

July 31, 1978

How blue the sky for cable:
Qube's finding out in Columbus

Broadcasting Jul 31

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

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how important
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We're proud to say that Covenant Broadcasting has been growing bigger and bigger every day since we began back in 1971.

Just recently we enjoyed so much growth that we grew right out of our old name. We are now: **INSILCO Broadcast Group.**

The only change is the name . . . but that change is another important indication of growth. A significant minority investment by INSILCO Corporation will enable us to accelerate our rate of accomplishment in the markets we now serve . . . and those we'll serve in the future.

With the added support of Insilco, one of Fortune's 500 largest companies, we'll be able to do just what we've been doing since 1971 . . . only bigger, better and faster.

You can still call us by our first names: WELI in New Haven, WKSS in Hartford, WGSO and WQUE in New Orleans, KTOK, KZUE and The Oklahoma News Network in Oklahoma City; and recognize us by the same dedication to service through total involvement . . . on and off the air.



a wholly-owned subsidiary of Broad Street Communications Corporation

Connecticut: WELI New Haven, WKSS Hartford; Oklahoma: KTOK Oklahoma City, KZUE Oklahoma City, Oklahoma News Network; Louisiana: WGSO New Orleans, WQUE New Orleans.

The Week in Brief

LOADED AGENDA □ In a pre-vacation flurry, the FCC reopens the children's TV inquiry, deals with a hypnotic political spot, rejects petitions against 16 California stations, hears pleas for more cable service in New Jersey and approves that three-way FM sale in San Francisco. **PAGE 21.**

STOCKS STAY HOT □ More reports from broadcasting-related firms underscore the market boom. **PAGE 24.**

AMERICA DISCOVERS COLUMBUS □ More and more attention is being focused on the Ohio experiment of Warner Cable. It's still too early to tell whether it will prove to be a boon or a bust, but there's no doubt the company is on the leading edge of something. This special report elicits the feelings of executives and viewers. And in Reading, especially for

NEW HORIZON
meeting with
get involved
programming

BROADCASTING
July 31, 1978

NETWORK IN
review of co

COURT ACC
proceeding
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TROUBLE IN
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MORE JERSEY
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CUTBACK
Communi
available to rural regions. It also centers
has basically worked well. **PAGE 38.**

FINAL ACT □ The NAB crossownership group disbands

after eight years, asking the FCC to hold up on divestiture until Congress completes its work on the Communications Act rewrite. **PAGE 38.**

IN THE WINGS □ All three commercial TV networks exude confidence for the chances of their prime-time line-ups for the fall, but all are working on reserves. ABC and NBC are putting a lot of shows in the can, while CBS prefers most in the scripting stage. **PAGE 39.**

CABLE-TELCO FRANCHISES □ The FCC is thinking about relaxing its strict prohibition against such crossownership in a move to improve service to rural areas. **PAGE 39.**

DIFFERENT TANGENT □ Though neither mad dog nor man, Jack Linkletter goes out in the noonday sun at 11:30 a.m. with the first of NBC-TV's *America Alive*. The daytime show had last week to mixed reviews and technical problems, but its producers are pleased with most aspects.

THERE ARE THREE □ Los Angeles gets over-the-air, over-the-cable program service as KWHY-TV begins SelecTV. It's the third such operation in the U.S. **PAGE 42.**

DOOR □ Kotv Tulsa persuades the Oklahoma Supreme Court to permit closed-circuit coverage of a trial preliminary hearing. Also pending is a bid for routine radio and TV broadcast of the trial. **PAGE 43.**

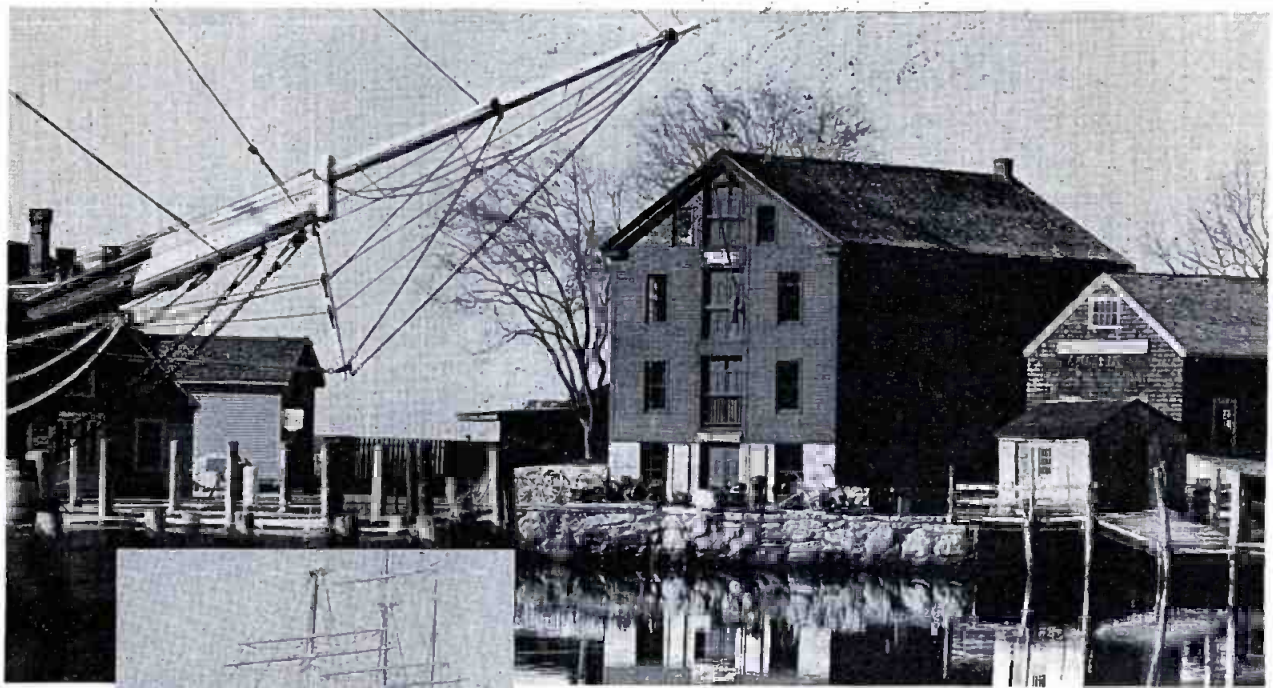
TANGLES WITH CBS □ The McGoff newspaper buys ads in trade publications to claim that there are serious errors in the network's documentary on the paper business. **PAGE 44.**

EARS □ The Council for UHF Broadcasting raises questions with the FCC about commission procedures that it feels pose threats to UHF stations. **PAGE 44.**

VISIBLE DREAM □ Since 1973 when he started trying to place issue advertising on radio networks, Herbert Hertz has become an increasingly visible figure to radio and television broadcasters. The public affairs vice president of Mobil Oil Corp. says his greatest frustrations have come from competing with television. **PAGE 65.**

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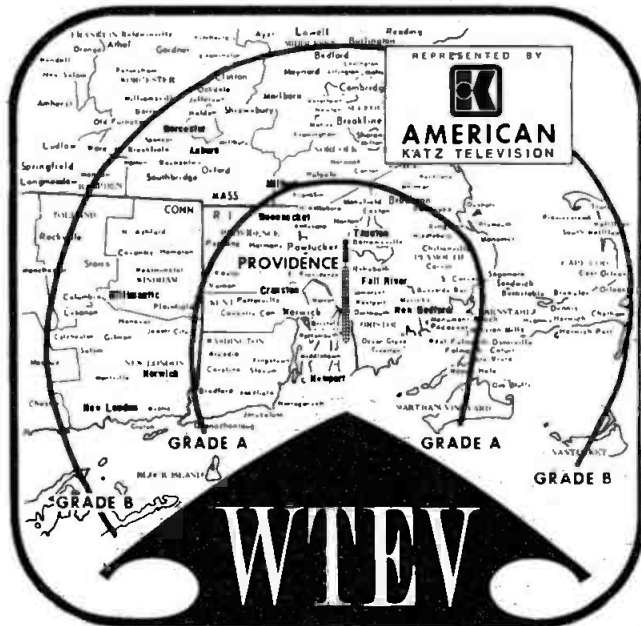
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Famous Landmarks

The bowsprit of an old whaler, the Charles W. Morgan, points majestically to some of the exhibit buildings at the popular Mystic Seaport maritime museum at Mystic, Conn. The ancient vessel (inset), the last surviving wooden whaler in America, has been designated a National Historic Landmark and now serves as the outstanding tourist attraction at the museum.

To cover the Providence DMA—use WTEV



This progressive station delivers unique, uniform coverage in one of the country's major market areas. Its effective buying income is \$9,276,155,000; retail sales are \$5,051,362,000. To assure maximum returns from your advertising dollars spent in the Providence DMA you need WTEV. Be sure that it is on your media list.

WTEV 6

STEINMAN TV STATION



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Closed Circuit[®]

Insider report: behind the scene, before the fact

Presidential courtesy?

Although report may never be confirmed, it can be stated unequivocally that former President Gerald Ford has asked his successor, Jimmy Carter, to appoint FCC Commissioner Margita White to new, full seven-year term from last June 30, when her present term expired. When Mrs. White was named to FCC by Mr. Ford two years ago, it was understood she would be reappointed to full term two years later, in effect giving her nine-year tenure. At same time, Democrat Joseph Fogarty was named to seven-year term in compromise between White House and Democratic senators.

Script turned sour when Mr. Ford lost election. Mr. Carter cannot name another Democrat for White seat since law's limit of four Democrats is already filled. But neither is he committed to incumbent, who may serve until reappointment or until successor qualifies.

Loaded

Talk has been surfacing lately that ABC's Roone Arledge may have spread himself too thin by taking on dual presidencies of news and sports divisions. How does Mr. Arledge feel about it?

He thinks news product has improved — though he says lack of his personal attention hurt premiere of *20/20*. ABC Sports hasn't declined either, he believes, but improvement of competition in that area has made it "more difficult to discern clear leadership." He said he is frustrated by "having everybody semiannoyed at me" because he's so hard to reach. He recently weighed his unanswered mail — 63 pounds worth. Hope is that pressures will soon ease with new evening news format now off ground — "but then football starts in the fall." Might there come day when he'd give up one presidency? "Physically it's been very difficult," he said. "I have noticed a decline in my body. . . . I don't know; we'll see."

Untended helm

There won't be full-time chairman in charge of preparing U.S. delegation and position for World Administrative Radio Conference of 1979 until next April, only five months before WARC '79 begins. That's word Glen O. Robinson, who's to be chairman, has given Deputy Secretary of State Warren M. Christopher, who had personally requested Mr. Robinson to take over earlier ("Closed Circuit," July 17).

Professor Robinson, it's reliably reported, told State's number-two man he could not escape commitment to teach at University of Virginia Law School through

spring term. Communications leaders in and out of government have urged dual chairmanship at critical conference where frequencies will be divided among nations. It's expected Soviet bloc and Third World will align against U.S. and West.

Friends in court

Citizens Communications Center, which like other public interest law firms is feeling financial pinch, seems likely to get some help from FCC under Chairman Charles D. Ferris that FCC under Chairman Richard E. Wiley refused it. Citizens has in escrow \$54,000 received as part of settlement of actions brought against four broadcast companies. However, Internal Revenue Service says Citizens cannot use money without risking its tax-exempt status unless agreements are "approved" by commission: And commission under Mr. Wiley neither approved nor disapproved them.

Last month, Citizens petitioned commission to approve settlement to comply with IRS guidelines. And general counsel's office is said to be preparing recommendation that commission do just that. Frank Lloyd, Chairman Ferris's administrative assistant, was formerly Citizens' head.

Holdouts

Ziff Corp. has "technically withdrawn" conditional offer of \$30 per share for stock of Rust Craft Greeting Cards and its station group, according to I. Martin Pompadur, Ziff president, but is continuing discussions with Rust Craft stockholders, Jack and Myles Berkman, who have balked at price they think too low. Ziff upped offer to \$30 from \$26.50 — price at which FCC approved transfer in action Berkman's have challenged (BROADCASTING, July 3). At \$30, deal added up to \$79.5 million.

Defection of dove?

National Radio Broadcasters Association President James Gabbert may have been premature in announcing NRBA board's "unanimous" support of Communications Act rewrite after meeting in Washington with House Communications Subcommittee. Chairman Lionel Van Deerlin (D-Calif.), (BROADCASTING, July 24). One NRBA director who wasn't there said last week he was surprised to read announcement, issued after others at meeting were encouraged by answers to their expressed concerns over fixed spectrum fees and ownership limits in bill. Asking not to be identified, he said he was not asked for his

opinion, gave impression he might have reservations about bill.

National Association of Broadcasters for one would be delighted if it turned out NRBA's backing is softer than Mr. Gabbert let on and last week was volunteering evidence that such is case. But it's doubtful NAB could draw NRBA back into fold. NAB's rewrite position could be called belligerent neutrality, and NRBA sees in bill best deal for radio.

Middle roader

Daniel Kops (WAVZ[AM]-WCKI[FM] New Haven, Conn.), who represents class B markets on National Association of Broadcasters radio board, has written 700-member constituency to express dismay over divisions between hawks and doves in broadcaster reaction to Communications Act rewrite. Mr. Kops is urging moderation. Rewrite, he said, was "just a draft, with only a remote possibility" of adoption.

Broadcasters ought to keep options open, said Mr. Kops, except on subject of fees (see page 19). "We must remain unalterably opposed to a spectrum use tax," wrote Mr. Kops.

Pioneering

Don Kearney, well-known former broadcasting and agency executive, is in line to become executive director of Broadcast Pioneers. He's expected to succeed Robert H. Boulware, who is withdrawing from active participation for personal reasons. Mr. Kearney, former chairman of Television Bureau of Advertising, served with Katz Agency, ABC and Corinthian Broadcasting over many years, most recently headed Irish-owned McConnell Advertising Service's New York office.

Mr. Boulware, retired executive director of International Radio and Television Society, joined Pioneers earlier this year to help lead rejuvenation program under President Norman E. Cash, vice chairman of TVB (BROADCASTING, March 20).

Out of town

For second year in row, St. Louis Cardinals will be only National Football League team without preseason coverage on home-town television. That's preliminary finding in BROADCASTING's annual survey of football broadcast rights and schedules to be published next week (Aug. 7).

Last year Cardinals rejected three bids for local rights, claiming offers were too low. It's different tune this year; Spokesman for club says Charles V. Bidwell, managing partner, is "worried about overexposure."

Business Briefly

Radio only

Associates Commercial Corp. □

Financial institution starts 13-week radio campaign this week. Baker & Erich, Chicago, is handling spots in 46 markets including Boston, Detroit and Nashville. Target: truckers.

Xerox □ Corporation slates 12-week radio push beginning this week. Needham, Harper & Steers, New York, will schedule spots in at least 10 markets including Boston and Los Angeles. Target: men, 25-64.

GAMA □ Gas Appliance Manufacturers Association plans six-week radio drive beginning in late August. Holland Wallace, Little Rock, Ark., will place spots in 125 markets including Omaha, Phoenix and San Francisco. Target: adults, 25-54.

U.S. Coast Guard □ Service slates six-week radio flight starting in early September. Henry J. Kaufman,

Washington, will arrange spots in 10 markets—Atlanta, Cleveland, Detroit, Chicago, Philadelphia, Phoenix, St. Louis, San Antonio, Los Angeles and Washington. Target: minorities, 18-24.

K-Tel International □ Company slates five-week radio promotion for its record albums beginning in mid-August. Commonwealth Advertising, Minnetonka, Minn., will select spots in 120 markets including Albuquerque, N.M., Houston and Milwaukee. Target: teen-agers.

Pearle Vision Centers □ Optics division of Will Ross prepares four-to-six-week spot-radio promotion beginning in early August. Chollick Associates, New York, will select spots in 29 markets including Atlanta, Boston and Detroit. Target: women, 25-44.

Standard Brands □ Confectionery division features its Baby Ruth and Butterfinger candy in five-week radio buy beginning this week. Lee King & Partners, Chicago, will handle spots in about 65 markets including Boston, Los Angeles,

Rep appointments

- **WLBT(TV)** Jackson, Miss.: John Blair & Co., New York.



Sealed with a shake. William H. Dilday Jr. (r), general manager of **WLBT(TV)** Jackson, Miss., and Jack W. Fritz, president of John Blair & Co., congratulate each other after the contract signing making Blair Television the new national rep for the station.

- **WBUK(AM)** Portage, Mich.: Pro/Meeker Radio, New York.

New York and St. Louis. Target: teen-agers.

Krystal □ Fast food chain arranges five-week radio campaign beginning this week. Cargill, Wilson & Acree, Atlanta, will buy spots in 19 markets including Memphis. Target: adults, 25-54.

Zayre □ Discount department stores launches four-to-five-week radio push starting in August. Ingalls Associates, Boston, will buy spots in 95 markets including Baltimore, Cleveland, New York and Washington. Target: women, 18-34.

Schick □ Smoking control product gets four-week radio flight beginning next week. S.B.B. Associates, Los Angeles, will handle spots in Los Angeles and Seattle. Target: adults, 18 and over.

James B. Lansing □ High-fidelity loudspeaker manufacturer prepares three-week spot-radio push for early August. Keye/Donna/Pearlstein, Los Angeles, will buy spots targeted to men, 18-34.

Endicott Johnson □ Shoe manufacturer schedules three-week radio campaign starting in mid-August. Fred Riger Advertising, Buffalo, N.Y., will seek spots in 15-20 markets including Chicago. Target: teen-agers.

Haggar □ Manufacturer of men's and boys' apparel places two-week radio push starting in early September. Tracy-Locke, Dallas, will seek spots in at least three

June, 1978

\$4,050,000

Morris Cablevision

\$3,300,000 Senior Secured Loan due 1988

\$750,000 Subordinated Secured Loan due 1988

We acted as subordinated lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.

Becker Communications Associates

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LAVERNE &



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* SOURCE: NTI - SINGLE EPISODE PERFORMANCE, JAN. 10, 1978

SHIRLEY.



NOW AVAILABLE FOR AIRING FALL 1981.

THERE IS NO OTHER SERIES YOU CAN BUY THAT EVEN APPROACHES LAVERNE & SHIRLEY.

PROGRAM	RATING	HOUSE- HOLDS (000)	ADULTS 18-49 (000)	ADULTS 18-34 (000)	TEENS/ CHILDREN (000)
LAVERNE & SHIRLEY	28.5	20,380	19,730	13,240	18,390
ALL IN THE FAMILY	26.6	17,780	15,120	8,351	8,400
SANFORD & SON	23.9	16,090	12,300	6,940	6,980
M*A*S*H	22.6	15,610	14,130	8,890	8,260
WELCOME BACK KOTTER	20.2	14,390	13,260	8,630	12,270
GOOD TIMES	20.1	13,990	11,470	6,880	8,210
CHICO & THE MAN	20.0	14,010	9,700	5,590	5,920
BARNEY MILLER	19.0	13,480	12,460	7,760	7,800

SOURCE: NTI - NAD
NOV., FEB., MAY AVERAGE
TOTAL NETWORK DURATION THROUGH MAY 1978
SUBJECT TO SURVEY QUALIFICATIONS



PARAMOUNT TELEVISION DISTRIBUTION / DOMESTIC SYNDICATION

markets including San Antonio. Target: men, 18-24.

Marshall's □ Department store chain slates two-week radio campaign beginning in August. Commerce Advertising, Boston, will place spots in Philadelphia, St. Louis and Washington. Target: women, 18-49.

National Liberty □ Insurance company places one-week radio test beginning in early August. National Media, Philadelphia, will schedule spots in about 10 markets including San Antonio, Tex., Target: adults, 35-64.

TV only

Perm A Bond □ Company highlights its glue in 10-week TV buy beginning in late August. Winner Communications, New York, will select spots in about 100 markets during fringe time. Target: women and men, 18-49.

Kahn's □ Food products group launches eight-week TV campaign for its Hillshire Farms division starting in mid-September. Venet Advertising, New York, will place spots in at least 16 markets during access, early and late fringe time. Target: women, 25-54.

Pick N Pay □ Shoe store chain schedules seven-week TV flight beginning in mid-August. W.B. Doner, Southfield, Mich., will handle spots in 11 markets during daytime. Target: women, 18-49.

Wm. Underwood □ Food products group focuses on its meat spreads in six-week TV drive starting in early September. Kenyon & Eckhardt, Boston, will buy spots in 50 markets during fringe and prime time. Target: women, 25-49.

Coca-Cola □ Food division highlights its Hi-C drink in six-week TV test starting this week. McDonald & Little, Atlanta, is handling spots in test markets during day, fringe and prime time. Target: women, 25-54.

Pizza Hut □ Restaurant chain starts six-week TV flight this week. Foote, Cone & Belding, Chicago, is using stations in 41 markets during fringe and prime time. Target: adults, 18-34.

Knudsen □ Food products group focuses on its yogurt in six-week TV buy starting next week. Foote, Cone & Belding-Honig, Los Angeles, will arrange spots in about 11 markets during day, fringe and prime time. Target: women, 25-49.

Allegheny Airlines □ Airline arranges six-week TV flight beginning in early September. J. Walter Thompson, Washington, will buy spots in 20 markets during fringe time. Target: men, 25-54.

Pharmacraft □ Division of Penwalt features its Allerest product in six-week TV push starting in late August. Rumrill-Hoyt, New York, will buy spots in about 12 markets during fringe and prime-access time. Target: total women.

Dodge □ Dealer association schedules four-week TV campaign beginning in mid-August. BBDO, Troy, Mich., will handle spots during fringe time. Target: adults, 18-34.

Iroquois Brands □ Champale pink and extra dry drinks get four-week TV push beginning in early August. SFM Media, New York, will handle spots in about 50 markets during day, fringe and prime time. Target: adults, 18-34.

Borden □ Dairy products division features its Hi-Protein milk in four-week TV promotion starting in late August. Tracy-Locke, Dallas, will arrange spots in 42 markets during day, prime and prime-access time. Target: women, 18-49.

G. D. Searle □ Consumer products division places four-week TV drive for its Metamucil laxative product beginning this week. Needham, Harper & Steers, Chicago, schedules spots in six markets during fringe time. Target: men and women, 50 and over.

Acton □ Snack food producer launches three-week TV buy in mid-September. Richards Group, Dallas, will seek spots in 11 markets including Dallas and New Orleans during day, fringe and prime time. Target: women, 18-49.

Sunstar □ Food products group features its salad dressing in three-week TV drive starting in early August. Paragon Companies, Minneapolis, will schedule spots in Des Moines, Iowa, and Toledo,

Ohio, during fringe time. Target: women, 25-49.

Bell Brand □ Natural style potato chips get three-week TV buy beginning in mid-August. Ogilvy & Mather, Los Angeles, will seek spots in five markets during fringe time. Target: women, 18-49.

Flav-O-Rich □ Company launches three-week TV drive for its Flav-O-Rich buttermilk in mid-August. D'Arcy-MacManus & Masius, Atlanta, will seek spots in 26 markets during prime time. Target: adults, 25-54.

Credit Union National Association □ Credit groups will sponsor 1980 Winter Olympics preview in early January on ABC-TV through Garrison, Jasper, Rose & Co., Indianapolis. Program will originate at Lake Placid, N.Y., and will preview events and introduce leading contenders from around the world.

Sally Hansen □ Division of Del Laboratories begins TV flight for its Sally Hansen Hard As Nails product starting in late August. Daniel & Charles, New York, will schedule spots in about 50 markets during fringe time. Target: women, 18-49.

Radio-TV

W.R. Grace □ Company launches four-week TV and radio push for its agricultural chemicals in late August. Howard, Merrell & Boykin, Raleigh, N.C., will select TV spots in Amarillo, Lubbock and Waco, all Texas; Wichita, Kan.; Joplin, Mo.; Pittsburg, Kan., and Oklahoma City during day, fringe and prime-access time, and in radio markets in Kansas, Nebraska, Missouri, Arkansas and Oklahoma. Target: men, 25-54.

BAR reports television-network sales as of July 9

ABC \$729,869,200 (36.3%) □ CBS \$668,790,800 (33.2%) □ NBC \$612,999,400 (30.5%)

Day parts	Total minutes week ended July 9	Total dollars week ended July 9	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.	126	\$ 845,700	3,977	\$ 28,754,800	\$ 25,200,000	+14.1
Monday-Friday 10 a.m.-6 p.m.	1,043	15,461,800	27,459	441,011,500	399,863,400	+10.3
Saturday-Sunday Sign-on-6 p.m.	265	5,113,900	8,602	220,392,500	202,831,400	+8.7
Monday-Saturday 6 p.m.-7:30 p.m.	110	3,471,700	2,762	114,398,000	102,730,100	+11.4
Sunday 6 p.m.-7:30 p.m.	17	660,100	572	33,426,100	29,469,000	+13.4
Monday-Sunday 7:30 p.m.-11 p.m.	416	29,933,700	11,254	1,044,530,600	932,709,300	+12.0
Monday-Sunday 11 p.m.-Sign-off	233	5,020,600	5,931	129,145,500	122,297,700	+5.7
Total	2,210	\$60,507,500	60,557	\$2,011,659,400	\$1,815,100,900	+17.3

Source: Broadcast Advertisers Reports

Datebook

■ indicates new or revised listing

This week

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.

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

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: CIB, 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**—Board of directors meeting of *Broadcast Pioneers*. National Association of Broadcasters, Washington.

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, Gallinburg, 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.

Also in August

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 Greenbriar, White Sulphur Springs, W.Va.

Aug. 25-28—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. Information: 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. 27-30**—Third annual seminar of the *Cable Television Administration and Marketing Society*. Atlanta. Information: Ernie Olsen, (404) 393-0480, or Andrew Goldman (212) 247-8700.

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. 7**—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Benson hotel, Portland, Ore.

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

■ **Sept. 9**—Meeting of region 11 of *Radio Television News Director Association*. Marriott, Springfield, Mass.

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 of outside participants 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*

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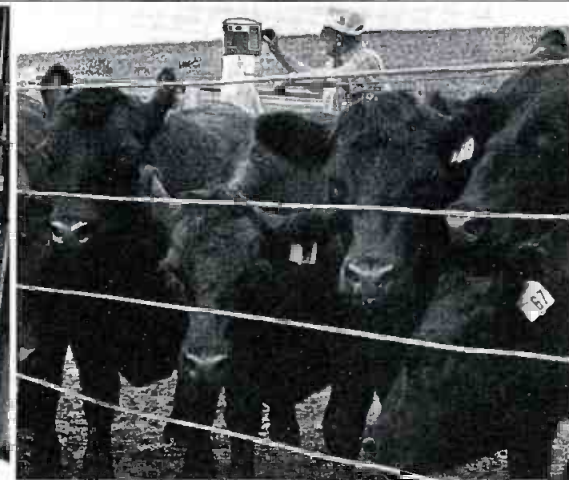
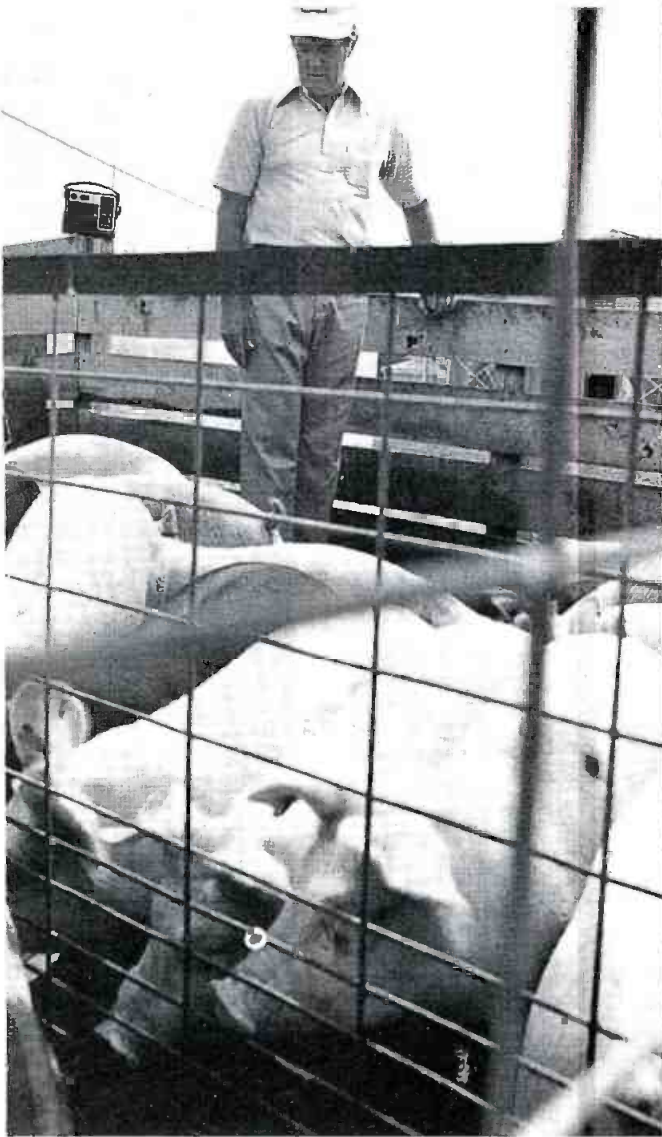
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THE COMMODITY NEWS NETWORK. WHERE FARMERS LISTEN.

Major meetings

Aug. 20-23—*National Association of Broadcasters* radio programing 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.

■ **Nov. 26-29**—*Association of National Adver-*

tsiders annual convention. Camelback Inn, Scottsdale, Ariz.

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 programing. 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.

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

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

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.

■ **Sept. 29-Oct. 1**—*Massachusetts Broadcasters Association* convention. Sheraton Tara, Framingham, Mass.

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. 8-9**—*Kentucky CATV Association* fall convention. Hyatt Regency hotel, Lexington, Ky.

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

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

Oct. 12-13—*National Association of Broadcasters* fall conference. Boston Marriott 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 Broadcasters* 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. 24**—Second annual "State of the Art" convention of the Kentucky chapter of the *Society of Broadcast Engineers*. Ramada Inn Bluegrass Convention Center, Louisville, Ky.

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. 2-3**—*Oregon Association of Broadcasters* fall conference. Jantzen Beach Red Lion, Portland, Ore.

Nov. 2-5—*American Advertising Federation* Western region conference. Waikiki-Sheraton hotel, Honolulu

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

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 Wayfarer, Bedford, N.H.

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

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

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

Sept. 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.



The Joyce Jillson Show

The Country's most beautiful Astrologer
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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. 28-29**—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

■ **Nov. 28-30**—Annual conference of *North American Broadcast Section-World Association for Christian Communication.* Bahia Mar Resort, South Padre Island, Tex. Information: Rev. Ed Willingham, 600

Palms building, Detroit 48201.

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

Nov. 30—Presentation of annual Gabriel Awards of *UNDA-USA* Bahia 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.

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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-Teletesting* 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.

Open Mike®

Who knows from AM stereo?

EDITOR: I would like to comment on William Hoisington's letter in your July 3 issue. He states that the average Joe doesn't give a heck about AM stereo. The reason now probably is that the average Joe doesn't know about AM stereo.

It seems that the only people currently knowledgeable about AM stereo are the AM broadcasters, equipment manufacturers, the National AM Stereo Radio Committee, the National Association of Broadcasters, the FCC and various other commissions and groups. Unless the average Joe is a member of one of these many groups, chances are he'll laugh when he first hears about AM stereo, let alone listen to it.

Let's all hope we may begin AM stereo broadcasting in the near future.—*Howard M. Ginsberg, chief engineer, WYMT(AM) Burlington, Vt.*

Long ago and far away

EDITOR: Regarding the statement on page 29 of your July 3 issue (unfortunately your magazine reaches Alaska somewhat later than the rest of the United States) indicating that the World Cup soccer tournament was seen only on closed-circuit telecasts and via 11 affiliates of the Spanish International Network, please be advised that this event was also seen in Alaska over the facilities of our MDS subscription television system. Transmission

was arranged through Magnaverde Productions in New York (a subsidiary of SIN) and was seen in over 5,000 Anchorage homes as well as various public locations which hosted viewers from as far away as Fairbanks and Juneau.—*Robert J. Gould, president, Visions Ltd., Anchorage.*

How high the antenna

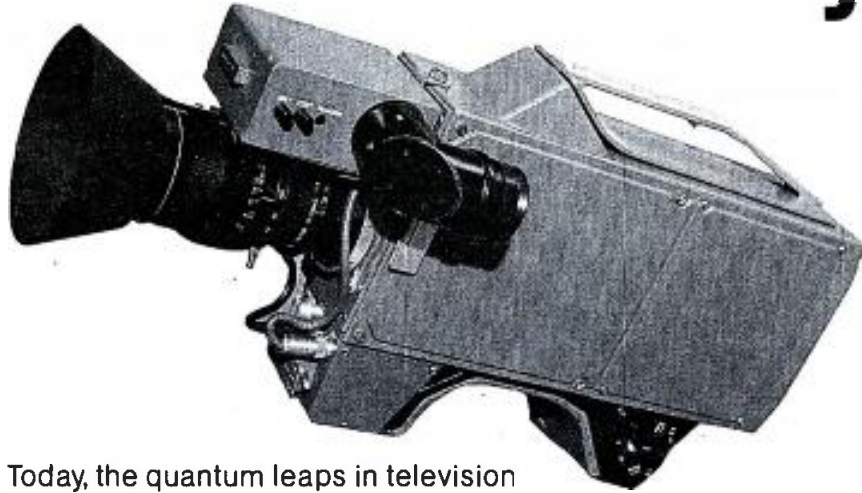


EDITOR: Thought you might be interested in the "Perfect Measure" device which KOIT uses to make sure that our listeners have their automobile antennas adjusted to the proper height. We're giving away thousands of them.

I'm enclosing a picture of Dick Crusier, our afternoon personality, who is helping Georgette Soulie get the proper height for her antenna so she can tune in our station on her car radio. Georgette is an account executive with Thomas Advertising Agency of San Francisco.

Our engineers tell us that by placing the antenna at the proper height, the multipath noise that is irritating to many FM car listeners can be minimized.—*Dick Dixon, president and general manager, KOIT(FM) San Francisco.*

Growth industry



Today, the quantum leaps in television are being made in news. On the national level, certainly. But, in the view of many professionals, even more dramatically on the local one.

That's the story we'll be out to document in BROADCASTING's annual special report on local TV journalism, out August 28.

ENG has made a difference, but that's not the whole story. Consultants have helped, but they're not all of it either. The discovery by management that news could be a profit center instead of a profit drain didn't hurt, but that was only another part of the reason why.

We'll put the parts together on August 28.

Among the components:

- **Names that make news.** An in-depth look at television's anchorpeople—the men and women around whom news operations pivot.
- **Read all about it.** A year's worth of outstanding local news performance. In terms of breaking news. Documentaries. Minidocs. Investigative reporting. Public affairs. Editorial campaigns.
- **What to make of it all.** A putting-in-perspective report on where today's leading news authorities think the medium's heading—and what it will be like when it gets there.

An issue to watch for. And to be a part of. Advertising availabilities may be arranged through BROADCASTING representatives*

You belong in Broadcasting  Aug 28

- * *Our end of the line.* For advertising placements from the North, Midwest and East, call **Win Levi** or **Dave Berlyn** at (212) 757-3260.
From the South, call **Peter O'Reilly** at (202) 638-1022.
From the West, call **Bill Merritt** at (213) 463-3148.
From any point of the compass, call **David Whitcombe** or **John Andre** at (202) 638-1022.

Monday Memo[®]

A broadcast advertising commentary from James H. Foster, VP-corporate affairs, Western Union Corp., Upper Saddle River, N.J.

Beating the drum for Mailgram, via radio

Everyone knows that television is a great product demonstration medium. You can cut a diamond in the back seat of an automobile to show how smoothly the car rides, tap dance on a piano top to prove the scuff-resistance of a coating material and, of course, squeeze the toilet paper. But can an advertiser demonstrate a product or an idea on radio?

Yes, provided you give the listener a chance to use the imagination. And who can ask for more than that kind of listener involvement?

Stan Freberg created a radio demonstration a few years ago that conjured up the draining and filling of Lake Michigan with a 700-foot mountain of whipped cream and the air drop of a 10-ton maraschino cherry, all to the cheering of 25,000 extras. It concluded with a defiant "Now, try that on television."

Not long after Stan was filling up Lake Michigan, Western Union began using radio to demonstrate the impact of a Mailgram message. In just a few years, this program has helped Mailgram become a nearly \$60-million-a-year segment of Western Union's business.

But let's start at the beginning. Mailgram service was developed jointly with the U.S. Postal Service and inaugurated on a limited, experimental basis in 1970. It combines nationwide delivery by 250,000 letter carriers with Western Union's satellite and microwave networks, eliminating the hauling of paper across country and nearly all the sorting and handling.

