

Special report on radio:
Positioning for the 1980's

Broadcasting Sep 10

The newswweekly of broadcasting and allied arts

Our 48th Year 1979

TWIN CITIES' FIRST TELEVISION STATION (AND STILL FIRST)

KSTP-TV is #1 at 10:00 pm with Eyewitness News

KSTP-TV is #1 in Primetime programming

KSTP-TV is #1 in daytime programming

KSTP-TV is #1, 7:00 am-1:00 am in homes*

KSTP-TV is #1, 9:00 am-Midnight, Sun.-Sat.

KSTP-TV is #1, 6:30 pm-10:00 pm Sun.-Sat.

Based on May 1979 Arbitron Sweep

*** AND FIRST with 24 Hour Service
7 Days a Week**



KSTP TELEVISION

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MINNEAPOLIS

20851 GURSKY B1621 JAA JUN/81
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2000 BALTIMOR
APT A-21
ROCKVILLE
MD 20851

NEWSPAPER

Make Room For Daddy.
Metromedia Did.
Gaylord Did.
Christian Broadcasting Did.
Did You?



Danny Thomas' "Make Room for Daddy." 161 half-hour family comedies starring Danny Thomas, Marjorie Lord, Rusty Hamer, Angela Cartwright, and a host of top name guest stars. A 12-year success story on all three networks. **28.9 seven-year CBS prime time average...** **42% better than average sitcom and 55% better than average half-hour program.***

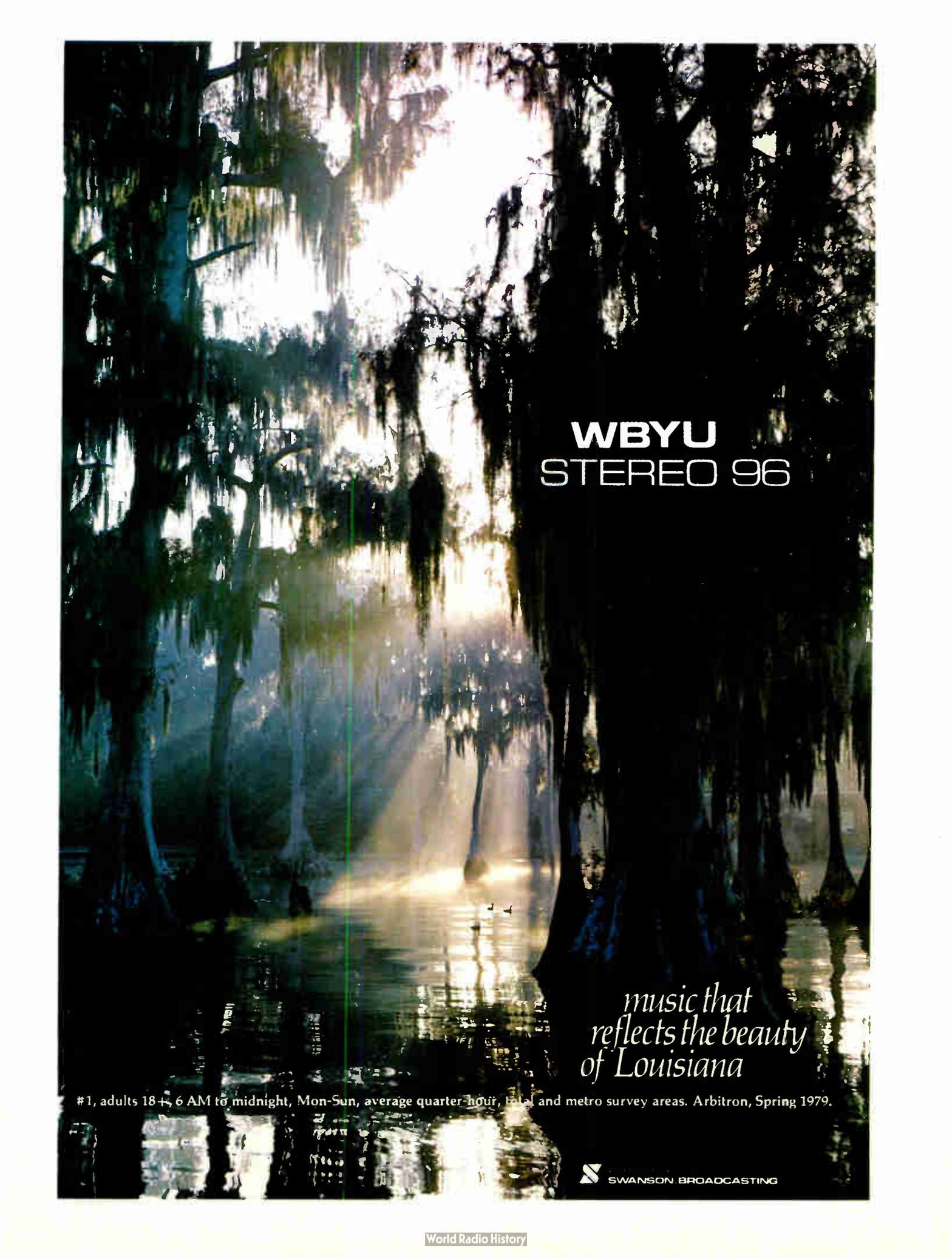


333 South Beverly Drive
Beverly Hills, California 90212
(213) 553-5806 Cable: WEISSPICT

*Source: NTI average audience estimates. Pocket Piece, 1 November, 1957-1963.

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Design FREEMAN:BLITZER ASSOCIATES



WBYU
STEREO 96

*music that
reflects the beauty
of Louisiana*

#1, adults 18+, 6 AM to midnight, Mon-Sun, average quarter-hour, Total and metro survey areas. Arbitron, Spring 1979.

 SWANSON BROADCASTING

New for Christmas 1979 "The Stableboy's Christmas"

A very special production about a very special night.

FROM LUTHERAN TELEVISION



Bethlehem. And a refreshing new treatment of the first Christmas. A little girl learns why it's better to give than receive, and what sharing is all about. This delightful half-hour show,

told with humor and drama, makes excellent family viewing for the holidays. It has the same production quality and wide audience appeal that has made Lutheran Television a leader in family specials.

AN OUTSTANDING CAST

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With Special Guest Appearances by
Frank Aletter — **Paul Benjamin** — **Jane Alice Brandon**
Frank Campanella — **Steve Franken** — **Dave Madden** — **William Schallert**

Produced by Ardon Albrecht, Directed by Richard Bennett

**BE SURE YOUR CHRISTMAS SCHEDULE INCLUDES
THE PREMIERE OF "THE STABLEBOY'S CHRISTMAS"**

No program charge — 3 minutes available for sales or PSA

Call Jan Naji or Georgette Kraus, 314-647-4900

Lutheran Television

A Service of The International Lutheran Laymen's League 2185 Hampton Avenue, St. Louis, Missouri 63139

The Week in Brief

ON THE WAY □ The long-promised and long-delayed deregulation of radio gets started as the FCC votes unanimously to issue a notice of inquiry and proposed rulemaking to drop its rules regulating commercial levels, amounts of nonentertainment programming, ascertainment and log keeping. **PAGE 27.**

WARC SCORECARD □ According to a study prepared by the consulting firm of Arthur D. Little at the request of Senator Barry Goldwater, the U.S. stands to lose eight of 14 selected issues at the Geneva conference. Delegation head Glen Robinson thinks it "foolish" and a "too quick study." **PAGE 28.**

SLOWED DOWN □ It looks as if Van Deerlin's schedule for his Communications Act revisions will be pushed back with common carrier provisions perhaps bumped from the agenda. **PAGE 33.**

ENTER IBM □ The giant computer firm establishes a joint venture with MCA to develop, manufacture and market video disks and players. The two will be equal partners in DiscoVision Associates. **PAGE 34.**

RADIO REVS UP FOR THE 80'S □ On the brink of a new decade, radio has many new developments to go with it. In BROADCASTING's annual Special Report on the medium, a look into the future of satellites, more channels, AM stereo, digital technology and networks begins on **PAGE 36.** As the competition between stations becomes tougher, new formats and programming tactics are being experimented with in the struggle for audience shares. **PAGE 42.** How stations fared in that struggle in the April/May book is tracked for the top 10 stations in the top 50 markets. **PAGE 50.** The 70's have seen a growth of companies offering syndicated programming services. Some of the more conspicuous successes are profiled on **PAGE 60.**

'AT LARGE': THOMOPOULOS □ At ABC's Los Angeles headquarters, the TV program chief (r) expounds on his



philosophy, the fall schedule and the competition in an interview with BROADCASTING's David Crook. **PAGE 68.**

KOOL HEATS UP □ While the management won't confirm it, there are allegations made by staffers at the Phoenix TV station that they are being pressured to sign agreements not to move to other stations in the area. **PAGE 79.**

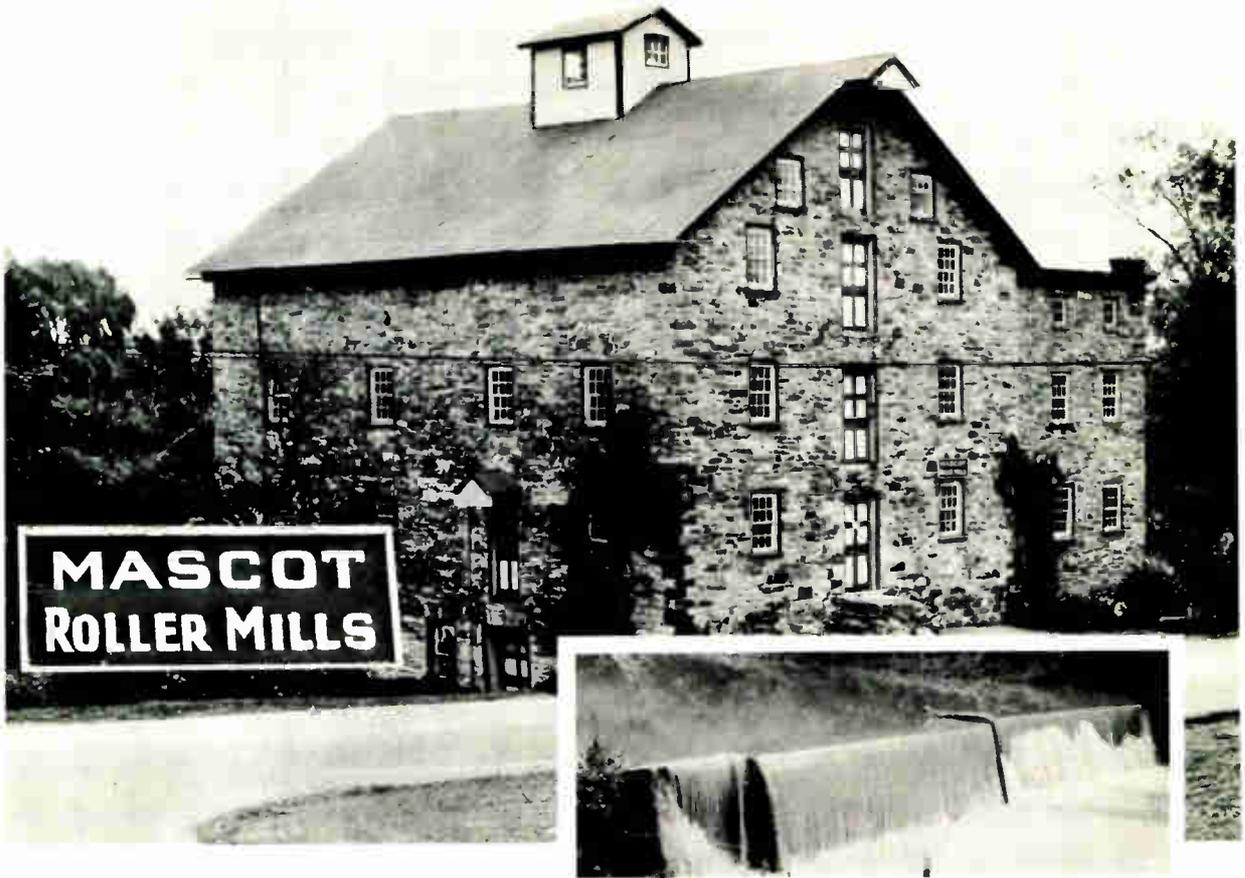
WATCH TRIES TO UNWIND WDCA-TV SALE □ The latest tactic by the citizen group trying to block sale of the Washington U to Taft is its filing of a Freedom of Information Act request for information on the voting of Commissioner Lee by telephone from Germany. **PAGE 90.**

PROFESSOR TURNED PROGRAMER □ It's a long way from college instructor to television production company executive, but Jerry Chester has never looked back. Starting his programming career in the early days of the medium at NBC and CBS, he's put his years of experience to work for Goodson-Todman where he's executive vice president. **PAGE 113.**

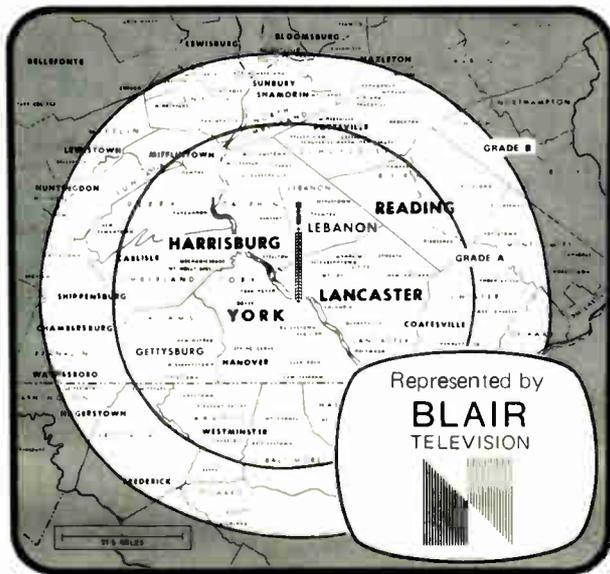
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WGAL-TV works like a charm in MASCOT



The historic Lancaster County village of Mascot is just one of hundreds of prosperous Pennsylvania towns and cities where viewers confidently rely on WGAL-TV to provide excellent programs and a consistently strong signal to all segments of this rich 9-county DMA of 1,200,000 persons. So in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1979 County Coverage Report

WGAL-TV 8

A PULITZER PUBLISHING CO. STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Closed Circuit®

Insider report: behind the scene, before the fact

Back on top

FCC reportedly will announce change in financial report for television in 1978 restoring New York to first place in market revenues. Original report put Los Angeles in lead—\$265.8 million to New York's \$259.1 million (BROADCASTING, July 30). Figures compiled by Arthur Young & Co. accounting firm, which regularly collects information from cooperating New York stations and then sends back market totals, were bigger than FCC's—\$164.2 million for spot to FCC's \$139.1 million, \$150.6 million local to FCC's \$148.8 million. Adjustment by FCC will put New York market totals over top.

Meanwhile, Station Representatives Association is complaining that spot totals are being underreported by FCC, as consequence of erroneous categorizing of revenues by stations in their reports to commission. SRA may ask other broadcast organizations to join it in meeting with FCC statisticians to discuss definitions used in annual financial questionnaires.

Thumbs up, thumbs down

Close of week offered food for thought to analysts on Wall Street. RCA's proposed divestiture of some food and publishing interests (see "In Brief") looks good to them, streamlining company in line with President Edgar Griffiths's promises for future and dispelling some negative feelings about RCA's acquisition of CIT (BROADCASTING, Aug. 27).

Conversely, news that CBS has talked acquisition with large insurance company ("In Brief") gets neutral to very negative nod from followers of broadcast stocks. While it could add to CBS earnings, analysts aren't sure exactly what CBS sees in company. To one line of thought, move takes CBS off track of communications pursuits it has up to now emphasized. That raises questions about management's confidence in future of its current operations.

Political trap

New bill scheduled to go to House Rules Committee next Thursday could mean problems for broadcasters. H.R. 4970, Campaign Contribution Reform Act of 1979, would cut in half amount of money political-action committees are allowed to contribute to candidates. But bill, to be attached as rider to Federal Election Commission authorization, has other provision. Section 4 would regard as political contribution any extension of credit of more than \$1,000 for more than 30 days for broadcast advertising. Extensions of credit are now reported as loans. As corporate contributions they

would be prohibited by law.

Concern is that licensees could accidentally blunder into violation—perhaps by doing production work for campaign ads. Bill has more than 100 co-sponsors.

Small's world

Effective today (Sept. 10), it's William J. Small, president, NBC News, New York, instead of vice president, CBS Inc., Washington. Although Small will meet with CBS Inc. President John D. Backe before he takes his first look at his new office at 30 Rockefeller Plaza, New York, he has terminated his official connection with network company he served more than 16 years (BROADCASTING, Sept. 3). At staff-hosted farewell party for Small at CBS Washington offices last Thursday, all seven members of FCC, plus House Communications Subcommittee Chairman Lionel Van Deerlin and minority member Marc Marks (R-Pa.) and Assistant Secretary of Commerce Henry Geller were on hand.

Lester M. Crystal will stay with NBC if his successor has his way. Small regards Crystal as intelligent news executive with places to go in restructuring organization and in restoring morale.

Heavy schedule

National Radio Broadcasters Association is still hopeful that Pope John Paul II's Washington visit Oct. 6-7 will not deter President Carter from accepting its invitation to address Oct. 7 opening session of NRBA convention in capital. NRBA said last week matter still pending, that White House has advised it that President has no commitments for that time (3 p.m.). Pope will visit White House Saturday (Oct. 6) afternoon and at 3 p.m. Sunday is to celebrate mass on Washington's Mall with more than million people expected.

Stanton's first love

Although he's without portfolio in broadcasting, Frank Stanton, former CBS vice chairman, is wending way back into international communications. He is to address Royal Television Society in London Sept. 14 and presumably will emphasize importance of World Administrative Radio Conference.

Dr. Stanton, who served as chairman of U.S. Advisory Commission on Information (1964-1973), also is concerned over British cutback in external communications (BROADCASTING, Aug. 13) which he's expected also to cover in his London speech.

Syndicators' time

Trend toward retention of minute or more for national sale by producers of long-length syndicated television shows continues, with Metromedia Producers Corp.'s *Merv Griffin Show* latest to join parade. Effective next month, 10 30-second positions per week will be sold nationally by MPC. Benton & Bowles has already bought six positions for General Foods and Vick Chemical. Bristol-Myers has bought two and Block Drug and Lever Bros. one each.

Practice has been in use for past year on *Mike Douglas Show* (Group W), *Phil Donahue Show* (Multimedia) and *Dinah!* (20th Century-Fox) and is defended by producers as way to keep down prices charged TV stations.

Missing person

Notably absent from last week's Radio-Television News Directors Association convention was ABC News and Sports President Roone Arledge, who was said by ABC and RTNDA officials to have encountered scheduling conflict shortly before convention program was announced. Network spokesperson denied speculation circulating on convention floor that Arledge declined invitation because former ABC commentator Howard K. Smith was selected to keynote meeting. (Smith took lightly veiled jab at Arledge in his speech: "When your new boss first says to you, 'I want you to be frank with me,' then a little red light should go off in your mind: 'This is a warning—lie like hell.'") Richard C. Wald, senior vice president of ABC News, was in Las Vegas to show network colors Thursday night.

Meanwhile, as one RTNDA regular noted, NBC News demonstrated considerable "class" in presenting Vice Chairman Richard S. Salant, flanked by outgoing and incoming news division presidents, Les Crystal and Bill Small. In Wednesday meeting with NBC affiliates, Salant was said to have described Crystal as "victim." No sources could recall Salant saying by what or whom Crystal had been victimized.

Vatican vs. NFL

Potential for storm of protest akin to *Heidi* flap of 1968 faces networks with football scheduled for Oct. 7. That's date Pope John Paul II celebrates mass in Washington, at 3 p.m. in conflict with games scheduled on CBS and NBC. Whose ox will be gored? Football fans, or millions of Catholic faithful? CBS says it won't set schedule for papal coverage until Tuesday, NBC has matter "under review."

