	25,900
4. WCAO(AM)	Contemporary	20,500
5. WXYV-FM	Disco	15,500
6. WPOC(FM)	Country	15,300
7. WMAR-FM	Beautiful Music	13,800
8. WWIN(AM)	Black	13,500
9. WIYY(FM)	AOR	12,200
10. WFBR(AM)	MOR/Contemporary	12,000

**23. Nassau-Suffolk (Long Island), N.Y.**

1. WABC(AM)	Contemporary	24,500
2. WCBS(AM)	All News	22,200
3. WBLI(FM)	Contemporary	21,800
4. WOR(AM)	Talk/News	18,200
5. WPLJ(FM)	Rock	17,600
6. WNBC(AM)	MOR	16,800
7. WRFM(FM)	Beautiful Music	16,500
8. WINS(AM)	All News	13,900
9. WHN(AM)	Country	13,400
10. WALK-AM-FM	MOR	12,700

**24. Seattle-Everett-Tacoma**

1. KOMO(AM)	MOR	31,600
2. KIRO(AM)	News	25,500
3. KJR(AM)	Contemporary	18,600
4. KING(AM)	Contemporary	18,300
5. KZOK(FM)	APR	17,100
6. KSEA(FM)	Beautiful music	16,800
7. KVI(AM)	MOR	15,700
8. KISW(FM)	AOR	8,900
9. KBUT (now KMPS-FM)	Country	7,200
10. KIXI-FM	Beautiful music	7,100

**25. San Antonio, Tex.**

1. KTSA(AM)	Beautiful Music	33,700
2. KKYX(AM)	Country	22,900
3. KCOR(AM)	Spanish	16,300
4. KOXT(FM)	Beautiful Music	15,200
5. KTFM(FM)	AOR	12,900
6. WOAI(AM)	News/Talk	12,700
7. KBUC-FM	Country	8,100
8. KZZY-FM	Contemporary	7,000
9. KBUC(AM)	Country	5,800
10. KEDA(AM)	Spanish	4,900

**26. Denver-Boulder**

1. KOA(AM)	MOR	24,400
2. KHOW(AM)	MOR	23,300
3. KIMN(AM)	Contemporary	19,000
4. KBPI(FM)	Progressive	17,100
5. KLIR-FM	Beautiful Music	15,300
6. KOSI-FM	Beautiful Music	14,000
7. KAZY-FM	AOR	13,400
8. KERE(AM)	Country	9,000
9. KTLK(AM)	Contemporary	8,600
10. KVOD(FM)	Classical	8,000

**27. Tampa-St. Petersburg, Fla.**

1. WSUN(AM)	Country	27,100
2. WFLA-FM	Beautiful Music	21,300
2. WWBA-FM	Beautiful Music	21,300
4. WJYW-FM	Beautiful Music	19,500
5. WRBQ-FM	Adult Contemporary	18,700
6. WLCY-FM	Contemporary	18,500
7. WWBA(AM)	Beautiful Music	15,300
8. WFLA(AM)	Beautiful Music	13,800
9. WYNF(FM)	Contemporary	13,200
10. WQXM(FM)	Beautiful Music	12,900

**28. Memphis**

1. WHBQ(AM)	Contemporary	26,200
2. WMC(AM)	Country	20,900
3. WEZI(FM)	Beautiful Music	17,900
4. WDIA(AM)	Black	14,800
5. WMP(AM)	Adult Contemporary	14,500
6. WMC(FM)	AOR	10,700
7. WQUD(FM)	AOR	10,500
8. WHRK(FM)	Disco	10,200
9. WZXR(FM)	AOR	8,200
10. WRBC(AM)	Contemporary	7,100

**29. Indianapolis**

1. WIBC(AM)	MOR	30,200
2. WXTZ(FM)	Beautiful Music	23,300
3. WNAP(FM)	Contemporary	17,200
4. WFBQ(FM)	Rock	15,700
5. WNDE(AM)	Contemporary	15,500
6. WIRE(AM)	Country	14,600
7. WFMS(FM)	Country	14,200
8. WTLC(FM)	Black	12,500
9. WIFE(AM)	Top 40	8,200
10. WLHN(FM)	MOR	5,900

**30. Milwaukee**

1. WTMJ(AM)	MOR	43,600
2. WISN(AM)	MOR	23,600
3. WEZW(FM)	Beautiful Music	18,100
4. WOKY(AM)	Contemporary	17,500
5. WZUU(FM)	Contemporary	15,100
6. WLPX(FM)	Album Rock	14,800
7. WBCS-AM-FM	Country	14,800
8. WEMP(AM)	Modern Country	7,400
9. WMAQ(AM)	Country	7,400
10. WFMR(FM)	Classical/Jazz	7,000

**31. New Orleans**

1. WTIX(AM)	Contemporary	19,400
2. WWL(AM)	MOR/Talk	18,700
3. WQUE(FM)	Adult contemporary	12,000
4. WNOE-FM	AOR	11,700
5. WBYS(FM)	Beautiful music	10,800
6. WSMB(AM)	Mor/Talk	10,000
7. WGSO(AM)	MOR	9,400
8. WRNO(AM)	AOR	8,600
9. WXEL(FM)	Black	8,600
9. WYLD(AM)	Black	8,100
10. WSHO(AM)	Country	7,900

**32. Sacramento, Calif.**

1. KEWT(FM)	Beautiful Music	21,500
2. KFRC(AM)	Contemporary	16,700
3. KRAK(AM)	Country	16,000
4. KCRA(AM)	MOR/News	10,800
5. KROY(AM)	Contemporary	9,300
6. KGMS(AM)	Beautiful Music	8,400
7. KXOA(FM)	Beautiful Music	8,100
8. KGO(AM)	News/Talk	7,700
9. KFBK(AM)	News	7,700
10. KNBR(AM)	MOR	7,400

**33. Omaha-Council Bluffs**

1. WOW(AM)	MOR	36,000
2. KFAB(AM)	MOR	32,200
3. KGOF(FM)	Contemporary	14,800
4. KEZO(FM)	MOR	10,900
5. KQKQ-FM	Progressive	6,800
6. KOIL(AM)	Contemporary	6,100
7. KMOA(AM)	MOR	5,400
8. KYNN(AM)	Country	4,600

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John Gambling

### Ask WBBM Chicago:

"We have had stock market reports on Newsradio 78 for many years, but never a succinct, well-written report of up-to-date business news until now. It's a real plus."

John Hultman  
Director, News Operations

### Ask WEEI Boston:

"We include among our listeners a good number of business and government leaders, educators and other professionals...the kinds of people who want ready access to the type of information The Wall Street Journal Business Report provides. In short, it's good for our listeners; therefore, good for us"

Michael C. Ludlum  
Director, News and Programming

### Ask KMBR Kansas City:

"We find The Wall Street Journal Business Report a very salable feature on KMBR. It's very much in line with 'the need to know' attitudes of KMBR's listening audience."

Bill Goetze  
Sales Manager

### Ask WTOP Washington, D.C.:

"It's the finest service I have to keep the Nation's Capital up-to-the-minute in business and financial news."

Bob Dalton  
Business and Financial Editor

### Ask WSOC Charlotte:

"The Wall Street Journal Business Reports are prepared in an interesting and concise manner and fit our format well...And we're happy to add that we have several satisfied clients and sponsors..."

Lee Morris  
Vice President and General Manager

### Ask KIRO Seattle:

"...the best broadcast source available for telling folks what's happening on the business front in terms they can understand"

William Wippel  
Director, News and Programming

### Ask KXRX San Jose:

"The Business Report provides balanced and informed reporting to our listeners, and has become a staple of the San Jose business community."

Vic Bremer  
News and Program Director

### Ask WEAN Providence:

"...We are extremely enthusiastic with the response from this feature...the reports are particularly well-written."

Lincoln W. N. Pratt  
General Manager

### Ask WILM Wilmington:

"...an excellent source of business and business-related news...news that is especially important to an all-news operation such as WILM"

Sally V. Hawkins  
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Imagine getting eight timely and authoritative newscasts every business day prepared by the editors of The Wall Street Journal and wired directly to your station via The Journal's own communications circuits. *And you'd be the only station in your market to broadcast them!*

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The Business Report ranges over a broad spectrum of business and business-related topics, and includes stock market highlights. It gives listeners a real incentive to tune in to *your* station—and to *stay* tuned.

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Lots of advertisers are eager to reach the upscale audience attracted to the Business Report. And you'll be able to sell those prospective clients with morning and afternoon drive-time newscasts, and with six newscasts (on an hourly basis) in between.

### It won't cost you a cent in cash.

We're now expanding our base to include all of the top 150 radio markets. In exchange for exclusive rights to the Business Report, we're looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting The Wall Street Journal.

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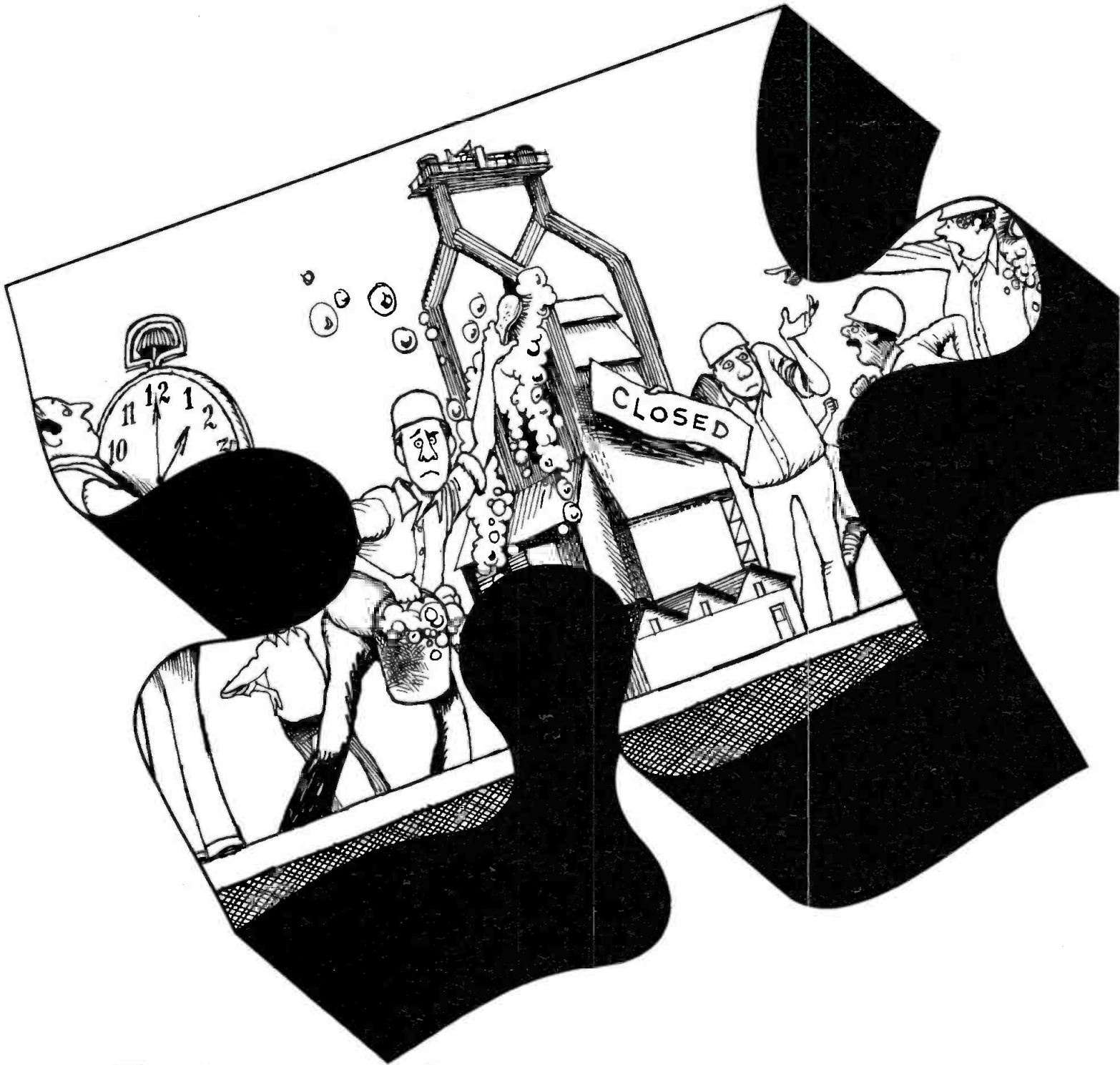
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KYME	Boise
WEEI	Boston
WJOY	Burlington
WCIB	Cape Cod
WSOC	Charlotte
WLQA	Cincinnati
WJW	Cleveland
KRLD	Dallas
KDEN	Denver
WHO	Des Moines
KLYF	Des Moines
WWJ	Detroit
KXGO	Eureka- Arcata
WFNC	Fayetteville
WMAX	Grand Rapids
WBIG	Greensboro
KHVH	Honolulu
KEYH	Houston
WHEZ	Huntington, WV
KCMS	Indio/ Palm Springs
WRBC	Jackson, MS
WEXI	Jacksonville, FL
WQLR	Kalamazoo
KMBR	Kansas City
WIOU	Kokomo
KNUU	Las Vegas
KOMS	Lebanon, OR
WLSR	Lima
WMOA	Marietta/ Parkersburg
WVEE	Memphis
WVCG	Miami/ Coral Gables
WALL	Middletown, NY
KMND	Midland
WWTC	Minneapolis
WKRQ	Mobile
WNOG	Naples
WAMB	Nashville
WWL	New Orleans
WOKT	Norfolk
WKIS	Orlando
WPBR	Palm Beach
WCAU	Philadelphia
KTAR	Phoenix
WWSW	Pittsburgh
WDGS	Portland, ME
KYXI	Portland, OR
WHPN	Poughkeepsie
WHWH	Princeton
WEAN	Providence
WRVA	Richmond
WROC	Rochester, NY
KFBK	Sacramento
WSGW	Saginaw
KMOX	St. Louis
WOAI	San Antonio
KXRX	San Jose
KZST	Santa Rosa
WQSA	Sarasota
WARM	Scranton/ Wilkes-Barre
KIRO	Seattle
KBCM	Sioux City
KSPO	Spokane
WNUS	Springfield, MA
WWBA	Tampa/ St. Petersburg
KAIR	Tucson
KRMG	Tulsa
WTOP	Washington, DC
KFH	Wichita
WILM	Wilmington, DE
WSBA	York
WBBW	Youngstown



**Less rigid environmental  
save steelworker jobs...  
environmental goals.**



**Environmental common sense:  
part of the solution to the steel industry puzzle.**

# mandates can without forsaking

The job of controlling air and water pollution in the steel industry is a tough one. And the costs are inordinately high.

So far, Bethlehem has spent about \$550 million for hardware to clean up pollutants from the air and water we use. In addition, it costs us about \$75 million a year to operate and maintain these control facilities, including the cost of valuable energy.

We're proud of what we have accomplished. Today we have in place or in progress facilities and plans designed to effectively control the major sources of pollution at our operations.

But federal and state governments want us to do more.

The road gets rockier—and costlier

In order to comply with existing regulations, it is estimated that Bethlehem must spend about \$500 million more for environmental control. Grand total: more than \$1 billion. Our operating and maintenance costs will also increase as more control facilities are installed and as energy costs rise. *We have no clear estimate of what the ultimate tab will be. Nor does anyone else.*

Based on the scientific data available, we question the stringency of many of the mandates we currently face. In some cases, proven technology does not exist to do the job. It takes time and money to develop control mechanisms that will be effective. In other cases, it is simply not feasible to do what needs to be done to meet the required deadlines.

## Jobs are at stake

Bethlehem is now spending 25% of its capital funds for environmental controls. During the

next five years, we expect this will increase to about 30%. Such capital investments do *not* produce income, but *do* increase the cost of making steel.

Expenditures like these erode the dollars we need to improve production facilities and provide job opportunities.

## We are not crying "wolf"

Last year Bethlehem shut down certain facilities at our Johnstown and Lackawanna plants and laid off thousands of employees. That action was painful but necessary. Continued efforts to restore the profitability of these operations could not be justified—not when we included the huge expenditures for pollution controls that would have been required to continue operation of those facilities.

## Action needed now

We support our nation's goals for clean air and water. And we endorse the recommendation of President Carter's Inter-Agency Task Force on Steel that calls for a review of EPA

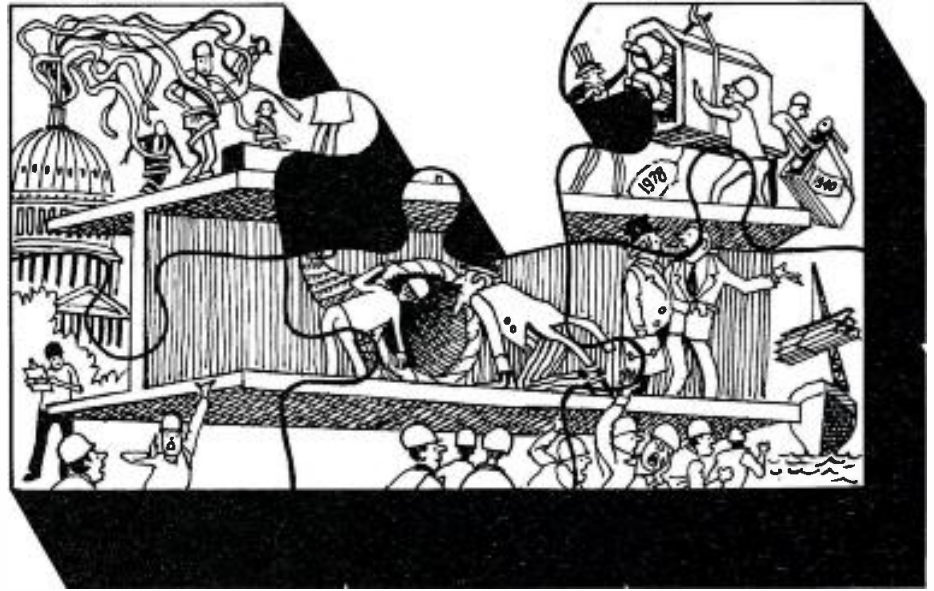
standards and regulations to provide more flexibility and to reduce barriers to steel industry modernization.

We also support the following: (1) rational enforcement of environmental laws and regulations; (2) greater flexibility in compliance timetables; (3) accurate determination of significant sources of pollution, their effect on public health, and the most cost-effective control techniques; (4) amortization of expenditures for pollution control facilities, including buildings, over any period selected by the taxpayer, including immediate write-off in the year the funds are expended.

Make your views known where they count

We believe a more reasonable balance between jobs and environmental cleanup is urgently needed. If you agree, tell that to your representatives in Washington and your state capital.

Bethlehem Steel Corporation,  
Bethlehem, PA 18016.



**Bethlehem**   
In search of solutions.

9. KEFM(FM)	Beautiful music	2,500
10. KOWH(FM)	Black	2,100

#### 34. Buffalo, N.Y.

1. WKBW(AM)	Contemporary	31,100
2. WGR(AM)	Adult contemporary	25,600
3. WBNY(FM)	Beautiful music	24,100
4. WBEN(AM)	MOR/Contemporary	23,300
5. WBEN-FM	Rock	19,100
6. WGRQ-FM	AOR	8,500
7. WADV(FM)	MOR	7,300
8. WBLK-FM	Black	7,000
9. WHAM(AM)	MOR	6,700
10. WPHD(FM)	Contemporary	6,000

#### 35. Charlotte-Gastonia, N.C.\*

1. WBT(AM)	Contemporary	32,800
2. WROQ(FM)	AOR	20,700
3. WAYS(AM)	Contemporary	16,100
4. WSOC-FM	Country	15,200
5. WBT-FM	Beautiful	12,100
6. WEZC(FM)	Easy listening/MOR	8,900
7. WPEG(FM)	Top 40	5,100
8. WSOC(AM)	News	4,500
9. WAME(AM)	Country	3,900
10. WGIV(AM)	Black	3,800

#### 36. Portland, Ore.

1. KGW(AM)	Contemporary	24,700
2. KWJJ(AM)	Country	15,000
3. KYTE-FM	Classical	14,300
4. KXL(AM)	Contemporary	13,800
5. KEX(AM)	Contemporary/MOR	11,500
6. KXL-FM	Beautiful music	11,000
6. KUPL-FM	Beautiful music	11,000
8. KPAM-FM	Contemporary	10,100
9. KGON(FM)	AOR	8,100
10. KINK(FM)	Progressive	6,300
10. KUPL(AM)	Beautiful music	6,300

#### 37. Columbus, Ohio

1. WNCI(FM)	Contemporary	29,100
2. WBNS-FM	Beautiful music	22,300
3. WTVN(AM)	MOR	21,000
4. WBNS(AM)	MOR	13,200
5. WXGT(FM)	Top 40	10,900
6. WCOL(AM)	Contemporary	10,700
7. WMNI(AM)	Country	9,600
8. WLW(AM)	Contemporary/MOR	8,500
9. WLVQ-FM	AOR	8,300
10. WHOK-FM	Country	7,400

#### 38. Providence-Warwick-Pawtucket, R.I.

1. WPRO(AM)	Contemporary/MOR	24,100
2. WKLW-FM	Beautiful music	21,800
3. WPRO-FM	Contemporary	16,700
4. WPJB-FM	Contemporary	15,000
5. WEAN(AM)	News	13,500
6. WHJY-FM	Beautiful music	12,200
7. WJAR(AM)	MOR	11,800
8. WHIM(AM)	Country	9,400
9. WLKW(AM)	Beautiful music	7,700
10. WAAF(FM)	AOR	5,300

#### 39. Anaheim-Santa Ana, Calif.

1. KBIG(FM)	MOR	20,100
2. KABC(AM)	Talk	17,100
3. KMET(FM)	Progressive	13,700
4. KMPC(FM)	Adult contemporary	11,700
5. KNX(AM)	News	11,100
6. KLOS-FM (AM)	AOR	10,500
7. KJOI(FM)	Beautiful music	9,900
8. KNX-FM	Contemporary	9,500
9. KRTH(FM)	Oldies	8,900
10. KFI(AM)	Adult contemporary	8,000
10. KHS-FM	Adult contemporary	8,000

#### 40. Nashville-Davidson

1. WLAC(AM)	Contemporary	15,200
2. WSM(AM)	Country/MOR	14,500
3. WSIX-FM	Country	12,500
4. WVOL(AM)	Black	10,700
5. WKDF(FM)	Progressive	10,500
6. WSM-FM	Adult contemporary	7,900
7. WZEZ-FM	Beautiful music	7,700
8. WBYQ-FM	Contemporary	4,900
9. WKQB-FM	Soft rock	4,800
10. WMAK	Contemporary	3,900

#### 41. San Diego

1. KOGO(AM)	MOR	18,500
2. KGB-FM	Contemporary	16,200
3. KFMB-AM-FM	Contemporary	15,900
4. KPRI-FM	AOR	13,400
5. KCBQ(AM)	Contemporary	12,600
6. KSDO(AM)	News	11,700
7. KIFM(FM)	MOR	10,700
8. KEZL(FM)	Beautiful music	10,200
9. KFMB(AM)	Contemporary/MOR	9,400
10. KMJC(AM)	Contemporary	8,500

#### 42. Dayton, Ohio

1. WHIO-FM	Beautiful music	22,400
2. WHIO(AM)	MOR/contemporary	20,800
3. WLW(AM)	MOR/contemporary	19,900
4. WING(AM)	Adult contemporary	12,800
5. WONE(AM)	Country	11,600
6. WTUE(FM)	AOR	8,500
7. WDAO-FM	Black	7,700
8. WAVI(AM)	Talk/news	7,300
9. WKRO(FM)	Contemporary	5,100
10. WWEZ(FM)	Beautiful music	4,700
10. WIZE(AM)	Contemporary	4,700

#### 43. Raleigh-Durham, N.C.\*

1. WRAL(FM)	Adult Contemporary	30,700
2. WPTF(AM)	MOR	23,900
3. WYYD(FM)	Beautiful music	16,000
4. WKIX(AM)	Contemporary	8,900
5. WDNC(AM)	MOR	4,200
6. WLLE(AM)	Black	3,600
7. WSRC(AM)	Black	2,800
8. WCHL(AM)	Contemporary	2,000
9. WGGG(FM)	Contemporary	1,900
10. WYNA(AM)	Country	1,100

#### 44. Oklahoma City

1. WKY(AM)	Contemporary	20,100
2. KATT-AM-FM	AOR	17,300
3. KOMA(AM)	Contemporary	15,400
4. KOFM(FM)	Top 40	13,100
5. KTOK(AM)	MOR	12,500
6. KKNG(FM)	Beautiful music	11,700
7. KEBC(FM)	Country	8,500
8. WNAD(AM)	Country	7,300
9. KZUE-FM	Contemporary	6,600
10. KFNB(FM)	Beautiful music	5,100

#### 45. Louisville, Ky.

1. WHAS(AM)	MOR/talk	18,800
2. WAKY(AM)	Contemporary	16,300
3. WQHI(FM)	Adult rock	15,800
4. WAVE(AM)	MOR	14,600
5. WVEZ(FM)	Beautiful music	11,000
6. WLRS-FM	AOR	9,800
7. WKLO(AM)	Contemporary	9,600
8. WAMZ(FM)	Country	9,200
9. WCSN-FM	Beautiful music	7,200
9. WLOU(AM)	Black	7,200

#### 46. Phoenix\*

1. KUPD-AM-FM	Contemporary	18,300
2. KYQT(FM)	Beautiful music	18,200
3. KMEO-AM-FM	Beautiful music	16,300
4. KNIX-AM-FM	Country	12,300
5. KOY(AM)	MOR	14,600
6. KTAR(AM)	News	11,700
7. KOOL(AM)	MOR	9,900
8. KJZZ(AM)	Country	9,200
9. KDKB-FM	Progressive	7,500
10. KBBC(FM)	Mellow AOR	6,200

#### 47. Birmingham, Ala.

1. WKXX(FM)	Contemporary	13,300
2. WQEN(FM)	MOR	11,400
3. WSGN(AM)	Adult contemporary	10,800
4. WERC(AM)	Contemporary	9,200
5. WYDE(AM)	Country	8,600
6. WENN(AM)	Black	7,800
7. WVOK(AM)	Modern country	7,700
8. WATV(AM)	Black	7,600
9. WJLD(AM)	Black	7,500
10. WENN-FM	Black	7,200

#### 49. Grand Rapids, Mich.

1. WGRD-AM-FM	Contemporary	24,100
2. WOOD-FM	MOR	18,500
3. WLAV-FM	Adult contemporary	10,800
4. WOOD(AM)	MOR	10,500
5. WZZR(FM)	Adult contemporary	7,600
6. WQLR(FM)	Beautiful music	7,400
7. WCUZ(AM)	Country	6,300
8. WPLB(FM)	Country	4,600
9. WLAV(AM)	Adult contemporary	3,600
9. WMLW(FM)	MOR	3,600

#### 48. Albany-Schenectady-Troy, N.Y.

1. WGY(AM)	MOR/talk	25,700
2. WROW(AM)	MOR	17,000
3. WTRY(AM)	Contemporary	13,400
4. WGFM(FM)	Contemporary	11,900
5. WROW-FM	Beautiful music	11,300
6. WGNA(FM)	Country	9,600
7. WPTR(AM)	Contemporary	8,200
8. WSHH(FM)	Beautiful music	6,800
9. WQBK(AM)	Talk	6,200
10. WFLY(FM)	Contemporary	5,900

#### 50. Norfolk-Portsmouth-Newport News-Hampton, Va.

1. WOWI(AM)	AOR	17,800
2. WTAR(AM)	MOR	13,600
2. WCMS-FM	Country	13,600
4. WGH(AM)	Contemporary	13,000
5. WRAP(AM)	Black	11,600
6. WNOR-FM	Contemporary	11,500
7. WKEZ(FM)	Beautiful music	11,300
8. WMYK(FM)	Contemporary	11,200
9. WFOG-FM	Beautiful music	10,100
10. WQRK(AM)	Contemporary	9,700

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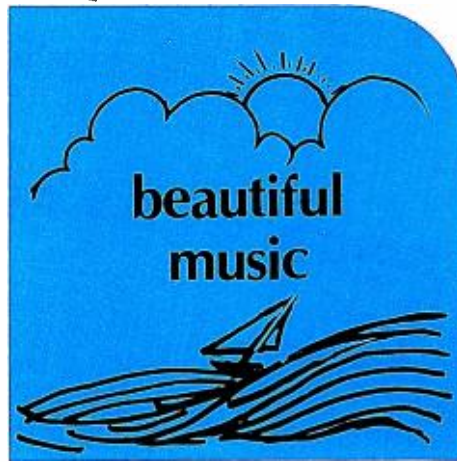
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*Darrel Peters*

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# The Many Worlds of Radio 1978

## AM stereo pacing banner year in radio equipment

**It's a generally accepted inevitability in the industry, and bigger stations are getting themselves ready to change over; other areas of activity: automatic transmission systems, microprocessors**

What's new in radio technology in 1978?

The answer, according to many engineers, is not all that much, at least in the way of startling innovations. But that doesn't mean there isn't plenty of action.

To the contrary: With the FCC nearing rulings on AM stereo and other matters that will affect how stations outfit their operations, with business good and with plenty of equipment to catch up on, manufacturers are calling it a banner year and engineers say they're finally getting some of those toys they've been hankering for.

The combination of those conditions has had an influence throughout the marketplace, from turntables to transmitters. The widespread feeling that people came to this year's National Association of Broadcasters convention ready to buy (BROADCASTING, April 17) has been confirmed for radio by the hard orders that have followed—there won't be the traditional summer slump, to hear the manufacturers tell it.

Some say the boom in business is evidence, generally, that "the replacement cycle has come around again," while one group owner attributed it to "an audio narcissism that is sweeping the industry." But on one specific count there is little question: The anticipation of AM stereo has precipitated an equipment-buying bonanza.

Witness just two of its ramifications:

■ McCurdy Radio Industries Inc. has increased its audio console sales almost 72% over last year's levels, according to Ron Mitchell, vice president and general manager—yet the company hasn't sold a monaural board in a year and a half. Similarly, Ramko Research's sales and marketing manager, Jack Ducart, claims his company's sales are up 45% since the NAB, while mono orders have dropped off almost entirely. One manufacturer estimated the console replacement market alone at \$75 million.

■ Harris Corp., one of the five companies to submit a proposed AM stereo system to the FCC, claims to have taken 50 contingent orders for AM stereo transmitter conversion kits, which Harris would adapt to whichever system is approved. Placed to avoid the rush once the FCC decides, each order represents a commitment of about \$10,000.

Predictably, much of the money is being spent by the larger group owners, which want to be ready to add that extra channel the day the FCC allows it (early next year in the commission's current target date for approval of a system, with the actual go-ahead date expected to be soon thereafter). And conversion is not cheap.

Varner Paulsen, vice president of administration for Metromedia Radio, has just finished a budgetary analysis of what it will take to get the company's five AM's ready. For each station, he's looking at a studio and production console for roughly \$20,000 apiece; two stereo exciters for the transmitter for at least \$3,000 apiece; a minimum of two stereo reel-to-reel tape recorders at roughly \$4,500 each; two audio processors at roughly \$30,000 apiece; new or retrofitted cartridge playback units selling new for roughly \$1,500 per five-deck unit, plus turntables, speakers and miscellaneous gear such as audio mixers. It all comes down to replacing about 90% of the in-studio equipment, Mr. Paulsen estimates, at a cost somewhere between \$40,000 and \$100,000 for each station.

The radio station divisions of NBC and ABC are both already well on the way to converting all their AM O&O's to stereo and are targeting completion by early to middle 1979. William Gilmore, vice president of radio technical services for ABC Radio, said \$250,000 has been allocated for each station's needs, but he figures the cost will eventually exceed that. WABC(AM) New York will be forking over between \$50,000 and \$75,000 to the

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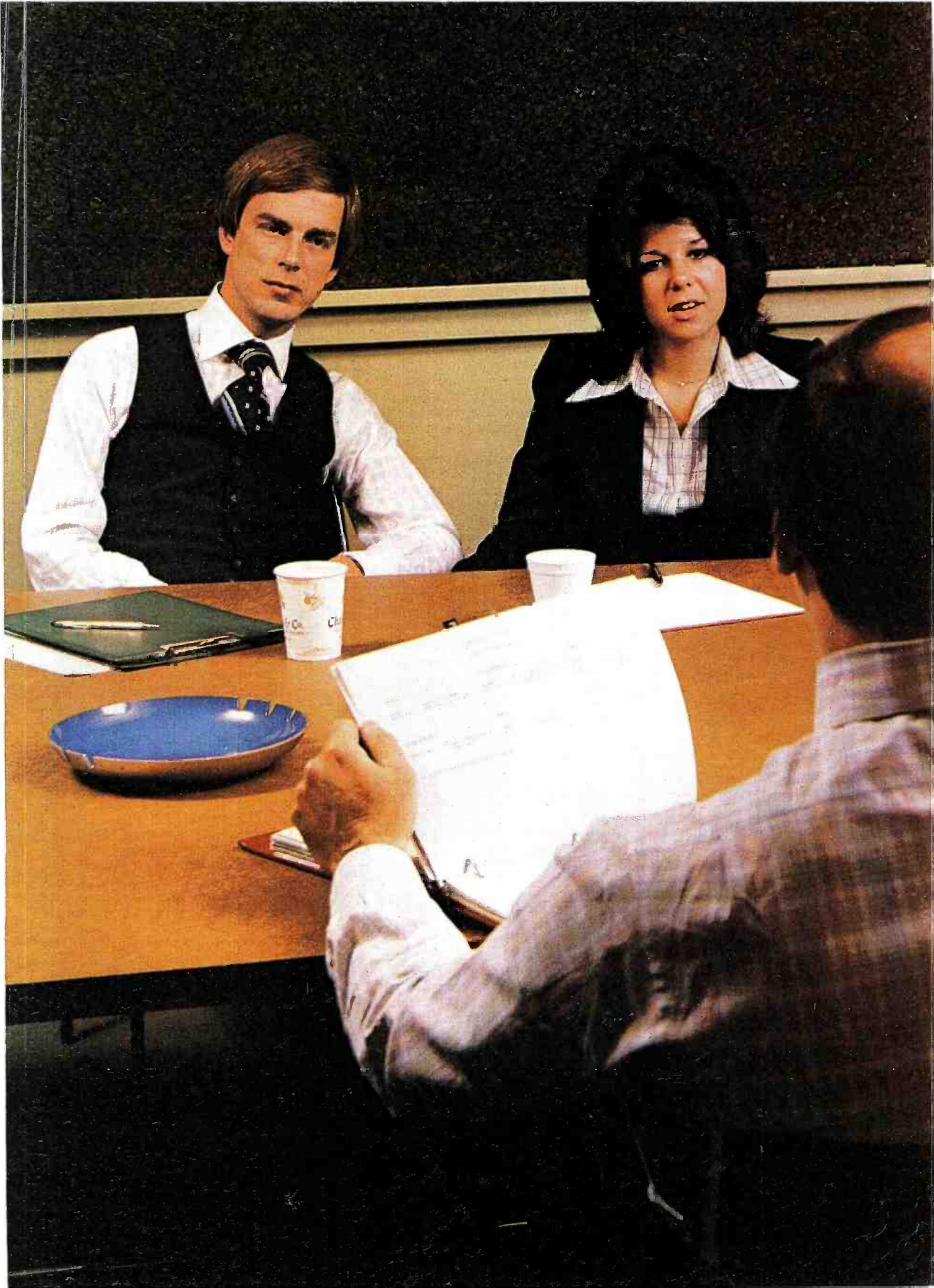
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Rupert Neve Co. just for a new, top-of-the-line console, according to Winston Loyd, the station's chief engineer. CBS is not converting its all-news AM's to stereo and does not plan to do so for the foreseeable future, according to Ralph Green, director of engineering for CBS Radio. The creative advantages to be gained from stereo in the news format don't justify an outlay of as much as \$2.5 million for conversion, he said.

Representative of groups more bullish on AM stereo are Doubleday and Taft, both of which were described by their executives as intent on keeping up with the very latest in sound. "You could call us very equipment conscious," said Gary Stevens, president of Doubleday. "We think that sound is everything." And stereo, he believes, is even more than that. A Frank N. Magid Associates study conducted for Doubleday in St. Louis recently found "a certain elitism" attached to stereo by key demographic groups, according to Mr. Stevens. "There's sizzle in AM being able to participate in that elitism," he said.

Doubleday recently converted all of its five AM's for stereo, buying, among other equipment, four Harris transmitters and transmitter adapter kits. Rebuilding KWK(AM) St. Louis cost \$300,000, while another \$75,000 went into KHOW(AM) Denver, according to Mr. Stevens. Taft is also going at it from the ground up, according to engineering Vice President Eugene Hill. He said more than \$500,000 had been allocated to "maximize the sound quality" of all Taft's AM's and FM's (five of each). Handling much of the planning is engineer Ted Ruscitti, who said that five new studio installations are now under way simultaneously, not so much because replacement equipment was needed, but because the shift to AM stereo required it.

Also among those planning to be ready when the FCC makes up its mind is Golden West Broadcasters, which has since last September replaced eight consoles; RKO, which has spent \$1,127,000 gearing up its six AM's, and Jefferson-Pilot Broadcasting, which is among the few to have experimented with making the necessary adjustments to its transmitters.

The significant investments by those companies do not mean that the industry is unanimously endorsing AM stereo or actively preparing for it.

The audio limitations of AM stereo compared to FM stereo, the faltering state of quadrasonic broadcasting, the penetration of AM stereo receivers (zero at the moment) and the suspicion that manufacturers will hype anything to sell their wares are all frequently mentioned sources of doubt among management executives and engineers alike. Nonetheless, having raised those issues, many still say they'll probably go stereo just to stay competitive, and it's hard to find a station or group that isn't at least hedging its bet by buying stereo-capable equipment when replacement needs arise.

Capital Cities Communications is one such group. Dick Schumeyer, assistant director of engineering for the radio divi-

sion, said buying stereo has been "a matter of course" for the last year. "We're not making conversions right now," he said, "but that doesn't mean we're not ready to go."

So the potential for a domino effect is definitely there, and equipment manufacturers are going all out to supply whatever demand develops. Therefore, they're not only reporting increasing interest in stereo products, but also introducing new lines of stereo equipment or trying to make sure their current lines will convert when the time comes. To name a few examples:

■ Orban Associates has just started shipments of an AM version of its FM Optimod. The company has taken more than 100 orders for the \$4,000 AM audio processor, unveiled at the NAB, according to Frank Santucci, marketing manager. The present design features a compressor-limiter that boosts high-end frequencies by as much as 20-30 db, he said. When AM stereo becomes a reality, the plan is to adapt the AM Optimod to the system chosen through circuitry already built in the present model or through external add-ons, Mr. Santucci said.

■ Belar Electronics Laboratory, another company with an AM stereo system in the running, has surprised itself by selling more than expected of its AMM-3 top-of-the-line modulation monitors (\$1,300). The unit has a plug-in stereo adapter and will be supplied with add-on monitors consistent with whichever stereo system is approved, according to Arno Meyer, president. The surprise, he said, is that broadcasters have gone for the higher-priced model early because of the more sophisticated monitoring needs of AM stereo. Sales are three to four times the 75-100 a year the company expected to sell, he said.

■ McMartin Industries introduced a new audio console line last fall, the 1,000 series. "There's nothing terribly unique about them," according to Robert Androman, broadcast sales manager, "but all the design concepts are stereo." There are six different models priced between \$2,000 and \$3,750, he said.

■ Rupert Neve planned a new line of on-air production consoles, the 5402 series, in both mono and stereo. The mono was never made, because nobody wanted it, according to B.J. Roche, vice president of engineering. But about eight AM stations have ordered the stereo model, which is to be available next fall for \$7,000-\$9,000.

■ Rockwell-Collins has adapted its "power rock" 5-kw AM transmitter (model 828E) with built-in circuitry to hook in a stereo generator when a system is approved. The unit has been in production since the NAB, and D.A. Senter, marketing manager, claims the company has nearly 50 orders at \$30,000 each. Collins also has introduced a new Mark 8 (for eight channels) stereo console with all plug-in construction of PC boards, attenuators and amplifiers. The concept was simplicity and affordability, Mr. Senter says; the price is \$3,650.

■ McCurdy Radio Industries, typically a custom console supplier for larger sta-



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tions, plans to introduce a new series of all-stereo standard consoles in October. Top-priced where the company's other consoles used to begin—at about \$12,000—the new 8550-8650 series will start at about \$7,000.