The public sends Mailgram messages with a toll-free call to one of our three central telephone bureaus, which are connected to our message-routing computers in Virginia and Missouri. Business people send them by Telex or TWX teletypewriters, other terminals and even directly from their computers to ours.

Mailgram messages are used for all sorts of priority correspondence, from such personal applications as party invitations and birth announcements to product recalls. And they're ideally suited for getting the attention of elected officials and other hard-to-reach people.

Our first job was to determine how to position this new product in the minds of our prospects.

The name "Mailgram" suggests two possible approaches. We could relate the new service to the U.S. mail. Or to our own telegram. As is often the case, the choice was settled by a testing program.

In some markets we positioned the Mailgram as a "new high-speed service



James H. Foster joined Western Union Corp. as vice president-public affairs in July 1973 with responsibility for all external and internal communications of the corporation and its operating subsidiaries, including advertising, public relations, investor relations and employee communications. He was previously a vice president of J. Walter Thompson Co., serving for 12 years in a variety of public relations and advertising assignments.

for important messages." Obviously, here we were relating to the mail, and in all media we employed sound effects, artwork and animation to dramatize speed.

In another group of markets we positioned Mailgram as having "the impact of a telegram at a fraction of the cost." Here we were relating the new service to our famous yellow message. A bass drum was featured in television, radio and even, soundlessly, in print advertising to dramatize the "impact" idea.

Mailgram volume went up in the mail-positioning test cities, but even more substantially in the telegram-positioning cities.

We rolled out the stronger idea in a balanced national media program in what was essentially an awareness-building phase of the campaign, using television as the primary buy.

We started using television to demonstrate "impact, of course." At the critical moment that a Mailgram was read, we literally exploded the set around the actor. This visual demonstration made our television advertising very effective, but at the same time we continued to keep a very respectful eye on radio's performance in our mix.

Our ongoing research indicated that we needed more frequency and reminder in our program. And because Mailgram is a "use it when you need it" product, we wanted to remind prospects at a time when

they were thinking business, not golf. Thus, radio's drive-time audience was a very efficient one for Mailgram.

Obviously, we couldn't use the exploding-set device on radio. So, from the very first commercials, which established the bass drum as a symbol of the product, our agency, Ries Cappiello Colwell, developed a series of campaigns that actually demonstrated what the product could do for the words in a message. Instead of sight, they used sound to make the point.

A Shakespearean actor, with an echo chamber as support, conveyed the extra impact of simple words and phrases, from "Hello" to "Please pay me what you own me." when they appear in a Mailgram message.

In one of the award-winning spots, an announcer said: "Words are like musical arrangements. Some have more impact than others. For example, compare this little arrangement [small piano version of Beethoven's fifth] with the impact of this one [full orchestral]. The same principle applies to your written messages . . ."

In our newest generation of commercials, we decided to employ a recognizable voice and personality to improve listener-ship. After careful screening, we selected Don Knotts for his classic underdog character.

Each commercial demonstrates how the use of Mailgram turns Don from a loser to a winner, or almost a winner.

Each spot is a mini-story that a listener is likely to identify with. And, using that same echo chamber effect, Don shows how important his words become when he sends messages like "Meet me at the airport," "Let me make one thing perfectly clear, senator," or "I need that loveseat Saturday." Needless to say, the impact of a Mailgram message works every time for Don. One way or another.

The favorable results of using radio as a demonstration medium has led us to increase the proportion of radio in our mix. In fact, it has worked so well that for the past two years, radio has been the dominant Mailgram medium.

Radio gives us much needed frequency, and we think our agency has risen to the special creative challenge of communicating Mailgram's impact via radio. Radio also affords selective reach of our key target audience, which we back up with the *Wall Street Journal* and transit advertising.

Mailgram revenue has grown steadily from \$3 million in 1971 to about \$51 million last year, and it is still climbing this year.

A big part of the success of this new service belongs to the medium of radio, and, perhaps in some small measure, to Stan Freberg, who showed us the way.

NRBA '78

The Scene: San Francisco

The Subject: Radio

The Action: Intense

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CONFERENCE AND EXPOSITION, SEPT. 17-20, 1978
HYATT REGENCY EMBARCADERO, SAN FRANCISCO**

Broadcasting Jul 31

Vol. 95 No. 5

Top of the Week

'Back to the drawing board' on license fees

Schedule of TV assessments under staff's draft fails to survive first week of public exposure

Representative Lionel Van Deerlin (D-Calif.) last week disowned some of the numbers in the draft license fee schedule his House Communications Subcommittee staff had released only the week before (BROADCASTING, July 24). But he said the model formula would be left standing for

discussion purposes.

The fee schedule, offered up two weeks ago as a way to implement the Communications Act rewrite's provision requiring broadcasters to pay annual fees for their occupancy of electromagnetic spectrum space, specified dollar amounts for every VHF and UHF station that would be affected by the proposal. But many broadcasters choked on the first entry, for New York, in which every VHF station in the market—whether network-owned or independent—would pay an annual fee of \$7.7 million, and every UHF would pay \$2 million.

With six VHF's and three UHF's in the market, the total fee for New York's TV stations would come to \$52,695,626 under the staff's formula. According to BROADCASTING's calculations, that represents 82.4% of the combined pretax profits reported by those stations in 1976.

Of all the markets in the country, New York would have the biggest bite taken from its earnings by the proposed fee. But the figures in other markets are startling nonetheless. The fee would take 64% of the 1976 earnings of the TV stations in Washington. In Flint-Saginaw-Bay City, Mich., it would take 62.8%; in Providence, R.I., 55.8%; in Cleveland and Pittsburgh, 54.7%; in Albany-Schenectady, N.Y., 51.1%, and in Philadelphia, 50.1%. The schedule of fees is eye-catching for its disparities, too; San Francisco would pay only 12.9%, by contrast, and Rochester, N.Y., only 1.5%.

The fee would create a seemingly impossible situation for some independent VHF stations. In New York, where there are three such stations, the fee would charge them more than they earn, according to Leavitt Pope, president of WPIX(TV). Mr. Pope wrote Representative Van

How big the TV bite in each market

	1976 Pretax Profits	Fee	% of 1976 Profits		1976 Pretax Profits	Fee	% of 1976 Profits
1. New York	\$63,981,000	\$52,695,626	82.4%	44. Charleston-Huntington, W. Va.	14,282,000	1,701,210	39.7
3. Chicago	49,770,000	17,141,000	34.4	52. Flint-Saginaw-Bay City, Mich.	2,584,000	1,623,540	62.8
4. Philadelphia	36,962,000	18,522,220	50.1	38. New Orleans	6,729,000	1,622,718	24.1
2. Los Angeles	63,489,000	11,953,045	18.8	37. Oklahoma City-Enid	6,238,000	1,615,970	25.9
9. Cleveland	21,957,000	12,005,335	54.7	24. Sacramento-Stockton, Calif.	9,903,000	1,494,000	15.1
6. Boston	28,134,000	10,424,057	37.1	33. Charlotte, N.C.	5,730,000	1,460,894	25.5
8. Washington	14,665,000	9,383,325	64.0	51. Syracuse-Elmira, N.Y.	4,445,000	1,275,010	28.7
11. Pittsburgh	16,801,000	9,196,484	54.7	53. Salt Lake City-Ogden, Provo	5,470,000	1,253,700	22.9
7. Detroit	27,755,000	8,505,720	30.6	41. Grand Rapids-Kalamazoo- Battle Creek, Mich.	6,590,000	1,233,586	18.7
10. Dallas-Fort Worth	27,376,000	6,876,666	25.1	39. Louisville, Ky.	3,635,000	1,162,554	32.0
13. Minneapolis-St. Paul	14,066,000	5,708,280	40.6	64. Omaha	3,912,000	891,430	22.8
15. St. Louis	13,664,000	4,833,568	35.4	54. Greensboro-Winston Salem-High Point, N.C.	4,627,000	784,880	17.0
20. Baltimore	14,245,000	4,648,684	32.6	70. Springfield-Decatur- Champaign, Ill.	1,157,000	718,720	22.8
5. San Francisco-Oakland	34,670,000	4,474,714	12.9	55. Little Rock, Ark.	2,941,000	657,020	22.3
17. Tampa-St. Petersburg, Fla.	13,304,000	4,312,466	32.4	60. Knoxville, Tenn.	3,829,000	656,640	17.1
12. Houston-Galveston	28,359,000	4,101,390	14.5	51. Raleigh-Durham, N.C.	4,171,000	621,480	14.9
18. Seattle-Tacoma	17,208,000	4,049,940	23.5	40. Orlando-Daytona Beach, Fla.	6,348,000	490,192	7.7
26. Kansas City, Mo.	13,159,000	3,356,898	25.5	59. Shreveport, La.-Texarkana, Tex.	2,709,000	486,540	18.0
34. Columbus, Ohio	9,343,000	3,342,080	35.8	47. San Antonio, Tex.	7,381,000	437,104	5.9
21. Milwaukee	8,889,000	3,321,506	37.4	56. Wichita-Hutchinson, Kan.	3,676,000	422,610	11.5
27. Cincinnati	9,046,000	3,197,636	35.3	62. Des Moines-Ames, Iowa	3,758,000	358,680	9.5
30. Providence, R.I.-New Bedford, Mass.	15,608,000	3,128,980	55.8	64. Jacksonville, Fla.	5,795,000	269,880	4.7
14. Miami	17,999,000	2,996,760	16.6	50. Harrisburg-York-Lancaster- Lebanon, Pa.	3,402,000	268,730	7.9
35. Memphis	17,502,000	1,445,760	8.3	67. Green Bay, Wis.	11,658,000	230,820	13.9
16. Atlanta	19,284,000	2,607,920	13.5	57. Tulsa, Okla.	5,085,000	209,510	4.1
22. Hartford-New Haven, Conn.	12,130,000	2,485,672	20.5	46. Norfolk-Portsmouth- Newport News-Hampton, Va.	4,792,000	171,668	3.6
28. Buffalo, N.Y.	11,318,000	2,472,112	21.8	58. Richmond-Petersburg, Va.	3,421,000	124,270	3.6
19. Indianapolis-Bloomington	15,940,000	2,378,418	14.9	66. Rochester, N.Y.	5,594,000	81,650	1.5
31. Nashville	4,450,000	2,153,588	48.4				
23. Denver	18,999,000	2,091,900	11.0				
42. Albany-Schenectady- Troy, N.Y.	13,788,900	1,935,620	51.1				
25. Portland, Ore.	10,059,000	1,852,140	18.4				
46. Dayton, Ohio	15,417,000	1,852,080	34.2				
50. Birmingham, Ala.	18,805,000	1,746,600	19.8				
57. Toledo, Ohio	5,034,000	1,729,020	34.4				

Deerlin last week that in their best year yet reported by the FCC, 1976, the three stations' earnings combined, \$16.5 million, fell far short of their proposed license fee, \$23.2 million.

Is that what Mr. Van Deerlin intended for the license fee? "Well, obviously not," the Communications Subcommittee chairman said last week. Charging a station more than it makes, or over 80% of income, as in the case of the combined stations in New York, "is hardly the American way," he said.

So "it's back to the drawing board," he said. He suggested that one way to clear up the problem would be "to have some kind of restrainer on it," a ceiling perhaps, beyond which fees could not rise even if the formula indicated they should. How that might be accomplished, he said, he has no idea.

One of Mr. Van Deerlin's reasons for ordering the drafting of a model fee schedule was to give flesh to a vague discussion that has given broadcasters the willies. If they could see actual numbers, he reasoned, they would be persuaded of the reasonableness of the license fee concept. He didn't succeed.

One broadcaster's reaction last week was typical of many:

"Those guys have got to be out of their minds to release something like that," he said. Another called it "outrageous," and a third pronounced it "totally cockeyed."

Mr. Van Deerlin had backed away from the formula even before confronted with those reactions. But he defended it all the same as a good try. "We've never been off the drawing board," he said. "I never assumed that this is what was going to appear." He said he hopes other suggestions of a fee schedule will be submitted from outside the subcommittee in time for the hearings on broadcasting that are scheduled for the week of Sept. 11. And he indicated he is not in a hurry to put his staff back to work on it. "If people are just waiting to see the next one," he said, "maybe they're not going to be happy with it either."

Mr. Van Deerlin remained charitable toward his staff, which, he said did exactly as he had asked. It developed a formula to place a value on the use of the electromagnetic spectrum. The formula ($[\$25.30 \text{ times the number of households in a television market divided by the sum of VHF signals and half the UHF signals}] \text{ minus } \$1.5 \text{ million plus } [\$1.33 \text{ times households}]$) means nothing to the non-statistician, but its design is to quantify the "scarcity value" of each portion of the spectrum occupied by television stations.

The subcommittee's staff engineer, Chuck Jackson, who developed the formula, explained last week how he derived it. He began with a study of broadcast earnings and determined that VHF has the highest return of investment in the business. Working with a formula that assumes that 25% return on investment is a reasonable reflection of the risk of doing business in broadcasting, he plotted broad-

cast earnings in 1976 that fell above that mark. The result:

Network owned and operated VHF's	\$146.1 million
Other VHF's	530.2 million
UHF's	23.2 million
Network owned and operated radio	12.5 million
Other AM and AM-FM radio	less than 25%
Other FM	less than 25%

Those figures, although imprecise, identified the scarcity in economic terms.

Next he decided that in a formula to evaluate scarcity, two reliable measures would be the number of households in a market and the number of signals. The more households a station reaches the more valuable is its license, he said. It becomes less valuable with an increase in the number of competing signals. So Mr. Jackson divided the number of households by the number of signals (VHF plus one-half of UHF) to reach his scarcity measure. The number subtracted in the formula is designed to represent the fixed costs of doing business. Mr. Jackson said the dollar figures in the formula, \$25.30

and \$1.33, are mathematical coefficients that were worked in to achieve a result that approaches the distribution and levels of money in the table above. The resulting fee totals:

VHF	\$246.9 million
UHF	9.8 million
AM	5.4 million
FM	4.8 million

(The radio figures are derived from a different formula from the TV's)

"It has the right kind of shape," Mr. Jackson said, but he acknowledged that if the formula results in a fee exceeding a station's earning, then it is too high.

He said in going back to the drawing board, next time he may try to take into account some added variables, but he indicated, however, that he does not think a formula should be adjusted to reflect differences in earnings between network-owned or affiliated stations and independents. A resource fee has to treat every commercial VHF station in the market the same, regardless of how successful they are. If income were considered, the fee would turn into a gross receipts tax, he said, "and that's just wrong."

Resurrected: FCC children's inquiry

That was biggest item among many which the commission dealt with last week as it hurried to dispose of work before the August hiatus

The FCC, rushing to clean up as much business as possible before the August slowdown, last week plowed through a heavy agenda that offered a smorgasbord for those who follow the commission. There were items raising fundamental, long-range issues—like the reopening of the children's television inquiry—and one with a touch of the bizarre—a request for a ruling on whether a broadcaster could legally deny time to a political candidate who wants to use a hypnotist in an advertising spot. (The commission bucked that one back to the licensee, though with a broad hint.)

There were also items involving the pleas from representatives of the states of New Jersey and Delaware for abandonment of the cable television rules there as a means of making up for the lack of in-state VHF service. The states got perhaps half a loaf.

The reopened children's inquiry—in the form of a second notice—is designed to assess broadcasters' performance in light of the report and policy statement regarding programming and advertising aimed at children that was adopted in 1974.

The 1974 report specified minimum standards broadcasters were expected to follow on the amount, type, age-specificity and scheduling of children's programs. It also laid down guidelines for advertising practices dealing with overcommercialization, separation of program content and commercial messages, and host selling.

One section of the inquiry seeks to determine broadcaster compliance with those guidelines. A second category involves a review of the definition of children's programs and reporting requirements that were adopted to implement the 1974 report. And a third area concerns the economics of children's television programming and advertising—among other things, the questions seek information on the economic impact on cost and revenue of some provisions of the 1974 statement.

Other issues include alternative approaches to program distribution, network cooperation in scheduling children's programs and public service announcements, ascertainment of children's needs and interests, and the effects on children of reductions in advertising.

The commission adopted the notice, drafted principally by the new head of its children's task force, Susan Greene, on a 7-to-0 vote, and the commissioners' comments dealt mainly with details and language.

But in a discussion of proposals to require broadcasters to reduce the amount of commercial time in children's programming, Commissioner Robert E. Lee looked over to the press table and said he wanted it made clear "We're not going down that road."

The notice says that the commission is not concerned now with whether it is authorized to adopt further specific regulations, since the inquiry is designed only to gather facts. It will re-examine the question of its authority and First Amendment objections if the inquiry results indicate further commission action is necessary.

The commission will not rely entirely on

comments from members of the affected industries and the public. It will conduct its own research on some issues and may survey the networks and other licensees with questionnaires.

Comments are due Nov. 1, replies Dec. 15.

A related matter involved objections to the renewal applications of 16 television stations in Los Angeles and San Francisco that were filed by chapters in those cities of the Committee on Children's Television. The committee questioned the stations' ascertainment efforts regarding children and the quantity and quality of programing offered them.

The commission denied the objections; it said its review did not support the committee's allegations. But it said both chapters had underscored a need for a comprehensive review of the children's programing standards, including the "meaningful effort" standard, and said the inquiry it had reopened into children's programing and advertising would cover most of the questions raised.

The request for a ruling on the use of a hypnotist in a political ad was filed by WTCG(TV) Atlanta. It is faced with a provision of the Communications Act which says it cannot censor a political candidate making use of his equal-opportunity rights, and what it regards as the "clear and present danger" to the public of permitting a hypnotist to perform within the spot, even if only for a matter of five or 10 seconds. The spot is scheduled to run on Saturday.

The Broadcast Bureau staff, which went to unusual lengths to research the matter, checking with two psychiatrists and a clinical psychologist, recommended that the commission rule that a "clear and present danger" does exist and that the station need not carry the spot. Milton Gross, the commission's expert on political broadcasting matters, said the medical advice was that some susceptible persons might be "put in a profound trance" from which it might be difficult to awaken them.

However, General Counsel Robert Bruce argued against issuing any ruling. He feels such rulings, before the fact, involve the commission unnecessarily in programing decisions. What the station wants, he said, "is an insurance policy."

Chairman Charles D. Ferris took the same position. But, in order to handle the request in a "neutral" manner, he suggested that the commission simply refer the matter back to the staff, rather than deny it. As he noted, the discussion at the meeting, including the staff's views, had given a fairly good idea of how the commission would rule if a complaint were filed against the station for not carrying the spot.

The chairman prevailed, 5 to 2, with Commissioners Abbott Washburn and James H. Quello dissenting. "The station wants to know what to do," Commissioner Quello said, "and we're telling them to proceed at your own risk."

The cable television items involving

New Jersey and Delaware were discussed before 124 members of the Citizens Committee for Expansion of Commercial Television to the State of Delaware, who overflowed the meeting room into a second room equipped with closed-circuit television monitors.

New Jersey's Office of Cable Television and the Delaware committee, citing the lack of local VHF service in their states, had asked the commission to lift signal-importation restrictions on cable systems in their states.

The Cable Television Bureau recommended against a general waiver; the issues it would raise should be dealt with in a rulemaking, the bureau argued. But it did suggest "limited" waivers, which the commission adopted, and suggested expanding.

The staff's proposal permits full-time coverage of television stations limited to cities in New Jersey and Delaware, and New Jersey news and public affairs programing carried by stations in New York and Philadelphia. Chairman Ferris asked the staff to develop language expanding the matters subject to the waiver to include sports, cultural affairs and possibly other matters.

In other matters, the commission:

- Approved the three-way sale involving San Francisco FM stations after a citizen group that had been concerned about the loss of what it considered a "unique" format, reached an agreement with one of the parties. The commission's action, which opens the door to black ownership of a broadcast station in San Francisco, involves National Science Network's sale of KMPX(FM) to Family Stations Inc., for \$1 million, CBS's sale of KCBS-FM to Golden Gate Radio Inc. for

\$850,000 and CBS's purchase of Family's more powerful KEAR(FM) for \$2 million.

The KMPX Listeners Guild opposed the CBS sale—and thus endangered all three proposed transactions—because the big-band format of KMPX was being abandoned. Family and CBS intended to maintain their present religious and contemporary music formats, and GGR proposed an "adult contemporary" sound. Complicating the situation for a commission committed to encouraging minority ownership of broadcast stations was the fact that GGR's owners, Lloyd A. Edwards and his wife, Barbara, are black.

Several weeks ago, GGR agreed to adopt a big-band format. But it wasn't until last week that a final agreement between the Listeners Guild and Golden Gate was reached. Golden Gate has promised not only to adopt such a format but to maintain it (barring certain contingencies, including serious financial difficulties) for the next two years, and to make a "good faith" offer of employment to present KMPX staff members. The agreement also calls on Golden Gate to reimburse the Listeners Guild for expenses—including legal and staff—of up to \$90,000. Of that amount, \$75,000 will be provided by CBS.

- Reduced the financial showing applicants for new radio stations must make. Instead of offering proof of being able to build a station and operate it for 12 months, applicants now need make only a three-month showing. The change is designed to ease the burden of minorities seeking entry to broadcast ownership.

- Adopted a memorandum of understanding with the Equal Employment Opportunity Commission governing procedures the FCC and the EEOC will follow in matters of common interest.



Rafshoon



Costanza

Tarnish. Efforts at improving the White House image suffered a setback last week when presidential assistant Midge Costanza's scheduled appearance Tuesday on ABC's *Good Morning, America*, was canceled about 6 p.m. Monday. White House aides were a little testy about the publicity given the incident, which they saw as suggesting the White House was attempting to "gag" Ms. Costanza or to "manipulate" the news. "It was really no big deal," said Ann Edwards, the aide who broke the news to ABC.

To Mr. Rafshoon, it was simply a matter of coordination, or lack of same. Ms. Costanza had neglected to tell anyone about her scheduled appearance, despite a White House directive that all television appearances be cleared with Mr. Rafshoon, Ms. Costanza says she was unaware of the directive.

The time that had been set aside for Ms. Costanza was filled by President Carter's domestic affairs adviser, Stuart Eizenstat, who had already been scheduled to fill one of the show's seven-minute interview slots.

However, there is a conflict in the recollections of White House aides and the *Good Morning, America* producer as to how Mr. Eizenstat came to fill the Costanza slot.

White House aides say one reason for canceling the Costanza appearance—when it became known—was that it seemed to make little sense to have two White House aides on the program when Mr. Eizenstat, who seldom appears on television, could use the additional time to explain the President's program. So Mr. Eizenstat was offered, according to Ms. Edwards.

George Merlis, the show's producer, remembers it differently. He says he thought first of filling the time with an interview with Billy Martin, who had just been fired as manager of the New York Yankees. However, locating him proved difficult, and in preparing for the Eizenstat segment, he said, "we found we had a lot of questions. So we asked if we could get Eizenstat for the two segments."

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Boom keeps building for the first half

Flow of financial reports reaches flood stage, many are all-timers

Quarterly and first-half financial reports came tumbling out in growing quantities last week, showing record or near-record sales and earnings for broadcasting and broadcast-related companies.

ABC, Capital Cities Communications, Cox, Taft, Metromedia, Viacom, LIN, McGraw-Hill, John Blair & Co. and Warner Communications were among those reporting results at or near all-time high levels. They had been preceded by others in the same bullish vein, including those of CBS, RCA and Storer Broadcasting (BROADCASTING, July 17).

Highlights of last week's reports included:

ABC Inc. □ Net income for the second quarter and the first six months of 1978 reached record levels.

For the quarter ended July 1, net income amounted to \$41.8 million (\$2.27 per share) on revenues of \$472.9 million, up from \$33.8 million (\$1.86 per share) on revenues of \$382 million in the 1977 period. Net income for the first half of 1978 rose by 23% to \$64.7 million (\$3.53 per share) on revenues of \$919 million

from \$52.7 million (\$2.91 per share) on revenues of \$760 million for the similar period of 1977.

Taft Broadcasting □ Its first fiscal quarter, ended June 30, was the best in its history and the 12th consecutive record quarter, stockholders heard at their annual meeting last week.

Net earnings reached \$5,978,023, up 41.1% from \$4,235,837 a year ago, on revenues that increased 31.7% from last year's \$33,166,947 to \$43,687,979. Earnings per share were up 36.5% to \$1.42, and operating profit was up 39% to \$11,532,231.

Cox Broadcasting □ All-time highs in revenues and earnings were recorded for both the second quarter and the first six months of 1978.

Revenues for the second quarter increased by 17% to \$58,052,000 and net income climbed by 27% to \$9,507,000, equal to \$1.43 per share. Broadcasting revenues increased by 21% over the 1977 second quarter.

For the first six months, according to Cox President Clifford M. Kirtland Jr., net income amounted to \$14,799,000 (\$2.20 per share), an increase of 30% over the 1977 period. Revenues for the first half

amounted to \$104,867,000, a 16% gain over 1977.

Metromedia □ Record net income and revenues were registered for the second quarter and first half of 1978.

John W. Kluge, Metromedia chairman-president, said net income for the second quarter totaled \$9,937,000 (\$2.07 per share) on revenues of \$85,125,000, up from \$9,437,000 (\$1.39 per share) on revenues of \$73,422,000 in 1977.

For the first half of 1978, net income rose by 6% to \$16,298,000 (\$3.00 per share) on revenues of \$165,738,000 from \$15,311,000 (\$2.26 per share) on revenues of \$146,956,000 in the 1977 first half.

Capital Cities Communications □ Capcities reported its second quarter was the most profitable quarter the company ever had and helped boost first-half net income 32% over last year.

Net income for the six months ended June 30 was put at \$26,872,000 as compared with \$20,385,000 in 1977. Net income for the second quarter accounted for \$16,165,000 of that, representing a 34% increase from the 1977 second quarter.

Revenues in the second quarter rose 18.5% from a year ago, reaching \$95,779,000, and first-half revenues climbed 21.9% to \$174,434,000. Earnings per

InBrief

Political spots on Georgia television stations that contain word "nigger" have generated about 30 telephoned protests to FCC. But Milton Gross, head of political broadcasting branch, says in effect **there is nothing FCC can do** about ads purchased by **J. B. Stoner**, candidate for Democratic nomination for governor. Mr. Gross has told callers that Communications Act prohibits stations from censoring political ads, and commission from censoring stations. Only in event of what licensee believes to be "**clear and present danger**" to public might there be reason to override no-censorship provisions, he said. Commission made those points six years ago in rejecting complaint from NAACP regarding Stoner political ads that year. Mr. Gross on Friday was preparing response to telegram from **Julian Bond**, in behalf of NAACP, asking commission to add "nigger" to list of **seven "obscene" words** banned by Supreme Court. If commission cannot prohibit use of word, he said, NAACP "may be forced to find a candidate who will buy time on local stations to use the seven dirty words."

□ **Pacifica Foundation**, with strong support from commercial and non-commercial broadcasters, has petitioned Supreme Court for **rehearing in "Filthy Words" case**. Petition says court's opinion affirming FCC order declaring broadcast of George Carlin comedy record by Pacifica's WBAI(FM) New York was "indecent" will have "substantial adverse" impact on freedom of speech and press in broadcast medium.

□ Disturbed by UPI story saying Representative John Murphy (D-N.Y.) was next in line to succeed him as chairman of Communications Subcommittee in two years, **Lionel Van Deerlin** (D-Calif.) said last week: "I should like to make it clear that while I join Mrs. Van Deerlin in the hope that 1980 might see this legislation enacted and Van Deerlin and wife on route back to southern California, **I have no intention whatever of leaving these hallowed halls until there is a new Communications Act**, be it 1980, 1982—or 1978." Remark produced "lot of good feeling" on subcommittee staff, counsel Harry M. (Chip) Shooshan said later. "Everybody here is willing to make a similar commitment." **Representative Murphy**, meanwhile, appeared at subcommittee hearings last week to **blast rewrite for its "faint-hearted" approach to networks,**

whose domination of television he thinks should be diluted. If rewrite is passed, he said, "the cheap programming that fills the Saturday morning ghetto period—which earns high profits at low cost—will still be their standard fare. And in adult entertainment, banality will continue to rule." He opposed extending TV's license terms, altering fairness doctrine and equal time and doing away with formal ascertainment, and he questioned total deregulation of radio. He also urged regulation of cable, including establishment of policy to separate ownership of cable systems from cable programming.

□ **Jailing of New York Times reporter** Myron Farber and \$5,000 per day fine imposed on newspaper were **stayed on Friday** until noon Tuesday. Supreme Court Justice Byron White acted on request of lawyers for *Times* and Mr. Farber in New Jersey case in which Mr. Farber is refusing to disclose his file in connection with murder trial of Dr. Mario Jascavevich. Application for stay said New Jersey courts have held reporter and *Times* in contempt without affording them hearing on their claims of constitutional and statutory right to protect confidential information. Justice White directed lawyers for Dr. Jascavevich to file response by Tuesday noon.

□ Thirty media representatives at briefing Friday by White House officials, including President Carter, were told **President will continue to go on road and hold perhaps half of future news conferences away from White House**. That word came from Gerald Rafshoon, assistant to President for communications. Among those present: Ray Cox, Combined Communications Corp.; Ralph Renick, Wometco Enterprises; Dan DiLoreto, Storer Broadcasting; Jack Tarver, Cox Newspapers; Roger Turner, Park Broadcasting; Bill Scott, Westinghouse Broadcasting; Guillermo Restrepo, Spanish International; Mark Monsky, Metromedia; Ernest Tetrault, WRGB(TV) Schenectady, N.Y.; Bill Ballard, Jefferson-Pilot; Donald Perris, Scripps-Howard Broadcasting; Marshall Berkman, Rust Craft; Jack Hyland, WFIL(AM) Philadelphia; Arch L. Madsen, Bonneville International; Robert A. Brunner, WSAZ-TV Huntington, W.Va., and Sol Taishoff, BROADCASTING.

□ **Four nominations for Corporation of Public Broadcasting board** will go to Senate Tuesday. CPB has six members whose terms have ex-

share for the second quarter were \$1.13, up from \$0.81 last year, and for the first half were \$1.88, up from last year's \$1.36.

Warner Communications □ First-half records in revenues (\$587,864,000, up 24%), income from continuing operations (\$36,056,000, up 11%) and fully diluted earnings per share from continuing operations (\$2.47, up 9%) were reported by Warner.

Net income for the six months rose 12% to \$38,418,000. For the second quarter it was up 11% to \$18,036,000.

Viacom □ First-half results for Viacom were the best ever, with net income up by more than 30% to \$3,270,000 (79 cents per share) from \$2,509,000 (63 cents per share) in the corresponding period of 1977. Revenues jumped by 38.2% to \$37,584,000. In the second quarter, Viacom's net income increased to \$1,714,000 (41 cents per share) from \$1,349,000 (34 cents a share) in the 1977 period. Revenues in the quarter rose by more than 40% to \$19,487,000 from \$13,585,000 last year.

McGraw-Hill □ Revenues and profits reached new highs at McGraw-Hill for both the second quarter and the first six months of the year.

Net income for the quarter increased by 30% to \$13,242,000, equal to 53 cents per

share on revenues of \$176,142,000, a gain of 16% over the corresponding quarter of 1977. For the first six months of 1978, net income rose by 41% to \$23,766,000, equal to 96 cents per share, on revenues of \$329,726,000, up 16% over 1977.

LIN Broadcasting □ LIN topped all previous levels in net income and revenues for the first quarter and first half of 1978.

Net income for the second quarter jumped by 38% to \$3,335,000 equal to \$1.15 per share, on revenues of \$13,694,000, up 18% over 1977. For the first half, net income increased by 48% to \$5,094,000, or \$1.79 per share, on revenues of \$24,218,000, a gain of 20% over the 1977 period.

John Blair & Co. □ Blair hit new highs in earnings and revenues in the second quarter and the first half of the year. For the six months, net income amounted to \$4,859,000 (\$1.93 per share), up from \$4,052,000 (\$1.68 per share) in the 1977 period. First, their revenues were \$80,123,000, a gain of 22% over last year. In the second quarter net income climbed by 22% to \$2,947,000 (\$1.17 per share) on revenues of \$41,477,000, as compared with income of \$2,418,000 (\$1.00 per share) on revenues of \$33,875,000 in the similar quarter last year.



BPI's latest. A new publication has joined the Broadcasting Publications Inc. roster. It's **ACROSS THE DIALS**, a pocket-sized (4 by 8 3/4 inches) guide to U.S. and Canadian AM and FM radio stations designed as a fast reference to call letters, frequencies and formats. The basic data is drawn from the **BROADCASTING YEARBOOK**; as is that publication, it will be updated and published annually. The pilot publication also includes **AROUND THE CHANNELS**, a section listing all television stations in the U.S. and Canada with channel numbers and network or independent status. Although designed for the consumer market, the book is expected to be of value to industry professionals who need such ready reference data away from their desks. The prepaid price is \$2.25 plus 75 cents for postage and handling.

pired and its chairman, Allen Wallis, resigned effective mid September. Among possible nominees are: Paul Friedlander, businessman from KCTS-TV Seattle; Ralph Guzman, University of California, Santa Cruz, professor, of KCET-TV Los Angeles; Kathleen Nolan, president of Screen Actors Guild, member of board of National Citizens Committee for Broadcasting; Geoffrey Cowan, professor of law at University of California, Los Angeles; Howard White, ITT executive from New York. Others, including Irby Turner, former chairman of the Mississippi Public Television Commission, still under investigation.

□ NBC-TV's **Johnny Carson** again took out after network affiliates that "clip" portions of *Tonight show* to sell local time—and this time he named stations. He had earlier asked viewers to let him know which stations were cheating (**BROADCASTING**, May 29), and said letters complaining about NBC affiliates WCKT-TV Miami and KXAS-TV Fort Worth were received. Mr. Carson identified those stations during his July 26 program, saying "the next time I get letters on this, I am going to go to the FCC myself personally, because they can take a station's license away if they are guilty of these kinds of practices." Neither station, however, believed it was guilty: KXAS-TV said it covers Texas Rangers baseball and has occasional run-overs; WCKT said it had accidental 30-second over-run of local news program on night that prompted complaint. NBC later issued statement saying "it is natural that viewers may not understand the various technical reasons which underlie these complaints."

□ Pay channel in **Warner Cable's Qube** system in Columbus, Ohio, will carry five regular-season Ohio State University football games live this fall, and five next, and in return Warner will drop its antitrust suit (**BROADCASTING**, July 3) challenging legality of **ABC-TV's** "exclusive" football contract with National Collegiate Athletic Association. ABC said Qube coverage is two-year "experiment" to "gather data on the impact of pay cable on free commercial television" and on game attendance.

□ Department of Justice's Antitrust Division has begun what officials call "preliminary" **civil investigation** of alleged **block booking** by television syndicators. Probe is being conducted by Los Angeles office, which has begun talking to station officials there. Justice Department representatives listed KTLA-TV on Friday, and will check in at KHJ-TV on Tuesday.

□ New York City Bureau of Franchises has approved and proposes to award 20-year **franchise for cable system in Queens** to Knickerbocker Communications Corp. Proposal goes to Board of Estimate, which will act after public hearings Sept. 14. Estimated cost is **\$80 million**; it will require seven years to wire borough with more than 700,000 households. Knickerbocker is subsidiary of American Television and Communications Corp., Denver, of which Time Inc., New York, is stockholder and is now in process of purchasing control.

□ Schedule for House Communications Subcommittee's **field hearings on rewrite** during Congress's recess in August and September: Aug. 18—John W. McCormick Post Office & Courthouse, Boston. Representative Edward J. Markey (D-Mass.) to preside (all hearings will be headed by subcommittee members). Aug. 22—Dirksen Federal Building, Chicago. Representative Martin Russo (D-Ill.). Aug. 25—Moot Courtroom, University of California at Los Angeles School of Law, Westwood, Calif. Representative Henry Waxman (D-Calif.). Aug. 31—Denver. Representative Timothy Wirth (D-Colo.). Sept. 8—Trenton, N.J. Representative Waxman, presiding, with Representative Andrew Maguire (D-N.J.), also attending. Sept. 23—U.S. Court of Appeals, New Orleans. Representative W. Henson Moore (R-La.).

□ **Tom E. Paro**, executive vice president, Association of Maximum Service Telecasters, Washington, has been elected president, succeeding **Lester Lindow**, who retires tomorrow (Aug. 1).

□ **Bob Shanks has resigned** as executive producer of ABC News's *20/20*, effective with Aug. 29 broadcast. Earlier this month, **Jeff Gralnick**, executive producer, special events, had been given over-all supervisory responsibility for newsmagazine (**BROADCASTING**, July 24), which moves from weekly to monthly scheduling this fall. Mr. Shanks has another year on contract as ABC News VP, is expected to stay with network.

Publisher's note. In the event of disruption in mail deliveries due to postal strikes, extra copies of **BROADCASTING's** Aug. 7 and subsequent issues will be available for pickup by subscribers in the magazine's New York, Los Angeles and Washington offices.