BUILD A



MGM/PRE-48

CLASSIC LIBRARY



OVER 250 PRE-1948
FEATURE FILMS

Distributed By
Ua-TV
United Artists
A Transamerica Company

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Business Briefly

TV ONLY

Sony □ Seven-week campaign for magnetic tape starts Sept. 10 in New York, San Francisco, Los Angeles, Seattle, Portland, Ore., and Minneapolis-St. Paul. Spots will be placed during prime, fringe and some day time on weekends. Agency: Waring & LaRosa, New York. Target: adults, 18-34.

Huffy Corp. □ Six-week campaign for Huffy bicycles starts Oct. 29 in 25 markets including New York, Chicago, Los Angeles, San Francisco and Washington. Some spots will run during children's programming. Agency: Sive & Associates, Cincinnati. Target: adults, 25-49, children, 6-11.

Elaine Powers □ Twelve-week campaign will begin Sept. 16 for figure salons in about 20 markets including New York, Detroit, Seattle and Portland, Ore. Spots will run during day and fringe times. Agency: CPM, Chicago. Target: total women.

Miles Laboratories □ Ten-week campaign starts Sept. 10 for S.O.S. soap pads in 36 markets including New York, Chicago, Boston, Washington and Los Angeles with spots running in fringe times. Agency: Doyle, Dane & Bernbach, New York. Target: women, 18-49.

Schwinn □ Seven-week campaign for bicycles starts Oct. 22 in 22 markets including Boston, Chicago, Detroit, Philadelphia and San Francisco. Agency: George Bond & Associates, Chicago. Targets: children, 6-11; teens.

Delta Faucets □ Seven-week campaign begins Sept. 3 for Peerless faucets in over 40 markets including New York, Chicago and San Francisco during fringe times and sports programming. Agency: Atwood Richards, New York. Target: men, 18-49.

Knemark Inc. □ Five-week campaign for Ty-D-Bol toilet cleaner begins in mid-September in 31 markets including New York, Los Angeles and Chicago in day and

Radio only

MASLA MEANS BUSINESS

Ask Dick Bartell
KMJC, San Diego

JACK MASLA & COMPANY, INC.
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

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

World Radio History

AdVantage

Gratis. Kansas City, Mo.-area agency, Barkley & Evergreen Inc., will donate to local charity on no-charge basis marketing plan, advertising campaign, media plan and public relations services. Agency, which estimates \$50,000 expenditure on its part, is soliciting proposals from charities via full-page newspaper ads, will select one in November.

□
Watch that bias. American Association of Advertising Agencies Media Research Committee has passed resolution condemning practice of on-air "educational" diary announcements. Committee said it opposes any attempt by any medium to "exhort the public to cooperate with any audience measurement services by calling attention to such research by any means." It said such practices are to be discouraged because of their possible biasing effects. Committee plans to send resolutions to its member agencies for their review and will encourage them to communicate their individual positions to media engaged in such practices.

RepReport

WFAA(AM)-KZEW(FM) Dallas: To Major Market Radio from Katz Radio.

□
KJCT(TV) Grand Junction, Colo.: To Peters, Griffin, Woodward (station goes on air Oct. 9).

□
WOMT(FM)Cleveland: To Bernard Howard from Pro Radio.

□
KOIL(AM)-KEFM(FM) Omaha: To Eastman Radio from PRO Radio.

fringe times. Agency: CPM Inc., Chicago. Target: women, 18-49.

Charles F. Cate & Sons □ Thirteen-week campaign begins Oct. 22 for Aunt Jane's pickles in Columbus, Dayton and Cincinnati, Ohio. Spots will run during prime access and fringe times. Agency: Bradham, Hamilton Advertising, Charleston, S.C. Target: women, 18 plus, children, 6-11.

Hershey □ Ten-week campaign for Hershey's chocolate almond bars and six-week campaign for its Kisses begin today



Peter Doyle can't fly.

But, he can sure sell radio time to airline advertisers. Eastern, Braniff, TWA, American, British Airways. . . you name them. This McGavren Guild Radio manager works with them all.

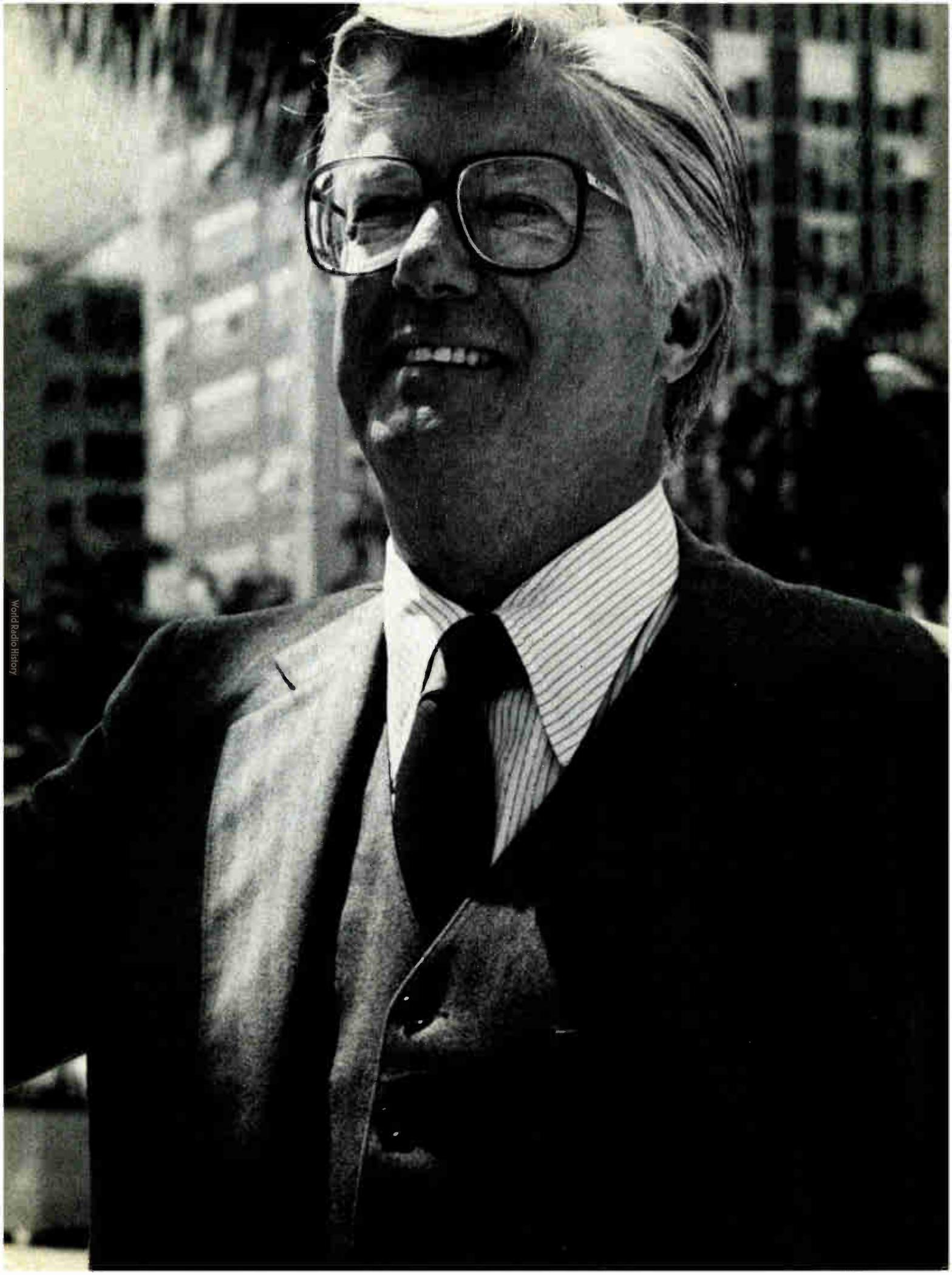
Peter knows who the airline customers are, where they live, and

what they want from the companies that take them into the air.

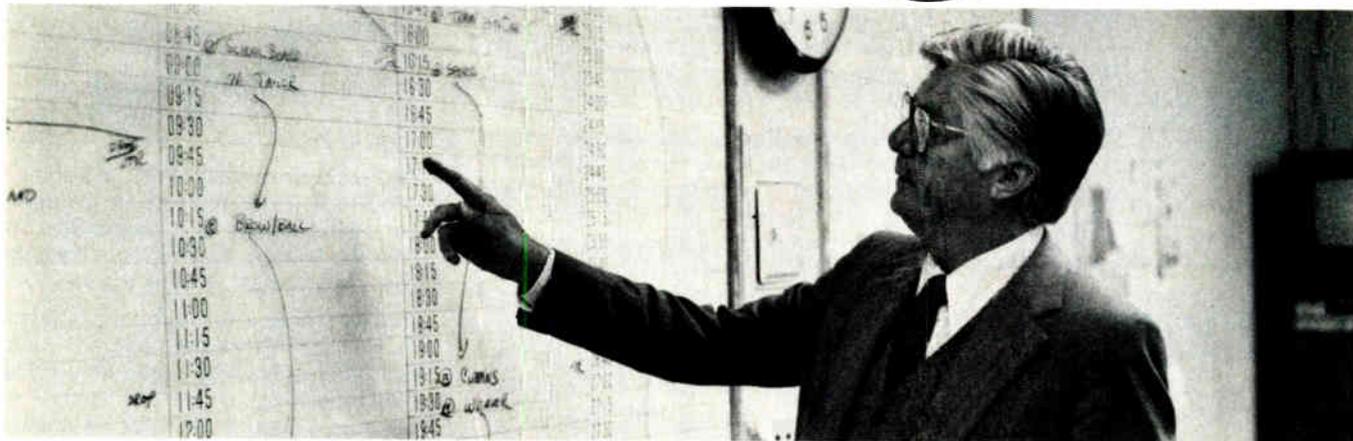
He also knows how to solve communications problems with radio, and how to help an agency squeeze the most mileage from their radio dollars.

Maybe Peter doesn't fly. But his stations do. They often get the order.

 **M^cGAVREN GUILD RADIO**
People who know the territory.



RENICK



"We try to lessen human anxiety."

Ralph Renick is Vice President for Television News Operations, Wometco Enterprises, Inc., and may hold the record for years of service as news director of the same TV station. He's held that post at Wometco station WTVJ, Miami, for 29 years—which certainly qualifies him to speak knowingly about news gathering and news dissemination.

"Miami is one of the most competitive markets in America. We have good television news here and good newspapers. The standards are high, and the public has come to expect good performance. Competition is healthy. It causes us to have a better staff, to spend more money to keep pace, and to go beyond simply reacting to news—to go out and anticipate what people will want to know about.

"We're in a tropical paradise here. We have sun, water, the Everglades, lots of nature—a nice environment. People coming here look forward to a lot; but human nature being what it is, there is a tendency to gripe and complain when expectations run higher than reality. This can create a lot of negative

thoughts. So in our news and in our editorials we try to give people confidence in the place they live in. 'Things aren't all bad...guess what happened today...here's what you can do at no cost this weekend...482 places to go and attractions to see...' In the course of handling the news we try to lessen human anxiety and give people a feeling of hope. We give them a kind of renewal of feeling good about themselves and their community.

"We've maintained our film capability, because not to do so would cut off some sources of news illustration. All our news photographers have CP-16 film cameras assigned to them. The handy thing about film is that the photographers can keep these cameras with them all the time, even take them home—they're so portable. Then if we need coverage in a hurry, we can call the photographers at home, and they don't have to spend a lot of time driving to the station to pick up their gear. They're always ready.

"We cover news from Key West to the Bahamas, so we depend on stringer correspondents in distant areas. They send their stories in on film.

"Our public affairs show, *Montage*, is shot on film for another reason—our news photographers and editors simply feel they can achieve things on film they can't do any other way—they get a 'look,' a 'feeling' they like.

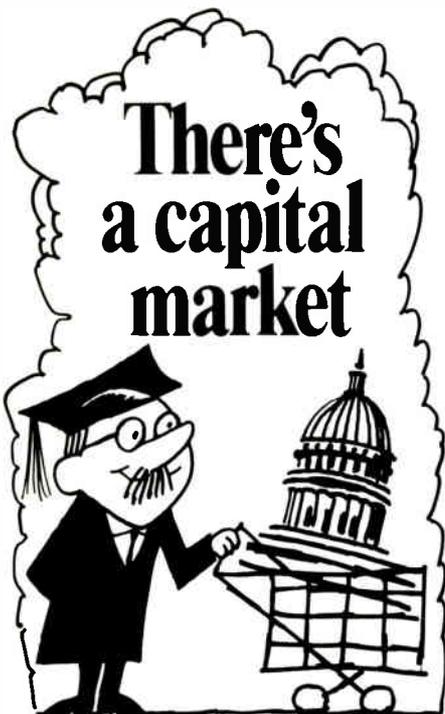
"Administration consumes more of my time than news work; and that's a little unfortunate, because being a news director is a little like being a fire chief, you know. You'd rather be out there chasing fires than watching the firemen. I still like to keep my hand in, putting out the flames."

In our publication, TELEK, broadcasters talk about their experience, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write: Eastman Kodak Company, Dept. 640, Rochester, NY 14650.



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 Kodak... Official motion picture consultant to the 1980 Olympic Winter Games.



in Madison.

The combination of state government and a Big Ten university has built Madison, WI into a prosperous DMA. Madison ranks 21st in the country in total retail sales per household (slightly ahead of 1977 levels).

We've built WMTV, a Forward station, into a communication powerhouse. In fact, we accomplished the unheard of: We built a UHF station into a leader in a market once dominated by VHF.

With our attractive CPM's, you'll find a schedule in Madison is indeed a capital expenditure.

You're ahead when you buy Forward.



WMTV

MADISON, WISCONSIN
Represented by Meeker

MEMBER...FORWARD GROUP



WTRF-TV Wheeling
KOSA-TV Odessa-Midland
KCAU-TV Sioux City
WRAU-TV Peoria
WMTV Madison
WSAU-TV Wausau

in 107 markets. Spots will be placed during children's programming. Agency: Ogilvy & Mather, New York. Target: children, 2-11, teen-agers.

Otasco □ Nine-week campaign starts Oct. 8 for home and auto stores promoting toys in 30 markets. Agency: Advertising, Inc., Tulsa, Okla. Target: children, 2-11, adults, 18-49.

Squibb □ Eight-week campaign begins this month for Theragran vitamins in about 25 markets. Agency: Allscope, New York. Target: adults, 25-49.

Air Canada □ Eight-week campaign starts Sept. 17 in San Francisco, San Diego, Los Angeles, Houston, Dallas and New York with spots in news and sports programming. Agency: Warwick, Welsh & Miller, New York. Target: adults, 25-49.

Seabrook Foods □ Eight-week campaign begins Oct. 1 for McKenzie foods division vegetable products in eight Southeastern markets. Most spots will be placed during early fringe and prime access times. Agency: Tucker Wayne, Atlanta. Target: women, 25-54.

DuPont □ Six-week campaign begins Sept. 17 for Antron III carpets in 20 markets including New York, Chicago and Los Angeles. Agency: BBD&O, New York. Target: women, 25-54.

Osobo □ Six-week campaign starts in October for Trilogy games in approximately 30 markets including Chicago and Cleveland. Agency: Christenson, Barclay & Shaw, Kansas City, Mo. Target: women, 25-49.

Seneca □ Six-week campaign for frozen apple juice starts Oct. 1 in about 25 markets including New York, Chicago and Los Angeles. Agency: Mathieu, Gerfen & Bresner, New York. Target: women, 18-49.

Pillsbury □ Four-week campaign starts

Sept. 17 for Bundt and Strusel cake mixes in 63 markets with spots running during fringe times. Agency: LSF, New York. Target: women, 25-54.

Florida Avocado □ Three-week campaign begins today in New Orleans, Miami, Atlanta and Providence, R.I. Agency: Botsford Ketchum, San Francisco. Target: women, 25-54.

SmokEnders □ Two-week campaign for program on how to stop smoking starts Sept. 13 in seven markets. Agency: Rosenfeld, Sirowitz, & Lawson, New York. Target: adults, 25-54.

RADIO ONLY

Prince □ Seven-week campaign for Prince macaroni will begin in mid-October in New York with budget of \$250,000. Agency: LSF, New York. Target: women, 25-54.

Atlanta □ Six-week campaign begins Nov. 5 for Tivoli-Romanian deli-counter hams in California, Arizona and New York markets. Agency: Wellington Advertising, New York. Target: women, 25-49.

Larson □ Four-week campaign starts Sept. 17 for Freshlike vegetables in about 20 markets including Dallas, Milwaukee, Indianapolis, St. Louis, Detroit and Pittsburgh. Agency: Campbell-Mithun, Chicago. Target: women, 18-49.

Dreyers Ice Cream □ Four-week campaign for ice cream starts in late September in San Francisco, San Diego, Los Angeles, Reno/Tahoe, Nev., Sacramento, Calif., and Seattle. Agency: Ron Wren Advertising, Palo Alto, Calif. Target: women, 25-49.

Ace Hardware □ One-week campaign for store chain starts Oct. 17 in Chicago, Detroit and Milwaukee. Agency: D'Arcy, McManus & Masius, Chicago. Target: adults, 25-54.

BAR reports television network sales as of Aug. 26

ABC \$991,238,700 (36.1%) □ CBS \$907,284,200 (33.1%) □ NBC \$844,227,200 (30.8%)

Day parts	Total minutes week ended Aug. 26	Total dollars week ended Aug. 26	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	180	\$1,057,300	5,476	\$40,217,000	\$35,011,100	+14.9
Monday-Friday 10 a.m.-6 p.m.	1,039	16,763,000	34,308	591,931,800	546,571,600	+8.3
Saturday-Sunday Sign-on-6 p.m.	321	6,787,600	11,151	296,911,900	254,010,300	+16.9
Monday-Saturday 6 p.m.-7:30 p.m.	96	3,470,300	3,342	154,911,600	137,824,600	+12.4
Sunday 6 p.m.-7:30 p.m.	24	865,700	822	45,915,600	39,030,600	+17.6
Monday-Sunday 7:30 p.m.-11 p.m.	423	34,408,500	14,035	1,412,574,100	1,259,363,200	+12.1
Monday-Sunday 11 p.m.-Sign-off	241	6,009,200	7,994	200,288,100	181,482,100	+10.3
Total	2,324	\$69,361,600	77,128	\$2,742,750,100	\$2,448,293,500	+12.0

Source: Broadcast Advertisers Reports

Radio
talks,
sings,
informs,
amuses,
preaches,
convinces,
entertains,
excites,
soothes,
shocks,
inspires,
debates,
cultivates,
popularizes,
stimulates,
terrifies,
educates,
warns,
orates,
investigates,
rocks,
rolls,
reports,
hustles,
and sells.

It's growing, and we're another reason why. **The Mutual Broadcasting System**

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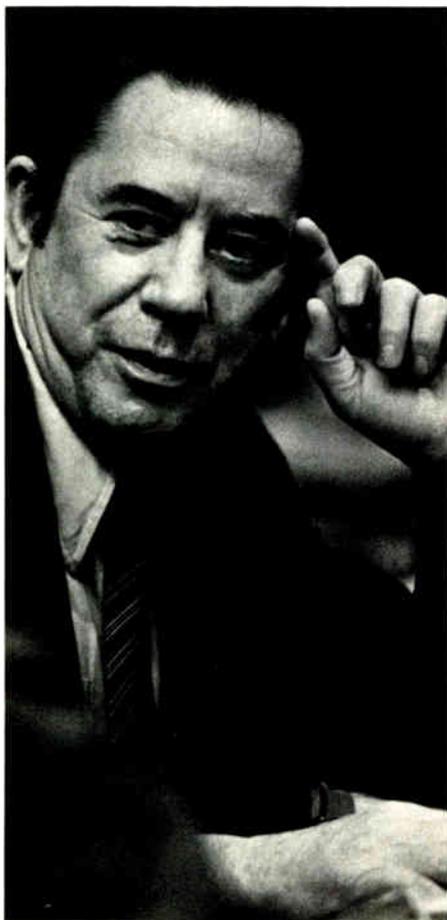
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This week

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Also in September

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

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

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

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

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

Sept. 19-20—Regional meeting, *Mutual Black Net-*

work affiliates. Peachtree Plaza hotel, Atlanta.

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

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

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

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

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

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

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

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

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

Sept. 25-28—Educational Uses of Cable TV Conference, sponsored by *University of Wisconsin-Extension*. Madison.