■ Audio Designs is making “a concerted effort” to be out by the next NAB with a new line of stereo consoles, according to Robert A. Bloom, president. The goal is to have an off-the-shelf standard board for under \$10,000.

■ Ward-Beck Systems Ltd. is offering what might be called instantly adaptable consoles, the R-1,200 12-channel and the R-2,000 20-channel. Both boards are programmed, through CMOSS logic, with plug-in modules. According to sales representative Bill McFadden, boards sold now have mono modules, but when the time comes to go stereo, stereo modules can be plugged in, and that's all there is to it. He said about 70 of the units have been shipped since January, with the R-1,200 selling for about \$11,000 and the R-2,000 for about \$16,000.

In contrast to all the activity already engendered by the FCC's pending decision on AM stereo, one of the commission's earlier decisions—that allowing automatic transmission systems (ATS) for FM and nondirectional AM stations (BROADCASTING, April 17)—has had little marketplace effect, although the FCC's upcoming ruling on ATS for directional AM's (tentatively scheduled for October) is expected to stimulate much more interest. There are still only two companies actively pursuing the ATS market—QEI and Widget Works.

QEI installed its first system at WVCY(FM) Milwaukee last November, according to William Hoelzel, vice president of marketing for the company, and has since shipped 14 others at \$4,000 each.

The solid state system features seven different warning alarms and can have as many as three different control consoles installed in different locations. Asked about the frequently voiced concern that the ATS systems are “cold-hearted,” as one manager put it, about taking stations off the air too quickly when something goes wrong, Mr. Hoelzel replied, “Our system is designed to control, not to shut down.” It does so in part, he said, by using anticipatory control functions to watch modulation peaks and the like, reducing them before they reach critical levels.

Widget Works' system starts at about \$4,950, according to Fred Mullins, secretary and treasurer, and ranges up to about \$41,500 for a system controlling seven transmitters. The average price falls in the \$8,200 range, Mr. Mullins said. Widget claims to have sold 12 systems, of which five have been installed, all in small markets, such as WBRW(AM) Barrow, Alaska, the northernmost town in the United States, according to Mr. Mullins. Widget's system works with two single-chip microprocessor control units, one for the transmitter and one for the alarm control in the studio. Both Widget and QEI admit to having had some initial problems with their systems in the field, but both companies say the bugs have been worked out.

Control systems using computer language continue making inroads in radio, however. Mr. Smart of Fairbanks says his group is constantly experimenting with logic control systems for many radio functions, such as recorder control circuitry and stereo phasing. (Pacific Recorders and others are featuring digital-controlled circuitry in their recorders.) And another station in the Capcities fold, WKBW(AM) Buffalo, N.Y., is in the process of putting together a computer-assisted remote control system for its transmitter with the help

of designer Eric Small.

Microprocessor control remains a staple of the top-of-the-line program automation systems of the type manufactured by such companies as Harris, IGM, Cetec, Broadcast Electronics and others (BROADCASTING, Nov. 28, 1977). The direction of the market is definitely toward “human engineered” systems—those that are most easily understood by the operator. Representative of that is Systems Marketing Corp's ESP-I (for “extremely simple programmer.”) The deep-memory programmer sells for about \$11,000 and, according to SMC, is “designed to be used with the least-trained operator without creating problems.” First shown at the NAB, the unit comes with just three controls on the front panel and operates with no source or interface card. It handles 4,000 events and 30 audio channels.

Another automation trend is toward announcer-assist remote control for the growing number of combination operations. Harris has added such an option to its System 90, retrofittable to units in the field, offering an expanded CRT control display and memory capabilities to include, among other things, a “conditional face” to insure exact timing when joining network feeds. Broadcast Electronics' new Control 16 system also has an announcer-assist remote control keyboard CRT.

As evidence that the automation market is healthy, John Neff, vice president of marketing for Consolidated Electronics Industries, says that his company just opened an American factory in Rockville, Md., to begin manufacturing the Australian-born Cuerac automation and cartridge library systems for North and South America and Europe. One of Mr. Neff's competitors, ITC, is still working on its 1K cartridge storage system, which it hopes to have out next summer. ■

## The Many Worlds of Radio 1978

### Fragmentation, fractionalization and the fine-tuned format

**Radio programmers tread the line between attracting too narrow an audience with specialization and becoming all things to all people and losing in the process**

Try to pin a radio programmer down when it comes to describing his format in 25 words or less and you'll understand just what all the talk about fragmentation and fractionalization means. How different is rock from soft rock? Where does the mellow sound cut into beautiful music? Who are the adults in adult contemporary? Why is

one top 40 more top than another?

With more than 8,400 radio stations for programmers to program, there's plenty of room to be to the right or to the left of whatever center is chosen.

When BROADCASTING scouted the radio industry last year, it found “few cries of ‘eureka’ on the format frontiers” (BROADCASTING, July 25, 1977). In 1978 there haven't been many cries of “eureka” either; the fine-tuning of established formats still dominates the radio programming scene.

Although no trends may be sweeping

the industry, that's not to say that the industry is standing still. Programmers continually are trying to carve out a greater niche in their communities for their stations.

What may be different in 1978, however, is that for many stations, the way to a larger audience seems not to be finding a new angle or new extreme but rather finding a way to the mainstream. The way Bob Hughes, program director of WASH(FM) Washington, sees it, “We're heading for another golden age of MOR, a broad spectrum of mass appeal [in which] you





WASH's  
Hughes



Golden West's  
Reynolds



WBLS's  
Jackson



KBRT's  
Adamson

can capture listeners from 6 to 65 and up."

No one is heralding an end to format fragmentation, certainly not in 1978. But what of those stations that are taking a step back from specialization?

Take two extremes. Black and Christian. Then ask two questions.

■ Can WBLS(FM) New York any longer be considered a black station when it's number one in 18-34's and came within 0.2% of matching top-seeded WABC(AM) New York in 12+ metro share in the last Arbitrons?

■ Can KBRT(AM) Avalon, Calif. (Los Angeles), be considered a Christian station when it offers nothing in the way of gospel music and plays the likes of Billy Joel and Bruce Springsteen?

Then there are further questions of other stations.

■ Why should beautiful music WPAT-AM-FM take time out from Mantovani in morning drive to beef up its traffic reports and news information?

■ What is WOR(AM) striving for when it increases its consumer features, emphasizes news anchors and turns to "relevant subjects," not just the "recipe or sickness of the day?"

■ If "middle of the road" is an old-hat term," as Golden West's executive vice president and chief operating officer, John Reynolds, contends it is, what do you call MOR stations and "how do you mix your programming?"

The answers to all of the above involve crossover—a word that has been associated with black, country and contemporary formats and now, to different degrees, can be applied nearly across the board.

Nowhere is this more apparent in 1978 than in the black radio of WBLS and KMJQ(FM) Houston. For these two stations, "grey radio" might be a more appropriate term.

Hal Jackson, WBLS program director, admits that his station may have started out as black but since he's been in the post for the past 20 months, it has been converted to a "people station." A similar situation exists at WJLB(AM) Detroit, where program director J. Michael McKay says the format was "heavy rocking, high energy R & B." But, he says, "we've toned ourselves down." Today the station is called Top 40 R & B and artists such as the Bee Gees, Andy Gibb and the Rolling Stones are played. "There's no more color barrier in radio," Mr. McKay says.

Beyond the airplay of everyone from Barbra Streisand to Lena Horne, Duke

Ellington to Debby Boone, the WBLS philosophy comes clearer when Mr. Jackson adds: "jazz, unless it was melodic, could not capture the masses." Disco also hasn't hurt the crossover and Mr. Jackson estimates that about 35% of the WBLS playlist features that style. "You can't fight the Bee Gees," he says.

At the Amaro Group's KMJQ(FM) Houston, program director Jack Patterson talks about his "nonethnic approach." That station, he explains, just rose to the number-one position in 12+ ratings with a format that builds from disco and jazz (or, as they call it, "dazz").

KMJQ has been strong lately on billboard and television promotion. When potential listeners see a billboard with a blue-colored man or a yellow-colored woman with purple hair, there's a definite underlying message, Mr. Patterson explains: "We're not white, we're not black, we're just good."

At WCAU-FM Philadelphia, the sound is rhythmic jazz, or "fascinating rhythm," and the audience is also nonethnic, says program director Roy Lawrence. When his station changed formats 2 1/2 years ago, he says, "it was with the intention of capitalizing on disco." But, he continues, the popularity of such artists as George Benson on the disco scene "forced us to realize that we better include rhythmic jazz." And it has paid off in terms of total audience and demographics.

Disco by its very nature is mass appeal, explains Gordon Peil, program director, WKYS(FM) Washington. "Disco has provided an adhesive phenomenon that has bound both black and white listeners... it has allowed radio to appeal nonethnically."

Just as Mr. Jackson doesn't consider WBLS "black," Jack Adamson isn't inclined to call KBRT(AM) Avalon "religious"—even though its target audience is the born-again Christian.

Mr. Adamson, president and general manager of Bonneville's KBRT and co-owned beautiful music powerhouse, KBIG(FM) Los Angeles, oversaw KBRT's transformation from contemporary to "the brite life" format this past May. It's "the hottest new format," he declares, "since all-news."

Describing "the brite life" format comes easier when Mr. Adamson mentions what's not included: "no preachers or teachers" and "we do not play gospel music." Also absent are lyrics that deal with sex or social messages that KBRT believes are inappropriate for listeners

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WHN's Rockoff



RKO Radio's Case



ABC's Sklar



WCOL's Bishop

"who have a deep relationship" with God.

What it comes down to, Mr. Adamson explains, is a mix of three contemporary/inspirational songs to one big-seller nationwide.

The Crawford Broadcasting group, owner of six AM's and five FM's, also is experimenting, although not to the extent of Bonneville's KBRT. Within the group are both the conservative and the progressive. WMUZ(FM) Detroit, for example, offers "wall-to-wall preaching", according to group vice president Tony Lupo, while KPBC(AM) Houston has secular-style disk jockeys with religious music, traffic reports and sports.

At stations like KPBC, Mr. Lupo says he is definitely going after the born-again Christian, generally young and "just as rounded an individual as anybody" to the point of "being very interested in how the Yankees made out." And at those stations where Crawford has gone progressive, he says, the ratings have gone up.

Does that mean that there may come a time when preaching is no longer the predominant mode for Christian radio and that the KBRT's and KPBC's of the world will replace the traditional stations?

"I'm concerned about answering that," Mr. Lupo said, stressing that religious broadcasters have a commitment to their ministries and that he sees "a happy blend." He added: "It all depends on what our listeners want."

So, at least for WBLS and KMJQ on the "black" front and KBRT and the Crawford group on the "religious" front, it may not matter what they are calling themselves, as long as they are indeed giving listeners what they want.

Neil Rockoff, vice president and general manager of WHN(AM) New York as well as vice president of Storer Broadcasting's radio division, is another who strikes out at labels that have been given his station. WHN may be known as progressive country to some, but Mr. Rockoff maintains "we don't call ourselves country" in any current promotions. The image that Mr. Rockoff is trying to create is that of a station that caters to 25-49 demographics.

The April/May Arbitrons were not all that good for WHN and country music broadcasters in general. In about all demographics, WHN dropped one or two rankings, according to Mr. Rockoff, who says that his station still fared better than the average country station.

Don Nelson, vice president and general manager of WIRE(AM) Indianapolis and

chairman of the Country Music Association, says the organization is looking into the latest Arbitron books. "We're not sure if it's a one-time situation, he said when, after a pattern of growth, a country music station was more likely than not to have dropped in the April/May ratings. He added, however, that it is "not something we're panic-stricken about."

Although both Mr. Nelson and Mr. Rockoff say that the problem may lie in the manner in which Arbitron surveys the markets, they admit too that crossover could be playing a part.

Here's the dilemma. When a contemporary station plays a country song, it's a major opportunity furthering the over-all acceptance of country music, Mr. Nelson explained. But when Dolly Parton becomes a "household word," he added, a Dolly Parton fan no longer has to tune to a country station to hear her. That's "dilution of product," Mr. Nelson says.

Don Thompson, program director, WBAP(AM) Ft. Worth, recognizes the problem as well. "A few years ago, you could say fiddles and steel guitars [made the country sound], but now rock groups are using them . . . you find things in rock you could have found in country and you find things in country you could have found in rock." As for the individual artists, he says, "You can't clearly define whether a particular artist is a big country artist or just a big artist."

Yet—despite the ratings that Mr. Rockoff distrusts—it is not a future where contemporary stations steal audience from country stations that Mr. Rockoff envisions. Rather he anticipates that AM rockers will be suffering at country music's hands.

What Mr. Rockoff is counting on is "the dinosaur of AM top 40 falling to its knees" in terms of 18-34's and when that eventually happens, having a contemporary country station there to pick up the listeners. He said top 40 stations already are showing problems, with the assumption of five years ago—that there would be at least "one or two AM top 40" stations at the top of the market-by-market rankings—no longer holding up.

Dwight Case, president of RKO Radio, would disagree. Top 40 radio is still going strong, he says, although he admits he never expected it would be holding up this long. "I wouldn't have second-guessed it," he said, obviously not disappointed that some fears had not become fact.

To those who might argue that the

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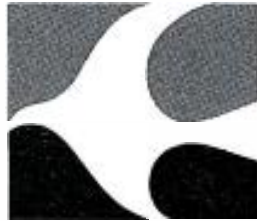
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crossover in music is a calculated move by programmers, Mr. Case adds a sobering note: "The nature of the music industry has made most of us sound alike."

Rick Sklar, vice president, programming, ABC Radio, also is one to stress that the programmer is reacting and not initiating. From his vantage point, he says "it doesn't really matter what the sound is," adding that his work is "statistical."

"Now almost everything that comes out is playable anywhere," Mr. Case explained, turning to Barbra Streisand and the RSO hits (the Bee Gees *Saturday Night Fever* album among them). When it comes to definite shifts in the music business, he questions "what's different since the advent of the Carpenters," who made

room for a soft sound amid the then-prevailing hard rock.

Mr. Case contended, however, that all it would take is one strong enough music trend to topple the crossover bridge. "If new wave [plunk rock] had taken off, then I think our top 40 would be playing it," he says. Mr. Case doubts that listeners attracted to other formats would accept it.

In Washington, WASH's Mr. Hughes sees a similar trend in today's music. "There is less reliance on the hard metallic rock sounds of a few years ago. [Artists] are looking for a softer, more mass appeal sound," he says.

Dave Bishop, program director for the contemporary WCOL(AM) Columbus, Ohio, also sees a change in today's music.

"Music has become more professional... records are produced so much better. The quality is better, the harmonies are better and the vocals are tighter... The schlock product is not making it anymore. People expect good music and the artists are providing it," he says. And the trend is "to the mellow California rock sound: Fleetwood Mac, Eagles, Linda Ronstadt, Andrew Gold... The music is more mellow, less frantic and more professional," he says.

For beautiful music stations, however, crossover isn't so easy. Jim Arcara, vice president and general manager of Capital Cities Communications' WPAT-AM-FM Paterson, N.J. (which reaches the New York market), claims not to see any new music trends, nor does he expect any.

He admits that, in his stations, "any change is so subtle you almost don't recognize it." Inherent in Mr. Arcara's format, at least, seem to be the parameters drawn by the likes of Mantovani, Lawrence Welk and Roger Williams.

So when stations like WPAT-AM-FM want to broaden their base as much as possible, the crossover isn't likely to be in music but rather other programming elements that have been successful elsewhere.

For Mr. Arcara, like some other beautiful music programmers who are experimenting, this will mean beefing up traffic reports and news and information in morning drive—an effort to hold on to listeners or attract new ones who don't think music is enough.

At KJOL(FM) Los Angeles there also is a conscious effort to broaden appeal, both musically and programatically, says program director Tom Storey. But there they're playing Barry Manilow, Neil Diamond and John Denver—"a nice blend for holding listeners 18 and up"—along with such old favorites as Percy Faith, Montavani and Ferente and Teisher.

In terms of programming, says Mr. Storey, "It's more commercial than it was five years ago, more personality oriented. Five years ago, it was totally automated. Announcers didn't use their names... Today it's brighter, fresher." And like WPAT-FM, they've stepped up drive-time newscasts and traffic reports and weather reports are given every 15 minutes.

Then there is the need of other music stations to contend with shifts in age categories; the products of the so-called post-war Baby Boom are grown up now and there hasn't been another boom to replace them.

As Rick Sklar, put it, "The youth market has kind of evaporated," making the thrust of music stations "a little older." This especially holds true in terms of station research and measurement.

William O'Shaughnessy, president of WVOX(AM)-WRTN(FM) New Rochelle, New York, believes he has an angle by returning to the old. Since March, his FM has been going strong as "Return Radio." "We're trying to do classic MOR of years ago minus the personality," he explains, to be that "the song they were playing when you first fell in love."

Like the rockers, RKO's talk-formatted

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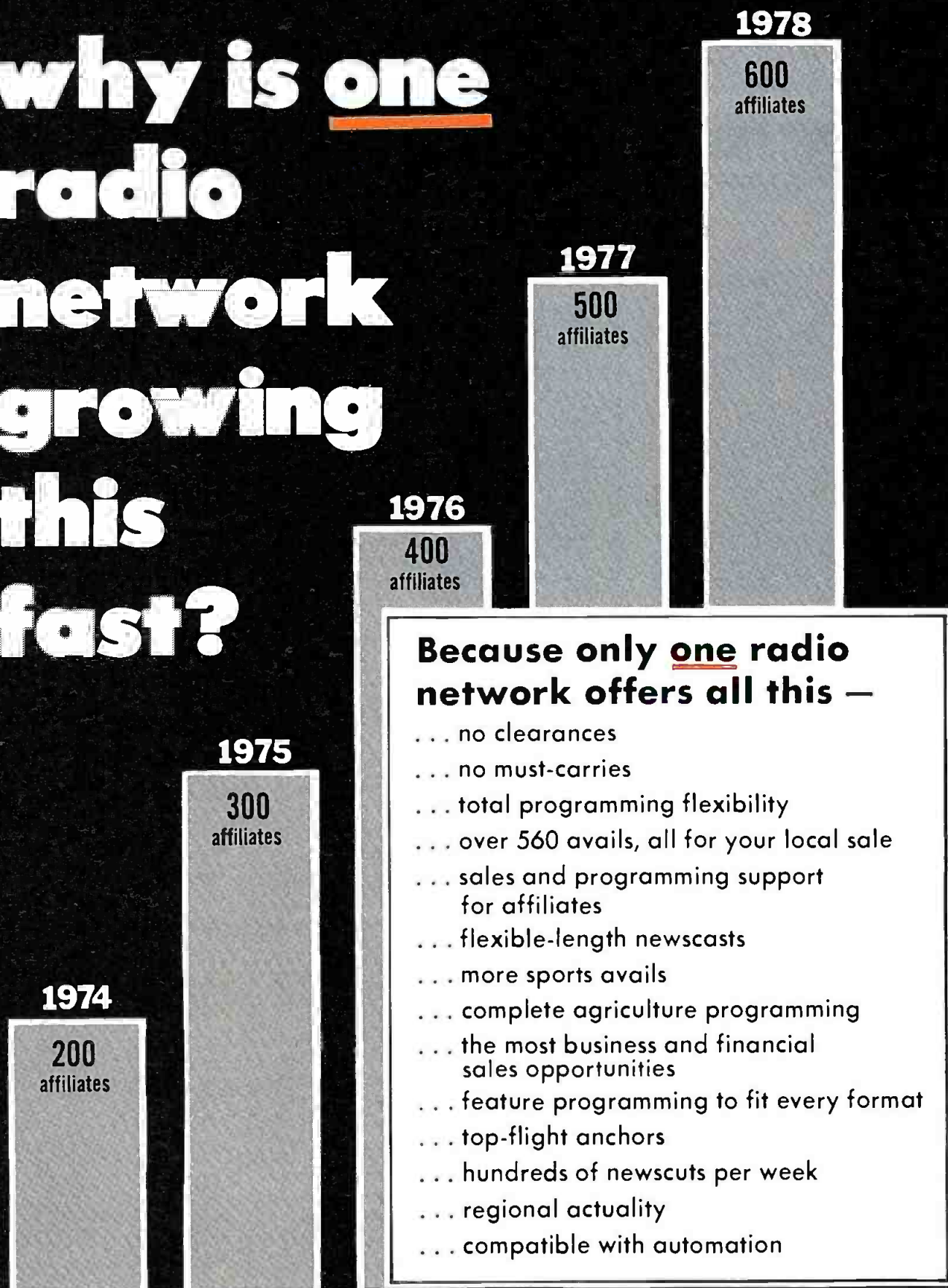
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WPAT's  
Arcara



WOR's  
Devlin



Westinghouse's  
Harris



WNBC's  
Pittman

WOR(AM) New York of late also has been specially conscious of the age of its listeners. But instead of making room for older listeners, WOR is making attempts to cross over and also to bring in younger ones. The same holds true for WGN(AM) Chicago as Richard Jones, program director, explains that "We're skewing [our programing] a little younger now. The adult audience is increasing—the average age is 28—from what it was 25 years ago. There will be a lot more adults in the future. To get them, you have to be geared to them, play their music. For that adult, young audience (25 plus) you play Bee Gees and Manilow . . . for those in their 50's and 60's, we don't forget about them, we may sandwich in a Perry Como between contemporary sits."

"One of the problems [facing] stations in our format" said Rick Devlin, WOR vice president and general manager, is that those now falling into the 35-45 age group "did not grow up in the golden age of radio." Since this group grew up with television and rock music (and not radio talk), Mr. Devlin said, "we have to keep educating them" and "say, 'Here's an alternative for you.'"

Amid all the crossover—for whatever reason—where is the middle of the road? And what is an MOR station?

Golden West's executive vice president and chief operating officer, John Reynolds, will be the first to admit he doesn't know, even though some in the industry have been quick to label some of his outlets as "classic MOR."

Mr. Reynolds said that about a year ago the group made a decision to no longer call those stations MOR. As Mr. Reynolds explained, it is almost as if freedom from the label enables Golden West to be more open in its search for improved program mixes. Now, with "exhaustive studies," Mr. Reynolds said, the stations are "striving to find out" what they are or should be. For starters, Golden West's old MOR's are calling themselves "contemporary/personality." Don Hofman of KSFO(AM) San Francisco seems to feel that music does not make MOR. "MOR traditionally referred to music but there's very little MOR music today. MOR lends itself to other things: lots of news, community events, play by play and, above all, personality. It gets its music from other formats."

At Westinghouse Broadcasting, Dick Harris, president of the radio group, sees little future for MOR as it is thought of to-

day. Last week, in fact, came the announcement that Group W's WIND(AM) Chicago would be quitting that format in favor of news and telephone talk, probably as soon as September.

For WIND, as Mr. Harris explained, this means giving listeners more of what they seem to be most loyal to within the present MOR/contemporary music/personality format and shedding the rest.

The need for change at WIND is symptomatic of MOR's problems in general, Mr. Harris said. He explained that "I'm afraid no one [any longer] can characterize their stations as MOR . . . The world will pass you by. You've got to take a stand."

He mentions that "the classic MOR station has become particularly subject to [the effects of] fractionalization in the market. If that's so, MOR stations will continue to have a rough time trying to run a steady course, being many things to many listeners but without different hooks of their own."

To any who might try to prove a crossover case throughout the industry, MOR movement and specialization dampens the case.

So do the experiences of Bob Pittman and William O'Shaughnessy. When Mr. Pittman, program director at WNBC(AM) New York, goes back to "zero-based programing" to restructure the format of his station, doesn't this amount to the old radio way of determining public desires and serving them? When Mr. O'Shaughnessy converts WRTN(FM) to "Return Radio" featuring the likes of Fred Astaire, Ethel Merman and Cole Porter, is he not going to the extreme in bringing back vintage MOR music?

And what of the WBLS's and KMJQ's? And the decline in country? Could this be a by-product of an Arbitron ratings system that currently telephones blacks and Hispanics but not whites? Or is it now more accurate? When all-telephone and continuous ratings come of age, an era that quickly is approaching, how much will change? Crossover is far from sweeping the industry. Few and far between are those fighting the current of specialization.

But what about a decade from now? Do those stations refusing to be stereotyped with a specific format say anything about what's to come?

Even today, if an all-news station were told it could pick up more listeners by spinning on occasional record, would it refuse?

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# The Many Worlds of Radio 1978

## The more things change: a radio year in review

**A look back at the high points for the medium since last summer, including real and potential technological and regulatory advances**

A year has passed since BROADCASTING's last special report on radio (July 25, 1977). In that time the number of radio stations on the air increased from 8,342 to 8,532.

Besides merely a rise in the number of stations, the past year has seen new developments on a number of fronts—technological and regulatory being the most conspicuous. Satellite transmission has gone from planning to the construction stage, with more applications arriving at the FCC all the time.

Microprocessor units, becoming smaller and more sophisticated, have changed the face of studios and the way disk jockeys do their jobs. "Where many broadcasters

were suspicious of automation" and the sometimes impersonal sound, says Wayne Cornils, radio vice president of the National Association of Broadcasters, "you now have semi-automated systems" that become a tool for the DJ, rather than a replacement so "you get the best of both worlds—the human voice and control and the accuracy of the machine."

Technical developments are not the only changes to affect what goes over the air. A technique used more and more effectively in the past year by broadcasters is research. "It's particularly good for the industry that radio is becoming interested in research," said Mr. Cornils, "It has been dragging its feet. Research can be a real tool. We now can find out what the audience wants and program on the basis of facts and data, rather than just on speculation."

The rewrite of the Communications Act

was probably the biggest news in the regulatory area. While Mr. Cornils feels the rewrite as proposed "offers radio some great newfound freedoms" which are needed and wanted, he doesn't see the final version of the rewrite totally deregulating the medium and "giving radio a free rein."

To chart the course of radio in the past year, BROADCASTING has culled a chronology of events affecting the medium from its past 51 issues. The date in italics at the end of each item is the issue in which it appeared.

- Local radio stations pay \$3,645,000 for rights to 1977 **National Football League** games *Aug. 1, 1977.*
- **Mutual Broadcasting System** is purchased by Ada, Mich.-based **Amway Corp.** for about \$18 million. Amway is owned by Jay VanAndel, chairman, and Richard M. DeVos, president, and their wives, Betty and Helen. *Aug. 15 and 22, 1977.*
- American Bar Association's House of Delegates approves use of **radio for lawyer advertising**, along with print, but delays decision on TV. *Aug. 15, 1977.*
- FCC asks for comments on proposal to **drop its requirements for tests for third-class radio operators**. Under proposed rule, routine operation of AM and FM stations, where permitted by rules, could be performed by persons holding new restricted radio telephone operator permits in place of presently required third-class license with broadcast endorsement. No examination would be required to obtain new restricted operator permit. *Aug. 22, 1977.*
- U.S. Court of Appeals in Washington declares unconstitutional FCC's **requirement that noncommercial broadcasters retain audio recordings** of public affairs programs for 60 days because FCC doesn't make same requirement of commercial licenses. *Sept. 19, 1977.*
- House Small Business Subcommittee on Antitrust and Restraint of Trade holds hearing on allegations that auto manufacturers are **overpricing FM radio sets**. *Sept. 26, 1977.* Representative John Breckinridge (D-Ky), subcommittee's chairman, later fails to win reelection in 1978, ending inquiry.
- **Shake-up at National Public Radio** results in firings of three officials, including Senior Vice President Lee Frischknecht, and resignations of three others. *Oct. 3, 1977.*
- National Association of Broadcasters radio

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board approves code change **permitting stations to exceed 18-minute commercial time standard** "for good cause." *Oct. 10, 1977.*

- Arbitron Radio study shows **1977 FM listenership** in top 10 markets up 12% over year before and up 122% since 1970. *Oct. 10, 1977.*
- FCC amends rules to permit **unattended operation of FM translators.** *Oct. 17, 1977.*
- Outlet Co., Providence, R.I.-based group owner, purchases WTOP(AM) **Washington** from Post-Newsweek Stations for \$6,675,000. *Nov. 7, 1977.*
- Mutual Broadcasting System** signs contract with Western Union as first step in converting its transmission of programing **from land lines to satellite.** Mutual will also buy and install about 500 earth stations at cost of nearly \$10 million to serve its more than 700 affiliates. *Nov. 7, 1977.*
- Radio Advertising Bureau announces formation of industry-owned **association to measure radio audiences.** *Nov. 7, 1977.*
- Bonneville International Corp.,** Salt Lake City-based group owner, buys **Torbet-Lasker Inc.,** radio station rep firm, for estimated \$2.5 million. *Dec. 12, 1977.*
- Top 50 advertising agencies billed **\$457,700,000 in network and spot radio** during 1977. *Dec. 19, 1977.*
- Andy Gibb's I Just Wanna Be Your Everything** on RSO label was top contemporary single of 1977 on BROADCASTING's Playlist. **Fleetwood Mac** had most singles in year's top 100 with four cuts from its Warner Bros. *Rumours* LP. **Lucille,** by **Kenny Rogers** (United Artists) was top country single. *Dec. 19, 1977.*
- In comments filed at FCC, overwhelming sentiment is in favor of commission's adopting system for **AM stereo transmission.** Five systems have been proposed and it's expected that commission will decide on one end of 1978 or early 1979. *Jan. 9, 1978.*
- FCC kills its inquiry into drafting rules to regulate **carriage of radio stations on cable TV** systems. *Jan. 30, 1978.*
- Senate votes to permit live radio,** but not TV, coverage of its floor debate on Panama Canal. *Feb. 6, 1978.* National Public Radio airs gavel-to-gavel coverage of first three days of debates and attracts five times its normal audiences in Washington, New York and Los Angeles. *Feb. 13 and 20, 1978.*
- Radio is **excluded** from annual **duPont-Columbia awards** due to lack of funds, according to awards committee. *Feb. 20, 1978.*
- Register of Copyrights Barbara Ringer recommends to Congress that it create legislation to require radio and TV stations to pay **performer royalties** for records used. *March 20, 1978.* Bill is introduced by Representative George Danielson (D-Calif.) and hearings held. *May 27, April 3 and May 29, 1978.*
- TRAC-7, radio audience measurement** being developed by Radio Advertising Bureau, is taken over by Audits & Surveys Inc., New York marketing and media research firm. Service is now called A&S/TRAC-7 and will



deliver initial reports covering fourth quarter 1978 for four markets and expanding to 10 by next year. *March 20, 1978*

□ National Association of Broadcasters asks FCC to establish rulemaking aimed at **eliminating commission's monitoring of commercial time** at radio stations. NAB says FCC lacks authority to engage in such regulation and says it should adopt policy of handling complaints of overcommercialization on ad hoc basis. *April 10, 1978.*

□ Mutual Broadcasting System buys WCFM(AM) **Chicago** from Chicago Federation of Labor and Industrial Union Council for \$12 million. *April 17, 1978.*

□ Supreme Court declines to review 36-year-old **clear channel case** involving nighttime operation on 770 khz by KOB(AM) Albuquerque, N.M., and WABC(AM) New York, letting stand FCC's decision to award I-A status (50 kw full time) to WABC and make KOB II-A (50 kw full time, but protecting WABC's signal at night). In unusual move KOB then files with FCC for I-A status in conflict with WABC's renewal. *April 24, May 1, 1978.*

□ **The Pulse Inc.**, radio measurement service founded in 1941, **goes out of business.** *May 1, 1978.*

□ "Contemporary" is highest rated radio format in **McGavren-Guild's annual study** of stations in top 25 markets for 1977 with average share of 22.8. "Good music" is second with 14.9, while "rock" (both album and progressive) had the greatest increase, posting

33.8% gain over year before to 10.3 share. *May 8, 1978.*

□ **Network radio revenues**, including O&O's, **rose 28%** in 1977, to \$212.7 million, according to FCC report. Pretax profits rose 425.3% to \$46.5 million (up from \$8.8 million in 1976). Revenues of 36 network-owned AM and FM stations went up 25.9% to \$128.2 million. Eight networks (CBS, NBC, four ABC and two Mutual Broadcasting) showed profit of \$25.3 million on net broadcast revenues of \$84.5 million—compared to \$5 million loss in 1976. Network expenses dropped 14.6% to \$59.2 million. *May 29, 1978.*

□ House Communications Subcommittee unveils its **rewrite of the Communications Act**—H.R. 13015. Under bill, radio would be virtually unregulated, with licenses given for indefinite terms, subject to revocation only for technical violations. And it would be released from ascertainment, equal time and fairness doctrine obligations. All present multiple ownerships would be grandfathered. But in future, only one AM, FM or TV would be allowed per market and over-all limit for radio ownership would be five stations. Corporation for Public Broadcasting would be replaced by private, nonprofit Public Telecommunications Programming Endowment to provide program grants and public stations would be permitted to editorialize. Affecting both radio and TV is proposal for "spectrum use fee" to be paid by broadcast and nonbroadcast users of spectrum. Proceeds would go to "telecommunications fund" to support: (1)

federal regulation; (2) public broadcast programming; (3) minority ownership of stations; (4) rural telecommunications. *June 12, 1978.*

□ House Speaker Thomas P. (Tip) O'Neill (D-Mass.) **agrees** to request by AP Radio to **open House public address system to broadcasters** for radio. *June 12, 1978.*

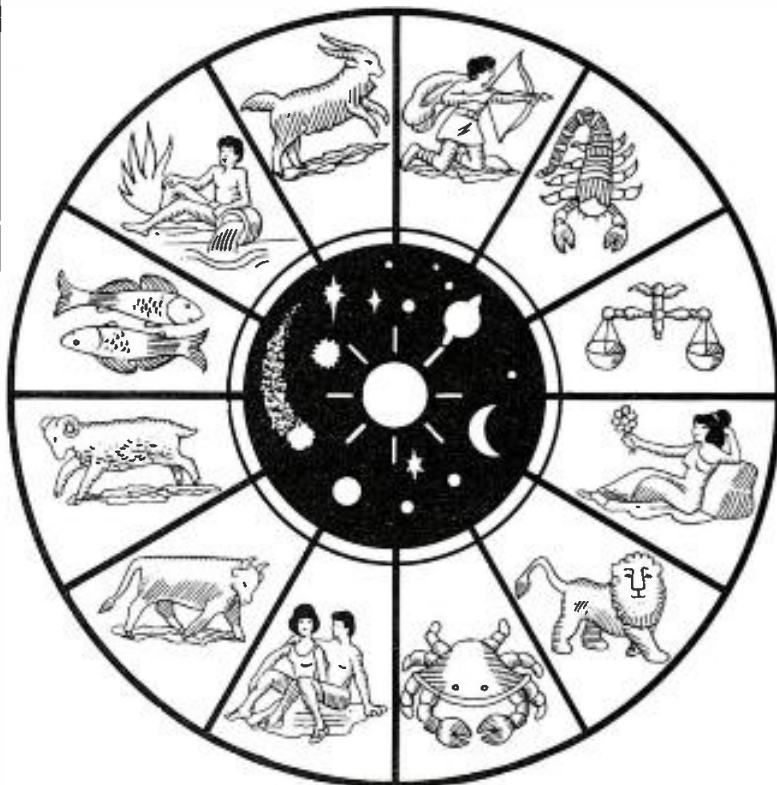
□ **AP Radio** files with FCC for permission to begin **experimental transmission via satellite** to nine stations. AP hopes to connect all subscribers by late 1979. *June 19, 1978.*

UPI Audio files similar application to test satellite delivery to 13 locations. *June 26, 1978.*

□ FCC votes to enact series of **changes for noncommercial broadcasting.** It: (1) issues notice of inquiry to help it establish standards for determining who is eligible for noncommercial license; (2) asks for comment in proceeding to change rules governing underwriting announcements and solicitation of funds; (3) acts to improve engineering standards by proposing new table of allocations for educational FM assignments, requiring 10 w stations that do not increase their power to move to other frequencies, and setting minimum 36-hour-per-week operating schedule for FM noncommercial stations (also allowing sharing of noncommercial radio frequencies); (4) proposes extending most ownership limits now applicable only to commercial licensees to noncommercial licensees as well. *June 12, 1978.*

□ **Supreme Court upholds FCC crossownership rule** barring any future

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acquisitions that would result in co-located newspaper-broadcast properties. All but 16 current crossownerships are grandfathered. *June 19, 1978.*

□ Corporation for Public Broadcasting and National Public Radio file application for FCC approval of radio network's **satellite distribution system**. NPR wants authority to construct 145 receive-only earth stations and 15 with up- and down-link capability. Thirty-five stations will share satellite facilities with public TV stations. *July 3, 1978.*

□ WMAL(AM) Washington is fined \$5,000 by FCC for **failing to log total commercial time** during its morning *Harden and Weaver Show*. Show, which includes many ad lib remarks and jokes about commercials by its hosts, is favorite of commissioners who reluctantly fined station. They then directed FCC staff to review rule. Commissioner Abbott Washburn said unless rule relates "effectively" to protecting public from overcommercialization, "it ought to be eliminated or modified." *July 3, 1978.*

□ FCC is upheld by Supreme Court in "**Filthy Words**" case involving Pacifica Foundation's noncommercial WBAI(FM) New York. Commission had ruled that station violated FCC rules when it played record by comedian George Carlin that commission said contained "indecent" material. Ruling had been overturned by U.S. Court of Appeals in Washington, but high court said commission was within its power to regulate and punish broadcast of indecent material. *July 10, 1978.*

That was the year that was. ■

## Broadcast Advertising

### Who should pay for AT&T's ads?

**FCC hears debate on whether it should disallow charging advertising and charitable contributions to rate-payers and make stockholders foot bill; some groups fear 'domino' effect**

The FCC last week spent most of a full day hearing arguments on whether or not it should continue to allow AT&T to charge institutional advertising and charitable contributions to its rate base, rather than to its stockholders.

At the conclusion, the odds appeared to favor a continuation. Joseph Fogarty seemed the only commissioner clearly opposed to including the charges in the rate base.

The amounts included are between \$1.2 million and \$4 million for institutional advertising and \$7 million for the contributions. For a company whose payroll alone is about \$6 billion, the issue seems relatively insignificant. But the dozens of associations, groups and individuals who appeared or were represented in the oral argument did not think so.

Advertising media and groups dependent on contributions expressed concern about the precedential effect a commission

disallowance would be—not to mention, in the case of the media, the constitutional issue they say is involved. As for the other side of the case, the FCC trial staff sees no justification for requiring rate-payers to bear whatever burden the institutional advertising costs involve.

Brenda Fox, assistant general counsel of the National Association of Broadcasters, who also appeared for the American Newspaper Publishers Association, expressed concern about "the precedential impact" on other federal and state agencies the proposal would have. "It would have a domino effect," she said.

She also said the proposal would involve the commission in the knotty problem of distinguishing among different kinds of advertising, a task that could raise First Amendment questions. The commission, she said, would find itself "a super editor."

And Howard Trienens, representing AT&T, said the proposal would be self-defeating. "All you're doing is chiseling away the rate of return you and others say is necessary to attract investors," he said. "The 9½% [the commission has authorized], he said, "has no cushion."

To the commission's trial staff, the question is not whether the commission should lead the parade in disallowing institutional advertising costs as part of the rate base, but whether the commission should join it. Gary M. Fereno, speaking for the staff, said some state commissions have disallowed them, basically for two reasons: the advertising costs were not incurred in providing service, and resulting benefits to the rate-payer could not be found. "These reasons should be the basis for commission policy," he said. "The expenses are not proper and should not be allowed."

Commissioner Fogarty endorsed that view. He said he saw no benefit to rate-payers in ads promoting the Bell "system" as the "solution." And, as for concerns about the First Amendment, which he considers unfounded, he said, "We have a responsibility to protect the rate-payer."

But most other views expressed from the bench endorsed the present policy. Commissioners Abbott Washburn and James Quello, for instance, made it clear they would not favor the commission attempting to separate institutional from other types of advertising or second-guessing advertising decisions by the telephone company. And Commissioner Quello, who took about 10 minutes to relate how the United Way—one of the organizations opposing a change in the policy—was started in his home state of Michigan, said, "the effect of our disallowing" contributions "would be too big a price to pay."

Those were the sentiments welcome to most in the meeting room. For the commission heard from a variety of minority and other groups dependent on charitable contributions. Their representatives said disallowing contributions would cause the help they need from regulated industries to dry up. And Representative Abner J. Mikva (D-Ill.) told the commissioners they should not change policy without congressional approval.





## 'And now, a word from the FTC'

**Commission's Bureau of Consumer Protection is offering PSA's to radio and TV to inform consumers of their rights in general and of specific actions**

The Federal Trade Commission, strengthening its consumer awareness program, is making available public service announcements to television and radio stations. The idea, says FTC's Ted Cron, is to make the enforcement arm more effective by informing consumers of their rights.