CBS News: myth a minute

CBS news correspondent Hughes Rudd, during the airing of "The Business of Newspapers," professed to perceive an "odd and rather sinister" development in the news industry.

That "odd and rather sinister" development of which Rudd spoke was the concentration of power in the hands of a few newspaper chains. The trouble is, he trained the CBS electronic eye on the wrong target.

It is the concentration of news-shaping power in the hands of the network few which alarms us — and ought to alarm all Americans.

Using that power, the networks can pass off as "objective" reporting such programs as "The Business of Newspapers."

Rudd, that folksy eminence of electronic journalism, told a television audience Friday night that he felt a little uneasy from time to time because he had left print journalism for the lure of the camera.

There are times when those of us who remain in our inky trenches ought to feel not a little grateful that Mr. Rudd chose as he did. We did, Friday night, for example, during the CBS news special "The Business of Newspapers," which Mr. Rudd hosted.

Because in the nine minutes Mr. Rudd and his associates of CBS devoted to us in Panax newspapers, we counted no fewer than six major errors and several minor ones.

● Rudd said a Panax editor was fired because he refused to front-page two stories sent from Panax headquarters. That is not true. The editor was fired because he refused to accept the principle that the boss is entitled the final say as a matter of principle. No Panax editor was fired for refusing those — or any other — stories.

It is surprising that Mr. Rudd would broadcast this oft-repeated error inasmuch as the editor himself acknowledged, right there on Mr. Rudd's own cameras, what really had happened.

● Rudd said the two stories had been sent by John McGoff, Panax president. That is not true. Mr. McGoff, in fact, was out of the country at the time and learned of the stories — and the surrounding flap — only when he returned.

● Rudd said the two stories were sent with orders they be run on the front page. That is not true. They were sent with the suggestion they be used "front page if possible." The fact is that a number of editors chose to ignore both stories altogether and none of them was disciplined in any way whatsoever.

● Rudd said the two stories in question were characterized as "shoddy and irresponsible" by Sigma Delta Chi, the professional journalism society. That is not true. In fact, they were so characterized by the editor of the society's magazine, in a column he wrote without so much as bothering to check with Panax. There are those, we suppose, who might even call that shoddy and irresponsible journalism.

By the by, the essential point of one of the stories in question was confirmed later by none less than James Earl Carter — on nationwide television!

● Rudd said neither Panax nor its president, John McGoff, would consent to discuss the matter with him. Strangely, Mr. Rudd failed to say that Mr. McGoff had wasted an entire morning, July 11, 1977, on the film-

ing of a 45 minute interview with a CBS crew. Mr. Rudd must have known that we had repeatedly called the network's attention to that interview and the fact that they had never used it. We wondered then, and we wonder now, whether CBS didn't use that interview because in it Mr. McGoff had so effectively belled the CBS cat.

● Rudd said a so-called citizens' group for "responsible journalism" in Escanaba had continued meeting through the year in an effort to win back some "local autonomy" (?) for our Escanaba paper. The fact is that since the committee's "media event meeting" — the one called for the convenience of CBS cameras Oct. 6 — the self-styled vigilantes have held exactly one meeting. We understand they number all of 100 or so dues paying members out of a population, in the area served by the Escanaba Daily Press, of 80,000.

CBS did manage once to capture the spirit of Escanaba during the nine minutes it devoted to that Michigan city. That was when it focused on the Escanaba high school band going through its peppy paces.

We, in Panax, are not ruffled by this kind of slapstick "reporting" anymore, we imagine, than are our colleagues in other leading newspaper organizations superficially examined in CBS's Friday night special.

Nor, normally, would we respond were it not for another reason, one which disturbs us deeply, and one which we believe must disturb all thinking Americans.

Mr. Rudd professed to feel concerned about what he called the concentration of power in too few hands over the flow of news in America. He professed this, remember, over the CBS television network.

How very interesting.

Has Mr. Rudd ever bothered to read any of the contracts which CBS inflicts upon its affiliated stations? Well, we have.

And, those contracts convert the affiliates into "slave stations" in the matter of network news. Specifically, a local station is forbidden to change so much as a beep in a network news show.

Now that is concentration of power, concentration in the hands of the 5 or 6 persons at CBS and the other networks who shape — from afar — the news programs too many Americans rely on for basic information.

By contrast anyone even vaguely familiar with how newspapers are put together knows that it is ridiculous to imagine that the scores and scores of judgments and decisions which editors must make each and every day could be made for them from afar. The real issue here is not whether publishers, local or otherwise, ought to run their papers by remote control, but rather whether those publishers ought not also have access to the pages of the newspapers they publish.

It would appear, therefore, that it would behoove Americans to consider where the "odd and sinister" developments are actually taking place.

We believe the clear and present danger lies not within the newspaper industry, but in the concentration of power at the major television networks.

(This advertisement, paid for by Panax Corporation, is a reprint of an editorial published in the July 16, 1978 editions of Michigan's Upper Peninsula Sunday Times, a Panax newspaper.)



Warner Cable's Qube: Exploring the outer reaches of two-way TV

It's too early to tell whether Columbus cable experiment will prove a boon or a bust, but there's no doubt the company is on the leading edge of something; in final analysis, burglar alarms could be more viable than TV entertainment

On Wednesday, July 12, attorney Ed Whipps and his four children participated in a town meeting, with discussion ranging from serious consideration of zoning proposals to impassioned speeches about weeds on school grounds. It was a town meeting just like any other, but for one difference. Mr. Whipps and family were sitting at home in their den, and the meeting was across town.

Yet they were participants, nonetheless, through a television set attached to the umbilical of Qube, Warner Cable's two-way interactive cable television system, which "hosted" the meeting for Upper Arlington, a suburb of Columbus, Ohio. About 125 Upper Arlington residents attended the town meeting in person. An estimated 2,200 more attended through Qube.

This month's town meeting was perhaps the most impressive showing to date of the experimental cable system's two-way capacity. The viewers at home had as much control over the meeting as those physically present; in one sense, they had even more—there were more of them, by nearly 18 to 1.

The Qube consoles, plastic boxes the size of a thick paperback, had two func-

tions on that night: On a cue from the Qube studio, the viewer could use the five response buttons to answer multiple choice polls about a city planning commission proposal for altering Upper Arlington's housing codes, transportation plans and educational services. They learned the results of their voting instantly. In between polls, the same response buttons could be used to request recognition (on learning of the request, which could be picked up by Qube's computer within six seconds, someone at the studio would call the subscriber to put him "on the air") and to let the meeting's moderators know that discussion was dragging. Two and half hours after the Qube-hosted meeting began, the viewers were asked if they wanted to do it again. Of those still tuned, 96% answered "yes."

The success of the first video town meeting will doubtless be discussed in political science circles for its significance to the future of participatory democracy. But at Warner Cable the debate will be more concrete: Will the town meeting and similar programs in the future bring in more subscribers?

Because of its two-way capability, Qube has been called the boldest experiment to date in cable television. And it has been said that Warner Cable, the fourth largest system operator in the country with 137 cable systems, is one of the few firms in a position to try it; a reported \$20 million has been spent on the project.

Among the overhead costs is a staff of 340. In the terms of the local television situation in Columbus, the 32d television

market, that's a lot. Qube's staff is more than double that of WBNS-TV, the largest TV station in town with 154 employees. There are 182 Qube people working at the system's production facilities (including the computer operators), which house three studios and the newest in television equipment ("The switcher is the same kind ABC uses on Monday night football," boasted one Qube staffer).

Many on the Qube production staff came from conventional television, some lured away from the local stations by higher salaries and the promise of working on a project that could set new trends in television. Their output is prodigious. Besides taping original shows for such as the children's channel, they produce up to six hours of live programming daily. WBNS-TV does three hours live daily, by contrast—most of that devoted to hard news, which Qube doesn't even attempt.

Qube's operation seems all the larger when considering that it serves only about 20,000 homes in a market with 550,000 television households. It has been estimated that since the system's inauguration last December, Warner has been spending about \$1 million a month to run Qube and Warner's conventional cable system (the company has an additional 10,000 cable subscribers in Columbus, but they do not receive Qube service). In February, Qube reported that subscribers were buying an average of 2.5 pay programs a month—movies and special events that range in price from 50 cents to \$3.50. Adding the monthly per-program average charge, the \$10.95 basic Qube charge and the basic ca-

ble revenues at a \$7.50 monthly rate and multiplying by 20,000, it can be estimated that Qube's monthly income is in the neighborhood of \$450,000—meaning that it is losing \$550,000 a month.

Those figures are controversial. Some, including the \$1 million figure, were derived from conversations with Qube insiders, but Warner Cable's chairman and chief executive officer, Gustave Hauser, dismisses them as "conjecture," and holds fast to his refusal to discuss money. He says, however, that the estimated expenditure of \$1 million a month is too high, and that the average purchase of pay programs per subscriber is now higher than 2.5 programs. The total expenditure to date on Qube, he says, is closer to \$15 million than to \$20 million.

It is not disputed, however, that Qube is far from the break-even point, and some have speculated that that point will never be reached in Columbus. An analysis of cable television for investors issued in June by Argus Research Corp., New York, concludes that "no profits are expected from Qube until the system is successfully replicated in cities other than Columbus and at considerably lower cost."

Mr. Hauser dismisses that assertion as well, saying that Warner is encouraged by Qube's performance so far. It isn't a business yet, he says, but Warner is dedicated to making it one. Ron Castell, vice president of marketing for Qube, says the system's performance cannot be assessed until the company begins marketing it on a broader scale in Columbus. He says most of Qube's 20,000 subscribers came from the 25,000 who subscribed to Warner Cable before Qube was introduced. Warner has been encouraged by signs that Qube viewers are more loyal than subscribers to conventional cable. The rate of people disconnecting from the system every month is less than on Warner's conventional cable in Columbus, Mr. Castell says. (He won't, however, disclose the disconnect ratio for either.)

But the real test of Qube's marketplace viability is yet to come. In the fall, the company will launch a sales campaign aimed at people who do not have cable. In all, the Warner system passes 104,000 homes in Columbus and the suburbs to the west and northwest.

The sales pitch will doubtless stress the system's "flexibility" as a television medium. "You can be your own Fred Silverman," Mr. Castell is fond of saying in describing the system's choice of 30 channels. The offerings are divided evenly into three categories. The first is the conventional cable service, which carries the three Columbus network affiliates, one Columbus public broadcasting station, independent stations in Cleveland, Cincinnati and Indianapolis, and a public station in Athens, Ohio. There also is a channel for "extras and access" and one for Qube program listings.

The second category comprises the "community" channels, which like the first are included in the basic subscription fee. They include a channel of "golden oldies," which resurrects television series



Hauser



Castell



Korodi

the likes of "My Little Margie" from the 1950's; a religion channel; "Qube Campus," which this month features college courses on writing, accounting and anthropology; a culture and learning channel, with travelogues, animal shows, crafts programs, plays and civics programs; a sports channel; three character-generated channels for news, time and weather, and a shoppers' guide that permits price comparisons of anything from suntan lotion to tires sold by local merchants.

The two community channels most lovingly looked after by Qube are the "Pinwheel" channel and "Columbus Alive." "Pinwheel," grudgingly referred to as the babysitting channel, is a potpourri of short subjects, cartoons and puppet shows for preschool-age children, about a quarter of it produced by Qube at its Columbus studios. Dr. Vivian Horner, Qube's vice president for education and children's programming, formerly with Children's Television Workshop, reports that peak viewing of the channel usually tops that of the popular public broadcasting program, *Sesame Street*, on Qube.

"Columbus Alive" is the home of three other popular Qube programs: *Flippo's Magic Circus*, a live 45-minute children's program with Flippo the clown. Bob Marvin, who plays Flippo, was hired away from WBNS-TV. *Columbus Goes Bananaz* is another live 45-minute show, for teenagers, which leads into the flagship community show, *Columbus Alive*, a two-hour live program patterned after the NBC *Today* show. In the middle of *Columbus Alive* appears Qube's version of Ted Mack's *Amateur Hour*—except that on *Talent Search* the viewers vote their opin-

ions of the acts with their Qube consoles at home. If after 40 seconds, more than 50% of the viewers disapprove, the act gets cut off. Routines as bizarre as jello slurping have been featured, but most of the performances are serious attempts at singing, dancing or playing instruments. The producer of the program reports that Columbus has no shortage of "little tap dancers."

The "Columbus Alive" channel also features frequent appearances by "Mr. Qubesumer," consumer advocate Jon Steinberg, whose efforts on behalf of viewers have brought state actions against fraudulent business practices. In one instance, he successfully solicited witnesses from the audience, using the two-way mechanism, to testify against a firm that had advertised its bread as a cancer preventive and weight reducer.

The third category of Qube programs are the pay, or premium, shows, which include recently released movies, a channel for "drive-in movies" (cars, guns and violence); classic movies such as the Marx Brothers' "Coconuts," which is being shown this month for \$1; Walt Disney movies; R-rated adult movies (no X's); special music performances and courses in activities such as shorthand, reading, golf and backgammon.

Qube's pay programming service is distinguished from other pay cable services by its capability of charging the viewer by the program. Unlike most pay services, Home Box Office for example, or Warner's own Star Channel, which offer packages of 15 to 18 movies and special events a month at a set monthly price, Qube offers up to 25 programs individually. The viewer is billed automatically by the computer if he stays with a program more than two minutes. The pay-per-program concept is itself an experiment, which Qube's Mr. Castell says appears to be working.

The flexibility Mr. Castell talks about is in the repetition of programs. On a pay movie channel for instance, one film is shown repeatedly throughout the day (with no additional charge for second and third viewings the same day), freeing the viewer from having to arrange his schedule around a program he wants to see. With programs rotating on both pay and community channels late into the night, viewers are watching more television in the summer than they do with normal cable, Mr. Castell says, which means fewer disconnects for Qube.

A major selling point for Qube is, of course, its two-way capacity, which has been exploited mostly for its fun side, as in *Talent Search*. BROADCASTING's first glimpse of two-way at work, for instance, was during a segment of *Columbus Goes Bananaz*, staged at a local swimming pool, where viewers were asked to decide which of five swim-suited teen-age females had the best tan.

Another obvious use to which the two-way feature has been put is in the classroom programs, where it is used for quizzing and for communication with the instructor.

The feature's potential as a polling

device, seen at the town meeting, has only been lightly exploited so far—but to Qube's economic advantage. Because its audience is slight compared to that of the local television stations, the system cannot sell TV-style commercials. But local commercial interests are beginning to see Qube for its research advantages. Some have rented time to get viewer opinion's of their products. Three weeks ago, for instance, WCMH-TV, the local NBC affiliate, tested three pairs of potential co-hosts for its *PM Magazine* program that premieres in the fall. The winners, Erin and Steven to the viewers, were hired by the station. Benjamin D. McKeel, WCMH-TV vice president and general manager, says the result confirmed the findings of informal polls of employees at the station. For \$500, which is what the job cost him, he said he would use Qube again for its research.

Another commercial use of Qube's two-way is as a vendor. A local book merchant, Readmor Bookstores, appears on Qube once a week with a choice of books that the viewers can purchase on the spot by touching their response buttons. Each respondent is called back for confirmation. Readmor sometimes sells "as many as 100" books that way, which is "not terri-

Qube rate. It's not the movies that keep his family loyal now, he says, it's the two-way.

There are many subscribers, of course, who spend a good deal more than \$20. Mr. Castell says the biggest monthly bill he has seen came to \$104 for one household. Gene D'Angelo, the new president and general manager of WBNS-TV (see page 47), claims that he has a neighbor who ran his bill up to \$190 in one month.

But the Walter Johnsons aren't among the big spenders. Mr. Johnson, a photography professor at Ohio State University, says his family, like the Whipps, are especially taken by the instant feedback on the system. The two-way, combined with the live programs such as *Columbus Alive*, Mr. Johnson says, lend a more "personal" atmosphere to Qube than the Johnsons find on network television, where the TV characters are flawless—"the perfect parent, the perfect professional, the perfect doctor. Once you become a regular viewer, you grow in acceptance that this is happening now," Mr. Johnson says of Qube.

The Johnsons in fact have been Qube performers. One of their daughters did a tap dance act on *Talent Search*, but unfortunately failed to score a hit. "They did

buttons ... that allows you to decide whether a referee made a bad call in a basketball game that nobody cared to watch." Apparently Qube did just that in a telecast at a Cleveland Cavaliers basketball game. It drew only 90 Qube viewers, a fact that both Mr. D'Angelo and WCMH-TV's Mr. McKeel cheerfully volunteered.

Mr. D'Angelo was somewhat disturbed that Qube raided his own staff, hiring away, among others, Mr. Castell, who was director of marketing for WBNS-AM-FM-TV before joining Qube in March 1977. Nevertheless, Mr. D'Angelo concedes, "If they've got people the caliber of the ones they hired from us, they've got a good crew."

Still, he says, Qube is nothing to be afraid of. "The real test is going to be in serving the local community in the news and public affairs areas," he says, "and we do that the best."

Mr. McKeel, on the other hand, has all kinds of beefs with Qube. As the self-professed leading Qube-hater in town, Mr. McKeel has all the complaints broadcasters generally share against cable—he says six to eight points have disappeared from the rating books because of Qube's presence—and some very specific charges



Qube's master control



Computer central

bly impressive," a Readmor spokesman says, but the store expects that if Qube's penetration improves, it could become "a super retail medium."

Both WCMH-TV's and Readmor's uses of Qube were sold to them as commercials. Qube charges \$98 for 30 to 120 seconds and \$220 for five minutes. To date, Mr. Castell says, commercials sales make up a "minuscule" portion of Qube revenues.

But the system is looking for ways to expand its income from commercial sources. And Mr. Hauser envisions Qube turning into a major instant pollster of the Harris and Gallup poll variety, perhaps with entire channels set aside for that purpose.

The Qube subscribers with whom BROADCASTING talked say they are satisfied with the over-all service. Ed Whipps said he was "kind of lukewarm about it at first ... But the kids wanted to see the movies. Since we've had it, I'm kind of excited about it." He estimated that his largest monthly Qube bill to date has been \$20—only \$9 above the basic

such a miserable job with the music and the camera work," says Doris Johnson, explaining why her daughter was "gonged."

Mrs. Johnson says that with four children to manage, Qube often comes in handy as a babysitter. If it has changed their lifestyle, it is that "I think we watch a lot more TV," she adds.

The Johnsons' chief complaint with the system is the flip side of their chief compliment. Qube projects a sense of community, but it's too close to the quadrant of Columbus that Warner serves. (Columbus also has three other cable systems, each with a quarter of the area.) "There would be tremendous potential for a *Columbus Alive* - type show covering the whole city and state," Mr. Johnson said.

And that, says WBNS-TV's Mr. D'Angelo, is why Qube is not a big deal. "The greatest thing Qube has been able to do is to get guys like you to do a feature story," he says. All Qube has that regular TV doesn't have, he says, is "a little box with

against Warner.

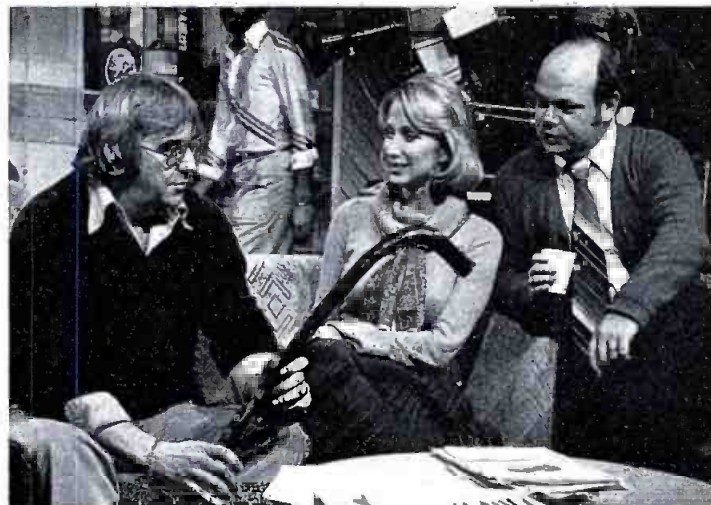
"They don't have any profit motive," he says. "They spend money way out of line." He points to the example of the recent bidding for the next two seasons' Ohio State University basketball games. His own station bid \$82,000 for the home games. The bid for the advertising agency working with WBNS-TV was \$122,000. And Qube weighed in at \$200,000, close to a record offer for a college basketball television package.

The basketball example is, in fact, something of an odd case. Nobody bid on the home games last year, so Qube opened the bid this year with \$200,000. Then when the TV stations entered the bidding, Qube withdrew. Its only explanation for the size of its bid is that under arrangements it planned, it could make a profit on that figure. Its countercharge to Mr. McKeel is that his bid was deliberately low because he didn't want the package. WBNS-TV wound up with the winning bid.

The bickering aside, Mr. McKeel

Qube's root of the program matter

Up to six hours of daily live programming forms a mainstay of Qube's "community" channels. Some scenes from the sets: (clockwise from right) hosts Ron Giles (right) and Susan Goldwater talk with a guest on *Columbus Alive*, Qube's flagship community program, which is aired from 6 p.m. to 8 p.m. daily. In a segment of that show, Jon Steinberg (right). Qube's consumer advocate talks with Franklin county prosecuting attorney George Smith, who makes regular appearances. Wolfman Jack (right) makes a special appearance on *Columbus Goes Bananas* with that show's host, Michael Young, himself a celebrity with the teen-age crowd in Qube's viewing area. *O'Brien's Vegetable Wagon*, scene of sketches for the preschooler channel, "Pinwheel," is taped in Qube studios. Another children's show, *Flippo's Magic Circus*, is telecast live daily on the "Columbus Alive" channel. Local children appearing on the show are divided into two teams for competitions in which viewers can participate with their Qube consoles.



presses his point that Warner Cable is spending money too lavishly in Columbus. "It tends to inflate prices in the market and gets everything out of whack," he says.

Mr. McKeel is sure the big multiple system operator is having an effect on programs being offered to the broadcasters locally. He says in one instance a package of horror movies being offered to the broadcasters by a syndicator was altered on Qube's behalf. Qube doesn't buy syndication packages, but in this instance was sold a few single films that the broadcasters could get only with packages, he

says. Mr. Castell dismisses the charge as absurd. "It never happened," he says.

It was with a bit of a red face that Mr. McKeel went to Qube for the poll on his prospective evening magazine hosts. But "it's pretty cheap research," he says. "Sometimes you have to give up your personal feelings for the good of the station."

On the whole, Qube's relations with the local broadcasters have been congenial. Qube places advertising on all but Mr. McKeel's station ("I consider them a direct competitor," Mr. McKeel says). Mr. Castell says Qube poses no threat; its future lies in finding the areas where

broadcasters cannot or will not go. "We've got a different medium," he says. "If we try to do the same thing as they try to do on commercial TV, we're not going to succeed." That is why Qube does no local news shows, he says. "You've already got that."

The system has already canceled one of its major live programs because it was too much like conventional television, he says. The program, called *Celebration*, dealt daily with prominent local citizens or groups in a Mike Douglas-style format that bombed in the Qube ratings,—partly, Qube staffers speculate, because there

weren't enough real TV celebrities to interest the viewers.

Qube does have its own ratings system, based on the viewership data its computer disgorges by the minute. Qube executives know, for instance, that *Columbus Alive's* audience ranges from 500 viewers to 2,000 during the two hours it is on. They also know that 8,000 people watched the Qube telecast of a local July 4th parade in Upper Arlington.

But the ratings don't carry nearly the weight they do in conventional television, Mr. Castell says. There are no plans to scrap the religious programming, for instance, although the viewership is not of the sort "that would warm the cockles of a timebuyer's heart," he says.

Unlike the *Celebration*, however, the religious programming fills an identifiable need of a portion of the subscribers, even if the portion is a small minority, Mr. Castell says. Adds Mr. Hauser, with 28 programming channels, it is not important to seek a mass audience for each offering. All that is important is that each viewer finds enough programming of interest to keep him sending in his checks at the end of every month.

What the Qube executives seek is the right "mix" of programs to attract new subscribers. They haven't found it yet, but they are tinkering all the time. The drive-in movie pay channel is one recent innovation of which they are proud, and on the drawing board is a TV games channel with

many more opportunities to play with the two-way.

But it may be that the most significant future ingredient in the mix will be one having nothing to do with programming. Late this year, Qube will begin marketing security systems—fire and burglar alarms, and police and medical alert systems that are cheaper than alarm systems currently on the market. Miklos Korodi, Qube's operating vice president and general manager in Columbus, demonstrated the systems, which, when set off all at once produce a dizzying array of lights, beepers and buzzers. But the important feature is that they are all hooked into the Qube computer, the same instrument that constantly monitors the program viewing of every Qube subscriber. As the computer sweeps the system every six seconds, it can pick up an alarm signal and dispatch a readout within seconds on the type of alarm, the location and any other information about the residence that might be helpful in dealing with the call. With a terminal in each local police and fire headquarters, help could be dispatched as soon as the print-out could be read.

Mr. Korodi says the fire alarm will involve a one-time installation charge of \$99.50 to the home subscriber, the burglar alarm \$195. The other services, including a wireless police-call medallion that hangs around the neck (for \$25 to \$30), could be added in additional increments. The user would pay a monthly charge of \$12-15 for

having his alarms monitored.

The nonprogramming potential of the two-way cable doesn't stop there. The next step, if the alarms catch on, could be systems that control home heating and air conditioning and that manage a home's electrical load, Mr. Korodi says.

The Qube executives say they don't know how the new services will fit into their mix. It may be, says Mr. Hauser, that alarm systems are the key to success and that TV programming will prove not to be worth the effort. But he doubts that. "One thing is not enough to cover all the costs," he says.

Despite all their protests that it is too soon to predict Qube's future, however, the Qube executives are sufficiently confident to have made plans to spread it to other towns. Warner recently lost a franchise bid in Fort Wayne, Ind., where it proposed constructing a two-way system similar to Qube, but with only five premium program channels. They are studying other markets: Pittsburgh, for instance, and Akron, Ohio, where Warner already has a franchise.

Why stay with an unproved horse? Because "there doesn't seem to be demand for cable in big cities," Mr. Castell says, "unless you have reception problems" with the local broadcast signals. "I think we'd stand a lot better chance [of penetrating the major TV markets] with Qube," he says. "If we don't, we shouldn't be in this business."

Good marks for two-way cable in Reading

Experimental CATV operation in Pennsylvania is praised in report by NYU, especially services for senior citizens

A 14-month experiment with two-way cable television to serve the elderly in Reading, Pa. (BROADCASTING, July 7, 1975, et seq.), gets high marks in the final report on the project, distributed last week.

The experiment, sponsored by the National Science Foundation, was so successful that when the money ran out in March 1977, a local nonprofit corporation, Berks Community Television, was created to keep the operation going.

The experiment was conducted by New York University in collaboration with local government organizations and the ATV-Berks TV Cable Co. system in Reading.

Three neighborhood communications centers were equipped with black-and-white TV cameras and monitors and were linked together by two-way cable. In addition, converters were installed in the private homes of 117 elderly citizens so that they could watch the programs and participate by telephone. The response of the home viewers was so good, the report said, that the programs were carried on a regular cable channel so that all 35,000 regular subscribers could see them.

Offices of key local government officials were connected to the interactive system

on a regular basis, and several high schools and nursing homes were tied in on a rotating basis. The "most innovative element," according to the report, was that the senior citizens and the participating organizations planned and produced their own programs (with the help of a locally hired nonprofessional staff), dealing with subjects that seemed most interesting and helpful to them.

Programs were transmitted two hours a day, five days a week. They ranged from weekly sessions in which senior citizens talked with the mayor, other city and county officials and representatives of social service agencies, to yoga lessons, group singing, local history and folklore, cooking lessons and poetry reading.

Last week's final report to the National Science Foundation was prepared by Mitchell L. Moss, NYU associate professor of planning and public administration, who was director of research and co-principal investigator for the project. He said the major effects of the two-way experiment were that the participating senior citizens gained knowledge about public services, became more aware of and involved in political processes and gained from increased participation in social and community activities.

During the first year, Professor Moss said, operating costs averaged \$13,500 a month but diminished as staff and senior

participants gained experience and dropped further after the local nonprofit group took over from NYU. Six months after the local group took over, he said, operating costs had stabilized at \$8,300 a month, or less than \$100,000 a year. During the NYU experiment, programming costs averaged \$326 per hour. Cost of setting up the interactive system in the first place was put at \$160,000, with \$63,000 for equipment and \$56,000 for personnel as the major items.

Professor Moss offered these remarks in conclusion:

"The experience in Reading shows that cable television can effectively serve the information needs and preferences of urban citizens. In an era when information plays an increasingly important role in public policy-making, cable technology makes it possible for individuals and groups at the local level to have their own means of electronic communication.

"By strengthening citizen access to and control over information, cable television enhances the ability of citizens to communicate with public officials and to participate in community processes. The findings from the Reading cable experiment highlight the need for federal, state and local units of government to formulate and carry out policies which provide an opportunity for the potential of interactive cable television to be fully realized.

FTC quietly begins to move in area of media concentration

Pertschuk, Kramer, Weston meet in Hollywood with producers for exploratory session in preparation for symposium; disclaim any attempt to step on jurisdictional toes of FCC, Justice

The Federal Trade Commission is beginning to move into a field that until now had been the main preserve of the FCC and the Justice Department's Antitrust Division—television, and how the industry operates.

The interest came to light with the disclosure that FTC Chairman Michael Pertschuk and some of his top aides—including two who had been active in the citizen movement in broadcasting—met with Hollywood writers and producers in the Los Angeles home of producer Norman Lear on July 8.

The main purpose, according to those present, was to determine if there are issues—short or long range—that would be of interest to the FTC. The meeting covered questions as to whether syndicators are the victims of exclusionary practices by the networks, what kind of control networks exercise over producers, whether advertisers are able to control what is presented on television, and if there are economic and other restraints on acting, writing and other professions. Another purpose of the meeting was said to provide background for a symposium on concentration in the media that the FTC is planning for October. Broadcasting will be included but so will the print media and the conglomerates that incorporate both.

The former public interest lawyers who had been active in broadcasting who accompanied Mr. Pertschuk were Albert H. Kramer, chief of the Bureau of Consumer Protection, and his deputy, Tracy Westen. Other FTC officials were Alfred Dougherty, head of the Bureau of Competition, and Harvey Saferstein, the newly installed director of the Los Angeles field office, who was credited with suggesting the idea for the meeting.

Some of the other participants are also remembered by broadcasters as former adversaries—former FCC Commissioner Nicholas Johnson, who now heads the National Citizens Committee for Broadcasting, and Charles Firestone, of the University of California law school faculty, a former attorney for the Citizens Communications Center.

The members of the Hollywood contingent who provided what Mr. Kramer said was the viewpoint of "people who have faced the problems from the inside of the arena," were, besides Mr. Lear, writers

David Rintels and Jerry Mander, Screen Actors Guild President Kathleen Nolan, and Gary Leberthal and Virginia Carter, of Mr. Lear's TAT Productions.

There was no indication of any immediate consequence of the meeting. Mr. Kramer said, "I don't think anybody has to run out and get a lawyer. We've got some things we're interested in, but we'll be going through a gestation period, sorting out facts, getting more information." He described the meeting as "very productive."

The meeting, which was not announced in advance, was closed to press and public. The reason, the FTC said in a brief announcement of the session issued two weeks ago, was to "encourage the candor of the non-FTC participants."

The symposium being planned is described by FTC officials as a means of educating agency officials and the public regarding the extent to which media concentration is a problem that requires FTC attention. Alan Palmer, deputy director of the Bureau of Competition, mentioned major broadcast companies' acquisition of book publishers and Time Inc.'s purchase of the *Washington Star*.

The First Amendment, not often a matter of concern to the FTC, will figure in the discussions at the symposium. Mr. Palmer said that severe concentration of control of the media restricts the diversity of voices. That, he said, is a First Amendment matter.

FTC officials saw no problem in their new venture's overlap with functions and activities of the FCC and the Justice Department's Antitrust Division. Mr. Kramer said the FTC would "steer clear of areas where the FCC has exclusive or even primary jurisdiction." The commission, he said, may not have authority to deal with book publishers. "We're not running headlong into taking over the [FCC's] network inquiry," he said.

As for the Justice Department, he said the FTC and the Antitrust Division have coextensive jurisdiction in the antitrust area and maintain close liaison. Furthermore, he said, the FTC is concerned with matters involving consumer protection that would not involve possible violation of the antitrust laws.

What's ahead for network inquiry

Staff releases schedule that has it reviewing comments for fall recommendation; Cummins and Metzger are appointed

The FCC's network inquiry special staff, in the midst of the initial phase of its work, has laid out a schedule for the organization of the inquiry and procedures for the participation of interested parties. It has also announced two more staff appointments.

The staff is spending the summer analyzing comments filed in the initial

phase of the inquiry, begun in January 1977, as well as reading existing material, in preparation for recommending to the commission in the fall the range of issues on which the inquiry will focus.

Stanley M. Besen and Thomas G. Krattenmaker, co-directors of the inquiry, said that although formal filings are not being encouraged at the present time, they will be accepted. A substantial period for filing comments will be established after the summer review. And the co-directors said that although it is not required, the inquiry would be conducted in accordance with the interim policy statement, adopted on June 14, governing ex parte communications during informal rulemaking proceedings.

The new staff appointments, which bring the staff already named to nine, are J. Michael Cummins and A. Richard Metzger. Mr. Cummins, who has a doctorate in economics, is on the faculty of the Graduate School of Business of Stanford University. Mr. Metzger, who received a law degree from Georgetown University in 1976, is now with the firm of Nutter, McClennan & Fish in Boston, where he is heavily involved in antitrust litigation. Both are expected to join the staff at the end of August. One more staff appointment will be made "soon," according to the co-directors.

Court access by broadcasters up for review before U.S. bar

For broadcasters and their lawyers, the American Bar Association meeting in New York beginning debate and action by the House of Delegates is a proposal to drop the ABA's opposition to television and radio coverage of court proceedings. And following that one closely as a matter advertise their services.

There is also something of parochial interest for communications lawyers. The Federal Communications Bar Association, along with several other "affiliate" organizations, faces the prospect of losing its seat in the ABA's policy-making House of Delegates. The FCBA and the others would be victims of efforts by the ABC to keep its size down.

The National Association of Broadcasters is seeking to generate broadcaster support of both the courtroom-access and lawyer-advertising issues. Erwin Krasnow, NAB senior vice president and general counsel, has written all state association presidents and executive directors, urging them to contact members of the House of Delegates in their respective states on the proposals.

Pressure behind proposals to permit broadcast coverage of the courts has been building for some time, particularly with

the development of equipment that is recognized as not likely to interfere with courtroom proceedings. And in February, at the ABA's midwinter meeting in New Orleans, the ABA Committee on Fair Trial and Free Press adopted a recommendation to end a 41-year ban (BROADCASTING, Feb. 20).

Now the Standing Committee on Association Standards for Criminal Justice has proposed that the ABA amend its Standards on Fair Trial and Free Press to read that "television, radio and photographic coverage of judicial proceedings is not per se inconsistent with the right to fair trial." The amendment also says that such coverage "should be permitted" if the court concludes it can be conducted "unobtrusively and without distracting the attention of trial participants."

Thus, technically at least, the amendment appears to deal only with criminal trials. However, ABA officials say that if it were adopted, the amendment would undoubtedly cover civil and appeals courts as well.

The ABA's lead is normally followed by state and federal courts.

Actually, the ABA is not in the lead on the issue. Fifteen states now allow some form of radio and television coverage (see page 43).

A negative factor in any consideration of the question of broadcast coverage of the courts is Chief Justice Warren E. Burger. He was quoted as having said: "I wouldn't sit on the bench if there were a television camera in the room."

Besides urging state association members to contact House of Delegates members on the issue, the NAB has written to the chairman of the Committee on Association Standards for Criminal Justice in support of the proposal. "When access to the electronic media is allowed," said the NAB in a letter written by Mr. Krasnow, "we submit principles of open government will be advanced, the values of the First Amendment vindicated and a great tradition of the common law—the public's right of access to judicial proceedings—"maintained for modern times."

The advertising proposal will be presented by the ABA Commission on Advertising, which has held three public hearings during the past year, and will hold a fourth on the first day of the ABA meeting, on Aug. 3, at which the NAB will appear.

The commission has recommended that television be added to the list of media that lawyers may use to advertise. Radio was included in the list last year.

The NAB, in a statement it has prepared for the public hearing, will stress what it says is broadcasting's ability to inform. "Radio and television can reach the illiterate and the semilliterate as well as the blind and the vision-impaired," NAB says. "Stations which broadcast in a foreign language can reach segments of society which might otherwise be isolated. No single print medium is endowed with a similar capability for reaching and educating these people.