Sept. 25-28—Annual meeting and election of new officers of *Public Radio in Mid-America*. Inns of Mackinac, Mackinac Island, Mich. Information: Ted Eldredge, KBIA(FM), 409 Jesse Hall, Columbia, Mo. 65211; (314) 882-3431.

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

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

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

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

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

Sept. 27—*National Association of Broadcasters* license renewal workshop. Holiday Inn, Fairmont, Minn.

Sept. 27-29—Northeast area conference, *American Women in Radio and Television*. Speaker: NBC News Correspondent Jessica Savitch. St. Moritz hotel, New York.

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

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

Sept. 29—Deadline for entries in *U.S. Television Commercials Festival*. Information: U.S. Festivals, 841



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October

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

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

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

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

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

■ **Oct. 4-5**—*American Association of Advertising Agencies* account executive seminar. Host International hotel, Houston.

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

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

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

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

Oct. 5-7—Annual convention of *Mutual Broadcast-*

ing affiliates. Washington Hilton.

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

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

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

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

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

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

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

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

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

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

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

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

Major Meetings

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

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

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

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

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

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

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

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

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

Jan. 13-16, 1980—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

Jan. 20-23, 1980—*National Religious Broad-*

casters convention. Washington Hilton, Washington.

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

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

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

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

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

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

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

■ **Dec. 3-5, 1980**—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.

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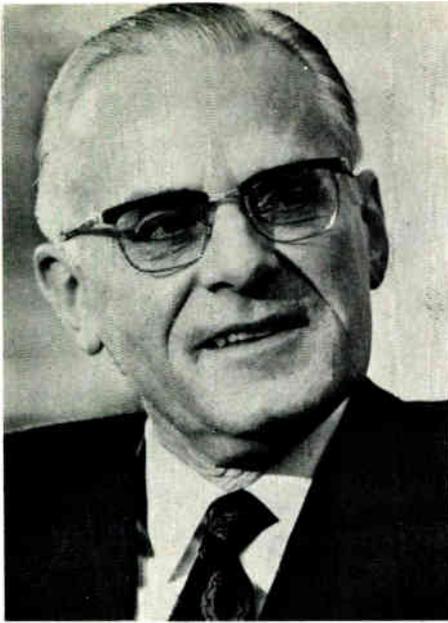


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Oct. 15-16—Annual convention and exhibit, *Common Carrier Association for Telecommunications*. Sheraton Inn Washington-Northeast.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ **Oct. 24-27**—*American Association of Advertising Agencies* Western region convention. Marriott Rancho, Las Palmas, Calif.

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

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

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

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

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

Oct. 29-31—*Scientific-Atlanta* fifth annual satellite earth station symposium, exploring technical and business aspects of satellite communications. Marriott hotel, Atlanta. Information: Kenneth Leddick, (404) 449-2000.

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

November

Nov. 9—*Hollywood Academy of Television Arts and*

Sciences luncheon. Speaker: Newton Minow, PBS chairman. Century Plaza hotel, Los Angeles.

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

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

■ **Nov. 1-2**—*American Association of Advertising Agencies* central region annual meeting. Radisson Cadillac hotel, Detroit.

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

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

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

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

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

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

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

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

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

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

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

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

■ **Nov. 14-15**—*American Association of Advertising Agencies* Eastern annual conference. New York Hilton.

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

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

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

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

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

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

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

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

December

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

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

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

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

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Dec. 18—*International Radio and Television Society* Christmas benefit luncheon. Waldorf-Astoria hotel, New York.

Dec. 19—Deadline for comments in *FCC* notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

January 1980

Jan. 11-12—National radio-television conference of *Investigative Reporters and Editors*. Hyatt, Louisville, Ky. Contact: James Polk, NBC News, Washington 20016 or Richard Krantz, WHAS-TV Louisville 40202.

Jan. 13-16—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston.

Jan. 14-15—*Society of Cable Television Engineers*

regional meeting and technical workshop. Tallahassee, Fla.

Jan. 16-17—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*. Hall of Congress, Philadelphia.

Jan. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

Jan. 17-19—*Alabama Broadcasters Association* winter conference. Plaza hotel South, Birmingham, Ala.

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

Jan. 20-25—Joint board meeting of *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

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EDITOR: In catching up with post-vacation reading, I noted "Ethnic Politics" on the Aug. 6 "Closed Circuit" page. My impression was that the item might better be titled "Politics as Usual."

In the item you note that when Anne Jones was named to the FCC, the search had been on for a qualified Latino, but none was found. The impression others have received is that Chairman Charles D. Ferris wished his own person to be on the commission. Jackie DaCosta was considered and did not receive the appointment.

A gap between political commitment and performance must be expected. However, one hopes that the Spanish-surnamed Americans who feel they have a commitment might have better luck this time. They and the FCC should be so fortunate as to have on the commission a Latino, or one of any other extraction, who is as qualified as is Ms. DaCosta.—*Gale D. Metzger, president, Statistical Research Inc., Westfield, N.J.*

Editors' Note: Jacqueline DaCosta, senior vice president, Ted Bates & Co., was born to Puerto Rican parents.

Not the retiring type

EDITOR: In your Aug. 20 issue is a letter by Stan Hubbard of KSTP-AM-FM-TV St. Paul. Stan said he was the oldest active broadcaster in the nation.

I have him beat. I was 82 last May 3. I started in radio at WFAA(AM) Dallas in 1922, came to California in 1924 and built KROW (now KABL) in Oakland. Additionally I was the BROADCASTING magazine rep from 1931 to 1934 for the West.

I am not only active, I do my own tower work, change the lights, etc., since there are no tower men in our desert area. Stan is so correct on the exercise of both brain and body for long life. One other item, put no poison into your body, in food or drink.

I have built 14 radio stations since 1924 including the first station in Baja California in 1932 and have been a continuous owner-manager ever since.—*Willard*

Gleeson, president, general manager and station manager, KICO(AM) Calexico, Calif.

Join the celebration

EDITOR: On Sept. 21, KRKC(AM) will celebrate its 21st anniversary. We would like to receive taped greetings from our fellow broadcasters throughout the country and in addition would like to hear from our former employees. All material should be sent to: Walt Tirschwell, general manager, KRKC, Box B, King City, Calif. 93930.—*Walt Tirschwell.*

No time to tell?

EDITOR: The [Aug. 6] issue containing the special report on television news... was very informative. I noted the discussion about greater demand for investigative reporting. Given the complexity of so many of the issues and the time constraints on television news, I wonder whether that type of reporting is compatible with the broadcast media.—*Robert H. Michel (R-III.), member of Congress, Washington.*

Seeking AFN's past

EDITOR: I am contemplating compiling a history of the American Forces Network in Europe. I'm a former AFNer myself and have been in touch with some of the early organizers of the networks.

I'd be grateful if former employees of the network, officers, enlisted men or civilians, would get in touch with me.—*David Richardson, P.O. Box 104, East-sound, Wash. 92845.*

Cable covered Bundy

EDITOR: One point we'd like to raise re "Verdict is in favor of TV in Bundy trial" (Aug. 6 issue) is that in addition to 35 television stations covering the trial, there also was a cable system, Channel 9 Cable TV of Broward county, Fla. We played the trial in its entirety on a tape-delayed basis.—*Hank Shapiro, president, Channel 9 Cable TV.*

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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. *Teletest** in 1953 and *Television** in 1961. *Broadcasting—Teletesting* was introduced in 1946. □ *Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.

THE VERSATILE TK-760. IT'S REALLY THREE CAMERAS FOR ONE COST-EFFECTIVE PRICE.

With its 38-pound (17 kg) camera head, the TK-760 has the heft you need for smooth studio work, and the lightness for easy transport to the field either as an ENG or EFP camera.

You get big-camera performance plus the capability to convert it in minutes to the lightweight champ, TK-76.

It's a camera that delivers outstanding picture quality in the studio, on-location, or in portable operation. That's cost effectiveness!

New features make TK-760 a smarter buy than ever.

The TK-760 starts with the great camera design and performance features that have been proved in more than 1500 TK-76's in worldwide use. Add to that a full complement of operational conveniences for efficient studio and field production. And now, more improvements to

further expand the camera's capability:

Electronic comet tail suppression (CTS) for enhanced performance, improved picture quality. Multi-core cable extends remote control of the camera to 3,000 feet; Triax operation to 5,000 feet. And the system adapts to wireless operation with full EFP remote control capability. Plus reduced-width horizontal and vertical blanking to help you meet the most rigid picture specifications.

RCA offers more cameras, and more than cameras.

The full range of RCA cameras is built on quality performance and unique capabilities. Start with the TK-47, the world's first fully automatic studio camera. Next, the studio standard, the popular TK-46. The TKP-46 is the production portable that provides studio quality pictures. For ENG, the TK-76C, a lighter-weight version of

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And RCA TechAlert Service will protect your investment 24 hours of every day, for many a day to come.

That's cost-effectiveness. From RCA. To find out more, just call your RCA representative, or write us. RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.



**Cost-effective
broadcasting: we make
what it takes.**



Monday Memo®

A broadcast advertising commentary from Lois Korey, executive vice president, Needham, Harper & Steers, New York.

The Ancient Mariner and modern advertising

Some of the worries that bedevil me through sleepless nights:

Can I have coffee at Rosie's Diner without spilling anything?

Is my son brushing longer?

Do I need a breath deodorant?

Will my hair hold up longer than I do?

Did I leave a ring around his collar?

Should I fill my cup to the rim with Brim, or stick with the mountain-grown flavor of Folger's?

Will Madge ever give me a manicure without verbal abuse?

Some of the things I refuse to be bothered about ... no matter what the neighbors will say:

Spotty glasses when company is at the door.

Snoopy Sniffer dropping in.

Whether or not I can see myself in my dishes. (What a nice reflection on you).

That my deodorant is strong enough for a man, but made for a woman.

Some of my favorite "thanks for nothing" things:

"We will sell no wine before its time."

Scott Tissue ... 1,000 sheets longer. (What a nice reflection on you.)

Some of the thoughts I have to question:

Reach out and touch someone. (Try that in New York and you'll get arrested.)

Piels. It's a good *drinking* beer. (As opposed to doing what with it?)

Some of the things that won't solve our educational problems:

How do you spell relief? R-o-l-a-i-d-s.

When you've said Budweiser, you've said it all.

Some of the virtues I still have to think twice about:

Everything you always wanted in a beer. And less.

Heinz. The slowest catsup in the West.

Safeguard. The smallest soap in the house.

Some of the enticements that never enticed me:

Harvey's Bristol Cream ... It's downright upright.

After a day of motherhood, have an Aviance night. With your husband? Big deal. With someone else's husband? Possibly. With a nonhusband? (What a nice reflection on you.)

Some of the things I am unlikely to say in this life:

"Hon—bathroom bowl sure needs cleaning!"

"I wouldn't lie to you for a very good reason: I'm the president of the company."

"... and Excedrin gives me an added-



Lois Korey joined Needham, Harper & Steers in January 1971 as senior vice president-group creative director. Her professional writing career began not in advertising, but in television comedy where she wrote material for Steve Allen's *Tonight Show*, Ernie Kovacs, George Gobel, Peter Lind Hayes and Mary Healy, Andy Griffith and others. She was hired by Jack Tinker when his agency was a fledgling, and contributed many of the commercials and campaigns that helped build the Tinker reputation—on Alka-Seltzer, Carnation Instant Breakfast, Del Monte and other accounts. She later moved to McCann-Erickson, where she became a senior vice president and creative supervisor on Coca-Cola, Esso, International Coffee and other major accounts. She later rejoined Jack Tinker, heading the Rockefeller-for-Governor creative team. Korey left NH&S for a one-year period to go to Revlon as advertising director. She worked there on "Charlie" and its line extensions. She returned to NH&S as executive vice president and executive creative director of the New York office in 1973.

relief action aspirin doesn't."

"Oh, my husband would definitely prefer mashed potatoes to stuffing."

"Fresh breath and clean teeth will turn Billy on."

"Switching to Sanka brand decaffeinated coffee made it a second honeymoon."

"Manly, yes. But I love it, too."

Some of the things I am grateful for:

"Thank you, Paine Webber" for some bright advertising. And "When E. F. Hut-ton speaks," I listen. I think Brother Dominic, the Xerox monk, was "a miracle" in a world of insipid advertising. I love

the interplay between James Garner and Mariette Hartley over their Polaroid camera. And then there's the expression on Spritzer's face when his package didn't arrive in Peoria. As far as I'm concerned, there's still nobody who can do it "like McDonald's can." And the Dannon yogurt commercials continue to be better than most of the shows they interrupt. And a lot more nourishing.

Unlike accidents, good TV commercials don't just happen. They are the product of agencies that realize representing their clients' interest to the consumer is only half the job. The most important part is representing the consumers' interests to their clients.

A healthy respect for the audience would cause a lot of storyboards to get junked before they can junk up the air waves. Given the budget, the talent, the technical innovations, the bright, creative minds available to produce a single 30-second commercial, it is inexcusable that such a high percentage of them would insult the intelligence of a brussels sprout. Not in production or casting. But in the essence of the commercial: the story ... the dialogue ... the message.

Underestimating the public is not just foolish; it's costly (as many advertisers have discovered to their sorrow). People can no longer be charmed out of their money by a good musical arrangement, a pretty smile or the dulcet assurances of the voice-over announcer (followed by four legal-department disclaimers). Audiences have become too sophisticated for such sleight of mind. They are demanding, and are entitled to, credibility.

We have to stop asking ourselves if our advertising is being seen. It's being seen all right, but is it being believed? Advertising that merely calls attention to itself is narcissistic and meaningless. Commercials can no longer simply assert. They are now being asked to prove their assertions.

To assume that people don't recognize an ad or commercial for what it is, is ridiculous. They realize, and accept, the fact that they are being sold to. What they do resent is an attempt to manipulate them with empty technique.

A good commercial is a credible one. To put it in the words of Samuel Coleridge, "Nothing can permanently please which does not contain in itself the reason why it is so and not otherwise."

Now, many of you are probably saying to yourself, "What did Coleridge know about a 30-second commercial? He was no ad-man." Let me remind you that Coleridge created the Ancient Mariner, who "stop-peth one of three."

Who among us has topped that?

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ANGIE ABC	THE ASSOCIATES ABC
BAD NEWS BEARS CBS	OUT OF THE BLUE ABC
STRUCK BY LIGHTNING CBS	WORKING STIFFS CBS

Paramount Television Domestic Syndication



KTVI... "brought nationwide visibility for our City"



CITY OF SAINT LOUIS
Missouri

JAMES F. CONWAY
Mayor

August 6, 1979

Mr. Ralph Hansen
General Manager
KTVI-TV
5915 Berthold Avenue
Saint Louis, Missouri 63110

Dear Mr. Hansen:

Thanks so much for KTVI's important role in bringing the Phil Donahue Show to Saint Louis for a week. It was a smash hit.

The show attracted about 4,500 persons to see each taping at our Convention Center, to say nothing about the 200,000 who could not be accommodated because there weren't enough seats.

Donohue's program not only brought pleasure to the thousands who personally attended but also brought nationwide visibility for our City, of which we're all so proud.

Congratulations and a hearty "Thank You" for this effort.

Sincerely

MAYOR

200 City Hall, Twelfth and Market, Saint Louis, Missouri 63103, (314) 622-3201



KTVI abc
ST. LOUIS, MO.

NEWHOUSE BROADCASTING CORP.

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Elmira

WSYR-AM-FM-TV
Syracuse

WTPA-TV-FM
Harrisburg

TOP OF THE WEEK

FCC takes initial step toward setting radio free

Commission issues rulemaking on deregulation, including program, commercial and ascertainment guidelines, logging requirements

The FCC last week took the first step—long promised and as long delayed—toward radio deregulation. Following a four-hour meeting Thursday (Sept. 6), and after much debate on the merits of the issue, the commission voted 7-0 to issue a notice of inquiry and proposed rulemaking that will, if adopted, replace current FCC procedures and requirements with marketplace forces in determining how radio licensees operate.

Chairman Charles D. Ferris opened Thursday's meeting with the comment that the proposed rule represents a "current, updated, futuristic look at how the public interest will be defined." Judging from the discussion that day, the first task will be to agree upon what the "public interest" is.

Specifically, the FCC is proposing:

- To remove itself from detailed consideration of the precise amounts of non-entertainment programming—such as news and public affairs—furnished by radio broadcast licensees.

- To eliminate all specific requirements on how to ascertain the needs and problems of the licensees' communities.

- To eliminate all FCC policies dealing with limitations on amounts of commercial time and leave it to competitive marketplace forces to hold down levels of radio commercialization.

- To eliminate federal program log requirements for commercial radio stations, but to require that stations do keep a record of the commercials and programming they air and to make that record available for public inspection, as is current practice.

The commission staff cited the structural changes in radio over the last 45 years as reason for a "freshness of attitude." Among elements noted: increasing competition, the changing role of radio as an informational medium, and its effect on the changing concept of community.

The commission itself stressed that: "The radio deregulation we are proposing



From above. Broadcast Bureau Chief Richard Shiben (on the TV monitor) details the FCC staff's proposals and options for radio deregulation, while the commission listens: (l-r) Tyrone Brown, Abbott Washburn, Robert E. Lee, Chairman Charles Ferris, James H. Quello, Joseph Fogarty and Anne Jones.

today is part of an over-all scheme that has as its hub a shift in our regulatory approach from one emphasizing program content, fraught with all the dangers and inefficiencies inherent in such a system, to one based on structural means of achieving diversity. Such an approach would entail more effective use of multiple ownership regulation, creation of a more representative pool of people making decisions about programs through EEO and minority ownership and increasing the number of outlets through more efficient use of the spectrum, expanding the spectrum available to broadcast radio, and fostering new technologies. It is our belief that such measures will increase the public interest . . ."

The notice will list a number of options to be considered for each proposal. Concerning the first—nonentertainment programming—there were six options. The FCC could: remove itself from all consideration of the amounts of nonentertainment programming, leaving it to the marketplace to determine what level should be presented; relieve individual licensees of any obligation to present nonentertainment programming and, instead, analyze it on a marketwide basis and take action only if it fell below a certain level; free licensees of any specific responsibilities for such programming, but require them to show, at renewal time, whether they have served the public interest; impose quantitative standards for the

amount of time devoted to such programming; impose quantitative standards, but measure compliance on the basis of a station's expenditures towards nonentertainment programming; establish a fixed percentage that would have to be presented.

The last option was proposed by Commissioner Tyrone Brown and endorsed by Commissioner Abbott Washburn. The staff has endorsed the option of eliminating all requirements and "letting the marketplace to do it." Ferris agreed with the staff, saying "confidence" in the marketplace would eliminate any prospective problems. However, Brown contended that "there are exceptions to the rules, and rules, unfortunately, are made for the exceptions. We should continue the exercise" of some sort of standard. Both Washburn and Commissioner Joseph Fogarty questioned what sort of standards would be used in a comparative hearing. Washburn stressed that broadcasters must be told what is to be expected of them.

The commission has listed three options warranting consideration in the area of ascertainment: retaining the status quo; eliminating all federally mandated requirements and leaving it to marketplace forces to insure that programming is supplied to meet the needs and demands of each station's listening audience; requiring that ascertainment be conducted by licensees, but permitting them to decide how best to conduct it.

The FCC staff, again, pushed for the de-

termination of standards by marketplace forces. Washburn questioned what sort of relief the FCC would be bringing to broadcasters by such a proposal, which is sure to "bring one heck of a problem for ourselves." He continued: "I've heard broadcasters say they've learned a great deal . . . that these dialogues [ascertainment] have been healthy . . . to abandon it completely would be something of a waste."

Commissioner James Quello, himself a radio broadcaster for 30 years, said that ascertainment comes down to one issue: "All the officials and public groups interviewed want a better public perception of themselves and their jobs. It has been foisted on broadcasters by this commission, and it's time we get rid of it."

Brown spoke in favor of eliminating any formal ascertainment procedures but insisted that broadcasters maintain a dialogue with their audience. Commissioner Robert E. Lee said he believes ascertainment is a wise business judgment, but that he does not see the need for any formal requirements.

The third proposal, concerning commercialization, listed four options: eliminating the current guideline (18-20 minutes per hour) and letting the marketplace determine tolerable levels of commercialization; setting quantitative standards which, if ignored, would result in sanctions against the licensee; eliminating all rules specific to individual licensees but interceding if heavy levels of commercialization occurred marketwide; retaining guidelines, but only with regard to the Broadcast Bureau's delegation of authority.