Or, as in the case of the first FTC announcement, making the consumer aware of what's coming to him. Several thousand ex-students of a trucking and heavy-equipment vocational school became eligible for partial refunds of school fees when the commission issued a consent order last December. The school established a \$1.5-million refund pool and attempted to reach students that attended from January 1970 to Dec. 31, 1975, through last known addresses.

To help the search process, the FTC Bureau of Consumer Protection prepared 30-second scripts on the case and sent them to every radio and television station in the country, to be aired from June 14 through last week. Mr. Cron and George Idelson, also from the FTC's Bureau of Consumer Protection, said it is too early to determine results, but the prospects are encouraging. Indications are, they said, that stations read the announcements "quite often." Also they said a number of the former students have contacted the commission.

The public service announcement program is not budgeted as such, Mr. Idelson said, but gets its funds from the Bureau of Consumer Protection. Each announcement, he said, will be considered individually as to content, format and method and area of distribution. In the future, he said, the commission hopes to send out prerecorded announcements.

One of the next announcements will concern women and their right to their own credit histories. Others under consideration involve warranties, the prescription eyewear rule and the forthcoming appliance labeling program. Also, there may be special cases such as the vocational school refunds.

"The point is," said Mr. Idelson, a former advertising man, "consumer education has become more important to the FTC. . . . We are applying sophisticated marketing principles to the marketing of an idea."

Mr. Cron said he hopes the announcements will complement other FTC programs in getting consumers to understand the law, demand fair dealing and be assertive. Also, he is hoping industry will see and hear the announcements and understand "what we are telling the consumer so that it won't be a surprise."

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# The Broadcasting Playlist™ Jul 24

## Contemporary

Last This week	This week	Title □ Artist	Label
3	1	<i>Last Dance</i> □ Donna Summer	Casablanca
1	2	<i>Shadow Dancing</i> □ Andy Gibb	RSO
4	3	<i>Miss You</i> □ Rolling Stones	Atlantic
2	4	<i>Baker Street</i> □ Gerry Rafferty	United Artists
5	5	<i>Use Ta Be My Girl</i> □ O'Jays	Phila. Intl.
8	6	<i>Grease</i> □ Frankie Valli	RSO
7	7	<i>Copacabana</i> □ Barry Manilow	Arista
15	8	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
6	9	<i>You're the One That I Want</i> □ Travolta/Newton-John	RSO
10	10	<i>Still the Same</i> □ Bob Seger	Capitol
11	11	<i>Two Out of Three Ain't Bad</i> □ Meatloaf	Epic
14	12	<i>Three Times a Lady</i> □ Commodores	Motown
9	13	<i>The Groove Line</i> □ Heatwave	Epic
12	14	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
20	15	<i>Love Will Find a Way</i> □ Pablo Cruise	A&M
16	16	<i>Shame</i> □ Evelyn "Champagne" King	RCA
18	17	<i>Bluer Than Blue</i> □ Michael Johnson	EMI America
19	18	<i>Runaway</i> □ Jefferson Starship	Grunt
33	19	<i>Macho Man</i> □ Village People	Casablanca
26	20	<i>Magnet and Steel</i> □ Walter Egan	Columbia
13	21	<i>You Belong to Me</i> □ Carly Simon	Elektra
23	22	<i>Life's Been Good</i> □ Joe Walsh	Asylum
21	23	<i>Take a Chance on Me</i> □ Abba	Atlantic
25	24	<i>My Angel Baby</i> □ Toby Beau	RCA
22	25	<i>King Tut</i> □ Steve Martin	Warner Bros.
24	26	<i>Hot Blooded</i> □ Foreigner	Atlantic
38	27	<i>Fool If You Think It's Over</i> □ Chris Rea	United Artists
17	28	<i>Dance With Me</i> □ Peter Brown	Drive
31	29	<i>An Everlasting Love</i> □ Andy Gibb	RSO
27	30	<i>Love is Like Oxygen</i> □ Sweet	Capitol
37	31	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
29	32	<i>I've Had Enough</i> □ Wings	Capitol
32	33	<i>Stuff Like That</i> □ Quincy Jones	A&M
34	34	<i>I'm Not Gonna Let It Bother Me</i> □ A.R.S.	Polydor
—	35	<i>Kiss You All Over</i> □ Exile	Warner Bros.
39	36	<i>You</i> □ Rita Coolidge	A&M
35	37	<i>Stay</i> □ Jackson Browne	Elektra
30	38	<i>Feels So Good</i> □ Chuck Mangione	A&M
46	39	<i>Follow You, Follow Me</i> □ Genesis	Atlantic
47	40	<i>Got to Get You Into My Life</i> □ Earth, Wind and Fire	RSO
41	41	<i>With a Little Luck</i> □ Wings	Capitol
28	42	<i>I Can't Stand the Rain</i> □ Eruption	Ariola
36	43	<i>Only the Good Die Young</i> □ Billy Joel	Columbia
—	44	<i>Can We Still Be Friends</i> □ Todd Rundgren	Bearsville
40	45	<i>Even Now</i> □ Barry Manilow	Arista
—	46	<i>Paradise By the Dashboard Light</i> □ Meatloaf	Epic
—	47	<i>You Needed Me</i> □ Anne Murray	Capitol
—	48	<i>Rock 'n' Roll Fantasy</i> □ Kinks	Arista
—	49	<i>FM</i> □ Steely Dan	MCA
42	50	<i>Every Kinda People</i> □ Robert Palmer	Island

## Playback



Sholin

**A music man.** "Music today is better than it has ever been. Technically it is much better, there are more good bands, more creative writers and more unique talents." So says Dave Sholin, music coordinator for RKO General and music director for KFRC(AM) San Francisco, echoing the sentiments of others prominent programmers (see story, p. 62). As music coordinator, Mr. Sholin "talks with everybody—key radio stations and stores in the South, East, Midwest and West, talking to music people inside the record business and the radio business." With the information he gathers he "provides a national overview of the music scene for RKO's top-rated contemporary stations: KFRC, KHJ(AM) and KRTH(FM), both Los Angeles, WRKO(AM) Boston, WFYR(FM) Chicago and wxLO(FM) New York—the latter currently claiming to be "the most listened-to FM station." Although Mr. Sholin helps develop the stations' playlists, programmers still have autonomy, he says. "If there's a record I don't think is good [or vice versa], we talk about it. We respect each others opinions... we have a mutual interest and a mutual give and take." **No trend in sight.** Mr. Sholin says he doesn't "see any real big trend taking over music." Although disco records are topping the charts, it doesn't indicate a trend, he says. "It's the record, not the type [that makes a record popular]. **Critic's choice.** Nick Lowe's *Pure Pop for Now People* (Columbia), says Mr. Sholin, "really is pure pop, easy to listen to, good rock 'n' roll."

## Country

Last This week	This week	Title □ Artist	Label
1	1	<i>Ain't No Good Chain Gang</i> □ Cash & Jennings	Columbia
4	2	<i>Only One Love in My Life</i> □ Ronnie Milsap	RCA
2	3	<i>Love or Something Like It</i> □ Kenny Rogers	UA
7	4	<i>You Don't Love Me Anymore</i> □ Eddie Rabbitt	Elektra
18	5	<i>Talking in Your Sleep</i> □ Crystal Gayle	UA
3	6	<i>I Believe in You</i> □ Mel Tillis	MCA
5	7	<i>Tonight</i> □ Barbara Mandrell	ABC
6	8	<i>You Needed Me</i> □ Anne Murray	Capitol
10	9	<i>Pittsburgh Stealers</i> □ Kendalls	Ovation
25	10	<i>When I Stop Leaving</i> □ Charley Pride	RCA
11	11	<i>Never My Love</i> □ Vern Gosdin	Elektra
—	12	<i>From Seven Til Then</i> □ L. Lynn & C. Twitty	MCA
17	13	<i>Spring Fever</i> □ Loretta Lynn	MCA
21	14	<i>That's What Makes the Jukebox Play</i> □ M. Bandy	Columbia
8	15	<i>When Can We Do This Again</i> □ T.G. Sheppard	Warner Bros.
9	16	<i>It Only Hurts for a Little While</i> □ Margo Smith	Warner Bros.
—	17	<i>Rose Colored Glasses</i> □ John Conlee	ABC
22	18	<i>Night Time Magic</i> □ Larry Gatlin	Monument
—	19	<i>Talk to Me</i> □ Freddie Fender	ABC
20	23	<i>What Can I Say</i> □ Jerry Reed	RCA
12	21	<i>Two More Bottles of Wine</i> □ Emmylou Harris	Warner Bros.
19	22	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
20	23	<i>Weekend Friend</i> □ Con Hunley	Warner Bros.
15	24	<i>I'll Be True to You</i> □ Oak Ridge Boys	ABC
—	25	<i>Rake and Ramblin' Man</i> □ Don Williams	ABC

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 live or more chart positions between this week and last.

# 'The uncategorizable, perennially surprising,' Teresa Brewer



"She's absolutely enchanting—singing, dancing, yodeling... she sings rock tunes, standards, country... Whatever she sings, it has that inimitable Brewer ring to it and that crystal clarity..."

—Mark Tan, *The Hollywood Reporter*

"Teresa Brewer is irrepressibly herself, constantly evolving, constantly enjoying the surprise of herself, and communicating that joy to her audiences... Teresa is uncategorizable, perennially surprising... she is, in sum, a marvelous entertainer..."

—Nat Hentoff

"Teresa Brewer scored a smash opening at the Empire Room (Chicago)... captivated the crowd... Ringsiders were on their feet yelling for more..."

—Jac, *Variety*

"... Teresa Brewer turns the Empire Room into a magical musical melange with her magnificent voice..."

—Irv Kupcinet, *Chicago Sun-Times*

"The Fairmont's Venetian Room (San Francisco)... a generally restrained setting, has rarely vibrated so thoroughly as it did or Teresa Brewer... when she sang her voice shook the cobwebs from every nook and cranny of the large room... Ms. Brewer went through an amazingly wide-ranging repertoire into which she threw some snappy yodeling, and contemporary stuff like a strong and exciting version of 'New Orleans', which was the surprise of the evening."

—Jack McDonough, *Billboard*

"Miss Brewer... quickly eliminated any preconception of nostalgia her audience might have had... Miss Brewer... is magnificent..."

"I have no idea what Teresa Brewer is being paid but I know it is not the kind of money commanded by lesser talents, who drone through their Vegas-Tahoe-Reno shows year in and year out... for me... I'd take Teresa's swinging, jazzy no-nonsense music ahead of most all the phonies that the gambling circuit show rooms have to offer... Teresa sings like a teenager, never descends into the rubbish-jop stuff that others of her generation use to activate applause..."

—Phil Elwood, *San Francisco Examiner*

"... Teresa sparkles and glows... she is an utterly delightful performer with her expressive eyes and golden smile... tiny Teresa can sing up a storm... That's star power..."

—Tony Beacon, *San Juan Diary*

"... All systems are go for the Music, Music, Music lady... looked marvelous and sang so well... This is the diminutive, but super dynamic songstar's best outing yet in Las Vegas... A triumph..."

—Joe Delaney, *Las Vegas Sun*

"Bouncy, belter Brewer... with that strange squeak in her voice and that uncommon power in her lungs... can tear the place apart with Mississippi rock, cool if off with miraculously fresh treatments of... My Funny Valentine... like good wines... Teresa is a rare vintage..."

—George Anthony, *The Toronto Sun*

"Doing a little album with Teresa was a real pleasure. Solid swing are the words for Teresa. She proved she really can actually, actually swing. She and I had a ball."

—Count Basie

"Although diminutive, she's capable of filling a room to capacity with her bubbly personality, her electric energy, and a sound that is unique. Most of all, it's that sound... a singing style like no other ever to appear on stage anywhere. It's a combination of a little-girl wail and an anguished, heart-broken teen-ager... And when she sings "When the Saints Go Marching In" the reaction was wild. She's fit as a fiddle and in great shape—in more ways than one!"

—James A. Perry, *New Orleans The States-Item*

"She absolutely bedazzled the opening night crowd, earning her standing ovation in spades... She growled and belted her way into everyone's heart..."

—Kyle H. Lawson, *Scottsdale Daily Progress*

"... for Miss Brewer has grown remarkably since her days on the hit parade... and broadened her stage act to include a wide sampling of Americana, from country music and pop to swing and be-bop. She has developed enough vocal technique to bring off this ring of eclecticism. The shrill, cutting edge is still there, and sometimes, especially on country material, it is appealing... Miss Brewer's vocal bag of tricks includes a husky lower register and variety of timbres, from brassy to breathy... as a pop technician... Brewer is beyond reproach... Basically she is a bubbly, good-time entertainer. She can swing and execute difficult interval jumps."

—Bob Palmer, *New York Times*

"Teresa Brewer has a God given talent. She's completely true to herself at all times. She swings and that's what jazz is all about."

—Duke Ellington

"All the superlatives describing a great entertainer apply to Teresa Brewer. She bounced onto the grandstand stage and literally rocked an audience of about 8,000... It's the voice, of course, and more so the incredible vitality and charisma of the performer, who is apparently only just beginning phase three of an active and successful singing career."

—Judy Malone, *The London Free Press*

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## Cable: under the shadow of the Capitol dome

**At inauguration of suburban Washington system, FCC's Fogarty says commission and Congress will watch it carefully; he hopes it can fulfill promise of diversity**

Everybody showed up for the launching of the Arlington county, Va., cable system except the man who was supposed to turn it on, Representative Lionel Van Deerlin (D-Calif.), who said he had important business at the House. There were plenty of important people to go around, however, and FCC Commissioner Joseph Fogarty, one of three commissioners at the inaugural last week, replaced the congressman, giving the speech and activating the satellite feed from New York.

Why all the fuss over a new cable system? This one is in Arlington, as one speaker said, "perched on the doorstep of our nation's capital." If that wasn't enough, another speaker said, "under the shadow of the Capitol dome." Essentially, it is the first cable service in an area inhabited by lawmakers and commissioners of regulatory agencies. It is, in short, a showplace cable system.

Arlington TeleCommunications Corp., in part with funding from General Electric's Business Service Development Inc., developed the system, which will offer under the logo, Metrocable, all Washington and Baltimore commercial stations, four area Public Broadcasting Service stations, WTCG(TV) Atlanta, Home Box Office (which had six representatives for the launching), UPI's Newstime, a grocery shopping guide, and eventual two-way capabilities. But the biggest attraction of all appeared to be its proximity to Washington.

John Evans, ARTEC's vice president and chief operating officer, said Metrocable has been singled out by the FCC as an experimental system. Mr. Fogarty said it was "historic," bringing the Washington area its first cable system. Pointing to many of the things Mr. Evans said Artec would do—including providing two-way communications among five area high schools—the commissioner said the FCC would weigh its performance against its promises. "We look forward to the accomplishments of ARTEC because it is going to be the prototype of systems throughout the country," he said.

A lot of equipment manufacturers and suppliers must think so too, because they had representatives there. The \$7.2-million 36-channel system opens with about 100 subscribers, but in one of the most densely populated counties in the country, with more than 70,000 homes. In the inaugural phase, about 20 miles of plant will be activated with the capability of serving



Top. Fogarty turns them on. Bottom. Seeing what you get.

approximately 4,000 homes.

Origins of the system were in the late 1960's when Virginia passed legislation that allowed cities and towns to enact cable ordinances and grant franchises. The Arlington county ordinance came in 1971, and is unusual in that it provides for six of the company's 15 board members to be appointed by the county to serve as unpaid directors. A number of companies competed for the Arlington franchise, which ARTEC got in 1973. Two years later, it received FCC approval and last week began operations. The company now has almost three years to put in the 370 miles of cable.

Major stockholder in ARTEC with about 50% of the stock is Business Development Services Inc., a General Electric subsidiary. The rest of the stock is distributed among metropolitan area holders, including Fred Ford, former FCC chairman and one-time legal counsel and chairman of the board of ARTEC. Mr. Ford was part of the group that initially got the franchise for the company.

Among the things Mr. Evans said the system will offer are gavel-to-gavel proceedings of the House of Representatives. He also said the system will be used to hook up traffic signals to computers and control traffic flow on Arlington's major thoroughfares. But whatever the system does, it has already been assured that its neighbors in Washington will be watching.



## Daly's ranks are now in line at CBS Entertainment

**President of new division makes final executive shifts, including move of Shephard to West Coast**

CBS Entertainment President Robert Daly announced last week a series of promotions that realigned the executive hierarchy on the program side of the operation and completed, he said, "the final steps in the establishment of the CBS Entertainment Division."

Mr. Daly took charge of the newly formed Entertainment Division last October when CBS reorganized its broadcast operations. Commenting on the executive team now in place, he said, "I have no doubt their creativity will be reflected in the quality and performance of our programs, in the emergence of a new generation of CBS stars and the response of viewers to the entire CBS Entertainment schedule, Both daytime and prime time."

Principal changes in the reorganization include the appointment of Harvey Shephard to the post of vice president, program administration, headquartered in Los Angeles. Mr. Shephard had been vice president, programs, New York. Assuming that position is Alan Wagner, formerly vice president, nighttime programs, New York. Despite the fact that four out of the entertainment division's five departments are now located in Los Angeles (only press information remains in New York), Mr. Daly stressed that Mr. Wagner will lead "a continuing effort to tap the vast creative resources of the New York community."

Among those reporting to Mr. Shephard in Los Angeles is Jerry Golod, vice president of children's programs, who now assumes the added responsibility, with accompanying title, for prime-time variety program development. Also given new responsibilities was Herman Keld. Formerly vice president, program planning New York, Mr. Keld becomes vice president, planning, feature films and late night programs. Recently promoted to vice president of talent and casting was Jean Guest, who had been a director in that area in New York.

Other vice presidents in the program department, under B. Donald Grant, vice president of programs for CBS since 1976, are: Donald March, vice president, motion pictures for television; Steve Mills, vice president, program production; Michael Ogiens, vice president, daytime programs; William Self, vice president, programs, motion pictures for television and miniseries; Andrew Siegal, vice president, comedy program development; Robert M. Silberling, vice president, dramatic program development, and Bernie Sofronski, vice president, special programs.

CBS Entertainment's other depart-

ments are business affairs, headed by Jerry Rubin; the new entertainment finance department, headed by John Collins; advertising and promotion, headed by Steve Sohmer, and press information, headed by Barrie Richardson.

### Program Briefs

**"Havoc" let loose** *When Havoc Struck* has been released for general syndication by ITC Entertainment following run in "selected markets" as *Mobil Showcase Presentation*. Glenn Ford is host of 12 half-hour episodes.

**Goodnight to '2Night'** T.A.T. Communications, Los Angeles, has ceased production of *America 2Night*, half-hour syndicated series, citing "economic considerations." T.A.T. said program was "rating success" in more than 75% of markets where it was carried, but its production could not be sustained under current rates.

**Stable starter.** NBC-TV's newly-enlarged talent operation on West Coast (BROADCASTING, July 10) made first acquisition: Singer-actress Susan Anton, recently star of unsuccessful ABC-TV spring try-out series, *Mel [Tillis]* and *Susan Together*, and former TV spokeswoman for Muriel cigars. She signed nonexclusive contract to develop variety series and to appear as guest on other NBC shows.

## They take talk seriously in West Palm Beach

**Complaints from single listener keep WJNO(AM) personality off the air for a month, lead to firing of employe at another station in town**

Mitch Sandler was back on the air last week as host of the *Open Line* talk show on WJNO(AM) West Palm Beach, Fla. He had been taken off the air and sent on vacation, with pay, a month earlier after the station management felt more heat than it could tolerate as a result of *Open Line* programs.

The incident, which involves programs that dealt with the Arab-Israeli controversy and the then-planned march by a group of neo-Nazis into heavily Jewish Skokie, Ill., has its share of ironies. And it serves to illuminate the vulnerability some broadcasters feel when they contemplate controversial programming.

The complaints about the program, according to Douglas Shull, general manager, came from a single individual who maintained that Mr. Sandler was conducting the program in a way that favored the anti-Jewish, anti-Zionist side.

The irony is that Mr. Sandler is Jewish and has worked for years in behalf of Jewish causes.

However, the complainant, Leonard Antelman, had an effect on the station management. "The guy had some know-

ledge of FCC law, and had a lot of tapes, documents and memos," Mr. Shull recalls.

So the station decided to let things cool while the charges were investigated. Mr. Sandler was sent off on vacation, and the subjects that gave rise to the complaint were banned.

Two weeks ago, Mr. Shull said his investigation convinced him there was no basis for the charges. Mr. Shull was not sufficiently confident to act exclusively on his own judgment. He called in the station's Washington attorney, Alan Campbell, who, after listening to the tapes and talking to Jewish leaders in the community, concluded there was nothing to the charges.

So the decision was made to put Mr. Sandler back on the air, and "with no restrictions" on content, according to Mr. Shull.

But whether the episode is closed is not clear. Mr. Antelman, who has some broadcasting background—he freelanced, under the name of Len Antel, as a writer and announcer for KYW(AM) Philadelphia several years ago—declined to talk to a reporter last week, other than to refer questions to a Washington attorney, Arthur Scheiner. Mr. Scheiner said only that Mr. Antelman had called him twice on the matter, had appeared "up tight" about "an anti-Zionist and anti-Jewish" talk-show host, and wanted him to "do something." Mr. Scheiner said that until he had determined the facts, he could make no judgment on whether or how to proceed.

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## Media

### FCC consensus is against key elements of H.R. 13015

**Proposed Communications Act rewrite suffers its first public blows at hands of six commissioners, 4-to-2; they favor retention of traditional 'public interest' standard; Quello remains strongest fan, Brown perhaps strongest foe**

The Communications Act rewrite (H. R. 13015) took a drubbing in its first hearing last Tuesday, receiving pointed criticism from FCC commissioners for its lack of a specified "public interest" standard. Six commissioners, including Chairman Charles Ferris, took their licks at the new bill in individual appearances before the House Communications Subcommittee. Their statements varied in intensity from mild to outraged, but each found something wrong with the bill, leaving co-sponsor Lionel Van Deerlin (D-Calif.) complaining in feigned injury that he had been given the mask of Simon Legree.

Commissioner Joe Fogarty stated what appeared to be a key thesis for four of the six (Commissioner Robert E. Lee, the seventh, was absent, attending a convention at the Greenbrier in West Virginia of the Great Lakes Conference of Public Utilities Commissioners). "There is skepticism" that the words utilized in the bill are sufficient to replace the standard in the present act, Mr. Fogarty said. The bill contains no mandate to the commission to regulate broadcasting and other communications disciplines "in the public interest, convenience and necessity"; it opts instead for regulation only when necessary because marketplace forces are "deficient."

Mr. Van Deerlin, after listening to their testimony, showed signs he might be willing to change the bill. He suggested the difference between "public interest" and his bill's standard might be only "semantical," and added it may be worth it, "if it's going to save any votes in the House, to include the terms 'public interest, convenience and necessity.'"

Other common complaints raised at the first hearing on the rewrite were about the bill's elimination of cable television regulation, and about the ceding of total spectrum allocation authority to a proposed National Telecommunications Agency. Following are summaries of each commissioner's remarks:

■ **Chairman Ferris.** There are "no significant tensions" between the rewrite's goals and his own, the FCC chairman said with a tip of his hat to Chairman Van Deerlin. "I favor reducing the role of regulators, rules and regulation generally." Then came Mr. Ferris's "however's."

It would be wrong, he said, to substitute competitive forces for the public interest standard because competition in many communications markets is imperfect. "For example, when measured against the highly diverse and competitive structure of the print medium, marketplace forces do not produce for television viewers and radio listeners the same richness of formats, ideas and information now available through magazines, books and periodicals," he said.

True, he conceded, there is marked diversity in large radio markets and in the largest TV markets, but in most cases, "when markets do not work properly," regulatory intervention of some sort is necessary. The failure of the market is evident, Mr. Ferris said, in areas such as equal employment opportunity. Broadcasters have made progress there, but "until women and minorities have a far more significant employment and ownership foothold in broadcasting than they do now, it would be unwise to rely solely on the marketplace."

The FCC chairman made a case, too, for continuing regulation of common carriers, concluding: "I think the general point is that competition is a useful and effective mechanism which can increasingly be relied on. But it is not an end in itself. It is a tool, a means to preserve and protect the public interest. As many communications markets do not work perfectly, there is a need to retain some regulatory tools."

Mr. Ferris called for insertion in the bill of a "flexible mandate to regulate in the public interest [where] necessary to compensate for 'marketplace imperfections.'"

"I think experience teaches," he said, that organic statutes, which are intended to be effective for an indefinite period, should contain broadly framed goals and standards. Thus I would recommend inclusion in any rewrite of a "public interest" standard, and along with it clear congressional direction that the public interest is served by competition and diversity."

Mr. Ferris's second "however" concerned the National Telecommunications Agency, proposed in the bill to replace the current National Telecommunications and Information Administration. NTA would be the primary formulator of the nation's telecommunications policy and the sole authority over allocation of the electromagnetic spectrum. Mr. Ferris saw two problems with that plan: First, he doesn't see how policymaking can be divorced from day-to-day regulation. Second, he thinks it would "erode mechanisms" that now exist to prevent government intrusion in the marketplace of ideas.

Under the bill, stations would be licensed by the proposed Communications Regulatory Commission. But there would be nothing to prevent the NTA from revoking licenses, Mr. Ferris said, simply by withdrawing spectrum from broadcasters and allocating it somewhere else. That's a far-fetched scenario, he acknowledged, but he urged that the bill reinstate a "collegial" CRC in the policymaking and spectrum allocation





**All in a row.** While FCC Commissioner James Quello (left photo) imparts his view on the rewrite, other commissioners wait their turns, along with two members of the commission staff. L-r are Nancy Carey, legal

assistant to Commissioner Abbott Washburn; FCC General Counsel Robert Bruce; Commissioners Joseph Fogarty and Washburn; Chairman Charles Ferris, and Commissioners Tyrone Brown and Margita White.

functions as a check against any potential executive branch abuse.

Another of Mr. Ferris's reservations was the proposed total deregulation of cable television at the federal level. Cable would still face regulation by state and local authorities, not only of its rates, but possibly of its imported signals. There are probably legitimate areas for state regulation, he said, but he questioned whether the bill serves its own goal of deregulation "simply by excluding only one possible source of regulation" for cable.

Mr. Ferris supported the bill's provision establishing an Office of Consumer Assistance in the proposed CRC, but said it should go even further in promoting public participation in commission proceedings by authorizing the CRC to reimburse attorneys fees to citizen groups and other parties who are presently inhibited by lack of funds.

■ **Commissioner James Quello.** Having loudly applauded the rewrite at its introduction for its "far-reaching and visionary provisions" and its promise of massive deregulation and reduced bureaucracy, Mr. Quello offered a few "constructive criticisms," foremost among them the proposed elimination of cable regulation. He contended that the problem of pole attachment rates (which cable systems have to pay for space on telephone and utility poles) will continue to require attention by the federal agency. And some regulatory authority may be required to limit "the potential for interference [from cable] to other telecommunications devices." Mr. Quello suggested that cable regulation be retained "in specified areas or under certain circumstances."

Mr. Quello also questioned the wisdom of placing responsibility over telecommunications policy with NTA in the executive branch. "It seriously erodes the authority of the independent regulatory agency [the CRC] . . . and in my opinion, implicitly weakens control of Congress in these areas," he said. "Frankly I believe the current checks and balances are more desirable, although perhaps less efficient

than the centralizing of power and control."

The same goes for giving NTA primary authority over spectrum allocation, Mr. Quello said. Among other problems, "it would appear that NTA, rather than the commission, could decide whether and how much of the UHF band might be transferred to land mobile radio uses, and could also determine the U.S. position on the use of this band by others during international negotiations."

Further, he questioned the bill's provision for setting up a fund to make loans to minority enterprises to get started in broadcasting. "I question whether ethnic background or race can be the sole criterion established for such loans," he said. "In light of the recent Bakke case, it seems to me that such limited criteria would be subject to judicial challenge."

Commissioner Quello came down against the re-imposition of a public interest standard. Ask seven FCC commissioners what it means and "you'll get six or seven different answers," he said. "How do you apply such a general term to every deliberation of the commission?"

Commissioner Quello also supported reducing the number of commissioners at

the proposed CRC to five; warned that the Office of Consumer Assistance might be duplicative of work already being done in each of the commission's current bureaus; suggested raising the maximum penalty against licensees for rule violations from the bill's \$20,000 to \$200,000 because \$20,000 is "relatively insignificant" to a large broadcaster, and urged a provision to penalize radio stations for payola violations.

■ **Commissioner Abbott Washburn.** Mr. Washburn's was the strongest defense of the commission's performance under the present act. "It is my position, overall, that the present regulatory structure is sound," he said. "I do not think a case has been made for radical surgery."

He, like Mr. Ferris, objected to the abandonment of an expressed public interest standard in the bill, which could have the effect, he said, "of undermining much of what has been accomplished in the past by the FCC to help build our present stable and efficient telecommunications system."

Further, "so long as the government is handing out exclusive-use rights to valuable scarce frequencies we will continue to need the 'public interest' standard," he

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said. "Once technology gives us an abundance of channels, licensing will become unnecessary and the marketplace can take over. But that day is still quite a few years down the road."

Mr. Washburn also disputed Representative Van Deerlin's oft-expressed view that the present act is inhibiting the progress of communications technology. "I have not the slightest doubt that fiber optics and the other advanced technologies will also be successfully integrated into our efficient national telecommunications system when the time comes for them," he said.

Mr. Washburn argued it would not be a good idea to reduce the number of commissioners on the proposed commission from the current seven to five. With only five commissioners, three could constitute a quorum, and a majority of two could make a decision. "That is too narrow a base, in my judgment."

He also objected to the proposed elimination of cable regulation and to the NTA managing spectrum allocation and the United States' role in international conferences. NTA should remain as a policy advisory body and "think-tank" for the President, he said. "There is not a demonstrated need for the NTA as an independent operating sub-cabinet agency."

Furthermore, Mr. Washburn opposed limiting CRC commissioners to non-renewable 10-year terms. The limit would discourage people from making a career of government service and would "deprive the government of the superb service and continuity of expert long-termers." He cited former chairman Rosel Hyde and Commissioner Lee as examples.

■ **Commissioner Joseph Fogarty.** A key point in Mr. Fogarty's testimony was that regulation of cable should be permitted if it appears cable can damage local over-the-air broadcast service. Cable has been over-regulated in the past, he said, and he questions whether it is in the public interest to regulate one industry to protect another. Nevertheless, "I must allow that cable television's carriage of broadcast signals may have the potential for direct impact on the commission's broadcast allocations and assignments plan and on the long-standing policy of fostering principles of localism in the provision of broadcast services." It may be a good idea to leave the CRC "some residual authority" to preserve "a basic level of local broadcast service."

Mr. Fogarty was more charitable toward the bill than Messrs. Washburn and Ferris in his discussion of the basic regulatory mandate. Restricting communications regulation to the extent "that marketplace forces are deficient" is a "wise and proper guideline," he said. He added at another point, however, that he hopes the new standard would accomplish the same end as the old—protection of the public's interest.

Mr. Fogarty also said he thinks the provisions in the bill for reorganization and reform of the commission can be accomplished without scrapping the existing FCC but added that if Congress thinks it

needs a wholly new agency to make a break with the past, "it would be OK with me."

Saying he thinks it is important to have a telecommunications agency at the highest level of the executive branch, Mr. Fogarty supported the creation of the NTA—but with one reservation. He, too, urged that the spectrum allocation function, rather than being concentrated at NTA, be shared with the CRC. "Because the spectrum allocation process involves such intensely competing interests for such an extremely valuable governmental privilege," he said, "that process should not be left so completely to the discretion of a single executive branch administrator."

He also supported the creation of the Office of Consumer Assistance in the proposed CRC and called for added language to permit reimbursement to public participants in commission proceedings.

■ **Commissioner Margita White.** Mrs. White questioned the wisdom of the bill's limit on the number of stations broadcasters may own. Under the current act a broadcast group may amass seven TV's, seven AM's and seven FM's, but under the bill it would be limited to a total of 10 stations (five TV and five radio). Said Mrs. White, "Efforts to increase diversity through diversification of ownership will not necessarily result in either more competition or a greater diversity of viewpoints. Indeed, they can limit the financial resources and incentives to produce quality programs, inhibit the emergence of new and viable competitors and weaken the ability of a free press to withstand government encroachment on First Amendment rights." It is important, she said, for Congress to define carefully the bounds of the new commission's authority to "tinker" with the marketplace.

Commissioner White also supported the bill's regulatory basis in the marketplace, opposed the proposed reduction in the number of commissioners, opposed the 10-year term for commissioners in favor of five-year renewable terms, and opposed the one-year deadline on completion of rulemakings. Complicated rulemakings such as the newspaper-television crossownership docket cannot be resolved in one year, she said. To solve the problem of regulatory delay, it would be sufficient to require the setting of unbreakable deadlines at the start of each proceeding, she said.

■ **Commissioner Tyrone Brown.** The sharpest attack on the bill's lack of an expressed public interest standard came from Commissioner Brown, who charged that it would allow broadcasters to completely ignore discussion of controversial issues, as well as the interests of "groups which are not the prime targets of commercial advertisers." He said "the bill would permit a return to the disgraceful days when women and minorities were excluded from employment in the industry and therefore were largely excluded from programing decisions."

"Adoption of H.R. 13015," he said, "would, in short, make the broadcast license in fact what it has sometimes been

called in jest—a license to print money with few if any responsibilities attached."

Among other targets of Mr. Brown's criticism:

□ The proposed license fee—possibly an "illusory" proposal, he said. Money from the fees, which the bill would have broadcasters and other spectrum users pay, would go to support public broadcasting, expanded rural telecommunications services and increase minority participation in broadcast ownership. But the amount of funds for each would await yearly governmental determinations, which would be "problematical," he said.

□ The fairness doctrine—would be replaced for television only by a new equity principle that would require broadcasters to be fair but would not require them to cover controversial issues. Without the fairness doctrine, the public would lose its right to an "uninhibited marketplace of ideas," he said.

□ Community ascertainment—under the bill the proposed CRC could not set procedures for formal ascertainment, which means, in Commissioner Brown's opinion, that local citizen groups would lose "a valuable source of input into broadcasters' decision-making processes." He predicted that elimination of formal ascertainment "may be at the price of public demands for more direct government intervention in programing at a later time."

□ EEO jurisdiction—under the bill the commission could not establish its own EEO rules. The outcome of that would be a reversal of advances in that area to date, Commissioner Brown said. The FCC's efforts have not been a complete success, he said, but they have brought about change in what used to be a "lily-white" male industry.

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## From out of the FCC past to the rewrite present

**Johnson and five former chairmen testify on H.R. 13015 and find much to criticize in it**

Former FCC Commissioner Nicholas Johnson told the House Communications Subcommittee last week that the Communications Act rewrite would effectively remove the broadcast "rights" of agriculture, civic organizations, the educational community, government officials, minorities, labor, the religious community, small business and women.

All those groups might lose what little service or access they now enjoy from commercial broadcasting, he said, if Congress followed through with the substantial deregulation of radio and television proposed in the legislation. Appearing at the subcommittee's second day of rewrite hearings, Wednesday, Mr. Johnson presented the harshest criticism of the new legislation heard until then. Without government looking over broadcasters' shoulders, he



**Resurrected.** Former FCC Commissioner Nicholas Johnson (left photo) awaits his turn to speak at the rewrite hearings while (l-r) former commission Chairmen Fred Ford, Rosel Hyde, Newton Minow and E. William Henry listen to another former chairman, Dean Burch (at right).

said, there would be nothing to prevent them from dropping farm reports and religious programming from the air, from exploiting young children in advertising, from deleting public service announcements, and in the case of radio, all news and public affairs. Stations would backslide in the area of minority hiring and could "make [political coverage] as slanted and propagandistic as suits their own whim or economic interest."

The bill would almost totally deregulate radio and would relieve television of such obligations as the requirement to cover controversial issues, under the assumption that less regulation and more marketplace competition would provide the public with sufficient diversity in news and programming. But it will fail, Mr. Johnson contended, because there is no competition in broadcasting. "We've got a monopoly on every channel," he said. "We have an oligopoly in every city."

"Radio and television are our society's cerebral cortex. And I think we have to think long and hard before we pick that up and hand it over to big business and say, 'Here, run it as you choose.'"

Mr. Johnson, whose testimony presages what is expected to be a long line of citizen groups, suggested several alternatives for increasing competition in broadcasting, including: reducing the power of VHF stations and dropping more of them into existing markets; instituting a shared-use plan where several operators would operate on the same channel, dividing the time among them; requiring stations to set aside time for paid or free access.

Five former FCC chairmen also appeared at Wednesday's hearing to offer their assessment of the new legislation. They were less shrill in tone than Mr. Johnson's, but critical nonetheless. Dean Burch, FCC chairman from 1969 to 1974, said his greatest concern with the new bill is its potential for involving the proposed Communications Regulatory Commission

more deeply in content regulation of television than it is now. The bill would require that TV stations provide news, public affairs and locally produced programming "throughout the broadcast day." Enforcing that provision would "wrap up at least 200" FCC employees, Mr. Burch said.

He also objected to the bill's proposed limit on ownership of stations, which would restrict groups to 10 stations total. The provision would make it impossible, he said, "for any nonnetwork to become large enough to give any network a challenge."

The proposed elimination of cable regulation also disturbed Mr. Burch. Under the bill the CRC would have no authority over intrastate telecommunications facilities, which the rewrite drafters say includes cable. But that's "too cute," Mr. Burch said. "Nobody who knows anything about cable would [think] that it's anything but interstate." The commission should be allowed to pre-empt state regulation of cable in some areas, he said.

The greatest concern of E. William Henry, FCC chairman from 1963 to 1966, was that the bill "juxtaposes public broadcasting and commercial broadcasting in the wrong way—taxing one in support of the other." It is a bad idea to have public broadcasting rely on funds from the license fee broadcasters would pay under the bill. It "reduces the public medium to second-class citizenship."

Mr. Henry endorsed the bill's provision for random distribution of available broadcast licenses. The current process, under which competing applicants for a license have to submit to a comparative hearing, accomplishes little more than "help lawyers send their children to college," he said. "The applicant is more often selected by guess and by God" than on his qualifications.

Frederick W. Ford, FCC chairman from 1960 to 1961, told the subcommittee his greatest concern was for cable television, which should in his opinion be regul-

ated at the federal level. Leaving cable to be regulated by "hundreds" of state and local authorities would defeat the bill's aim of marketplace rule, and would prevent the growth of a "unified national television system," he said.

Mr. Ford also urged that the bill authorize the commission to regulate crossownerships. As written now, the bill "could result in the extreme case of the telephone companies owning all the cable and broadcasting stations."

Rosel Hyde, FCC chairman from 1953 to 1954 and again from 1966 to 1969, said his most serious concern in the bill was the lack of a clearly stated "public interest" standard to govern communications regulation. Leaving marketplace forces to shape the industry "is possible and appropriate," he said. But he was doubtful that the cause of minorities and women would be advanced without help from the bill. New standards of regulation should be accompanied by "careful explanations of their meaning."

Newton Minow, FCC chairman from 1961 to 1963, testified that he is not prepared to give up on the current Communications Act's public interest standard. "There are too many social concerns involved [in broadcasting]. I want to make sure the fairness doctrine, equal time and the obligation to minorities aren't going to get lost."

Mr. Minow also suggested that communications regulation and rulemaking should be split among two authorities. He said "you can't be a legislator on Monday, an enforcer on Wednesday and a judge on Friday."

A final witness at the Wednesday hearing was John Shenefield, assistant attorney general in the Justice Department's Antitrust Division, who endorsed the rewrite's general philosophy. "We believe," he said, "that regulatory reform efforts, such as this legislation, are fully consistent with both our enforcement and technological change."



## Geller wants full authority over allocation of spectrum space

In his rewrite testimony, he wants NTIA successor to have more power than provided in H.R. 13015; he's backed by Whitehead, Eger

After being pummeled from all sides, the Communications Act rewriters received some consoling testimony from the administration last Friday. Henry Geller, assistant secretary of telecommunications and information in the Department of Commerce, was largely complementary of the undertaking, taking issue with only few provision in the titles under scrutiny by the House Communications Subcommittee last week.

He endorsed the bill's ceding of full authority over spectrum allocation to the National Telecommunications Agency, which is proposed to succeed the National Telecommunications and Information Administration Mr. Geller heads. He went further in fact, urging that the rewrite institute the change more vigorously.