"Radio and television are among the

most persuasive means of modern mass communications."

The possible loss of FCBA's House of Delegates seat is seen by some FCBA members as a loss of prestige and of whatever power and influence in the councils of ABA policy-making that goes with it. And FCBA's chances of holding onto the seat do not appear bright. The House of Delegates, in a straw poll at the midwinter meeting, voted to oust the FCBA.

Pending recommendations are aimed either at deleting the House of Delegates representation of the FCBA or keeping a membership of close to 400 from becoming unwieldy.

The FCBA's delegate to the House of Delegates, Linda Cinciotta, has been lobbying ABA members with a vote in the House. But while she has received sympathy, she has not received much encouragement. "There is concern about the size of the House," she said.

Not so fast on deregulation, says ABA's Ferrall

Competition is not the ideal replacement for government rules in every instance, he warns

The chairman of an American Bar Association subcommittee on communications has urged a careful, eyes-open approach to increasingly popular proposals for substituting competition for government regulation of industry. The regulatory structure should be dismantled a brick at a time, he said in effect, not all at once.

Victor E. Ferrall Jr., whose subcommittee is a part of the ABA's Section on Antitrust Law, appeared last week before the presidentially appointed National Commission for the Review of Antitrust Laws and Procedures.

He said he supports President Carter's call for deregulation, which he understands to mean "the elimination of the choking constraints and delays of unneeded regulation." But, he added, "Unrestrained competition and the public interest are not necessarily the same." He said that although Congress has determined that in most cases free competition is the best means of achieving the public interest while at the same time maintaining the best climate for personal liberty, "competition . . . has little or no inherent or intrinsic worth."

When Congress approved provisions exempting or immunizing industries from the reach of the antitrust laws, he said, "it was confronted by a situation in which unrestrained competition alone would not well serve the public interest."

Congress might have been wrong, or situations might have changed, he said. But, he said, legislative review of each situation, or congressional direction to the agencies to conduct case-by-case review seem "the soundest approaches to eliminating unnecessary and undesirable regulatory immunities and exemptions."

Black owner loses station over misrepresentation

Parker of Golden Broadcasting had his license for KOAD yanked for repeated violations

One of the few broadcast stations owned by blacks has lost its license. The FCC, in a unanimous decision announced last week, denied renewal of Golden Broadcasting System Inc.'s application for renewal of its license for KOAD(AM) Lemoore, Calif. The commission's reason: misrepresentation in the station's 1971 and 1974 renewal applications.

The commission, in an opinion prepared under the supervision of Chairman Charles D. Ferris, concluded that Clark E. Parker, who with his wife owns the station, "has shown a propensity for submitting false information in official documents to the commission."

The opinion also said Mr. Parker had disregarded "his affirmative obligation to ascertain the accuracy and truth of the statements" he made in renewal applications even after he participated in hearings where it was demonstrated that "his knowledge of the operation" of the station was "seriously lacking."

The station's 1971 renewal application had been set for hearing in January 1974 on a misrepresentation issue, among others. And the administrative law judge, John Conlin, had recommended a one-year renewal to enable the commission to monitor the station's performance. Judge Conlin thought it was unlikely that the shortcomings would be repeated.

However, after the hearing was reopened on a petition by the Broadcast Bureau, Judge Conlin found that a renewal application filed in August 1974 contained serious misstatements on performance and presented a totally misleading picture of KOAD's news and public affairs programming. The issues involved allegations of misrepresentations regarding past programming.

Like Judge Conlin, the commission found that Mr. Parker did "not measure up to the high degree of care" it requires of licensees to insure the accuracy of information supplied to the commission.

By way of example, the commission said the "most cursory examination" of the 1971 renewal application should have made it clear to Mr. Parker that the past programming figures in the 1974 application were identical to the past programming figures in the 1971 application.

Furthermore, it said, only two months before Mr. Parker filed the 1974 application, he participated in hearings "where extensive evidence was adduced proving that KOAD failed considerably in broadcasting even the seven hours and 20 minutes [of news] it had proposed in the 1971 renewal applications."

The commission said the record showed

that between May 1, 1971, and March 19, 1973, with the exception of October 1971, KOAD broadcast no news.

The commission did not chalk off Mr. Parker's performance to "mere negligence." It noted that, at the original hearing, he had acknowledged his mistakes, claimed he knew his responsibilities and promised to do better. But within two months, the commission added, he again filed an application containing misrepresentations. The carelessness, the commission said, was so "wanton, gross and callous, and in total disregard of [the licensee's] obligations to the commission, to be equivalent to an affirmative and deliberate intent."

In denying renewal, the commission expressed concern that the action decreases the number of minority-owned stations and deprives Lemoore of one of its only two radio stations.

Accordingly, to afford minorities and others interested in the license an opportunity to apply for it promptly, the commission concurrently issued a public notice inviting prospective applicants to file for regular or interim authority.

The commission rejected Golden's request that it be permitted to sell the station to blacks. The commission has adopted a policy to permit "distress sales" to minorities when a station faces the loss of its license. But, the commission noted, the policy calls for permitting such sales only before a hearing has commenced.

Changing Hands

Announced

Station sales announced last week, subject to FCC approval:

■ **KLBK-AM-FM** Lubbock, Tex.: Sold by Grayson Enterprises Inc. to Southern Minnesota Broadcasting Co. for \$1,750,000. Seller is equally owned by Ellis Carp, Theodore Shanbaum and Lee Optical and also owns KMOM-TV Monahans, KWAB-TV Big Springs and KTXS-TV Sweetwater, all Texas and KCCN(AM) Honolulu. Buyer is owned by G. David Gentling and his son, G. David Gentling Jr., who also own KROC-AM-FM, Rochester, Minn.; KXRB(AM)-KIOV(FM) Sioux Falls, S.D., and KTYD-AM-FM Santa Barbara, Calif. KBLK is on 1340 khz with 1 kw daytime and 250 w night. KBLK-FM is on 94.5 mhz with 1 kw and antenna 680 feet above average terrain. Broker: Dan Hayslet & Associates.

■ **WBAB-FM** Babylon, N.Y.: Sold by Babylon Bay Shore Broadcasting Corp. to Fronz Allina for \$800,000, plus \$150,000 for consulting and noncompetition agreements. Seller is principally owned by Sol Horenstein and his wife, Muriel, who own WNYG(AM) Babylon. Buyer is president of KACY-AM-FM Port Hueneme, Calif., and

Hawaii Cablevision Holdings Inc., Hawaii CATV system, all owned by subsidiaries of Children's Television Workshop, producer of *Sesame Street* and other programs. WBAB is on 102.3 mhz with 3 kw and antenna 115 feet above average terrain. Broker: Blackburn & Co.

■ **KFDW-TV** Clovis, N.M.: Sold by Mel Wheeler Inc. to McAlister TV Enterprises for \$650,000. Seller is owned by Mr. Wheeler, who owns KITT(FM) San Diego, Calif.; WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT-AM-FM Denton, Tex. Buyer is principally owned by Bill B. McAlister and family, who own KMCC(TV) Lubbock, Tex. KFDW-TV is CBS affiliate on channel 12 with 178 kw visual, 35 kw aural and antenna 670 feet above average terrain. Broker: George Moore & Associates.

■ **WEKY(AM)** Richmond, Ky.: Sold by Henkin Inc. to Radio Richmond Inc. for \$450,000. Seller is owned by Fred Hensley and family, of Lexington, Ky., who have no other broadcast interest. Buyer is owned by Bill G. Walters (50%), Leonard Joyce and George R. Borsari Jr. (25% each). Mr. Walters is general manager of WIEL(AM) Elizabethtown, Ky., and is president, general manager and part owner of WKMO(FM) Hodgenville, Ky. Messrs. Joyce and Borsari are partners in Washington, D.C., law firm of Daly, Joyce & Borsari and have real estate interests there. WEKY is on 1340 khz with 1 kw daytime and 250 w night.

■ **WNAU-AM-FM** New Albany, Miss.: Sold by New Albany Broadcasting Co. to Tallahatchie Broadcasting Corp. for \$425,000. Seller is owned by Vernon K. Wroten and his wife, Wynez, who have no other broadcast interest. Buyer is owned by William O. Rutledge III (22.96%), Roger H. McMillin Jr. (22.96%), Dr. E.E. Bramlitt, Dr. Sam Creekmere and Gerald H. Wheatley (16.33% each) and Bill W. Cossitt (5.10%). Mr. Rutledge owns publishing firm, has part interest in *New South* Magazine and owns cattle ranches. Mr. McMillin is partner in New Albany law firm and real estate brokerage firm. Dr. Bramlitt and Dr. Creekmere are practicing physicians. Mr. Cossitt is advertising manager for Rutledge Publishing Co. Mr. Wheatley has lumber and furniture interests. WNAU is on 1470 khz with 500 w full time. WNAU-FM is on 103.5 mhz with 36 kw and antenna 79 feet above terrain.

■ **WCNB-AM-FM** Connersville, Ind.: Sold by News-Examiner Co. to WCNB Inc. for \$368,000 plus \$32,000 covenant not to compete. Seller is owned by George S. Tatman, his brother, James S., and his sisters, E.T. Neal and M.C. Mason (22.5% each), and their mother, Elizabeth Tatman (10%). None has other broadcast interests. Buyer is owned by David C. Keister (90%) and Jeffery L. Hancock (10%), who have



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bought, subject to FCC approval, WCHO-AM-FM Washington Court House, Ohio. Mr. Keister owns WCBK-AM-FM Martinsville, Ind., where Mr. Hancock is sales manager and announcer. WCNB is 250 w daytimer on 1580 khz. WCNB-FM is on 100.3 mhz with 6.68 kw and antenna 270 feet above average terrain.

Approved

The following station sales were approved last week by the FCC:

■ WWDJ(AM) Hackensack, N.J.: Sold by Pacific and Southern Co. to Comminicom Corp. of America for \$4 million. Seller is owned by Combined Communications Corp., group owner of six other AM's, six FM's and seven TV's. Combined also publishes *Cincinnati Enquirer* and *Oakland* (Calif.) *Tribune* and has agreed to merger into Gannett Co. (BROADCASTING, May 15). Buyer is owned by Kenneth E. Palmer, of Denver, Colo., who is involved with several investment firms and has served as manager for numerous broadcast stations. WWDJ is on 970 khz with 5 kw full time.

■ KROY(AM)-KROI(FM) Sacramento, Calif.: Sold by ASI Communications Inc. to Jonsson Broadcasting Corp. for \$1,650,000 for KROY and \$1.1 million for KROI. Seller is principally owned by Ralph C. Guild, George R. Fritzingler and Daren F. McGavren. ASI owns KFAC-AM-FM Los Angeles. Buyer is principally owned by Kenneth A. Jonsson, of Pacific Palisades, Calif., and members of immediate family. Mr. Jonsson was, until February, minority owner of KRLD(AM)-KAFM(FM) Dallas. KROY is on 1240 khz with 1 kw daytime and 250 w night. KROI is on 96.9 mhz with 64 kw and antenna 280 feet above average terrain.

■ KSKY(AM) Dallas: Sold by Sky Broadcasting Service to Sky Broadcasting Corp. for \$1,575,000. Seller is owned by estates of A.L. and Leonore H. Chilton. Sam G. Winstead and First National Bank of Dallas are co-executors. Estates have no other broadcast interests. Buyer is owned 5% by F. Andrew Bell, general manager of station, and 95% by Development Capital Corp., Connecticut limited partnership of 22 individuals and firms without other broadcast interests. KSKY is 10 kw daytimer on 660 khz.

■ KWEB(AM)-KRCH(FM) Rochester, Minn.: Sold by PSB Radio Group Inc. to Rochester Communications Corp. for \$850,000. Seller is principally owned by Donald G. Jones, president. PSB owns KFIZ(AM) Fond du Lac, Wis., and recently sold WCTW(AM)-WMDH(FM) New Castle, Ind. Buyer is principally owned by Steven T. Moravec, president and general manager, who has no other broadcast interests. KWEB is on 1270 khz with 5 kw daytime and 1 kw night. KRCH is on 101.7 mhz with 710 w and antenna 560 feet above average terrain.

■ KYOU(AM)-KGRE(FM) Greeley, Colo.: Sold by Meroco Broadcasting Co. to O'Keef Broadcasting Co. for \$770,000. Seller is owned by Elwood Meyer (67.1%), his wife, Helen, (2.9%); George Drew,

commercial manager of KYOU (20%), and Barnard Houtchens, Greeley attorney, (10%). Buyer is owned by Donald O'Malley (70%) and George Keiffer (30%) who recently sold KWNS(AM) Pratt, Kan. KYOU is on 1450 khz with 1 kw day time, 250 w night. KGRE is on 92.3 mhz with 25 kw and antenna 470 feet above average terrain.

■ KONG-AM-FM Visalia, Calif.: Sold by Air Waves Inc. to 2588 Newport Corp. for \$600,000 plus \$100,000 agreement not to compete. Seller is principally owned by Harry E. Layman, president and general manager, who has no other broadcast interests. Buyer is owned by Raymond I. Kandel (67.14%) and his daughter, Harriet K. Rhode (32.86%), who last March sold KYVA(AM)-KGLP(FM) Gallup, N.M. Mr. Kandel's other interests include KTUC(AM)-KFMN(FM) Tucson, and KHSJ-AM-FM Hemet, Ariz. and KHOT(AM)-KUUL(FM) Madera, Calif. KONG is on 1400 khz with 1 kw daytime and 250 w night. KONG-FM is on 92.9 mhz with 10 kw and antenna 960 feet above average terrain.

■ WHNC(AM)-WXNC(FM) Henderson, N.C.: Sold by Henderson Broadcasting Co. to Rigel Inc. for \$650,000. Seller is equally owned by William R. Britt, who owns WHPY(AM) Clayton, N.C., and George G. Beasley, who has interests in WKGX(AM) Lenoir, WFAI(AM) Fayetteville, WFMC(AM)-WOKN(FM) Goldsboro and WJNC(AM)-WRCM(FM) Jacksonville, all North Carolina; WDMT(FM) Cleveland; WGAC(AM) Augusta, Ga., and WMOO(AM)-WBLX(FM) Mobile, Ala. Buyer is owned by Roy O. Rodwell (45%), Willaim F. Belote (45%) and James M. Simpson (10%). Mr. Rodwell is certified public accountant in Durham, N.C. Mr. Belote has lumber and farming interests in Georgia, and Mr. Simpson is general manager of Henderson stations. None has other broadcast interests. WHNC is 1kw daytimer on 890 khz. WXNC is on 92.5 mhz with 15.5 kw and antenna 260 feet above average terrain.

■ KGLC-AM-FM Miami, Okla.: Sold by Miami Radio Inc. to Ottawa County Broadcasting Inc. for \$525,000. Seller is owned by L. C. Jeffreies, who has no other broadcast interests. Buyer is owned by Jeryl L. Smith and his wife, Deann, who own KBTC-AM-FM Houston, Mo. KGLC is on 910 khz with 1 kw full time. KGLC-FM is on 100.9 mhz with 3 kw and antenna 265 feet above average terrain.

■ WBUT-AM-FM Butler, Pa.: Sold by Larry M. Berg and Guy A. Travaglio to Brandon Communications Systems for \$453,000. Sellers have no other broadcast interests. Buyer is owned by W. Frank and Elva Jean Brandon and their sons and daughters. One son, Robert C. Brandon, is president and general manager of WPGW-AM-FM Portland, Ind. Brandon family has no other broadcast holdings. WBUT is 250 w daytimer on 1050 khz. WBUT-FM is on 97.7 mhz with 720 w and antenna 290 feet above average terrain.

■ KFBC-AM-FM Cheyenne, Wyo.: Sold by Frontier Broadcasting Co. to Capitol

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Media Inc. for \$425,000. Seller is principally owned by Lillian D. McCracken, her sons, Robert and William, and four others. None has other broadcast interests. Buyer is owned by Lawrence V. Birleffi, manager of KFBC-AM-FM (50%), and Kermit G. Kath and Donald E. Jones (25% each). Mr. Kath owns KGOS(AM)-KERM(FM) Torrington, Wyo., and 41% of KWOR(AM) Worland, Wyo., and is equal partner with Mr. Jones in KCSR(AM) Chadron and KVSH(AM) Valentine, both Nebraska. KFBC is on 1240 khz with 1 kw daytime, 250 w night. KFBC-FM is on 97.9 mhz with 34 kw and antenna 580 feet above average terrain.

■ WSSA(AM) Morrow, Ga.: Sold by Atlanta Broadcasting Co. to South Atlanta Broadcasting Co. for \$345,000. Seller is principally owned by James H. Simmons, who has no other broadcast interests. Buyer is owned by David L. and James H. Piper, brothers, who own WTGA(AM) Thomaston, Ga. WSSA is 1 kw daytimer on 1570 khz.

■ KOSO(FM) Patterson, Calif.: Sold by Sierra-Pacific Radio Corp. to Wireless Communications Co. for \$325,000. Seller is owned by California businessmen Ronald LaForce and Joseph B. Fields, the estate of John B. Markovich and the trustee for John J. Markovich. None has other broadcast interests. Buyer is owned by Frank H. Imburg (43%), John P. Wolfe (11.4%), and 10 others. Mr. Imburg is

minority shareholder (4%) and former general manager of WHNN(FM) Bay City, Mich., owns 6% interest in WABJ(AM)WQTE(FM) Adrian, Mich., and has interest in applicant for Buffalo, N.Y., FM. Mr. Wolfe is a Michigan investor with no other broadcast interest. KOSO is 1.55 kw on 93.1 mhz with antenna 1,790 feet above average terrain.

Correction: Report of FCC approval of sale of WDCA-TV Washington, D.C., by Superior Tube Co. to Taft Broadcasting Co. (BROADCASTING July 24) was erroneous. FCC approved pro forma transfer of control of seller to wholly owned subsidiary, Improvement Leasing Co., in preparation for application for transfer to Taft.

■ Other station sales approved last week include: KBRJ(AM) Boise, Idaho and KBMF-FM Spearman, Tex. (see page 50).

James Brown station into receivership

Entertainer's WEBB had piled up debts; former owner takes on operation of outlet

Soul singer James Brown, faced with debts of more than \$175,000 and a contempt of court charge stemming from his ownership of WEBB(AM) Baltimore, has agreed

to place the station in receivership.

The receiver, Leon B. Back, who owns movie theaters in the Baltimore area, is a creditor and former owner of the station. He said since he took it over two weeks ago he has been trying to sort out how much money is owed to whom, and that the total will likely be much more than the \$175,000 owed him and his partners. Mr. Back said he was named receiver as the nominee of the creditors.

As receiver, Mr. Back can operate the station until it clears its debts or, if he feels it is necessary, he can sell it. He said it is his responsibility to deal with the creditors.

Mr. Brown has owned the station about eight years. He also owns WJBE(AM) Knoxville, Tenn., and WRDW(AM) Augusta, Ga. He apparently devoted little time to the Baltimore station and over the years the debts accumulated. About two years ago, several creditors brought suit, and Mr. Brown avoided court appearances and refused to provide records to the court. Finally Judge C. Stanley Blair issued a contempt of court order for Mr. Brown's failure to appear at a May 24 hearing, and the singer was arrested in New York last week, and brought to the Baltimore.

Mr. Back said Mr. Brown was released from jail after his attorney posted a \$5,000 bond, gave up his passport, agreed to place WEBB in receivership and some other considerations.

One source said that the station would be sold to a Baltimore minority group which would take over in September.

WNET renewal: the tales of two cities

FCC hears arguments from Newark advocate, who says city is underserved, and from station, which says New York location helped it to be number-one PTV

The counsel for the New Jersey Coalition for Fair Broadcasting, expressing frustration at what he said was the failure of noncommercial WNET(TV) (ch. 13) Newark-New York to serve the needs of the New Jersey city, last week offered the FCC a suggestion as to how it might persuade the station to identify more closely with its direct city of license. Designate the station's renewal application for hearing, he said, "and say, 'spend the money'"—he was thinking of some \$4 million he said the station had available—on studio facilities in Newark "or we won't renew the license."

Somewhat taken aback, Commissioner Joseph Fogarty said, "I'd call that blackmail, myself."

The lawyer, Bernard Hellring, didn't disagree. That, he said, is how the system works.

Mr. Hellring offered the suggestion in an unusual oral argument the commission

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called to help it decide how to proceed with WNET's 1975 renewal application. At issue are questions as to whether WNET has kept its commitments regarding programing service to Newark and the maintenance of studio facilities there, questions that have cropped up repeatedly since National Telefilm Associates sold the then-commercial station to National Educational Television, in 1961. NET later merged with Educational Broadcasting Co., and moved the station to New York.

The renewal itself was not at stake in the oral argument. But the commission held out an order designating the application for hearing as an option it might adopt, as well as an order renewing the license, possibly with conditions. And the U.S. Court of Appeals in Washington has directed the commission to consider a forfeiture for violating commission policy—an option the commissioners do not regard as within the agency's forfeiture authority.

Mr. Hellring did not press for a denial of the renewal application. But, in a manner some commissioners regarded as abrasive, he lectured them on what he said was their duty to follow the court's directive and issue a notice of apparent liability, "whether you like it or not." Then, he said, the commission could hold an evidentiary hearing on the issue and afford the coalition the right to obtain information he said EBC is refusing to yield.

But for now, he said, WNET's logo stating the station serves Newark, N.J., is a "hoax, a sham, false representation and misleading to the public and the commission, and violates every promise ever made by channel 13 since 1961, when it began making promises."

As for WNET, its counsel, Robert Coll, said the station's renewal should be granted without a hearing. He maintained that the station has kept the promises, although with the possible fall-off of programing "narrowly defined" as of service to Newark and the deterioration of some studio facilities during the 1972-75 license period. He said programing designed to meet the needs of northern New Jersey now accounts for five and a half hours each week, three times what the commission said the station carried in 1972. He also said that the station now has studio facilities in three locations in Newark.

But, he said, while not neglecting its responsibilities to northern New Jersey, WNET has become a station of national significance—"the top educational television station in the country," one that has won "every award for excellence" and that has provided an alternative to commercial television for viewers in New York and Connecticut, as well as New Jersey.

WNET seemed to have at least one solid backer on the commission. Commissioner James H. Quello, in questioning Mr. Hellring at one point, said, "I have to consider if WNET were serving only Newark it would attain the eminence it has achieved. Maybe it should be more responsive to New Jersey. But I can't help thinking this great station wouldn't be so great if it were limited to Newark."

Both sides relied on outside support for

their respective positions. Mr. Coll quoted from a *New York Times* editorial that said WNET "deserves public gratitude as well as speedy renewal of its license for its exemplary service to viewers in three states." And Mr. Hellring noted that New Jersey's two senators and 12 of its congressmen, as well as the mayor of Newark, had written to the commission, expressing the view that New Jersey is not getting "what it is entitled to from public television. . . They're praying to you to pay attention to us," he said.

N.Y. broadcasters gather to review industry problems

Topics at annual association meeting include children's programing, Communications Act rewrite and tax complaints

A broad range of subjects, from taxes and investigative reporting to children's programing and the rewrite of the Communications Act, enlivened the 17th annual convention of the New York State Broadcasters Association.

Approximately 350 executives attending the meeting in Saratoga Springs from July 16 to 18 applauded when they heard Governor Hugh Carey promise he would help the association in its efforts to gain some relief for stations from taxes imposed by the state. He told the association he supported its tax-reduction campaign and said he had asked officials of the New York State Tax Commission to set up a meeting with the NYSBA tax committee.

Governor Carey was responding to remarks expressed in an earlier speech by Arthur Angstreich, vice president, tax administration, NBC, and chairman of the NYSBA tax committee. Mr. Angstreich said a station licensed in New York City has to pay 100% tax to the state on income even though 40% of its audience may be in outlying states.

"The upshot could be," Mr. Angstreich said, "that the station pays 100% of its tax in New York and 40% more to other states. Ironically, New York state, for sales tax purposes, charges a pro-rated tax when stations buy film or taped programs."

During a session on investigative reporting, all four panelists stressed that a station must make a strong commitment to this news practice if it is to be successful. The panelists—Steve Wilson of WCBS-TV New York, John Johnson of WABC-TV New York, Craig Robbins of WGHQ(AM)-WBPM(FM) Kingston, and Aaron S. Shepard of WROW-AM-FM Albany—played tapes of investigative reporting segments that had appeared on their stations.

FCC Commissioner James H. Quello said he endorsed the major deregulatory thrust of the proposed rewrite of the Communications Act but cautioned there was

need for clarification. He said he agreed with the concept of public trusteeship associated with broadcasting but felt this should not be mandated by government.

He offered this advice to broadcast station operators: reduce the number of commercials on the air even if the prices of spots have to be raised, don't double-bill and be careful of program logging.

In a session devoted to children's television, Jean Johnson, resource director of Action for Children's Television, delivered both criticism and praise for the TV industry. She said ACT is heartened by the increase in children's programs in prime time, access time and early evening and by improved promotion of such broadcasts. Ms. Johnson said ACT is critical of children's cartoon programs in which 99% of the characters are white and of promotional announcements for adult programs carried within children's shows.

"There are a number of areas in which we can work together," Ms. Johnson said.

Squire Rushnell, vice president, children's and early morning programs, ABC-TV, said there has been a "positive evolution" in children's TV programing over the past 10 years and credited ACT for serving as a catalyst. He said there has been a growth in quality children's programs at networks and stations and cited as examples ABC-TV's children drama series, its public service announcements on nutrition and a projected children's variety series. He noted that the industry probably will disagree with ACT and kids."

To a question that dealt with children's views on violent programing, Mr. Rushnell replied: "One survey of children in the sixth grade brought the answer that the most violent programs on TV are the news shows."

Bob Keeshan, host of the *Captain Kangaroo* series on CBS-TV, pointed out that industry inaction in quality children's programing has led to FCC and Federal Trade Commission action in this area. He urged broadcasters to look upon children's TV as an important area and to take steps to deal with children's programing in a responsible manner.

AMST sees perils in rewrite of act

It forecasts decrease in free TV service, says present act has served public interest

The Communications Act rewrite's encouragement of more diversity in broadcasting carries the seeds of destruction for existing television service in all but core city markets, says the Association of Maximum Service Telecasters. In a brief assessment of the rewrite, AMST finds nothing good in the legislation, which it says might well accomplish the reverse of its aim of fostering the most telecommunications services for the most people.

If the bill were enacted, AMST thinks

the following scenario would result:

It says the rewrite would encourage a "maximizing" of the number of stations in cities, which would create large areas of interference "and make second-class citizens of those living in areas outside the central communities."

What prompts AMST to press the alarm button, said executive vice president, Tom Paro, is the bill's encouragement of "diverse" telecommunications services. By AMST's way of thinking, that translates to "VHF drop-ins," which it has steadfastly opposed in every form that has been proposed before the FCC. The bill apparently favors short-spaced drop-ins, Mr. Paro said, which AMST thinks would increase interference and reduce the coverage areas of existing city stations. The result, he said, would be "islands of reception in a sea of interference."

It says, cable television would be looked toward to fill in the areas where over-the-air television coverage is reduced. But, it says, cable's service to outlying areas would be "prohibitively" expensive, and would require an "enormous" subsidy from the government.

The rewrite would also allow cable to duplicate local television programming, to import unlimited distant signals, substitute its own advertising and outbid free television for sports and other over-the-air programming, all of which AMST deplors.

AMST sees in the rewrite a rejection of

Up in smoke, via satellite. A match would suffice, but the National Association of Broadcasters has decided to ignite its mortgage by satellite this week. In celebration of the final \$37,000 installment on its \$2.7 million headquarters building, erected 10 years ago in Washington, NAB has arranged for a space-age Rube Goldberg spectacle to take place at 5:30 p.m. Wednesday in front of the building. An earth station provided by Mutual Broadcasting system will receive a beam from a Western Union satellite 23,000 miles overhead, which, if all goes as planned, will trigger a device containing fuel oil that will in turn light the flame to the mortgage.

present television allocations policies overall. It says television is the public's "most relied-on" source of local news and of information in political campaigns. And it offers opportunities for minority and female ownership as well as for more public broadcasting and "new programming arrangements." All of the spectrum for VHF and UHF should be retained, AMST says.

The bill would concentrate spectrum allocations decisions in the executive branch, a situation which AMST says Congress has "wisely" fended off because, among other reasons, "of the serious danger that broadcasters and other nonfederal government users would lose out to the insatiable demands of federal government users for spectrum space."

AMST supports retention of the present Communications Act, which it says has resulted in "a fleshed-out statutory scheme that is generally understood and that basically works." It says, "An entirely new act would nullify 45 years of statutory construction and application, would create troublesome uncertainties, and would damage or destroy a closely knit fabric of policies that have served the public interest well."

Final act for NAB crossownership unit

Manship working group is disbanding after eight years, asks FCC to hold up ordering divestiture of 'egregious' cases pending Communications Act rewrite

The National Association of Broadcasters working group on media structure and ownership has decided that NAB should urge the FCC to hold off on enforcing divestitures of "egregious" newspaper-broadcast crossownerships until Congress has acted on the Communications Act rewrite.

The Supreme Court's decision upholding the FCC's crossownership rule left a number of instances where owners would

have to divest. But if the rewrite were adopted, all of those might be protected, hence the reason for the NAB working group's request.

The group's recommendation, which will go to the NAB executive committee at its next meeting in August, is its last official act. During the eight years it represented NAB's crossownership case, the group spent \$440,000 on research and legal fees, according to its chairman, Douglas Manship of WBRZ(TV) Baton Rouge. Of that, \$100,000 came from NAB, the rest from contributions.

The group went out of business with one last swing. "No one ever presented a shred of evidence," said Mr. Manship, "to show that broadcasting stations that were crossowned have ever operated in anything other than in the public interest."

Asked if he thought the FCC would heed NAB's request, the group's counsel, Lee Loevinger, said, "Asking somebody to do nothing and wait is the most realistic request you can make of any government agency."

Media Briefs

Change for translators wanted. National Telecommunications and Information Administration has urged FCC to initiate proceedings aimed at (1) permitting FM and television translator stations to originate emergency warning messages and (2) allowing VHF translators to solicit and acknowledge donations. NTIA's administrator, Henry Geller, in letter to FCC Chairman Charles Ferris, said emergency warning services on translators are basic to public safety and health in rural areas. As for second proposal, Mr. Geller said most translators depend on voluntary contributions rather than taxes and that commission in 1975 authorized UHF translators to acknowledge contributions.

Weeding the garden. FCC has begun simplifying and reducing number of TV and radio rules and regulations. Process should result, it says, in cutting duplicative broadcast rules by 40%. Existing rule book may list same rules in various subparts.

Same time, different place. FCC approved channel switch for commercial KDTV(TV) San Francisco (from ch. 60 to ch. 14) and noncommercial KCSM-TV San Mateo, Calif. (from ch. 14 to ch. 60).

Expanding. Comsat has signed letter of agreement to buy Concord, Mass.-based Environmental Research & Technology Inc. Purchase price will be based on earnings performance of ERT in 1978 and 1979 and will be paid as combination of Comsat stock and cash. ERT is privately held firm involved in monitoring and analyzing environmental information and had operating revenues of about \$23 million in 1977. Comsat had revenues of approximately \$168.2 million last year.

SRO at NRBA. National Radio Broadcasters Association's exhibit space and hospitality suites for its convention in San Francisco Sept. 17-20 are sold out. Associ-

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ation's executive vice president, John Richer, reports 147 booths sold (compared to 125 at last year's gathering in New Orleans) and 56 suites.

On the move. Broadcast Pioneers will move its headquarters, effective Aug. 1, to offices of Braun & Co., public-relations firm, 488 Madison Avenue, New York 10022. Telephone (212) 758-6916.

More toys for CBS. CBS has executed merger agreement under which Gabriel Industries Inc., New York, will become part of CBS Toys Division of Columbia Group. Proposed merger calls for exchange of \$17.90 cash for each share of Gabriel common stock outstanding, amounting to about \$27 million. Shareholders of Gabriel, manufacturer of Erector sets and other toys, will vote on merger next month. Proposal may be terminated by board of directors of either company.

Corrections. In July 3 annual awards round-up, first-place Armstrong Award was reported to have been given to KNX(AM) Los Angeles. Award was given to KNX-FM; Armstrong Memorial Research Foundation honors only FM station efforts. Also, Personal Achievement Gabriel Award reported to have been given to WKYC-TV Cleveland should have been reported as presented to Westinghouse Broadcasting's Donald McGannon.

FCC thinking about relaxing prohibition on cable-telco crossownerships in rural regions

Commission rulemaking looks to population cut-off point

The FCC has moved to relax the absolute ban it has imposed on telephone companies owning cable television systems, directly or indirectly through a subsidiary, in the telephone companies' service areas. The commission last week issued a notice of proposed rulemaking looking to remove the ban in rural areas.

At present, the rules provide for waivers on a showing that a cable system could not exist but for an affiliation with the local telephone company. The proposal would establish a population density level below which telephone companies could own a system without having to demonstrate that an independent system could not survive. The commission does not suggest a particular level; it requests suggestions on that point.

Besides issuing the notice, the commission clarified existing rules.

Among other things, it made clear that the rules prohibit only the operation or programming, not the construction, of cable

television distribution facilities by telephone companies.

The existing ban was adopted by the commission in 1970 because of concern over the possibility of telephone companies—particularly the Bell System—dominating the developing cable television industry. In recent years, however, government studies have indicated the ban is a deterrent to the expansion of television service to rural areas.

The commission's notice was issued in response to a petition by the National Telephone Cooperative Association, a national trade association representing predominantly rural cooperative telephone companies. It sought a general waiver of the rules to permit companies with 25 or fewer subscribers per route mile to offer cable television in rural areas where service would not otherwise be feasible.

The commission said a general waiver would not be appropriate—it was of questionable legality and would be premature in the absence of a better understanding of the possible consequences.

The commission said the proposed rulemaking plus the clarification of existing waiver policy and procedures would eliminate possible impediments to the development of rural cable service and provide the commission with a better understanding of technological developments affecting rural telecommunications.

Comments are due in the rulemaking Aug. 31 and replies Sept. 15.

Programming

Networks already calling up their program reserves

ABC and NBC put lots of shows in the can as back-up for new-season failures, while CBS prefers most in scripting stage

Just as it is hard to find a network executive willing to admit that any of his new series is going to fail, so is it hard to find one not preparing for that possibility.

Thus the three commercial networks are already enmeshed in another development season, gearing up replacement series for shows that won't last until January, not to mention through the end of the regular season. At this point, however, there is some philosophical difference in the way they're going about it:

ABC-TV and NBC-TV are both ordering in the area of six "short-order" series (usually of from three to six episodes), which have gone or soon will go into production to be ready for immediate replacement needs. CBS-TV, on the other hand, is putting half that number of shows in short-order production, preferring to keep more projects in the scripting and casting

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stage until a specific need for them arises.

Bud Grant, CBS's vice president of programs, explains his network's thinking: "We're taking our time and looking at projects very carefully before just plunging ahead and shooting shows," he said. "I've seen too many projects fail because they were rushed into production before they were ready. I consider this a more orderly and intelligent way of making television shows—we don't have to have shows sitting on the shelf in the video-tape library."

Herman Keld, who had been CBS's vice president of program planning before being named vice president of planning for feature films and late night programs earlier this month (BROADCASTING, July 24) added that the scripted projects could be readied to go on the air in as little as five to six weeks, and that the short-run route is "frighteningly expensive. This year we are just not going to replace shows as rapidly as last year," he said.

The other networks clearly prefer to have those library shelves stocked to bursting if possible. "I think if you wait until you need something, and you find out that you do need it and you don't have it, you're in trouble," said John J. McMahon, NBC's senior vice president of programs and talent. "I've been there before." Marcia Carsey, senior vice president of comedy and variety programs for ABC, was asked why her network, as solidly in front as it is, would take the same approach as the number three network. "This is the year to go for it," she said. "It's called never underestimating your competition."

All three networks also have a number of carryover projects not picked up from last spring's batch of pilots, and all are also thinking of January and beyond. Following is a look at what each has in its inventories:

■ **ABC.** In the dramatic area, ABC has three one-hour shows short-ordered, according to Brandon Stoddard, senior vice president, dramatic programs, motion pictures and novels for television. They are

Tabled, for now. MCA TV may not have been able to come through with its plan for five first-run syndicated series—first for access, for example, then culling the best for stripping—for fall 1979, but MCA TV Chairman Lou Friedland claims the concept is not dead. "I have never once diminished the intention to do it," he said. The plan, originally presented at the National Association of Television Program Executives conference earlier this year, called for a series under a common action-adventure umbrella. Elements of the project, he said earlier this month, might be changed (BROADCASTING, July 17). In the meantime, however, he characterized the project's status as "tabled."