The commission's requirements for program logging are intended, in part, to assure documentation of nonentertainment programming and commercial practices. If nonentertainment programming and commercial requirements were removed as

a result of this proceeding, the commission would consider eliminating or modifying program log requirements. But members of the public challenging a station's programming might need these records to substantiate their claims.

The main discussion in this area centered on the amount and times of news and public affairs programming. Ferris said present FCC requirements that stations carry minimum news and public affairs programming have become ineffective because radio stations far exceed federal requirements and because the public demands it. "Local news appears to be a money-maker. Statistics demonstrate that news is a very lucrative part of radio," he said. The staff postulated that there is considerably more news programming during drive time than during nondrive time, but that, in the absence of guidelines, public affairs programming might be limited to nondrive time. It expressed the view that there might be a tendency in large markets for some stations to cut back their public affairs and news programming, while others increased it. Nonetheless, the staff agreed that the marketplace would prevail.

While the vote to issue the notice of inquiry was unanimous, there were two dissents to particular points within it. Fogarty objected on grounds that the staff "did not recommend an experiment to determine whether this neo-classic economic theory can replace our present regulation. If we are going to adopt a substitute change in policy, we better have a good record to do so." Washburn objected on the issue of eliminating limits on commercialization, saying "I am convinced that the public expects the FCC to involve itself in commercialization." He also offered an alternative proposal on ascertainment, wherein "the present requirements would be reduced and simplified."

WARC scorecard

A.D. Little study commissioned by Goldwater says U.S. will not get its way on eight matters at Geneva conference; Robinson calls results 'foolish' and says it was done too quickly

The U.S. stands to "lose" on eight of 14 selected issues at the upcoming World Administrative Radio Conference, beginning in Geneva, on Sept. 24. One predicted loss involves a proposal aimed at increasing orbital slots for fixed and broadcast satellites operating in the 12 ghz band. And one on which U.S. chances appear good involves the sharing of the UHF portion of the spectrum with land mobile radio.

That is the assessment of the Arthur D. Little Inc. consulting firm, in a study prepared for the Senate Communications Subcommittee at the request of Senator Barry Goldwater (R-Ariz.), who has been critical of U.S. preparations for the first general WARC in 20 years.

Goldwater said the study confirms his fears "that the U.S. is going to have a difficult time at the conference, and our future national telecommunications needs may suffer as a result." He expressed the hope that the U.S. delegation at the conference "is fully prepared."

But Glen O. Robinson, who heads the U.S. delegation with the rank of ambassador, found the analysis less than penetrating. He said he was "mystified" at the selection of winners and losers, particularly at the study's "all-or-nothing" approach, and the selection of the 14 issues. He also pointed to some factual errors.

Robinson, who answered questions about sections of the report before he had an opportunity to study the full document, said it appeared to be a "foolish" and "too-quick study." The project was begun two months ago.

Robinson granted that selecting major WARC issues can be subjective, but he said he could not understand the study including, among the 14, four issues involving amateur radio services; "they are not among the biggies," he said. (The authors had intended to cover only 10 issues but expanded the study to 14 because the four amateur issues were said to be "highly related." Observers noted Goldwater is the Senate's most celebrated ham operator.)

And Robinson questioned the study's predictions that the U.S. would lose on at least three of the four proposals. "We'll do reasonably well for the amateurs," he said—except in the case of the one proposal for which A. D. Little predicted a possible win. That one, which would replace shortwave radio with amateur service in Europe and the Far East in the 7.1-7.25 mhz band, is "a sure loser," Robinson said.

In any case, Robinson said it was misleading to talk in terms of winning or losing on an all-or-nothing basis. "It's not imaginable that we'll lose everything," he said. "We establish objectives in terms of

First blush. Reaction to the radio deregulation rulemaking was rapid if not predictable. Among those commenting by week's end:

The National Association of Broadcasters, whose president, Vincent Wasilewski, said, "For the first time, radio appears to be on the brink of being allowed to prove that the public can best be served in the free and open marketplace."

The National Radio Broadcasters Association, which while encouraged by the proposals, expressed skepticism. Said a spokesman: "The only way to completely deregulate is through legislation."

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who also was encouraged, but at the same time leery: "If the FCC settles for radio deregulation without taking other actions to stimulate competition, it's not serving the public interest—it's serving only the broadcaster's interest."

Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.), co-authors of S. 622, which would also deregulate radio, who said in a joint statement that they thought the commission wasn't going far enough either: "Although the FCC has now taken its first tentative step toward radio deregulation, this does not obviate the need for a legislative remedy."

The National Citizens Committee for Broadcasting, whose spokesman said the commission has "the wrong focus on what the problems are. It's like throwing the baby out with the bathwater."

The Office of Communications of the United Church of Christ, which has objected to the principle of deregulation all along and last week threw in a new charge: Everett C. Parker, director of the office, said in a letter to the FCC that a three-hour session scheduled for the FCC's "Public Participation Workshops," which begin this week in Boston, is an attempt by the commission to "propagandize" the issue of radio deregulation. "The entire afternoon is to be devoted to one-sided lectures by commissioners and FCC personnel." An FCC spokesman denied that characterization, saying that "radio deregulation is one item that we receive the majority of our calls on, and we thought it should be one of the primary items focused on in a public participation workshop."



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It's as simple as giving the men who buy your basic service the kind of sports they want, all 7 days of the week. If you've begun to receive our free September telecasts by the time you read this ad, you know from the inquiries you're getting that ESPN—the Entertainment and Sports Programming Network, a subsidiary of Getty Oil—has come up with a subscriber-grabbing winner.

And what your subscribers see in September will be just the start. We'll bring you over 500 top NCAA events in 18 sports, including over 50 major football games and nearly 200 key basketball games. Plus pro golf and pro tennis. Plus a host of other sports, amateur and professional, national and international.

All that, and the cost is minimal—under 30¢ per subscriber per year. Under the terms of a 5-year contract with us, you'll make three payments over 18 months, after that you never have to pay us again—ever! Moreover, the contract will enable you to *make* money,

because it'll give you the right to sell 4 commercial minutes per program to local advertisers.

Why wait? For a cable operator, ESPN is the short way to spell Profits. Call Bob Chamberlain right now at 203-584-8477 and get in on the nonstop action.

ESPN

**THE TOTAL SPORTS
CABLE NETWORK**



how much we can accept, how much is enough, of how much you can give up before it's a loss."

Robinson made the comment in discussing the study's predictions that the U.S. would see unfavorable conference action on two issues involving proposals to provide additional spectrum space in the High Frequency band for broadcasting (shortwave). He also noted that the report erred in saying the U.S. is proposing to reassign some frequencies in the band from the fixed to the broadcast service on an exclusive basis. All new broadcast proposals are for use on a shared basis.

The 12 ghz proposal—under which the frequency space available for the two satellite services would be doubled to 1,000 mhz and divided into two 500 mhz subbands, one for each satellite service—would at least triple the number of slots available for the services.

The study predicts the proposal "will undoubtedly be defeated within Region II (the Western Hemisphere) as political reasoning overcomes sound, rational, technical argument." Robinson said there is now a "stand-off" on the issue, with some Latin American countries supporting the U.S., and others Canada, which

opposes the proposal. "But I'm confident we'll obtain our basic objectives," he said.

And where the study says Canada's opposition is based on that country's plans for a terrestrial microwave network in the 12 ghz band, Canadian officials now give a different reason. They say Canada wants to postpone a decision until 1983 and in the meantime keep open the option of operating a satellite capable of either broadcast (direct-to-home) or fixed service throughout the band.

The study's somewhat optimistic finding regarding the proposed UHF-land mobile sharing—the vote "could be favorable to U.S. interests"—generally agrees with U.S. officials' estimates. Robinson thinks the U.S. will win approval for sharing in at least a substantial portion of the band.

Other issues on which the study pictures the U.S. as likely to prevail include the split of HF frequencies between fixed HF and HF maritime, allocations for mobile satellite services, the allocation of SHF-EHF channels for passive earth-sensing and space research and the allocation of channels above 30 ghz for advanced and experimental services.

The remaining issues, on which the

study predicts unfavorable reactions at WARC, involve proposals for fixed satellite service at various bands below 10 ghz and the allocation of 2.45 ghz for the wireless transmission of energy from space to earth for the Solar Power Satellite program.

But the issue, Robinson said, is whether objectives are gained in suitable bands, not with whether specific proposals are adopted. "To say we lose if we don't get exactly what we propose is silly."

The report says the "major" issues were selected on the basis of those considered controversial and likely to have "a significant impact—favorable or unfavorable"—on the U.S. communications industry and users of communications services. Then, the report adds, the experience of "four key [A.D. Little] experts, who have carried out recent in-country interview research in the leading telecommunications countries of the world" was tapped. A. D. Little representatives also examined the literature on the subject but did not interview members of the U.S. delegation, other than to seek clarification of some matters. The aim, the study said, was "to provide a completely objective, detached analysis."

Fairchild cuts its losses and runs

After plunging into radio with intentions of becoming a factor in the medium, it's now getting out, selling KLIF at 60% less than it paid

When Fairchild Industries decided in 1971 to expand outside its primary business (aerospace contracting for the government) by going into broadcasting, it did so with the expectation of creating a large broadcasting division. The flagship of that division was to be KLIF(AM) Dallas.

Eight years later those ambitions are being laid to rest after some experiences that have cost the Germantown, Md., manufacturer millions of dollars. Fairchild is selling KLIF, which it purchased as the number-one station in the market for \$10.5 million in 1971, to group broadcaster Susquehanna Broadcasting for a price reported to be in the neighborhood of \$4.25 million. The last ratings book ranked KLIF number 15. The 60% decrease in value becomes even more severe when considered in the light of the skyrocketing inflation since 1971.

Fairchild's other forays into broadcasting also were unsuccessful, although not to the degree of KLIF. It sold its other stations, WYOO-AM-FM Richfield, Minn. (now WAYL(AM) and KDWB-FM), in 1976 after four years of ownership for the same price it paid, \$1.5 million. And a deal to buy KDTX(FM) Dallas from Starr Broadcasting—a move that might have saved KLIF, according to one observer—was never closed. It was opposed at the FCC by Gor-

don McLendon, who has sold Fairchild KLIF.

Fairchild was quick to back away from questions concerning KLIF's demise, but other broadcasters in Dallas offered explanations, and their consensus is that KLIF was the victim of the rise of FM radio, compounded by generally poor management. According to Mike Shapiro, president of Belo Broadcasting, "The station went from professional broadcasters to someone relatively new" to the business. "They bought the most successful station in the market," but failed because they lacked "expertise in programing and personnel." Shapiro also cited the arrival of "some heavy hitters," group broadcasters who bought stations in the market around the same time as Fairchild. Fairchild, he said, just could not compete with the "real pros at major-market broadcasting."

Another broadcaster placed most of the blame on the penetration of FM radio in the market since 1971. He said Dallas is a leading FM market and that the top-40 format that took KLIF to the top is the one most susceptible to fragmentation by FM. But like the others, he felt KLIF could have been managed better. "KLIF has been programing in a vacuum; it tried to maintain the KLIF of yesterday."

Another observer who has followed closely the fortunes of the stations said Fairchild "is just not a broadcasting outfit." He said since the takeover, Fairchild has gone through four or five general man-

agers and eight or 10 program directors. "Instead of trying to do something positive, they went around trying to fix the blame." He said after KLIF fell from prominence, two come-back attempts were short-circuited by the firing of two promising program directors—one was let go by local management and one by top Fairchild management in Germantown. He said KLIF has now become "the most pathetic operation in Dallas. It's a real embarrassment."

The kindest view of KLIF came from Arthur Carlson of Susquehanna: "The most important reason [for the demise] is FM. KLIF was dominant before the emergence of FM, and as FM grew, KLIF went down. They were a victim of a doubling of the competition."

The irony of the story, as one broadcaster suggested, is that KLIF shares its 15th-place rank with KPLX(FM) Fort Worth (Dallas), owned by Susquehanna. Carlson said he has no plans to combine the facilities and, in fact, has no definite plans to do much of anything. "No dramatic changes are planned for the station and the changes contemplated are not extensive." He said Susquehanna does not envision turning the station around in a short time. "It will take a lot of hard work. It's a real challenge. . . . If there is a plus point, it's that [KLIF's] slide is as far as it can go, so it's an ideal time for building it back up," he said.

As a moral to the story, Carlson offered this: "Radio is not like television. In television it's a question of *how much* you win. In radio, some win and some lose."

Inside, outside pressures on news talk of RTNDA

Speakers Smith and Salant note court decisions and regulatory impingements on First Amendment; Small warns of blurring lines between journalism, entertainment

Meeting at Caesar's Palace hotel last week, the Radio-Television News Directors Association heard a number of its featured speakers lambast recent court decisions that, they felt, have hampered all journalists in pursuing news stories.

■ The U.S. Supreme Court has allowed government organizations to embark on "Nazi-like" raids of newspaper and broadcast newsrooms, said Howard K. Smith, former ABC News commentator, in the conference keynote address last Thursday.

Recent court decisions, he said, have made it possible for police organizations in this country to act like the Gestapo in pre-World War II Germany. "It can happen here," said Smith before a packed meeting of the nation's news directors.

It was a wide-ranging speech that in addition to addressing the growing erosion of First Amendment guarantees as a result of Supreme Court decisions, also touched, briefly, on Smith's own controversial parting of the ways with ABC News last April.

But Smith reserved his most biting comments for the Supreme Court, which he said had grown in power over the past 25

years, far more than any branch of the federal government. "And we can't even get an interview with a member," he said. "It is certainly not the media that have caused the court to grow."

He also called the court's ruling that judges can, if they choose, close pretrial hearings "untenable, undemocratic and certainly un-American."

His acrimonious comments on the direction of the court under Chief Justice Warren Burger did not carry over in Smith's speech to a call for legislative relief, however. "Let us stand with our simple, beautiful First Amendment," he said. "Let those few words not be overgrown or complicated." He cautioned that requests for congressional relief from court decisions could result in laws far more restrictive, ultimately, than U.S. news organizations have ever known—legislative solutions that could parallel Great Britain's Official Secrets Act.

"We must be cautious with the weapons we choose to fight with," Smith warned.

Elsewhere, Smith said: "The assault by the American judiciary, led by the Supreme Court, is almost vicious in nature."

■ CBS News President Bill Leonard warned RTNDA members against a growing tendency in broadcast journalism that results in reporting in which the "viewer can't tell where fiction ends and fact begins." In a speech delivered Friday morning, the CBS executive said that there is a "great danger" that the broadcast news profession may be "blurring the lines between news and entertainment, between journalistic and artistic creativity."



Hogan: next in line for president.

With the rise of magazine programs—lead by his own network's *60 Minutes* but including ABC News's *20/20*, NBC's *Prime Time Sunday* and Group W's *PM Magazine*—the relationship between news and entertainment is going through a "sea change," reflecting the growing importance of news in the competition among networks and among local stations. "The fictional world of television entertainment is eating up enormous amounts of "creative product," Leonard said. "Those in the entertainment end of the business know that there is hardly enough mediocrity to go around."

News, Leonard suggested, is in danger of providing some of that mediocrity.

"The concern of thoughtful people is not that news will swallow entertainment, but that news will become entertainment—give them bread and circuses, said the Roman rulers. News people, in the brief history of radio and television, have

InBrief

RCA put two holdings, Banquet Foods and Random House, on selling block late last week, but cautioned it would hold out, "of course," for "offers that reflected their full value." Taken together, firms are estimated to contribute 5% of communication giant's earnings, which last year were \$278.4 million. RCA President Edgar H. Griffiths tied offers to impending acquisition of CIT Financial Corp., saying "time now seems right" to sell them, and calling Banquet and Random House companies "not in industries that relate to our strategic plan for RCA's long-range development." Griffiths stressed, however, that these sales are not related to funding CIT's purchase.

□ **CBS, meanwhile, also appears to be in acquisition frame of mind.** Company has confirmed announcement issued late Thursday by New Jersey insurance holding company **Crum & Forster** that said CBS had approached it for "brief preliminary discussion" for possible acquisition. Insurer's chairman, B.P. Russell, termed discussions "unsolicited" and said "no offer has been made or any firm terms discussed." He concluded with evident warning that "it would be a mistake to conclude that Crum & Forster will necessarily be acquired by anybody." CBS isn't discussing subject. Price tag would have to be large: Crum & Forster's 13.7 million shares outstanding were trading Friday at \$57.75.

□ Federal Election Commission last week **rejected proposal that would allow news media to sponsor campaign debates.** Under FEC regulations now pending before Congress, corporate funds can't be spent by sponsors of debates—prohibiting sponsorship by broadcasters. **Latest proposal would have allowed sponsorship by news media** that derive their financing from "subscribers and advertis-

ing." Broadcasters have complained to FEC that current regulations violate their First Amendment rights. FEC directed general counsel's office to come up with new proposal for consideration at next meeting, this Thursday (Sept. 13). Meanwhile, FCC was understood to be preparing to enter case. Commission, which in 1977 urged FEC not to adopt regulations in question, is expected to urge Congress to veto regulations, if FEC does not withdraw them. Commission's rationale, presumably, would be its concern that public be informed on political matters to extent possible, consistent with equal time law.

□ **Improvement Leasing Co. has urged FCC to issue order undoing its sale of woca-tv Washington to Taft Broadcasting.** Improvement Leasing, which is reported to have received offer topping Taft's by some \$5 million, filed comments on Friday (see page 90), supporting motion of Washington Association for Television and Children which argues that transfer was effected before formal commission order approving sale was issued. Parties closed sale within minutes of 4-3 vote in open commission meeting. Commission is under court order to act on WATCH's motion by Thursday.

□ Strike that would have involved 25,000 workers in television, film and motion picture production was averted last week when **International Alliance of Theatrical Stage Employees agreed to new three-year contract with Association of Motion Pictures and Television Producers.** Agreement came in Los Angeles last Wednesday (Sept. 5) after IATSE members, by wide margin, had voted for strike authorization previous week. Proposal is retroactive to last Aug. 1 and is subject to ratification by members. It calls for 85 cents-per-hour wage increase in first year, 90 cents in second and \$1 in third.

□ **Sheridan Broadcasting Corp., 49% owner of Mutual Black Network, has purchased balance of MBN from Mutual Broadcasting System for**

provided the bread. Now the bread and circus are in danger of becoming subtly—or not so subtly—intertwined. News executives—as they play a larger and larger role—tend to become less news executives and more business executives.”

Leonard attributed the blurring of lines between news and entertainment to broadcasting's recent realization that news programs can and do make considerable money for networks and local stations. But, he warned, “the new commercial success of some television news programs may be our undoing.”

■ Section 315 of the Communications Act, the provision that requires broadcast journalists to provide, among other things, equal time to candidates for national office “is an abominable public disservice imposed on us by the very people who are supposed to be the major keepers of democracy,” said NBC Vice Chairman Richard S. Salant in a speech prepared for delivery last Saturday night, when he was to accept RTNDA's Paul White Award, the association's highest honor.

In a speech considerably less philosophical than technical, Salant took last week's opportunity to address some of the basic problems broadcast journalism is likely to face in covering the upcoming 1980 presidential election. Broadcast journalism is unduly hampered by Section 315, Salant said, and the result is the “public disservice” whereby broadcast journalism cannot present the full and complete stories of candidates. The speech included a long list of situations in which the networks were unable to present the full election picture because of requirements imposed by Section 315 and the

fairness doctrine.

“This is nonsense—and demeaning nonsense,” Salant said.

“It's a long, discouraging uphill fight,” he continued. “In my moments of deep pessimism, I think that repeal of 315 and the fairness doctrine belongs in that distant and invisible future where the one-hour network news—which would also help us do a better job of election coverage—seems to have come to rest.

“We need the help of our managers and our owners—who sometimes seem to be concerned about the important issues of spectrum fees and cable and superstations to the exclusion of the also important issues of our freedom as journalists.”