The bill would alter the current spectrum arrangement that divides allocation duties between the FCC (nongovernment spectrum) and the executive branch (government spectrum) by putting "primary" authority in NTA. Take out the word "primary," Mr. Geller said, and make it clear that NTA would have it all.

He reasoned that although divided jurisdiction has worked reasonably well over the years, the system will begin to reveal inefficiencies in the 1980's.

The main problem with the current system of assignments, he said, is that it is geared to fit "spectrum-inefficient" equipment in an age when equipment is improving all the time. Furthermore, the distinction between government and nongovernment services on the spectrum are artificial, he added. One agency should handle both.

He asked that NTA be given further authority to set detailed technical rules to govern the assignment process as well. Unless that chore goes hand in hand with allocation, "little will have been gained," he testified.

For those who have argued, chiefly from broadcasting, that an executive branch agency placed in charge of allocations will be biased against nongovernment users, Mr. Geller said "we believe this fear is unfounded." The NTA, although part of the executive branch, would be independent of all other executive agencies, he said, adding that making changes in the nongovernment part of the spectrum would require full-blown rulemakings that would insure that all interests get a fair shake.

He also said that he sees no way for NTA's allocation authority to be used to



**NTIA on NTA.** Assistant Secretary Geller testifying Friday morning. Awaiting their turn in the row behind him: former OTP chiefs John Eger (fourth from the right) and Clay Whitehead (far right).

put existing broadcasting stations off the air. It is not something the White House could use to put political pressure on stations that it wants to punish, he said.

Unlike most of the witnesses who preceded him, Mr. Geller did not encourage retention of the current Communications Act's "public interest" standard. "All the public interest standard says is 'We give up. Congress doesn't know [how to regulate communications],'" he said. He urged instead that the bill should lay down clear guidelines for regulation—something it does not accomplish, he added, for cable television.

Mr. Geller also argued for authority for NTA to adopt communications policy. The current NTIA is the "least dangerous agency in Washington," he said, because its only means of enforcing policy is by relying "on the cogency of our argument."

Regarding other provisions of the bill, Mr. Geller:

- Endorsed the proposed reduction in FCC commissioners from the current seven to the five proposed for the Communications Regulatory Commission.

- Endorsed the provisions governing selection of commissioners, and prohibiting them from representing anyone before the commission for a year after departing, but opposed limiting commissioners to single 10-year terms.

- Opposed the provision permitting either house of Congress to veto the President's choice of CRC chairman.

- Urged inclusion of a provision that would authorize the commission to reimburse public interest groups for participation in CRC proceedings.

- Opposed the proposed one-year limit on completion of all commission rulemakings.

Mr. Geller said the administration has not decided yet how it feels about the substantive provisions in the bill, such as those affecting broadcasting. He will be back to talk about those in later hearings. At the end of his remarks Friday, he offered words of encouragement for the entire rewrite effort: "You have stated that you are in this for the long run," he told subcommittee chairman Lionel Van Deerlin (D-Calif.). "So are we."

The subcommittee also heard from two of Mr. Geller's predecessors from the days

when the executive agency was the Office of Telecommunications Policy. Clay T. Whitehead, OTP's first director during the Nixon administration, squarely supported structuring the proposed NTA as an executive agency independent of the White House staff. In his day, he said, the OTP director was too vulnerable to political pressures from the President's office on political and press issues. With NTA, "there is no opportunity for the White House staff or others to act on sensitive First Amendment or political matters in communications policy without the Congress and the press having direct access to an official who is answerable for the entire executive branch."

John Eger, who was acting director of OTP for two years following Mr. Whitehead, called NTA the "best of all worlds." It would have the proper distance from the White House, which is important, he said, because the White House "is a political entity first, second and third." And it would have a stronger authority than the current NTIA.

He supported giving NTA authority over allocation of both nongovernment and government portions of the spectrum, and over preparing the United States' positions in international telecommunications conventions.

## Cable on rewrite: Don't set our people free

**NCTA wants federal regulation as interstate communications**

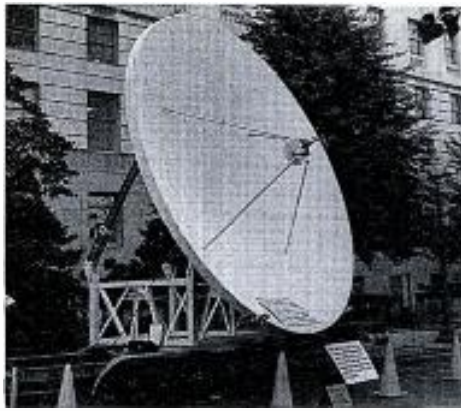
Feeling that cable television had suffered enough at the hands of the FCC, the Communications Act rewriters decided to sever all ties between the industry and the regulatory agency, an action some might think would please cable. But representatives of the National Cable Television Association appeared before the Communications Subcommittee last Thursday with only one reply: "Thanks, but no thanks."

Testifying at the third day of the rewrite





**One witness worked.** NCTA Chairman Hughes got cable's message across to the subcommittee. But a satellite demonstration to demonstrate the industry's interstate nature fizzled.



hearings last week, NCTA Chairman Robert Hughes of Communications Properties Inc., Austin, Tex., and NCTA President Robert Schmidt argued repeatedly that complete federal deregulation would place the industry at the mercy of 50 state and 9,400 local regulatory units.

The rewrite limits the federal government to regulation of interstate telecommunications services. Cable, the bill's authors said, would be classed as intrastate. "We submit to you that we are an industry that is interstate," said Mr. Hughes, arguing for a federal cable policy on cable.

To dramatize the point, NCTA stationed a satellite earth station across the street from the Rayburn House Office building to display some of the types of programs that are being beamed to cable systems across the state lines. Most of the display fizzled, however. When the TV monitors were working, the subcommittee saw only a few flashes of signals being sent from New York by services such as Home Box Office and Showtime.

Mr. Hughes pressed on: Cable cannot develop its full potential as a local service without the national programs that are being beamed across state lines via satellite, he said. Aside from the pay cable program packages, he said, satellites are also carrying religious programming, broadcast signals such as Ted Turner's WTCG(TV) Atlanta, and, beginning with the next Congress, the full proceedings of the House of Representatives.

At present, cable reaches one in five households in the country, Mr. Hughes said. "It simply strains credulity to assume that a communications service [such as that] would be ignored by the federal communications agency."

There are other reasons for putting cable in the rewrite, he continued. One is that even as written, the bill could hurt the industry. "For example, a television broadcaster could seek to deny radio microwave or satellite facilities essential to cable television on the ground that the grant of such facilities and the resulting growth of cable would be inconsistent with the specific purpose of the act to promote the production of local television programming."

Mr. Hughes testified that throwing cable back to the states "would put us right back into the area of uncertainty that we're just

coming out of."

The NCTA representatives also expressed strong misgivings about the absence of a prohibition in the bill against telephone companies entering the cable business. Cable entrepreneurs broke new ground—such as in making use of satellites—at "considerable risk," Mr. Schmidt said. "We don't want to find ourselves competing with the largest monopoly in the world, the telephone companies."

One of the subcommittee members, Representative W. Henson Moore (R-La.), was not moved by NCTA's arguments. He said it is "unbelievable" to him that an industry would refuse Congress's offer to deregulate it. "I find this a topsyturvy world," he said. He suggested cable really wants federal regulation because it is easier for NCTA to deal with one commission than with 50 state authorities.

At the same hearing, Howard Gan of the Cable Television Information Center in Washington advanced the argument for state and local regulation of cable. Local authorities, not the federal government, are most responsive to local community needs, he said, adding that local authorities are not likely to institute excessive franchise fees, because they know cable systems would simply pass those costs on to their subscribers. He said he could see a need for federal regulation of cable in some instances: to guard against anticompetitive local regulation and to guarantee access on cable systems.

Thursday's hearing also saw the return before the Communications Subcommittee of former FCC Chairman Richard E. Wiley. He endorsed the bill's provision deregulating radio, but demurred on the requirement that television stations air news, public affairs and locally produced programming through out the broadcast day. And he said whatever fate may befall the rewrite, he hopes Congress will enact its provision doing away with comparative hearings, now used to choose among competing applicants for broadcast licenses.

Mr. Wiley said he supports the bill's effort to introduce more competition in broadcasting, but objected to getting rid of the current "public interest" standard that guides FCC regulation. The standard is vague, he said, "but it's subject to reasonable interpretation by reasonable men."

## FCC review board takes away ch. 9 in Orlando from Mid-Florida

**Demerit accorded for former board member's alleged connection to organized crime; TV 9 gets nod on basis of integration of ownership**

The long-drawn-out Orlando, Fla., channel 9 case took another odd twist last week. The FCC's review board denied the application of Mid-Florida Television Inc., which had been awarded the original grant in 1957 and had operated the station for 12 years, and gave the prize to TV 9, one of four other applicants for the facility.

Mid-Florida's undoing, in the eyes of the review board, was the former presence on the Mid-Florida board of an attorney said to have had financial dealings with a man reputed to be the "kingpin" of gambling and organized crime in central Florida. The board, in a unanimous decision, held that the alleged misconduct of the attorney, Martin Segal, required the imposition of a substantial demerit on Mid-Florida.

TV 9 was favored by the board principally on the ground of integration of ownership and management—holders of 47.5% of TV 9 stock plan to work full time at the station. TV 9's principal stockholder—with 14%—plans to serve as general manager. He is Gordon Gray, a broadcast consultant. Another principal, with about 10%, Lincoln Miller, will serve as station manager.

The decision was a close one over Comint Corp., whose cause was helped considerably by the presence among its owners of two blacks, each of whom holds 7% of the stock. The board indicated that but for the policy laid down by the commission in the WPIX case (BROADCASTING, June 19)—a policy which held that minority ownership is not to be considered as an independent matter—Comint might have prevailed.

The other applicants in the contest are Florida Heartland Television Inc. and Central 9 Corp. Both have local ownership, but Florida Heartland's principals include the principals of Gay-Bell Stations, which owns WLEX-TV Lexington, Ky., and WCOV-AM-TV Montgomery, Ala.

Since 1969, as the result of one of a number of court decisions in the proceeding, the five applicants have been operating the station—WFTV(TV)—under a joint interim authorization.

Mid-Florida's original grant, 21 years ago, was found to have been one of those of that period that were tainted by ex parte violations. The commission subsequently cleared Mid-Florida's principals—Joseph Brechner and his wife, Marion—of responsibility and reaffirmed the grant.

And over the years, as the case bounced

back and forth between commission and court, Mid-Florida's strongest card in the comparative proceeding was the integration of ownership and management. Mr. Brechner, the president, owns 51% of the stock and proposes to work full time as general manager, while Mrs. Brechner, a 12% stockholder, proposed to work full time as vice president for community affairs.

A 1972 decision by the board that was affirmed by the commission granted Mid-Florida's application, principally on the integration issue.

However, the U.S. Court of Appeals a year later sent the case back to the commission for consideration of several issues. One was the extent to which Mr. Segal's indictment on gambling charges while he was an officer, director and 1.5% stockholder of Mid-Florida might affect Mid-Florida's basic and comparative qualifications. Another was the comparative evaluation to be given the proposed role of Comint's black stockholders.

Mr. Segal had resigned his posts with Mid-Florida after the indictment was handed down, and he was never brought to trial; the charges were dismissed because of his health.

And Mid-Florida won the next round in the proceeding, when Administrative Law Judge David I. Kraushaar recommended that the grant of its application on the integration issue be affirmed. He said there was no evidence that Mr. Segal's association with the gambling figure, Harlan Blackburn, had had a deleterious effect on Mid-Florida's performance and that there was no evidence that even if Mr. Segal's record proved to be bad, his behavior was attributable to the applicant.

But the board discarded most of Judge Kraushaar's findings regarding Mr. Segal. It said they were flawed by the undue weight given to the truthfulness of Mr. Segal. The board accepted the testimony of other witnesses that Mr. Segal's loans to Mr. Blackburn were for use in "his illegal gambling operations."

The board held that Mr. Segal's "misconduct requires the imposition of a substantial demerit upon Mid-Florida." It said that "the character of people substantially involved in a broadcast application is a relevant consideration per se under the Communications Act," and that Mr. Segal's role as a director and officer was "too substantial for questions as to his character to be dismissed as irrelevant to Mid-Florida's qualifications."

In assessing the merits of the remaining applicants, the board said the choice between TV 9 and Comint was a "difficult" one. The difference was in the integration factor—TV 9's 47.5% against Comint's 10%.

But the board's opinion appears to reflect some frustration in dealing with the minority ownership issue. The board said that Comint, which is headed by a local attorney, James Robinson, is entitled to "a substantial merit" because of the 14% ownership participation of two blacks, Paul Perkins and Bettye Smith (who is the widow of Dr. James Smith, whose interest

she inherited). But the board said it was required by the commission's decision in the WPX case to consider minority ownership under the integration issue and to treat it as enhancing that quality.

"And without being able to claim separate merit for its proposed minority ownership and participation, the board said, Comint's "main plus factor loses vitality, and it cannot match TV 9's substantial and decisive issue on integration."

The board left no doubt it disagreed with the commission. It said it understood the court's 1973 decision to say that "the presence of minority stockholders who will contribute some meaningful participation to the station's operation is a matter of some independent significance concerning diversity of viewpoint and best practicable service, whether or not the extent of their participation is sufficient for credit under the criterion of integration of ownership with management."

"For what it may be worth," the board added, "our own thinking is to the same effect." But, it added, "we are bound to follow the commission's decision . . ."

The members of the review board joining in the opinion were Leonidas P. Emerson, chairman; Joseph Zias, and Daniel Ohlbaum.

---

## They're still in there slugging in round eight of WARC comments

**UHF policy still dominates filings;  
others seeking to protect or add to  
their spectrum turf include CPB,  
clear channels, satellite groups**

The question of whether the U.S., at the World Administrative Radio Conference in Geneva next year, should propose a "flexible" approach to UHF allocation policy continues to dominate the interest of the broadcasters and land-mobile groups filing comments in the FCC's eighth WARC notice of inquiry. But it's not the only matter of concern.

Some broadcast groups are interested, too, in an expansion of the frequencies available for AM broadcasting, as well as for auxiliary broadcasting services. And some comments advocated proposals aimed at increasing the satellite slots available for the fixed (direct) and broadcast services.

"Flexible" is the word land-mobile groups use to describe, with approval, the commission's proposal that UHF channels 470-608 mhz and 614-890 mhz within 200 miles of the Canadian and Mexican borders be shared with fixed and land-mobile services.

But while land-mobile groups favor the proposal, they would modify it somewhat. The Special Industrial Radio Service Association, for instance, says there is no need to set geographic limits to the proposal. (The FCC does not need international

sanction to adopt sharing proposals more than 200 miles inside its borders). And the Land Mobile Communications Council says the footnote should be restricted to the 512-806 mhz band; it notes that the commission already permits sharing of 470-512 (TV chs. 14-20) and has reallocated the 806-890 mhz band to land mobile.

Broadcasters, on the other hand, oppose the proposal on the ground it would stifle the development of UHF—and at a time, the Association of Maximum Service Telecasters says, when UHF television is growing rapidly, both in numbers of stations and profitability.

Moreover, AMST contends the action would be "symbolic." It would have no immediate practical consequences, since Canadian allocation priorities require the protected use of UHF channels for broadcasting in Canadian cities along the border, AMST says. But, it adds, the action would be seen as an invitation to develop proposals to take away UHF channels "in all parts of the country—not just within 200 miles" of the borders.

Not surprisingly, land-mobile and broadcast groups differ on the question of when technology permitting more efficient use of spectrum by land mobile will be ready. Land-mobile forces say the necessary "narrow-band" technology is not likely to be developed in the foreseeable future. But the Corporation for Public Broadcasting, in a detailed discussion of the question that leans heavily on a report by the FCC's UHF Task Force, says that the technical problems that remain to be resolved are being investigated by the Communications Satellite Planning Center of the Electrical Engineering Department of Stanford University, under a contract with the commission. "The unresolved question," CPB says, "is when the commission will act to encourage the introduction of narrow-band technology."

Broadcasters were not united on the question of whether the AM band should be expanded. CPB, which backed up its comments with three volumes of engineering data, and the Clear Channel Broadcasting Service, which represents 16 of the 25 clear channel stations, endorsed proposals to add 115-190 khz, 525-535 khz and 1615-1860 khz to the broadcast service. (CCBS also supported the addition of the 1605-1615 khz band.) But the National Association of Broadcasters said AM service should not be expanded beyond 525-1805 khz as the commission proposed in the fifth WARC notice of inquiry.

CPB and CCBS cited what they said was the need for additional radio stations in the AM service. CPB, which noted that of the more than 200 public radio stations that receive CPB assistance, only 28 are AM, said some 500 public broadcasting stations in the AM service are needed to provide adequate service. (The WARC AM service working group said the proposal would make possible the addition of up to 1,400 stations. But NAB said the expansion provided for in the fifth notice is adequate.

The commission, in the eighth notice,



**Lots to say.** The Corporation for Public Broadcasting made its contribution to Washington's paperwork with this FCC filing on the World Administrative Radio Conference. Acting CPB General Counsel Paul Mutino (l) holds the original; the rest are copies required by the commission. CPB's comments ran to 32 pages—the rest was supplementary material. From Mr. Mutino's left are Helene Schmitt, assistant to the CPB secretary; Paul Symcsak, staff attorney, and Cindy O'Connell, secretary.

tentatively withdrew a proposal to make 115-190 khz available for AM broadcasting, largely because of complaints that broadcast service in that band would cause interference to power-line companies using very low and low radio frequencies. NAB, which had opposed the proposal as posing many serious technical problems, welcomed the withdrawal. But CPB and CCBS didn't; they urged the commission to reconsider.

As for auxiliary broadcast services, NAB joined ABC and NBC in asserting the broadcasters' need for additional frequencies and urging rejection of a proposal to share the frequencies in the 6425-6925 mhz band with the fixed satellite service. They say the need for such frequencies is growing rapidly as a result of the development of electronic news-gathering equipment and the capacity it provides for live coverage of events anywhere in the world through the use of portable earth stations.

The broadcast industry representatives opposed as well a proposal to permit satellite FM operation in the UHF portion of the spectrum. They say it will cause serious interference to television service.

Some comments supported proposals aimed at increasing the number of orbital slots available for fixed and broadcast satellites. Satellite Business Systems, for instance, noting that the needs of the U.S. and Canada already exceed the orbital slots available to them in Region 2 (the Western Hemisphere), endorsed a suggestion that 500 mhz be added to the 500 mhz now available for satellite spaces between 11.7 and 12.2 ghz. The proposal calls for dividing the space evenly between fixed and broadcast services. SBS said the useful arc available to both services would be more than doubled.

The public-interest needs in the space age of communications were expressed by

the Public Interest Satellite Association, an organization created to help the non-profit sector benefit from satellite communications. PISA, citing the satellite's potential for service in the cause of health care, education (particularly for "special" or handicapped children), informational and library systems, among other areas, said the 1979 WARC must guard the spectrum for "foreseeable, rapidly developing technologies that are potentially incompatible with current planned users, but would serve to expand spectrum reusability." PISA is interested the development of high-powered, multiple-beam antenna satellites linked with low-power, small-antenna earth stations.

## FM translators and whose ox is getting gored

**Public and religious stations favor continued FCC approval; commercial broadcasters find them mixed blessing, however**

An FCC proposal to bar primary FM stations from establishing or later supporting any FM translator beyond the primary station's standard service area has drawn a great deal of opposition in comments filed at the commission. It should be no surprise, however, that it has its support too.

Strongest opposition seems to come from noncommercial and religious stations that depend on FM translators to get their programming to areas they might not otherwise reach.

In initial comments filed in the com-

mission's inquiry on FM translators (deadline for comments has been extended to Aug. 4, and reply comments Sept. 5), National Public Radio said non-commercial stations should be exempted from any such rule adopted by the commission. It said 36% of the U.S. listening audience is not served by one "full service" public radio station; that public radio's ability to serve such audiences is often directly related to the ability to establish and support FM translator stations outside the 1 mV/m contour of the primary stations; that the fact translators can cause "unfair competition" has no applicability to public radio, and that the availability of public radio service outside the 1 mV/m contour should not be dependent on nonlicensees or community groups not connected with the primary station to establish translators.

National Religious Broadcasters went a step further, saying translators presently operated by licensees of primary stations in areas beyond their standard service areas should "be grandfathered indefinitely." These stations "obviously fill a need for programming in their communities, NRB said.

Several filings came from Colorado and two of them represent a prime example of what considerations the FCC will have to make before ruling on the issue.

KSPN(FM) Aspen believes the diversity of service resulting from translators serving small communities "will inhibit development of a new primary local station(s)

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that would directly serve the local need." FM stations, KSPN said, "do not install distant translators out of an overwhelming concern for needs of those distant communities. Rather their entrepreneurial instinct and judgment encourages them to expand beyond their areas of legitimate interest." Several stations are translated into Aspen and KSPN said thousands of advertising dollars have been diverted "with no requirements for or voluntary provisions of local programming service which is incumbent upon the two local stations."

Therefore, KSPN said, inherent fragmentation of local audience, an investment of only \$3,000 for a translator, no operating costs for local service and the possibility of sales revenues from the distant market offer the translated station a "decidedly unfair economic advantage."

On the other side, KQIX(FM) Grand Junction, one of the stations that goes into Aspen by translator, said it is true that translated stations cause local audience fragmentation, but that it is not necessarily harmful. "The whole system of broadcasting in this country," the station said, "is based on competition." It cited the town of Moab, Utah, 135 road miles away, with one local radio station, its only radio signal. That station, KQIX said, has a 100% monopoly. Then, the station cited WAGE(AM) Leesburg, Va., which it said operated successfully in a market with at least 30 other daytime signals.

Why, KQIX asked, should Moab be deprived of competing signals just because it

is in a mountainous area out of reach of any but the local signal? Competition, the station said, reduces the need for regulation "because the marketplace often regulates better than the government." Translators, it said, spur local broadcasters to do their jobs better.

The National Association of Broadcasters expressed concern that the commission's proposal does not take into account adverse effect on existing local FM facilities, and urged the commission to consider it carefully. The FCC can't assume that local advertising dollars won't be diverted by imported distant signals, the NAB said, and if given the choice between diversity through importing signals with translators and the survival of a single local station, the commission should favor the latter.

Opposing parts of the proposal is the National Radio Broadcasters Association, which said translators provide reasonably inexpensive and effective means of service to remote areas which might not otherwise get service. But the nature of translator operation may provide primary station licensees with a distinct competitive advantage, it said. It said that barring stations from owning or supporting their own translators might result in some areas not getting service since it's not always true that people in the community not connected with the primary station will band together and establish a translator.

NRBA pointed out that existing rules permit broadcasters to challenge translator

authorization on basis of ability of the common service area to support both operations. They may, it said, convince the FCC a translator is not in the best interest.

Even the National Cable Television Association joined the discussions. If it is appropriate to prevent FM broadcasters from extending their coverage area through translators, NCTA said, then it is equally appropriate to do so for UHF or VHF broadcasters.

## Sounding out judges on broadcast coverage of trials and appeals

**Survey of chief justices of 28 state supreme courts and other legal experts shows majority favor allowing TV and radio into the courtrooms**

A majority of chief justices of 28 state supreme courts and legal experts favor television and radio coverage of trials and appeal proceedings, according to a *Washington Post* survey conducted in April, May and June.

But, members of the Judicial Conference of the United States, governing body for administration of the federal judiciary, were against more open court procedures. Twelve of 25 members responded to the survey. The state supreme court judges and legal experts, a randomly selected sample of constitutional law professors and political science professors specializing in public law, favored not only the opening of courtrooms to broadcasters, but also the opening of secret Judicial Conference proceedings.

The *Post* survey showed 56% (230) approved of electronic coverage of trials, 31% (127) disapproved and 13% (53) said they were uncertain.

Several of those favoring broadcast of appellate and supreme court arguments were concerned about how cameras and microphones would affect trials in lower courts. Richard A. Williamson, professor of law at the College of William and Mary, said, "I believe it is impossible to say that electronic coverage would not affect fairness [of a trial] in any given case. The effect of electronic coverage on witnesses, lawyers and judges could never be evaluated; thus, its influence on the trial would always be uncertain."

The over-all response rate of the survey was 55% of the 410 surveyed.

## Changing Hands

### Announced

The following station sales were announced last week, subject to FCC approval:

■ KFMK(FM) Houston, Tex.: Sold by Liverty Communications Corp. to First



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7/24/78

Media Corp. for \$4.5 million. Seller is owned by Donald B. Crawford and family who own WWGM(AM) Nashville; WDCX(FM) Buffalo, N.Y.; KELR(AM) El Reno, Okla.; WPEO(AM) Peoria, Ill.; WYCA(FM) Hammond, Ind.; WMUZ(FM) Detroit; KPBC(AM) Dallas; WDAC(FM) Lancaster, Pa., and WDJC(FM) Birmingham, Ala. Donald Crawfords' brother, Richard, also owns WYRD(AM) East Syracuse, N.Y. Buyer is owned by Richard E. Marriott (49.92%), his wife, Nancy (18.01%), his brother, J.W. Marriott Jr. (30.78%) and Glenn T. Potter (1.29%). First Media owns WPGC-AM-FM Morningside, Md.; KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz., and WZGZ(FM) Atlanta. Marriotts are principals in Washington, D.C.-based Marriott Corp., publicly traded hotel, restaurant, airline catering and family entertainment corporation; J.W. Marriott Jr. is president. KFMK is on 97.9 mhz with 18 kw and antenna 235 feet above average terrain.

■ WADO(AM) New York: Sold by Charter Broadcasting Inc. to Wilson Communications Inc. for \$6.5 million. Seller is subsidiary of publicly traded Charter Co., which acquired original owner, Bartell Media Corp., and parent, Downe Communications Inc., late last year. Charter's broadcasting division owns WDRQ(FM) Detroit, WMJX(FM) Miami, WOKY(AM) Milwaukee, KSLQ(FM) St. Louis and KCBQ(AM) San Diego, Calif. Charter also publishes *The Ladies Home Journal*, *Sport*, *American Home*, *Redbook*, *Womensport* and *Discount Merchandiser* magazines. Buyer is owned by Nelson G. Lavergne (30%), Hugh W. Downe (25%), Premier Maldonado (20%), Manuel F. Silverio (15%) and Ben Morales (10%). Mr. Lavergne is vice president, general manager of station. Mr. Downe is New York business consultant. Mr. Maldonado owns San Juan, Puerto Rico, advertising firm of which Mr. Silverio is financial director. Mr. Morales is WADO sales manager. None has other broadcast interests. Buying group has been reorganized since earlier purchase of same station fell through after transfer application was caught in FCC delay caused by investigation of another Bartell station (BROADCASTING, June 27 1977). George Wilson, former Bartell vice president, was original principal in buying group but sold to others after involvement in FCC case involving WMJX(FM) Miami. WADO is on 1280 khz with 5kw full time.

■ KQEO(AM) Albuquerque, N.M.: Sold by Swanson Broadcasting Inc. to Sunbelt Communications Inc. for \$900,000 plus \$100,000 covenant not to compete. Seller is group owner of KLEO(AM) Wichita, Kan.; WBYU(FM) New Orleans; KKNQ(FM) Oklahoma City; KRMG(AM) Tulsa, Okla.; KFJZ-AM-FM Fort Worth, and KKYX(AM) San Antonio, Tex. It owns Texas State Network, Continental News Service and Spanish Information Network, all Fort Worth. Swanson Broadcasting is principally owned by Gerlock H. Swanson, president. Buyer is equally owned by C.T. Robinson, William C. Moyes and Michael B. Hesser, who own KSLY(AM)-KUNA(FM)

San Luis Obispo, Calif., and KMYR(FM) Albuquerque and operate The Research Group, perceptual audience research firm. KQEO is on 920 khz with 1 kw daytime, 500 w night. Broker: George Moore & Associates.

■ WEMO(FM) East Moline, Ill.: Sold by Upper Rock Island Holding Co. to Bill Myers for \$400,000. Seller is principally owned by Kenneth Dick, Robert J. Corbert, Kenneth W. Stiegel and Robert W. Lofgren, all of East Moline, who have no other broadcast interests. Buyer is Davenport, Iowa, real estate developer with no other broadcast interests. WEMO is on 101.3 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ KKUZ(AM) Burlington, Iowa: Sold by Big Country Broadcasting Corp. to Town & Country Broadcasting Corp. for \$285,500. Seller is owned by James E. Smith, of West Burlington, who has no other broadcasting interests. Buyer is equally owned by James H. Honaker and Gerald R. Mast who are assistant sales manager and account executive, respectively, at WTAD(AM)-WQCY(FM)-KHQA-TV Quincy, Ill. KKUZ is 500 w daytimer on 1150 khz.

■ KRKC(AM) King City, Calif.: Sold by McVay Communications Inc. to Radio Del Rey Inc. for \$184,800 plus \$144,000 for 12-year agreement not to compete. Seller is owned by Robert T. McVay, of King City, who has no other broadcasting in-

terest. Buyer is owned by John D. Feldman and Arthur B. Hogan (45% each) and David A. Ruleman (10%). Messrs. Feldman and Hogan are partners in Hogan-Feldman Inc., Encino Calif., media brokerage firm and principals of KOWN-AM-FM Escondido, Calif. and KCMX(AM)-KKIC(FM) Ashland, Ore. Mr. Ruleman is part owner of KOWN-AM-FM. KRKC is on 1490 khz with 1 kw daytimer and 250 w night.

#### Approved

The following station sales were approved last week by the FCC:

■ WDCA-TV Washington: Sold by Superior Tube Co. to Taft Broadcasting Co. for \$13.5 million. Seller is Philadelphia-based metals manufacturer principally owned by families of Clarence A. Warden and Robert H. Gavel. Buyer is publicly traded group owner of WBRC-TV Birmingham, Ala.; WDAF-AM-TV-KYSS(FM) Kansas City, Mo.; WGR-AM-TV-WGRQ(FM) Buffalo, N.Y.; WKRC-AM-TV-WKRQ(FM) Cincinnati; WTVN-AM-TV-WLVQ(FM) Columbus, Ohio; WTAJ-TV Philadelphia, KQV(AM)-WDVE(FM) Pittsburgh and WYNF(FM) Tampa, Fla. Dudley S. Taft is president. WDCA-TV is independent on channel 20 with 4,000 kw visual, 400 kw aural and antenna 770 feet above average terrain.

■ WYUR(TV) Huntsville, Ala.: Sold by International Television Corp. to American Family Corp. for \$3,350,000. Seller is principally owned by Donald G. Martin,

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Gerald V. Bull and John R. Hughes, owners of WEZF-FM-TV Burlington, Vt. Buyer is publicly traded Columbus, Ga.-based holding company of American Life Assurance Co., which owns WYEA-TV Columbus. John Amos is president and chairman. WYUR is ABC affiliate on channel 48 with 1,790 kw visual, 360 kw aural and antenna 1,195 feet above average terrain.

## Jankowski cites tighter restraints on broadcasting's free-speech rights

Government pressures on broadcast journalism and advertising were criticized last week by Gene Jankowski, president of the CBS/Broadcast Group.

In a speech before the California Broadcasters Association in Monterey last Monday (July 17), Mr. Jankowski cited a number of issues that he said raised fundamental First Amendment questions: the FTC proposals to enact prohibitions on television advertising to children, lawsuits that allege that television has inspired acts of criminal violence and the recent Supreme Court rulings in the *Stanford Daily* case and in the "Filthy Words" case involving WBAI(FM) New York.

He said CBS's opposition to a ban on television advertising to children is rooted in its belief that the FTC has "absolutely

no legal authority to ban truthful advertising for lawful products based on nothing more than its own debatable concepts of good social policy."

The tendency to blame broadcasting for whatever seems wrong in society, he continued, also may be found in recent lawsuits that charge television with precipitating acts of violence. He cited as one example the suit in which a victim of a criminal assault is suing NBC and its San Francisco affiliate, KRON-TV, for \$11 million on the theory that the attackers got the idea from a television movie.

Mr. Jankowski said that such a theory poses threats to the entire range of creative expression and to the various media, print as well as broadcast.

Turning to recent Supreme Court decisions, Mr. Jankowski maintained the *Stanford Daily* ruling holds potential harm for broadcasting and all of journalism. By upholding the right of the police to search, with a warrant, the office of a newspaper without notice, the court delivered a decision that "threatens journalists with the wholesale disclosure of confidential sources and information," Mr. Jankowski asserted. In the WBAI case, Mr. Jankowski explained, the Supreme Court's decision upheld an FCC ruling that WBAI violated the law by playing a recording a George Carlin monologue which contained "indecent" language. Mr. Jankowski held that the key question is whether "speech, which would clearly be protected by the First Amendment, should lose that protection solely because that same speech is broadcast."

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when you first  
fell in love.**

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**On Ferris team.** William H. Ginsberg, for the last five years a securities analyst specializing in telecommunications, has joined FCC Chairman Charles D. Ferris's staff as his economic assistant. He concentrated on common carrier matters while with Blumenthal & Co., New York, in association with the brokerage house of Shearson Hayden Stone. And he expects to spend much of his time in that area while at the commission.

But Mr. Ginsberg who is 34, has some thoughts on broadcasting, and he shared them in a brief chat in his office last week. One is that the grant of a license "is a great gift to the broadcaster." Another came in the form of a question: Is there some way to introduce more competition into broadcasting? "This could be in the form of more television stations or more alternatives through cable, or in the licensing process," he said. He recalled that Milton Friedman and other economists have suggested that spectrum space be auctioned off. "Maybe that's the way," Mr. Ginsberg said.

In any case, he noted that it is becoming more popular in government now than it was five or 10 years ago to look at market structure rather than regulation as a means of achieving social goals. The FCC, he said, could look at ways to encourage the effectiveness of marketplace forces.

Mr. Ginsberg has an impressive academic background. He graduated magna cum laude in mathematics from Harvard in 1966. Five years later he received his PhD from Harvard after writing a dissertation on "Nonconvexities in Production" under the direction of Nobel Laureate Kenneth J. Arrow. He served as a lecturer in economics at the Hebrew University from 1971 to 1973.



# Fates & Fortunes

## Media



Barker

**Douglas C. Barker**, national sales manager, WTVJ(TV) Miami, named station manager.

**Lemuel B. Schofield**, program manager, WRCB-TV Chattanooga, named assistant general manager.

**David L. Hicks**, general sales manager, WILS-AM-FM Lansing, Mich., appointed general manager of WKNR(AM)

WKFR(FM) Battle Creek, Mich.

**Diana Richardson**, on-air promotion manager, WTOP-TV Washington, named creative services director for station under new ownership as WDM-TV.

**Kenneth S. Duarte**, assistant business manager, WDBO-AM-FM-TV Orlando, Fla., named business manager of co-owned WTOP(AM) Washington.

**Ken Stepien**, news director, KOGA(AM) Ogallala, Neb., joins WPUL(AM) Bartow, Fla., as operations manager.

**Max Wycisk**, program director, noncommercial KCFR(FM) Denver, appointed general manager there.

**Tom Calato**, production manager, WGGG(AM) Gainesville, Fla., named to additional position of operations manager.

**Ronald L. Hickman**, resigns as general manager, WKFD(AM) Wickford, R.I., to become president of WOTB(FM) Middletown, R.I., new station he has been granted by FCC, scheduled to go on air in late summer.

**Steven K. Meuche**, program and production manager of Michigan State University's non-commercial WKAR-AM-FM East Lansing, named manager of stations.

**Kathleen E. McCraw**, director of personnel administration, WJLA-TV Washington, named director of personnel there.

**Ralph Rogers**, outgoing chairman of board, Public Broadcasting Service, Washington, given outstanding citizen award, at American Council for Better Broadcasts meeting in Dallas.

## Broadcast Advertising

Named VP's, J. Walter Thompson, Eastern division, New York: **Harvey Klorman**, manager of JWT's telecine operations; **Gabriel Samuels**, manager of media analysis, and **John F. Stuart**, account supervisor.

Elected VP's, Ogilvy & Mather, New York: **John Deacon**, **Gene Gilmartin**, **Kelly O'Dea** and **Jerry Smith**, all account supervisors; **Adrian Lichter**, production supervisor, and **Robert Neuman**, copy supervisor.

**Peter E.B. Cawdron**, treasurer-international, D'Arcy-MacManus & Masius, St. Louis, named chief financial officer of company. **William Harrington**, media planning assistant there, named sales promotion coordinator. **Lynn H. Yaeger**, media coordinator, CMC Corp., St. Louis, joins DM&M there as timebuyer in media department. **Paul Viau**, copy supervisor, Fletcher/Mayo Associates, St. Joseph, Mo., and **Rita A. Winters**, copy supervisor, Campbell-Mithun, Chicago, join DM&M as writers in creative service department.

**Hal Altman**, VP and associate creative director, Benton & Bowles, New York, named creative group head.

**Barry Mayer**, VP-account supervisor, D'Arcy-MacManus & Masius, Chicago, joins Ketchum, MacLeod & Grove, Pittsburgh, as VP-account manager.

**Michael S. Shapira**, from retail division of W. B. Doner's Southfield, Mich., office, elected executive VP and member of board of directors.



Shapira



Dale

**James M. Dale**, senior VP and executive creative director at Doner's Baltimore office, elected to board of directors.

**Charles A. Stillwell**, controller, Kenrick Advertising, St. Louis, elected to board of directors. Mr. Stillwell was also named treasurer, but will continue to serve as the firm's controller.

**Jan Wurzbarger**, from Wells, Rich & Greene, New York, joins Waring & LaRosa there as media planner. Named account executives there: **Louise Erdman**, from Kenyon & Eckhardt, New York; **Elaine Mechanic**, from Clairol, New York, and **Carole Persch**, from Wells, Rich & Greene.

Appointments at McDonald & Little, Atlanta: **Don Trousdell**, from Whole Hog Studios, Atlanta, named VP-graphic design; **Rich Maender**, senior writer, McKinney, Silver & Rockett there, joins McDonald in same capacity; **Kenneth J. McCarren**, account supervisor, Hicks & Greist there, also joins agency in same capacity; **Donald J. Hofman**, assistant product manager, Hanes Corp., named account executive; **Robert Hughes**, from International Salt Co., and **Richard Wayne Peete**, graduate, Morehouse College, Atlanta, named field account executives. Joining New York office of McDonald & Little: **Robert Emerson**, from Wells, Rich & Greene, New York, as broadcast producer, and **Vince Cor-**

**yell**, from Gardner Advertising, New York, as executive TV producer.

**Robert C. Rosser** named VP of collateral services, Meldrum & Fewsmith, Cleveland. He has been with the firm since 1957.

**Randall B. Shepard Jr.**, associate director in charge of educational program planning and production, Holiday Inn University, Memphis, joins Buck Jones & Associates Advertising there as account executive.

**William Row**, from Brooks Cameras, San Francisco, joins Millennium Communications there as VP-account services.

**Lauritz Weng**, national sales manager of KNXT(TV) Los Angeles, named general sales manager of WCBS-TV New York, replacing **Tom Ryan** who has resigned for personal reasons (both stations belong to CBS).

**Wayne Fowler**, account executive, WMAR-TV Baltimore, named local sales manager.

**Milt Melinger**, account executive at WABC(AM) New York, appointed local sales manager at WOR(AM) New York.

**Gail Neylan**, research director, WTOP-TV Washington, named director of marketing for station

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under new ownership as WDVM-TV.

**Bruce Richard Baker**, local-regional sales manager, WRET-TV Charlotte, N.C., appointed general sales manager. **Marc Solomon**, national sales manager there, joins national satellite sales operation of Turner Communications Corp., New York, owner of WRET-TV.



Getz



Fendley

Appointments, WGN Continental Sales Co., Chicago: **Donald A. Getz**, VP, WGN Continental Broadcasting Co., and general sales manager of company's WGN(AM) Chicago, named director of radio sales; **John P. Fendley**, sales manager, WGN-TV, and VP of WGN Continental Sales, elected executive VP; **Robert A. Innes**, VP-general manager of company's KWGN-TV Denver, **Donald D. DeCarlo**, assistant general sales manager, WGN(AM), **Harold (Skipp) Moss**, national sales manager, WGN-TV, and **Marvin Rudolph**, Eastern division sales manager for television, WGN Continental Sales, New York, all elected VP's.

**Tony Salvadore**, account executive, WDEE(AM) Detroit, appointed general sales manager, WTRF(FM) there, formerly WCAR-FM.