Julie Farr, M.D., a Jozak Co. production seen this spring on the network (four episodes ordered); *Wonderland Cove*, a Blinn/Thorpe production about a group of orphans living in Hawaii (six episodes), and *Lucan*, the wild-boy show from MGM seen occasionally last year (four episodes). Between six and 10 new dramatic pilots will be coming in by late November, he said, including an Aaron Spelling/Leonard Goldberg project called *Beach Patrol*, about two teams of cops in southern California. In comedy, Ms. Carsey has ordered up a half-hour T.O.Y. production about five women in Queens, New York, tentatively titled *Queen's Court* (eight episodes); a one-hour comedy/drama from Aaron Spelling called *Friends*, about three families as seen through the eyes of their children (four episodes), and a half-hour Danny Arnold production tentatively titled *The Triangle*, about a young black girl romantically attracted to two men—one black, the other white (six episodes). For January, 13 comedy and variety pilots have already been ordered, with perhaps as many as 20 to come eventually. One mid-season show already in

production with a full 13-episode order in *Stayin' Alive*, a Paramount/Robert Stigwood project based on the movie, "Saturday Night Fever." Also in the works for 1979-80 is a *Three's Company* spinoff called *The Ropers*.

■ **CBS.** Given orders by CBS are *Married*, a one-hour "quality" drama from Lorimar about a young couple's domestic tribulations (five episodes); *Spiderman*, the fantasy show from Fries/Goodman (12 hours ordered, to be used in one-hour or two-hour form), and *The Dukes of Hazard*, a one-hour show from Warner Brothers based on the movie, "The Moonshiners" (five episodes). Shows in the script-writing stage, all from pilots not picked up this spring, include *The Flatbush Fungoes*, *The Contender*, *The White Shadow*, *Goober*, *Miss Winslow and Son* and *Danny and the Mermaid*. In addition, two comedy pilots have recently been completed: *Night After Night*, about the writers for a late-night comedy program, from MTM Productions, and *Ebony, Ivory and Jade*, about two women (one white, one black) who pose as singers while working undercover for a detective named Nick Jade.

■ **NBC.** Half-hour comedies on short-order for NBC are *Joe and Valerie*, another show about young Brooklynites and seen briefly this past spring, from Bob Hope Productions (four or five episodes); *Hizzoner*, a Sheldon Keller production about a mayor and his family, with Kathy Cronkite, daughter of Walter, in the cast (six episodes); a TAT production about another young married couple, tentatively titled *The Young Marrieds* (13-15 episodes ordered, probably for airing in midseason, but possibly before then), and *Coastocoast*, the postponed airline show from Bud Yorkin. In one-hour dramas the network has ordered an untitled David Gerber production with David Cassidy recreating his *Police Story* characterization as an undercover cop (five episodes); *Mark Twain Tonight*, a Schick-Sunn Classic anthology series about

Before and after. Here's the Advertising Reserach Foundation's analysis of network TV "hypoing" during the May sweep measurements of local TV audiences. It shows in index terms how audience shares during the sweep period compared in size with those just before and just after the sweeps. Thus at 8 p.m. Monday, ABC-TV's sweep-period audience share was found to be 112% of (or 12% more than) its share in that time period before and after the sweep; CBS-TV's was up by 2% and NBC-TV's was down. NBC tended to be up more often than not on Monday and Tuesday nights, ABC on Friday night and CBS on Saturday. On the

other hand, CBS's shares were below "normal" throughout Wednesday and Thursday nights and NBC's were down all of Saturday night. ARF issues these analyses after sweep measurements to remind spot-TV buyers that the numbers may not be representative of regular performance and also to stress its point that four-week sweeps are not long enough to provide the basis for either spot-TV buying or post-evaluation. The analyses are prepared to ARF specifications by the A. C. Nielsen Co. and are distributed by Nielsen to its clients and by the American Association of Advertising Agencies to its members.

	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday			Sunday		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
7:00 p.m.																			98+	96	92
7:30 p.m.																			94+	98	93
8:00 p.m.	112+	102+	86	98	89+	118+	103	82	109	94	98+	85+	103+	89	102+	109+	101+	95+	99+	105+	81+
8:30 p.m.	98+	105+	82	99	85+	106+	113	90	109	98+	95	86+	94+	93	93+	136	98+	90+	98+	107+	82+
9:00 p.m.	107+	72	110	98	103	102	96+	88	**	101	94	92+	101	92	81+	104	119+	81	109+	86+	109
9:30 p.m.	101+	69+	107	98+	96	99	92+	92	**	100+	94	96+	103	94	76+	99	146+	77	109+	84	114
10:00 p.m.	92	63	114	106+	104	122	92+	88	**	96	92	111+	99	127+	82	95+	154+	75	102+	**	118
10:30 p.m.	100	64	114	104+	109	123	96+	91	**	101	93	112+	101	126+	86	99+	147+	75	99+	**	118

+Includes more than one regularly scheduled program.

**No regularly scheduled programs telecast during sweep period.

Sweep period: May 3 through May 31, 1978. Base Period: April 2 through May 2; May 31 through June 8. "One-time-only" specials not included in analysis. All data based on NTI multinetwork area shares. Performance in individual markets can differ significantly.

famous Americans as seen by Mr. Twain (four episodes), and *Harris & Co.*, a Universal production about a black family that moves from Detroit to California (four episodes). Also in production are two miniseries which could go to series, both about life in hospitals: *The Critical List* from MTM (six hours) and *Women in White* from David Victor/Universal (four hours). For second season, 15 comedy pilots and at least six more dramatic pilots are planned to be in by Nov. 1, and the news division's magazine show, *Weekend*, is to have a prime-time spot by December.

Trying something different in daytime TV

NBC's 'America Alive' premieres to mixed reviews and technical goofs, but producers are pleased with wide use of remotes, expect show to smooth out shortly

Will America's daytime TV viewers leave the security of their soap operas to be whisked electronically around the country? Will Bruce Jenner and Chevy Chase taking the margarine-versus-butter taste test prove more intriguing than Dick Clark giving away \$25,000?

Those are among the questions posed by the July 24 premiere of NBC-TV's *America Alive* (formerly *People to People*), which has replaced *Sanford and Son* reruns and *The Gong Show* to compete with ABC-TV's \$25,000 *Pyramid* and *Ryan's Hope* and CBS-TV's *The Young and the Restless* and *Search for Tomorrow*.

NBC obviously thinks the answers are yes, since according to *Alive's* co-producer, Woody Fraser, the network has committed a year's time and "in excess" of \$240,000 a week to getting the show off the ground. (By comparison, Mr. Fraser estimates that *The Mike Douglas Show*, of which he was the first producer, costs about \$165,000 per week.) But after *Alive's* first outing, both ratings and reviews—from critics and producers alike—were mixed.

Airing live from noon to 1 p.m. NYT in the Central as well as Eastern time zones and on tape from 11 p.m. to 12 noon Pacific time, *Alive's* premiere scored a 6.4 rating with a 28 share in New York, a 3.4/15 in Chicago and a 3.3/16 in Los Angeles, according to A.C. Nielsen's local overnights. National numbers are not immediately compiled for daytime programs, but the local results show *Alive* performed slightly better than its predecessors in the time period in New York and somewhat worse in Chicago and Los Angeles. Clearance rates for *Alive* are currently 91% for the first half hour and 85% for the second, according to NBC, while *Sanford and Son* had 84% and *The Gong Show* 86%.

Those who did tune in NBC's experiment were greeted by host Jack Linkletter in the show's Rockefeller Center studio with a floating "Live!" superimposed over his introductions. (Los Angeles viewers saw a qualifier supered at the bottom of their screens that it was live-Eastern time.) First up was a remote report from co-host Janet Langhart from Riis Park beach, New York. Accompanied by dermatologist Dr. Jonathan Zismore, she interviewed a series of sunbathers, all seated on chaise lounges, as the health problems of sunburn were discussed. Mr. Linkletter, watching the proceedings via a large screen in the studio, interjected questions, as he was to do throughout the program's various segments.

Jumping literally to the opposite side of the country, media critic David Sheehan next reviewed the film "Foul Play," while

picked butter over margarine. Mr. Horowitz suggested the commercials might show people who chose as his subjects did as well as those who pick margarine.

On a scale of from one to 10, Mr. Fraser rated the premiere at about four, while his partner, Ken Greengrass, gave it an eight. From a critical standpoint, Mr. Fraser called the first show "a mish-mash," and "too confusing." From a producer's standpoint he was more satisfied, considering the number of remotes required by the concept (six in the first two days; an estimated 10-15 each week). "I definitely proved the point that we can mount the show every day," Mr. Fraser said, adding that many had doubted he could. There were problems with audio feedback and many lost camera cues during the premiere, but Mr. Fraser promised



Here and there. *America Alive* host Jack Linkletter, in New York, chatted with Chevy Chase, in Los Angeles, via closed circuit on the opening day of NBC-TV's new daytime program.

seated at the patio of the Castaways restaurant in Burbank, Calif. After panning the film, Mr. Sheehan introduced a "daring innovation"—allowing its star, Chevy Chase, to reply. He did so, in part, by spilling coffee on Mr. Sheehan's review. Members of the studio audience were then given a chance to ask Mr. Chase questions, with some slightly risqué results ("Is it true you're six foot four?" asked one young woman. "Yes, lying on my back," said Mr. Chase.) That was followed by a pre-planned gag in which a woman in the studio audience, wearing an "I Love Chevy" T-shirt, leaped from a balcony, screaming her affection for him.

The program proceeded at a relaxed pace through the "gossip check" section with Virginia Graham, a report on agoraphobia (fear of open spaces) by Mr. Linkletter and finally to the butter-versus-margarine test, conducted from Los Angeles by consumer reporter David Horowitz. Unlike the results of the familiar television commercial, four out of five testers in New York and Los Angeles

that as crew and performers adjusted to the format, such mistakes would be eliminated. Both he and Mr. Greengrass said they were satisfied with the program's light subject matter and casual pace, although they said more serious stories are also to be tackled (such as a report in the second show that dealt with making funeral arrangements).

Several early reviews of the program expressed a similar willingness to see how it progresses with time. "They say that all beginnings are difficult," wrote Richard F. Shepard of the *New York Times*, "but this one started off easily enough. It's softwear and even when it's not saying anything, it is a comfortable placebo entertainment for those who like to turn their sets on in broad daylight." Among those taking a harder line was Tom Shales of the *Washington Post*. Calling the premiere "an exercise in self-devaluation" comparable to the premiere of ABC News's *20/20*, he wrote, "Opening day jitters and technical fluffs aside, *America* seems an utter vacuum—a black hole in video space . . ."

STV: now there are three

KWHY-TV Los Angeles is the latest in the over-the-air pay TV market with SelecTV

The first over-the-air, pay-per-program television service in Los Angeles began last week when SelecTV started broadcasting over ch. 22 KWHY-TV. Unfortunately, it also stopped broadcasting last week, when on the inaugural night about 120 feet of transmission cable "blew out," keeping it off the air at least four days. It was supposed to be operating by the weekend.

George V. Stein, vice president of marketing for American Subscription Television of California Inc., said SelecTV was one of only three over-the-air pay services in the United States. One, National Subscription Television's ch. 52 KBSC-TV in nearby Corona, began in April 1977, and the other, Wometco's BTVision, began a month earlier on ch. 68 WTVG(TV) Newark, N.J.

SelecTV charges \$39.95 for installation and \$60 a year rent on a decoding terminal, and 50 cents to \$3.50 and sometimes more for each program watched. Average cost for a current motion picture is \$3. Subscribers will be billed monthly for the programs they watch. The two other systems charge a flat monthly fee.

Mr. Stein said SelecTV already had a large backlog of subscriber orders and that it was trying to install 200 terminals a day. The service has the potential to reach 3.8 million homes in Los Angeles area. The Corona service has about 50,000 subscribers (and a backlog) and a pay cable channel offered in Los Angeles by Theta Cable Television has some 60,000 subscribers. Mr. Stein said even with the competitors, the market is there.

SelecTV is one of two authorized systems using scrambling and unscrambling equipment developed by Teleglobe Pay-TV System Inc., owned by Solomon Sagall. Another ASTC-Teleglobe system has been authorized for Milwaukee and others are pending at the FCC.

Meanwhile, more than blown transmission lines cloud the issue. Teleglobe has filed in U.S. district court for eastern district of New York a \$200 million suit against Telease Inc. (the firm that sublicensed ASTC) and Clarion Corp. (the Japanese manufacturer of the scrambling decoders and part-owner of ASTC and Telease). A contract involving the use of Teleglobe technology is in dispute.

Nine pay-TV authorizations have been granted by the FCC. They are, according to the FCC's TV license division, Detroit, Boston, San Francisco, Milwaukee, Cincinnati and Phoenix, and the three operating systems. Authorizations are pending in Washington; Fort Worth; Chicago; Minneapolis; Worcester, Mass.; St. Louis; Minneapolis-St. Paul; Houston; Baltimore; Denver; Cleveland; Kansas

City, Mo.; Seattle; Atlanta; Fort Lauderdale, Fla.; Patchogue, N.Y. (pending to change to Smithtown, N.Y.); Miami, and Sacramento, Calif.

SelecTV programs—current and classic movies, sporting events and special programming—are broadcast "scrambled in a coded fashion," Mr. Stein said. Each program, he said, is scrambled differently. The scrambled broadcast is picked up by the subscribers' antennas, and their terminals unscramble the programs they select. The pay programs are broadcast beginning at 8 p.m. Monday through Friday, and 7 p.m. Saturday and Sunday. During the daytime, KWHY-TV continues its regular programming.

Once a subscriber has selected the program he wants to watch, he pushes a button. The terminal records the information and holds it for about a month; then it makes about an eight-second phone call to a central computer telling it what programs the subscriber watched and how much they cost. The subscriber is then billed through the central computer. If the computer finds the customer has not paid his SelecTV bills, it will not allow him to unscramble any more programs.

Subscribers can control program categories with a lockable five-position switch. They can see sports and general programming suitable for the family, programs similar in content to PG-rated movies, adult entertainment and special closed-circuit programs, or choose an off position which prohibits any SelecTV watching.

KWHY-TV's transmitter, on Mount Wilson, has been increased in power from 107 kw to 2.57 million w. ASTC President Robert Block, who holds the patent for the telephone billing system, said the 25-fold increase in effective radiated power makes the station among southern California's most powerful.

It was also one of the causes of the breakdown, which SelecTV officials said was "technical" and "beyond our control."

Space suits

MCA and Fox tangle in court over which inspired which—'Star Wars' or ABC's 'Galactica'

The stories involved may be *Battlestar: Galactica*, "Star Wars," "Buck Rogers" and "Silent Running," but the battle between 20th Century-Fox Film Corp. and MCA Inc. isn't in outer space; it's in the courts.

Charging that MCA's upcoming ABC-TV series *Battlestar: Galactica* copies its own "Star Wars" film, 20th Century-Fox is seeking to stop network presentation as well as theatrical release in Canada. Copyright infringement and unfair competition and trade practices are the grounds.

ABC also is a defendant in the case. However, last week a network spokesman said that the contract with MCA for *Galac-*

tica "indemnified" the network. The suit is in U.S. district court for the southern district of California.

MCA, on the other hand, has turned to the same court with a countersuit, charging that "Star Wars" copies its own "Buck Rogers" product and the film "Silent Running." Both the Fox suit and MCA countersuit ask for unspecified monetary and punitive damages.

MCA also went a step further in its suit and accused Fox of interfering with merchandising of *Galactica* toys and other items. For that, MCA wants more than \$1 million in actual damages and \$5 million in punitive damages.

Mobil ads had nothing to do with it, says WNET

On July 18, the Mobil Corp. took an advertisement in the *New York Times*, apologizing for WNET(TV) Newark N.J.-New York's rescheduling of the last four reruns of *In Search of the Real America*, from Fridays at 9:30 p.m. to Tuesdays at 2 p.m. "If this is inconvenient, we are terribly sorry," the ad said.

Subsequently came the announcement from WNET that three of the programs would get airtime at 10:30 p.m. Aug. 14-16; scheduling of the fourth is still up in the air. It all raised the question of whether Mobil, a corporate underwriter, was influencing programming decisions at a public station.

Both Stuart Sucherman, administrative vice president at WNET, and Herbert Schmeitz, Mobil vice president for public affairs, deny it.

By the time the ad ran, Mr. Sucherman said, it had already been decided that the afternoon slot was a poor choice by the programming department. He said WNET was looking for another place on the schedule when the ad appeared.

Mr. Schmeitz, who placed the ad, said he "definitely" did not do so with any idea of influencing WNET to reschedule the programs.

Rather, he said, in view of Mobil's identification with the program he was "trying to get on the record" before viewers started calling Mobil to complain. "That," he said, "was our sole and single purpose."

Other half of the story

The headline on BROADCASTING'S July 24 story about the suspension and subsequent reinstatement of talk show host Mitch Sandler by WJNO(AM) West Palm Beach, Fla., mentioned the firing of an employe at another station in connection with that incident. By error, that portion of the story was deleted from BROADCASTING'S published account. The missing portion follows:

Although Mr. Sandler was the central figure in the case, it was an acquaintance at

TV gets foot in courtroom door in Oklahoma

KOTV persuades state supreme court to permit closed-circuit coverage of murder-trial preliminary hearing; pending is request to allow routine radio and TV broadcasts

Oklahoma slipped back into the camera-in-the-courtroom picture when KOTV(TV) Tulsa was permitted to telecast via closed circuit the four-week preliminary hearing of accused murderer Gene Leroy Hart. A group of news organizations, however, has petitioned the state's supreme court to allow courtroom coverage routinely. A commission has been named to consider it but no decision has been recommended.

But last month, KOTV was credited with taking a big step toward broadcasters' access to courtrooms. The station was allowed, by a 6-2 state supreme court vote the day before the proceedings, to "extend the courtroom" by providing a closed circuit telecast to a 500-seat auditorium at the Pryor city hall across the street. The auditorium was designated "Courtroom B" and was presided over by a bailiff. No recording devices were allowed and the telecast was allowed for no other purpose than to enlarge the courtroom.

The victory for broadcasters here was that a camera for any purpose was allowed in the courtroom and that the presiding judge seemed pleased with the result.

Mr. Hart is accused of murdering three Oklahoma Girl Scouts at their summer camp last year and the case has drawn nationwide attention since the crime and seven-month search for the murderer in the Oklahoma foothills. Consequently, there were almost as many reporters as seats in the 90-seat Mayes county courthouse for the initial proceedings and a jammed courtroom caused disruptions.

KOTV News Director Ian Pearson and

Tulsa Tribune Editor Windsor Ridenour petitioned the state supreme court for permission to televise the proceedings, saying cameras could be "an effective, unobtrusive tool of the courts." The court ruled in their favor and allowed one Hitachi SK-80 to be mounted on a tripod at the rear of the courtroom, using available light. A cable was strung over rooftops to the auditorium. Within minutes after it opened, "Courtroom B" was filled. By the end of the second day the presiding judge said he was "very pleased" with the experiment. The KOTV system tied into the existing courtroom audio board and provided sound equal to or better than what spectators in the main courtroom were hearing.

At the end of the session, Judge Jess Clanton said he was satisfied that TV cameras could help Oklahoma's courtrooms. "I would be in favor of an expanded role for television" he said, "provided it did not become disruptive to the court."

For months prior to the Hart case, Oklahoma broadcasters led by Ernie Schultz, KTVY(TV) Oklahoma City, president of Radio and Television News Directors Association, had been trying to persuade the Oklahoma judiciary to allow courtroom television, and had set up a television dry run in supreme court chambers, but, until the Hart case, the court had remained unimpressed.

This is important, Mr. Schultz said, because at least part of the arguments for cameras in the courtroom has been proved—there was no disruption caused by the camera's presence; it became a piece of equipment in the courtroom like a desk or typewriter or pad or pencil.

"A camera is not a distraction in the courtroom per se," he said. "An electronic news gathering camera is very small, absolutely silent and does not have to be a distraction. And I think they proved it. KOTV is to be congratulated for its public service."

Joel Hamme and J. Laurent Scharff, attorneys at RTNDA's counsel, Pierson, Ball & Dowd, have been monitoring the camera-in-the-courtroom picture. Mr. Hamme said as far as they know, seven

WPBR(AM) Palm Beach who paid for a subsidiary role with his job. Chuck Morgan, who was employed at WPBR as an engineer, night maintenanceman and early Sunday morning talk show host, was fired last week for breaking company policy not to talk to anyone, on or off the air, about the Sandler case.

Mr. Morgan, who had been employed at the station for about a year, had talked both to Mr. Antelman and to Mr. Sandler, and he said he had called Mr. Sandler to warn him he was "being had."

But, said Everett H. Aspinwall, a part owner and general manager of the station, "We had taken the position this was an internal problem of another station, and that it would be unethical for us to comment," on or off the air. "I didn't want any of our people involved." When Mr. Morgan admitted violating the policy, Mr. Aspinwall said, "I fired him."

Program Briefs

Two from Marlyn. Marlyn Productions, New York, is offering for syndication short-form TV program, *One from Many*, consisting of 65 50-second sketches dealing with contributions made by Americans from ethnic backgrounds. Marlyn also has syndication rights to new half-hour/prime-access game show titled *Odd and Even*.

Team effort. Hughes Television Network, New York, and Syndicast Services Inc., New York, will team up to present Senior Bowl via live syndication from Mobile, Ala., on Jan. 13. Game had been telecast over NBC-TV for 21 years. Syndicast is lining up stations and sponsors, and Hughes is arranging production for the game.

Heavyweights together. TV producer Aaron Spelling has teamed with movie producer Blake Edwards ("Pink Panther" films) to develop series for ABC-TV. Show is to be based on floating hotel and gambling casino.

Switching companies. Columbia Pictures Television last week gave word of deal with David Fein Productions for development of first-run syndicated programming. Mr. Fein is developer of 20th Century-Fox's *That's Hollywood* and until recently was with TAT Communications.

Taking off. RKO Radio has entered in-flight audio entertainment business for airlines with "En Route." RKO says it's only broadcast group so doing.

Four to ABC Radio. Latest affiliates of ABC Radio are KNUS(FM) Dallas (American FM Radio Network); WBIR(AM) Knoxville, Tenn. (American Information Radio Network); WWZ(FM) Charleston, S.C. (American FM Network), and WRKO(AM) Boston (American Contemporary Radio Network).



Kortv's camera set-up in the Mayes county courtroom.

states permit cameras and microphones in trial and appeal proceedings—Alabama, Colorado, Georgia, Montana, Nevada, Washington and Wisconsin. One other state, Florida, ended an experiment in courtroom broadcasting June 30 and its supreme court is expected to make a decision soon (ruling 4-3, however, to ban cameras and microphones while deciding the matter).

Mr. Hamme said in the second category, three jurisdictions allow some kind of trial coverage only—at least one county in Kentucky, a one-year experiment in one judicial district in Louisiana, and an experimental trial in Ohio. Ohio's supreme court has proposed that courts at all levels allow coverage and is expected to make final decision after comments in mid-September. Ohio broadcasters have pledged "fullest cooperation in working with the Ohio bench and bar to open all courts in the state to responsible radio and television coverage."

Four states—Minnesota, New Hampshire, Tennessee, Texas—allow some kind of appellate coverage, Mr. Hamme said. Experimental coverage began Jan. 27 in Minnesota and Jan. 1 in New Hampshire. Tennessee has an interim rule which was effective May 24 and Texas appellate courts were opened to broadcasters in November 1976.

The situation, Mr. Hamme said, changes frequently, and several states have groups or commissions working on recommendations. The American Bar Association, influential in these matters, is now opposed to opening courtrooms to broadcasters, but will vote on a proposal to take a neutral position at its convention beginning this week (see page 32).

Panax's McGoff tangles with CBS over documentary on newspaper business

He takes out ads charging errors to Rudd show critical of industry

Panax Corp., the East Lansing, Mich.-based newspaper chain led by John P. McGoff, has taken out full-page advertisements in trade publications accusing CBS News correspondent Hughes Rudd of factual errors during a July 14 *The Business of Newspapers* documentary (BROADCASTING, July 17) and of having "trained the CBS electronic eye on the wrong target."

"That 'odd and rather sinister' development of which Rudd spoke was the concentration of power in the hands of a few newspaper chains," says the reprint from a July 16 editorial in the Panax *Upper* (Michigan) *Peninsula Sunday Times* "[Rather] it is the concentration of news-shaping power in the hands of the network few which alarms us—and ought to alarm all Americans. Using that power, the networks can pass off as 'objective' reporting

such programs as *The Business of Newspapers*."

The editorial/advertisement charges that Mr. Rudd and his associates made "no fewer than six major errors and several minor ones" in the nine minutes of the documentary relating to Panax and the firing of a Panax local editor.

Panax, among other things, takes strong exception to Mr. Rudd's statement that "Neither Panax nor its president, John McGoff, would discuss the issue with me."

An Aug. 22, 1977, letter from CBS News producer Irina Posner said "we are starting production of a news special on the future of newspapers, with emphasis on the business of journalism" and requested some of Mr. McGoff's time. A response from an attorney for Panax said that CBS already had interviewed Mr. McGoff on July 11, 1977. The letter alleged "questionable methods employed by CBS News in seeking additional material" and said "Mr. McGoff is naturally disinclined to participate in a 'retake.'"

To that, CBS News President Richard Salant replied that Panax was confused about "three separate approaches" for different stories. The July 11, 1977, interview with correspondent Betty Ann Bower, Mr. Salant said, had been planned for the *CBS Evening News* but was "forced out of the broadcast by other breaking news."

In the Panax "CBS News: myth a minute" editorial/advertisement, however, Panax maintains that Mr. McGoff "had wasted an entire morning, July 11, 1977 . . . Mr. Rudd must have known that we had repeatedly called the network's attention to that interview and the fact that they never used it. We wondered then, and we wonder now, whether CBS didn't use that interview because in it Mr. McGoff had so effectively belted the CBS cat."

Journalism Briefs

Add to RTNDA agenda. Richard Salant and Les Crystal, presidents, respectively of CBS News and NBC News, will speak at luncheons of Radio Television News Directors Association annual conference in Atlanta Sept. 20-22. Rooney Arledge, counterpart at ABC, has not yet responded to similar invitation.

Spinoffs. New TV news research and consulting firm, The Media Associates, has opened. Three principals are former staffers of research and consulting firm, Frank Magid Associates. Headquarters will be in Dallas with second office in Atlanta—latter headed by Ed Bewley, Magid consultant for three years before starting own consulting firm there last year. Jon Coleman, whose most recent post was with Audience Development Inc., Dallas, becomes vice president for research. He also left Magid last year after year and half there. Bill Taylor, third partner, just left Magid to become head of client services.

UHF operators question hand-offs of FCC task force

They see threats of spectrum reallocation and translator development at their expense

The Council for UHF Broadcasting wrote to FCC Chairman Charles D. Ferris last week to express its enthusiasm for the commission's action establishing, as CUB put it, a group "to work toward achieving UHF comparability side by side with VHF." But the enthusiasm was heavily qualified. CUB expressed reservations about the commission's action disbanding its UHF task force and reassigning its work among three groups.

Noting that the commission said the new group will "build upon the television receiver work begun by the task force," CUB said the task force's receiver work involved the determination of the need for television allocations in the UHF band as a basis for determining how much UHF spectrum could be given to other users.

CUB said it would be "a tragedy" for the new group to "misdirect its energies to considering ways of reallocating UHF spectrum to nontelevision uses, and it should be made clear that this is not the group's purpose."

The FCC announcement's reference to a separate group working on "translators and low-power TV" is another matter of concern. CUB said it feared consideration of low-power UHF television of regular UHF stations with VHF stations."

And the word that the Safety and Special Radio Services Bureau will be responsible to examine land-mobile technology and thereby alleviate the pressure to take spectrum from UHF television was also disturbing to CUB. "That bureau has expressed in the past grave reservations about the new technology," CUB said. But it expressed the hope that the bureau will "assume its new responsibilities with a more affirmative and optimistic outlook."

Mutual says AP test of dishes not needed

MBS petitions FCC, asking it not to allow try-outs of small satellite terminals

Mutual Broadcasting System has asked the FCC to deny an AP request to construct developmental receive-only satellite earth stations for tests to determine if small-aperture terminals are better for its uses than telephone lines.

The tests, Mutual said, are "unnecessary, pose a serious potential burden to rate-payers and constitute a sham for AP to conduct, at no expense to itself, a com-

petitive run-off among carriers and vendors . . ."

Commenting on the petition to deny, Roy Steinfort, AP vice president in charge of broadcast, said, "Mutual's unjustified objection can only delay the many benefits of satellite delivery to the entire broadcast industry." He said AP favors any plan, including Mutual's, which moves broadcasting into satellite and said AP would file a formal reply to the FCC soon.

In its application to the commission, AP said the operation is intended to "determine whether small-aperture receive-only earth stations of new and untried design receiving a voice signal from a fraction of a satellite transponder offer a practical alternative to the existing land-bound distribution network."

Mutual said the tests are unnecessary because the feasibility of using small-aperture terminals for audio programs and data transmissions "was conclusively demonstrated in a long series of tests conducted by Western Union between August 1977 and January 1978"—tests in which Mutual said AP took part.

Manufacturers of the AP test stations are California Microwave, Farinon Electric, Harris and Hughes Aircraft, with the assistance of two domestic satellite common carriers, RCA Americom Services and Western Union.

The "real reason" for AP's petition, Mutual said, is to protect both RCA Americom and Harris, both of which "have been respectively placed in a disadvantageous competitive position vis-a-vis Western Union and other manufacturers." Because of competitive reasons, Mutual said, Western Union and other equipment manufacturers "have no choice but to participate in these 'tests.'" It said AP will be the principal beneficiary of this "developmental boondoggle" as a "valuable potential customer of carriers and equipment vendors."

Kahn attacks competition in race for AM stereo

In letter to stations, he blasts testing of four other proposals, claims his system is the best

Leonard Kahn of Kahn Communications, owner of one of the five AM stereo systems under consideration by the FCC, has mailed a vitriolic letter to most of the AM stations in the United States, attacking the competing systems. Mailed over the last two weeks, the two-and-a-half page letter was called by one broadcaster who received it "as strong an attack as I've ever seen, and I've been in the business 25 years."

Three basic complaints are detailed in the letter: First, that one of the systems—which one is not identified—would reduce stereo coverage severely, so much so that a 5,000 watt station would end up with coverage equivalent to a 359 watt station. Mr. Kahn claims, "in fairness," that mono coverage would be reduced only slightly by

all of the systems except his. Second, the letter says that three of the five systems would introduce noise and interference "bursts" and that four of the five systems create "strange" image-swapping problems in the signals, "akin to the cause of motion sickness." Third, the letter is most critical of the testing procedures used to evaluate the proposed systems by the National AM Stereo Radio Committee. Mr. Kahn said the tests were conducted at 160 millivolts per meter and 25 millivolts per meter, which he believes to be far too strong a signal to adequately represent real-world conditions. In Mr. Kahn's view, the tests should have been conducted at signal levels of varying strengths down to .5 millivolts or less.

Mr. Kahn declined to have his system included in the NAMSRC's tests because, he said, the system had already been well-tested on-air by WFBR(AM) Baltimore and XETRA(AM) Tijuana, Mexico, before the committee was formed.

Harold Kassens, chairman of NAMSRC, said there were other points of view to consider in this situation, but that he did not "see any point in arguing the merits out. The place to do that is the FCC . . . The committee would hope that the FCC adopts the best system."

Technical Briefs

Digital dialogue. Committee to work for standard interface specifications of digital television equipment (including videotape recorders, film chains, character generators, still stores, frame synchronizers, time base correctors, noise reducers, special effects units and the like) has been established by Society of Motion Picture and Television Engineers. Chairman Robert W. McAll of Vital Industries Inc. invites participation by interested parties.

Moved. Time and Frequency Technology has relocated to 3090 Oakmead Village Drive, Santa Clara, Calif. 95051; telephone (408) 246-6365.

Foreign connection. National Iranian Radio and Television has awarded \$6.75

million contract to Harris Corp.'s Broadcast Products Division for installation of 144 FM transmitters at 24 sites in Iran.

Renovation. Nationwide Communications Inc., Columbus, Ohio-based group owner, has ordered \$1.2 million of studio and transmitting equipment from RCA Broadcast Systems. Included are TT-50FH 50 kw transmitter for wxEX-TV Petersburg, Va.; TT-25FL 25 kw transmitter for WATE-TV Knoxville, Tenn., and TK-76 ENG camera system for WBAY-TV Green Bay, Wis.

The reel thing. Otari Corp., San Carlos, Calif., has available new two-channel professional tape recorder. MX-5050-B features TTL/IC logic controls, 28 db maximum output to provide 24 db headroom over switchable fixed output level of +4 dbm, three calibrated record levels are switch selectable on rear panel, three speeds (15, 7 1/2 and 3 3/4 ips) in field selectable pairs, peak reading LED indicators, return to zero memory rewind and plug-in heads. Price: \$1,795.

New home in Houston. Harris Corp.'s Broadcast Products Division has moved its Houston office to 7000 Regency Square Boulevard, Suite 200. Telephone is (713) 977-2411.

Another in the ENG race. Professional Products Department of Sharp Electronics Corp., Paramus, N.J., has introduced new ENG color camera, XC-320U. Camera weighs 12.1 pounds, uses three vidicon tubes and comes with 6 by 1 manual zoom lens, AC power adapter, DC power cord, viewfinder, hand grip with VTR start/stop switch, microphone and shoulder pad. Suggested price is less than \$5,000.

Two at once. New frequency counter introduced by Systron-Donner Corp., Concord, Calif., can make simultaneous dual-channel measurements. Model 6361A displays two independent signals or one signal whose frequency rate and pulse width are both displayed simultaneously. Each channel can be used for frequency measurements from DC to 100 mhz and period measurements with resolutions of 10 microseconds to 10 nanoseconds. Price is \$895.

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The Broadcasting Playlist™ Jul 31

Contemporary

Last This week	This week	Title □ Artist	Label
1	1	<i>Last Dance</i> □ Donna Summer	Casablanca
6	2	<i>Grease</i> □ Frankie Valli	RSO
3	3	<i>Miss You</i> □ Rolling Stones	Rolling Stones
2	4	<i>Shadow Dancing</i> □ Andy Gibb	RSO
4	5	<i>Baker Street</i> □ Gerry Rafferty	United Artists
12	6	<i>Three Times a Lady</i> □ Commodores	Motown
7	7	<i>Copacabana</i> □ Barry Manilow	Arista
8	8	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
15	9	<i>Love Will Find a Way</i> □ Pablo Cruise	A&M
5	10	<i>Use Ta Be My Girl</i> □ O'Jays	Phila. Intl.
9	11	<i>You're the One That I Want</i> □ Travolta/Newton-John	RSO
16	12	<i>Shame</i> □ Evelyn "Champagne" King	RCA
10	13	<i>Still the Same</i> □ Bob Seger	Capitol
11	14	<i>Two Out of Three Ain't Bad</i> □ Meatloaf	Epic
26	15	<i>Hot Blooded</i> □ Foreigner	Atlantic
22	16	<i>Life's Been Good</i> □ Joe Walsh	Asylum
18	17	<i>Runaway</i> □ Jefferson Starship	Grunt
19	18	<i>Macho Man</i> □ Village People	Casablanca
13	19	<i>The Groove Line</i> □ Heatwave	Epic
29	20	<i>An Everlasting Love</i> □ Andy Gibb	RSO
24	21	<i>My Angel Baby</i> □ Toby Beau	RCA
17	22	<i>Bluer Than Blue</i> □ Michael Johnson	EMI America
20	23	<i>Magnet and Steel</i> □ Walter Egan	Columbia
27	24	<i>Fool If You Think It's Over</i> □ Chris Rea	United Artists
40	25	<i>Got to Get You Into My Life</i> □ Earth, Wind and Fire	RSO
23	26	<i>Take a Chance on Me</i> □ Abba	Atlantic
31	27	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
25	28	<i>King Tut</i> □ Steve Martin	Warner Bros.
33	29	<i>Stuff Like That</i> □ Quincy Jones	A&M
21	30	<i>You Belong to Me</i> □ Carly Simon	Elektra
34	31	<i>I'm Not Gonna Let It Bother Me</i> □ A.R.S.	Polydor
36	32	<i>You</i> □ Rita Coolidge	A&M
28	33	<i>Dance With Me</i> □ Peter Brown	Drive
14	34	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
—	35	<i>Close the Door</i> □ Teddy Pendergrass	Phila. Intl.
32	36	<i>I've Had Enough</i> □ Wings	Capitol
30	37	<i>Love is Like Oxygen</i> □ Sweet	Capitol
37	38	<i>Stay</i> □ Jackson Browne	Elektra
—	39	<i>Two Tickets to Paradise</i> □ Eddie Money	Columbia
35	40	<i>Kiss You All Over</i> □ Exile	Warner Bros.
—	41	<i>Summer Nights</i> □ John Travolta/Olivia Newton-John	RSO
47	42	<i>You Needed Me</i> □ Anne Murray	Capitol
—	43	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
—	44	<i>Songbird</i> □ Barbra Streisand	Columbia
39	45	<i>Follow You, Follow Me</i> □ Genesis	Atlantic
48	46	<i>Rock 'n' Roll Fantasy</i> □ Kinks	Arista
—	47	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
46	48	<i>Paradise by the Dashboard Light</i> □ Meatloaf	Epic
49	49	<i>FM</i> □ Steely Dan	MCA
45	50	<i>Even Now</i> □ Barry Manilow	Arista

Playback

Tidal wave. A wave of new music has broken on "Playlist" over the last two weeks with 12 records making debuts. Among them is Teddy Pendergrass's *Close the Door* (Philadelphia International). Entering at 35 this week, the ballad has already topped R&B charts and is making a smooth crossover to contemporary. Another crossover, *You Needed Me* (Capitol) by Ann Murray, is already a huge country success and is now making a fine showing on the the contemporary scene, bolting to 42. The ballad was written by Randy Goodrum, who also has *Bluer than Blue* to his hit-writing credit. Entering at 43, Nick Gilder's *Hot Child in the City* (Chrysalis) should continue to climb the chart with its "reggae Latin sound," says Michael Lee of KVOL(AM) Lafayette, La. The Kink's have returned after a long silence with *A Rock 'n' Roll Fantasy* (Arista) at 46. The "mellow rock 'n' roll" song, says Wayne Morehead of KNOE(AM) Monroe, La. "will [make the group] re-emerge as the rock 'n' roll band it once was. It has real good, catchy lyrics... It has something going for it." Meatloaf is already out with a follow-up to its current hit, *Two Out of Three Ain't Bad* (Epic). It's called *Paradise by the Dashboard Light* and it charts at 48. John London of WTRU(AM) Muskegon, Mich., says "It's a great song. We're holding off on it because the other is doing so well. But as soon as it goes, we'll add it." **Big Little River Band.** Little River Band's new single *Reminiscing* (Capitol) from the *Catcher/Sleeper* LP is being met with enthusiasm. "It's one of the greatest records I have ever heard," says Don Nordine of KODI(AM) Great Falls, Mont. "It's one of those rare pieces of production that goes above and beyond. This song will bring the group into the forefront." And Bob Scott of KRIB(AM) Mason City, Iowa, concurs. "It's going to be a top five record."