Salant also touched on two other areas of importance to broadcast journalists—court decisions that he said are hampering the ability of broadcast journalists to report the news accurately and fairly and the growing importance of new communications technologies to radio and television journalism. Of the former, Salant said, “every Tom, Dick and Harry—provided Tom, Dick or Harry are lawyers or sheriffs—seems to have the right to rummage in our newsrooms, unannounced, in our homes, in our files, our wastebaskets, our minds. Jails are shut tight to reporters—but wide open to us as convicts for having done our jobs.”

■ In other convention news:

Total registration at the 34th annual international conference of the association exceeded 1,200, RTNDA officials said, by far the largest in the association's history.

Early last Friday, the group elected Jack Hogan, news director WZZM-TV Grand Rapids, Mich., its vice president for the

coming year. Under RTNDA rules, the vice president automatically becomes president of the association next year. At the next RTNDA convention, the first week of December 1980 at the Diplomat hotel, Hollywood-by-the-Sea, Fla., Hogan will replace Curtis Beckmann, news director of WCCO(AM) Minneapolis, who assumed the RTNDA presidency last week.

The ashes of the rewrite are growing cold

Congress has other things on its mind, and they may push even common carrier off the agenda

Congress returned to Washington last week amid speculation that its planned Oct. 20 adjournment date would be pushed back a month, and possibly two to accommodate the massive work load facing the legislators. And with the House preparing for a long look at energy and the Senate facing SALT debates, communications issues are not a high priority.

The plan of most members of the House Communications Subcommittee, it seemed, was to meet informally with colleagues—probably this week—and examine key issues that need to be addressed.

Representative Lionel Van Deerlin's hopes for a common carrier bill are still stalled, as chief counsel Chip Shooshan has not yet finished drafting the legis-

price reportedly in \$1-million-plus range. Thomas E. McKinney, president of MBN, said Friday (Sept. 7) that now 100% black-owned network would change its name to Sheridan Broadcasting Network within 60 days. He said that network will continue to maintain headquarters in Washington and will lease newsroom and studio facilities from MBS and noted: “We will also be on Westar I satellite when Mutual receives its FCC approval.” MBN, currently with 91 affiliates, was founded in 1972 by MBS. In April 1976, Pittsburgh-based Sheridan bought its 49% interest for reported \$850,000.

□

“My feeling is **the President didn't say a damn thing**,” said NBC anchor **John Chancellor** to luncheon audience at RTNDA in Las Vegas Friday. Remark followed interruption of Chancellor speech for loudspeaker pickup of live broadcast coverage of Carter statement on Soviet troops in Cuba. Presidential remarks had been greeted by loud laughter from RTNDA delegates and Chancellor assessment was met with more laughter and applause.

□

Report prepared for Federal Trade Commission shows \$200,000 **corrective advertising campaign by STP**—carried out under requirements of FTC consent order—increased awareness of problem with STP ads among people exposed to corrective campaign. In addition, campaign—and publicity from it—resulted in significant proportion of people surveyed saying they were less likely to buy product in future. But study also says campaign had “no significant impact on beliefs in oil-additive claims in general” and “very little impact on attitudes held about the STP Corp.”

□

ASN Inc. has offered promotion piece published on behalf of Metromedia Inc.'s KTTV(TV) Los Angeles to **rebut argument KTTV was “unwilling superstation”** (BROADCASTING, July 23). Metromedia made

argument in urging FCC to review staff action granting ASN application for authority to transmit via satellite KTTV's programming to cable television systems around country. Among other things, KTTV had said ASN was being authorized to do what KTTV could not do legally—authorize redistribution of its programming without permission of persons who owned programs.

□

NBC, which waived its **retirement policy** for employees aged 65 to hold onto Vice Chairman David Adams and later to replace him with former CBS News President Richard Salant, now is **making exception for Herminio Traviesas**, vice president, broadcast standards policy. Traviesas, who had been anticipating retirement shortly (“Closed Circuit,” Aug. 6) and move to Florida, said he received call from NBC President Fred Silverman, asking him to stay. Florida move's still on but now Traviesas also anticipates spending three out of four weeks in New York. He'll keep title and responsibilities; however, number two in department, Ralph Daniels, vice president, broadcast standards, will take over Traviesas' seat on National Association of Broadcasters TV code board.

□

Edward K. Zimmerman, former White House aide, has been **named deputy assistant secretary of commerce** for communications and information and deputy administrator of National Telecommunications and Information Administration. Zimmerman joined White House staff in 1977 as special assistant to director of Office of Administration, office he helped to create. Before joining White House, Zimmerman spent some 20 years in information management and communications.

□

Barry Zorthian, who took early retirement from Time Inc. last June after 10 years (five as head of Time-Life Broadcast, balance as Washington vice president), named president of Washington-Baltimore Regional Association formed by area businessmen to promote economic development of two cities as single market.

lation, and it was uncertain last week when the language would be written.

Van Deerlin had expected to have a schedule for a new bill by the end of last week, but the Communications Subcommittee chairman did not meet with his staff until Thursday, and apparently a schedule for a markup could not be determined until it was certain when the bill would be ready.

The lack of a bill had some people guessing that the legislation would change considerably from the draft version circulated just prior to the August recess. Industry people, meanwhile, were speculating that common carrier legislation was dead altogether.

But no one on the Hill seemed to accept that latter opinion. What was being debated, however, was whether a common carrier bill that made it out of subcommittee would be Van Deerlin's, or whether other members would be pushing their own legislation. While no one is admitting to having alternate legislation written, there is speculation that if Van Deerlin's new bill is not to members' liking, other bills will then surface.

One member apparently still interested in broadcast matters is Allan Swift (D-Wash.). In an interview on KEZX-FM Seattle just prior to the end of recess, Swift said he will be offering a proposal for a study of a way to deregulate broadcasting without sacrificing the public interest. The

study, he said, would examine ways of quantifying stations' public service requirements—not on the basis of a percentage of broadcast time for news and public affairs, but as a percentage of the total operating budget of a station.

According to John Wilson, a Swift aide, the congressman is hoping to have the FCC do a year-long study of the nation's top 10 stations to figure out some parameters for his indexing proposal. Wilson said Swift may ask the subcommittee to provide authorization to have the FCC do the study.

Whether any other members are still thinking about broadcast issues is uncertain, but it appears there will be the time to consider them. The Oct. 20 target date for adjournment now appears unrealistic, with the Senate expected to be tied up with SALT for some time. Some are guessing adjournment will come around Thanksgiving, while others believe it may come closer to Christmas. The House could conceivably finish up earlier than the Senate, but it wouldn't walk away from Washington while the Senate was still in session. This means there will probably be time for broadcast amendments, assuming there is at least some consensus on common carrier provisions. The big question mark now is when Van Deerlin will have a bill ready to offer members. A member of the subcommittee said last Friday: "We're still working and studying."

IBM cozies up to consumers in video disk deal with MCA

DiscoVision Associates will marry technologies of one to programs and marketing capabilities of other

IBM, the computer and business machines giant that has until now kept itself removed from consumer markets, has wedded two recently awarded video disk patents, an undisclosed amount of cash, plus other technology and assets to MCA's established video disk business in a joint venture to be known as DiscoVision Associates.

MCA at present is the only supplier of video disks. The two companies said that DiscoVision Associates would "develop, manufacture and market video disks and players," and that the concern would be "equally owned and controlled by IBM and MCA." Although earnings will eventually be equally shared, there will be an initial "earnings priority to MCA."

An IBM spokesperson said the patents in question, awarded in July, were for improved storage of "words, pictures and numbers" on disks, and that one specifically concerned the addition of tracks of information on the disk.

The short-term goals of DiscoVision Associates, beyond producing and marketing disks, include the marketing to industrial users of players that are manufactured by Universal Pioneer, a separate joint venture that MCA has entered into with Japan's Pioneer Electronics. Whether the Universal Pioneer connection indicates that the new IBM-MCA venture will follow IBM's past emphasis on the industrial sector is one question raised by the two companies statement.

IBM Chairman Frank T. Cary and MCA Chairman Lew R. Wasserman said that the combination "will provide the opportunity to broaden the use of video disk technology in the home entertainment and the industrial, education and information fields." However, the new concern will not for the present be involved in the distribution of consumer video disks. According to last week's announcement, MCA, in addition to retaining its copyrights and other rights pertaining to program material (MCA is the parent of Universal), will also retain its business of distributing consumer video disks. The production of these disks, now used in the Magnavox home units being test marketed in Atlanta and Seattle, will be assumed by DiscoVision Associates, but the disk-marketing operations of the joint venture will for the time being be restricted to the industrial/educational market. According to MCA, however, DiscoVision Associates has the right to enter the consumer market in the future.

O'Neill backs down on threat to TV system

Speaker decides to forget his plan to reduce the amount of House television coverage; C-SPAN hooked to 5 million homes

House Speaker Thomas P. O'Neill (D-Mass.) has given up his attempt to restrict television coverage of speeches on the House floor.

O'Neill last month directed the committee that oversees the House broadcast system to examine the prospect of turning off the cameras after the day's legislative business was finished (BROADCASTING, Aug. 13). O'Neill labeled the TV system "a disaster" because, he said, House members were hamming it up for the cameras—making speeches to an empty chamber while mentioning people in their home districts.

But last week O'Neill said that after reviewing the situation he would not recommend cutting coverage. "It's pretty clear that the will of the membership is to go along with what we've been doing," he said. He added that he would not seek a vote of the full House to restrict the service, but would instead go along with gavel-to-gavel coverage.

The Cable Satellite Public Affairs Network (C-SPAN), created specifically to make use of the House's feed, began service to cable systems March 19. According to C-SPAN President Brian Lamb, the live feed is now being carried by approximately

500 affiliates in all 50 states, serving between 4.5 million and 5 million homes. In addition, more than 1,100 high schools are hooked into the system, with 65 schools in Los Angeles; added to the list last week.

Lamb said last week he was confident the system would keep broadcasting continuous coverage, as there has been increased interest in it nationwide. Almost every new cable franchise being built, and nearly every proposal for a new system, includes plans for C-SPAN, Lamb said. He added, however, that he expects the same issue to come up again. "As the political system works its way and as frustrations come to the surface over the next year, there will be some tender moments," Lamb said. At those times, he predicted, the debate will resurface.

Lamb thinks, however, that the system will be more firmly established this fall, when a number of key issues—such as energy—will be debated on the House floor. With these types of "high-visibility debates," he said, the audience automatically goes up.

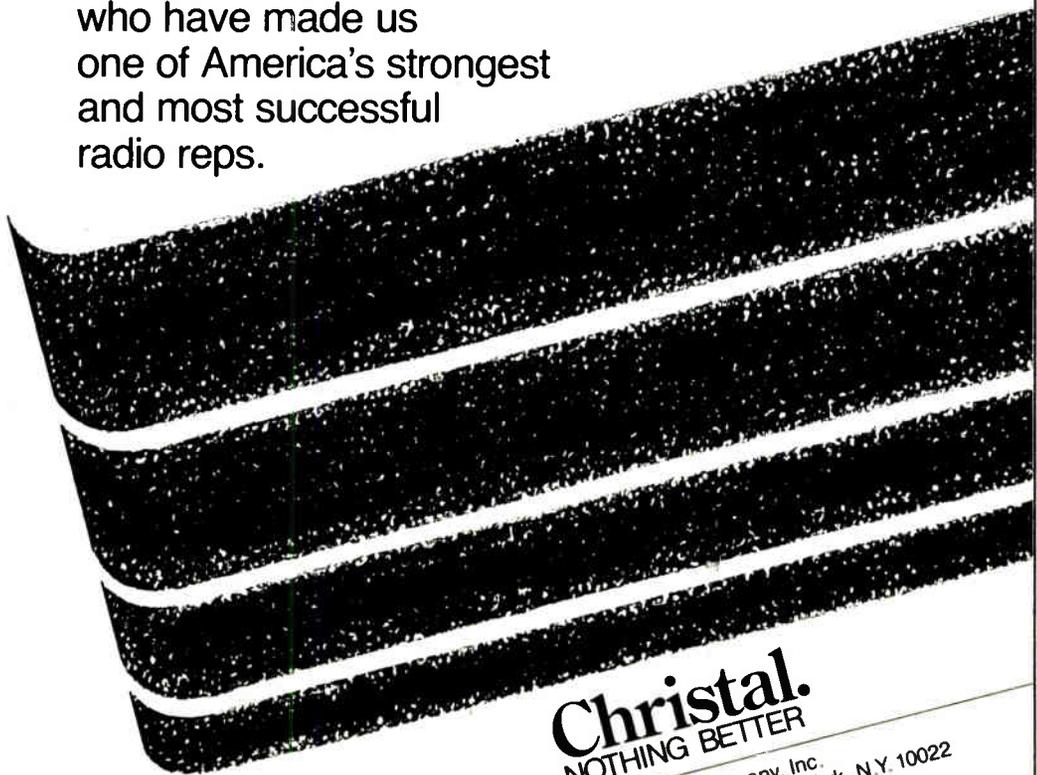
C-SPAN's visibility may also rise in the coming months because of additional programming the system is planning. The first addition will be a joint project with a Washington foundation that brings high school students to the capital for a first-hand look at government. C-SPAN will televise legislators interacting with the students on Capitol Hill.

Radio

State of the Art 1979

strength

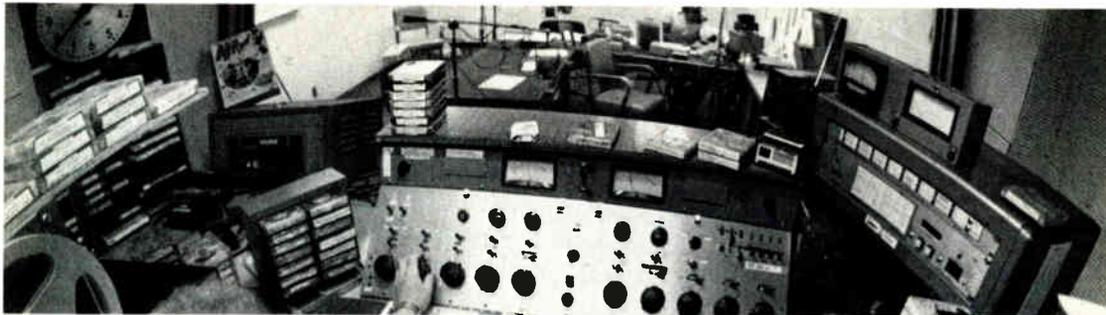
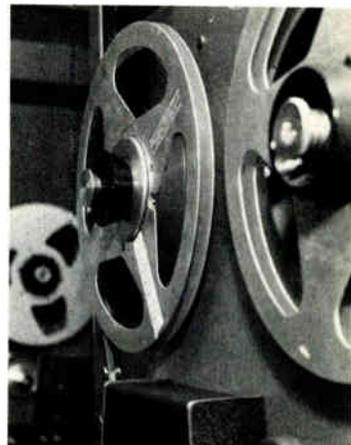
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Radio 1979



Revving up for the 1980's

Network diversification, increased channel capacity, satellite expansion, digital technology, AM stereo. All this and more represent the promise of the 1980's as voiced by radio industry leaders.

What all this means in specifics remains to be heard. But clearly what's expected for and from radio is more programming and more services. Much depends on technological developments, regulatory action and the creativity of those in charge. But the momentum is already there.

Nowhere is this more apparent than in networking. At this week's National Association of Broadcasters Radio Programming Conference, representatives of two new networks—the RKO Radio Network and NBC Radio's "The Source"—will be promoting their services.

The Mutual Broadcasting System awaits FCC permission to begin installing 15-foot

satellite earth stations in the top-200 markets. National Public Radio, already having received the regulatory green light, expects its satellite system to be fully operational next April. CBS is currently in the midst of a major satellite study.

On other fronts, ABC is claiming "remarkable success" with its new pop-music concert programming. ABC Radio President Ben Hoberman calls this the "perfect manifestation" of the network doing "something for affiliates they can't do."

Mutual's executive vice president, Martin Rubinstein, talks of a future with the "possibility of multiple networking" and, over-all, more "versatility." He isn't alone when he says "network radio has opportunities it hasn't had in a long time."

Richard Verne, NBC Radio's executive vice president, finds "our network busi-

ness is more and more flexible."

Richard Harris, president of Westinghouse Broadcasting Co.'s radio station group, claims there's "fractionalization on a national scale."

Along the same lines of increased specialization and diversity, CBS Radio President Sam Cooke Digges says "radio stations have found a niche; now you're seeing the same thing with networks."

ABC's Hoberman, however, claims the trend is already well under way. As for RKO's and NBC's new efforts in particular, Hoberman says they're the same "conception of the four ABC Radio networks" (Contemporary, Entertainment, FM and Information) in that they are designed to appeal to different audiences.

Among the plans:

RKO, new to the networking business and counting on FCC approval, is prepar-

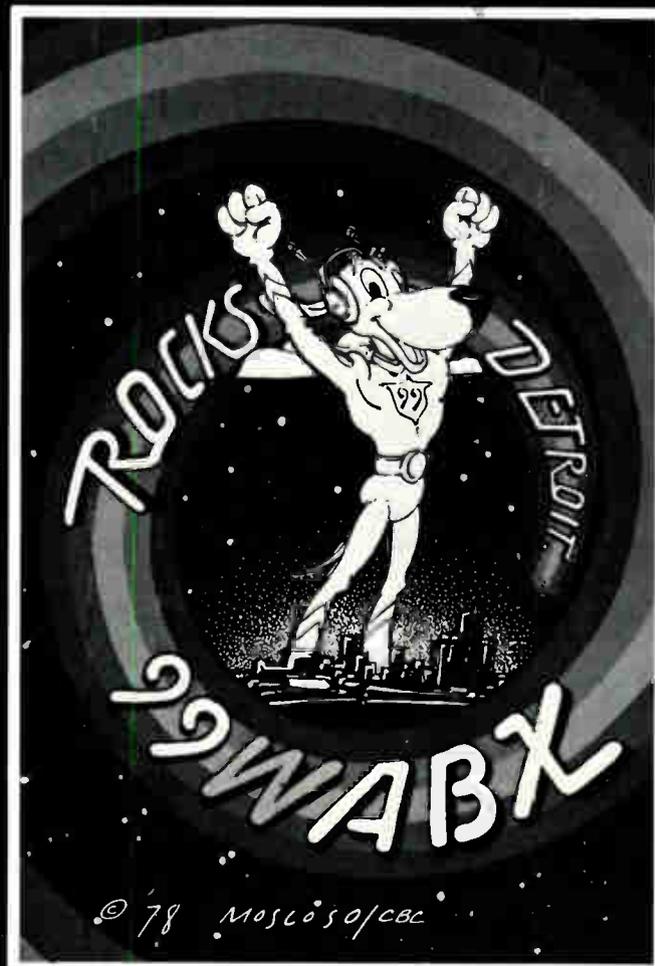
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...and
Now
In
Detroit



**Detroit's
Original
Rock & Roll
Station**



ABC's Hoberman



CBS's Digges



NBC's Verne



MBS's Rubenstein

ing for a satellite-transmitted full 15 khz stereo network. It will be sharing in AP's satellite system, using Western Union's Westar bird and, for starters, involving 15-foot earth stations in 50 cities.

Thomas Burchill, vice president and general manager of the RKO Radio Network, is counting on 250 affiliates within two-and-a-half years. The new service, with three minutes of news per hour (with an option for two minutes), 90-second life-style features, sports and other programming is being targeted towards the 18-49 age group, 25-34 in particular. Operations are scheduled to be launched Oct. 1, with 24-hour service by Feb. 1.

In describing the new service, Burchill notes that there's fertile ground for growing clients among the 60% of the country's radio stations that are not affiliated with a network.

NBC's "The Source," currently on a 21-station test line, has already stepped up to 24 hours per day, six days a week, and 18 hours on Sunday. It is aiming specifically at the 12-34 segment with two-minute newscasts, "miniprograms," music specials and other programming. According to NBC's Verne, more than 220 inquiries have come in from 175 markets and active solicitation for contracts should begin shortly within the top-100 markets.

As to its veteran network, NBC Radio says it's in good health, with some 50 markets brought in over the past two years for a record high of 278 affiliates.

Mutual, claiming some 900 affiliates, is

like others in waiting for technological and regulatory satellite developments. Its plan is to start with 15-foot dishes in the top-200 markets, and, given the right environment, move on to 10-foot earth stations in 450-500 more areas. To begin with, Mutual would have three channels on the Westar I satellite (capable of three monaural or one stereo and one monaural feed). Six channels are planned later on.