**Jay Davis**, account executive, WTAE(AM) Pittsburgh, appointed sales manager for co-owned WXX(FM) there.

**Otis S. McNeill**, account executive, WBFF(TV) Baltimore, joins WBAL-TV here in same capacity.

**Peter L. Coughlin**, account executive, WSAI-FM Cincinnati, named sales manager.

**Carl I. Rubins**, account executive, WMMR(FM) Philadelphia, named sales manager, WDOK(FM) Cleveland.

**Karen Sanchez**, account executive, KHJ(AM) Los Angeles, joins KMET(FM) there in same capacity.

**Anet Dunne**, media director, The Dakis Concern, Orinda, Calif., joins KPIX(TV) San Francisco as account executive.

**Bill Kaletta**, general sales manager of Taft Broadcasting's WTVN(AM) Columbus, Ohio, appointed manager of Taft's sales office in Cleveland. **Dave Milner**, local sales manager for WTVN, succeeds Mr. Kaletta. **Ed Sander**, account executive, succeeds Mr. Milner. **Lana Greenbaum**, promotion and public service director, named account executive.

**Dave Miller**, salesman, KCCR(AM) Pierre, S.D., appointed sales manager.

Joining sales force, WWKR(AM)-WNIC-FM Dearborn, Mich.: **Vicky Plonka**, from WCAR-AM-FM, and **Barbara Berent**, from WWJ-AM-FM, both Detroit.

**Dennis Leonard**, from Merritt Advertising Associates, Greensboro, N.C., joins sales staff of WGHP-TV High Point, N.C.

**Sue Holmberg**, advertising manager of

women's clothing retailer in Kansas City, Mo., joins KCEZ(FM) there as account executive.

**Matt Jarrett**, graduate, Southwest Missouri State University, Springfield, appointed account executive for Missouri Network Inc., Centertown, Mo.

**Barry Everitt**, from KDKB(AM) Mesa (Phoenix), Ariz., appointed account executive for NewsScript/Starship, San Francisco-based news service.

**Alfred J. Cancellieri**, director of management analysis and auditing, John Blair & Co., New York, appointed director of administration. **Dana A. Michaelis**, sales trainee, Blair Radio, New York, appointed account executive in company's Chicago office.

**David K. Winston**, Midwest manager of The Christal Co.'s Chicago office, appointed VP.

**Ted C. Donovan**, account executive, A.C. Nielsen Co., Los Angeles, joins Avery-Knodel Television there in same capacity.

**William F. Taylor**, president and owner of Taylor Associates, New Jersey advertising agency, joins Atwood Richards Inc., reciprocal trading company in New York, as VP-sales.

**Thomas R. Will** of Peters Griffin Woodward, Chicago, elected president of Broadcast Advertising Club of Chicago. **David Recher** of Eastman Radio elected executive VP; **Marianne Monahan** of Needham, Harper & Steers elected VP, and **Leon Luxenberg**, J. Walter Thompson, elected treasurer.

## Programing



Meyer

Hills, Calif., as director of dramatic series development.

**Peter Frankovich**, executive producer, CBS Entertainment, Los Angeles, appointed director, motion pictures for television. **Jordan Richard Kerner**, associate in law firm of Ball, Hunt, Hart, Brown and Baerwitz, Beverly Hills, Calif., named talent and program negotiator, CBS Entertainment, business affairs, Hollywood.

**Judith Merians Throne**, program attorney for ABC, named associate director of contracts, West Coast, ABC-TV.

**Viva Knight**, producer for Norman Lear programs, Los Angeles, named producer of Group W Productions' new daily entertainment-information series, *EveryDay*, premiering in October. She will base in Hollywood.

**Catherine Foster**, secretary to Ron Roth, VP in charge of movies and long-form programing, Columbia Pictures Television, Burbank, Calif., named executive story editor for movies and long-form programing.

**John Chanin**, producer-writer of *World of Sports* on ABC's American Information Radio Network, named to new post of director of sports, ABC Radio Network, New York.

**Malcolm C. Klein**, at one time VP-general manager of KHJ-TV Los Angeles, named VP-broadcasting for Telese Inc., Los Angeles, pay television over-the-air service which had first broadcast on KWHY-TV Los Angeles July 23.

**Donald A. Cunningham**, program director, WOWK-TV Huntington, W.Va., named director of programing, WIIC-TV Pittsburgh.



Cunningham

**Ralph V. Cunningham**, VP-syndication, Group W Productions, Pittsburgh, joins syndication firm of Rhodes Productions, Los Angeles, as VP-general manager.

**John R. Long**, director of programing services, Mission Cable TV, El Cajon, Calif., resigns to form television production and programing

company, Sunset Communications Ltd., San Diego.

**Thelma Rollins**, assistant program manager, WTVJ(TV) Miami, named program manager.

**Calvin M. Thoms II**, director of program development, noncommercial WQED(TV) Pittsburgh, named staff VP-development. **Dale Bell**, executive in charge of production, named director of special projects production unit. He will also serve as executive producer for selected special projects. **Don Marbury**, executive producer of weekly program there, appointed coordinator of local programing. **Jim Coyne**, associate producer, named national program development associate. **Mary Sweeney**, also associate producer, named producer of weekly arts program.

**Dennis Cunningham**, entertainment editor, WCAU-TV Philadelphia, named arts editor at co-owned WCBS-TV New York.

**John Morton**, weekday producer and director, KHOU-TV Houston, named producer and director of *PM Magazine - Houston*. **John Smith**, weekend producer and director, succeeds Mr. Morton. **Benny A. Dominguez**, production photographer, succeeds Mr. Smith. **Bernard Forrester**, cameraman, succeeds Mr. Dominguez.

**Bobby Cole**, program director for Century Broadcasting's KMEL(FM) San Francisco, appointed West Coast regional program director for Century's KWST(FM) Los Angeles and KMEL. **Bob Gowa**, production director, KMEL, given additional duties as music director.

**Abby Melamed**, director of promotion and advertising, KSAN-FM San Francisco, named program director.

**Dave Denver**, from WNDE(AM) Indianapolis, joins KGMB(AM) Honolulu as program director.

**Ned Foster**, executive producer, WBZ-AM-FM Boston, appointed program manager, co-owned WOWO(AM) Fort Wayne, Ind.

**Bob Hadl**, attorney for Washington communications law firm of Wilner & Scheiner, joins MCA-TV, Los Angeles, as VP, specializing in government relations.



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**David L. Diles**, host of ABC-TV's *College Football Scoreboard*, and commentator for Detroit Lions football radio broadcasts and Detroit Pistons basketball television broadcasts, joins WCAR(AM) Detroit as sports announcer and commentator.

**Jerry Greenberg**, sports director, WESX(AM) Salem, Mass., joins WSAR(AM) Fall River, Mass., in same capacity.

**Regina Dantas**, manager of sales for Taft, H-B International, Hanna-Barbera's foreign distribution subsidiary in New York, named director of international sales.

**Joan Ganz Cooney**, creator of *Sesame Street* and president of Children's Television Workshop, New York, given Friend of Education award by National Education Association at its annual meeting in Dallas.

## News and Public Affairs

**Martin Fletcher**, cameraman and writer for NBC News in Johannesburg, South Africa, named African producer for division.



**Curtis O. Peters**, news director, WLOS-TV Asheville, N.C., joins WRET-TV Charlotte, N.C., as executive news producer and director of public affairs.

**Larry Moore**, news anchor, KMBC-TV Kansas City, Mo., joins KPIX(TV) San Francisco as co-anchor of evening newscasts. **Donna Deaner**, consumer

Peters

affairs editor and weekend co-anchor, named consumer reporter for KPIX. **Jo Ann Clayton**, executive director of San Francisco Consumer Action, joins KPIX as consumer researcher.

**Robert L. Gist**, weekend anchor, WGR-TV Buffalo, N.Y., joins KHOU-TV Houston in same capacity.

**Jayne Miller**, reporter, WHP-TV Harrisburg, Pa., joins noncommercial WQED(TV) Pittsburgh as reporter for weekly news program on state government.

**Paul E. Lewis**, graduate, School of Public Communication, Boston University, named general assignment reporter, KHAS-TV Hastings, Neb.

**George Tyll**, news director, WHIZ-TV Zanesville, Ohio, joins WTVN-TV Columbus, Ohio, as morning and noon anchor. **Wendy Craver**, producer and moderator of public affairs programs there, named weather reporter on morning and noon broadcasts. **Mike Lafferty**, part-time writer of farm report for Associated Press, joins WTVN-TV as farm reporter.

**Marilyn Wells**, reporter, WDAM-TV Hattiesburg (Laurel), Miss., joins noncommercial WJCT(TV) Jacksonville, Fla., as public affairs program reporter.

**Alexander Cooper**, from news team of WECT(TV) Wilmington, N.C., joins WGHP-TV High Point, N.C., in same capacity.

**Patricia Scales**, reporter, WLEE(AM) Richmond, Va., appointed news director.

**G. Stan Broadway**, news editor and producer, WBNS-AM-FM Columbus, Ohio, appointed news director, WNCI(FM) there.

**David Coursey**, news producer-writer, KAAM(AM) Dallas, joins KXOL(AM) Fort Worth as news anchor and writer.

**Jim Fry**, reporter, KLMS(AM) Lincoln, Neb., joins Missouri Network as capitol correspondent, in Jefferson City.

**Thomas Madden**, news assistant, WNEW-AM-FM New York, joins reporting staff of WSUL-FM, Monticello, N.Y.

**John Kane**, production coordinator-announcer for Arco Go Patrol, Philadelphia helicopter traffic reporting service, appointed executive producer for Go Patrol's weekend report. **Rick Gillespie**, station manager and sports director, WQIQ(AM) Chester, Pa., joins Arco as assistant production coordinator-announcer.

**Ed Borne** of KALB-TV Alexandria, elected president of Louisiana Associated Press Broadcasters. Other officers elected: **John Spain**, WBRZ(TV) Baton Rouge, TV board member from large market; **Jim Baronet**, KLFY-TV Lafayette, TV board member from small market; **David Hartman**, WJBO(AM) Baton Rouge, radio board member from large market, and **Bruce Conque**, KPFL(AM) Lafayette, radio board member from small market.

## Promotion and PR

**Gary Claussen**, director of public relations and promotion for noncommercial KCET(TV) Los Angeles, joins Stone Public Relations Asso-

ciates there as executive associate. He will concentrate on client relations and publicity for network, syndicated and Public Broadcasting System programming.

**Cynthia Stewart**, public relations and publicity director for Southern Shows Inc., Charlotte, N.C., named promotion and advertising director, WRET-TV there.

**Margie Moeller**, director of national promotion, WQED(TV) Pittsburgh, named director of promotion and advertising, combining local and national promotion and design services.

**Carol Young**, receptionist, noncommercial WJCT(TV) Jacksonville, Fla., named information specialist.

**Louis Dorfsman**, senior VP and creative director of advertising and design, CBS/Broadcast Group, named 1978 recipient of AIGA Medal of American Institute of Graphic Arts for "outstanding career-long contributions to graphic arts."

## Cable

Viacom subsidiary, Showtime Entertainment, named **C. Evan Wright** manager of production and studio operations and **Ronald R. Morante** film and videotape editor, both in Broadcast Operations division. Mr. Wright had been administrator for ABC News in Los Angeles. Mr. Morante had been editor of feature film promotional trailers for CBS Television Network.

**Anthony Cascone**, marketing director, Suburban Cablevision, East Orange, N.J., named director of marketing, UA-Columbia Cable, New Rochelle, N.Y.

**Matthew C. Blank**, affiliate marketing manager, Home Box Office, New York, named assistant director of affiliate marketing services. **Peter R. Ryus**, financial analyst in controller's office of HBO parent, Time Inc., New York, succeeds Mr. Blank. **Marilyn Russell**, regional manager-affiliate relations, NBC-TV, New York, appointed HBO regional manager for Ohio and western Pennsylvania.

Officers, California Community Television Association: **Gene G. Cook**, General Electric Cablevision, Walnut Creek, president; **David Lewine**, TM Communications, Costa Mesa, VP; **Bill Schiller**, Storer Cable TV, Thousand Oaks, VP-technical; **Raymond E. Joslin**, Big Valley Cablevision, Stockton, VP-programing; **Marc Nathansen**, Falcon Communications, Los Angeles, secretary, and **Charles E. Smith Jr.**, Warner Cable, Victorville, treasurer.

**Richard Muller**, consultant, Subscriber Addition Services, San Jose, Calif., appointed marketing director for Buford Television's Indiana Cablevision, South Bend-Elkhart, Ind.

**George A. Cincotta**, member of New York State Assembly from Brooklyn, former member of Council of City of New York and New York City businessman, appointed chairman of Commission on Cable Television, New York.

## Equipment and Engineering

**Tay Vove**, station manager, WTVJ(TV) Miami, named president of Metrotape West, Los Angeles, supplier of videotape engineering and production services. Company is new division of Metromedia Inc.

**Vincent E. Rocco**, associate director of relay

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systems, CBS-TV, New York, joins Nurad Inc., Baltimore, as director of microwave television systems.

**Gary Bradley**, editor at Teletronics, New York, TV production and post-production facility, named manager of technical operations.

**John F. Swanson**, VP-director of engineering, WTVF(TV) Nashville, appointed director of engineering-broadcast operations, Buford Television Inc., Tyler, Tex.

**John P. Glynn**, senior VP, General Host Corp.'s industrial group, New York, elected VP-finance and chief financial officer, General Instrument Corp., New York.

**Edward B. Campbell**, national marketing manager, Syntonic Technology, appointed manager of industrial electronic services marketing for RCA Service Co., Camden, N.J.

**Michael J. Mackin**, field engineering supervisor for Philips Broadcast Equipment Corp., New Jersey, promoted to manager of marketing services there.

**J.T. Malone**, international sales administrator, Harris Corp., Broadcast Products Division, Quincy, Ill., appointed sales manager for Broadcast Electronics Inc. there. **Robert C. Davis**, advertising and sales promotion specialist, Harris, also joins Broadcast Electronics as manager of advertising and promotion.

**Jeff Higgins**, Houston zone manager for Memorex consumer products division, named product manager for Memorex professional products division, Houston.

**Donald Pisarcik**, manager of Southern sales activities for Monsanto Textiles, Atlanta, joins Scientific-Atlanta's instrumentation group in Atlanta as director of sales and service. **Soloman H. (Skip) Webb**, system design supervisor, Sylvania, El Paso, Tex., joins Scientific-Atlanta's cable communications division as manager of distribution products.

**Louis S. Steinberg**, VP of Metromedia's Metrotape division, Los Angeles, appointed VP-marketing and sales, Compact Video Systems there.

**Howard Oringer**, director, corporate planning, Plantronics, joins California Microwave, Sunnyvale, Calif., as director of corporate development.

**Sanford T. Terry Jr.**, assistant VP and manager of technical operations, WBBT(TV) Richmond, Va., retires after more than 45 years in broadcasting in Richmond.

**John Flanders**, engineer, noncommercial WTVP(TV) Peoria, Ill., named maintenance engineer, WRAU-TV there.

**Robert Sykes**, broadcast technician, WDTN(TV) Dayton, Ohio, named assistant supervisor in engineering department.

**Marcel Perras**, Teleglobe Canada, elected chairman of board of governors of International Telecommunications Satellite Organization (INTELSAT) at meeting in Edinburgh, Scotland.

**Randolph H. Payne**, Overseas Telecommunications Commission, Australia, elected vice chairman.

WFLD-TV Chicago, joins Richard A. Shaheen Inc., media broker there, as associate.

**Daniel R. Bormann**, business manager, Frank N. Magid Associates, Marion, Iowa, appointed general manager of operations for broadcast news consultancy. **Jeffrey S. McCracken**, news director, KFSN-TV Fresno, Calif., joins Magid as television consultant.

**Stuart H. Grozbean**, from renewal and transfer division, Broadcast Bureau, FCC, Washington, joins communications law firm of Pickett, Houlton & Berman, Hyattsville, Md.

**Larry E. Tierney**, variety store owner in Decorah, Iowa, joins National Association of Broadcasters, Washington, as regional manager for N.D., S.D., Minn., Iowa, Wis., Ill., Kan., Neb., Okla. and Mich. Mr. Tierney was account executive for WMT-TV Cedar Rapids, Iowa, from 1971 to 1975.

**Lynne A. Buebling**, senior broadcast buyer, W. B. Doner Co., Detroit, joins Nielsen Station Index sales-service staff, Chicago, as client service executive.

**Dwight Douglas**, from wwDC-FM Washington, joins consulting firm of Burkhardt/Abrams, Atlanta.

**Benjamin Ordovery**, VP-marketing, Columbia House Division of CBS, New York, appointed executive VP with continuing responsibilities for Columbia Tape and Record Clubs.

**Brian Innes**, staff consultant statistician, Blue Cross/Blue Shield of Greater New York, joins Arbitron, New York, as senior statistician.

## Deaths



Siegel

**Seymour N. Siegel**, 69, director of New York-owned Municipal Broadcasting System from 1946-71, died of brain tumor in New York on July 15. Mr. Siegel's career with municipal system spanned 37 years, starting in 1934 when he became program director of System's WNYC(AM) New York and continuing through establishment of WNYC-FM and WNYC-TV. He was well known to broadcasters in

U.S. and throughout world through his participation in national and international organizations and seminars. Upon his retirement he became adjunct professor of telecommunications at New York University and served as president of Broadcasting Foundation of America, which he helped found and which is active in exchange of international cultural and informational programs. Mr. Siegel is survived by his wife, Frances; his mother and three stepchildren.

**Ray Jones**, 71, one of founders of old American Federation of Radio Artists and retired executive secretary of Chicago local of American Federation of Television and Radio Artists, died July 2 of heart attack at Evanston, Ill., hospital. Mr. Jones retired in 1972 after 35 years with union. He was also executive secretary of Chicago branches of Screen Actors Guild and American Guild of Musical Artists. He is survived by his wife.

**A. Drexel Hines**, 67, retired director of broadcast services division for National Foundation-March of Dimes, died June 5 in Lynbrook, N.Y., after long illness. Mr. Hines also was involved with Texaco's Metropolitan Opera radio broadcasts on ABC and NBC.

**William C. Wester Sr.**, 70, in radio sales and management for 45 years, died June 19 in Toledo, Ohio, hospital after long illness. Mr. Wester retired three years ago from WHFS(FM) Bethesda, Md. (Washington), but also worked for WEAM(AM) Arlington, Va., WOHO(AM) Toledo, and WMUS-AM-FM Muskegon, Mich. Earlier, he was with Ziv Radio Productions in Midwest. He is survived by his wife, Bertha, three sons and two daughters.

**Helen B. Shaffer**, 69, Washington journalist for more than 45 years, died of cancer July 18 at George Washington University hospital there. Mrs. Shaffer worked as editor for radio commentator Raymond Gram Swing after World War II. In 1952, she joined Editorial Research Reports, division of *Congressional Quarterly*, as senior writer, and retired in 1974. She also worked at old *Washington Daily News* and *Look* Magazine. Surviving are her husband, Samuel Shaffer, retired chief congressional correspondent for *Newsweek*, and three daughters.

**Nelson E. Bragg**, 60, New England radio personality for more than 40 years, died of cancer July 15 at his home in Beverly, Mass., Mr. Bragg was host of morning show on WESX(AM) Salem, Mass., for past 15 years. Before that, he worked for WCOP(AM) and WBZ-AM-TV, all Boston. He is survived by his wife, Ruth, one son, one stepson and four daughters.

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## Allied Fields

**James C. Warner**, VP and general manager,



As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period July 10 through July 14.

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

### TV applications

■ Grand Rapids, Mich.—APW Enterprises Inc. seeks ch. 17 (for STV); ERP 1,219 kw vis., 147.6 kw aur., HAAT 1,010 ft.; ant. height above ground 995 ft. Address: c/o Robert A. Podesta, 135 La Salle St. Suite 3500, Chicago 60603. Estimated construction cost \$1,749,051; first-year operating cost \$287,500; revenue \$100,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Williams Associates Principals: equally owned by Robert A. Podesta, Francis C. Woolard, John H. Altorfer and Robert S. MacClure. Mr. Podesta has retail, investments and oil refining interests in Chicago. Mr. Woolard has MDS, investments and building materials interests there. Mr. Altorfer owns investment firm and has banking and industrial interests. Mr. MacClure is Chicago accountant with oil refining interests there. Ann. July 11.

■ Las Vegas—Alden Communications Corp. seeks ch. 21; ERP 3,020 kw vis., 97.3 kw aur., HAAT 1,727 ft.; ant. height above ground 167 ft. Address: c/o Michael R. Forman, 120 N. Robertson Blvd. Los Angeles 90048. 48. Estimated construction cost \$1,886,000; first-year operating cost \$470,000; revenue \$700,000. Legal counsel Fly Shubruk et al, New York; consulting engineer Cohen and Dipell. Principals: Michael R. Forman, James J. Cotter, Jerome A. Forman, Ted Minsky and John E. Bogardus. Messrs. Forman and Minsky are officers and stockholders of Tativac Corp., applicant for new commercial TV's in Seattle, Wash. and Portland, Ore. Messrs. Cotter and Bogardus are officers of Pacific Theatres Corp. and operator of CATV systems in Hawaii. Ann. July 11.

■ Cleveland, Ohio—Channel 19 Inc. seeks ch. 19; ERP 1,000 kw vis., 200 kw aur., HAAT 1,014 ft.; ant. height above ground 836 ft. Address: 12th floor, Cleveland Plaza hotel, Cleveland 44115. Estimated construction cost \$798,000; first-year operating cost \$535,000; revenue \$1 million. Legal counsel Miller Fields, Washington; consulting engineer Ralph E. Evans Associates. Principals: Metroplex Communications (33.3%), Diamond Broadcasting Inc. (33.3%), Milton Maltz (22.3%), Carl E. Hirsch (10%) and John R. Wilson (1%). Metroplex is equally owned by Norman Wain and Robert C. Weiss. It is a management consulting firm in Cleveland. Messrs. Maltz, Hirsch and Wilson are principals of WHK(AM)-WMMS(FM) Cleveland and Mr. Maltz owns WCTI(TV) New Bern, N.C. Ann. July 11.

■ Florence S.C.—Eastern Carolina Broadcasting seeks

ch. 15; ERP 1,290 kw vis., 70.8 kw aur., HAAT 1,940 ft. Address: Box 5628, Florence 29502. Estimated construction cost \$3,028,003; first-year operating cost \$494,100; revenue \$662,300. Legal counsel Patton, Boggs & Blow, Washington; consulting engineer Jules Cohen & Associates. Principals: equally owned by Betty A. Tobin, Larry Brice, John L. Weaver, James F. Lawrence, Edwin Oxner, Joseph Newsom Jr. and Howard W. Clarke. All are of Florence except Dr. Newsom, Cheraw, S.C. physician. Mr. W. Lee Simmons, executive vice president of applicant (no stock) owns 49% of applicant for new FM at Cheraw, S.C.; 51% of applicant for new FM at Albemarle, N.C. Ann. July 11.

■ San Antonio, Tex.—Alamo Broadcasting Corp. seeks ch. 29; ERP 3,013 kw vis., 1,774 kw aur., HAAT 1,450 ft.; ant. height above ground 1,529 ft. Address: c/o Herbert G. Davis, 750 GPM Building, South, San Antonio 78216. Estimated construction cost \$2,906,859; first-year operating cost \$798,546; revenue \$600,000. Legal counsel Kirkland & Ellis, Washington; consulting engineer Raymond Rohrer. Principals: Paris R. Schindler, his father R. G. Schindler and six others. None has other broadcast interests. Ann. July 11.

■ San Antonio, Tex.—Christian Tele-Communications Inc. seeks ch. 29; ERP 2,061 kw vis., 260 kw aur., HAAT 1,470 ft.; ant. height above ground 1,409 ft. Address: 8750 Fourwinds Dr., San Antonio 78239. Estimated construction cost \$1,256,400; first-year operating cost \$309,300; revenue \$900,000. Legal counsel James A. Gammon, Washington; consulting engineer EMR Engineering. Applicant in nonstock, nonprofit corporation for religious broadcasting; Allen R. Randolph, president. It has no other broadcast interests. Ann. July 11.

■ San Antonio, Tex.—Global Evangelism Television Inc. seeks ch. 29; ERP 2,346 kw vis., 229 kw aur., HAAT 645 ft.; ant. height above ground 366 ft. Address: c/o Bernard A. Regets, 214 Roletto Dr., San Antonio 78213. Estimated construction cost \$1,901,000; first-year operating cost \$635,000; revenue \$2,558,200. Legal counsel Cohn & Marks, Washington; consulting engineer. Applicant is nonstock, nonprofit corporation for religious broadcasting; Bernard A. Regets, president. It has no other broadcasts interests. Ann. July 11.

■ San Antonio, Tex.—Las Misiones de Bejar Television Co. seeks ch. 29; ERP 1,100 kw vis., 655 kw aur., HAAT 1,280 ft.; ant. height above ground 1,261 ft. Address: c/ Dr. Jose San Martin, 310 International Building, San Antonio 78205. Estimated construction cost \$1,035,000; first-year operating cost \$547,000; revenue \$750,000. Legal counsel McKenna, Wilkinson & Kintner, Washington; consulting engineer Jules Cohen & Associates. Principals: Dr. Ismael Guajardo, Dr. Jose San Martin Jr., Dr. Felix Perez Majul, Gerardo S. Gonzales and five others. Dr. Majul is San Antonio dentist, Dr. Guajardo owns cattle ranch, Dr. San Martin is optometrist and former San Antonio city councilman and Mr. Gonzales is San Antonio securities dealer/broker. None has other broadcast interests. Ann. July 7.

■ San Antonio, Tex.—United Television Broadcasting Corp. seeks ch. 29 (for STV) ERP 433 kw vis., 86.8 kw aur., HAAT 523 ft.; ant. height above ground ft. Address: c/ Bob A. Roth, 711 Navarro, Suite 327, San Antonio 78205. Estimated construction cost \$1,895,416; first-year operating cost \$576,000; revenue \$600,000. Legal counsel Cole, Zylstra & Raywid, Washington; consulting engineer William B. Carr & Associates. Principals: United Cable Television Corp., Englewood, Colo. (80%) and Bob A. Roth (20%). United Cable is publicly traded corporation with extensive CATV system ownership; Gene W. Schneider, president. Ann. July 11.

■ San Antonio, Tex.—Texas Broadcasting Co. seeks ch. 29 (for STV) ERP 2,286 kw vis., 90 kw aur., HAAT 1,510 ft.; ant. height above ground ft. Address: c/o Arthur Villarreal, 1026 W. Hildebrand, San Antonio 78201. Estimated construction cost \$150,000; first-year

operating cost \$454,000; revenue \$950,000. Legal counsel Glaser, Fletcher & Johnson, Washington; consulting engineer. Principals: Joel M. Thrope, Thomas H. Green and Samuel Frankel (16.6% each) and five others. Mr. Thrope is part owner of WABY(AM) Albany, N.Y., WNDBC(AM)-WLVC(FM) Daytona Beach, Fla., WCNW(AM)-WLTV(FM) Fairfield, Ohio and CP for new FM at Clifton Park, N.Y. Mr. Green is also part owner in those stations, Mr. Frankel in WABY and new FM applicant. No others have other broadcast interests. Ann. July 11.

### AM application

■ Columbia, Pa.—Columbia Broadcasters seeks 1580 khz 500 w-D. Estimated construction cost \$39,379; first-year operating cost \$64,320; revenue \$100,000. Format: MOR. Principals: equally owned by Ralph H. Gaze and Ted A. Perkins. Mr. Gaze is electrical engineer, Telcom Inc., Vienna, Va. consulting and telecommunications system installation firm. Neither has other broadcast interests. Ann. July 11.

### FM applications

■ \*Hayward, Calif.—South County Community College-Chabot College seeks 89.9 mhz, 10 kw, HAAT 110 ft. Address: 2555 Hesperian Blvd., Hayward 94545. Estimated construction cost \$24,834; first-year operating cost \$1,100. Format: variety. Applicant is public college. Ann. July 11.

■ \*Baton Rouge, La.—Louisiana State University and A&M seeks 89.1 mhz, 10 kw. Address: LSU System Offices, Baton Rouge 70803. Estimated construction cost \$17,680; first-year operating cost \$27,870. Applicant is public University which operates \*WWNO(FM) New Orleans, La. Jon E. Fisher is director, office of student media. Ann. June 26.

■ Canyon, Tex.—Canyon Broadcasting Co. seeks 107.1 mhz, 3 kw. Address: P.O. Box 956, Canyon 79015. Estimated construction cost \$90,304; first-year operating cost \$24,000; revenue \$60,000. Format: MOR. Principals: equally owned by Jack L. Aldridge and his wife, Mary Beth. They own KHBL(AM) Canyon. Ann. June 7.

## Facilities Changes

### AM applications

■ WTUG Tuscaloosa, Ala.—Seeks CP to increase power to 2.5kw and make changes in ant. system; change trans. Ann. July 12.

■ KRKS Denver, Colo.—Seeks CP to increase power to 5 kw and change trans. Ann. July 12.

■ KBRR Leadville, Colo.—Seeks CP to request specified hours of operation. Ann. July 10.

■ WMLB West Hartford, Conn.—Seeks CP to increase day power to 10kw; add night service with 2.5kw; install DA-2; change TL, and operate trans. by remote control. Ann. July 12.

■ WNRK Newark, Del.—Seeks CP to increase power to 1kw and change trans. Ann. July 14.

■ WTLN Apopka, Fla.—Seeks CP to make changes in ant. parameters and minor change in pattern. Ann. July 10.

■ KORL Honolulu, Hawaii—Seeks CP to change TL; make changes in ant. system (increase height). Ann. July 10.

■ WEAW Evanston, Ill.—Seeks CP to make changes in ant. system (replace existing top-loaded towers with new, taller structures). Ann. July 10.

■ WRTH Wood River, Ill.—Seeks CP to increase day power to 1 kw, make changes in daytime DA (DA-2). Ann. July 12.



■ **WHYT** Noblesville, Ind.—Seeks CP to increase power to 1 kw and make changes in DA system. Ann. July 14.

■ **WMEE** Fort Wayne, Ind.—Seeks CP to install new aux. trans. Ann. July 10.

■ **WAWK** Kendallville, Ind.—Seeks CP to make changes in ant. system (increase height). Ann. July 11.

■ **KBAB** Indianola, Iowa—Seeks CP to make changes in ant. system (increase height). Ann. July 11.

■ **WKED** Frankfort, Ky.—Seeks mod. of CP changes and operate trans. by remote control; change trans. make changes in ant. system. Ann. July 11.

■ **KLEB** Golden Meadow, La.—Seeks CP to install new trans.; make changes in ant. system. Ann. July 10.

■ **WETT** Ocean City, Md.—Seeks CP to change TL; install new trans. Ann. July 10.

■ **WUNN** Mason, Mich.—Seeks CP to delete minor point on pattern. Ann. July 10.

■ **KKBJ** Bemidji, Minn.—Seeks CP to make changes in nighttime pattern, specify modified standard radiation pattern. Ann. July 10.

■ **WTLK** Taylorsville, N.C.—Seeks CP change TL; increase power to 1 kw; make changes in ant. (decrease height). Ann. July 10.

■ **WARE** Ware, Mass.—Seeks mod. of CP to increase night power to 2.5kw and make changes in DA-2. Ann. July 14.

■ **WJLK** Asbury Park, N.J.—Seeks CP to increase night and day power to 1kw, 2.5 kw-LS; add DA night (DA-2); change trans. and change TL. Ann. July 11.

■ **WKSK** West Jefferson, N.C.—Seeks CP to increase power to 1 kw and correct coordinates. Ann. July 11.

■ **KATT** Oklahoma City, Okla.—Seeks CP to make changes in ant. system (increase height). Ann. July 11.

■ **KPNW** Eugene, Ore.—Seeks CP to change from DA-2 to DA-1 (delete day pattern) Ann. July 10.

■ **WRAW** Reading, Pa.—Seeks CP to change TL; install new trans. (present aux. trans.); make changes in ant. system. Ann. July 10.

■ **WISO** Ponce, P.R.—Seeks CP to change TL. Action July 10.

■ **WDXI** Jackson, Tenn.—Seeks CP to add MEOV's to existing pattern. Ann. July 10.

■ **KROD** El Paso, Tex.—Seeks CP to change monitoring points. Ann. July 10.

■ **WBAP** Fort Worth, Tex.—Seeks CP to change TL; make changes in ant. system (increase height). Ann. July 10.

■ **KPOS** Post, Tex.—Seeks CP to change TL. Ann. July 10.

■ **WHBY** Appleton, Wis.—Seeks CP to change TL, SL; make changes in ant. system (increase height). Ann. July 10.

■ **WJQJ** Tomahawk, Wis.—Seeks CP to install new aux. ant. Ann. July 10.

#### FM applications

■ **\*WOCG** Huntsville, Ala.—Seeks mod. of CP to change trans.; change ant. change TPO; change modulation monitor. Ann. July 11.

■ **WABB-FM** Mobile, Ala.—Seeks CP to change TL, SL; install new ant.; make changes in ant. system (increase height); change TPO and HAAT: 844.3 ft. (H&V). Ann. July 11.

■ **WACT-FM** Tuscaloosa, Ala.—Seeks CP to change TL, SL; install new ant. and trans. make changes in ant. system (increase height); change TPO; ERP: 3kw (H&V) & HAAT: 300 (H&V). Ann. July 11.

■ **WTUG-FM** Tuscaloosa, Ala.—Seeks mod. of CP to change TL, SL; change trans. and ant.; change TPO; ERP: 3kw (H&V) & HAAT: 300ft. (H&V). Ann. July 11.

■ **KJYK** Tucson, Ariz.—Seeks CP to change SL; operate trans. by remote control; install new trans. change TPO & ERP: 60w (H&V). Ann. July 11.

■ **KOWN-FM** Escondido, Calif.—Seeks CP to change TL; install new ant.; make changes in ant. system; change TPO; ERP: 0.150kw (H&V) and HAAT: 1,084 ft. (H&V). Ann. July 11.

■ **WKCI** Hamden, Conn.—Seeks CP to add remote control; install new trans.; install new ant. change TPO; ERP 7.5kw (H&V) and HAAT: 1,070 ft. (H&V). Ann. July 11.

■ **WLEQ** Bonita Springs, Fla.—Seeks mod. of CP to

make changes in transmission line; change TPO. Ann. July 11.

■ **WRBR** South Bend, Ind.—Seeks CP to install new aux. ant. Ann. July 11.

■ **WJMK** Norfolk, Mass.—Seeks CP to increase power to 1 kw. Ann. July 12.

■ **WXRL** Lancaster, N.Y.—Seeks CP to add night service with 2.5kw, with DA-2 and change trans. Ann. July 12.

■ **WWLD-TV** Jackson, Mich.—Seeks CP to change vis. 1000kw(Max) 502.3kW(H), Aur. 100.46 kw(H); TL, type ant. and HAAT 1,572 ft. Ann. July 14.

■ **WQMV** Vicksburg, Miss.—Seeks CP to install new aux. trans and ant. Ann. July 11.

■ **WJLK-FM** Asbury Park, N.J.—Seeks CP to change TL; install new ant.; make changes in ant. systems (increase height); change TPO and HAAT: 300 (H&V). Ann. July 11.

■ **KXRT** Taos, N.M.—Seeks mod. of CP to change trans.; make changes in ant. system decrease height); change TPO; ERP: 100 kw (H&V) and HAAT; minus 743 ft. (H&V). Ann. July 11.

■ **WTQR** Winston-Salem, N.C.—Seeks CP to install new trans.; change TPO; ERP: 1 kw (H&V) and HAAT: 1,415 (H&V). Ann. July 11.

■ **KWEN** Tulsa, Okla.—Seeks mod. of CP to make changes in transmission line; change TPO. Ann. July 11.

■ **\*KOHM** Lubbock, Tex.—Seeks CP to change TL, SL; install new trans. make changes in ant. system (increase height).

■ **KDLO-FM** Watertown, S.D.—Seeks CP to change TL; install new ant. make changes in ant. system (increase height); change TPO & HAAT: 1,566.25 ft. (H&V). Ann. July 11.

■ **WRFB** Stowe, Vt.—Seeks CP to change TL; install new trans. install new ant. make changes in antenna system (increase height); change TPO; ERP: 3kw (H&V) and HAAT: 85 ft. (H&V). Ann. July 11.

■ **WFMR** Milwaukee, Wis.—Seeks CP to install new aux. trans. Ann. July 11.

#### AM actions

■ **WBCA** Bay Minette, Ala.—Granted CP to reduce critical hours power to 2.5 kw; change to non-directional ant. system. Action June 22.

■ **KBOK** Malvern, Ark.—Granted CP to change SL and TL, make changes in ant. system; install new trans and add remote control. Action July 5.

■ **KPOF** Denver, Colo.—Granted CP to make changes in ant. system, install new tower. Action June 22.

■ **WRGC** Sylva, N.C.—Granted CP for changes in ant. system. Action June 29.

■ **WMVO** Mount Vernon, Ohio—Granted CP to make changes in ant. system. Action June 22.

■ **KQLA** Lakewood, Wash.—Granted mod. of CP to change SL, TL and make changes in ant. system. Action June 21.

#### FM actions

■ **WAHR** Huntsville, Ala.—Granted mod. of CP to change TL; ERP: 100 kw (H&V); ant. height 540 ft. (H&V). Action June 22.

■ **WZGC** Atlanta, Ga.—Granted CP to change TL; install new trans. and ant. make changes in ant. system; change ant. height to 900 ft. (H&V, main), 870 ft. (H&V, aux.); ERP: 100 kw (H&V, main), 18 kw (H&V, aux.); remote control permitted. Action June 22.

■ **WQXI-FM**, Smyrna, Ga.—Granted CP to change TL; install new trans. and ant.; make changes in ant. system; change TPO, ERP: 70 kw (H&V), ant. 890 feet (H&V); remote control permitted. Action June 22.

■ **KKEA** Hilo, Hawaii—Granted mod. of CP to change TL, SL; change trans., make changes in ant. system; change TPO, ERP: 35. kw (DA max.) (H); 29.5 kw (DA max) (V); ant. height -240 ft. (H&V); remote control permitted. Action June 22.

■ **KOZE-FM** Lewiston, Idaho—Granted CP to install new trans. and ant. change TPO; ERP: 2 kw (H&V), ant. height -620 ft. (H&V); remote control permitted. Action June 22.

■ **WFIW-FM** Fairfield, Ill.—Granted CP to install new trans. and ant. make changes in ant. system; change TPO; ERP: 3 kw (H&V); ant. height 275 ht.

(H&V). Action June 22.

■ **WAKO-FM** Lawrenceville, Ill.—Granted CP to install new ant. change TPO and ERP: 3 kw (H&V); ant. height 240 ft. (H&V). Action June 22.

■ **KMAQ-FM** Maquoketa, Iowa—Granted CP to install new trans. and ant. change TPO; ERP: 3 kw (H&V); ant. height 120 ft. (H&V); remote control permitted. Action June 22.

■ **WCKW** La Place, La.—Granted mod. of CP to make changes in ant. system. Action June 22.

■ **WLIF** Baltimore, Md.—Granted CP to install new ant. remote control permitted. Action June 22.

■ **WVCA-FM** Gloucester, Mass.—Granted CP to install new trans.; make changes in ant. system change TPO, ERP: 1.6 kw(H&V), ant. height 83 ft. (H&V); remote control permitted. Action June 22.

■ **\*WHHB** Holliston, Mass.—Granted mod. of CP to make changes in ant. system increase height. Action June 22.

■ **WQON** Grayling, Mich.—Granted mod. of CP to change TL; change trans. and ant. make changes in ant. system; change TPO and ERP: 0.3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted. Action June 22.

■ **WABX** Detroit—Granted CP to install new ant.; change TPO; ERP: 8.5 kw (H&V); ant. height 780 ft. (H&V); remote control permitted. Action June 22.

■ **KJFF** Jefferson City, Mo.—Granted mod. of CP to change trans. and ant. change TPO; remote control permitted. Action June 22.

■ **WRCN-FM** Riverhead, N.Y.—Granted CP to install new trans.; change TPO, ERP: 2.8 kw (H&V), ant. height 320 ft. (H&V). Action June 22.

■ **WONO** Syracuse, N.Y.—Granted CP to change TL; install new ant. change TPO; ERP: 50 kw (H&V); ant. height 500 ft. (H&V); remote control permitted. Action June 22.

■ **WROQ** Charlotte, N.C.—Granted mod. of CP to change ERP: 11.5.kw(H&V) and ant. height: 340 ft. (H&V) for auxiliary purposes; remote control permitted. Action June 22.