Country

Last This week	This week	Title □ Artist	Label
3	1	<i>Love or Something Like It</i> □ Kenny Rogers	UA
4	2	<i>You Don't Love Me Anymore</i> □ Eddie Rabbitt	Elektra
2	3	<i>Only One Love in My Life</i> □ Ronnie Milsap	RCA
10	4	<i>When I Stop Leaving</i> □ Charley Pride	RCA
5	5	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
8	6	<i>You Needed Me</i> □ Anne Murray	Capitol
25	7	<i>Rake and Ramblin' Man</i> □ Don Williams	ABC
6	8	<i>I Believe in You</i> □ Mel Tillis	MCA
—	9	<i>Please Help Me</i> □ Janie Fricke	Columbia
9	10	<i>Pittsburgh Stealers</i> □ Kendalls	Ovation
15	11	<i>When Can We Do This Again</i> □ T.G. Sheppard	Warner Bros.
7	12	<i>Tonight</i> □ Barbara Mandrell	ABC
12	13	<i>From Seven Til' Ten</i> □ Lynn & Twitty	MCA
—	14	<i>We Belong Together</i> □ Susie Allanson	Warner Bros.
14	15	<i>That's What Makes the Jukebox Play</i> □ MoeBandy	Columbia
11	16	<i>Never My Love</i> □ Vern Gosdin	Elektra
19	17	<i>Talk to Me</i> □ Freddie Fender	ABC
16	18	<i>It Only Hurts for a Little While</i> □ MargoSmith	WarnerBros.
13	19	<i>Spring Fever</i> □ Loretta Lynn	MCA
—	20	<i>I'll Find It Where I Can</i> □ Jerry Lee Lewis	Mercury
22	21	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
24	22	<i>I'll Be True to You</i> □ Oak Ridge Boys	ABC
18	23	<i>Night Time Magic</i> □ Larry Gatlin	Monument
—	24	<i>Raggamuffin Man</i> □ Donna Fargo	Warner Bros.
1	25	<i>Ain't No Good Chain Gang</i> □ Cash & Jennings	Columbia

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

Fates & Fortunes

Media

Paula Gottschalk, associate director, corporate information department, CBS, New York, named to new post of director, corporate relations, CBS.

William T. Reed, VP-station relations, Public Broadcasting Service, Washington, appointed senior VP-station relations.

John B. Frykman, director of network communications, Mutual Broadcasting System, Arlington, Va., named VP. **Richard T. Wartell**,



Frykman



Wartell

regional manager, National Association of Broadcasters, Washington, named Western regional manager for station relations, Mutual.

Thomas A. Pearson, assistant to general manager, WCAU-TV Philadelphia, named director of broadcasting. **Bernard J. Weber**, director of research and sales promotion there, named director of communications.



D'Angelo

Eugene C. D'Angelo Jr., executive VP-general manager, WBNS-AM-FM-TV Columbus, Ohio, named president of stations and co-owned WTHR(TV) Indianapolis.

Sonny Fox, program director, WYSP(FM) Philadelphia, appointed station manager.

Lón C. Lee, program director, WJXT(TV) Jacksonville, Fla.,

named manager, KOA-TV Denver.

Thomas M. Girocco, VP-general manager, WOTV(TV) Grand Rapids, Mich., named president. He succeeds retired **Willard Schroeder** (BROADCASTING, June 26).

Richard Casper, general manager, WINZ(AM) Miami, appointed VP and general manager, WNW5(AM) South Miami, Fla.

Bazil O'Hagan, VP of television, radio and CATV operations, Michiana Telecasting Corp., operator of WNDU-AM-FM-TV South Bend, Ind., named VP and general manager of Michiana.

Eric Graham, general manager, KBSA(TV)

Guasti, Calif., and president of Group Seven Film Productions, Thousand Oaks, Calif., appointed general manager of noncommercial KUCV(FM) Lincoln, Neb. Mr. Graham will continue to head educational film production company. He succeeds retiring **William Rankin**.

John Douglas Davey, general manager, KBMF-FM Spearman, Tex., named VP of broadcast operations of parent company, Cardiff Industries Inc., and VP of Cardiff Broadcasting, licensee of KBMF-FM. **Clara Wise**, program and music director of station, named administrative assistant to Mr. Davey.



Henley



Vriesman

Robert E. Henley, VP-general manager of radio for WGN Continental Broadcasting, Chicago, named president-general manager of company's KCRA(AM)-KCTC(FM) Sacramento, Calif. **Wayne R. Vriesman**, VP-news director, WGN-AM-TV Chicago, named station manager, WGN.

Greg Pearson, station manager, WRXL(FM) Richmond, Va., given additional duties as station manager of co-owned WRNL(AM) there.

Jack Rabito, station manager, WKDH(AM)-WIVE-FM Ashland (Richmond), Va., joins corporate office of Crawford Broadcasting Co., Dallas, as assistant to VP and he will also help direct corporate sales and national religious programming.

Chuck Gehlen, general manager, sales manager and part owner, KFTM(AM)-KBRU(FM) Fort Morgan, Colo., joins KWAY-AM-FM Waverly, Iowa, as general manager.

John Rambo, assistant manager-operations, WEIR(AM) Weirton, W. Va., named station manager.

Officers elected by Colorado Broadcasters Association: **Stephen A. Heater**, KSPN(FM) Aspen, president; **Jay Gardner**, KRDO-AM-FM-TV Colorado Springs, president-elect, and **Rusty Shaffer**, KBOL(AM)-KBVL(FM) Boulder, secretary-treasurer.

James M. Danner, manager of accounting for Field Communications, San Francisco, named director of business affairs. **Denis M. Curley**, Field credit and collections manager in New York, takes over Mr. Danner's former post in San Francisco.

Broadcast Advertising

Kenneth Caffrey and **Lawrence Cole**, senior VP's and associate media directors, Ogilvy & Mather, New York, appointed media directors. **Wilma Epstein** and **Anthony Nacinovich**, VP's and assistant media directors, appointed associate media directors.

Named senior VP's, Foote, Cone & Belding International: **Norbert Borsch**, chairman and managing director, FCB/Frankfurt, Germany; **Gian Luigi Bötter**, chairman and president, Italy; **Peter Bulow-Lehnsby**, managing director, Copenhagen, Denmark; **Bill Kiely**, chairman and managing director, London; **Pierre Lemonnier**, president and director general, Impact-FCB/Paris, and **Murray Walker**, chairman and managing director, Australia. Named VP's, FCB International: **Antonio Beja**, president, Madrid; **Alain Bourrut-Lacouture**, general manager, Impact-FCB/Brussels; **Giovanna Ubertazzo**, general manager, Italy, and **Len van Zyl**, chairman and managing director, Lindsay-Smithers/FCB, South Africa.



Witt

Stephen J. Witt, senior VP and member of board of directors, The Marschalk Co., New York, appointed executive VP of Tinker Campbell-Ewald. Both agencies are owned by The Interpublic Group of Companies.

J. Lewis Ames, associate director of business and legal affairs department, Dancer

Fitzgerald Sample, New York, named VP. Sue McDonald, program and commercial coordinator at agency's Los Angeles office, named manager. She succeeds **Betty O'Hara**, who retires.

Victoria Eskridge Squires, account supervisor, Benton & Bowles, New York, named VP. **John Paul Zopp Jr.**, management supervisor, Benton & Bowles, New York, appointed senior VP.

Sydelle Rangell, producer, Needham, Harper & Steers, New York, elected VP.

Named VP's at Weightman Inc., Philadelphia: **Maureen Hall** and **Alan Johnson**, creative group heads, and **James Murphy**, market research director.

Stanley D. Levitz, senior VP, Creamer Inc., New York, appointed executive VP. **William F. Marlieb**, senior VP-management supervisor, Campbell-Ewald, New York, joins Creamer as senior VP.

Peter Barnes, VP and management supervisor, D'Arcy-MacManus & Masius, New York, named senior VP and management supervisor, Richard K. Manoff Inc. there.

Kenneth Krauth, from production department

of D'Arcy-MacManus & Masius, San Francisco, named production manager. **Barbara E. Deutsch**, freelance copywriter, joins creative department of DM&M there as copywriter.

Civia Acocella, media buyer, Kelly Nason, New York, joins Cunningham & Walsh, New York, in same position.

Doug Arnold, advertising account supervisor, Meldrum & Fewsmith Advertising Inc., Cleveland, named advertising account manager, Ketchum, MacLeod & Grove, Pittsburgh.

Appointments, Tracy-Locke Advertising and Public Relations, Dallas: **Tony Burke**, copywriter, Lawler Ballard Little, Atlanta, named creative group supervisor; **Linda Buck**, director of communications, Shoal Creek hospital, Austin, Tex., and **Marci Schneider**, sales director, Dallas Tornado soccer team, named account executives.

Dave Romano, VP-executive art director, Hume-Smith-Mickelberry Advertising, Miami, named VP-associate creative director.

Sylvia Cope, media director, Wray/Ward Advertising, Charlotte, N.C., named vice president.

Judi Titch, media supervisor, J.M. Korn & Son, Philadelphia named media director, T.L. Reimel Advertising there.

Rud Otto, VP and account supervisor, Gray & Kilgore, Detroit, appointed account executive, Wilding Advertising, Southfield, Mich.

William L. Bowden, creative director-copy, Lord, Sullivan & Yoder, Marion, Ohio, joins Cook, Ruef, Spann & Weiser, Columbia, S.C., as associate creative director.

Hilda Sachs, public relations director of Window Shade Manufacturers Association, named to head new product publicity department at Warren, Muller, Dolobowsky, New York.



Cancellieri

Alfred J. Cancellieri, director of management analysis and auditing, John Blair & Co., New York, appointed director of administration. **Michael Brochstein**, from Scali, McCabe & Sloves, New York, joins Blair Television's ABC/Blue sales team there. **Gloria Brauer**, account executive, WSBK-TV

Boston, joins ABC/Red sales team, station division. **Felix T. Charney**, graduate of company's sales associate training program, named account executive for NBC Market Division sales team.

John G. Maher, associate media director, Air Time Inc., New York, appointed VP, director of planning operations.

Eileen McKnight, assistant broadcast buyer, McCann-Erickson, New York, named assistant buyer, CPM Inc., Chicago-based media management firm.

Ted C. Donovan, account executive, A. C. Nielsen Co., Los Angeles, joins Avery-Knodel Television there in same capacity.

Phillip S. Press, general sales manager, WCAU-TV Philadelphia, named director of sales.

James Strambler, account executive, WCAU-TV Philadelphia, and **David Houle**, spot sales-

man for NBC Television Stations Division, Chicago, join WBBM-TV Chicago as account executives. WCAU-TV and WBBM-TV are CBS-owned.



Buck

Mr. Buck was involved in sales amounting to estimated \$4 billion.

Max E. Buck, VP, national sales, NBC-TV, will retire from network at end of 1978. Slated to succeed him is **Aaron Cohen**, VP, program administration, NBC-TV. Mr. Buck, who has been with NBC-TV for 25 years, served two terms as president of International Radio and Television Society. While with NBC-TV,

Stuart D. Goldberg, director of advertising and promotion, WXYZ(AM) Detroit, named local sales manager, WIDE(AM) there.

Rick Keltly, regional sales manager, WJAR-TV Providence, R.I., named national sales manager, WCMH-TV Columbus, Ohio. **Nancy W. Trogus**, manufacturer's representative for women's clothing, joins WCMH-TV as account executive.

Bruce Miller, account executive, WSPA-TV Spartanburg, S.C., named local-regional sales manager.

Bill Failing, sales representative, KXL-AM-FM Portland, Ore., appointed sales manager.

Fortis R. Stover, sales trainee, WDTN(TV) Dayton, Ohio, named account executive.

Kay Page Greaser, from KSTP-TV Minneapolis-St. Paul, appointed creative services director, WFSB-TV Hartford, Conn.



Kell

Duane G. Kell, national sales manager, WJRT-TV Flint, Mich., appointed general sales manager. **Ronald J. Kwasnick**, regional sales manager, succeeds Mr. Kell.

Larry D. Scott, general sales manager, WEVU(TV) Naples, Fla., joins WHFT(TV) Miami as sales manager.

David Biggs, account executive, WNAC-TV Boston, named general sales manager, WROR(FM) there.

Andrew Colston, account executive, KRST(FM) Albuquerque, N.M., appointed general sales manager, KPAR-AM-FM there.

Allan J. Eisenberg, VP and general manager, KKSS(FM) St. Louis, appointed general sales manager, WRTH(AM) Wood River, Ill. (St. Louis).

Ellen Manowitz, promotion services director, WMAL(AM) Washington, named advertising and sales promotion manager, WIND(AM) Chicago.

Debbie Thompson, graduate, Texas Tech University, Lubbock, named general sales manager, KBMF-FM Spearman, Tex.

Gary Wickham, account executive, WEIR(AM) Weirton, W. Va., named sales manager.

Programing

Christine O'Connell-Grierson, director of motion pictures, CBS-TV Los Angeles, joins Warner Bros. Television there as director of miniseries, movies of week and specials.

David Y. Handelman, VP-corporate secretary, 20th Century-Fox Film Corp., Beverly Hills, Calif., named VP and general counsel. **Steve Astor**, from advertising and promotion department of 20th Century-Fox Television, named director of advertising and promotion.

Peter Anthony Andrews, VP, dramatic program development, NBC-TV, West Coast, appointed VP, special projects.

Michael Olton, manager of casting, CBS Entertainment, Los Angeles, named director, talent and casting.



Shusman

Bernard J. Shusman, executive producer and director, Newsweek Broadcasting, New York, named VP, Newsweek Inc.

Richard Paradise, director of promotion and creative services, KTTV(TV) Los Angeles, named director of creative services at Columbia Pictures Television Worldwide Distribu-

tion, Los Angeles.

Peter Gimber, corporate service officer, First National Bank, Boston, named account executive, Group W Productions, New York.

John W. Potts III, in production department, WHFT(TV) Miami, named production manager.

Brooks Sectorsky, production manager, KTVU(TV) San Francisco-Oakland, named to new position of assistant program director and coordinator, special products.

Claire Carter, anchor WAST(TV) Albany, N.Y., and **Dave Roberts** from WKBW-TV Buffalo, N.Y., named co-hosts for morning magazine show at WPVI-TV Philadelphia.

Jiggs McDonald, part-time weekend anchor, WSB-TV Atlanta, and "voice" of Atlanta Flames hockey team, named full-time weekend sports anchor.

Matt Clenott, music director, WKTU(FM) New York, named program director.

Rod Hunter, air personality, KSON(AM) San Diego, named program director. He succeeds **Ed Chandler** who resigns to do television pilot.

Rene Castilla, community relations director, WFAA-TV Dallas, named director of program services.

Karin Giger, political reporter, noncommercial WGBH-TV Boston, joins noncommercial WYES-TV New Orleans as executive producer for program development.

Douglas Morgan, announcer, noncommercial KUCV(FM) Lincoln, Neb., named program director.

Gerri Hart, host of show, WPFB(AM) Middletown, Ohio, named program director.

Art Laing, anchor-reporter, KFNB(AM) Los Angeles, joins CBET(TV) Windsor, Ont., as co-host of daily interview program.

News and Public Affairs

Felipe Luciano, general assignment reporter, WNBC-TV New York, named anchor.

Al Dale, general assignment editor, CBS-owned WBBM-TV Chicago, named correspondent, ABC News, Atlanta.

Larry Kane, anchor, WABC-TV New York, joins WCAU-TV Philadelphia in same capacity.

Josh Howell, reporter, WBAL-TV Baltimore, named general assignment correspondent, WABC-TV New York.

Paul Paolicelli, news consultant, Frank N. Magid Associates, Marion, Iowa, joins WSB-TV Atlanta, as assistant news director and executive producer. **Knox Nunally**, assistant sports director, KHOU-TV Houston, joins WSB-TV as weekday anchor. **Allan Eustis**, from noncommercial KAKM(TV) Anchorage, named meteorologist for WSB-TV.

Erik Shepherd, from WESH-TV Daytona Beach, Fla., joins KCRA-TV Sacramento, as director for evening newscast.

Paula Zahn, intern, WBBM-TV Chicago, joins WFAA-TV Dallas as reporter.

Jayne Miller, reporter-anchor, WHP-TV Harrisburg, Pa., joins noncommercial WQED(TV) Pittsburgh as reporter for *The People's Business*, weekly half hour report on state government.

Randy Parlett, weekend anchor, WHO-TV Des Moines, Iowa, joins WTOL-TV Toledo, Ohio as noon anchor. **Jim Proctor**, reporter-photographer, WTOL-TV, named reporter-producer. **Jill Olmstead**, anchor and associate news director, KCMT(TV) Alexandria, Minn., succeeds Mr. Proctor.

Staff additions, WHAG-TV Hagerstown, Md.: **Jim L. Thompson**, reporter-anchor, KTVT(TV) Fort Worth, named news director; **Pat Clarocchi**, reporter, WDEL(AM) Wilmington, Del., named reporter-anchor and **Chris Baughman**, graduate, Art Institute of Pittsburgh, appointed newsfilm photographer.

Bruce Williams, weather reporter, WTVR-TV Richmond, Va., assumes additional duties as weekend anchor.

Brent A. Zhorne, general assignment reporter, noncommercial WUP(FM) Platteville, Wis., joins WTHI-TV Terre Haute, Ind., as reporter and weekend weather anchor.

John Askew, news director, Mutual Black Network, Arlington, Va., and **Chuck Wheeler**, anchor, KRLD(AM) Dallas, join Mutual Broadcasting System, Arlington, as newscasters.

Valerie L. Galloway, from community services department, WDTN(TV) Dayton, Ohio, named assistant director of community services.

Ken Draper, executive editor, KFWB(AM) Los Angeles, resigns.

Leon Daniel, general news editor, Asia-Pacific division, UPI, Hong Kong, named general news editor for Europe, Middle East and Africa. **Michael Keats**, London bureau manager, succeeds Mr. Daniel. **Rikio Imajo**, news picture editor for North Asia, Tokyo, named division general news picture editor, Hong Kong.

Bruce Russell, chief correspondent, Western

region, Reuters office in Los Angeles, appointed chief of bureau in Washington.

Jim Kincaid, reporter, ABC News, Washington, joins Capital Broadcast News there in same capacity.

James Welch, regional executive, United Press International, San Francisco, appointed manager of Washington Capital News Service, succeeding John M. Vogt, who retires.

Dwayne Smith, air personality, KBMF-FM Spearman, Tex., named news and sports director.

News staff appointments, new station WNEWS(AM) South Miami, Fla.: **Prescott Robinson**, anchorman, WCIX-TV Miami, and **Jack McCoy**, news director, WWOK(AM) Miami, named morning anchors; **Shirley Peters**, talk show host, WCIX-TV, and **Jeff Bauman**, news editor and anchorman, WVCG(AM) Coral Gables, Fla., named afternoon anchors; **Al Rantel**, new editor/anchor, WINZ(AM) Miami, **Larry Wallenstein**, producer, WINZ, and **Kathy Sciere** from WOYL(AM) Oil City, Pa., named news producer/anchors; **Mike Zimmer** named news producer; **Roberto Soto**, Broward bureau chief, WINZ, becomes reporter; **Stan Saunders** from WAVS(AM) Fort Lauderdale, Fla., named Broward bureau chief; **Merwin Sigale** from WPBT(TV) Miami **Cory Zywato** and **Kevin Kaufman**, news producer, WINZ, all named correspondents; **Robert Berger** and **Mike Rosenthal**, both from WINZ, named sportscaster and sports reporter, respectively.

Equipment and Engineering



Hawkins

Howard R. Hawkins, formerly president of RCA Communications group, executive VP and director of RCA Corp., New York, elected chairman of board of American TransCommunications Inc., Greenwich, Conn. Mr. Hawkins is also 20% stockholder of company which is involved in satellite-cable

systems for television and nonbroadcast distribution, common carrier operations and other related areas.



Cable's answer to Ted Turner. Ben Hooks, cable television manager, Daniels & Associates, Temple, Tex., won his second Chrysler 22 National Sailing Championship. The race, held on Lake Belton, Tex., drew 30 entrants and Mr. Hooks captured four of the five races.

William H. Enders, VP-general manager, Admiral International, Pittsburgh, appointed VP-product planning and development for GTE Consumer Electronics Group, Stamford, Conn. **Thomas A. Blinn**, director, product assurance, GTE Lenkurt, San Carlos, Calif., named VP-general manager of company's Albuquerque, N.M., facilities. **John C. Christensen**, manager of instrumentation, San Carlos, succeeds Mr. Blinn.

Allied Fields

Frederic J. Coufal, member of Licensing Board of U.S. Nuclear Regulatory Commission, Washington, named administrative law judge, FCC there.

Charles Dutcher III, WNBC-TV Boston, elected president of Boston-New England chapter of National Academy of Television Arts and Sciences. He succeeds **Robert Bennett**, WCVB-TV Boston, who resigned after becoming chairman of board of governors of ABC Television Network Affiliates Association. **Paul Rich**, WCVB-TV Boston, succeeds Mr. Dutcher as second VP.

Jeffrey M. Bernbach, chief labor counsel, Hearst Corp., New York, joins communications law firm of Sharfman, Shanman & Poret there as counsel.

Richard A. Smart Jr., network planning manager for Service Bureau Co.'s Cleveland operations center, joins Arbitron Television, Beltsville, Md., as manager of meter operations.



Smith

Robert R. Smith, professor and chairman, School of Public Communication, Boston University, appointed dean, School of Communications and Theater, Temple University, Philadelphia. He succeeds **Kenneth Harwood** who has been named director, School of Communication, University of

Houston (BROADCASTING, Feb. 27).

Deaths

Arthur J. Lamb, 60, Washington radio and television performer until 1959, and National Park Service official, died July 21 at his home in Fairfax, Va., of heart attack. Mr. Lamb spent 14 years in broadcasting beginning in 1946 at WEAM(AM) Arlington, Va., where he was staff announcer. He went on to WINX(AM) Rockville, Md., and WTTG(TV) Washington where he remained for seven years as "TV disk jockey." After that, he worked for WRC-TV there but left to work for local advertising agency in 1959. He later served as president of his own advertising, marketing and publicity firm before joining National Park Service in 1970. Surviving are his wife, Rita, two sons and two daughters.

James Peder Boysen, 56, announcer WAXX-FM Eau Claire, Wis., died July 20 of heart attack at his home there. Among stations he previously worked for: WCCO(AM) Minneapolis, WJMC-AM-FM Rice Lake, Wis., KABC(AM) Los Angeles. Survivors include his wife, Bea, two sons one daughter and one stepdaughter.

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 application

■ Indianapolis—Channel 59 Inc. seeks ch. 59 (for STV) ERP 1,427.2 kw vis., 925 kw aur., HAAT 548 ft. Address: c/o Michael T. Duke Sr., 711 Fifth Ave., New York 10022. Estimated construction cost \$1,403,616; first-year operating cost \$359,500; revenue \$600,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Steel, Andrus & Associates. Principals: STV Station Corp., New York, which, through subsidiaries, has application for new TV in Providence, R.I. (for STV) and is proposed franchisee of STV in Dallas. Michael T. Duke Sr. is president. Ann. July 21.

FM applications

■ Batesville, Ark.—White River Valley Broadcasters Inc. seeks 93.1 mhz, 100kw. Address: Chaney Drive, Batesville 72501. Estimated construction cost \$154,167; first-year operating cost \$70,410; revenue \$75,000. Format: popular. Principals: Thomas A. Vinson (40%), his father, Thomas G. Vinson, and his sister, Nan Tucker (30% each), who also own KBTA(AM) Batesville. Ann. July 20.

■ Holtville, Calif.—William N. Babcock seeks 100.1 mhz, 3 kw, HAAT 300 ft. Address: 985 E. California Blvd., Pasadena, Calif. 91106. Estimated construction cost \$31,000; first-year operating cost \$36,276; revenue \$48,000. Format: religious. Principal: Mr. Babcock owns Pasadena advertising agency and has had extensive broadcast management experience; was, until last year, general manager at KPPC(AM) Pasadena-KMAX(FM) Arcadia, Calif. He has no other broadcast interests. Ann. July 18.

■ Ruidoso, N.M.—Ruidoso Broadcasting Co. seeks 93.5 mhz, 3 kw, HAAT 191 ft. Address: 360 Keys Dr., Ruidoso 88345. Estimated construction cost \$44,555; first-year operating cost \$70,000; revenue \$75,000. Format: contemporary. Principals: Troyce H. "Bill" Harrell, his wife, Vivian and Douglas A. Stalker Jr. (33.3% each). Mr. Harrell is 50% owner of KVOZ(AM)-KOYE(FM) Laredo. He and his wife and Mr. Stalker own minority interest in KEPS(AM)-KINL(FM) Eagle Pass, Tex. Ann. July 18.

■ *Buffalo, N.Y.—State University of New York (SUNY) seeks 91.3 mhz, 8.5 w. Address: SUNY Plaza, Albany 12246. Estimated construction cost \$2,260; first-year operating cost \$13,300. Format: variety. Applicant is state university system which operates *WBFO(FM) Buffalo. Ann. July 18.

■ Dickinson, N.D.—Dickinson State College seeks 89.9 mhz, 10w. Address: c/o W. Stump Phd., Dickinson 58601. Estimated construction cost \$8,132; first-year operating cost \$6,000. Format: variety. Applicant is public college. Ann. July 18.

■ *Gaffney, S.C.—Bible Broadcasting Network Inc. seeks 91.3 mhz, 10w. Address: 252 W. Brambelton Ave., Norfolk, Va. 23501. Estimated construction cost \$96,400; first-year operating cost \$72,000. Format: religious. Applicant is nonstock, nonprofit Virginia

corporation for religious broadcasting; Keith Davey, president. Ann. July 18.

■ *Milwaukee, Wis.—Milwaukee School of Engineering seeks 91.7 mhz, .01w, HAAT 135 ft. Address: 10250 N. Milwaukee St., Milwaukee 53202. Estimated construction cost \$5,050; first-year operating cost \$2,000. Format: variety. Applicant is private school; Heinz M. Werwath, vice president, operations. Ann. July 20.

Ownership Changes

Applications

■ WBIB(AM) Centreville, Ala. (AM: 1110 khz, 1 kw-D)—Seeks assignment of license from WBIB Radio Inc. to Leigh Broadcasting Inc. for \$150,000. Seller: Julius E. Talton and his wife, Pearle, who own WHBB(AM)-WTUN(FM) Selma, Ala. Buyer: equally owned by Richmond E. Leigh and wife, Lela Ann. Mr. Leigh leases radio towers in Joplin, Mo. and has extensive business and real estate interest there. Neither has other broadcast interests. Ann. July 14.

■ KKRC(AM) King City, Calif. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Mc Vay communications Inc to Radio Del Rey Inc. for \$184,800 plus \$144,000 for 12-year covenant not to compete. Seller: 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. Ann. July 14.

■ WEMO(FM) East Moline, Ill. (FM: 101.3 mhz, 50kw)—Seeks assignment of license from Upper Rock Island Holding Co. to Bill Meyers for \$400,000. Seller principally owned by Kenneth Dick, Robert J. Corbert, Kenneth Stiegel and Robert W. Lofgren, all of East Moline, who have no other broadcast interests. Buyer: Davenport, Iowa, real estate developer with no other broadcast interests. Ann. July 13.

■ WCNB-AM-FM Connersville, Ind. (AM: 1580 khz, 250 w-D; FM: 100.3 mhz, 6.68 kw)—Seeks assignment of license from News-Examiner Co. Inc. to WCNB Inc. for \$368,000 in cash and note plus \$32,000 covenant not to compete. Seller: George S. Tatman, his sisters, E. T. Neal and M. C. Mason Jr., his brother, James S. (22.5% each) and their mother, Elizabeth Tatman (10%). None has other broadcast interests. Buyer: owned by David C. Keister (90%) and Jeffrey L. Hancock (10%), who have bought, subject to FCC approval, WCHO-AM-FM Washington Court House, Ohio. Mr. Keister owns WCBK-AM-FM Martinsville, Ind. Mr. Hancock is sales manager and announcer there. Ann. July 20.

■ KKUZ(AM) Burlington, Iowa (AM: 1150 khz, 500w-D)—Seeks assignment of license form Big Country Broadcasting Corp. to Town&County Broadcasting Corp. for \$285,500. Seller: owned by James E. Smith, of West Burlington, who has no other broadcast interests. Buyer: equally owned by James H. Honaker and Gerald Mast who are assistant sales manager and account executive, respectively, at WTAD(AM)-WQCY(FM)-KHQA-TV Quincy, Ill. Ann. July 14.

■ WEKY Richmond, Ky. (AM: 1340 khz, 1 kw-D, 250w-N)—Seeks assignment of license from Henkin Inc. to Radio Richmond Inc. for \$450,000. Seller: Owned by Fred Hensley and family, of Lexington, Ky. They have no other broadcast interests. Buyer: owned by Bill G. Walters (50%), Leonard S. Joyce and George R. Borsari Jr. (25% each). Mr. Walters is general manager of WIEL(AM) Elizabethtown, Ky. and president, general manager and minority owner of WKMC(FM) Hodgenville, Ky. Messrs. Joyce and Borsari are partners in Daly, Joyce & Borsari, Washington law firm and own commercial real estate there. Ann. July 20.

■ WNAU-AM-FM New Albany, Miss. (AM: 1470 khz, 500w-U; FM: 103.5 mhz, 36 kw)—Seeks assignment of license from New Albany Broadcasting Co. to Tallahatchie Broadcasting Corp. for \$425,000. Seller: Vernon K. Wroten and his wife Wyeze. Buyer: William O. Rutledge III (22.96%), Roger H. McMillin Jr. (22.96%), Dr. E. E. Bramlitt, Dr. Sam Creekmere and Gerald H. Wheatley (16.33% each) and Bill W. Cossitt (5.10%). Mr. Rutledge owns publishing firm, part interest in *New South Magazine* and raises cattle. Mr. McMillin is partner in New Albany and Jackson law firms and real estate brokerage firm. Dr. Branlitt is practicing physician. Mr. Cossitt is advertising manager for Rutledge Publishing Co. Mr. Wheatley has lumber and furniture interests. Mr. Creekmere is physician. Ann. July 20.

■ KQEO(AM) Albuquerque, N.M. (AM: 920 khz, 1 kw-D, 250 w-D)—Seeks assignment of license from Swanson Broadcasting Inc. to Sunbelt Communications Inc. for \$900,000 plus \$100,000 covenant not to compete. Seller: group owner of KLEO(AM) Wichita, Kan.; WBYU(FM) New Orleans; KKNK(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: 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. Ann. July 14.

■ WCBA(AM) Corning, N.Y. (AM: 1350 khz, 1kw-D)—Seeks transfer of control of WCBA Radio Inc. from Paul E. Carpenter (100% before; none after) to Dean Slack (none before; 100% after). Consideration: \$163,000. Principals: Mr. Carpenter has no other broadcast interests. Mr. Slack has had before; none after) to Dean Slack (none before; 100% after). Consideration: \$163,000. Principals: Mr. Slack has had extensive broadcasting announcing and sales experience, most recently as general manager of WCBA. Ann. July 20.

■ WADO(AM) New York (AM: 1280 khz, 5kw-U)—Seeks assignment of license from Charter Broadcasting Inc. to Wilson Communications Inc. for \$6.5 million. Seller: subsidiary of publicly traded Charter Co., which acquired original owner, Bartell Media Corp., and parent, Downe Communications Inc., late last year. Charter's broadcast division owns WDRQ(FM) Detroit; WMJX(FM) Miami. WOKY(AM) Milwaukee, KSLQ(FM) St. Louis and KCBQ(AM) San Diego, Calif. Charter also published *The Ladies Home Journal*, *Sport*, *American Home*, *Redbook*, *Womensport* and *Discount Merchandiser* magazines. Buyer: Nelson G. Lavergne (30%), Hugh W. Downe (25%), Premier Muldonado (20%), Manuel F. Silverio (15%) and Ben Morales (10%). Mr. Lavergne is general manager of WADO. Mr. Downe is N.Y. business consultant. Mr. Maldonado owns San Juan, P.R.; advertising firm of which Mr. Silverio is financial director. Mr. Morales is WADO sales manager.

■ KBAN(AM) Bowie, Tex. (AM: 1410 khz, 500w-D)—Seeks transfer of control of Bowie-Nocona Broadcasting Co. from Earl Fletcher and Olie J. Carriker (100% before; none after) to J. W. Harmon and Everett C. Mason (none before; 100% after). Consideration: \$200,000. Principals: Seller is owned by Mr. Fletcher (80%) and Mr. Carriker (20%), who have no other broadcast interests. Buyer is owned by Mr. Harmon, general manager of KAUZ-TV Wichita Falls, Tex. and Mr. Mason, superintendent of Silex, Mo. public school system. Ann. July 14.

■ KFMC(FM) Houston, Tex. (FM: 97.9 mhz, 18 kw)—Seeks assignment of license from Liberty Communications Corp. to First Media Corp. for \$4.5 million. Seller: 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 Crawford's brother, Richard also owns WYRD(AM) East Syracuse, N.Y. Buyer: 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, Ga. Ma (1.29%). First Media owns WPGC-AM-FM Morningside, Md.; KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz. and WZGZ(FM) Atlanta, Ga. 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. Ann. July 14.

Grants

■ KBRJ(AM) Boise, Idaho (950 khz, 5 kw-D)-Broadcast Bureau granted assignment of license from Magician Broadcasting Co. to Northwest Broadcasting Inc. for \$175,000. Seller: is licensee of KBBK-FM Boise, Idaho, KDBM-AM-FM Dillon, Mont., and applicant for new FM in Bozeman, Mont. It is principally owned by Burt H. Oliphant, president. Buyer: is 100% owned by Stephen M. L. Sumner, sales manager KBRJ. Action July 12.

■ KBMF-FM Spearman, Tex. (FM: 98.3 mhz, 3 kw)-Broadcast Bureau granted transfer of control of Hansford Broadcasting Co. from Coy Palmer (100% before; none after) to Cardiff Industries Inc. (none before; 100% after). Consideration: \$25,000. Seller: 100% owned by Coy Palmer, who wishes to retire from broadcasting. Buyer: Patrick T. Pogue (32%), Stanley M. Searle (31%) his brother, Robert A. Searle, (2.4%) and 53 others. Messrs. Pogue and Searle are equal partners in CATV systems in Missouri and Oklahoma, principal stockholders in Soda Springs, Ind. CATV systems. Cardiff is owner of four CATV's systems. Action July 5.