Beyond satellite, however, Rubenstein claims Mutual has spent the last six months building a new management team and "now we're ready to go." In one area, that has meant bringing aboard Tom O'Brien, formerly ABC's vice president, radio news, to run Mutual's news operation. A foreign news staff is now being assembled and while there won't be conventional bureaus, Rubenstein points out that in radio, "your studio is as close as your telephone."

Another network that will be benefitting from Mutual's satellite plans is the Mutual Black Network (since Sept. 1 fully owned by Sheridan Broadcasting Corp.). Currently it subleases time over Mutual's landline but plans to use one of the Westar channels following FCC approval of the Mutual system.

Thomas McKinney, the Mutual Black Network's president, already has found affiliates more receptive to special programming, and with satellite capability, he expects it to increase. His network had once tried broadcasts of black college sports but found them too difficult with

the subleased landline arrangement; with a satellite channel, he's expecting to pick them up again. Over-all McKinney's looking forward to more scheduling flexibility, no longer needing to program around the larger Mutual network.

Different networks are counting on different timetables for total satellite conversion. NBC's Verne, for example, hopes to have his network fully satellite within five years. CBS Radio, too, is not hurrying. Digges says his network likely would not go with the 15-foot dishes that already have been approved for others. "We're not rushing it," Digges explains, especially since "in Japan, they're talking about a one-foot dish for television." He expects CBS to make its satellite move in a couple of years.

As radio leaders will admit, technology opens up the doors but it is the programming that counts. Through concert specials at ABC and elsewhere and the likes of the *CBS Mystery Theater* and CBS's *Sears Radio Theater*, old vehicles are being revived on network radio and new efforts are being launched. Networkers don't have a list of what's coming up in five years but Hoberman's attitude is typical. "There's no reason why you can't expand your horizons," making a specific reference to news documentaries.

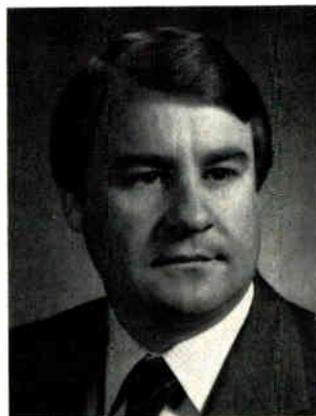
At Mutual, there's already block programming such as Larry King's overnight talk and the new *Jamboree* out of WWVA(AM) Wheeling, W. Va. And as for features, Mutual's first owned-and-oper-



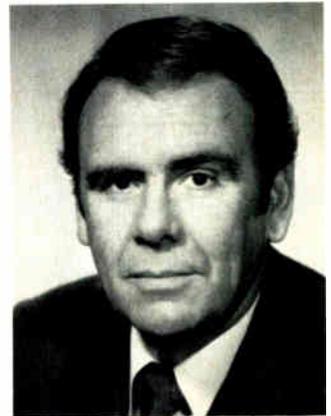
MBN's McKinney



NPR's Mankiewicz



Taft's Wagner



RKO's Case

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Jogging is big business in Atlanta. Ten thousand runners in a single race is not unusual. And leading the pack—literally—is the WSB Pace Car! WSB covers sports like a champion, just as it handles all news events. For 14 consecutive years WSB has won the Associated Press Pacemaker Award for the Best Class A Radio News Operation in Georgia. This year News Director Bob Ketcher-

sid and his staff also have captured first place honors in "Investigative Reporting," "Best Newscast" and "Public Service Reporting," as well as the RTNDA Award for Best On-the-Spot Radio Reporting in the Southeast during 1978. In 1978 alone WSB Radio added over 40 awards to its collection, already one of the largest in America. But that's what you expect from a Pacemaker!

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WIOD WAIA FM
Miami

KFI KOST-FM
Los Angeles

WLIF-FM
Ballimore

WWSH-FM
Philadelphia

ated station, WCFL(AM) Chicago, could be a testing ground from which network programming will develop. Orrin McDaniels, WCFL general manager, stresses that the subjects covered in the station's new "Lifestyle" format will be specific to Chicago. But he adds that if the topics are well received, the network perhaps might adapt them for national play.

At CBS, Digges says he has uncovered interest among other companies about sponsorship possibilities along the lines of the Sears effort. NBC's Verne says the network constantly is looking at areas where "block programing will fit," be it in one- or two-hour segments or overnight.

National Public Radio's president, Frank Mankiewicz, believes NPR's new satellite system will help significantly to fulfill radio's promise, offering a complete menu of regional and local programing. He also talks about expanded public affairs and news as well as concert programs. The bottom line, Mankiewicz feels, is diversity, and he believes NPR will continue to pro-

those picked up during certain simulcasting of their AM affiliates' fare.

■ There's plenty of evidence that AM, in response to FM's surge, is becoming more information-oriented. Carl Wagner, Taft Broadcasting's executive vice president, radio, doesn't expect to see the end of music on AM but he does find, for example, "a giant rush by AM" to get sports. The group, for example, has its Buffalo, N.Y., station offering hockey; its Columbus, Ohio, station with football, and its newly acquired WDAE(AM) Tampa broadcasts Tampa Bay Buccaneers football.

Opinions vary as to what the future holds in terms of how widely the programing will differ on each band. And there are new thoughts on how the competitive marketplace will shape up. Dwight Case, president of RKO Radio, for example, believes that "AM stations will be competing among themselves" and, similarly, FM's will be targetting themselves against other FM's.

Definitely expected to be part of the

Despite an erratic pattern in time sales some are discovering, in general there's optimism.

Taft's Carl Wagner claims to be "very bullish," reporting that since April 1, business is up 20% over the comparable period last year. Edward Fritts, owner of the Fritts Broadcasting Group, estimates a 10%-12% gain and said 1978 "was a banner year."

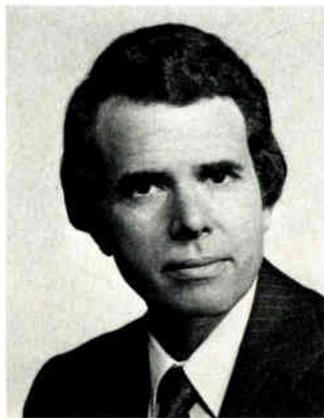
Susquehanna's Herr brings up the point that "we are seeing a continued fragmentation in sales." While he claims national sales may be down, he adds that local and regional are up. The total dollars may actually be the same, he says, indicating that agencies are finding new ways to spend advertising budgets.

As for the projected downswing in the national economy, Dwight Case of RKO interjects a positive note for broadcasters that "historically radio stations do well in a recession."

Gary Stevens of Doubleday Broadcasting however, isn't as optimistic as others, claiming that "we may be in for a rough



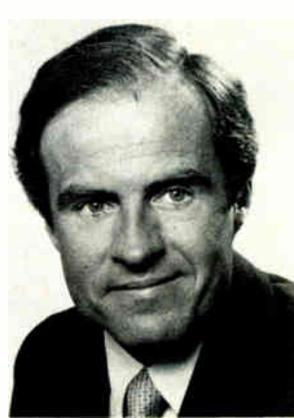
Group W's Harris



Doubleday's Stevens



Fritts' Fritts



RKO's Burchill

vide that. "If we can be the network that brings people the Vienna State Opera and the *Star Wars* radio program," he said, "that's a pretty good stretch."

On other radio broadcasting fronts:

■ The rush continues to acquire new properties and to develop those in hand both by the networks and others. At NBC, President Fred Silverman has said "we are actively seeking acquisitions in the top-20 markets." An ABC priority is filling out the AM complement of stations with a station in the top-12 markets. Mutual has its first O&O in its history, and is awaiting FCC approval of its purchase from Storer Broadcasting of WHN(AM) New York.

The demand for FM facilities continues to be high. Representative of that trend, are the efforts of Westinghouse Broadcasting. It is looking for FCC approval of the purchase of Taft's KODA-FM Houston, is expected to announce another FM acquisition shortly and could have still another before the year's out. Group W also is beefing up the FM's it currently holds. KDKA-FM Pittsburgh has just become WPNT, a beautiful music station. WBZ-FM Boston is expected also to be spun off as a separate commercial entity. Previously neither station had sold advertising, with the only commercials aired being

AM scenario is stereo. Group W's Harris says "I'm all for it." ABC's Hoberman expects to begin transmitting in stereo as soon as the FCC gives the go-ahead. So will Taft's AM's.

However, there's also a feeling among broadcasters that while AM stereo will proliferate, it will not have a massive impact on the competitive environment.

Susquehanna Broadcasting's Jack Herr, vice president, administration, claims the decision to go AM stereo would depend on the individual marketing situations of his group's stations. But, over-all, Herr sees "no proved need" for it, adding that "the so-called stereo fanatic isn't going to be satisfied."

Dwight Case of RKO says that his group is prepared to move into AM stereo once the FCC approves it but he claims that it doesn't appear that manufacturers are going to upgrade receivers enough to make all that much difference. Nevertheless, "as a state of the art" broadcasting group, Case says, RKO will go with it.

■ Regarding sales, most broadcasters report revenues ahead of last year, but with the amounts varying from market to market. In some cases that might mean one or two percentage points ahead of inflation; others are claiming stronger gains.

ride. Things may not be as rosy as they seem . . . National [advertising] is an indication of the economy."

Yet from the network point of view, the comments are bullish. CBS's Digges speaks for many when he says that "rising media costs in television and print" have prompted advertisers to take a closer look at radio.

Referring to a five-week, \$5-million Chrysler Corp. campaign launched in mid-July, Digges says that the auto maker "can dominate radio in a way that no advertiser can dominate television and print." Digges also says that advertisers have "learned how to use radio better." With all the specialization, he explains, advertisers "can get almost any audience" they choose.

Whatever the future brings, increased efforts are under way to beef up radio sales staffs. A Radio Advertising Bureau study released earlier this year bears that out. It found, on average, that stations expect to add at least two more salespersons between now and 1985.

The RAB study, based on a survey of about 1,000 stations, showed a growing recognition at stations that the staffs are now too small to pursue fully all the avenues available to them, be it assigning

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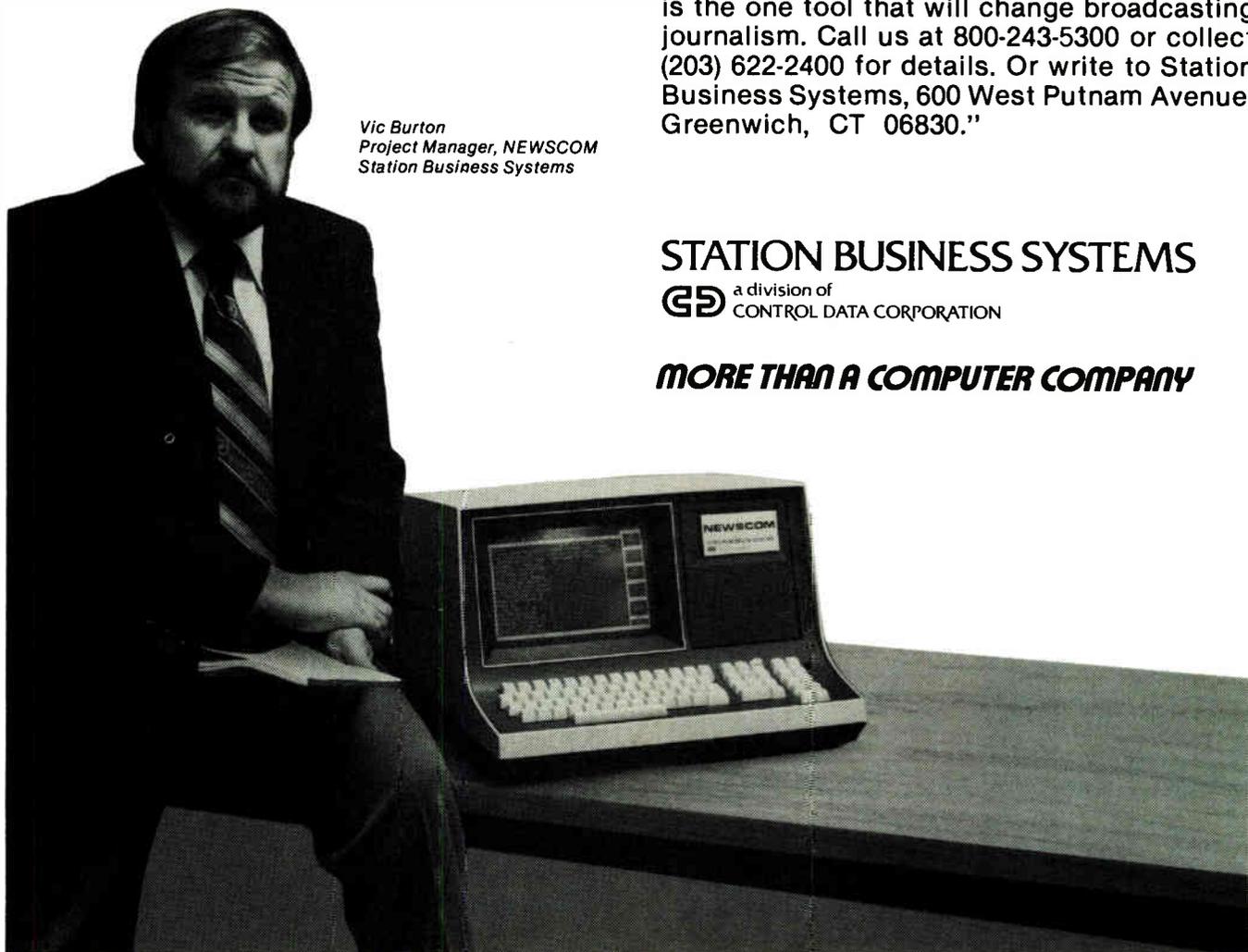
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more of a salesperson's time to big accounts such as department stores or to concentrate on regions and suburbs outside the core market.

In particular, 90% of those surveyed are expecting co-op advertising to play a more significant role in station revenues. RAB expects that "co-op co-ordinator," a title already held by about 500 radio station salespeople, will become a standard sales position across the board.

■ But as radio approaches a new

decade, it isn't only towards conventional broadcasting and sales that attention is being directed.

Working with Digital Broadcasting Co., RKO is embarking on the creation of a printed information network using FM subcarriers. The plan is for subscribers to call up a computer tied into the subcarriers that are said to be capable of transmitting information amounting to 980 characters per second. According to RKO's Case, the system has been benchtested at the

group's WGMS-FM Washington for 18 months.

Clients are expected to be on board by the end of this year, starting with those from such sectors as government, education, industry or finance. But by 1985, Case envisions consumer use of such technology.

With this and other developments sure to come, radio's development in both near and long-term future is sure to take on new meaning.

Radio 1979

Fine-tuning the formats for the future

As the competition grows, stations are scrambling to carve out their portions of the audience by aiming for a more specific demographic and trying for a new sound

At WIRE(AM) Indianapolis, Don Nelson, vice president and general manager, and the rest of the staff faced a dilemma. As a country music station in a time of country/contemporary crossover, Nelson says, WIRE found "every other station in every market playing our music."

When the Dolly Partons and Kenny Rogers began to be heard across the dial, just being a country music station was no longer a strong enough identity for WIRE. The station now is in its second year of offering the Indiana News Network (taken by 38 stations); it has moved into extensive traffic reports, weather radar and even movie reviews.

WIRE now considers itself a "broad-based information format that plays country." There are other ways for country music stations to go, Nelson, vice president of the Country Music Association, explains, be they "top-40 country or the more traditional, harder country sound.

Each station has to adapt to its own market," he says.

Country/contemporary crossover provided WIRE with a new competitive challenge. But it's actually an old radio story: Find a niche, carve it out and adapt to marketplace forces. Whether it's 1960, 1970 or 1980, that much hasn't changed.

For some stations, the way to adapt is by keying on a specific demographic or adopting a new format and assembling a new audience. For others, the idea is to broaden the format enough to serve various tastes.

Essentially the game's the same—only now the number of players has increased. There are now more than 8,500 radio stations. FM has come of age, demonstrated by a RADAR study this year showing that 50.5% of all listening (Monday-Sunday, 12+) is to that band. Proposed regulatory changes such as 9 khz AM spacing and the challenge to clear channels could mean still more AM stations.

As the number of stations has increased over the past years, so have the opportunities for further specialization. Add another thousand stations, George Duncan, president of Metromedia Radio, says, and the "complexity of the market" will change again. Already, he adds, the defini-

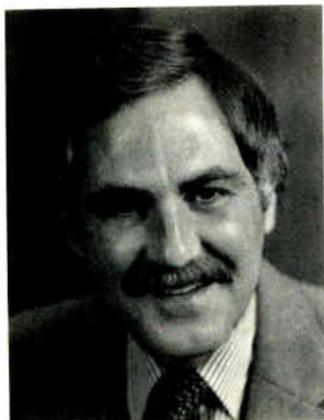
tion of success has been redefined: "You no longer need a 15 share" to be one of the leading stations in a market.

Ask radio managers what the future holds for formats and the number of different answers seems to depend on the number of people questioned. Some see fractionalization continually but others, like Kent Burkhart, president of Kent Burkhart/Lee Abrams & Associates, claim that "some markets are fragmented out," with a diverse stage set for the "battle of the best."

Bob Hughes, program director of WASH(FM) Washington, sees it going both ways. On one hand, he expects increased competition for general-interest audiences, with formats sounding more and more alike. On the other, he expects stations to go for specialized demographics. Hughes claims it's already happening in several markets, with a general-interest station leading the pack and growing stronger, followed by others "with roughly equivalent" numbers but serving vastly different audiences.

On another front, consultant Michael Joseph expects that "popular music on AM will be virtually extinct by 1984."

Carl Wagner, Taft Broadcasting's execu-



WIRE's Nelson



Metromedia's Duncan



B/A's Burkhart



ABC's Sklar

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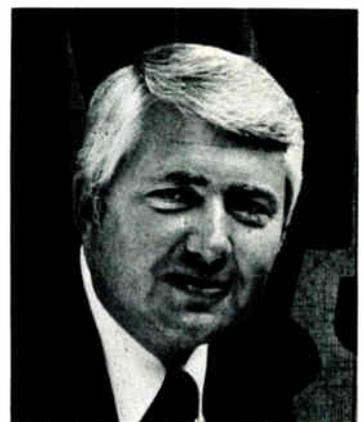
Henabery's Henabery



WCFL's McDaniels



KRTH's Chlowitz



KOND-KITY's Magan

tive vice president, radio, however, sees more talk and information on AM but doesn't anticipate a complete AM/FM schism. "I think there'll always be room for music on AM," he says, explaining simply that "there are too many stations" on the AM band for them all to be strictly information-oriented.

Over-all, Rick Sklar, ABC Radio's vice president, programming, calls radio "more particularized than it has been." Sklar no longer finds "those beautiful clear-cut patterns," with young people stereotypically listening to this format or that. "People fit their own customized patterns," Sklar says, adding that it's "tougher to pro-

gram" because "the audience is all over the place."

Add to that the impact of population shifts. Bob Henabery of Bob Henabery Associates talks about "the peak of the baby boom [being] here now," with "a Mount Everest of population 18-24... big enough to be a target demographic all by itself." Henabery also has found heavy teen-age listening starting later, at about 15. The 13-14-year-old audience is in decline.

No doubt these and other factors and trends are considered as formats are designed. As the marketplace grows more complex, so do the alternatives in what

goes on the air.

Outside Boston but within city listening limits, WXKS(FM) Medford, Mass., is attempting a broad approach with a "disco rock" format that has a playlist ranging from the U.S. group, Chicago, to a British new wave group called M. While Sunny Joe White, program director, says that the wide array of music is intended to open the format to more of the Boston audience, he adds that the station hasn't strayed from the disco format because it is "still danceable." In addition to music, WXKS also is striving toward full service with the likes of "complete traffic reports" and a sports reporter soon to be added to



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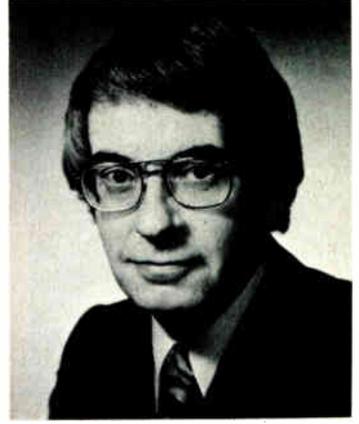
WOR's Devlin



KSL's Lemich



WFMT's Major



WGN's Jones

the staff.