■ **WRBK** New Bern, N.C.—Granted CP to install new ant. change TPO and ant. height: 580 ft. (H&V); remote control permitted. Action June 22.

■ **KFNW-FM**, Fargo, N.D.—Granted CP to install new aux. trans. and ant. at main TL to be operated on 97.9 mhz; ERP: 26.5 kw; ant. height 185 ft.; remote control permitted. Action June 22.

■ **WKSW** Cleveland, Ohio—Granted CP to install new aux. trans. change TPO and ERP: 29 kw (H&V), ant. height 500 ft. (H&V); remote control permitted. Action June 22.

■ **WKTN-FM**, Kenton, Ohio—Granted CP to install new trans. new ant. change TPO; ERP: 3 kw (H&V); ant. height 275 ft. (H&V); remote control permitted. Action June 22.

■ **WIMA-FM**, Lima, Ohio—Granted CP to TL redescribe: install new trans. and ant. change TPO; ERP: 23 kw (H&V); ant. height 240 ft. (H&V); remote control permitted. Action June 22.

■ **WCLR** Toledo, Ohio—Granted CP to install new ant. make changes in ant. system; change ERP: 6.98 kw (H&V); ant. height 180 ft. (H&V); remote control permitted Action June 22.

■ **KRRO**, Ardmore, Okla.—Granted CP to install new trans. and ant. change TPO and ant. height to 210 ft. (H&V); remote control permitted. Action June 22.

■ **KATT-FM**, Oklahoma City, Okla.—Granted CP to operate trans. by remote control install new trans. and ant.; make changes in ant. system change TPO; ant. 570 ft. (H&V). Action June 22.

■ **WKAD** Canton, Pa.—Granted mod. of CP to redescribe SL; change trans. & ant.; change TPO; remote control permitted. Action June 22.

■ **WQVE** Mechanicsburg, Pa.—Granted mod. of CP to change TL; change ant., make changes in ant., system change TPO; ERP: 0.34 kw(H&V); ant. height 760 ft. (H&V); remote control permitted. Action June 22.

■ **KAYK-FM**, Provo, Utah—Granted CP to install new trans. change TPO & ERP: 53 kw (H&V); ant. height 2630 ft. (H&V); remote control permitted. Action June 22.

■ **Scottsbluff**, Neb. Tracy Corp., granted mod. of CP for new FM to change TL; make changes in ant. system change TPO and ant. to 1,020 ft. (H&V);

## Summary of broadcasting

### FCC tabulations as of May 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,525	43	4,568
Commercial FM	2,976	1	69	3,046	120	3,166
Educational FM	920	0	36	956	74	1,030
<b>Total Radio</b>	<b>8,391</b>	<b>5</b>	<b>131</b>	<b>8,527</b>	<b>237</b>	<b>8,764</b>
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
<b>Total TV</b>	<b>967</b>	<b>4</b>	<b>15</b>	<b>986</b>	<b>63</b>	<b>1,049</b>
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

\*Special temporary authorization

\*\*Includes off-air licenses

remote control permitted. Action June 23.

■ **KQXY, Beaumont, Tex., Air-Waves, Inc.**—Granted CP to change ERP to 69 kw (H&V); ant. ht. 600 ft. (H&V); remote control permitted. Action June 23.

### Ownership Changes

#### Application

■ **KVUE(TV) Austin, Tex. (ch. 24)**—Seeks assignment of license from Channel 24 Inc. to the Evening News Association for \$12.7 million. Seller: Tolbert Foster and Thomas M. Foster trust, of which he is trustee. Trust is principal of KDET(AM) Center, Tex. and holds CP for new FM there. Buyer: Michigan corporation with approximately 250 stockholders. It owns WWJ-AM-FM-TV Detroit, KOLD(TV) Tucson, Ariz.; WALA-TV Mobile, Ala. and KTVY(TV) Oklahoma City, Okla., and publishes Detroit News, The Desert Sun, Palm Springs, Calif. and two dailies and three weeklies in New Jersey. Peter B. Clark, chairman of board and president. Ann. July 15.

### Allocations

■ **Tallahassee and Quincy, Fla.**—FCC Broadcast Bureau has assigned 95.9 mhz to Tallahassee as its fifth FM and 104.9 mhz (Channel 285A) to Quincy, as its second. Action resulted from a petition by Plantation Radin, Inc., licensee of WVCV(AM) Tallahassee, and counterproposal by Pat F. Thomas and Mary Ann Thomas requesting Quincy assignment. Action July 7.

■ **Salisbury, Md. and Rocky Mount, N.C.**—FCC Broadcast Bureau has assigned UHF ch. 47 to Salisbury, Md., and changed channel offset on unoccupied and unapplied-for Channel 47 at Rocky Mount, N.C., from minus to plus. Action resulted from a petition by MDV Television Company, Inc. Action July 6.

■ **Olivia, Minn.**—FCC Broadcast Bureau has proposed assigning 101.7 mhz to Olivia as community's first FM. Action was in response to petition by Melvin Pulley. (Doc. BC-78-287). Action June 23.

■ **Poplar Bluffs and Thayer, Mo.**—FCC Broadcast Bureau has proposed assigning 96.7 mhz to Poplar Bluff as its third FM and substituting 104.9 mhz for ch. 244A at Thayer, Mo. Action was in response to petition by Raymond McCullough. (Doc. BC-78-188). Action June 26.

■ **Zanesville, Ohio** Broadcast Bureau denied petition by Muskingum Broadcasting Co. to assign 96.7 mhz to Zanesville as third FM. Action July 7.

■ **Klamath Falls, Ore. and Weed, Calif.**—FCC Broadcast Bureau has proposed substituting 99.5 mhz for 98.5 mhz at Klamath Falls, Ore., and 100.9 mhz for 99.3 mhz at Weed, Calif. Action resulted from petition by Klamath Broadcasting Co. (KAGM(FM)) Klamath Falls. (Doc. BC-78-204). Ann. July 10.

■ **Aberdeen, Wash.**—FCC Broadcast Bureau has proposed assigning 99.3 mhz as community's second FM. Action was in response to a petition by Quincy Valley Broadcasters, Inc., which said it would apply for channel. (Doc. BC-78-186). Ann. July 10.

### Fines

■ **KSFE(AM) Needles, Calif.**—Notified of apparent liability for \$200 for repeated failure to measure carrier frequency once each calendar month with no more than forty days expiring between successive measurements. Action July 3.

■ **WAPT(AM), Jackson, Miss.**—Notified of apparent liability for \$200 for repeated failure to perform required daily tower light observations. Action July 5.

■ **KYTV(TV) Springfield, Mo.**—Notified of apparent liability for \$500 for not observing VIT signals from January 1, 1977 to March 23, 1978. Action July 6.

■ **WFTC(AM) Kinston, N.C.**—Notified of apparent liability for \$300 for failing to make equipment performance measurements within time interval required by rules. Action July 3.

■ **WNUF(FM) Millvale, Pa.**—Notified of apparent liability for \$500 for repeated failure to accurately log duration of commercial announcements. Action July 3.

■ **WRNL, Richmond, Va.**—Notified of apparent liability for \$2,000 for operation of station with non-directional daytime pattern during nighttime hours. Action July 3.

■ **KRKO(AM) Everett, Wash.**—Ordered to forfeit \$1,600 for not having in operation at transmitter antenna monitor which is of type approved by FCC for use when in directional mode of operation. Action June 21.

■ **KXXR-AM-FM Spokane, Wash.**—Notified of apparent liability for \$2,000 for repeated violation of sponsorship identification rule. Action June 30.

■ **WRON(AM) Ronceverte, W. Va.**—Notified of apparent liability for \$2,000 for repeated violation of rules concerning billing practices. Action June 30.

### Cable

#### Applications

■ The following operators of CATV systems have requested certificates of compliance:

■ **Sullivan Cable TV, for Olney, Ill.** (CAC-12189); changes.

■ **Western Wisconsin Communications, for Independence, Blair, Taylor, Strum, Eleva, Osseo, Galesville, Trempealeau and Etrick, Wis.** (CAC-13008-16); commence operation.

■ **Foley and Associates, for Silver Lakes, Calif.** (CAC-13026); commence operation.

■ **Cablevision-Del City, for Del City and Guthrie, Okla.** (CAC-13041,2); commence operation.

■ **Lower River Cable, for Youngstown, N.Y.** (CAC-13043); commence operation.

■ **Centre Video Corp., for Mingo Junction, Steubenville and Brilliant, all Ohio and Follansbee, W.Va.** (CAC-13055-9); changes.

■ **Jim R. Smith, for Fort Huachuca, Ariz.** (CAC-13060); changes.

■ **Continental Cablevision of Mich., for Grand Ledge, Mich.** (CAC-13061); commence operation.

■ **UA-Columbia Cablevision, for South Hackensack, N.J.** (CAC-13063); commence operation.

■ **Warner Cable of Berlin, for Whitefield and Dalton, N.H.** (CAC-13064,5); commence operation.

■ **Heritage Communications, for Clear Lake, Iowa** (CAC-13066); commence operation.

■ **Continental Cablevision of Miami Valley, for Randolph, Ohio** (CAC-13067); commence operation.

■ **American Cablevision, for Keene, Marlborough and Swanzey, N.H.** (CAC-13069-71); changes.

■ **Teleprompter of Greenwood, for Greenwood, S.C.** (CAC-13072,3); changes.

■ **Century Cable of North Calif., for Albany and Contra Costa, Calif.** (CAC-13074,5); existing operation.

■ **Iroquois Community Cablevision, for Gilman and Onarga, Ill.** (CAC-13076,7); existing operation.

■ **Avoyelles Cable TV, for Mansura, Marksville and Hessmer, La.** (CAC-13078-80); changes.

■ **Shasta Cable TV, for McCloud, Calif.** (CAC-13081); commence operation.

■ **Klear Kable TV, for Franklin, Pa.** (CAC-13082); existing operation.

■ **Sammons Communications, for Vidalia, La. and Natchez, Miss.** (CAC-13083,4); changes.

■ **Upper Potomac, Television, for Allegany, Md.** (CAC-13085); existing operation.

■ **Jackson Community Antenna, for Madison, Tenn.** (CAC-13086); existing operation.

## Services

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- Kingston, Cablevision, for Marbltown, N.Y. (CAC-13087); commence operation.
- South Gwinnett Cable TV, for Snellville and Gwinnett, Ga. (CAC-13088.9); commence operation.
- Champaign Cablevision, for Urbana, Ohio (CAC-13090); commence operation.
- Monmouth Cable, for Avon-by-the-Sea, Belmar, Bradley Beach, Brielle, Manasquan, Neptune City, Neptune, Sea Girt, Spring Lake, South Belmar, Spring Lake Heights and Wall, all N.J. (CAC-13091-102); commence operation.
- Alert Cable TV of Ikla., for Pryor Creek, Okla. (CAC-13103); changes.
- Gallup Cable Television, for Gallup, N.M. (CAC-13104); changes.
- New England Cablevision, for Rochester, N.H. (CAC-131-5); changes.
- Warner Cable of Erwin, for Erwin, Tenn. (CAC-13107); changes.
- Telecable, for Spartanburg, Greenville, City View and Easley, S.C. (CAC-13108-12); changes.
- Cedar Grove TV Cable, for Crown Hill, Gallagher, Hansford and Mammoth, W.Va. (CAC-13113-6); changes.
- Flat River Cable Services, for Greenville and Eureka, Mich. (CAC-13117.8); changes.
- Greenville Cablevision, for Greenville, S.C. (CAC-13119); changes.
- Cablequities of Pa., for Rochester, Beaver, Bridgewater, East Rochester, Vanport and Freedom, all Pa. (CAC-13120-27); changes.
- Cablevision of Greensboro and Alamance county, for Greensboro and Burlington, N.C. (CAC-13128.9); changes.
- Carolinas Cable, for High Point, N.C. (CAC-13130); changes.
- Cablevision of Raleigh and Durham, for Raleigh and Durham, N.C. (CAC-13131.2); changes.
- Mid-Jersey Cable TV, for Shrewsbury, N.J. (CAC-13133.4); commence operation.
- U. S. Cablevision, for Harriman, N.Y. (CAC-13135); commence operation.
- Global Cable TV, for Lancaster, N.Y. (CAC-13136); commence operation.
- Better Cable TV, for Benton, Maine, (CAC-13145); commence operation.
- Coaxial Communications, for Minerva Park, Ohio (CAC-13146); commence operation.
- Summit Cable Services of Thom-a-Lex, for Lexington, Davidson and Thomasville, N.C. (CAC-13147-9); changes.
- Alabama Television Transmission, for Brewton and East Brewton, Ala. (CAC-13150.1); changes.
- Clearview Cable TV, for Swainsboro, Ga. (CAC-13152); changes.
- Warner Cable of Marietta, for Mt. Joy, Pa. (CAC-13153); existing operation.
- Gulf Coast Cable Television, for Piney Point Village, Tex. (CAC-13062); commence operation.
- Syracuse Cablesystems, for Syracuse, N.Y. (CAC-13068); commence operations.
- McLean Cable Associates, for Mount Pleasant, New Castle, Ossining, Briarcliff Manor, North Tarrytown, Pleasantville, N.Y. (CAC-13137-44); commence operation.
- Point Pleasant Cable Television System, for Hartford, W.Va. (CAC-13154); commence operation.
- Teleservice Corp. of America, for Patterson, Franklin Baldwin and Bayou Vista, all La. (CAC-13155-60); changes.
- Cross Country Cable, for Piscataway, Manville, Raritan, and Somerville, all N.J. (CAC-13161-4); commence operation.
- UA-Columbia Cablevision of Westchester, for Eastchester, N.Y. (CAC-13165); commence operation.
- Boone Cablevision, for Boone, Iowa, (CAC-13166); commence operation.
- Cablevision Systems Long Island, for Long Beach and Valley Stream, N.Y. (CAC-13167.8); commence operation.
- Farmville Cablevision, for Farmville, Va. (CAC-13169); commence operation.

- Western TV, for Unita, Wyo. (CAC-13170); commence operation.
- Long Island Cablevision, for Speonk, N.Y. (CAC-13171); existing operation.
- Fresno Cable TV, for Fresno, Calif. (CAC-13172.3); changes.
- Anderson Cablevision, for Anderson, S.C. (CAC-13174.5); changes.
- Cable Com General, for Idabel, Okla. (CAC-13176); changes.
- Piscayune Cablevision, for Picayune, Miss. (CAC-13177); changes.
- Newchannels, for Halfmoon, N.Y. (CAC-13178); commence operation.
- Mountain View Enterprises, for Tiger, Ga. (CAC-13179); commence operation.
- Community Tele-communications, for Alliance, Nev. (CAC-13181); changes.
- City Communications, for Crest Hill, Ill. (CAC-13181); changes.
- Village Communications, for Bolingbrook and Romeoville, Ill. (CAC-13182.3); changes.
- City Communications, for Joliet, Ill. (CAC-13184); changes.
- Midwest Video, for Farwell, Tex. and Texico, Clovis and Cannon Air Force base, N.M. (CAC-13185-8); changes.
- River City Cable TV, for Louisville, Ky. (CAC-13189); changes.
- Benton Cable TV, for Benton, Ky. (CAC-13190); changes.
- Teleprompter, for Walla, Walla, Wash. (CAC-13191); changes.
- Lamesa Cable TV, for Lamesa, Tex. (CAC-13192); changes.
- Continental Cablevision, for North Pekin, Ill. (CAC-13193); commence operation.
- Bay Minette Cablevision, for Bay minette, Ala. (CAC-13194); commence operation.
- Fairhope Cablevision, for Fairhope, Ala. (CAC-13195); commence operation.
- Elba Cablevision, for Elba, Ala. (CAC-13196); commence operation.
- Brundidge Cablevision, for Brundidge, Ala. (CAC-13197); commence operation.
- Liberty TV Cable, for Flemington, Ga. (CAC-13198); commence operation.
- Carolina Cablevision, for Marion and Dillon, S.C. (CAC-13199-201); changes.
- Longview Cable Television, for Longview, Tex. (CAC-13210); changes.
- Bartlesville Video, for Bartlesville, Okla. (CAC-13212); changes.
- Teleprompter, for Horseheads, N.Y. (CAC-13213); changes.

#### Certification actions

- The following operators of CATV systems have been granted certificates of compliance:
- Storer Cable TV of Fla., for Venice, Fla. (CAC-12508); Vision Cable Television, for Palisades Park and Ridgefield Park, N.J. (CAC-12329,31); Mountain Iron Cable TV, for Mountain Iron, Minn. (CAC-12416); Sammons Communications, for Clinton, Okla. (CAC-12283); Muncy TV, for Muncy and Hughesville, Pa. (CAC-12526); Sammons Communications, for Wellsville, N.Y. (CAC-08894); Racine Telecable, for Mount Pleasant, Wind Point, Caledonia, Elmwood Park and Racine, Wis. (CAC-09424-8); Valley Cable TV, for Fort Valley, Ga. (CAC-10010); Mansfield Video, for Mansfield, Sullivan, Putnam, Covington and Richmond, Pa. (CAC-10049-53); Miami Valley Cable, for Middletown and Fairfield, Ohio (CAC-10519,24); Washington Cable, for White, N.J. (CAC-10761); Full Vu TV, for Daviess, Ind. (CAC-10921); Clearvision TV, for Lexington and Savannah, Tenn. (CAC-10934.5); Telemedia, for Adena, Dillionvale and Smithfield, Ohio (CAC-11046-8); Coweta Cable, for Newnan, Ga. (CAC-11505); Valley Telecasting, for Yuma, Ariz. (CAC-11585); National Video Systems, for Lavallette, Seaside Heights and Seaside Park, N.J. (CAC-12167-9); Valley Telecasting, for Yuma, Ariz and Imperial, Calif. (CAC-12446.7); Florida Cablevision, for Vero Beach, Indian River Shores and Indian

River, Fla. (CAC-12378-80); Caldwell Cablevision, for Hudson, N.C. (CAC-12390); General Electric Cablevision, for Grandville, Mich. (CAC-12498); Blackshear Cable TV, for Blackshear, Ga. (CAC-12500); Artec, for Arlington, Va. (CAC-12583); Whaling City Cable TV, for New Bedford, Mass. (CAC-12662); Broken Bow Multi Vue TV, for Broken Bow, Nev. (CAC-12667); Mahoning Valley Cablevision, for Hubbard, and McDonald, Ohio (CAC-12680,1).

## Call letters

### Applications

Call	Sought by
	<b>New FM's</b>
*WTOH	Spring Hill College, Mobile, Ala.
KSRA-FM	Dale Smith, Salmon, Idaho
WGMM	Galdwin Broadcasting, Gladwin, Mich.
*KJAB	Macalester College, St. Paul, Minn.
WWYN	Meredith Johnston, Carthage, Miss
*WJSL	Houghton College, Houghton, N.Y.
KREK	Big Chief Broadcasting, Bristow, Okla.
KHLB-FM	William Hobbs, Burnet, Tex.
KLMF-FM	Algie Felder, Fabens, Tex.
KZIO	WDSM Inc., Superior, Wis.
	<b>Existing TV's</b>
WPTT-TV	WPCB-TV Pittsburgh, Pa.
KMAU	KMVI-TV Wailuku, Hawaii
	<b>Existing AM</b>
WRML	WWML Portage, Pa.
	<b>Existing FM's</b>
KDOS	KFMR Fremont, Calif.
KSNR	KBLF-FM Red Bluff, Calif.
*KXPR	KERS Sacramento, Calif.
KPLV	KVMN Pueblo, Colo.
WKOS	WWOG Boca Raton, Fla.
WMBR	WWOL-FM Buffalo, N.Y.
WQXX	WKOK-FM Sunbury, Pa.
*WHRO-FM	WTGM Norfolk, Va.

### Grants

Call	Assigned to
	<b>New AM's</b>
WSJP	Jackson Purchase Broadcasting, Murray, Ky.
WNPC	Newport Broadcasting, Newport, Tenn.
WWBB	Boone Broadcasting, Madison, W.Va.
	<b>New FM's</b>
*KSKA	Aurora Community Broadcasting, Anchorage, Alaska
KFIO	KLOA Radio, Ridgecrest, Calif.
KNFR-FM	KIDO Broadcasters, Boise, Idaho
*KNOG	Northern Montana College, Havre, Mont.
*WJWK	Jamestown Community College, Jamestown, N.Y.
WBJZ	Great Dane Broadcasting, Olean, N.Y.
KIHR-FM	Columbia Gorge Broadcasters, Hood River, Ore.
*WMSS	Middletown School District, Middletown, Pa.
*WCVY	Coventry Public Schools, Coventry, R.I.
KORN	KORN Palace Broadcasting, Mitchell, S.D.
WTNE-FM	Trenton, Trenton, Tenn.
KBGG-FM	Big Country Broadcasting, Merkel, Tex.
	<b>Existing AM's</b>
KGAM	KGEE Bakerfield, Calif.
KOIQ	KLAN Lemoore, Calif.
WNVR	WOWW Naugatuck, Conn.
KMMA	KIDO Boise, Idaho
KKOJ	KADI Clayton, Mo.
WBIO	WQTK Parisippay, N.J.
WCPO	WKVO Havelock, N.C.
WFUN	WREO Ashland, Ohio.
KXVO	KOKN Pawhuska, Okla.
KDLF	KSUZ Port Neches, Tex.
	<b>Existing FM's</b>
WHSP	WMGP Fairhope, Ala.
WLLV	WTAI-FM Melbourne, Fla.
WMSO	WKVO-FM Havelock, N.C.
WAXC	WERM Wapakoneta, Ohio
*WLVR	WLVF-FM Bethlehem, Pa.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Sales Manager**, greatest opportunity awaits right person in top Western market where living is great and opportunity abounds! Street selling, plus good agency experience required! Ability to sell, plus motivate and train sales staff. This isn't a desk job! Top young company that is in many markets, and going into many more! Guaranteed future. \$20,000 plus commission, override, profit sharing, all benefits. Resume. Box G-237.

**General Manager/Sales Manager** Combination. New (big) Small Market AM. University town. Central Pennsylvania. Salary. Commission. Override. Hospitalization. Life Insurance. All replies confidential. Write Box H-124.

**Sales Manager** West Central Pennsylvania. Salary. Commission. Override. Hospitalization. Life Insurance. Pension. AM/FM Combination. All replies confidential. Write Box H-135.

**Vice President/Station Manager**—Public radio. Activate community licensee 100KW Public radio station in Orlando, Florida. November 1979 airdate. Initial duties include one year planning and developing in fundraising, volunteers, public awareness, program scheduling, equipment bids and staffing. Overall duties: daily station management, emphasis on budgets, staffing, community involvement, program/production planning and fundraising. College degree or equivalent, emphasis in fine arts, speech, broadcasting. Minimum three years public radio employment in programming, development or management in a leadership capacity with proven ability to effectively promote and implement the concept of public radio. \$19,500 to 22,500 plus benefits. Application deadline: August 30. Resume, references and salary history to Stephen M. Steck, EVP/GM, WMFE-TV, 2908 West Oak Ridge Road, Orlando, FL 32809. 1-305-855-3691. Equal Opportunity Employer.

**Park City Communications**, a young, growing Radio Group with 3 top rated stations is looking for a hard working, career oriented Manager to fill the newly created position of General Sales Manager, WEZN Bridgeport, and Director of National Sales for all 3 company owned stations. (WEZN, WAAF, WFTQ). We are looking for a person with a strong retail radio sales background, national sales experience and documented track record as a Sales Manager. This top paying position with excellent incentives, benefits, advancement opportunities and possible stock options is available immediately. If you love radio and want to join our team on the ground floor, write to Richard Ferguson, President, Park City Communications, Park City Plaza, Bridgeport, CT 06604. EOE M/F

**Opportunity for an experienced professional** in management of Pennsylvania AM and FM. Equal opportunity Employer. Send resume and salary requirements. Box H-172.

### HELP WANTED SALES

**Sales Manager** and sales persons for new FM station in Metro market. Advancement to G.M. possible. Initial salary guarantee. Resume to WQVE, Box 38, Carlisle, PA 17013. Equal opportunity Employer.

**Account Executive**—Needed immediately. Replace person retiring. Top list with more potential. \$15,000. to \$20,000. Starting. Want aggressive professional with broadcast experience. Recently expanded facilities—50,000 Watt FM-5,000 Watt AM. Beautiful lake filled area. Contact Gary Mallernee WTVB/WNWN. P.O. Box 1590, Coldwater, MI 49036.

**A Growing Organization** needs sales people who are self starters, creative and want to move up fast. We need more management candidates to promote from within. Excellent income potential with fringe benefits. Call Ed Doyle 703-466-9511.

**Sales Manager**—Large stable company. New facilities. FM-Stereo. Generous benefits and pay 6 station market. Resume Box 1118. Minot, ND 58701.

**Big Shoes to fill.** Need a go-getter to handle AM sales. Solid List plus benefits, on the edge of the Colorado Rockies. Play-by-play helpful but not necessary. Send resume to John Langellers, P.O. Box 340, Grand Junction, CO 81501.

**WRWC—FM, located** in Rockford, Illinois seek experienced radio sales people. Prefer RAB background. We are interested in people with a long term commitment to broadcasting and financial success. We offer training and a wide spread future for those who qualify. For more information contact Paul G. Fink, Box 345, Rockton, IL 61072, 815-624-2603.

**Dynamic Salesperson**, experienced for small market AM. West Michigan resort area. Eventual Sales Manager. Send complete resume, salary requirements and sales history. E.O.E. Box H-142.

**Eastern North Carolina** Full-Timer seeks a take charge Sales Manager, who can lead as well as sell. You will be working for an aggressive group owned station with chances of advancement. We offer an excellent salary plus commission and incentives. Contact John Stinson at 919-442-8091. An Equal Opportunity Employer.

**Western North Carolina—AM**—Experienced Salesperson with potential for moving into management-ownership-account list-salary and contract negotiable. 404-283-3084 evenings.

**Ft. Lauderdale, Florida.** Spot sales between religious programs for SE Florida's largest Gospel station. Must be proven sales or Sales Manager. WEXY Radio—Sales, P.O. Box 24300, Ft. Lauderdale, FL 33307.

**Salesperson/Announcer.** Mature self starter with 3rd endorsed and sales background. Resume and tape to Ed Marzoa, WJWL, P.O. Box 111, Georgetown, DE 19947. An EOE employer.

**Experienced Radio Salesperson.** We need you. Super list, guaranteed draw for 6 months, good commissions. Work for a Fantastic Lady Sales Manager who will not compete with you (carry no list). You will be highly regarded, treated with T.L.C., including an intensive care unit for relaxing after a tough day selling. If you're looking for creative, professional, and radio loving, success oriented people to back up your selling effort, you'll find happiness and money in the Golden Triangle of Texas. KOLE-AM and KZOM-FM (Sense of humor a requirement). Contact Gwen "Fantastic-Lady" Webb, General Sales Manager 713-727-1408.

**If you're tired** of answering blind box ads for turkey stations, and really believe you have the ability to succeed in major market radio, the hottest facility in St. Louis has one sales opening. I'm at the other end of this number waiting for your pitch. Peter Stromquist, KIRL, St. Louis, 314-946-6600. E.O.E.

**Contra Costa, California:** One of the state's most dynamic markets—\$2 billion in retail sales. Unique career opportunity with fast-growing AM station. KWUN, PO. Box 4004, Concord, CA 94520.

### HELP WANTED ANNOUNCERS

**WKBW Buffalo** is seeking an all night radio personality. Exceptional opportunity with a Capital Cities' Station. We need an experienced pro with a third class endorsed ticket. Some news required. If you're an entertainer, send tape and resume to Sandy Beach, Program Director, WKBW, 1430 Main St., Buffalo, NY 14209. No calls please. An equal opportunity employer.

**Midwest Modern Country**, looking for a communicator, good production, good board, to work with a great staff for a great company in a great atmosphere, we are open to all ideas. Box G-217.

**Beautiful Music announcer** with experience for top rated WBNY, Buffalo. Send tape, resume and financial requirements to Stu Cohen, WBNY, 2500 Rand Building, Buffalo, NY 14203. EOE.

**Contemporary Format** air personality, afternoon drive. Must also be fast and creative production pro. This is major requirement. \$300 week to start. 3rd with Broadcast Endorsement required. Send resume' and tape to P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

**Top station in Southeast** multi-station market needs good solid morning personality. If you are number one in morning drive in a small market—this could be an opportunity for you. EOE. Send resume to Box H-68.

**New England** small market automated AM/FM needs third endorsed operator with good voice for early August opening. Copywriting, production and news ability. Experience or talented beginner. EOE. Resume to Box H-73.

**Work & Play** in the Hawaiian Sun. Need Adult Contemp air talent w/1st phone to handle maintenance of 24 hour station. Experience mandatory. Box H-94.

**BBP Sports.** Some boardwork. Send resume, tape. KPDN, Pampa, TX 79065. EOE.

**Combo-Sales:** Need top country announcer who can sell. Salary plus commission. Take over Active Account List. WAEY converting to Announcer-Sales system. Also, immediate opening for Top Country Music Personality. Must know music, production, etc. Right person can advance to Program Director. Send resume, tape, for both positions to: Henry Beam, P.O. Box 1011, Princeton, WV. An Equal Opportunity Employer.

**Experienced announcer** with strong production for Contemporary AM in Traverse City, MI. Send tape, resume to Ross Biederman, WTCM, 314 E. Front St.

**Sign on with** contemporary WCNC Elizabeth City, NC for sign-on shift. Experienced persons send tape resume salary requirements. EOE.

**Top 40 Air Personality** who can read well, do great production and be part of a Number One Team. No calls. Send tapes and resumes to Pete Wilson, WQCM, PO Box 826, Hagerstown, MD 21740.

**Mature announcer** wanted for an adult audience in a small one station market within the NY ADI. Send your resume for an anticipated opening this fall to Box H-129.

**Medium Midwest** Adult Contemporary seeks future air talent and talk show host. Must be experienced communicators. Your chance to grow and prosper with established major station. Box H-138.

**Four station Mid-Atlantic** chain seeks Announcers. Full and part time openings. Good voice, production skills, and some experience necessary. Tapes and resumes to Rick Lewis, Box 151 Frederick, MD 21701. No calls. EOE.

**Gen. Va. Country.** Announcer position open. Experience preferred. Tape, resume to R. Sanders, Box 1390, Lynchburg, 24505

**WOMI is beginning** a two year building program to become one of America's top medium market radio stations. We have an immediate opening for a mature professional for morning drive or middays. Mass appeal format. Only proven winners willing to give 100% need apply. Ken Correll, WOMI, P.O. Box 1330, Owensboro, KY 42301, 502-683-1558.

**Personality Wanted** for Small Market Adult Contemporary. If you are friendly, conversational, mature and have something to say, contact Bill Scott, KWEI, Weiser, ID.

**We need you this Fall.** Sooner, if mutually agreeable. Top-rated Top-paying upper Midwest Powerhouse wants you and your professional, experienced, production—gifted, current events oriented, warm personality to call 701-293-6724. 6 pm to 8 pm.

**San Juan**—Adult-Contemporary AM, all-English. Send your lively and friendly-sounding tape with resume: Bob Bittner-PD, WHOA, P.O. Box "V", Hato Rey, Puerto Rico. 00919. Market size 1,700,000.

## HELP WANTED ANNOUNCERS CONTINUED

**Play-by-play football** announcer needed for Texas station. Sports and news background helpful. Fast growing medium market. EOE. Send resume to Box H-151.

**Announcer/Producer.** Immediate opening at 100,000 watt classical/news public radio station. Must have 3rd phone, knowledge of all aspects of classical music including pronunciation, familiar with production and assume responsibility for specific modular and other programming. Salary: 8500-9500, depending on experience. Tape and resume to: P. B. Greedy, Personnel, Western Iowa Tech Community College, P.O. Box 265, Sioux City, IA 51102. No calls. EOE.

**Wanted: DJ** with good production and interest in sales. Tape, resume, references to WSLB, Box 239, Ogdensburg, NY 13669. Or call 315-393-1100. EOE.

**NW Iowa MOR needs** another announcer-salesperson. Send resume, tape to KAYL, Storm Lake, IA 50588.

**We have been called** by a national radio publication "The Nations Best Sounding Radio Station." When my people do leave, they go to the country's biggies. If you have personality and can communicate on a one to one basis with one of the largest Radio audiences in Wild, Wonderful, West Virginia (Pittsburgh ADI) get me a tape and resume now! Dick McGraw, WCLG FM/AM, Morgantown, WV. EOE M/F.

**Gulf Coast Station** Looking for experienced air personnel for drive slots. We need air personalities (possibly with first phones) and news people. Tapes and resumes to John Morrison, KOLE, P.O. Box 336, Port Arthur, TX EOE.

**Experienced announcer** for Top Rated 24 hour Country and Western operation. Must be sharp on the air with top production knowhow. Send resume and tape to: KLUR Broadcasting Company, Post Office Box 5344, Wichita Falls, TX 76307, 817-691-2311. An Equal Opportunity Employer.

## HELP WANTED TECHNICAL

**Midwest Stereo FM** has an opening for a chief engineer to maintain and construct new studio facilities in great college town. Must be able to maintain high quality audio equipment, automation, STL, and have background in station construction. If you are looking for a good opportunity send resume and salary to Box G-213.

**University seeks** full-time Chief Engineer for Non-commercial FM NPR affiliate. Good salary at a good university in a good city. Contact Gary Chew, KWGS, 600 S. College, Tulsa, OK 74104, 918-939-6351. University of Tulsa has an Equal Opportunity/Affirmative Action Program for students and employees. Closing Date August 1, 1978.

**Chief Engineer,** Experienced pro for successful well maintained Class C in Beaumont, Texas. Hassle free graveyard shift. 10K. K106, 713-769-2852.

**Wanted Chief Engineer.** 1st class FCC License with knowledge of automation, heavy maintenance of equipment and directionals. Good salary and working conditions. Contact Don Martin, President, WWBZ Vineland, NJ 609-692-6500. An Equal Opportunity Employer.

**Technical Director** for Albuquerque AM-DA, FM. 5 years experience in top 50 market required. Those without impressive references and credentials need not apply. Excellent salary. Send resume to Larry D. Ellis, PE., Telecommunications Consulting Engineer, Box 22835, Denver, CO 80222. No phone calls accepted.

**Chief Engineer**—Michigan, 5,000 Watt AM. Directional night. New 50,000 Watt FM Stereo. Must be good transmitter and audio engineer. Great benefits, beautiful lake area. No absentee ownership. Owner concerned about sounding best. Salary negotiable. Call 517-279-9767.

**Chief Engineer** 5,000 watt daytime with full time Class C Automated FM. Fulltime Engineering, no board work. Present Engineer going to Alaska. Talk to our present Engineer, Larry Craig, then contact Don Heinen, KUTI/KUEZ, Yakima, WA. E.O.E.

**Wanted:** Engineer, Heavy on Maintenance. \$200 a week plus a small house to live in. Box H-119.

**Maintenance Technician** needed by KPBS-FM (Equipment Technician I). Responsible for installing, maintaining, repairing studio equipment. Must be familiar with modern stereo studio and test equipment. Qualifications: One year related experience; college electronics courses in engineering, industrial arts, or physics highly preferred; First Class Radio-Telephone license required. Salary 14,208-17,088. Apply before August 4 to: Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action/Title IX employer.

**Technical Director/Chief Engineer** needed for 3 station group in New England. Should be strong in FM and AM RF, Automation, Studio Construction, Solid State, STL, and Audio-processing. Administrative ability a must. Salary and benefits commensurate with experience. Immediate opening. Write Richard Ferguson, President, Park City Communications, Park City Plaza, Bridgeport, CT 06604 or call 203-366-9321. EOE M/F.

**WXCL Chief Engineer Wanted.** First Class License and supervisory experience required. Excellent benefits. Salary open. 309-685-5975.

**Experienced, dedicated chief engineer** needed by California Central Coast AM directional with application pending for DA-2 power increase. Must be responsible and qualified. Resume with references to KFYV, Arroyo Grande, CA 93420, E.O.E.

**Engineer Wanted:** 5 KW-AM FM. Please reply to Box H-6.

**WGIR AM/FM, Manchester,** New Hampshire, is seeking a Chief Engineer. You should have a minimum of five years experience, be familiar with automation, remote control, STL & TSL links, R-ENG, and like to work with people. If you're qualified, send resume and salary requirements to Ed Juare, Engineering Director, Knight Quality Station, P.O. Box 927, Fall River, MA 02722, E.O.E.

**Chief Engineer**—for long established 5000 watt directional AM and 3000 FM. Excellent permanent position either for person with chief experience or qualified staff person wanting to move up to chief position. Contact general manager, WPAG, Ann Arbor, MI.

**Chief Needed** for our AM-FM combination in Beaumont-Port Arthur-Orange Market. KOLE is A Class IV; KZOM-FM is Class C, with new equipment. Resumes and references to John Morrison, P.O. Box 336, Port Arthur, TX. EOE.

**Wanted: First phone** with fair amount of technical ability; some announcing—salary open, call 916-233-2713.

**Wanted: First Phone Engineer** for Rocky Mountain AM and FM stations. Some board work and production but strong on maintenance. Also Third Phone Announcer needed with strong voice to handle automation programming and production for AM and new FM, both openings available now. Send tape and resume to Marc Hayes, KAYT—Inland Broadcast Co., Box 427, Rupert, ID 83350.

**Broadcast Technician** or Engineer. Must have experience on 50 or more KW AM Transmitters. STL. Studio equipment. Quality minded. Will supervise maintenance technicians of 100 KW AM station located in Caracas, Venezuela. Send resume to: Semack Trading Co., Inc., 120 Wall Street, New York, NY 10005, ATTN: J.S.

## HELP WANTED NEWS

**Reporter to replace** one who has moved to manage his own team. We require experience plus strong delivery and writing skills. We offer high visibility, growth potential, a competitive salary, and good living conditions. Non-returnable tape, resume, references to Mike St. Peter News Director Drawer B WEBR 23 North Street Buffalo 14202. WEBR is an equal opportunity affirmative action employer.

**All-News WEXI,** Jacksonville, Fla. Immediate opening Anchor. Exp. only. Must be able to write, gather as well as read. Tape/Writing sample/resume to Rick Hayes, WEXI, 5621 Commerce, Jacksonville, FL 32216, 904-744-1280.

**Heavy Local News** oriented AM-FM needs experienced, mature news person. Resume and audition to Duane Hammann, Box 1446, Mason City, IA.

**We need a heavyweight** to do morning news in our newly created department. Should have one to two years news experience. Journalism degree preferred, but not required. Salary range: twelve to fifteen thousand dollars. Contact: Jan Thomas, News Director, KFYR Radio, Box 1738, Bismarck, ND 58501. Phone: 701-223-0900.

**Sports minded station** in Southeast needs football play-by-play person who can double as sales person or as morning drive personality. EOE. Resume to Box H-61.

**Experienced News Director** for 100,000 watt Public Radio Station. Candidate with Masters Degree preferred. Teach 1 course. 10-10,800. Applications should be postmarked no later than August 1, 1978. Resumes and tapes to Larry Miller, General Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74074. EOE.

**Committed to News?** Station with 8 person staff seeking heavy voiced anchor, immediately. Must have great pipes, minimum of 3 years experience and know what news is all about. Top pay for right person in beautiful seaside resort area. Rush tape, resume and brief philosophy of news to Bill White, Box 431, Hyannis Port, MA 02647, 1-617-775-0500.

**New England AM** needs experienced News Director. Heavy local news commitment in growing single-station market. Third phone required. Tape and resume with salary requirements to Cliff Korrad, WNBP, Box 310, Newburyport, MA 01950. EOE.

**WWL Radio Need** Morning Co-Ancor. Heavy writing, editing, reporting experience. Know what news is important to listeners, and how to build numbers. Tapes and resumes to: Tom Krimser, WWL Radio, New Orleans 70176. EOE M/F.

**Experienced News Person**—for respected active radio station. Strong writing and reporting skills and good delivery required. Excellent salary and fringe benefits. Tapes and resumes to WJET, 1635 Ash St., Erie, PA 16503. EOE.

**1490FLB, Fayetteville,** NC needs an experienced News Director. Modern facilities. Professional atmosphere. Send tape and resume to General Manager, P.O. Box 530, Fayetteville, NC 28302.

**News Leader** in heavy news market seeking Reporter/Anchor. Possible move to morning Anchor/Editor. Need experience covering local government. Must be strong-writer, self-starter. Extensive phone work. EOE. Resume, tape to Doug Breisch, WIZM, Box 99, La Crosse, WI 54601.