Facilities changes

TV actions

■ KDUB-TV, Dubuque, Iowa-Granted license covering changes; ERP: 537 kw, max, ERP: 646 kw, ant. height 840 ft. Action July 7.

■ WQLN Erie, Pa.-Granted CP to change ERP: 794 kw; max ERP: 997 kw, ant. height 880 ft. Action July 6.

AM actions

■ KRUX Glendale, Ariz.-Returned as unacceptable for filing application for CP to increase nighttime power. Action July 23.

■ KSSS Colorado Springs-Returned application for CP to increase power.

■ WVCG Coral Gables, Fla.-Granted license covering permit for changes (nighttime power increase to 10 kw). Action July 7.

■ WKEM Immokalee, Fla.-Returned as unacceptable for filing application for CP to change TL and community of license. Action June 20.

■ WKEM Immokalee, Fla.-Returned as unacceptable for filing application for CP to change TL and community of license. Action June 20.

■ KVOX Moorhead, Minn.-Returned as unacceptable for filing application for CP to increase power. Action June 30.

■ WAMB Donelson, Tex.-Dismissed application for mod. of CP to make changes in ant. system. Action July 30.

FM actions

■ KKOS Carlsbad, Calif.-Granted license covering changes ERP: 3 kw (H&V), ant. height 300 ft. (H&V). Action July 3.

■ *KLLU Riverside, Calif.-Granted license covering changes; ERP: 3 kw (H&V), ant. height 300 ft. (H&V). Action July 6.

■ KFMU Oak Creek, Colo.-Granted license covering changes; ERP: 265 watts (H&V), ant. height 1,030 ft. (H&V). Action July 6.

■ WJBI Clarksville, Miss.-Granted license covering changes; ERP: 3 kw (H&V), ant. height 185 ft. (H&V). Action July 6.

■ *WCEB Corning, N.Y.-Deleted call letters and forfeited license. Action July 7.

■ *WSMH-FM, Lancaster, N.Y.-Deleted call sign, forfeited license, and cancelled CP. Action July 7.

In Contest

Petitions to deny

■ San Antonio, Tex.-Kingstip Communications Inc. has filed petition to deny new TV on ch. 29 there. Ann. July 14.

■ Philadelphia-Governor B. Byrne, state Department of Public Advocate and N.J. Coalition for Fair Broadcasting have filed petitions to deny renewal of WCAU-TV and WPVI-TV there. Ann. July 14

■ Austin, Tex.-Marsh Media has filed petition to deny transfer of control of KTVV(TV) and KHFI(FM) there. Ann. July 14.

Other actions

■ Orlando, Fla.-FCC granted TV 9 Inc. authority to operate new TV on ch. 9 there. Action denied applications of Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc. and Comint Corp. Since 1969 all five applicants had operated WFTV(TV) under interim authorization. Action July 3.

■ Amarillo, Tex.-FCC denied Marsh Media Ltd. (KVII-TV) waiver of rules prohibiting existing shareholder from acquiring new stock interest in grandfathered broadcast-cable crossownership combination. Action resulted from petition for reconsideration of Feb. 8 decision. Action June 28.

■ Lebanon, Mo.-FCC granted Lebanon Broadcasting Co. KIWT(AM) CP for new FM station on 92.1 mhz there. Action was deferred in 1975 pending court decision on validity of FCC's radio-newspaper crossownership rule. Principal owner divested newspaper interest and no competing applications were received. Action July 12.

■ KBPI(FM) Denver-FCC deferred application for assignment of license from Progressive Broadcasters Inc. to RKO General Inc. pending outcome of hearing to determine RKO's qualifications to remain licensee. Action July 12.

Rulemaking

Petitions

■ Standish-Pinconning, Mich.-David Schaberg requests amendment FM table of assignments to assign ch. 265A there. (RM-3145).

■ Monroe City, Mo.-Kenneth and Myra Bass et al request amendment FM table of assignments to assign ch. 269A there. (RM-3146).

■ Henderson, Tenn.-Chester County Broadcasting Co. requests amendment FM table of assignments to assign ch. 288A there. (RM-3147).

■ Dillingham, Alaska-City of Dillingham requests amendment TV table of assignments to assign ch. 10 there. (RM-3148).

■ Effingham, Ill.-Olen M. Evans requests amendment FM table of assignments to assign ch. 237A there. (RM-3149).

■ Ashland and Wedowee, Ala.-Pam White requests amendment FM table of assignments to delete ch. 237A from Ashland and assign it to Wedowee. (RM-3150).

■ O'Neill, Neb.-Ranchland Broadcasting (WBRX-AM-FM) requests amendment FM table of assignments to assign ch. 275 there. (RM-3151).

■ Dubach, La.-Joseph P. Robillard requests amendment FM table of assignments to assign ch. 249A there. (RM-3152).

■ San Antonio, Tex.-Classical Broadcasting Society

requests amendment sec. 73.507(a) to assign noncommercial educational FM ch. 215A there. (RM-3153).

■ Rio Grande City and Roma-Los Sanez, Tex.-Tele View Inc. requests amendment FM table of assignments to delete ch. 249A from Rio Grande City, and assign to Roma-Los Sanez, Tex. (RM-3155).

■ Stevens Point, Wis.-Dennis and Terroll Freund and Philip Murphy request amendment FM table of assignments to assign ch. 244A there. (RM-3156).

■ FCC has begun rulemaking looking toward allowing users of international TV transmissions to purchase service directly from COMSAT instead of through international record carriers now authorized to provide service. (CC Doc. 78-218). Comments due Aug. 25, replies Sept. 6. Ann. July 17.

Fines

■ WRKT(FM) Cocoa Beach, Fla.-Ordered to forfeit \$1,000 for failure to identify sponsor of series of spots broadcast daily between September 20, 1977 and October 17, 1977, promoting "WRKT Let's Get Acquainted" coupon book. Action July 7.

■ KTOE(AM) Mankato, Minn.-Notified of apparent liability for \$100 for repeated failure to perform daily tower light inspections. Action July 7.

■ KIVA-TV, Farmington, N.M.-Ordered to forfeit \$350 for repeated failure to log results of visual and aural transmitter power calibrations for period between May 14, 1976 and October 28, 1977. Action July 7.

■ KLYX-AM-FM Sioux Falls, S.D.-Notified of apparent liability for forfeiture of \$500 for operating station by operator who did not hold an operator license or permit as required. Action July 7.

■ KGBT(AM) Harlingen, Tex.-Notified of apparent liability for forfeiture of \$2,000 for repeated failure to log commercial announcements. Action July 7.

Complaints

■ Total of 3,402 complaints from public were received by FCC in May, increase of 157 over April. Other comments and inquiries for May totaled 2,041-89 more than previous month. Ann. July 20.

Translators

New stations

■ KO2JE McGrath, Alaska-Granted CP for new VHF TV translator on 54-60 mhz, to rebroadcast signals of KENI(TV), KAKM(TV), KTVA(TV) and KIMO(TV) Anchorage. Action June 15.

■ K265AF Happy Camp, Calif.-Granted CP for FM translator to operate on 100.9 mhz rebroadcasting signal of KTMT(FM) Medford, Ore. Action June 13.

■ K276AN Ridgecrest, China Lake & Inyokern, Calif.-Granted CP for FM translator to operate on 103.1mhz rebroadcasting signal of KQLH(FM) San Bernardino, Calif. Action June 30.

■ K221AM Boulder, Colo.-Granted CP for FM translator to operate on 92.1 mhz rebroadcasting signal of KXXX(FM) Denver. Action June 13.

■ K252AK Steamboat Springs, Colo.-Granted CP for FM translator to operate on 98.3 mhz to rebroadcast the signal of KVOD(FM) Denver. Action June 13.

■ W56AW Fort Walton Beach, Fla.-Granted CP for new UHF TV translator to operate on 722-728 mhz, rebroadcasting WTUV(TV) Dothan, Ala. Action June 13.

■ WO4BJ Young Harris, Ga.-Granted CP for new VHF TV translator to operate on 66-72 mhz; rebroadcast WCLP-TV Chatsworth, Ga. Action June 13.

■ K61BB Kilauea Military Camp, Hawaii-Granted CP for new UHF TV translator to operate on 752-758 mhz; rebroadcast KMEB(TV) Wailuku, Hawaii. Action June 13.

■ K63BB Naalehu, Hawaii-Granted CP for new UHF TV translator on 764-770 mhz rebroadcasting KMEB(TV) Wailuku. Action June 13.

Summary of Broadcasting

FCC tabulations as of June 30, 1978

	Licensed	On air ,"STA"	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,526	43	4,568
Commercial FM	2,976	1	69	3,047	120	3,166
Educational FM	920	0	36	959	74	1,030
Total Radio	8,391	5	131	8,532	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

*Special temporary authorization

**Includes off-air licenses

(CAC-11089); Liberty Video, for Liberty, N.Y. (CAC-09936); Keystone Communicable, for Gettysburg, Newberry and Pondcreek Wakita and North End, Okla. and Anthony and Caldwell, Kan. (CAC-12720-4); Pioneer Valley Cablevision for Monson, Mass. (CAC-11089); Liberty Video, for Liberty, N.Y. (CAC-09936); Keystone Communicable, for Gettysburg, Newberry and Valley Television, for Londonderry, Southampton and Cumberland Valley, Pa. and Allegany, Md. (CAC-12614-7); Beeville Cable TV, for Beeville, Tex. (CAC-12624); Canyon Cable TV, for Basalt, Colo. (CAC-12630); Tele Vu, for Grants and Milan, N.M. (CAC-12634, 5); Continental Cablevision of Michigan, for Lansing, Mich. (CAC-12636).

■ Vision Cable of South Carolina, for Florence and Darlington, S.C.; granted STA to add signal.

■ Community Antenna, for East Laurinburg, Laurinburg, Maxton, and Scotland and Robeson counties; granted STA to add signal.

■ Crosby Cable; granted extension of system to Moorhead and Inverness, Miss.

Other actions

■ Ukiah and Mt. Sanhedrin, Calif.—FCC granted permission to Teleprompter Co. to use frequencies in television auxiliary broadcast service to transmit Home Box Office programs to cable subscribers at Willits and Fort Bragg, Calif. Action July 12.

■ San Francisco and San Mateo, Calif.—FCC reassigned ch. 60 from San Francisco to San Mateo and ch. *14 from San Mateo to San Francisco. Action June 28.

■ Charlotte, N.C.—FCC denied Turner Communications Corp., license of WRET-TV Charlotte, N.C., continued carriage of its station on cable systems that request STA to carry another independent station. Action July 12.

■ K67BN Pahala, Hawaii—Granted CP for new UHF TV translator on 788-794 mhz rebroadcasting KMEB(TV) Wailuku. Action June 13.

■ K244G "Up Country" Maui, Hawaii—Granted CP for FM translator to operate on 96.7 mhz rebroadcasting signal of KAOI(FM) Wailuku, Hawaii. Action June 13.

■ K272AK Davenport, Iowa—Granted license covering new FM translator. Action June 20.

■ W288AH Marquette, Mich.—Granted CP for FM translator to operate on 105.5 mhz rebroadcasting signal of WMQI(FM) Ishpeming, Mich. Action June 14.

■ K66BA Starbuck and Pope county, Minn.—Granted CP for new TV translator station on 782-788 mhz, to rebroadcast the signals of WTCN-TV, Minneapolis. Action June 13.

■ W202AA Elizabethtown, Tenn.—Granted CP for FM translator to operate on 88.3 mhz rebroadcasting signal of WMBW(FM) Chattanooga, Tenn. Action June 13.

■ K07PE Mayfield, Utah—Granted CP for new VHF TV translator to operate on 174-180 mhz rebroadcasting signals of KUED-TV, Salt Lake City. Action June 13.

Facilities changes

■ K66AM, K70BO, K72B1 and K74BW Williams, Grand Canyon and Ash Fork, Ariz.—Granted CP to change principal community of UHF TV translator and make changes in ant. systems. Action June 30.

■ K09FE Meeker, Wilson Oil Camp, Colo.—Granted CP to replace permit for changes in VHF TV translator station. Action June 13.

■ K209AB Placerville, Colo.—Granted mod. of CP for FM translator to extend completion date to Dec. 26. Action June 26.

■ K09GW Broken Bow, Neb.—Granted CP to change TL; change type transmitter, increase output power to 10 watts and make changes in ant. system. Action June 12.

■ K0810 Wells, Nev.—Granted mod. of CP to extend completion date for VHF TV translator station to Dec. 12. Action June 12.

■ K061S Gallup, N.M.—Granted mod. of CP to extend completion date for VHF TV translator to Dec. 9. Action June 9.

■ W63AG East Binghamton, N.Y.—Granted CP to replace expired permit for new UHF TV translator. Action June 12.

■ K09KN, K11KZ and K13LH Dryden, Wash.—Returned as unacceptable filing for changes to be made in existing TV translator. Action June 16.

Other actions

■ K67BE Silt and Four Mile Creek, Colo.—Returned as unacceptable for filing application forms FCC 346 for changes in existing TV translator. Action June 28.

■ K07CV Virginia City, Mont.—Returned as unacceptable for filing application for renewal of TV translator. Action June 16.

■ K070A and K11NH Winifred, Mont.—Returned as unacceptable for filing application for renewal of license. Action June 16.

■ Mountain View, Wyo.—Forfeited license authorizations for TV translator stations K09MA, K11ME and K13MW serving Allied Chemical Co. and Lummus Co. Housing Facility, Wyo.; deleted call signs, and closed all records. Action June 8.

■ K131P Rozet, Wyo.—Returned as unacceptable for filing renewal of license for TV translator. Action June 16.

Cable

Applications

■ The following operators of CATV systems have requested certificates of compliance:

■ Ultracom of Dade County, for Miami Beach, Bay Harbor Islands, Indian Creek Village, North Bay Village, Surfside, Bay Harbor, Olden Beach and Dade, Fla. (CAC-13202-9); commence operation.

■ Century Cable Management, for East Haddam, Haddam, Old Lyme, Lyme and Salem, Conn. (CAC-13214-8); commence operation.

■ Cablevision of New Jersey, for Demarest, N.J. (CAC-13219); changes.

■ Breckenridge TV Cable, for Breckenridge, Tex. (CAC-13231); changes.

■ Breckenridge TV Cable, for Breckenridge, Tex. (CAC-13231); changes.

■ Armstrong Utilities, for Poland, Ohio (CAC-13232); commence operation.

■ Continental Cablevision of Miami Valley, for Washington, Ohio (CAC-13233); commence operation.

■ New England Cablevision, for Cumberland and Yarmouth, Maine (CAC-13234,5); commence operation.

■ Waco Cablevision, for Hewitt, Tex. (CAC-13236); commence operation.

■ Le-Mo Cable TV, for Lebanon, Mo. (CAC-13248); changes.

■ The Thoms Broadcasting, for Asheville, N.C. (CAC-13249); changes.

■ Lyons CATV, for Lyons, Kan. (CAC-13250); changes.

■ Dubois Area Cable TV, for Du Bois, Pa. (CAC-13251); existing operation.

Certification actions

■ The following operators of CATV systems have been granted certificates of compliance:

■ Bisbee CATV, for Bisbee and Cochise, Ariz. (CAC-12418-9); Okanogan Valley TV Cable, for Okanogan and Omak, Wash. Monson, Mass.

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RADIO

HELP WANTED MANAGEMENT

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.

General manager—young, aggressive individual wants GM and partner—no investment. Tremendous opportunity. must be a self-starter. EOE. Box J-3.

Sales Manager—East Coast AM/FM Medium Market needs a professional with direct and agency experience. This is a solid growth opportunity created by a promotion. Equal Employment Opportunity. Send full resume and earnings record to Box J-17.

New Radio Station Manager. Minnesota Public Radio seeks a project manager to supervise construction, staffing, and operation of a new full-service public radio station in South Central Minnesota. Experience in or knowledge of public broadcasting; development and promotion; interest in arts and news; general knowledge of engineering requirements. 14K to 17K. Resume and letter of interest to: Tom Kigin, MPR, 400 Sibley, St Paul, MN 55101 by August 1. AA/EOE.

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.

Sales Manager—Large stable company. New facilities. FM-Stereo. Generous benefits and pay. 6 station market. Resume Box 1118. Minot, ND 58701.

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.

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 Gwen "Fantastic-Lady" Webb. General Sales Manager 713—727-1408.

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.

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, P.O. Box 4004, Concord, CA 94520.

You have a minimum of one years experience. You desire to become a better trained salesperson. You wish to contribute your creative ideas to reach corporate goals. Join a young aggressive group of broadcasters who will help you reach your goals. Sunny climate next to national recreational area in S.W. Send resume, salary history, and goals. Box J-23.

Sales Manager for Northern Michigan 5kw. Excellent opportunity for the right person with experience and effective sales ability. send resume and contact information to Box J-35.

Sell at a professional Iowa station. Arbitron No. One. Box J-40.

New AM station—Growing rapidly. Iowa City. Full-time sales position open to experienced radio salesperson. Established account list. Salary plus commission negotiable. Send resume to Herb Loops, KCJJ, Box 2118, Iowa City, IA 52240.

Sales Manager, AM/FM Station. Six years No. 1 in Jacksonville, FL. Salary and percentage. Call Ed Bell 904—743-2400.

Florida Number One Rated Automated Beautiful Music Stereo FM on the Treasure Coast needs an experienced salesperson. Must also be able to write and produce copy. Excellent pay and outstanding benefits. Florida living at its finest! Send resume and tape to Dan Dermody, Sales Manager, WGYL Radio, Vero Beach, FL 32960. Equal Opportunity Employer.

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.

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.

Work & Play in the Hawaiian Sun. Need Adult Contemporary air talent w/1st phone to handle maintenance of 24 hour station. Experience mandatory. Box H-94.

Sign on with contemporary WCNC Elizabeth City, NC for sign-on shift. Experienced persons send tape resume salary requirements. EOE.

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.

Gen. Va. Country. Announcer position open. Experience preferred. Tape, resume to R. Sanders, Box 1390, Lynchburg, 24505.

Wanted: DJ with good production and interest in sales. Tape, resume, references to WSLB, Box 239, Oradensburg, NY 13669. Or call 315—393-1100. EOE.

We need you this Fall. Soonet, 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.

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.

Sales-Announcer—Small Market Northern New York. Do everything. Wanted hard worker, good reader. Box J-29.

New England Top-40. Immediate opening for professional personality. Growing chain, excellent benefits and opportunity. Mail resume and salary requirements to Program Director, Box J-31.

Fulltime Anncr; /1st tk/mature voice/ MOR—\$170 wk. E.O.E. Maryland. Box J-37.

Announcer-Engineer position available with Virginia AM-FM. Must be excellent engineer and able to carry PM. airshift. Salary \$12,000-\$14,000. New facilities. Complete resume to Box J-39.

Program Director for metro contemporary FM station. Must be ready to take charge and move now. Tape and resume to David Gardner, Box 38, Carlisle, PA 17013. Equal opportunity employer.

Immediate Opening for Country personality or Announcer/Sales combo. Harry Gooch, WVLY, Water Valley, MS. 601—473-1164.

Experienced play by play for heavy High School football, basketball schedule. Plus announcers shift, Salary plus talent. Position now open. WBCY Radio—Cheboygan, MI 49721.

Immediate Jock Opening. Well endowed pro's only. Resume—Tape. Roger Manning, KDMS, Box 1565, EIdorado, AR 71730. 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.

Top-quality announcer with major-market experience for FM-Stereo easy-listening station. No beginners. Administrative opportunities. \$15,000. WHHR, P.O. Box 5683, Hilton Head Island, SC 29928. EOE.

Announcer—Beautiful Music Station, No. 1 in Jacksonville, FL. Call Alan Munro—904—743-2400.

Football announcer needed. Production or news background helpful. SMSA medium Texas market—great place to live. Send resume to Box J-49.

HELP WANTED TECHNICAL

Chief Engineer 5,000 watt daytimer 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.

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 KFVV, Arroyo Grande, CA 93420. E.O.E.

**HELP WANTED TECHNICAL
CONTINUED**

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 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.

Combo studio engineer—newscaster, first phone good delivery. Excellent opportunity for top college talent to work in professional medium-small shop. Write or call mornings. Dan Fischer, WKSJ, Jamestown, NY 14701, 716-484-9191. Equal Opportunity Employer.

Maintenance Engineer. Must be a first rate technician capable of maintaining complex radio and electronic equipment in a radio network studio. Must have a solid technical background in the following: Audio Switcher, Ampex Recorders, Telephone Terminal Equipment, Transmission Lines, Recording Console and Lab type test and measuring equipment required for operations and maintenance of same. 1st Phone required. Send resume to: Director of Engineering, 1350 Avenue of the Americas, 24th Floor, New York, NY 10019.

Unique opportunity for First wanting a station to love: Total Engineering responsibility for new facility. Some production, air, television supervisory responsibilities. Dynamic professionally staffed non-typical public/community station in great Chicago Suburb. Excellent salary and benefits for knowledgeable caring Chief. Abilities and enthusiasm as important as length of experience. Resumes: Manager, WDCB FM, College of DuPage, Glen Ellyn, IL 60137. 312-858-2800 EOE.

KDES & KDES-FM, Palm Springs, California has an immediate opening for an experienced chief engineer. Must have experience in directional AM, FM automation and studio maintenance. Send resume and salary requirements to Joe Tourtelot, KDES, 821 North Palm Canyon, Palm Springs, CA 92262. An Equal Opportunity Employer.

Engineer-operator, capable, experienced, to be chief at automated FM-Stereo, easy listening station. Up to \$12,000 to start. WHHR, P.O. Box 5683, Hilton Head Island, SC 29928. EOE.

Assistant Chief Engineer for 5 KW, 4 Tower, DA-2. Excellent opportunity for ambitious person. Contact Jeff Gulick, C.E., WLEE, P.O. Box 8477, Richmond, VA 23226. 804-288-2835. E.O.E./M.-F.

Radio Maintenance Engineer. Responsible for daily maintenance and technical support for a large public radio station, with heavy emphasis on audio studio equipment and remote broadcasting. Qualifications include: 1st Class FCC radiotelephone operator's license, familiarity with radio station studio and remote equipment, high power FM broadcast equipment, 950 MHz STL equipment. Full-time availability for emergency service necessary. Individual should be able to accomplish tasks without extensive direction. Practical broadcast experience will weigh heavily in the selection. Salary \$12,500-\$14,250. Send resume, including references by Sept 15 to Lynn Cruise, Operations Manager, KSJN, 400 Sibley St., St Paul, MN 55101. MPR is an equal opportunity employer.

HELP WANTED NEWS

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 Korradi, WBNP, Box 310, Newburyport, MA 01950. EOE.

WWL Radio Need Morning Co-Anchor. Heavy writing, editing, reporting experience. Know what news is important to listeners, and how to build numbers. Tapes and resumes to: Tom Krimmier, 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.

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, Buafflo, NY 14202. An equal opportunity employer.

A good news director is STILL needed at a Southern Wis. AM/FM station. Applicant must be an organizer, good writer and reader. Presently we have one full time reporter and 2 correspondents. Good pay, benefits, excellent equipment. Apply Now. Midwest applicants preferred. Send resume and writing samples to Box J-18.

Expansion of staff creates opening for experienced news person at South's most listened to station. Inside/outside/public affairs experience a must. Contact Carl Cramer, Capital Cities Communications station, WBAP at 817-429-2330. Equal Opportunity Employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

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 Korotek, 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.

Traffic supervisor-copy chief combo, must be capable, experienced, for FM-Stereo easy listening station. \$10,000. WHHR, P.O. Box 5683, Hilton Head Island, SC 29928. EOE.

Need Program Director/Announcer with experience in programing, Automation. 3rd phone required. Send tape, resume, and salary requirements to Box 221, Harriman, TN 37748.

Automated Small Market leader seeks stable, responsible PD./Morning person. Strong news, production. Possible part-time sales. Resort Community on beautiful Lake Huron. Tape and resume to: WDBI-FM, 1175 S. U-S 23, Tawas City, MI 48763, or call 517-362-6149.

**SITUATIONS WANTED
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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.

Management, Sales, Sports—12 year veteran, family man, excellent record. Looking to move up. Midwest preferred. Small to Medium Market. Box H-156.

Mature, experienced General Manager or General Sales Manager available. Full knowledge of all phases of operation, small or large market. Contact Box J-8.

General Manager—Community oriented, late 30's, fourteen years management experience including ownership. Desire buy-in arrangement in medium market. Excellent track record and superb industry references. Box J-12.

Recent MBA graduate with an undergraduate major in Finance desires an assistant managerial position with sales responsibilities. Outstanding background with 3rd Endorsed and several years of major market radio experience. For resume, contact Richard Dahms, 1238 39th Street, Des Moines, IA 50311 or phone 515-255-5443.

General Manager, experienced in Sales, Programming, FCC Rules, community involvement, available after August 1st, East, Southeast or Florida areas preferred, Small to Medium Market. Box J-50.

**SITUATIONS WANTED
SALES**

Experienced professional top biller seeks permanent relocation in a low relative humidity area. RAB and motivational trained. Programming, music, announcing expertise. Box J-2.

Sales and PBP Football, Basketball, Baseball. I'm good at both. RAB trained, community minded, very knowledgeable. Ideal situation would be PBP for station broadcasting college sports with sales my primary objective. Prefer Southeast. \$20,000 minimum. 502-826-0086.

**SITUATIONS WANTED
ANNOUNCERS**

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.

Top Jock-Disco/MOR/Oldies-PD. First Phone, 10 years exp. Sim Garrett, 1505 So. First Ave., Maywood, IL 60153. 312-531-5108.

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 Jock 3rd phone. Will relocate Preferably Pa., NJ or Delaware. Contact Rob Federal 717-455-3004 or 215-744-5729.

Sports Director. Excellent Play-By-Play football, baseball, basketball. Interview and production experience. Journalism background. Six years at major college conference level. Will relocate, available immediately. Box J-7.

Morning Drive, News & Sports Director—Presently working as all three. 2 1/2 years experience, PBP baseball, football, basketball. Seek Sports Director position for competitive station in Northeast. Willing to work news & air shift too. Want secure position with good opportunities. 24 yrs. old. Box J-11.

1st Phone Top 40 jock, 4 1/2 years experience-Music Director, Production Director. Enjoy people, playin' the hits, looking for new horizons. Hopefully I'm on yours. Steve, Box J-14.

Ambitious young jock seeks advancement. Strong writer. Tight board, good news, sports, commercial delivery. 1 year experience. Box J-16.

Funny, Quick, Knowledgeable personality. Thirteen years experience; engineering, music, programing & production done well. My ratings go up. Good references. Available now. South & East preferred. AOR, MOR or Top 40. I'll help you. Phil 703-560-9273.

Recent Grad BA Economics. Seeking D.J. Medium Market. 4 years experience Good news/sports. Tight board. Prefer Northeast. 3rd Endorsed. Tapes, references, resume. Ken 212-794-8854.

Tired of ho-hum disc jockeys? Let a jock with college radio experience add some new life to your station. Mark Elsner, 97 Acorn Dr., Clark, NJ 07066.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Good dependable announcer, 3 1/2 yrs experience. Can communicate and work MOR or Rock Formats seeking professional operation. No Small Markets. Call Jeff after 5. 612-822-1874.

DJ with third and 5 years experience wants Midnight to 6 show. Southern and warm Western states. Mike Hon 1-904-255-6950.

Announcer/DJ, (Third Endorsed) 5 years experience. Wants full-time air shift at AOR/MOR/Beautiful Music station in California/Pacific Northwest area. Call Frank 714-658-1094, Hemet, California.

Determined, intelligent female communicator, 3rd year college degree and experience too. Pleasing pipes. Eileen Carroll 814-234-3387.

Dedicated, hard-working announcer seeks opportunity to grow with small to medium market station. Degree, third-endorsement ticket, over two years experience, working. Call Paul, 216-455-9248.

Experienced Announcer with First Phone seeks MOR or A/C in Top 50 Market. 717-264-9692, ask for Bob.

Hire Me. Expertly trained, 3rd Endorsed, seeking first break in radio, communicator. T&R's available upon request. Call 312-785-6798 or write Jerry Odom 10602 So. Prairie Ave. Chicago, IL 60628. Will Relocate.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer seeks position with well managed station. Box J-27.

Rookie Engineer seeking first job. First Phone. 1 year trade school. Some experience in RF, AF, Digital. Western States. Contact Mike Haskins, P. O. Box 192 La Mirada, CA 90637.

SITUATIONS WANTED NEWS

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.

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.

Aggressive News-Sports Reporter recently laid-off. Contact-223 Knollwood, Newport, KY 41076.

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.

Program Director seeks Manager who wants MOR station to be both profitable and listenable. No wheeler-dealer, but straight professional seeking stability and honesty. Exceptional air talent. First. Prefer West, consider all. Box J-15.

Southwest preferred. Production pro. Excellent voice, creative concepts. Seeking Production/PD position, MOR/Contemporary. 10 years experience, last 5 as PD at medium-market. 50-Kw AM winner. Stable, 29, married. Box H-97.

PD/Morning Personality. Prefer Sunbelt med./maj. mkt T-40/Uptempo Adult. Current major mkt. Mike 301-949-6348. After 6 pm.

1st Phone 7 years in Business ... Radio, TV ... PD, OM, Jock, News, Automation, and Production. Prefer Job in Panhandle area of FL. Strong on air personality. 919-852-3812. 30-C Hilton West, Greensboro, NC 27409.

Engineer wants back into Production. Experienced in both. B.A., First Phone. Formerly directed news. 208-233-0199.

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.

Top 50. No. 1 Net Affiliate seeks Sales Manager with Local/National experience. Group owned, Northeast. An Equal Opportunity Employer. Reply Box J-41.

General Manager Wanted for new startup UHF Television Station—Channel 15. Must have past management experience in UHF or VHF Television operation. Send resume to: Eastern Carolinas Broadcasting Company, Inc., P.O. Box 5628, Florence, SC 29502.

General Manager, Public Radio/Television Stations, KWSU-AM and KWSU-TV, members of NPR and PBS. Master's degree plus management experience in a public broadcasting station required. College level teaching experience desirable. Salary competitive. Send resume and names of three references to: Dr. Wallis Beasley, Executive Vice President, Washington State University, Pullman, WA 99164. Application review starts August 15, 1978. Equal opportunity/affirmative action employer.

HELP WANTED SALES

Commercial Manager with sales leadership and ability for VHF in growing Southwestern market. Box H-99.

Small Market UHF Station, ABC affiliate, in Southwest Florida has opening for General Sales Manager. Strong, viable, fast growing market; excellent fringe benefits. Send resume, financial requirements, and inquiries to Box J-24.

Rapidly Growing, independent Christian/Family oriented UHF TV station in Miami market needs aggressive self-starter with TV sales background. Great opportunity for advancement and fantastic potential. EOE. Send full resume to Box J-32.

Group-owned Northeast Net Affiliate in top 50 seeks experienced Acc'l. Exec. for Agency/Direct Sales. An Equal Opportunity Employer. Send resume to Box J-44.

HELP WANTED TECHNICAL

Chief Engineer with proven ability in administration and troubleshooting for South Texas VHF. Box H-87.

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.

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.

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.

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.

TV Chief Engineer. Major market network VHF station looking for experienced chief engineer—good starting salary. If you're looking to move up to a larger market, here's your chance. Applications will be held in strictest confidence. Send resume to Box J-33.

TV Chief Engineer, position immediately available in New York City. Solid experience W/AE 600's, PC 70's, RCA Computer Studio Facility. Solid experience required. Salary open. North American Video 212-369-2552 or B. Grodin, home 914-238-9229.

Director of Engineering—Idaho. Two Station Group - ABC affiliates in Boise and Pocatello, Idaho. Strong technical background necessary primarily in ENG and studio equipment including Quad tape. Salary DOE. Write or call, General Manager, KIVI/KPVI TV, 1866 E. Chisholm Drive, Nampa, ID 83651. 208-467-3301. EOE.

Master Control and Video Tape Technician needed immediately. First Phone and minimum one year experience required. Call or write Engineering Manager, WPRI-TV, 25 Catamore Blvd. East, Providence, RI 02914. Telephone 401-438-7200. An Equal Opportunity Employer.

Video Tape Maintenance Engineer. Large, medically oriented corporation based in Nashville needs highly qualified videotape maintenance engineer for new, color teleproduction facility. Requirements include five to eight years broadcast television experience, FCC 1st Class License, experience with VTRs, color cameras, video terminal equipment, audio equipment, and digital control circuitry. Production experience is a plus. Salary in high teens. Please submit resume to: Tom Bain, Hospital Corporation of America, One Park Plaza, Nashville, TN 37203. Equal Opportunity Employer.

HELP WANTED NEWS

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-Author: 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.

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.

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.

TV News Producer—top 25 NE market. Minimum 2 years TV experience. 11 PM Show. Equal Opportunity Employer. Detailed resume to Box J-20.

HELP WANTED NEWS CONTINUED

Weathercaster. Unique personable delivery & weather knowledge both needed for TV-Radio job. Medium market where weather's important. Well equipped weather department. EOE. Box J-21.

Wanted—News Director who will also anchor early news. Need experienced ramrod teacher for sun belt medium market station with young staff but strong news dedication. Send full resume and salary requirements. An Equal Opportunity Employer. Box J-26.

Midwest, mid-sized market co-anchor who is experienced, lively, personable, knowledgeable and able to assist in reporting and newscast production. Send salary needs, resume and references on initial reply. Only experienced professionals need apply. Equal opportunity employer. Box J-28.

Northeastern Top 50 looking for strong anchor-news producer. Tell all in letter and resume, including financial requirements. Finding Mr. Right is a slow process but you'll hear from us. Box J-34.

Meteorologist for radio and television weather reporting. Station is fully equipped with color radar and complete forecasting facilities. Send tape, resume and salary requirements to Ron Loewen, KAKE-TV & Radio, Box 10, Wichita, KS 67201. An EEO employer.

Co-Anchor for early and late news weeknights. Field experience, knowledge of newscast production and willingness to work hard a must. Send resume, tape and salary requirement to Rich Gimmel, WTVQ TV, PO Box 5590, Lexington, KY 40555. EOE, M/F.

Midwest Reporter/Photographer Perfect opportunity for person just out of school, or with limited first job experience. Send resume with audition tape to: News Director, WTVO-TV, P.O. Box 470, Rockford, IL 61105.

Experienced Reporter to co-anchor monthly news magazine, do street reporting for daily newscasts, and do some news anchor work. Solid background in journalism and production required. Send tape, resume, and salary requirements to Ron Loewen, KAKE-TV, Box 10, Wichita, KS 67201. An EEO employer; women and minorities encouraged to apply.

Sports Reporter/Anchor: Central California NBC affiliate is looking for a bright, aggressive television sports reporter. Broadcast journalism degree preferred. Must have extensive TV work history in on-air and field reporting of sports. 40-hour week, salary negotiable, depending on experience. Excellent fringe benefits. Send complete resume and tape to Personnel Manager, KMJ-TV, 1626 E Street, Fresno, CA 93786. An Affirmative Action/Equal Opportunity Employer.

News Editor. One year broadcast news experience. Responsibilities: gather, write and deliver evening newscasts. Midwest market. Send resume and videotape to WFFT-TV, P.O. Box 2255, Ft. Wayne, IN 46801. Equal Opportunity Employer M/F.

Weekend Anchor. Prestigious Midwest station wants a talented, aggressive pro to co-anchor weekends and report during the week. Must have at least two years experience in TV News. Send tapes & resumes to: Gerald Jensen, News Director, WHO-TV, 1100 Walnut St., Des Moines, IA 50308. WHO-TV is an equal opportunity employer.

Weather person; Backup Anchor. Both must be motivated professionals with on-air experience and credible presentation. Midwest Small-Medium Market. E.O.E. Box H-25.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

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.

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.

TV Production Manager: Immediate opening for TV Production Manager for small-market group-owned ABC affiliate in Northeast. Responsible for all local program and commercial production. Supervise a staff of five. Excellent opportunity for director to step into management. Must have organizational and management ability. Send resume to Box J-6. EOE, M/F.

Producer/Director—Top Ten Market. To produce and direct prime-time public affairs show. Must have at least four years experience, proven track record and have lots of ideas. Equal Opportunity Employer. Box J-9.

Production Manager—Top Ten Market—Must have previous experience in local station, knowledge of budgets, programming, scheduling, ENG and film equipment. Equal Opportunity Employer. Box J-42.

Senior Television Design Specialist for Teleproduction Center at Northern Midwest University. Oversee department creating visual aspects of instructional and public television programs, including studio scenery, animation, promotion illustration, charts, and graphs. Must function effectively as member of creative production team and possess management ability. Bachelor's degree or higher preferred or equivalent training and experience. Salary: \$14,200-\$16,000 annually. Application deadline August 15. Selected candidates will be invited to submit portfolios of sample work at a later date. Equal Opportunity Employer.