In New York, WKTU(FM) calls itself disco and WBSL(FM) adult contemporary disco. Each has carved out its own audience and style and the two are highly competitive. The latest Arbitron ratings gave WKTU first in the market and WBSL third. But now with the latest Mediastat report, WBSL claims it has pulled ahead. Whatever the case, the fragmentation of the disco audience is serving them both.

At WKTU, Dave Rapaport, general manager, has found the disco sound now "more varied" in beat and meter. Rapaport says that WKTU now places "more emphasis on the personality of announcers" and adds that the audience

wants to feel as if it's "listening to someone who's alive." Yet finding common threads through various formats and markets remains as difficult as ever. At basics it's still the local marketplace that makes the difference.

The time may have been right for a country music station to go heavy into information. But it was the Indianapolis market that was the factor in WIRE's case. And on another format front, Mutual Broadcasting System's first owned and operated station, WCFL(AM) Chicago, earlier this month launched the "Lifestyle" concept. Orrin McDaniels, general manager, sees it as a "logical way" for an AM station to go, with the "in-

volvement of talk radio and the motion and movement of news radio."

The format's invention—with talk topics changing to cover four subjects an hour ranging from fashion and home repair to "coping" and farming—may say something about the AM audience of the 1980's, as McDaniels explains. However, the fact that it was born in a market where WBBM(AM) already has made its mark in all-news and WIND(AM) in talk/news, also is significant.

As for disco, that more and more is becoming a generic term encompassing a variety of playlists depending on the market and the audience segment being pursued. Burkhart expects to be hearing "all sorts of disco variations." Already he points to a Houston discotheque that's forging ahead with "country disco." He also sees a place for "message disco" where the lyrics play a strong role in addition to the basic dance beat.

Album-oriented rock (AOR), like other formats, also has been tailored for marketplace needs. Duncan of Metromedia, a group that pioneered AOR at its WNEW-FM New York and KMET(FM) Los Angeles, cites styles ranging from free form to high energy.

At WIYY(FM) Baltimore, Program Director Denise Oliver points to the impact disco has had on AOR, with the station's listeners now demanding a more "distinctive beat" and more energy.

Gary Stevens, president of Doubleday Broadcasting, sees an over-all broadening of AOR and claims it "may be the MOR of the future." Stevens says it's a result of more people in the 18-34 bracket and a "less radical" AOR approach. Stevens characterizes Doubleday's contemporary formatted KWK(AM)-WWWK(FM) St. Louis as halfway between a rocker and AOR with "reasonable rotation," more segues and conventional, but limited, talk from disk jockeys. (The stations simulcast on a temporary FCC waiver, pending completion of FM studio facilities.)

Whatever the comments on trends and mutations of formats, clearly efforts are growing stronger to control demographics. At WKIS(AM) Orlando, Fla., the format is a combination of country and pop as well as oldies. According to Jack Herr, Susquehanna Broadcasting's vice president,

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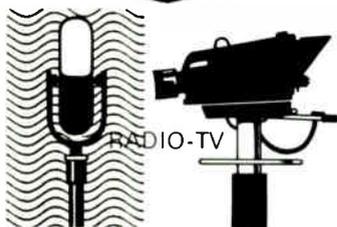


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administration, the station plays country to draw males and pop to draw females. "It's a very tight rope and you have to have a damn good feel for your market," Herr stresses.

Demographic control also is claimed by Allan Chlowitz, vice president and general manager of KRTH(FM) Los Angeles, which aims for its share of the market with hits of the 50's, 60's and 70's. The music varies and Chlowitz says the message to the audience is that "you're never more than one record away from music you'll like." By adding or subtracting certain oldies and hits, Chlowitz says, he can maintain an upper hand over his demographics.

Among those stations with AM/FM formats working in tandem are KONO(AM)-KITY(FM) San Antonio, Tex., and WKJJ-AM-FM Louisville, Ky. The approaches, however, differ.

At KONO and KITY, both stations can be classified as rockers but the AM goes for males 18-34 with a strong sports orientation and the FM, through in-house research, plays music thought to appeal to females 18-34. While the stations appeal to "two diverse demographics," according to Jack Magan, general manager, they are considered only one station for sales purposes. "This way, Magan says, "we pick at two different marketplaces." Spots are sold in a combination rate, and although they can be bought individually, the KONO-KITY rate structure tends to preclude that.

Consultant E. Alvin Davis describes the concept at WKJJ-AM-FM as "lateral recycling" or "lateral replay." Both stations are top-40 and employ different talent. But during drive time the AM has begun following the same playlist as the FM, only about eight minutes later. The idea, Davis explains, is to give FM listeners a chance to hear their favorite songs again on AM. With "lateral replay," as opposed to instant replay, Davis says, the opportunity is offered but not forced. Assuming that most 18-34-year-olds prefer FM and will return after the AM replay, Davis thinks AM will get a boost "without hurting FM quarter hours."

Just as the playlist varies from format to format and station to station, so does the amount and style of news. How much to use, Taft's Wagner says, is "an age-old discussion in radio."

At KUPL-FM Portland, Ore., Bob Oxarart, general manager, goes with a syndicated Bonneville beautiful music format, with local station input of news on the hour and weather on the half-hour. Oxarart says his goal is to "try to keep [listeners] informed" but "without the depth and detail" they can get from a newspaper or all-news station. News "doesn't have the same importance for this kind of format," Oxarart explains, adding however, that "when you get to other formats, it becomes a real question" to determine the right mix.

The WOR(AM) New York talk format, for example, allows for in-depth news specials, and, according to Rick Devlin, general manager, they've ranged from on-

location reports from London to a series on the Concorde. Denise Oliver at AOR WYYY Baltimore believes her news has improved with the introduction of more magazine-type features such as three 90-second "Daily Lopez" reports filed by newsmen Bob Lopez and targeted to the 18-34 age group.

KSL(AM) Salt Lake City, according to George Lemich, operations manager, "is looking at a very broad adult audience... we can't just serve one taste." KSL finds its way with a combination of music sports and other elements and typically about nine minutes per hour of news.

Hal Rosenberg, general manager of KSFJ-FM San Diego, and president of the Concert Music Broadcasters Association, is one who has taken a second look at just how much his listeners depend on his classical station for news.

About a year ago, while still under the impression that listeners were tuning elsewhere for news, he dropped the 7 a.m. broadcast. Rosenberg figured it couldn't hurt to try early morning farm news in an attempt to pick up some new listeners. About a month later, the regular news broadcast was back, based upon listener demand. And a few months ago, a KSFJ-FM survey turned up statistics showing that 49.4% of the station's listeners rely on it for news.

Once the numbers are in, the research begins to identify them for sales purposes, and, according to John Major, director of research and marketing for WFMT(FM) Chicago and vice president of the Concert Music Broadcasters Association, classical is "probably the most researched format in the business."

From his station's numbers, Major not only has come up with such information as having 40.2% of adults in households with earnings of more than \$25,000, but also that his classical listener is "three times as likely to buy any one of three different kinds of vermouth." Based on the Target Group Index, the station has been putting out "The Classical Advantage," a report listing more than 900 products, services and brands the classical listener is more likely to use than listeners to other formats. The station's approach to advertisers is not the "shotgun approach" of selling just numbers, according to Major, but rather sales to proved prospects.

WFMT, pending FCC approval, is also slated to be the "first radio superstation," and thereby will increase its reach even farther. It already is available to a third of a million cable homes and if United Video gets the regulatory green light, its programming will be offered to cable systems via satellite. According to Major, the station has no control over the United Video pick-up. He says, however, that the station is pleased that many communities that will be receiving WFMT via cable cannot now get any classical broadcasts but "we would be very much concerned if our distribution led to the demise of [other] classical stations."

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efit is WRTN(FM) New Rochelle, N.Y., where president William O'Shaughnessy programs for the "swells" or country-club set with music from the likes of Fred Astaire, Tony Bennett, Patti Page and Lena Horne. Located in suburban New York, WRTN(FM) claims such listeners as the chairman of Dun & Bradstreet and Philip Morris, the largest stockholders in General Tire & Rubber and the chairman of Manhattan Savings Bank.

WASH's Hughes is another who comes out strongly for more research into listeners and over-all he sees "broadcasters becoming much more aware of

marketing techniques." At his station, he says, sales are based on quality as well as quantity of audience. Hughes applauds those proceeding with qualitative ratings and says stations should "learn the lesson from magazine publishers" and be able to increase their cost-per-thousand by selling a type of audience.

But to continue holding onto audience or improving share, broadcasters admit they have to be willing to change and adapt. Dick Jones, program manager at WGN(AM) Chicago, tries to change slowly but surely, so the station will hold its older audience for news, sports, talk and music,

but at the same time skew younger.

At WIRE, Don Nelson found the infusion of more information into his country format as a necessary step. Others go more radical routes to carve out their niche. Disco WKTU New York previously had been offering "mellow contemporary."

Whatever the case, whether it be new format angles or new technological developments, Edward Fritts of the Fritts Broadcasting Group offers a common thought among broadcasters when he says, "Radio is a medium of change, and if we're not flexible, we're not going to go anywhere."

Radio 1979

Beautiful music maintains its bastion

The tried and true format once again strengthens its position as the main programming choice among the top 500 radio stations; more FM's than AM's are counted among leaders in their markets

Call it fragmentation, call it specialization, by any name the phenomenon has let beautiful music lay claim to a lead position among radio formats, essentially by standing still.

BROADCASTING's review of the programming of the top-10 stations in each of the top-50 markets, as determined by Arbitron's April/May metro survey, shows this format holding 17.2% of the 505 slots tallied (the extra five positions are the result of that number of two-way ties for tenth place). Last year's review saw beautiful music with 16% of the total.

Contemporary formats would at first glance seem to have suffered severe attrition, dropping from a leading 21% to 6.7%. But a closer look at what stations are call-

ing themselves suggests that a good part of the loss reflects redistribution into related formats. Top 40, 1% of last year's figures, now lays claim to 9.5%. Adult contemporary grew from 5.2% to 9.9%. Taken together, those three categories had a 27.2 share in 1978, and have 26.1% in 1979. Looking at other figures, a 9.1% share is held by AOR, 8.7% by country and 6.9% by MOR. Of course, these are totals of even more specific subcategories (for example, country includes country and western, modern country, hit country and just plain country). Disco pulls a 4.2% share, equal to rock's percentage (exclusive of AOR). The formats that are often grouped under the black heading (soul, R&B, gospel) represent 5.7%.

In nonmusic areas, news and news/talk together account for 7.1% of formats, talk for 2%. "Personality" formats also poll 2%. The remainder, roughly 7%, is divided among a variety of programming headings.

FM continues to hold a lead in the totals, with 269 of the 505 places, to AM's

229. There are also seven AM-FM combinations in the rankings.

Following are Arbitron Radio's April/May rankings of the top-10 stations in each of the top-50 markets, as ranked according to total persons aged 12+ in the metro survey area. Audience figures represent total persons, 12+, average quarter hour, Monday-Sunday, 6 a.m. to midnight. Format data was compiled by BROADCASTING from a variety of sources.

(The Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's syndicated radio service. It should also be noted that in last year's BROADCASTING survey [July 24, 1978], market rankings were based on total service area information.)

1. New York

1. WKTU(FM) Disco	191,000
2. WOR(AM) Talk	175,800
3. WBLS(FM) Adult contemp. disco	159,700
4. WABC(AM) Contemporary	146,900
5. WCBS(AM) News	126,600
6. WRFM(FM) Beautiful music	117,900
7. WINS(AM) News	114,600
8. WPAT-FM Beautiful music	102,300
9. WPLJ(FM) Rock	87,000
10. WNEW(AM) MOR	84,200

2. Los Angeles

1. KABC(AM) Talk	113,000
2. KMET(FM) Progressive	73,000
3. KBIG(FM) Beautiful music	70,000
4. KNX(AM) News	53,000
5. KJOI(FM) Beautiful music	50,500
6. KFVB(AM) News	47,200
7. KMPC(AM) Adult contemporary	46,300
8. KRLA(AM) Oldies/top40/disco	43,700
9. KRTH(AM) Adult contemporary	42,000
10. KUTE(FM) Disco	39,500

3. Chicago

1. WGN(AM) MOR	115,200
2. WLS(AM) Contemporary	83,000

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DAYS-A-WEEK,

WHENEVER THERE'S

BREAKING NEWS.

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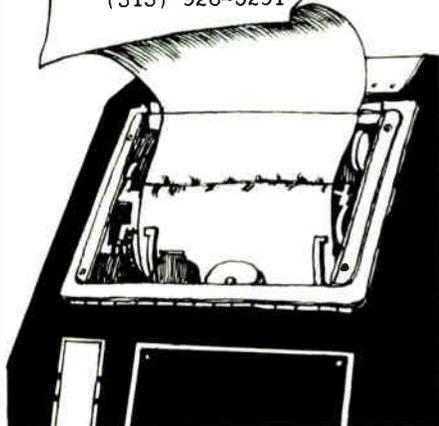
MITCHELL OR DON

STILLMAN, U-A-W

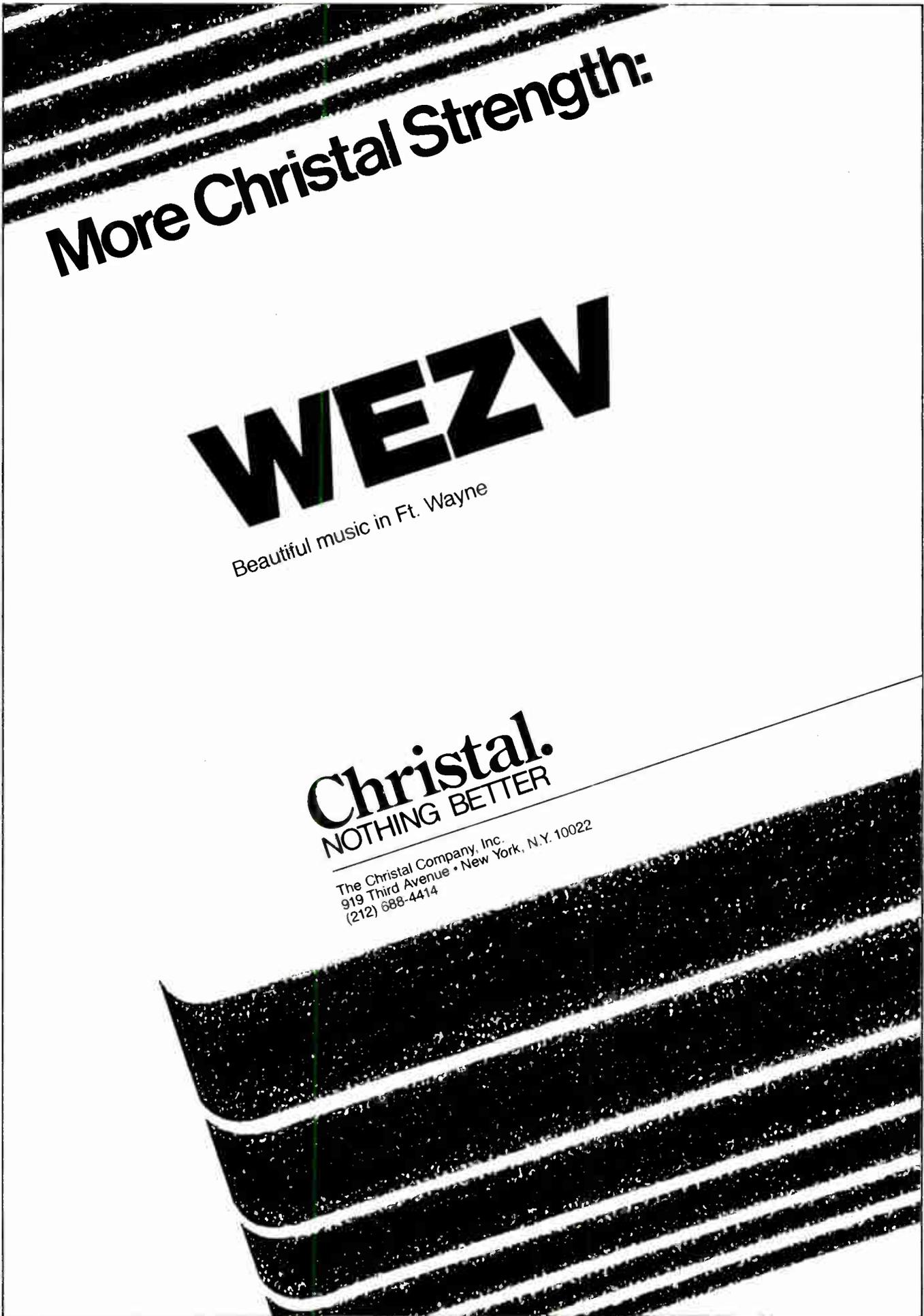
PUBLIC RELATIONS,

DETROIT.