**Sports Reporter**—Independent all-news. Requires experience, strong writing and delivery, knowledge football, basketball, hockey. Sports talk show experience helpful. References, resume, non-returnable tape, to Pete Weber, Sports Director, Drawer B, WEBR, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

**News Director**—Wanted for 5KW news leader in Missouri market of 16,000. Experience, references, resume, and personal interview required. Box F-140.

**Great place to live.** Small Market FM in Gold Country. Gather, write and deliver local news. KNGT, Box 609, Jackson, CA 95642. 209-223-0241.

**News Communicator** needed at once for one of America's truly great radio stations. I want someone with talent, energy, credibility. Tapes and resumes please. Rod Fritz, News Director, KIMN, 5350 W. 20th Ave., Denver, CO 80214. We are an Equal Opportunity Employer.

**News Director Slot** is open at soon-to-be Newsradio debuting in Louisville, Kentucky. Phone 812-945-0594.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**PD/Announcer** for new FM. Great opportunity for aggressive person. Long days. E.O.E. Rush tape and resume to WWJM, Box 507, New Lexington, OH 43764.



## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Radio Producer.** Radio Producer position available at public broadcast station, WTGM-FM, owned and operated by the Hampton Roads Educational Telecommunications Association, Inc. Requirements for the position include the following: Third Class FCC License with Broadcast Endorsement; minimum three years on-air experience as a full-time radio professional (preferably in public and/or fine arts radio); must have demonstrated working knowledge of classical music, including correct pronunciation of classical music titles, composers and performers; must have high quality air voice and personality; ability to interview persons in a variety of fields (live & pretaped); must have working knowledge of commonly used broadcast production equipment, including tape editing. Bachelor's degree in the communications field or liberal arts desirable as well as knowledge and experience in the general field of public affairs. Good employee benefits. Send tape, resume, references and salary requirement to the Personnel Department, 5200 Hampton Boulevard, Norfolk, VA 23508. Deadline for applications is July 28, 1978. Equal Opportunity Employer.

**Needed immediately:** An imaginative and creative person to join staff of two, writing Radio commercials for leading Radio Stations. Must be well organized and have typing skills. Send resume and examples of work to: Kevin Korotex, WAXX/WAYY, P.O. Box 47 Eau Claire, WI 54701. An Equal Opportunity Employer.

**Production Director.** Write and produce outstanding commercials. Schedule and direct part-time production announcers. Must be creative, efficient, do character voices and able to work with small staff. Finest equipment, Excellent salary and benefits. GLS! (great little station) Send tape and resume to Bob McKinley, WRCV, Box 92, Mercersburg, PA 17236. Phone 717-597-9000.

**South Florida** Contemporary 100,000 watt station needs Program Director/Morning Personality. Looking for experience, stability, strong voice quality and production, heavy personality and management ability. Send audition tape, resume and starting salary to Randolph Miller, WOJV, Box 3192, Ft Pierce. We are an Equal Opportunity Employer.

**Radio Programming Assistant.** Radio Programming Assistant position available at public broadcast station, WTGM-FM, owned and operated by the Hampton Roads Educational Telecommunications Association, Inc. Duties will include assisting the Director of Radio Programming with emphasis on program promotion, continuity and acquisition as well as performing miscellaneous clerical duties. Requirements for the position include the following: Minimum of one year experience in broadcast promotion; proven ability to express thoughts and ideas clearly in writing; and accurate typing skills. Bachelor's degree in a communications related field or liberal arts preferred. Familiarity with broadcast station operations, particularly continuity and traffic desirable. Good employee benefits. Send resume, sample of promotional copy, three references and salary requirement to the Personnel Department, 5200 Hampton Boulevard, Norfolk, Virginia 23508. Deadline for applications is July 28, 1978. Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**Floridian, would like** to move back. All inquiries Confidential. Manager, Sales Manager, Owner. Box H-84.

**Can I join your** management team, qualifications: former ownership. Sales, programing, finance, acquisition, AM-FM, CATV, available now. Box H-24.

**Very Successful** radio General Manager wishes to relocate in Sun Belt. College Degree. Excellent track record and references. Box H-46.

**Beautiful Music** Program Director desires operations/management position. Family man, late 30s, presently in top 20 market. 6 years this station. Prefer Great Lakes/Upper Midwest. Box H-115.

**General Manager/General Sales Manager,** Radio or TV, available. Currently employed, Major Market. Solid Track record, Heavy references. Reply Box H-117.

**Business Manager,** aggressive, twenty years experience, most in top ten markets, wants challenging position in the West. Employed. Please write to Box H-131.

**GM, Heavily Sales** oriented. Problem solver, Superb trainer. Strong leader. Professional, energetic, ethical. Creative doer. Impeccable references. Outstanding track record. Box H-145.

**Result Oriented GM,** most recent credentials include building from ground up the No. 1 radio station in top 20 market. No. 1 in ratings, sales; promotional awareness second to none. Local image and national prominence. Box H-150.

**Management, Sales, Sports**—12 year veteran, family man, excellent record. Looking to move up. Midwest preferred. Small to Medium Market. Box H-156.

## SITUATIONS WANTED SALES

**Looking for Combo** work: Jock/Sales. Black oriented. Box H-86.

**Sales, news, own copy.** Born again Christian, B.A. Communications. 2 years experience, commercial and educational FM. Resume and/or air check upon request. Family man. Box H-116.

## SITUATIONS WANTED ANNOUNCERS

**Experienced DJ,** 3rd endorsed, tight board, good news/commercial delivery, will go anywhere. Box G-145.

**Jock Itch'n'** for first job Radio. Professionally trained. 3rd Endorsed. Would prefer relocating out West. For tape and resume contact Mark Jay Muller, 9047 N. Crawford, Skokie IL 60076. 312-673-9047, 312-673-9049.

**Hard working announcer/newsman** wants to meet with GM concerning future employment. Some experience. Available Mid-August. Rod Morrison, 55 Pond Street, Natick, MA 01760. 617-653-3607.

**Looking for entry** level Medium Market Personality position. Currently Music Director with 2 years experience. Will relocate. Prefer Adult Contemp. Box H-72.

**12-year pro** wanting announcing-programming responsibilities in medium market. Must be willing to pay above average salary for above average talent in your market. Impressive credentials. Prefer country or pop-adult format. Box H-92.

**Female 23,** 3rd Endorsed, expertly trained, Seeking first break in Radio. Will relocate anywhere. Tape and resume available upon request. Call 312-275-2441 or write, Kathy Moyer, 1218 W. Winona, Chicago, IL 60640.

**Entertaining, warm, mature** air personality, M.D., programming, three years commercial experience, seeking position at medium or large market station. Contemporary, AOR, MOR. All locations considered; prefer New York ADI. References. Bob Alexander 212-238-2849, before noon, after 7 PM.

**Beginning disc jockey,** 8 mo's experience, 3rd endorsed. Witty, knowledgeable in sports. Bill Landry, 13-F Winchester Rd., Newark, DE 19713, 302-368-3584.

**School of Performing Arts, N.Y.** and ATS Grad. 3rd Endorsed. Radiating DJ. Box H-128.

**3 years experience,** currently PD and AM Drive, BA Journalism, looking for Rocker in larger market. Box H-154.

**New England** announcer, 3rd. Endorsed. Experienced fully in production, station operations, news. Deep, rich voice. B.A. Bound. Writing & Oratory Awards/Recognition. Box H-159.

**Vacation Announcer—engineer,** experienced in transmitter repairs, directionals. Preferences: Permanent Chiefs job. S. Fla. Unhassled, unpolluted, companionship, p.m.s. near housing, lodging advance, Pop, Bands, MOR. Fly me anywhere warm, \$15,000.305-721-1539 evenings.

**Professional announcer,** community minded seeking Dallas-Ft. Worth, Northwest Tex. Position. 214-288-8587.

**Top Jock-Disco/MOR/Oldies-PD.** First Phone, 10 years exp. Sim Garrett, 1505 So. First Ave., Maywood, IL 60153, 312-531-5108.

**Announcer/DJ 21/2 yrs** exp seeks work in FM. Great pipes, news, production. Prefers Heavy News Station. For Cassette and complete resume write John Fenner, 833 Forest, South Bend, IN 46616. Available now.

**For Rent**—official hell-catcher, widower, 1st ticket, ham, Mars, CB, Transmitter, announcer, Janitor. I do it all. Radio or TV. Now employed. Local references. Write PO Box 944, Lemon Grove, CA 92045.

**Experienced Announcer,** three years, news, programming, production, music: First Phone, will relocate, 317-831-4994.

**Jock**—Eying for first job in Radio. Expertly trained in all phases. Ready to relocate anywhere. For tape and resume Call Craig Stevens (Ginsburg) 312-358-6930 9AM-5PM or 312-965-8431 5PM-10PM or write Craig Stevens (Ginsburg) 5843 Main, Morton Grove, IL 60053.

**Experienced Jock** 3rd phone. Will relocate Preferably Pa., NJ or Delaware. Contact Rob Federal 717-455-3004 or 215-744-5729.

## SITUATIONS WANTED TECHNICAL

**Engineer/Announcer:** First Phone, hard way. 19 years old. Short on experience, long on ambition. 1+ years experience, Steve Boucher, 208-549-3023.

**Aggressive, Ambitious Engineer** desires position in Large or Medium Market. Looking for station committed to technical excellence. Can design & build from ground up. Major Market experience. Box H-168.

**If you are a** Contemporary or R & B format station constructing new facilities, or in poor condition technically, we need to talk. Experienced CE looking for a challenge. 1-901-784-9620.

## SITUATIONS WANTED NEWS

**Thoroughly Professional,** Experienced ND for multiple-member news department, Southeast. Aggressive. Box H-2.

**Sports Director**—PBP Broadcaster. Currently Radio SD includes University PBP football and basketball. Looking for University PBP Football for fall. 5 years experience, young, enthusiastic, educated... MS Communications. Box H-8.

**Play-by-Play:** Major college football. Big Ten conference experience. I'm certain you'll like what you hear. Chuck Underwood: 309-764-9694 or 319-355-7087.

**Experienced newscaster/reporter** seeking larger market. Excellent references, solid radio news background. Box H-69.

**Major League Hockey** Announcer seeks NHL radio or freelance television PBP job. 7 years hockey PBP experience including 50,000 watt radio, major market TV and All-Star game. Currently doing sportstalk plus hockey. Dynamic, respected, knowledgeable, versatile talent. Box H-78.

**Want to put my roots down!** Sports Director/PBP. All phases of sportscasting. Seven years PBP—high school, college, pro. Football, basketball, baseball. Versatile experience. Married, college degree. Professional attitude. Prefer Midwest. If sports is important to your station, let's talk. Box G-130.

**Ready for new** challenge. Now morning anchor medium market Northeast. Want larger market or News Director position. Mid 30s. Public Affairs and Talk, too. Box H-110.

**Morning Anchor,** medium to large market. Currently small market ND, Relocate. Box H-112.

**Want Ambitious Sports Coverage?** I'm the man you want. Top credentials compiled in major market. Looking for solid market slot. Box H-170.

**Super Sports/PBP,** News/Sports writing and reporting. DJ, 3rd. Available immediately, will relocate anywhere, East Coast preferred, Mike 502-351-8245.

## SITUATIONS WANTED NEWS CONTINUED

**Available for anywhere**, UNC Graduate, Broadcast Journalism seeks news job. Stringer experience. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

**Sports Director**, 11 years in Radio Sports. The more sports work, the better! Have done PBP on semi-pro hockey and baseball and small college football and basketball. Have also been around professional sports. 29, Single, BA. Honest and dedicated. Numerous references. If you want good, lively sports, let's get together. Also four successful years of radio sales. Dave Kunz, P.O. Box 1817, LaGrange, GA. 30241. Phone 404-882-5055.

**Hard Working** and Knowledgeable sportscaster seeks full time sports announcing position in major/medium market. 5 years experience. Excellent football, basketball, baseball, play-by-play. John Rebenstorf 714-793-6825.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative, Stable**, seven year Radio Pro. Production, music, programming experience. ARB rated number one show. Want permanent position with Personality Top Forty, or A/C Operation. Prefer programming. Box H-137.

**PD/Production pro**, excellent voice, conversational approach, seeking jock/production position with solid MOR powerhouse. Stability, professional attitude paramount. 10 years on-air, last 5 as PD of 50-KW, medium-market, major group AM. Married. 29, college. Box H-169.

## TELEVISION

### HELP WANTED MANAGEMENT

**Director of Instructional Television** for upper Midwest public television station. Duties: manage, develop instructional television services, including K-12, college level, business, industry and adult education; assess needs, design, deliver and evaluate results; maintain school district involvement and cooperation with Instructional Television Committee. Requires: B.A. is minimum; previous experience with ITV; must have well developed verbal and writing skills, classroom teaching especially desirable. EOE/AA Employer. Send resume to Box H-118.

**National Sales Manager** for Southeast network affiliate. Strong at inventory control, upward-thrust pricing, and sound business building. Experience and salary history to Box H-136.

**Sales Development Executive** to travel from group headquarters to TV stations in East, all network affiliated, to generate ideas, work with local management to build local-regional sales. Must be fully conversant with up-to-the-minute selling and pricing techniques and have the credentials to work with top management. Box H-149.

### HELP WANTED SALES

**Commercial Manager** with sales leadership and ability for VHF in growing Southwestern market. Box H-99.

**KIMO-Television** is looking for an aggressive, personable, sales person to join Alaska's "Number One" Sales Team and Television Station. This position is responsible for on-street presentations of broadcast sales as well as servicing of accounts which includes knowledge of Production, Traffic, Accounting, and Collections, and is available immediately. Applicants must have at least two - three year sales and/or sales related experience and be able to provide personal transportation. The salary is base pay against commission. Applicants may mail resume to: KIMO-Television, Corporate-Business Offices, 3001 "C" Street, Anchorage, AK 99503, or may make application in person at the above address, Monday through Friday, 8am - 5pm. No calls, please! KIMO-television is an equal employment opportunity employer and encourages minority and women applications.

### HELP WANTED TECHNICAL

**Chief Engineer** with proven ability in administration and troubleshooting for South Texas VHF. Box H-87.

**Excellent opportunity** for first phone switcher with established New York State UHF. Will train. No experience required. Call Larry Taylor, 607-739-3636. EOE.

**Videotape Maintenance Engineer** for quad VTR's and other related equipment for post production and duplication house. Prefer FCC 1st and at least one year's experience. Call collect 313-971-3600, or send resume to Robert Stapleton, NET Television, 2715 Packard, Ann Arbor, MI 48104.

**Chief Engineer**—VHF in growing sunbelt. Needs strong background in well equipped affiliate station. Good starting salary and fringe benefits. An Equal Opportunity Employer. Send complete resume to Box H-27.

**Maintenance Chief** for Texas VHF. Must have superior technical qualifications. Box H-89.

**Assistant Chief Engineer**: Needed immediately at ABC affiliate in Northeast. Experience with Ampex 1200, Studio cameras, UHF transmitter and microwave. Excellent opportunity for technician to move into management position. M/F, E.O.E. Send resume to Box H-120.

**Television Maintenance Specialists**. Are you a specialist in the maintenance of quad video tape recorders?, or studio and portable camera systems?, or computerized editing systems? A large Southeastern TV production center has positions available for highly qualified and experienced technicians specializing in any of these areas. Paid insurance, 3 weeks paid vacation, 12 holidays per year. An Equal Opportunity Employer. Send complete resume to Box H-157.

**T.V. Studio Maintenance Engineer**. Prefer experience with Ampex 1200, RCA TR-70, RCA-TK-45 and Sony BVU 200. Experienced only. Write or phone Don Smith C.E.-WRDW-TV, Drawer 1212, Augusta, GA 30903. 803-278-1212. An Equal Opportunity Employer.

**Maintenance Technician**—First Phone; must be experienced, capable, reliable. Will maintain modern studio equipment including ACR25. Microwave and transmitter knowledge also useful. Good facility, location, working conditions. EOE. Karl Black, CE, KRTV, Box 1331, Great Falls, MT 59403.

### HELP WANTED NEWS

**News Anchor** position in the sunny southwest for a medium market station. A minimum of three years of television news experience is required with a strong background in reporting and writing. Looking for someone with a better than average ability to relate to viewers and someone who can take charge immediately. Box H-9.

**C-Anchor**. Need an experienced TV anchor/reporter. Medium market with strong news commitment. Some street reporting and producing. EOE. Box H-80.

**News Anchor**: Anchor for 6 and 10:00 PM newscast in large Southwest market. An Equal Employment Opportunity Employer. Send resume to Box H-88.

**Reporter/Photogs** needed for top 100 market group owned NBC affiliate. Must be hard-working and have aggressive attitude. If you're looking for a challenge—we have it. Send tape, resume and salary requirements to Paul McCaye, WYUR-TV, 4848 Governors Drive, Huntsville, AL 35801. Minorities welcomed.

**Reporter-Anchor**: Southeast medium market station wants experienced reporter-anchor. Excellent working conditions in market-leader station strong in community affairs. Send resume, VTR to James E. Davis, News Director, WJBF-TV P. O. Box 1404, Augusta, GA 30903. E.O.E.

**Anchor**: Group owned NBC affiliate needs top notch anchor. Must have good on-camera presence and ability to communicate. If you're looking for a challenge—we have it. Send tape, resume and salary requirements to Paul McCaye, WYUR-TV, 4848 Governors Drive, Huntsville, AL 35801.

**Weather**: We need a strong weather personality. Must be strong in locally oriented format and able to work with radar. Send tape, resume and salary requirements to Paul McCaye, WYUR-TV, 4848 Governors Drive, Huntsville, AL 35801.

**Needed Immediately**: Experienced Television Reporter for general assignment duties. Possible weekend sports anchor duties. Experience in 16mm and ENG photography and editing preferred, but not necessary. South Florida. Equal Opportunity Employer. Box H-113.

**Newsfilm/Tape Editor**: The person we're looking for works in New York or Chicago and is nearing retirement. We offer a chance to continue working, while enjoying the unsurpassed hunting and fishing of a fast growing sunbelt market. Box H-130.

**We are looking** for an experienced co-anchor for our 6 and 10 p.m. news. This person is probably already doing week-ends or regular anchor work. Include resume and salary requirements. Medium market on the beautiful South Texas Gulf Coast. Females encouraged to apply. Equal opportunity employer. Box H-134.

**TV Sports Anchor**—Major Southeastern station seeking associate sports director. Must be polished professional, capable of carrying prime-time weekday shows. Reporting, film, ENG experience essential. EOE. Send resume to Box H-152.

**Small Market Television** station seeks energetic person to handle sports department and some news reporting. Considerable on air work, 16mm Film reporting and editing. Immediate opening. An Equal Opportunity Employer. Send resume to Box H-160.

**Sportscaster**: Aggressive reporter-anchor with PBP and film experience. No beginner. Send tape and resume to: Clyde Payne, WBKO, Bowling Green, KY 42101.

**Reporter/Producer Training Position**. Work with Manager Public Affairs carrying comprehensive programming in weekly news magazine format, specials and documentaries and public affairs. Must have bachelors in Journalism or equivalent in related field and one year full time professional experience in either Broadcast or print journalism. TV or film production and on-air experience desirable. Deadline August 4, 1978. Send resume and tape or writing sample to Mike Kirk, KCTS/9, 4045 Brooklyn Avenue NE, Seattle, WA 98105. Equal opportunity affirmative action employer.

**South Florida Television** Station seeks an experienced news person for co-anchor position. Please send a 3/4" cassette and resume to: News Director, P.O. Box 510, Palm Beach, FL 33480. Equal Opportunity Employer.

**Sports Director**. Experience a must. Anchor and film package abilities needed. Send tape and resume to: Brad Face, 110 3rd Street, Norfolk, VA 23510. An EOE.

**Immediate Opening** for experienced News Person with leading NBC Network Affiliate. Applicant must be able to gather, write, edit and air Radio and Television news programs. 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 General Manager, WSYR-AM/FM/TV, 1030 James Street, Syracuse, NY 13203. No phone calls, please. An Equal Opportunity Employer.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Group-Owned VHF** in New Orleans has immediate opening for experienced Producer/Director with heavy commercial background in both film and video tape. Also capable of directing news, public affairs programs and special projects. Do your own switching on Grass Valley 1600-7K with DVE. Send resume and audition cassette to Don Wilburn, Program Director, WVUE-TV, 1025 South Jefferson Davis Parkway, New Orleans, LA 70185. An Equal Opportunity Employer.

**Cinematographer/Editor** for public affairs film unit in top five market station heavily involved in local production. Minimum three years film experience in single and double system. Some ENG experience is desirable. An Equal Opportunity Employer. Send resume to Box H-127.

**Editorial Director**—Leading medium market network affiliate seeks experienced journalist to write and deliver hard-hitting editorials. An Equal Opportunity Employer. Send sample scripts with resume to Broadcasting, Box H-140.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**TV Producer**—Minimum 2 years experience required. Must have produced TV newscast. Top 50 markets. Midwest location. An equal opportunity employer M/F/H. Send resume to: Box H-167.

**Commercial Writer-Producer** needed for medium market Midwest net affiliate. You furnish the ideas, creativity, writing ability and film and studio know-how—we furnish the full-fax new studio. Rush resume, writing samples and 3/4" video cassette or 2" VTR to: Vince Daube, Program-Operations Manager, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820. An E.O.E. employer. No phone calls, please.

**Director** for Toledo PTV. Minimum 2 years broadcast directing experience. Able to handle wide range of shows with flair and care. \$13-16,000. Resume with production credits, references and tape if available to Don Williams, Production Manager, WGTE-TV, 415 N. St. Clair, Toledo, OH 43604. Equal Opportunity Employer.

**Promotion Director** (Jackson, Michigan). Six months experience as a Promotion Director or in advertising. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

**TV Producer-Director**—Produce and direct educational and instructional programs, translating the needs of faculty into effective media presentations. Teach regularly scheduled courses in television production or related areas. Evaluate instructional systems. Master's (doctorate preferred) and three years' experience in television. Salary competitive (12 months). Write with resume to: Dr. Richard Stowe, Box 50, SUNY College of Arts and Science, Plattsburgh, NY 12901, by August 15, 1978.

**Creative Service Director** Creative, enthusiastic, experienced with ENG for local production and commercial unit. Resume and/or Demo tape to Bob Craig WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE.

**Major Market TV Station "Magazine" Program** is seeking Photographers who can do "feature" type work. Field Reporters who can write "feature" work. A "Producer" who can assign and oversee production of a Daily Program. Resumes, salary requirements, and work samples must be submitted to Johnny Walker, WKEF-TV, 1731 Soldiers Home Rd., Dayton, OH 45418. EOE/MFH.

**Director of Production** to direct and be responsible for the supervision and scheduling of all production operations of a PTV network. Minimum qualifications: Bachelors degree, advanced degree preferred, in communications or related field with five years experience in the production of News, Public Affairs and the Arts, etc., with knowledge of Cinematography and Graphic Arts. Salary range: \$13,404 to \$20,796; normally starting salary not to exceed \$15,018/yr. Application deadline: July 21, 1978. Position available August 1, 1978. Contact Keith J. Nighbert, Manager, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

**Scenic Designer** needed by the Mississippi Authority for ETV. Incumbent should be highly creative and artistic, and should possess skills in design and graphic layout. Applicant must have basic knowledge of television production and understand fully the requirements for color studio production. Supervisory and management experience essential. Graduation from accredited 4 year college with two to four years experience in the designated field, or a degree from an accredited art school with four to six years experience in television scenic design, required. Salary range \$10,644-\$14,988. Applications accepted through August 7, 1978. Women and minorities welcomed. Contact: Personnel Manager, P.O. Drawer 1101, Jackson, MS 39205, 601-982-6227.

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**SITUATIONS WANTED MANAGEMENT**

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**General Manager/General Sales Manager** Radio or TV, available. Currently employed, Major Market. Solid Track record, Heavy references. Reply Box H-117.

**Aggressive Television Executive** has been GSM and GM in small market 15 years. Seeking growing organization in middle-sized market. Highest calibre educational and career background with excellent references. Your team will produce for me. Box H-91.

**Medium Market PD** looking for next rung up career ladder as PD, Assistant PD, or Station Manager, in Top 50 Market. Production background, including Major Market Producing/Directing Currently responsible for daily programming; contact with syndicators and net work; supervising and budgeting of production, traffic, and continuity departments, plus much more. Can be available soon. Contact Paul Dicker, Box 816, Cedar Rapids, IA 52406.

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**SITUATIONS WANTED ANNOUNCERS**

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**Female Talk Show Host/Interviewer.** Young, experienced. Currently on-air. Ready to "move up". Videotape available. Box H-29.

**TV/Radio Sports Director**—PBP Div. 1 College, Promotion Director, advertising sales, talk show, sports talk interviews, public relations. 1-219-432-3083.

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**SITUATIONS WANTED TECHNICAL**

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**20 yrs. exp., management,** construction, design, consulting, seeking Group Director of Eng. of large fac. C. E. Reply Box H-139.

**First Phone, CIE Graduate,** approximately two years experience studio and transmitter operations, light maintenance some remotes. Presently with small ABC affiliate, relocate. Box H-147.

**Engineer, 28 yrs.** Experience, AM-FM-TV construction, installation, operation, maintenance, desires overseas position. Box H-4.

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**SITUATIONS WANTED NEWS**

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**Versatile Journalist** who can act as Assignment Editor, Producer, Investigative Reporter and more seeks challenging position with aggressive news department. Can shoot and edit film. Seven years journalistic experience. For resume, tape, and top references call Ed Isenberg, 505-299-4242 or write 13110 Constitution NE 403, Albuquerque, NM 87112.

**Experienced radio newsmen,** M.S. broadcast journalism, some TV, wants you to see his VTR. Box H-51.

**Television sportscaster,** over two years experience, seeks similar position in medium or major market. Know electronic news gathering, great writing ability. 1975 National Golden Glove boxing champion. Box H-59.

**Nearing Completion of Ph.D.** in political science at University of California. Young (26), aggressive. Can cover legislatures, courts and public agencies in depth. Five years news experience at CBS o'&o' in San Francisco and CBS affiliate, Washington, D.C. Box H-77.

**Weatherman** now in major market wishes to relocate on the West Coast after August. Box H-79.

**30 year old newspaper reporter** with a slew of awards and a Pulitzer Prize nomination looking for TV news spot/ I've done some broadcast stringing, am a strong writer, and have what it takes to be a broadcast journalist. Box H-93.

**News/Public Affairs Reporter.** 3 years live, ENG, film experience in top 20 market. Northwestern degree. Presently employed. Will relocate. Box H-143.

**Experienced TV Journalist**—excellent background—seeks return as Writer/Producer/On-air. Degree, Outstanding references. Credentials. Box H-162.

**Assignment Editor** position wanted by imaginative, competitive TV news pro. I will win you awards. Box H-171.

**News Director** position wanted by freelance network news producer. 12 years experience including newscast producer, assignment editor, reporter, 16mm/ENG photog and editor. Journalism degree. Good references. 801-467-3740.

**Versatile Black Female** seeking news market in Denver. Four years of experience in radio and television. Want more experience as TV Reporter and future advancement to TV Announcer. A Self-Motivator. For resume and tapes call 319-396-4473 between 8 and 1 CST.

**Our Husband-Wife Team** is the right addition to your news team. Self starting Reporter-Photographers with our own ENG unit. Nick Isenberg and Dawne Gundel 303-945-9124, 303-945-8839.

**Experienced TV Reporter** from Top 40's wants to move. If you want a pro. call Ron 608-256-6092.

**Searching for One-Woman Show?** Reporter. Anchor, Talent, Show Host, Photographer, Writer. This Ladie's It! Aggressive, fearless, bright personality. Not afraid of long hours. B.A. Two year commercial experience. Small market TV or Radio. Relocate anywhere. Linda Shutok 412-438-7390. Let's Talk.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Freelance Director** looking for full time work in small to medium market. Experienced in news, public affairs, commercials and remotes. Can also produce and operate all broadcast equipment. B.A. degree and will relocate anywhere. Box H-125.

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**ALLIED FIELDS**

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**HELP WANTED MANAGEMENT**

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**Director of Communications.** Newspaper/News Agency group with worldwide affiliations is seeking an international press telecommunications expert to assume responsibility for development and implementation of computerized traffic production and distribution systems. Excellent working conditions: \$40,000 per year. Applicants must have at least 10 years experience in a senior managerial capacity within the newspaper industry, must have a proven track record in the design and implementation of editing, message switching systems and must be familiar with all aspects of newspaper production, in addition to thorough knowledge of telegraphy, data transmission, phototelegraphy and facsimile by line, short wave radio or satellite. Thorough knowledge of foreign telecommunications regulations and practices is required along with fluency in at least one major European language. Preference will be given to applicants who have traveled extensively, can show evidence of successful direct negotiations with foreign PTT administration and who have well established worldwide contacts in the press and telecommunications industries. Experience in the sale of news and newspaper services to foreign newspaper subscribers desired. Box H-165.

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**HELP WANTED SALES**

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**Stop shoveling sand** against the tide. Printing ideas are easier to sell than radio. Powerful weekly newspaper has immediate need for gutsy, creative salesperson. Salary, commission. Ethical operation. Extensive, constant training. Produce and you'll make money, have security, have good shot at management. Send your life's story in vivid detail to Mr. Money, Box H-126.

**Classical Music Syndication Service** seeks aggressive self-starter with management background in classical music broadcasting. Salary plus commission and liberal benefits means first year gross in mid 20's. Send resume with letter stating career objectives to: President, Parkway Productions, Inc., 7979 Old Georgetown Road, Washington, DC 20014.

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**HELP WANTED TECHNICAL**

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**Established Midwestern engineering consulting firm** seeking experienced engineer with emphasis on field work with directionals and FM. Box H-158.

**Consulting Engineer** on retainer to oversee studio maintenance and construction for major L.A. program syndication firm. Must be able to consult over phone with clients on service related problems; have solid broadcasting experience; good ears; and be knowledgeable on current 'state of the art'. Resume. Box H-161.

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**HELP WANTED INSTRUCTION**

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**Assistant Professorships** Open September 1978. Two openings for September 1978 at the assistant professor level. Professional and teaching experience required in either broadcast journalism or broadcast administration. Broadcast journalism position requires ability to teach both basic production and reportorial techniques to graduates and undergraduates; broadcast administration position requires ability to teach general broadcast courses. M.S. or Ph.D. desirable. Send resume to Dean Donis Dondis, School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston, MA 02215. Boston University is an Affirmative Action, Equal Opportunity Employer.



## WANTED TO BUY EQUIPMENT

Wanting 250,500,1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**VR-1200B** equipped with Amtec, Colortec, Velcomp, D.G. Modules, Auto Chroma. Contact C.E. WOSU/TV, 614-422-9678, 2400 Olentangy River Rd., Columbus, OH 43210.

## FOR SALE EQUIPMENT

**5" Air Heliac** 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.

**RCA-TP-7A** 35 MMSlide Projector, with remote control panel. Exceptional condition. Best Offer—Contact: David Smith, WBFF-TV 301-462-4500.

**Towers—TV** AM, FM, Microwave, CATV new and used 4,000 feet in stock at present. Complete erection services. Tower Construction and Service, Inc. 904-877-9418.

**Film Chain** Norelco W/2-16mm Projectors, Datatron Editing Controller, plus other 1/2" & 1" video equipment. Call Byron Motion Pictures 202-783-2700.

**IGM Automation Equipment:** IGM 500 Conral Center, tape transport (2) Scully 270, Instacart 48PBM, (1) cart playback (2) cartridge recorders, equipment rack. Sold as package. Steve Feder K99 Radio 406-727-7211.

**UHF TV Transmitter** Type RCA TTU-25, like brand new. Less tubes, \$25,000. Call C. Smith, 209-529-2024.

**1 KW AM Transmitter** Carousels. Call 404-487-9559.

**1 On Time Ecco** editing system 900 Series \$4,500. 4 Conrac Monitors 2 CYA-21 & 2 CYB-17 \$500. Ea. 10 Conrac Monitors B&W. Castored Cable Reels, RCA Camera Pedestals, 6805 Eleanor Ave, Hollywood 213-463-2123.

**GE 4TT55 TV** XMTR on ch 22, last one built. Complete system available. D. Zulli 213-466-5441.

**FM Transmitters** (used): 20KW, 15 KW, 10 KW, 7.5KW, 5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**Kensol Model 12A** Hot press complete with all accessories, stand, type fonts, books, etc. New. Cost new \$3,000. Will sell for \$1,975. Call Alan Batten 904-354-1212.

**AM Transmitters** (used): 50KW; 5 KW, 1 KW, 250 W, Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**Audio Tape** \$2.19 Ampex 631, professional series high output, Val-tronics Inc. Call Collect 717-655-5937.

**Audio pak Cartridges**, manufacturers overrun, 24 for \$39.95. Val-tronics Inc. Call collect 717-655-5937.

**Console. Rebuilt** G.E. mono Type BC-1-A with Eight pots. \$500 FOB Hagerstown, MD. Ron Smith, WHAG-TV 301-797-4400.

**Generator:** Cat. D326, 100 KW, 120/208v, 1800 hours, excellent condition, right price. In service, available October. T. Bradford, B03-799-1010, Columbia, S.C.

**TV Transmitter and Filterplexer:** RCA TT25BHLR complete with spares. Excellent condition, in service. Available end of year. T. Bradford, B03-799-t010.

**National HRO-500** synth. revr. 5 KHz to 30 MHz clean 507-645-9763.

**Two towers**—both 36" face. One is 280 ft., heavy duty. Other is 360 ft., of which 110 ft. is tapered pylon. Alex Bowab, WKXI, 2662 Bailey, Jackson, MS 39213.

**CCA 25 KW FM**, stereo, 6 yrs. old. New tubes. M. Cooper 215-379-6585.

**AM Transmitters** GE BT-50A, 50KW & \$10,000 in new spares 17 years old. McMartin 1 KW, 2 yrs. old. M. Cooper, 215-379-6585.

**For New IGM Program** Automation and audio products call Dwight Herbert at IGM Midwest: 312-822-0919.

## COMEDY

**"Free" D. J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**GUARANTEED FUNNIER/Hundreds renewed!** Freebie! Contemporary Comedy, 5804-B Twineining, Dallas, TX 75227.

**\$1.00 Phor 'Phantastically'** jumbo issue of "Phun-nies"! 1343 Stratford Drive, Kent, OH 44240.

**FRUITBOWL:** world's largest weekly humor and information service for radio personalities. Free four week trail subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

## MISCELLANEOUS

**Have a client** who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

**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.

**Bumper Bucks**, exciting new radio promotional game, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

## INSTRUCTION

**1st class FCC**, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

**OMEGA STATE INSTITUTE** training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

**Free booklets** on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1978 "Tests-Answers"** for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B. San Francisco 94126.

**Bill Elkins** and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

**REI teaches electronics** for the FCC first-class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.

**REI** 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

**REI** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**Get your First Phone** in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

**JOBS in Broadcasting**—FCC 3rd, 2nd, 1st Class Licenses and Performance Training—Job Getting Techniques transcend the usual-Veterans Benefits-Eligible Institution Federal Grants-Loans Programs-Accredited-AAB, 726 Chestnut, Phila, 19106 person-to-person Collect 215-922-0605 "Karen".

## RADIO Help Wanted Technical

### CHIEF ENGINEER

WBMD AM-TV, WKZW-FM, Peoria, IL. Prefer individual with UHF experience and knowledge. Excellent pay and benefits. An EEO employer. Send resume to William L. Brown, Vice President and General Manager, WBMD AM-TV, WKZW-FM, 3131 N. University, Peoria, IL 61604.

### Engineering Manager

Challenging opening available for good circuit design engineer with the additional talents of ability to meet with customers and contribute to overall product design considerations and company direction. We are entering our 20th year of manufacturing audio and low power RF equipment for the broadcast industry, hence are uniquely well established. Growth is excellent, and we have a surprising diversity of products and applications to keep a flexible person challenged and entertained. Our location near Valley Forge offers excellent living and recreation. Groundbreaking for a new plant is just around the corner. Minimum requirements will be an EE degree with several years appropriate experience with a broadcast equipment manufacturer and the personality to grow with the job opportunity. Appropriate salary available. Call or write Richard H. Crompton at LPB Inc., 520 Lincoln Highway, Frazer, PA 19355, telephone 215-644-1123.

### Help Wanted Sales

### Progressive/Creative Salesrepresentative

Familiar with radio programming specializing in your area. Based in East Coast, Mid West, and Southern areas. Good phone personality and background to represent established syndicated radio format. Professional inquiries only to Orson Reynolds (213) 466-5201.

# TM

TM Productions, Inc.

### Career Sales Opportunity

Due to the promotion of Mr. Joey Levin to Northeast Region Sales Manager and Vice President of TM International, TM Productions offers the right sales person a unique opportunity to work in one of our most lucrative territories. So, we're looking for someone to work directly with Mr. Levin in the Northeast United States. And, because the position is unique in several respects, we're looking for a sales person with the commitment to succeed; and the strength and confidence to further develop Mr. Levin's highly successful sales record.

We're looking for someone who thrives on working closely with General Managers, Sales Managers and Program Directors of radio and television stations. Someone who enjoys the arena of sales competition, the day to day car travel through Northeastern markets. And most of all, someone who would like the opportunity to represent America's most successful full-service broadcast support company.

If you are our choice, you will make a substantial income with the immediate potential of \$50,000.

Ours is an exceptional sales opportunity for an exceptional sales person. We hope to hear from you; we have a lot to talk about. Send your resume with references to:

Tim Moore, General Sales Manager  
TM Productions  
1349 Regal Row  
Dallas, Texas 75247

**Help Wanted Programing,  
Production, Others**

**PROMOTION DIRECTOR  
WANTED**

One of Chicago's leading radio stations is looking for an unusual person. The kind with versatility, the fast tracker, able to leap tall problems with a single bound, faster than their speedy competitor, disguised as a personable person ready to apply imagination, initiative and intelligence to correlate promotions and public relations. If you have the talent, we've got the station. Compensation: includes a competitive salary, unsurpassed working conditions and room to grow with a leader. Send resumes to:

Personnel Director  
WMET Radio  
444 N. Michigan Ave.  
Chicago, IL 60611

Equal Opportunity Employer

**Help Wanted Management**

**SUNBELT  
MALE & FEMALE**

KLAZ AM/FM in Little Rock and KWEN in Tulsa are both expanding again and we need additional male and female management and sales talent with exceptional ability.

For three successive years, we have doubled revenues because of our unique approach to marketing. We believe in the highest rates supported by superior programing, heavy outside promotion, creative commercials, and a large well-trained sales department properly assisted by management (four sales managers at each station).

We recognize that only a small number of broadcasters reading this ad will have the ability, high energy and commitment to meet our requirements. However, we are prepared to offer one exceptional General Manager, two exceptional Sales Managers and several exceptional account executives a better career opportunity.

Send resume, short and long term goals and salary requirements to: Ron Curtis, President, KWEN, 1502 S. Boulder, Tulsa, OK 74119. All replies answered promptly. No telephone calls please.

Equal Opportunity Employer

**UNUSUAL OPPORTUNITY  
ONE OF AMERICA'S  
LEADING BROADCAST GROUPS**

General Manager Wanted for Major Market  
Radio Station ... No. 1 Ratings ... Prime Facility.

Applicants Must Have Solid Radio Background and Experience,  
High Energy and Total Dedication to Being a Winner.

Send Complete Resume' in Confidence to Box H-153.  
Our Employees Know of This Ad.

AN EQUAL OPPORTUNITY EMPLOYER

**Situations Wanted Announcers**

**MORNING KILLER**

All the tools necessary ... Sincerity and Warmth first and foremost ... Enhanced by Humor ... Phones ... Voices, etc. Major Market Track Record ... Call Now! 314-727-8721.

**Telephone Talk  
Personality**

(Now in Top 10 Market)

Gen. interest - or - all night show are best suited to my talents. Available in September. Box H-148.

**Situations Wanted Management**

**GENERAL MANAGER  
OR  
SALES MANAGER**

Strong, experienced, with outstanding track record achieving high sales and profits with successful radio stations in major markets. Call 215-449-7378.

**GENERAL MANAGER**

Experience in sales programing, FCC rules, community involvement. Available after July 31st, East, Southeast or Florida preferred. Small to Medium Market. Box H-123.

**Result Oriented GM**

Most recent credentials include building from ground up the No. 1 radio station in top 20 market. No 1 in ratings, sales; promotional awareness second to none. Local image and national prominence. Box H-141.