Expanding South Florida ABC VHF station with commitment to quality production looking for an experienced, self-starting day director. Growing company with excellent fringe benefits and state-of-the-art equipment. Send resume (including salary requirement) and tape to Personnel, WPEC, Fairfield Drive, West Palm Beach, FL 33407. EOE m/f.

Shenandoah Valley Educational Television Corporation/WVPT is seeking to fill the position of Director of Development. Responsibilities would include membership, underwriting, on-air appeals, and auction. Experience Required. Good starting salary, excellent benefits. Equal Opportunity Employer M/F. Send Resume to WVPT, Port Republic Road, Harrisonburg, VA 22801.

Immediate opening—Producer-Director. Minimum two years experience in directing news, commercials, and local programming. Creativity a must. Send resume, minimum salary requirements and tape to: Roger Thomas, Production Director, P.O. Box 2566, Montgomery, AL 36105. An Equal Opportunity Employer.

Manager, Graphics Department. WITI-TV, Milwaukee, seeks an experienced individual with strong background in designing and executing print, on-air, news and sales related graphics. Degree preferred. Art direction and managerial skills a must. Contact Doug Wenger, Director of Advertising and Promotion, WITI-TV, 9001 N. Green Bay Rd., Milwaukee, WI 53209. 414-355-6666. An equal opportunity employer.

Manager, Graphics Department. WITI-TV, Milwaukee, seeks an experienced individual with strong background in designing and executing print, on-air, news and sales related graphics. Degree preferred. Art direction and managerial skills a must. Contact Doug Wenger, Director of Advertising and Promotion, WITI-TV, 9001 N. Green Bay Rd., Milwaukee, WI 53209. 414-355-6666. An equal opportunity employer.

Graphic Designer/Illustrator Design, illustrate and produce a variety of visual material for television presentation and printed publications. Will construct and paint scenes and props. Must have experience working with power tools and working knowledge of 35mm photography. Requires one year college or art school training in graphics design or equivalent and one year experience as graphics illustrator or equivalent. Two years full time professional experience may substitute college or art school work. Closing date August 14, 1978. Contact Cheri Hayes, University of Washington Staff Employment Office, 1415 NE 45th, Seattle, WA 98105. Equal Opportunity affirmative action employer.

SITUATIONS WANTED MANAGEMENT

General Manager/General Sales Manager, Radio or TV, available. Currently employed, Major Market. Solid Track record. Heavy references, Reply Box H-117.

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.

Veteran Network and Major Market Reporter, Producer, Editor, and Assignment Editor with MBA and excellent management abilities looking for management, on-air or production position. Experience runs from general assignment to politics to consumer affairs to entertainment; Radio, TV, Film, ENG, Live. 1st rate communicator used to responsibility. 212-624-7827, or Box J-5.

TV General Sales Manager or national Sales Manager! Working knowledge and ability in all areas of Television. Extremely successful track record in areas of TV sales/sales development/sales management! Currently GSM in Market 100-130 in size! Box J-13.

SITUATIONS WANTED ANNOUNCERS

Major market female air personality seeks interesting TV challenge. College grad, well traveled, excellent writing and interviewing skills. Box J-19.

Mature Announcer, Newsmen, weatherman, published author, cameraman, lecturer, seeks position utilizing any of the above skills. Salary commensurate with your market. 313-682-7798.

SITUATIONS WANTED TECHNICAL

20 yrs. exp., management, construction, design, consulting, seeking Group Director of Eng. of large fac. C. E. Reply Box H-139.

Experienced, mature, transmitter engineer desires resident position; "high country", mountain top site. Others considered. Box J-22.

SITUATIONS WANTED NEWS

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.

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.

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 Isenberger and Dawne Gundel 303-945-9124, 303-945-8839.

Searching for One-Woman Show? Reporter, Anchor, Talent, Show Host, Photographer, Writer. "This Lady'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.

Anchor, 8 years experience, wants large market prime anchor spot. Box J-25.

Major Market anchor/reporter seeks nightly anchor slot. 11 years news experience. Box J-38.

SITUATIONS WANTED NEWS CONTINUED

Need a reporter, news writer, cameraman? Serious minded super scoop snoop seeks first job. Recent graduate with News Internship experience at WPVI Philadelphia, willing to relocate. Sal Urbano, 1944 South Hollywood Philadelphia, PA 19145, 215-755-0775.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

I'm a Dir/Performer/Producer currently employed in the Number 1 market, and I'm eager to say goodbye to this for the chance to say anything in Southern or Central Florida. Box J-4.

Attention Small Market TV stations and Production Houses. Male, 28, married seeks grass roots TV job. Dependable, can follow direction, -ants to learn all. Call evenings 617-394-8410, Kent Newcomb, RFD 2, 17 Smith St., Dennisport, MA 02639.

Break-in position sought by energetic, creative, and intelligent professional. M.A. Theater. Two years Stage Manager aboard top world cruise ship. 603-643-2830.

Production Manager. Dedicated professional will organize & train dynamic creative department. Box G-204.

ALLIED FIELDS

HELP WANTED MANAGEMENT

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 newspicture services to foreign newspaper subscribers desired. Box H-165.

HELP WANTED SALES

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.

We Need 5 Super, Aggressive, Radio Salespeople who are fed up with "peanut" money, to train as regional managers for the U.S. and Canada. Extensive travel—Big Earnings—40K to 60K annually on commission basis. Only "street fighters" need reply: Box H-114.

Salesperson for New England production company specializing in broadcast and industrial video, audio, film and graphics. Minimum 1-3 years experience in field. Must know New England. Salary plus commission. Resume and requirements to: Backstage Ltd., Attn: Patrick Griffith, 1 Alvirne Drive, Hudson, NH 03051.

HELP WANTED TECHNICAL

Service Technician. Immediate opening in largest, fastest growing RCC service company in the Dallas-Ft. Worth area. FM transmitter, receiver, and digital experience desired. UHF and VHF band. Salary open. Call or write Ram Broadcasting, P.O. Box 10373, Dallas, TX 75207, 214-747-1852.

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.

FM Antenna for stand-by upwards of 7.5 KW. Tune to 96.5 KHZ. Contact Gordon Bishop, WQEZ, Birmingham, 205-251-5117.

Wanted: Good condition 1KW and 5KW AM transmitters for missionary radio station in Western Caroline Island of Palau. Reasonable price or tax deductible receipt for donation. Contact Butch McBride, Pacific Missionary Aviation, Box 224, Agana, Guam 96910.

FOR SALE EQUIPMENT

5s" Air HeliAx 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.

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, 6605 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): 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

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.

28 Foot Custom Mobile Teleproduction Van: 2 color broadcast std. cameras, 10x1 lenses; mics, turntable, R/R and cart tape, 11-in mixers; wave and V-scopes; SEG/Chrome key; 1K-page char. generator; 3/4" decks, editor, TBC; all accessories included. Write Box J-1.

Kensol-Olsenmark hot press. Good condition. Includes type cabinet containing 30 fonts in 7 faces. \$450. David Henry, WSBK-TV, Birmingham Pkwy, Boston, MA 02135. 617-783-3838.

Spotmaster reconditioned single and multi-deck Cart Machines and Consoles. All models available. Many bargains such as these: 8S100 Console—List \$2295, Used \$1000. 3200RPS Cart Machine—List \$1560, Used \$900. Call Elaine Hayes at Broadcast Electronics: 217-224-9600.

Broadcast Electronics 4 channel console. 4BEM50. Year old. Excellent. \$550. KOZE, Box 936, Lewiston, ID 83501. 208-743-2502.

The Best Automation Comes From IGM. IGM comes from 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.

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.

Reverse Discrimination Suit, Funds & support needed immediately, Box J-43.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Insl. 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".

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Technical

CHIEF ENGINEER

WMBD 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, WMBD AM-TV, WKZW-FM, 3131 N. University, Peoria, IL 61604.

Help Wanted Management

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

SALES MANAGER WPRO-AM

Providence, Rhode Island

Minimum 5 years broadcast selling experience; knowledge of marketing, market research, co-op advertising desirable; prior formal sales training experience helpful; middle size market and contemporary radio experience helpful.

Send resumes to Dick Rakovan,
1502 Wampanoag Trail, East Providence, R.I. 02915.

A Capital Cities Station
An Equal Opportunity Employer

Help Wanted News

KRLD/Metromedia

Dallas 50,000 watter needs anchor person for news block. Must have working news experience as well as strong on-air qualities. Send tape and resume to:

Ken Fairchild, News Director
7901 Carpenter Freeway
Dallas, Texas 75247
Equal Opportunity Employer M/F

Help Wanted Announcers

IMMEDIATE OPENING!

Major Dallas radio station seeks experienced deejays. Requires tight production, mature voice and smooth MOR commercial delivery. Equal opportunity employer M/F.

Box J-36.

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 programming, 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

Help Wanted Sales

Do You Know Regional Selling?

The country's largest regional rep is looking for "that right person".
Tell me about yourself (What you've done, where you've done it and when; salary and bonus arrangements; goals).
At Regional Reps you'll have excellent company benefits and lots of room to grow.

Len Auerbach, President
Regional Reps Corp.
5340 Central Avenue
St. Petersburg, Florida 33707

Help Wanted Sales Continued

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

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.

Situations Wanted Management

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.

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 Management
Continued**

experienced

GENERAL MANAGER

New York—Penna
reliable sober
Phone 813—484-1246

GENERAL MANAGER

Established top ten market radio General Sales Manager seeking greater opportunity and broader challenges. Successfully employed with nearly nine years experience in all phases of station operations. Desire top twenty-five markets. Box J-30.

**Making a Change
to Religious Programing?**

Vice-President
15 years experience.
Available after Sept. 30th.
Station Sold.
Investment opportunity considered.
Box J-45.

Situations Wanted Programing

TOP R&B PROGRAMER

N. Y. City experience. is available to program your station for reasonable salary! At your request I will send you a demo. Listen closely to it. Then decide. Box J-46.

TELEVISION

Help Wanted News

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.

**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 Announcers

TOP TEN MARKET

We're looking for two fresh, bright co-hosts for a new morning show. Must have enthusiasm, energy and innovative ideas. Looking for creative knowhow and solid interviewing background. Send resume. Equal Opportunity Employer. Box J-10.

TV HOST/HOESSTESS

Daily Public Affairs/Talk-Variety program in nation's capital. Interviewing and/or reporting experience necessary. Must have thorough knowledge of national and international news and have flexibility of handling interviews of all kinds. Equal opportunity employer. Send resume to Box J-47.

Help Wanted Management

**GENERAL MANGER
11,000 SUBSCRIBER
MID-ATLANTIC
CABLE SYSTEM**

We're looking
for a lasting relationship
with an experienced
professional.
Send Resume to Box H-66.
an equal opportunity employer
m/f

Help Wanted Technical

**VITAL HAS A FUTURE
FOR YOU**

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

**SEEKING A FUTURE IN THE
BROADCAST INDUSTRY?**

If so, we have immediate openings for:

SALES ENGINEERS

NORTHEAST and WASHINGTON D.C. REGIONS

Must have good basic knowledge of video tape recorders and related equipment. Knowledge of color cameras and time base correctors helpful. Candidate must be highly motivated and willing to grow with one of the fastest growing companies in the industry. Experience in a broadcast station desirable.

**BROADCAST ENGINEERING
SPECIALIST**

WEST COAST LOCATION

Product support responsibility for VTR's and associated broadcast equipment. Broadcast or related industry knowledge and experience essential with capability to deal effectively with technical personnel. Must have EE degree or equivalent.

We offer excellent starting salaries, complete benefit packages and excellent opportunities for advancement.

Please respond by resume to:

**Box BM 1886
810 7th Avenue
New York, N.Y. 10019**

An Equal Opportunity Employer M/F

**Help Wanted Technical
Continued**

BROADCAST ENGINEER

To do TV/AM/FM maintenance—qualified to hold position as assistant chief engineer. Only persons seeking long time permanent position need apply. Contact C.A. Perkins, P. O. Box 8887, Jackson, Miss. 39204 or call 601—372-6311, collect. Equal Opportunity Employer.

**Help Wanted Progaming,
Production, Others**

**Broadcast
Services
Coordinator**

Major "Fortune 500" corporation in greater New York City area seeks experienced TV professional. 3-5 years solid on-camera and production experience required. Responsibilities include handling TV/radio inquiries/placements, coordinating internal productions and serving as general broadcast specialist.

If you are interested and feel you are qualified for this position, send your resume and salary requirements to:

BOX 778 BSC

Room 305, 400 Madison Avenue
New York, New York 10017
An Equal Opportunity Employer M/F

Free Film

**FREE FILMS? CALL
MODERN TV**

The leading distributor. We have the most PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Radio Progaming



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501—972-5882

Public Notice

**CITY OF MIDDLETOWN
STATE OF NEW YORK**

The City of Middletown, in Orange County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 12 noon on October 2, 1978 and all applications received will be available for public inspection during business hours of 8:00 A.M. to 4:00 P.M. at the City Clerk's Office, 16 James Street, Middletown, New York 10940.

Wanted To Buy Stations

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

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/826-0385
Suite 214
11081 San
Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
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

H.B. La Rue, Media Broker

RADIO . TV . CATV . APPRAISALS

West Coast:

44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:

210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

ANCHOR

TALK SHOW HOST

NEWS DIRECTOR

FIELD REPORTER

If you need one, or all of the above, my journalism credentials qualify me. Can host and produce talk show, administrate news department, and anchor. A.P. says, "Best Newscaster in 3 states." Emmy for best coverage breaking story. Excellent ratings.

Box J-48.

- Fulltimer. City in Kentucky. Billing \$270,000. Good buy. \$500,000.
- AM/FM in New Hampshire. Real Estate. Profitable. \$480,000.
- 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 mile 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.
- 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

For Sale Stations Continued

RICHARD A.

SHAHEEN INC

ANNOUNCES A
NEW ASSOCIATE:

JIM WARNER



Jim Warner, a broadcaster with 20 years of sales and management experience.

PHONE **312/467-0040**

MEDIA BROKERS • APPRAISERS
435 N. Michigan • Chicago, 60611

THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

 **CHAPMAN ASSOCIATES®**
media brokerage service

STATIONS

W	Small	AM	\$142K	\$36K
S	Small	Daytime	\$150K	Terms
NE	Small	AM	\$424K	\$123K
E	Major	AM	\$725K	29%
W	Metro	Fulltime	\$730K	\$212K

CONTACT

Galen Gilbert	(214) 387-2303
Paul Crowder	(615) 298-4986
Warren Gregory	(203) 767-1203
Warren Gregory	(203) 767-1203
Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 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 or Radio. 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. Copy must be submitted in writing. (No telephone copy 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.

**Books
for
Broadcasters**

304. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index **\$10.00**

333. **THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION** by Bernard Wilkie. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages, 5 1/2" x 8 3/4", 200 halftones, 40 diagrams, appendix, index **\$18.50.**

332. **THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary. **\$14.50.**

305. **BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Rev. sed. 1978 edition. Covers all basics of radio-television news writing style techniques—for student and practicing professional. 160 pages 6 1/8" x 9 1/4". **\$7.95.**

312. **THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. **\$14.50.**

358. **VIDEOTAPE RECORDING: Theory and Practice** by J.F. Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, material on cassettes and cartridges, and a chapter on editing (*Library of Image and Sound Technology*). 320 pages 6" x 9", graphs, diagrams, bibliography, glossary. **\$18.50.**

**BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036**

Please send me book(s) number(s) ____ My ____ payment is enclosed.

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

Stock symbol	Exch.	Closing Wed. July 26	Closing Wed. July 19	Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programing											
COLUMBIA PICTURES	CPS	N	22 1/8	22	+ 1/8	+ .56	22 1/8	7 3/8	5	9,254	204,744
DISNEY	DIS	N	40 1/4	40 3/4	- 1/2	- 1.22	47 5/8	32 1/2	15	32,380	1,393,295
FILMWAYS	FWY	N	15 1/8	14	+ 1 1/8	+ 8.03	15 1/2	6 7/8	11	4,253	64,402
FOUR STAR			1 1/4	1 1/4			1 1/4	1 1/2	13	666	832
GULF + WESTERN	GW	N	13 7/8	14 1/8	- 1/4	- 1.76	19 3/8	10 1/4	5	48,215	668,993
MCA	MCA	N	51 1/2	53 1/4	- 1 3/4	- 3.28	54	32	10	18,553	955,737
MGM	MGM	N	38 1/2	40	- 1 1/2	- 3.75	40	16	15	14,509	562,446
TRANSAMERICA	TA	N	17	16 1/2	+ 1/2	+ 3.03	17	13 1/4	6	66,781	1,135,277
20TH CENTURY-FOX	TF	N	39 1/4	38 7/8	+ 3/8	+ .96	39 3/8	10	5	7,733	303,520
VIDEO CORP. OF AMER	O		9 3/4	7 1/2	+ 2 1/4	+ 30.00	9 3/4	3 1/2	19	988	9,633
WARNER	WCI	N	47 1/8	47 1/4	- 1/8	- .26	47 1/4	25 3/4	9	14,458	681,333
WRATHER	WCO	A	12	12			12 1/2	4 1/2	30	2,243	26,916
TOTAL									220,143	5,917,118	

Service

BBDO INC.	BBDO	O	37 1/4	36 1/4	+ 1	+ 2.75	38	22 1/2	10	2,513	93,609
COMSAT	CO	N	42 1/2	42 1/8	+ 3/8	+ .89	44	26 3/4	13	10,000	425,000
DOYLE DANE BERNBACH	DCYL	O	26 1/4	26	+ 1/4	+ .96	26 1/4	16 3/4	8	1,776	46,620
FOOTE CONE & BELDING	FCB	N	20 1/2	20 1/2			21 1/4	14 3/4	7	2,304	47,232
GREY ADVERTISING	GREY	O	29 1/2	29	+ 1/2	+ 1.72	34	16 1/2	4	716	21,122
INTERPUBLIC GROUP	IPG	N	36 1/8	34 1/4	+ 1 7/8	+ 5.47	39 1/4	22 1/2	9	2,387	96,230
MCI COMMUNICATIONS	MCIC	O	4 1/8	4 1/4	- 1/8	- 2.94	4 7/8	7/8	41	20,159	83,155
MOVIELAB	MOV	A	2 3/4	3	- 1/4	- 8.33	3	1	16	1,414	3,888
MPO VIDEOTECHNICS	MPO	A	5 3/8	5 1/2	- 1/8	- 2.27	65 3/8	4	7	520	2,795
A. C. NIELSEN	NIELB	O	26 7/8	27 1/8	- 1/4	- .92	28	18 7/8	13	10,832	291,110
OGILVY & MATHER	OGIL	O	56 1/4	56 1/2	- 1/4	- .44	56 1/2	31	10	1,805	101,531
J. WALTER THOMPSON	JWT	N	28 5/8	27 1/2	+ 1 1/8	+ 4.09	28 5/8	15 1/8	8	2,649	75,827
WESTERN UNION	WU	N	18 1/8	18	+ 1/8	+ .69	20 1/4	15 3/4	7	15,177	275,083
TOTAL									72,252	1,553,202	

Electronics/Manufacturing

AEL INDUSTRIES	AFLBA	O	8 1/4	8 5/8	- 3/8	- 4.34	9 1/8	2 3/8	8	1,672	13,794
AMPEX	APX	N	14 5/8	14 7/8	- 1/4	- 1.68	17 1/4	7 3/8	13	10,928	159,822
ARVIN INDUSTRIES	ARV	N	17 1/4	18	- 3/4	- 4.16	22 1/2	14 1/2	4	5,959	102,792
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	4 3/8	4 1/4	+ 1/8	+ 2.94	5 3/8	1 3/4	11	2,127	9,305
COHU	COH	A	3 3/8	3 3/4	- 3/8	- 10.00	4 1/2	2 1/8	10	1,779	6,004
CONRAC	CAX	N	19 7/8	19 1/2	+ 3/8	+ 1.92	27 1/4	19 1/4	7	1,842	36,609
EASTMAN KODAK	EASKD	N	60 3/4	58 3/4	+ 2	+ 3.40	86 3/4	42	14	161,370	9,803,227
FARINON	FARN	O	13 3/4	14	- 1/4	- 1.78	14	8	14	4,635	63,731
GENERAL ELECTRIC	GE	N	53 3/4	53 1/4	+ 1/2	+ .93	56 5/8	44 1/2	11	194,581	9,921,228
HARRIS CORP.	HRIS	N	61	59 3/8	+ 1 5/8	+ 2.73	61	28	15	12,455	759,755
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM, INC.	MAI	N	33	28 7/8	+ 4 1/8	+ 14.28	41 7/8	20 1/4	17	1,320	43,560
3M	MMM	N	58 3/4	58 7/8	- 1/8	- .21	58 7/8	43 1/2	15	115,265	6,771,818
MOTOROLA	MOT	N	48 7/8	48 3/8	+ 1/2	+ 1.03	56 7/8	34 1/4	14	29,544	1,395,088
N. AMERICAN PHILIPS	NPH	N	28 1/4	27 7/8	+ 3/8	+ 1.34	36	24 3/4	6	12,033	339,932
OAK INDUSTRIES	OAK	N	27 1/4	28 5/8	- 1 3/8	- 4.80	34 1/8	9 5/8	41	1,746	47,578
RCA	RCA	N	28 3/8	26 7/8	+ 1 1/2	+ 5.58	31 3/4	22 3/4	9	74,810	2,122,733
ROCKWELL INTL.	RDK	N	33 3/8	32 3/8	+ 1	+ 3.08	36 3/4	28 1/4	7	33,600	1,121,400
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	30 1/2	28 3/4	+ 1 3/4	+ 6.08	30 1/2	16 3/4	16	2,429	74,084
SONY CORP.	SNE	N	8 1/8	8 1/8			10 3/8	7	14	172,500	1,401,562
TEKTRONIX	TEK	N	42 5/8	44	- 1 3/8	- 3.12	68 1/2	28 1/4	13	17,804	758,895
TELEMATON	TLMT	O	1 1/2	1 1/2			2 1/4	1/2	2	1,050	1,575
VARIAN ASSOCIATES	VAR	N	17 3/8	16 5/8	+ 3/4	+ 4.51	21	14 3/4	11	6,838	118,810
WESTINGHOUSE	WX	N	22 3/4	22 1/8	+ 5/8	+ 2.82	23 1/4	16 1/4	7	86,656	1,971,424
ZENITH	ZE	N	15 1/2	14 1/4	+ 1 1/4	+ 8.77	28	11 3/8	20	18,818	291,679
TOTAL									967,529	37,350,794	
GRAND TOTAL									1,838,911	62,742,375	

Standard & Poor's 400 Industrials Average 109.72 108.44 +1.28

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed, company
registered net loss.

***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

Herbert Schmertz and the method in Mobil's madness in advertising

When the Supreme Court handed down its decision in the First National Bank of Boston case three months ago, it engraved in stone a concept that has guided Herb Schmertz's professional life for years: the notion that corporations, no less than individuals and the press, have First Amendment rights.

In this decade, Herb Schmertz, as public affairs vice president of Mobil Oil Corp., has probably done as much to get his company's views before the public as any other nonmedia executive in the country. He has done it primarily through print advertising, but only, he says, because he hasn't been able to get his way in television.

There are other sections of the Supreme Court's Boston ruling that Mr. Schmertz can quote with relish. For instance, Chief Justice Warren Burger's statement, in a concurring opinion, that "no actual distinction has been identified as yet that would justify government restraints on the right of appellants to express their views without, at the same time, opening the door to similar restraints on media conglomerates with their vastly greater influence."

Mr. Schmertz is no believer in the infallibility of media, conglomerate or otherwise. At one time or another he has taken on the *New York Times* and challenged the *Washington Post*, and repeatedly he has taken out after the commercial TV networks.

When NBC's WNBC-TV New York put on a five-part series on gasoline prices that he thought was inaccurate and unfair, he took out a full-page ad in the *Times* listing and answering 17 "hatchet jobs" allegedly contained in the reports. When ABC-TV presented its *Closeup—Oil: The Policy Crisis*, Mr. Schmertz and Mobil filed a complaint with the National News Council charging it contained 32 "particularly inaccurate or unfair" statements about the oil industry.

Mr. Schmertz also is on record that the cost of network TV programming is too high and the quality too low—and that the networks control too much programming anyway. But the nub of his longest-running dispute with the networks is that they won't accept Mobil's commercials discussing issues—or anybody else's, for that matter.

Mr. Schmertz recalls that he first started trying to place issue advertising on the radio networks in 1973. He wanted to call listeners' attention to needs for offshore drilling, reducing dependence on oil im-



Herbert Schmertz—vice president, public affairs, Mobil Oil Corp., New York; b. March 22, 1930, Yonkers, N.Y.; BA, Union College, Schenectady, N.Y., 1952; LLB, Columbia University, New York, 1955; member, tribunals division, American Arbitration Association, 1957-59; private law practice, 1959-61; general counsel, Federal Mediation and Conciliation Service, 1961-63, and special assistant to director, 1963-64; adjunct professor of labor law, Georgetown University, Washington, 1961-65; manager, labor relations, Mobil, 1966-68; manager, corporate planning coordination, Mobil, 1968-69; vice president, public affairs, 1969-73; was also president, Mobil Foundation Inc., and chairman, Mobil contributions committee, 1971-73; president, Mobil Shipping and Transportation Co., 1973-74; present post since Feb. 1, 1974; separated from wife; children—Anthony, 12, and Lexy, 11.

ports, developing more domestic energy.

"If we'd been allowed to alert the nation to these needs," he says now, "we might as a country be better off today." He tried later to get the TV networks to take similar commercials, but it was no use. "They all have the same policy," he says in a tone of frustration.

In television, he finds that "affiliates by and large follow the same policy" as the networks, although he says "some unaffiliated stations here and there, such as the Metromedia stations, are more liberal." Radio, he says, "is much more liberal," and Mobil has used it to some extent for issue advertising. "But it's just not feasible to do it in television without the networks," he continues, "because they have 75% of the audience. You're foreclosed, really."

How much money have the networks

passed up by refusing these Mobil ads? "Several million dollars," he replies. "But they're fat and happy," he adds with a wry smile.

Ironically, for a man with such a record for disputation, Herb Schmertz started his professional career in the conciliation business. Born in 1922 in Yonkers, N.Y., he graduated from Union College and got his law degree from Columbia, and he landed with the American Arbitration Association. "I was just out of the Army and it was my first job," he says, adding: "I got it because my brother was there before me."

However he may have got the job, he kept it on his own and moved up, becoming general counsel of the Federal Mediation and Conciliation Service in Washington two years later and, a couple of years after that, special assistant to the director of the service. He was also teaching labor law part time at Georgetown University.

In 1964 he was sent by the State Department to Vietnam to try to unravel some labor problems that were slowing the unloading of boats in the port of Saigon. "It was a six-week job," he says, "and not very successful—like some other things we were trying to do over there."

He left the conciliation service in 1965 to open a private practice of law and labor arbitration in Washington, which is where he was and what he was doing when executive recruiters tracked him down and offered him the post of corporate labor relations manager for Mobil in New York. He took it.

That was in 1966, and two years later he moved up to manager of corporate planning. Less than a year later he was named vice president for public affairs. Except for seven months out in 1973-74 to serve as president of Mobil Shipping and Transportation Co., responsible for worldwide marine transportation and marine sales, he's been in the public affairs job ever since.

Mr. Schmertz launched the Mobil op-ed ads in the *New York Times* in 1970. They now run weekly in seven daily newspapers. Mobil's views are also set forth chattily in an "Observations" column that appears every other week in about 450 papers. Together, Mr. Schmertz says, the two projects cost about \$3.4 million a year.

Although he says he has placed no Mobil business on the commercial networks in the last three seasons, and has no plans to, Mr. Schmertz and Mobil have made considerable use of "fourth networks." They also have been consistent supporters of Public Broadcasting Service programs with grants now averaging close to \$3 million a year and totaling, Mr. Schmertz estimates, around \$15 million since 1970.

Fie on fees

The more we look at the fee schedule drafted for a new Communications Act, the surer we are that the House Communications Subcommittee is putting us on. A schedule as preposterous as this one must have been issued to divert attention from whatever the subcommittee really has in mind.

Can the subcommittee seriously consider a formula that produces annual fees equalling 82.4% of total before-tax profits of the television stations in New York and 12.9% in San Francisco? Or is it making some kind of joke when the formula produces such inconsistencies as those and 18.8% of profits in Los Angeles, 34.4% in Chicago, 50.1% in Philadelphia, 14.5% in Houston, 54.7% in Cleveland, but why go on? Details are presented elsewhere in this issue.

The formula also sets a single fee for all stations in a given class in a given market, ignoring the large discrepancies that can obtain in, say, the profits of network-owned and independent VHF's in New York.

The formula assigns no fee at all to UHF stations in markets as big as Los Angeles, Boston and Washington, where the value of such a property may be gauged by the recent sale of WDCB-TV Washington to Taft Broadcasting for \$13.5 million. But Uncle Sam would extract \$211 a year from every Class IV radio station, whether selling time in Los Angeles or Sleepy Lagoon, Miss.

The irrationality of the broadcast schedule would itself be reason enough to oppose the fee proposal, quite apart from the basic premise, which is questionable, that spectrum users ought to pay for a physical resource that is neither maintained by the government nor depleted with use. Beyond that, however, the drafters of the schedule have decided to assign broadcasting a grossly unfair share of the tab. Nobody has said yet what other spectrum users will be asked to pay, but the word is that the amount will be a small fraction of the \$266.9-million broadcasting bill.

Injustice added to irrationality.

Different camps

The rescue mission assigned to Gerald Rafshoon, recalled from the outside world a couple of months ago to save Jimmy Carter from himself, is encountering troubles of its own. In an incident last week involving White House casting for ABC-TV's *Good Morning, America*, Mr. Rafshoon emerged as the heavy.

The night before Margaret (Midge) Costanza was to appear on the ABC morning show to talk about her new role—reportedly a demotion—as presidential adviser, Mr. Rafshoon called it off. Instead, Stuart Eizenstat, the President's domestic policy chief, filled the time. Mr. Rafshoon told an AP reporter afterward that in preference to Miss Costanza, Mr. Eizenstat "could best articulate the administration's accomplishments." It didn't shut up the irrepressible Miss Costanza, who gave a long and candid interview to the *Washington Post* on the same day.

The incident may tell more about the general way things are working in the image factory at the White House these days than about the incident itself. Mr. Rafshoon, it has now been acknowledged by no less an authority than Rosalynn Carter, was recruited to reverse the trend of public disillusionment with the President. Mrs. Carter, in an unusually frank interview with editors of the *New York Times* last week, took credit for initiating Mr. Rafshoon's return.

A man in Mr. Rafshoon's predicament is a man under pres-

sure, which is beginning to show. For 8 p.m., July 20, President Carter requested and was granted live television coverage of what turned out to be misnamed a press conference. The prime-time capture of all three television networks will be remembered, if for nothing else, as the conference that opened with the President's announcement that he would have nothing to say about the liveliest story of the day—the resignation of his chief drug abuse adviser who was caught giving a secretary a prescription for Quaalude under a fictitious name.

From now on broadcast journalists and the executives who make broadcast schedules are entitled to weigh carefully any request for White House exposure on the air. It is evident that orders are out to manipulate the media to the extent it can be done. Television, it is only logical to assume, is regarded as a target of special opportunity. As Mr. Carter's advertising guru during the presidential campaign, Mr. Rafshoon found television "the best bet." It is unlikely that he has downgraded it since then.

For broadcasters and for Mr. Rafshoon and his staff, life will get no easier as the elections of 1980 draw nearer.

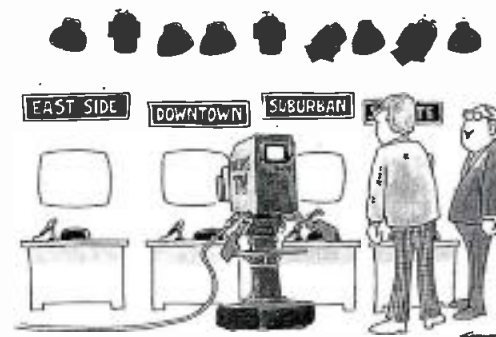
Everybody's battle

The *New York Times* and a *Times* reporter, M.A. Farber, were fined heavily last week, and Mr. Farber was sentenced to jail, for refusing to turn over the reporter's confidential notes for possible use in a murder trial.

The penalties were stayed pending further hearings, which at the time of this writing were still to be held, and the outcome, whatever it is, seems sure to be appealed. The central issue is a familiar one: the right of journalists to protect their news sources under the First Amendment—and in this case, under additional safeguards provided by shield laws of New York and of New Jersey, where the murder trial is being held.

Journalists of all media should be pleased that the *Times* seems determined to fight this one to the last ditch. They might also be thankful that the *Times* is prosperous: Many newspapers and broadcasters could not afford the fine of \$100,000, plus \$5,000 for each day of noncompliance, that was initially imposed on the *Times*.

"This is what a free press is all about," *Times* Publisher Arthur Ochs Sulzberger said in explaining the paper's position. If the *Times* has to pay \$5,000 a day "for this privilege," he added, "so be it. Bad law doesn't last very long." We hope he is as right in that last assessment as are he, the paper and Mr. Farber in the positions they have taken. If they lose, all journalism loses a precious right to confidentiality.



Drawn for BROADCASTING by Jack Schmidt

"We modeled it after the network, an anchor for each area."

***Every sign on, we figure
we have the chance to make
some fine communities
even better.***

Every day, when the Fetzer stations sign on in their respective communities, we look forward to another chance to meet the challenge of making some fine communities even better.

Being a part of each community, we enjoy the opportunity to bring continued public services to our neighbors. It takes everyone's efforts to anticipate and help solve community problems — and doing more than our share is our goal. In public service, we encourage our competitors to hustle too because when community problems get solved, we all benefit.

And, with everyone participating, we get a fresh, new look at it every day.

It's another reason why the Fetzer stations look forward to every sign on, every day.

And so do the audiences we serve!

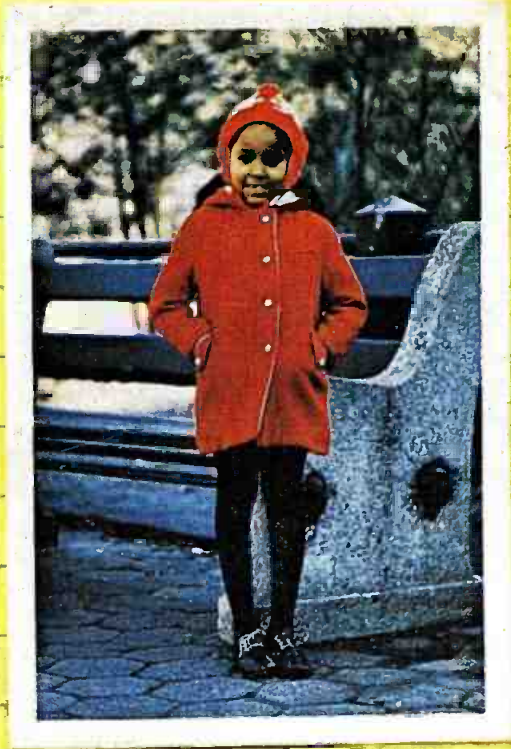


The Fetzer Stations

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

Dear Channel 7
This is a picture of me
in my new winter coat
that I got from your
Cloth-a-thon. Maybe
when it doesn't fit me
anymore I will give
it back.

Thank you
Cindy Lee Renper
age 8



A child's handwritten letter. With all the run-on's of spontaneous joy. A smile captured in the gloss of a 3" x 5" frame. A photographic memory. Reward enough for us.

This is what we mean by community involvement at WJLA-TV. Servicing the community whose homes we visit daily. Not by putting on a good show. Not by bringing home the news. But by reaching out to the people with a helping hand. And feeling the grasp of friendship in return.


The kind of rapport we've established we maintain with events like our annual Cloth-a-Thon. A star-studded on-the-air and on-the-streets affair that literally stops the shows. For an entire day. It's the only telethon in the country created to solicit clothing. And the only totally local telethon in Washington.

We've been co-sponsoring Cloth-a-Thon for five years now, with the D.C. Council on Clothing for Kids.

It's an event that has brought Washingtonians in touch with each other and 75,000 needy children all the clothing they can use. 333,000 pounds of it so far. Piled high in fire stations and shopping centers. Hauled in from the farthest suburbs or pledged over the Clothes Line. Along with a quarter of a million dollars. Donated by a community that's willing to take the shirt off its back to help those less fortunate than they.

This is the kind of success we at Channel 7 strive for. And no number of Emmys, no share of audience, can mean as much.

**Television should be more
than soap operas and situation comedies.
WJLA-TV.**

Nationally represented by Petry Television, Inc.  in Washington, D.C.