**GENERAL MANAGER**

Currently with No. 1 Station in Medium Size Market, seeking challenge in larger market. Proven track record in profit/investment ratio ... Excellent credentials ... Can handle all phases of operation. Have been organizing and training good broadcasting/sales staffs for 15 years. Reply to Box H-163.

**Situations Wanted News**

**Veteran British  
Air Personality**

Seeking position in American Radio. Excellent credentials in music and news. Willing to relocate. Tony Verity, 750 Avenue 'L' (N.W.), Winter Haven, Florida 33880. 813-294-4943.

**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**
- 444 **RADIO ADVERTISING—HOW TO SELL IT & WRITE IT**, by Sol Robinson. Presents a practical approach to radio advertising sales—new and useful methods which the time salesman (and copywriter, too!) can use to obtain better results for himself, the station, and the sponsor. 228 pages. **\$12.95**
- 401 **MICROPHONES: HOW THEY WORK & HOW TO USE THEM**, by Clifford. Takes all the mystery out of microphones, shows you how to record almost anything (at a professional level), clearly explains how to get different sound effects and better stereo. You learn about the different types of microphones and accessories available, and how to interpret polar patterns ... plus single- and multi-microphone applications, phasing, and recording data for over 60 different types of instruments. 224 pps., 92 illus. **\$8.95**
- 457 **PROFESSIONAL ELECTRICAL/ELECTRONIC ENGINEER'S LICENSE STUDY GUIDE**, by Ed Ross. A complete study guide for the electronics or electrical engineer who wants to prepare for either the Power Option or the Electronics Option of the Professional Engineering (PE) exam. The author reviews basics of electricity and electronics, plus the most advanced states of the art—digital techniques and solid-state devices. The text is designed to accommodate the engineer who has been out of school for awhile, as well as the recent graduate. 448 p., 466 illus. **\$10.95**
- 455 **PROMOTION & PUBLICITY HANDBOOK FOR BROADCASTERS**, by Rolf Gompertz. A practical handbook for radio and TV station publicity and public relations departments: Planning a publicity campaign. Tools of the trade. Press agents. Organizing, preparing and disseminating a press kit. List of press outlets. The author is a publicist of NBC's West Coast Press & Publications Dept. His responsibilities include national publicity for "specials" originating on the west coast. 336 p., 105 illus. **\$14.95**

**BROADCASTING BOOK DIVISION  
1735 DeSales St., NW  
Washington, DC 20036**

please send me book(s) numbers \_\_\_\_\_  
my check in the amount of \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

## TELEVISION

### Help Wanted Announcers

#### **Wanted: Morning Show Co-host**

Major market station in attractive city needs strong interviewer to co-host morning women's interest talk show. Please submit resume and 3/4 inch video cassette.

P.O. Box 555  
San Francisco 94101

### Help Wanted News

#### **TV METEOROLOGIST**

Qualified meteorologist needed with on-air television weather experience. Medium market station. Send resumes only to Box H-144.

Equal Opportunity Employer (M/F)

#### **News, Weather, Sports**

Broadcast group seeking air talent. Experience necessary. Send air checks and resumes. In confidence, to:

P. O. Box 235,  
Louisville, Ky. 40201

#### **IMMEDIATE OPENING**

For experienced News Person with leading NBC Network affiliate. Applicant must be able to gather, write, edit and air Radio and Television news programs. 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 General Manager, WSYR-AM/FM/TV, 1030 James Street, Syracuse, New York 13203. No phone calls, please. An Equal Opportunity Employer.

#### **REPORTER/ANCHOR**

One position open for TV/Radio (AM and FM) Reporter/TV Anchor. TV: gather, write, prepare local news and features. May be required to film/and/or direct filming for TV news and specials. Anchor: write, prepare, deliver local and national news for weekend newscast. Radio: gather, write, prepare for air 3 to 5 minute reports on local subjects. As assigned, to gather, write, prepare for air 5 minute local newscast. Experience: 3 years reporting/2 years anchor. Desirable: ability and experience shooting 16MM news film. Send resume and tapes to John Sebastian, WHP, Inc., PO Box 1507, Harrisburg, PA 17105. Phone (717) 238-2100. EOE.

#### **NEWS WRITER/ PRODUCER**

A "top 5" market seeks a writer with a minimum of 3-4 years of experience who is capable of advancing to a line producer.

Familiarity with ENG techniques a real plus, and proper usage of the English language both orally and in written form a must.

Send confidential resume, writing sample, and salary expectations to

**Box H-121.**

An Equal Opportunity Employer M/F/H/Vets

### Help Wanted Technical

#### **TV CHIEF ENGINEER**

Well equipped VHF single station market on Gulf Coast is looking for energetic Chief Engineer with thorough knowledge in all phases of station engineering. Enjoy the finest in sunbelt living and working at this affiliate station. Good starting salary and fringe benefits, including car and relocation expenses. Send resume in strict confidence to: Box H-34. An Equal Opportunity Employer.

### Help Wanted Technical Continued

#### **VITAL HAS A FUTURE FOR YOU**

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

#### **CHIEF ENGINEER WANTED IN SAN DIEGO**

San Diego NBC affiliate, a Storer Station, has an outstanding career opportunity in America's Finest City. We are looking for an experienced Chief Engineer who wants to plan and lead an eager young staff. As part of one of America's leading group ownerships, this station has compiled an unusual track record of growth that compliments virtually a new broadcast facility, one of the most sophisticated transmitters in the country and the construction and operation of three remote ENG vehicles. But there is still a great deal of work to be done in an atmosphere of growth and progress. Expenses will be paid for personal interview for selected applicants. Salary is commensurate with responsibilities and individual's background and experience. Send full resume to General Manager Bill Fox, KCST-TV, P. O. Box 11039, San Diego, California 92111. Your application will be held in confidence.

Equal Opportunity Employer M/F

## **Audio/Video Systems Engineers**

EE degree or equivalent with some experience in broadcasting or electronic equipment design.

## **Equipment Planning Engineer**

EE degree with a minimum 6 years experience in TV broadcasting equipment design. Participate in advanced development and equipment improvement.

## **RF Systems Engineer**

Engineering degree required. Minimum 5 years design and overall systems responsibility including TV, AM/FM, microwave and 2-way communications. Professional registration and FCC license preferred.

Positions located in New York City. Some travel necessary. We offer competitive salaries and generous benefits.

Qualified applicants should send resume with salary history and requirements, indicating position desired, to: Mr. Hector Villanueva, Personnel Representative, American Broadcasting Companies Inc., One Lincoln Plaza, New York, NY 10023. An equal opportunity employer/male and female.



**American Broadcasting Companies, Inc.**



**Help Wanted Technical  
Continued**

**GOLDEN WEST BROADCASTERS  
ENGINEERING MANAGER**


Golden West Broadcasters Videotape Division has a position available as Engineering Manager.

Qualifications include complete technical knowledge of latest television equipment and systems, computer tape editing, and complex audio systems. Candidate must demonstrate previous experience in client interface, labor relations, and overall management capability.

Send detailed resume to Louis F. Wolf, KTLA, 5800 Sunset Blvd., Hollywood, CA. 90028.

Golden West Broadcasters is an equal opportunity employer—M/F.

**Radio Programing Continued**

# THE **CnB** STUDIOS  
MUSIC LIBRARIES FOR  
**AUTOMATION** Since 1968 

From the music people for **VH1** INTERNATIONAL  
**FOR THOSE WHO DARE DO  
THEIR OWN PROGRAMMING!**

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**The MEMORABLE Days  
of Radio**  
30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
Included in each series

 **Program Distributors**  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884 

**For Sale Equipment**

**Microwave Equipment  
New—Never Used**

13 GHz Video/Audio STL System. Microwave Associates Model MA12G Complete with 7.5 Mhz Audio Channel, 4 and 6 ft. Dishes, One Tower Reflector, 25' feed lined and hardware. Contact: Charles Gilmer, Sagamore Hill Baptist Church, Fort Worth, Texas 76103. Phone: 817/536-2801.

**Business Opportunity**

**I Have \$3,250,000 ...**

to build a new Television Station. I am looking for 2-3 broadcast professionals to assist me with the project. Qualified candidates should be East Coast oriented; have a minimum of 20 years experience in TV Broadcast Management or Sales, and be able to make a commitment of \$60-75,000, for a 5% share of the business. Reply to Box H-122.

**Wanted To Buy Stations**

**DOCTOR**

& Broadcast Associates desire radio properties. Ample cash available. Box H-155.

**WANTED TO BUY**

Radio TV station. Top Management-sales person wishes to purchase Radio or TV station. Prefers California or Florida. No brokers. All replies confidential. Box H-111.

**For Sale Stations**

**TEXAS**

Profitable AM/FM. Cash Flow in excess of \$75,000. Real estate and building included. Net Price \$525,000 will require approximately \$275,000 cash and assumption of \$250,000 existing note. Presently billing well in excess of \$200,000. Write Box H-132.

**Help Wanted Programming,  
Production, Others**

**TV PRODUCTION  
MANAGER**

**Top-20 Market**

This group-owned CBS affiliate has an important career opportunity for a first-rate production professional. A minimum of 5 years experience as a producer/director is required.

If you're the right Production Manager for us, you'll supervise the station's production department, and work closely with the Program Manager in program scheduling, negotiating and buying, budgeting, and recruiting.

This is an excellent opportunity to move up to Program Manager within two to three years.

Send your resume and salary requirements now. We'll contact you for a videotape later.

Box G-189 Broadcasting  
An Equal Opportunity Employer

**Situations Wanted Announcers**

**TALK MODERATOR  
Wants New Challenge**

Currently in Major Western Market. Degrees in Journalism (B.S. & M.A.). Capable of handling all subjects. Recent guest on Tom Snyder's "Tomorrow Show".

**Let's Talk—"Talk."**  
Inquiries (303) 449-7846,  
David Gold.

**Radio Programing**



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**

410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5882

**Situations Wanted News**

**ANCHOR/TALK SHOW  
HOST**

Highly rated talk, variety, and current events. Host/Producer. Field reporter and Emmy Award winner for news anchoring. Box H-146.

**For Sale Stations Continued**

**MEDIA BROKERS APPRAISERS**  
 RICHARD A. **Shaheen** INC.  
 435 NORTH MICHIGAN - CHICAGO 60611  
**312-467-0040**



**LARSON/WALKER & COMPANY**  
 Brokers, Consultants & Appraisers

213/826-0385	202/223-1553
Suite 214	Suite 417
11681 San Vicente Blvd.	1730 Rhode Island Ave. N.W.
Los Angeles, CA. 90049	Washington, D.C. 20036

**HOLT CORPORATION**  
 BROKERAGE - APPRAISALS - CONSULTATION  
 OVER A DECADE OF SERVICE  
 TO BROADCASTERS

The Holt Corporation Box 111 Bethlehem, PA 18016 215-865-3775	Holt Corporation West Box 8205 Dallas, TX 75205 214-526-8081
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**H.B. La Rue, Media Broker**  
RADIO - TV - CABLE - 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

**WASHINGTON STATE**  
 Coastal Area  
 1 KW AM

23 years same owners Profitable-respected operation. Single station market. Terms to qualified buyer.

Box H-133.

**THE KEITH W. HORTON COMPANY**

P.O. Box 948  
 Elmira, N.Y. 14902  
 (607) 733-7138

**BROKERS AND CONSULTANTS TO THE COMMUNICATIONS INDUSTRY**

**W. John Grandy**  
 Broadcasting Broker  
 773 Foothill Boulevard  
 San Luis Obispo, California 93401  
**805-541-1900**

**EXCELLENT BUY**

Georgia Metro Fulltimer. Priced to sell quick at less than two times gross. \$440,000. Financial qualifications must accompany inquiry. Box H-166.

**RALPH E. MEADOR**  
 Media Broker  
 AM - FM - TV - Appraisals  
 P.O. Box 36  
 Lexington, Mo. 64067  
 Phone 816-259-2544

S	Small	Daytime	\$145K	\$40K
S	Small	AM/FM	\$189K	\$89K
W	Metro	AM	\$325K	Terms
MW	Metro	TV	\$7.2MM	Cash
E	Major	AM	\$725K	29%

Atlanta, Boston, Chicago, Dallas, Los Angeles

**CHAPMAN ASSOCIATES**  
nationalwide service

1835 Savoy Dr., N.E., Atlanta, Ga. 30341

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

- Fulltimer. City in Kentucky. Billing \$270,000. Good buy. \$500,000.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$160,000.
- Fulltimer in coastal Georgia. Good billing. \$550,000.
- Powerful daytimer. N. part of W.Va. Good billing. Super value \$560,000. Terms.
- Daytimer with 35 mlie prime signal within 60 miles of N.C. Coast. Good real estate. \$270,000. Terms.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- Daytimer NW Alabama. Good buy \$175,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM in greater Washington, DC area. Owner wants offer. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.
- Daytimer covering large Florida Metro area. Real Estate. \$550,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
 615-756-7635 24 HOURS

**BROADCAST MANAGEMENT**  
 Radio and Television

*2nd Edition by Ward L. Quaal and James A. Brown*

Considered the "standard" in radio/television station management, this book has been completely revised throughout, with considerable new material added.

"Well organized and clearly written..."—Newton N. Minow, former FCC Chairman.

"A volume of exceptional excellence..."—Washington Post.

480 pages; charts, tables, notes, index. \$16.50

**BROADCASTING BOOK DIVISION**  
 1735 DeSales St., N.W.  
 Washington, D.C. 20036

Please send me BROADCAST MANAGEMENT. My \$16.50 payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. July 19	Closing Wed. July 12	Net change in week	% change in week	High	1977-78 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	N	49	48 1/4	+ 3/4	+ 1.55	51 3/4	35 3/8	8	18,221	892,829	
CAPITAL CITIES	CCB	N	75	73 1/2	+ 1 1/2	+ 2.04	75	44 3/4	12	7,115	533,625
CBS	N	53 7/8	54	- 1/8	- .23	62	43 7/8	8	28,100	1,513,887	
COX	N	41 1/2	41	+ 1/2	+ 1.21	43 5/8	25 1/2	11	6,637	275,435	
GROSS TELECASTING	GGG	A	21 1/2	22 3/4	- 1 1/4	- 5.49	23 7/8	13 5/8	9	800	17,200
KINGSTIP COMMUN.*	KTUV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	36 7/8	36 1/8	+ 3/4	+ 2.07	37 1/8	16 1/2	11	2,801	103,286
MOONEY	MOON	J	5	5			5 1/2	1 7/8		425	2,125
RAHALL	RAHL	O	20	20			21 1/4	8 5/8	22	1,264	25,280
SCRIPPS-HOWARD	SCRIP	O	45	45			45	30 1/2	10	2,589	116,505
STARR	SBG	M	13 1/4	13 1/4			13 1/4	12	1,512	20,034	
STORER	SBK	N	31	30 3/8	+ 5/8	+ 2.05	31 1/2	19 3/8	10	4,876	151,156
TAFT	TFB	N	43 3/4	41 1/4	+ 2 1/2	+ 6.06	44 7/8	24 5/8	9	4,119	180,206
<b>TOTAL</b>									<b>78,921</b>	<b>3,836,881</b>	

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	8 1/2	8 1/2			9 3/8	3 3/4	9	1,229	10,446
JOHN BLAIR	BJ	N	27 1/8	26 1/4	+ 7/8	+ 3.33	27 1/8	11 1/8	7	2,427	65,832
CHRIS-CRAFT	CCN	N	11 1/4	10 1/2	+ 3/4	+ 7.14	11 3/8	4 1/2	27	4,458	50,152
COMBINED COMM.	CCA	N	32 1/8	30 1/4	+ 1 7/8	+ 6.19	45 1/8	19	15	10,380	333,457
COMLES	CHL	N	24 1/4	24	+ 1/4	+ 1.04	24 7/8	12 1/2	24	3,969	96,248
DUN & BRADSTREET	DNB	N	33 5/8	34 1/4	- 5/8	- 1.82	35 5/8	26 1/4	15	26,339	885,648
FAIRCHILD IND.	FEN	N	28	27 3/8	+ 5/8	+ 2.28	28 3/4	9 1/2	10	5,708	159,824
FUQUA	FQA	N	11	10 5/8	+ 3/8	+ 3.52	13	8	7	9,396	103,356
GANNETT CO.	GCI	N	45 1/2	44 1/4	+ 1 1/4	+ 2.82	45 1/2	32 3/4	17	22,430	1,020,565
GENERAL TIRE	GY	N	27	25 3/4	+ 1 1/4	+ 4.85	29 1/4	22 3/8	6	22,692	612,684
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.		O	19 1/2	19 1/2			19 1/2	8	8	475	9,262
HARTE-HANKS	HHN	N	41 1/4	41	+ 1/4	+ .60	41 3/4	26	14	12,500	515,625
JEFFERSON-PILUT	JP	N	29 5/8	29 3/4	- 1/8	- .42	32 3/8	26 5/8	9	23,351	691,773
MARVIN JOSEPHSON	MRVN	O	16	15	+ 1	+ 6.66	17 1/4	10 1/4	9	1,978	31,648
KANSAS STATE NET.	KSN	O	12 3/6	12 1/2	- 1/8	- 1.00	13 3/8	4 3/4	12	1,727	21,371
LEE ENTERPRISES	LNT	N	28 3/8	28 3/8			31 1/4	22 1/4	11	4,930	139,888
LIBERTY	LC	N	28 7/8	28 1/8	+ 3/4	+ 2.66	29 1/4	18	8	6,762	195,252
MCGRAW-HILL	MHP	N	22 3/4	22 1/4	+ 1/2	+ 2.24	24 1/4	15 5/8	10	24,682	561,515
MEDIA GENERAL	MEG	A	19	18 1/4	+ 3/4	+ 4.10	20	13 5/8	11	7,451	141,569
MEREDITH	MOP	N	33 1/4	33	+ 1/4	+ .75	36 3/8	17 3/8	7	3,074	102,210
METROMEDIA	MET	N	52 1/2	52 1/4	+ 1/4	+ .47	57	25 1/4	10	6,630	348,075
MULTIMEDIA	MMED	O	25 1/2	24	+ 1 1/2	+ 6.25	27 1/2	16 1/4	13	6,594	168,147
NEW YORK TIMES CO.	NYKA	A	31 5/8	29 3/8	+ 2 1/4	+ 7.65	31 5/8	15 3/4	13	11,599	366,818
OUTLET CO.	UTU	N	24	23 3/4	+ 1/4	+ 1.05	26 5/8	16 5/8	6	2,415	57,960
POST CORP.	POST	O	31	30 3/4	+ 1/4	+ .81	33 1/2	16 1/4	9	867	26,877
REEVES TELECOM	RBT	A	3	3			3 3/8	1 3/4	43	2,388	7,164
ROLLINS	ROL	N	17 3/4	18	- 1/4	- 1.38	24 1/4	14 7/8	9	33,000	585,750
RUST CRAFT	RUS	A	27 3/4	27 3/8	+ 3/8	+ 1.36	27 3/4	8 1/2	17	2,297	63,741
SAN JUAN RACING	SJR	N	13 7/8	14 1/8	- 1/4	- 1.76	14 1/8	7 5/8	20	2,509	34,812
SCHERING-PLOUGH	SCP	N	34 1/2	32 3/8	+ 2 1/8	+ 6.56	44 3/4	26 3/8	11	53,870	1,858,515
SONOERLING	SDB	A	20 1/2	20 1/2			20 7/8	8 3/8	8	1,105	22,652
TECH OPERATIONS	TO	A	7 3/8	7	+ 3/8	+ 5.35	7 3/8	2 3/8	184	1,344	9,912
TIMES MIRROR CO.	TMC	N	30 5/8	29 1/4	+ 1 3/8	+ 4.70	30 5/8	20 3/4	10	34,760	1,064,525
TURNER COMM.*		O	12 1/2	12 1/2			12 1/2	5		3,800	47,500
WASHINGTON POST CO.	WPO	A	41	39 7/8	+ 1 1/8	+ 2.82	43 5/8	21 3/4	9	8,200	336,200
WOMETCO	WOM	N	15 3/4	15 1/4	+ 1/2	+ 3.27	15 3/4	10 7/8	10	9,554	150,475
<b>TOTAL</b>									<b>379,662</b>	<b>10,910,615</b>	

## Cablecasting

ACTON CORP.	ATN	A	9 7/8	9 1/2	+ 3/8	+ 3.94	10 1/2	3 1/8	8	2,710	26,761
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	47 3/4	44 1/2	+ 3 1/4	+ 7.30	49	19 3/4	21	3,996	190,809
ATHENA COMM.		O	4 1/2	4 3/4	- 1/4	- 5.26	4 3/4	1/8		2,125	9,562
BURNUP & SIMS	BSIM	O	5	5 1/8	- 1/8	- 2.43	6 1/8	3 1/8	23	8,381	41,905
CABLE INFO.*		O	1/4	1/4			1 1/2	1/4	1	663	165
COMCAST		O	9 1/4	10 1/4	- 1	- 9.75	11 1/2	3 3/4	13	1,583	14,642
COMMUN. PROPERTIES	COMU	O	14 1/4	14 1/4			14 7/8	3 5/8	18	4,839	68,955
ENTRON*	ENT	O	1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	32 3/4	31 7/8	+ 7/8	+ 2.74	33 7/8	17 5/8	11	7,508	245,887
GENEVE CORP.	GENV	O	14 1/2	15	- 1/2	- 3.33	15	7 1/2	8	1,121	16,254
TELE-COMMUNICATIONS	TCUM	O	18 3/4	17 3/8	+ 1 3/8	+ 7.91	19	2 7/8	268	5,281	99,018
TELEPROMPTER	TP	N	11 7/8	10 7/8	+ 1	+ 9.19	13 1/8	6 3/4	22	16,926	200,996
TEXSCAN	TEXS	O	1 1/2	1 1/2			2	1 1/4	9	786	1,179
TIME INC.	TL	N	43 1/8	41 1/8	+ 2	+ 4.86	48 3/4	31 3/4	9	20,450	881,906
TOCOM	TOCM	O	8 3/4	9	- 1/4	- 2.77	9 1/4	2 1/4	14	894	7,822
UA-COLUMBIA CABLE	UACC	O	32 1/4	31 1/2	+ 3/4	+ 2.38	35	15 1/2	19	1,679	54,147
UNITED CABLE TV	UCTV	O	15 7/8	14 3/8	+ 1 1/2	+ 10.43	18 3/8	3 7/8	20	1,915	30,400
VIACOM	VIA	N	22	21 3/8	+ 5/8	+ 2.92	23 1/2	9 1/2	14	3,795	83,490
<b>TOTAL</b>									<b>86,831</b>	<b>1,975,121</b>	



Stock symbol	Exch.	Closing Wed. July 19	Closing Wed. July 12	Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Programing</b>										
COLUMBIA PICTURES	CPS	N 22	20	+ 2	+ 10.00	22	7 3/8	5	9,254	203,588
DISNEY	DIS	N 40 3/4	40 3/8	+ 3/8	+ .92	47 5/8	32 1/2	15	32,380	1,319,485
FILMWAYS	FWY	N 14	13 7/8	+ 1/8	+ .90	15 1/2	6 7/8	10	4,258	59,612
FOUR STAR		N 1 1/4	1 1/4			1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N 14 1/8	13 7/8	+ 1/4	+ 1.80	18 3/8	10 1/4	6	48,215	681,036
MCA	MCA	N 53 1/4	49 3/4	+ 3 1/2	+ 7.03	54	32	10	18,558	988,213
MGM	MGM	N 40	38 3/4	+ 1 1/4	+ 3.22	40	16	16	14,609	584,360
TRANSAMERICA	TA	N 16 1/2	15 3/8	+ 1 1/8	+ 7.31	16 1/2	13 1/4	6	66,781	1,101,886
20TH CENTURY-FOX	TF	N 38 7/8	37	+ 1 7/8	+ 5.06	39 3/8	10	5	7,733	300,620
VIDEO CORP. OF AMER	O	7 1/2	7 1/2			8	3 1/2	15	988	7,410
WARNER	WCI	N 47 1/4	44	+ 3 1/4	+ 7.38	47 1/4	25 3/4	9	14,458	683,140
WRATHER	WCU	A 12	10 7/8	+ 1 1/8	+ 10.34	12 1/2	4 1/2	30	2,243	26,916
TOTAL									220,143	5,957,098

### Service

BBOO INC.	BBOO	O 36 1/4	35 3/4	+ 1/2	+ 1.39	38	22 1/2	9	2,513	91,096
COMSAT	CO	N 42 1/8	41 1/8	+ 1	+ 2.43	44	28 3/4	13	10,000	421,250
DOYLE DANE BERNBACH	DOYL	O 26	25 3/8	+ 5/8	+ 2.46	26	16 3/4	7	1,776	46,176
FOOTE CONE & BELOING	FCB	N 20 1/2	20 1/4	+ 1/4	+ 1.23	21 1/4	14 3/4	7	2,304	47,232
GREY ADVERTISING	GREY	O 29	29			34	16 1/2	4	716	20,764
INTERPUBLIC GROUP	IPG	N 34 1/4	34 1/4			39 1/4	22 1/2	8	2,387	81,754
MCI COMMUNICATIONS	MCIC	O 4 1/4	3 7/8	+ 3/8	+ 9.67	4 7/8	7/8	43	20,159	85,675
MOVIELAB	MOV	A 3	2 1/8	+ 7/8	+ 41.17	3	1	18	1,414	4,242
MPO VIDEOELECTRONICS	MPO	A 5 1/2	5 3/8	+ 1/8	+ 2.32	65 3/8	4	7	520	2,860
A. C. NIELSEN	NIELB	O 27 1/8	26 1/2	+ 5/8	+ 2.35	28	18 7/8	13	10,832	293,818
OGILVY & MATHER	OGIL	O 56 1/2	56	+ 1/2	+ .89	56 1/2	31	10	1,805	101,982
J. WALTER THOMPSON	JWT	N 27 1/2	26 3/8	+ 1 1/8	+ 4.26	27 1/2	15 1/8	8	2,649	72,847
WESTERN UNION	WU	N 18	17 1/4	+ 3/4	+ 4.34	20 1/4	15 3/4	7	15,177	273,186
TOTAL									72,252	1,542,882

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O 8 5/6	9 1/8	- 1/2	- 5.47	9 1/8	2 3/8	8	1,672	14,421
AMPEX	APX	N 14 7/8	14 3/8	+ 1/2	+ 3.47	17 1/4	7 3/8	13	10,928	162,554
ARVIN INDUSTRIES	ARV	N 18	18 1/4	- 1/4	- 1.36	22 1/2	14 1/2	4	5,959	107,262
CCA ELECTRONICS*	CCA	O 5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A 4 1/4	4 1/4			5 3/8	1 3/4	11	2,127	9,039
COMU	COH	A 3 3/4	3 7/8	- 1/8	- 3.22	4 1/2	2 1/8	11	1,779	6,671
CONRAC	CAX	N 19 1/2	19 1/2			27 1/4	19 1/4	7	1,842	35,919
EASTMAN KODAK	EASKD	N 58 3/4	53 7/8	+ 4 7/8	+ 9.04	86 3/4	42	14	161,370	9,480,487
FARINON	FARN	J 14	12 3/4	+ 1 1/4	+ 9.80	14	8	14	4,635	64,890
GENERAL ELECTRIC	GE	N 53 1/4	52	+ 1 1/4	+ 2.40	56 5/8	44 1/2	11	184,581	9,828,938
HARRIS CORP.	HRS	N 59 3/8	56 3/4	+ 2 5/8	+ 4.62	59 3/4	28	15	12,455	739,515
HARVEL INDUSTRIES*	HARV	O 4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	D 1 7/8	2 1/8	- 1/4	- 11.76	2 5/8	1/4		2,701	5,064
M/A COM. INC.	MAI	N 28 7/8	27 1/8	+ 1 3/4	+ 6.45	41 7/8	20 1/4	15	1,320	38,115
3M	MMM	N 58 7/8	56 3/8	+ 2 1/2	+ 4.43	58 7/8	43 1/2	15	115,265	6,786,226
MOTOROLA	MOT	N 48 3/8	47 1/8	+ 1 1/4	+ 2.65	56 7/8	34 1/4	13	28,544	1,390,816
N. AMERICAN PHILIPS	NPH	N 27 7/8	27 5/8	+ 1/4	+ .90	36	24 3/4	6	12,033	335,419
OAK INDUSTRIES	JAK	N 28 5/8	26 7/8	+ 1 3/4	+ 6.51	34 1/8	9 5/3	43	1,746	49,979
RCA	RCA	N 26 7/8	26 7/8			31 3/4	22 3/4	8	74,910	2,010,518
ROCKWELL INTL.	ROK	N 32 3/8	32 3/8			36 3/4	28 1/4	7	33,500	1,087,800
RSC INDUSTRIES	RSC	A 2 1/2	2 1/2			2 7/8	1 5/8	36	2,690	6,725
SCIENTIFIC-ATLANTA	SFA	A 28 3/4	28 1/2	+ 1/4	+ .87	29 1/2	16 3/4	15	2,429	69,833
SONY CORP.	SNE	N 8 1/8	8 1/8			10 3/8	7	14	172,500	1,401,562
TEKTRONIX	TEK	N 44	42 1/4	+ 1 3/4	+ 4.14	68 1/2	28 1/4	14	17,804	783,376
TELEMATION	TLMT	O 1 1/2	1	+ 1/2	+ 50.00	2 1/4	1/2	2	1,050	1,575
VARIAN ASSOCIATES	VAR	N 16 5/8	16 7/8	- 1/4	- 1.48	21	14 3/4	11	6,838	113,681
WESTINGHOUSE	WX	N 22 1/8	22 1/8			23 1/4	16 1/4	7	86,656	1,917,264
ZENITH	ZE	N 14 1/4	14 5/8	- 3/8	- 2.56	28	11 3/3	19	18,918	258,156
TOTAL									967,529	36,708,405
GRAND TOTAL									1,805,338	60,931,002

Standard & Poor's 400 Industrials Average 108.44 106.36 +2.08

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.  
\*\*No P/E ratio is computed, company  
registered net loss.  
\*\*\*Stock split.  
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earn-  
ings figures are exclusive of extraordinary  
gains or losses.

## Cinema Products' DiGiulio: marriage broker, film-tape

While ENG has swept the broadcasting industry in the past few years, film is far from becoming obsolete. One vigorous supporter of the latter medium is Ed DiGiulio. His Cinema Products Corp. has in a relatively short period of time established itself as one of the largest and most innovative suppliers of film cameras and related gear to both television and motion pictures.

Mr. DiGiulio has a reputation among broadcasters as being pro-film, and hence, anti-ENG. This is not true, he contends, at least not now. "When ENG first hit I immediately reacted in a negative way to the wild claims being thrown around. I think it was a case of overstating a case to make a point. I spoke out on some of the claims—like being able to reuse tape and realize an enormous saving in film costs. That proved to be a fantasy. The network news people never reuse tape. Why should they risk a broadcast for a tape that may have drop-outs on it? Also, the operating costs of ENG are significantly higher than film."

But this doesn't mean ENG shouldn't be used—it should, Mr. DiGiulio said, but along with film, a balanced approach, as he calls it. "The truth is, I do perceive electronic news-gathering as an important factor. We looked into the ENG field and decided we wanted a camera of our own." So at this year's National Association of Broadcasters convention Cinema Products introduced its MNC-71CP camera, manufactured by NEC of Japan.

Both film and ENG were far from the mind of Ed DiGiulio when he decided to become an engineer and attended Columbia University. After graduation, in 1950, computers were where the excitement was in engineering and Mr. DiGiulio joined IBM. A year later, Burroughs Corp. wanted to get into the field and hired him and other IBM engineers to get some expertise. After eight years there the job would have required his moving to company headquarters in Detroit, a move that didn't appeal to him or his wife, a fashion model.

"Los Angeles looked the most attractive since the aerospace industry was booming and my wife could continue her career." He was recruited by Hoffman Electronics, which was working on an Air Force contract involving a Burroughs computer. During his tenure at Hoffman he met a clinical psychologist on the staff and the two of them developed a rear projection machine to help teach children to read. "He did the software and I did the hardware. We formed a little company that was immediately acquired by Craig Corp."

That reading machine used film strips, Mr. DiGiulio's first acquaintance with film. In 1963 he joined Mitchell Camera, a



Edmund Michael DiGiulio—president, Cinema Products Corp., Los Angeles; b. June 11, 1927, Brooklyn; BS, electrical engineering, Columbia University, New York, 1950; MS, system engineering, U.C.L.A., 1966; computer design engineer, IBM, New York, 1950-51; assistant to director of engineering, Burroughs Corp., New York, 1951-59; senior systems engineer/program manager, Hoffman Electronics, Los Angeles, 1959-60; vice president of engineering and manufacturing, Craig Research, Los Angeles, 1960-63; vice president, Mitchell Camera, Los Angeles, 1963-67; founded Cinema Products, 1967; m. Lou Brown, 1956; child—Amanda, 20.

manufacturer of motion picture cameras, as director of engineering—"really not knowing which end of the camera to point. But by the time I was there four years I began to get frustrated at not being able to carry out the projects I wanted to. Then one day the chairman of the board called a meeting for the senior executives to let their hair down. I did and a week later I was invited to resign. They treated me kindly though, and gave me a three-month severance pay which I used to help start Cinema Products."

The new company started on a modest basis in 1967, but with a very definite goal in mind. "With my background in electronics, I saw that there was a lot of opportunity for the development of hardware in the motion picture industry using advanced electronic techniques. The state of hardware in the industry at that time was very archaic. At the beginning I concentrated on 35 mm studio equipment where the volume is low and the price high. We conceived a way to reflex the Mitchell studio cameras that was economical and simple. People wanted them reflex so they could use zoom lenses which were then becoming better engineered and more accepted."

"About 1971 we looked at the television

newsgathering market and saw that the equipment being used was very outdated. We then developed the CP-16 (a 16 mm camera), with a crystal-controlled drive system that was fully self-contained with a one-pound, plug-in battery and later a built-in amp and automatic gain control." A few years later a reflex version of the CP-16 was introduced. The camera has proved very popular, with about 5,000 of them sold.

But as ENG develops, Mr. DiGiulio stresses the growing emphasis his firm will place on it, but with the same philosophy it's taken for film: "We try to define a need, a hole in the marketplace where something is not being done as well as it could be and concentrate our energies and efforts on solving that. I want to analyze the market very intelligently, define places where improvements can be made and try to enjoy a unique position in that market."

For ENG, Mr. DiGiulio said that means "looking at the gray areas between film and television where we feel we have unique expertise." One example is a device the firm has been working on for a year—a simple, low-cost film-to-tape transfer unit. Where a station uses both film and ENG there will always be the problem of getting everything to tape. Up to now the solution is to use the station's telecine chains, which may not always be available for news use. With the new unit, the film could be put in and an ENG camera used as the video pickup. It could also be used in a remote van to quickly send filmed reports back to the studio via microwave. It's expected to be priced less than \$10,000.

Cinema Products has been in the news lately since its Steadicam device won an Oscar. The device enables a cameraman to walk or run with a camera and still get smooth, dolly-like results. While it was developed with the film industry in mind, Mr. DiGiulio said they've sold as many or more for ENG.

This past January was Cinema Products' 10th anniversary. In that time the firm has grown from a handful of employes and sales of about \$25,000 to one with 20 people in engineering, a research and development budget of \$750,000 a year and sales in 1977 of \$9.7 million for net income of \$1 million.

Last year about 8% of the company's business was from ENG-related equipment. This year Mr. DiGiulio expects that figure to be between 25% and 30%, but doesn't see video tape overtaking film. "I expect it will be a 50-50 mix eventually." For while the new ENG camera will increase its share of that market, Cinema Products is not forgetting about film. It hopes to have its new cassette-load camera in full production by the end of the year. "I'm very optimistic about the future for both video and film," Mr. DiGiulio said.

## Square one

The Communications Act of 1934 has been around so long that the generation now running the businesses it regulates has grown up with it as an accepted condition of operation. The regulated occasionally cry for emancipation, but at this stage the protests are as much ceremonial as sincere.

As for the regulators who administer the Communications Act, they look upon it as ancient but malleable gospel. They can manipulate it to the limits of their own imaginations and to the flexible tolerances of appellate courts. It is an ideal instrument to keep the regulated industries attuned to the prevailing caprices of those in federal office.

For both sides, it has become apparent in the past few weeks, the Communications Act of 1934 is the indispensable Linus blanket. A nightmare has been induced by the House Communications Subcommittee's draft of a Communications Act of 1978: Everybody stands naked in the Capitol rotunda.

Suddenly the regulators and the regulated are united in common alarm at the proposed disappearance of the "public interest, convenience and necessity" as the standard by which the FCC makes regulations. In the rewrite of the act, the House subcommittee has proposed that the regulatory agency would function only "to the extent marketplace forces are deficient."

Four of the six FCC members who testified on the rewrite last week came down hard in opposition to the substitution of the "marketplace" for the "public interest." (The other two were Commissioner James Quello, who said "public interest" had meant whatever anyone wanted it to mean, and Commissioner Margita White who said the marketplace standard was "in the public interest.") How odd, at first thought, that the FCC's overwhelming opposition would coincide with that expressed a short time earlier by directors of the National Association of Broadcasters who announced unswerving admiration of the existing standard and horror at the one proposed. Isn't this the same NAB that has so often declared its fealty to free competition?

The explanation, of course, is that "the public interest" may be indiscriminately invoked in behalf of the personal persuasions of the regulators or private interests of the regulated. All FCC actions are taken in its name, including the agency's worst excesses. Broadcasters invoke it, for example, as the stated reason for the FCC to limit cable television competition, a power the new act would eliminate.

At the conclusion of the FCC testimony last week, the subcommittee chairman, Lionel van Deerlin (D-Calif.), remarked that it might be politically necessary to insert the public interest standard in his new act. If that is to be done, he might as well agree with the majority of broadcasters and members of the FCC that the Communications Act of 1934, perhaps with some amendments, is to be here after he is gone.

## Likely target

A key provision in the rewrite of the Communications Act would create a National Telecommunications Agency in the executive branch and give it the authority to set regulatory policy and allocate the spectrum. With good reason, that provision was attacked last week by members of the FCC.

Mischief enough can be done by an executive-branch office without such sweeping powers, as was proved during the Nixon administration by the Office of Telecommunications Policy. An NTA as described by the House Communications Subcommittee draft of the new act would be all but ordered to insinuate itself

into the content as well as distribution of the regulated media.

FCC Chairman Charles D. Ferris was on sound ground when he told the subcommittee last Tuesday that spectrum allocation was the basis of communications regulation and should be left to the "collegial" decisions of a multimember agency like the FCC "with its internal checks and balances, its diversity of ideology and its relative insulation from political and economic pressures." An NTA under the thumb of a strong director and stronger President, Mr. Ferris didn't have to say, would almost certainly become an instrument of censorship.

The envisioned NTA would also be the U.S. government agency to deal with other nations in international spectrum allocations, adding to its power of life or death over U.S. users whose spectrum space could be dealt away to foreign users.

As will no doubt be proved, with the resourceful Henry Geller in command, the new National Telecommunications and Information Agency gives the executive branch all the influence it needs, and perhaps more, in the shaping of communications policy. And its spectrum functions are confined, as they should be, to the parceling of government space to government users.

## Now about that marketplace . . .

Readers who have leafed through earlier pages of this issue will have noticed that a good many are devoted to our annual midyear look at the general state of radio. Taken together, the various accounts lead to a conclusion that should be equally obvious.

Audiences are of course both the immediate and the ultimate beneficiaries as the proliferation of stations and fine-tuning of formats go on. As literally as it is possible to speak, there is programming for every licit listener interest. Manufacturers are building and marketing new and better equipment, and broadcasters are buying and installing it. Radio business on the whole remains good—a vital requirement for the maintenance and elevation of both program and technical standards. The prices at which radio stations are bought and sold are rising—which by itself says that radio's health is sound.

What all these things *should* tell broadcasting's regulators and members of the Congress is that, except for technical supervision, the regulators are not needed. Radio's growth and performance are products of the marketplace, achieved not by government regulation but despite it. This is, of course, also true of television: The two differ only in scale.



Drawn for BROADCASTING by Jack Schmidt

"Hey, Al, listen to your horoscope for today: 'Avoid stress. Be careful near electricity. You may have trouble communicating with others. . .'"



# THE INFORMATION CRISIS.

If you pick up a newspaper these days, it's easy to walk away with the impression that there's a world-wide shortage of everything.

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Source: Mon-Sun, 6a-12m, AQH, MSA, Houston-Galveston Arbitron, April/May 1978. (Audience estimates subject to qualifications given in Arbitron report).