(313) 926-5291



Station	Format	Avg. Persons	Station	Format	Avg. Persons
3. WLOO(FM)	Beautiful music	72,800	7. WBLI(FM)	Adult contemporary	259,000
4. WBBM(AM)	News	72,400	8. WKTU(FM)	Disco	224,700
5. WLUP(FM)	AOR	55,500	9. WBSL(FM)	Adult contemp./disco	212,500
6. WMAQ(AM)	Country	49,800	10. WXLO(FM)	Top 40	206,800
7. WIND(AM)	Talk	49,000	10. Houston-Galveston		
8. WBMX(FM)	Black contemporary	45,600	1. KMJQ(FM)	Contemp./disco/jazz	43,700
9. WLAK(FM)	Beautiful music	44,500	2. KYND(FM)	Beautiful music	31,300
10. WCLR(FM)	MOR	36,500	3. KPRC(AM)	News/talk	27,300
4. San Francisco			4. KTRH(AM)	News/talk	25,800
1. KGO(AM)	News/talk	61,900	5. KRBE(FM)	Top 40	24,400
2. KFRC(AM)	Top 40	40,300	6. KIKK-FM	Country	19,500
3. KNBR(AM)	MOR	39,900	7. KILT(AM)	Top 40	16,900
4. KCBS(AM)	News	35,200	8. KQUE(FM)	All over the road	16,200
5. KFOG(FM)	Beautiful music	28,000	9. KAUM(FM)	Adult contemporary	15,000
6. KSOL(FM)	Black contemporary	25,500	9. KEYH(AM)	Spanish	15,000
7. KIOI(FM)	Adult contemp./disco	25,300	11. Dallas-Fort Worth		
7. KOIT(FM)	Beautiful music	25,300	1. WBAP(AM)	Country western/MOR	40,800
9. KABL(AM)	Beautiful music	24,000	2. KVIL-FM	Adult contemp./MOR	34,100
10. KSFO(AM)	MOR	23,300	3. KSCS(FM)	Hip country	25,100
5. Philadelphia			4. KRLD(AM)	News/MOR	24,700
1. KYW(AM)	News	81,100	4. KTXQ(FM)	AOR	24,700
2. WDAS(FM)	Rhythm & blues	49,400	6. KOAX(FM)	Beautiful music	22,700
3. WIP(AM)	MOR	49,200	7. KFJZ-FM	Top 40	20,700
4. WWSH(FM)	Beautiful music	48,800	8. KMEZ(FM)	Beautiful music	19,700
5. WDVR(FM)	Beautiful music	43,200	9. KKDA-FM	Disco	17,200
6. WMMR(FM)	AOR	42,100	10. WFAA(AM)	News/talk	16,800
7. WCAU(AM)	News	32,600	12. St. Louis		
8. WFIL(AM)	Adult contemporary	32,300	1. KMOX(AM)	News/talk	84,100
9. WCAU-FM	Disco	27,000	2. KWK(AM)-		
10. WFIL(FM)	Top 40	25,900	WWWK(FM)	Contemporary	29,100
10. WYSP(FM)	AOR	25,900	3. KEZK(FM)	Beautiful music	21,900
6. Detroit			4. KSLQ(FM)	Contemporary	20,500
1. WJR(AM)	Variety	81,000	5. KSHE(FM)	Rock	17,600
2. WWWW-FM	Progressive	37,300	6. KXOK(AM)	Contemporary	17,300
3. CKLW(AM)	Top 40	34,000	7. WIL-FM	Modern country	14,000
4. WMJC(FM)	Adult contemporary	33,500	8. WIL(AM)	Modern country	13,300
5. WXYZ(AM)	Adult contemporary	31,600	9. WRTH(AM)	Beautiful music	12,500
6. WWJ(AM)	News	28,900	10. KSD(AM)	Adult contemporary *	11,500
7. WRIF(FM)	AOR	27,800	* Switched to news/talk/entertainment on Sept. 2		
8. WOMC(FM)	Adult contemporary	27,400	13. Pittsburgh		
9. WJR-FM	Beautiful music	26,000	1. KDKA(AM)	Uptempo adult contemp.	78,400
10. WABX(FM)	Progressive	23,400	2. WSHH(FM)	Beautiful music	29,100
7. Boston			3. WDVE(FM)	Album rock	25,400
1. WHDH(AM)	MOR	56,600	4. WXXX(FM)	Contemporary	22,100
2. WBZ(AM)	MOR	42,800	5. WTAE(AM)	Contemp./sports	16,900
3. WJIB(FM)	Beautiful music	42,500	6. WAMO(FM)	Rock	16,100
4. WEEI(AM)	News	32,500	7. WPEZ(FM)	Mass appeal top 40	14,900
5. WVBF(FM)	Adult contemporary	31,800	8. KQV(AM)	All news	14,700
6. WXKS-FM	Disco	27,700	9. WFFM(FM)	Soft rock	13,900
7. WRKO(AM)	Contemp./top 40	26,600	10. WJOI(FM)	Beautiful music	12,400
8. WBCN(FM)	Progressive	25,600	14. Baltimore		
9. WCOZ(FM)	AOR	22,700	1. WBAL(AM)	Personality/MOR	31,800
10. WITS(AM)	Talk	22,600	2. WYYY(FM)	AOR	26,500
8. Washington			3. WCBM(AM)	Adult contemporary	22,600
1. WPGC-AM-FM	Contemporary	46,600	4. WLIF(FM)	Beautiful music	21,700
2. WMAL(AM)	MOR	39,600	5. WFBR(AM)	Adult contemporary	20,400
3. WGAY-AM-FM	Beautiful music	37,000	6. WXYV(FM)	Disco	17,400
4. WOOK(FM)	Black	25,300	7. WCAO(AM)	Contemporary	15,800
5. WHUR-FM	Black	24,800	8. WPOC(FM)	Country	15,700
6. WASH(FM)	Contemporary MOR	23,700	9. WWIN(AM)	Rhythm & blues	14,900
7. WWDC-FM	AOR	22,400	10. WKTK(FM)	Disco	13,000
8. WJMD(FM)	Beautiful music	19,100	15. Minneapolis-St. Paul		
9. WTOP(AM)	News	17,700	1. WCCO(AM)	Variety, personality	80,900
10. WOL(AM)	Rhythm & blues	14,200	2. KDWB-AM-FM	Contemporary	21,800
9. Nassau-Suffolk, N.Y.			3. KQRS-AM-FM	AOR	20,800
1. WNBC(AM)	Contemporary	502,400	4. KSTP-FM	Bright MOR	16,100
2. WABC(AM)	Contemporary	483,600	5. KEEY-FM	Beautiful music	15,800
3. WCBS(AM)	News	376,200	5. WAYL-FM	Beautiful Music	15,800
4. WINS(AM)	News	357,500	7. WCCO-FM	Natural	15,400
5. WPLJ(FM)	Rock	290,500	8. WDGY(AM)	Modern country	15,100
6. WOR(AM)	Talk	289,900	9. KSTP(AM)	Pop adult	8,800
			10. WAYL(AM)	Beautiful music	5,300



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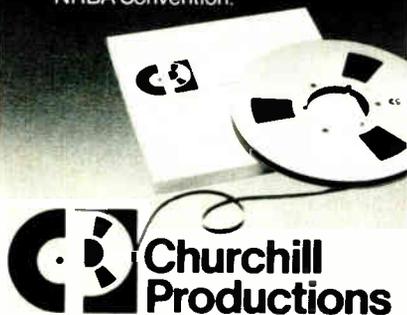
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ARB PHOENIX—APR—MAY 79.6 AM—MID., MON.—SUN.,
AVG SHARE 12+ METRO SURVEY AREA

Station	Format	Aug. Persons
16. Cleveland		
1. WQAL(FM)	Good music/personality	23,000
2. WDOK(FM)	Beautiful music	18,800
3. WMMS(FM)	Rock	18,400
4. WHK(AM)	Country	17,200
5. WGCL(FM)	Top 40	17,000
6. WWWE(AM)	MOR	14,900
7. WGAR(AM)	MOR	14,800
8. WJMO(AM)	Rhythm & blues	13,900
9. WERE(AM)	News	13,200
10. WWWM(FM)	Rock	12,300

17. Seattle-Everett-Tacoma

1. KIRO(AM)	News, sports, talk	26,700
2. KSEA(FM)	Beautiful music	17,800
3. KJR(AM)	Top 40	16,800
4. KOMO(AM)	MOR	15,200
5. KVI(AM)	Personality/full service	13,500
6. KZOK-FM	AOR	13,300
7. KVI-FM	Top 40	9,900
8. KMPS-FM	Modern country	8,900
9. KYYX(FM)	Contemporary	8,300
10. KEZX(FM)	Beautiful music	8,000

18. Atlanta

1. WSB(AM)	Variety	33,300
2. WZGC(FM)	Contemporary	24,500
3. WQXI-FM	Contemporary	17,900
4. WKLS-FM	AOR	16,900
5. WSB-FM	Beautiful music	13,900
6. WVEE(FM)	Disco	13,200
7. WPLO(AM)	Country	11,000
8. WPCF(AM)	Beautiful music	10,800
9. WGST(AM)	News	8,600
10. WQXI(AM)	Contemporary	8,600

19. Anaheim-Santa Ana-Garden Grove, Calif.

1. KMET(FM)	Progressive	255,300
2. KMPC(AM)	Adult contemporary	248,400
3. KBIG(FM)	Beautiful music	246,900
4. KABC(AM)	Talk	217,700
5. KRTH(FM)	Adult contemporary	205,300
6. KNX(AM)	News	203,500
7. KFVB(AM)	News	200,800
8. KFI(AM)	Adult contemporary	199,600
9. KLOS(FM)	AOR	184,200
10. KJOI(FM)	Beautiful music	146,200

20. San Diego

1. KFMB(AM)	Adult contemporary	19,800
2. KJQY(FM)*	Beautiful music	14,800
3. KEZL(FM)	Beautiful music	13,000
4. XETRA(AM)	Beautiful music	12,900
5. KFMB-FM	Top 40	12,700
6. XETRA-FM	AOR	11,900
7. KMJC(AM)	Contemporary	11,500
8. KSDO(AM)	News	11,400
9. KYXY(FM)	Adult contemporary	11,000
10. KGB-FM	Progressive rock	10,800

* Formerly KOZN-FM

21. Miami

1. WQBA(AM)	Spanish	21,200
2. WCMQ(AM)	Latin contemporary	21,100
3. WHYI(FM)	Top 40	16,700
4. WCMQ-FM	Spanish, MOR	15,200
5. WLYF(FM)	Beautiful music	12,600
6. WYOR(FM)	Beautiful music	11,800
7. WINZ(AM)	All news	11,500
8. WEDR(FM)	Rhythm & Blues	11,000
9. WRHC(AM)	Spanish	9,400
10. WKAT(AM)	Talk	9,300

22. Tampa-St. Petersburg, Fla.

1. WWBA-FM	Beautiful music	20,200
2. WQYK-FM	Modern country	17,100
3. WJYW(FM)	Beautiful music	16,800

Station	Format	Aug. Persons
4. WFLA-FM	Beautiful music	14,900
5. WFLA(AM)	MOR	14,400
6. WQXM(FM)	AOR	13,700
7. WRBQ(FM)	Top 40	12,700
8. WWBA(AM)	Beautiful music	12,500
9. WSUN(AM)	Modern country	12,400
10. WDAE(AM)	Adult contemporary	9,800

23. Denver-Boulder

1. KHOW(AM)	Personality/MOR	20,100
2. KLIR-FM	Beautiful music	15,800
3. KAZY(FM)	AOR	14,800
4. KOSI-FM	Beautiful music	13,500
5. KIMN(AM)	Top 40	13,200
6. KOA(AM)	News, sports, entertainment	12,900
7. KTLK(AM)	Contemporary	11,000
8. KBPI(FM)	AOR	9,400
9. KLZ(AM)	Modern country	8,000
10. KOAQ(FM)	Adult rock	6,900
10. KOSI(AM)	Beautiful music	6,900

24. Providence-Warwick-Pawtucket, R.I.

1. WLKW-FM	Beautiful music	21,100
2. WPRO(AM)	Adult contemporary	20,700
3. WPRO-FM	Top 40	17,400
4. WPJB(FM)	Top 40	15,000
5. WJAR(AM)	Adult contemporary	12,100
6. WHJY(FM)	Beautiful music	11,500
7. WEAN(AM)	All news	11,300
8. WHIM(AM)	Country	7,500
9. WBSM(AM)	Contemporary	5,700
10. WLKW(AM)	Beautiful music	5,500

25. Milwaukee

2. WTMJ(AM)	MOR/personality	30,400
2. WEZW(FM)	Beautiful music	24,000
3. WISN(AM)	MOR	20,400
4. WZUU-FM	Adult contemporary	13,800
5. WLPX(FM)	AOR	13,600
6. WOKY(AM)	Contemp.	12,700
7. WBCS-FM	Modern country	11,700
8. WQFM(FM)	AOR	6,900
9. WFMR(FM)	Classical	5,300
10. WEMP(AM)	Modern country	4,100

26. Cincinnati

1. WLW(AM)	Adult contemporary	27,100
2. WKRC(FM)	Contemporary	21,000
3. WCKY(AM)	Adult contemp./MOR	18,700
4. WKRC(AM)	Contemporary	14,500
5. WWEZ(FM)	Beautiful music	12,300
6. WSAI-FM	Country	10,500
7. WUBE-FM	Country	8,800
8. WLQA(FM)	MOR	8,700
9. WEBN(FM)	AOR	7,400
10. WLWS(FM)	Adult contemporary	5,400
10. WSAI(AM)	Contemporary country	5,400

27. Buffalo, N.Y.

1. WJYE(FM)	Beautiful music	25,600
2. WKBW(AM)	Adult contemporary	24,000
3. WBEN(AM)	MOR	22,800
4. WGR(AM)	Adult contemporary	18,000
5. WBEN-FM	Top 40	14,200
6. WGRQ(FM)	AOR	9,200
7. WADV(FM)	MOR	7,400
8. WBLK-FM	Soul disco	6,600
9. WPHD(FM)	Contemporary	5,900
10. WWOL(AM)	Country	4,700

28. Kansas City, Mo.

1. KMBZ(AM)	MOR	26,800
2. KYYS(FM)	Rock	16,500
3. KMBR(FM)	Beautiful music	15,100
4. WDAF(AM)	Country	14,100
5. KCEZ(FM)	Beautiful music	12,700
6. KBEQ(FM)	Contemp./Top 40	12,600
7. WHB(AM)	Top 40	7,600
8. KCMO(AM)	Adult contemporary	7,300
9. KPRS(FM)	Soul/rock	6,800
10. KCKN-FM	Modern country	5,600

KRMG RADIO 74

The Voice of Tulsa.

#1, adults 18+, c AM midnight, Mon-Sun; c 10 AM & 3-7 PM, Mon-Fri, average quarter-hour and cumc, metro, Arbitron, Spring 1979.

 SWANSON BROADCASTING

Station	Format	Aug. Persons	Station	Format	Aug. Persons	Station	Format	Aug. Persons
29. Phoenix			34. New Orleans			39. San Antonio, Tex.		
1. KQYT(FM)	Beautiful music	19,300	1. WBYU(FM)	Beautiful music	13,300	1. KTSA(AM)	Contemporary	15,100
2. KTAR(AM)	News, sports	16,500	2. WTIK(AM)	Contemporary	10,100	2. KCOR(AM)	Spanish	12,800
3. KMEO-FM	Beautiful music	13,000	3. WQUE(FM)	Top 40	8,500	3. KTFM(FM)	AOR	12,500
4. KDKB-FM	AOR	12,900	3. WRNO(FM)	AOR	8,500	4. KQXT(FM)	Beautiful music	11,600
5. KOY(AM)	MOR/talk	11,600	5. WSMB(AM)	MOR/talk	8,300	5. WOAI(AM)	Talk, news, farm	7,800
6. KNIX-AM-FM	Country	11,100	6. WNOE(AM)	Top 40	7,300	6. KITY(FM)	Adult contemp./Top 40	7,700
7. KOPA-AM-FM	Top 40	10,900	7. WWL(AM)	News/talk/country	6,500	6. KKYX(AM)	Modern country	7,700
8. KUPD-FM	Top 40 rock	9,700	8. WNOE-FM	AOR	5,800	8. KBUC-FM	Modern country	6,900
9. KBBC(FM)	Mellow contemporary	8,800	9. WGSO(AM)	Adult contemporary	5,700	9. KISS(FM)	Progressive	6,800
10. KARZ(AM)	Adult contemporary	6,700	10. WSHO(AM)	Country	5,500	10. KONO(AM)	Current hits/past greats	6,500
10. KXTC(FM)	Disco	6,700	10. WYLD(AM)	Progressive	5,500			
30. San Jose, Calif.			35. Columbus, Ohio			40. Louisville, Ky.		
1. KGO(AM)	News/talk	11,700	1. WNCI(FM)	Adult contemp.	18,500	1. WAVE(AM)	Adult contemporary	14,300
2. KLOK(AM)	MOR	8,400	2. WBNS-FM	Beautiful music	16,600	2. WLRS(FM)	Rock/AOR	13,900
3. KBAY(FM)	Beautiful music	8,200	3. WTVN(AM)	MOR	16,100	3. WHAS(AM)	Adult contemporary	10,900
3. KOME(FM)	Progressive rock	8,200	4. WXGT(FM)	Top 40	10,600	4. WQHI(FM)	Adult rock	8,600
5. KNBR(AM)	Personality/MOR	7,500	5. WLWQ(FM)	AOR	10,400	5. WAKY(AM)	Adult top 40	8,300
6. KEZR(FM)	AOR	7,100	6. WBNS(AM)	Adult contemp.	9,500	6. WKLO(AM)*	Pop adult	7,100
7. KSJO(FM)	AOR	6,300	7. WMNI(AM)	Country	9,300	7. WLOU(AM)	Hit rhythm & blues	6,700
8. KOIT(FM)	Beautiful music	6,100	8. WCOL(AM)	MOR	8,100	8. WVEZ(FM)	Beautiful music	6,300
9. KFRC(AM)	Top 40	5,800	9. WRMZ(FM)	Adult contemp./disco	3,800	9. WAMZ(FM)	Modern country	5,700
10. KSOL(FM)	Black contemporary	5,600	10. WVKO-FM	Soul/disco/jazz	3,600	10. WINN(AM)	Modern country	5,100
31. Portland, Ore.			36. Rochester, N.Y.			41. Memphis		
1. KGW(AM)	Top 40	17,500	1. WEZO(FM)	Beautiful music	20,500	1. WMC(AM)	Country	15,100
2. KGON(FM)	Rock	10,400	2. WHAM(AM)	Adult contemporary	17,500	2. WEZI(FM)	Beautiful music	11,200
3. KXL(AM)	MOR	10,200	3. WMJQ(FM)	Top 40 adult	14,000	3. WMC-FM	Rock	10,900
4. KWJJ(AM)	Country	9,900	4. WVOR(FM)	Adult contemporary	10,100	4. WLOK(AM)	Black contemporary	9,200
5. KPAM-FM	Top 40 adult	9,600	5. WBBF(AM)	Top 40	9,200	5. WHBQ(AM)	Top 40	8,300
6. KUPL-FM	Beautiful music	9,100	6. WHFM(FM)	Rock	6,800	6. WDIA(AM)	Rhythm & Blues	8,100
7. KEX(AM)	Adult personality	7,400	7. WRQC(AM)	Talk	5,300	6. WZXR(FM)	AOR	8,100
8. KXL-FM	Beautiful music	6,200	8. WNYR(AM)	Modern country	3,900	8. WHRK(FM)	Disco	7,800
9. KYTE(AM)	Top 40*	5,900	9. WDKX(FM)	Black contemporary	3,400	9. WQUO(FM)	Adult contemporary	6,000
10. KINK(FM)	AOR	5,200	10. WPXY(FM)	Beautiful music	3,200	10. WMPS(AM)	Country	4,100
* Switched to country on Sept. 4			37. Fort Lauderdale-Hollywood, Fla.			42. Hartford-New Britain, Conn.		
32. Norfolk-Portsmouth-Newport News-Hampton, Va.			1. WLYF(FM)	Beautiful music	18,100	1. WTIC(AM)	Adult contemporary	34,400
1. WTAR(AM)	MOR/adult contemp.	12,900	2. WHYI(FM)	Top 40	14,200	2. WRCH-FM	Beautiful music	9,900
2. WMYK(FM)	Image rock & roll	12,000	3. WINZ(AM)	All news	13,200	3. WKSS(FM)	MOR	8,300
3. WFOG-FM	Beautiful music	10,800	4. WAIA(FM)	MOR	10,400	4. WTIC-FM	Top 40	7,600
4. WCMS-FM	Country	10,700	5. WIOD(AM)	Adult contemp./talk	6,800	5. WDRC(AM)	Contemp./MOR	6,100
5. WKEZ(FM)	Beautiful music	10,400	6. WNWS(AM)	News/talk	6,400	6. WWYZ(FM)	AOR	5,500
6. WNOR-FM	AOR	10,200	7. WFTL(AM)	Adult contemporary	6,200	7. WHCN(FM)	AOR	4,700
7. WOWI(FM)	Super soul	8,400	8. WKQS(FM)	Beautiful music	5,800	7. WPOP(AM)	All news	4,700
8. WGH(AM)	Top 40	8,200	9. WAXY(FM)	Adult contemporary	5,600	9. WRCQ(AM)	Oldies, top 40	4,400
9. WRAP(AM)	Disco	7,900	10. WRBD(AM)	Black	5,500	10. WDRC-FM	Singles-oriented AOR	4,100
10. WPCE(AM)	Contemporary gospel	6,400	38. Sacramento, Calif.			43. Dayton, Ohio		
33. Indianapolis			1. KEWT(FM)	Beautiful music	11,300	1. WHIO(AM)	MOR	16,700
1. WIBC(AM)	Modern MOR	24,700	2. KZAP(FM)	AOR	10,100	2. WHIO-FM	Beautiful	16,000
2. WXTZ(FM)	Beautiful music	19,100	3. KRACK(AM)	Modern country	8,100	3. WTUE(FM)	AOR	12,500
3. WIRE(AM)	Modern country	16,800	4. KGNR(AM)	News, talk, MOR	8,000	4. WONE(AM)	Country	10,100
4. WNAP(FM)	Adult contemporary	12,600				5. WING(AM)	Adult contemporary	9,100
5. WTLC(FM)	Black contemporary	12,400				6. WDJX(FM)	Top 40	6,800
						7. WDAO(FM)	Disco soul	5,400
						8. WAVI(AM)	Telephone talk	5,100
						9. WLW(AM)	Adult contemporary	3,000
						10. WKRQ(FM)	Contemporary	2,900
						44. Birmingham, Ala.		
						1. WSGN(AM)	Contemporary	9,300
						2. WKXX(FM)	Contemporary rock	9,200
						3. WENN-FM	R & B disco	6,900
						4. WQEZ(FM)	Beautiful music	6,400
						5. WENN(AM)	Contemporary gospel	6,000
						6. WYDE(AM)	Country	5,800
						7. WRKK(FM)	AOR	5,300
						8. WERC(AM)	Top 40	4,700
						8. WJLD(AM)	Soul	4,700
						10. WVOK(AM)	Modern country	4,500

* Switched in July to top-40 format under new call letters WKJJ

Entertainment and Information Radio Programs

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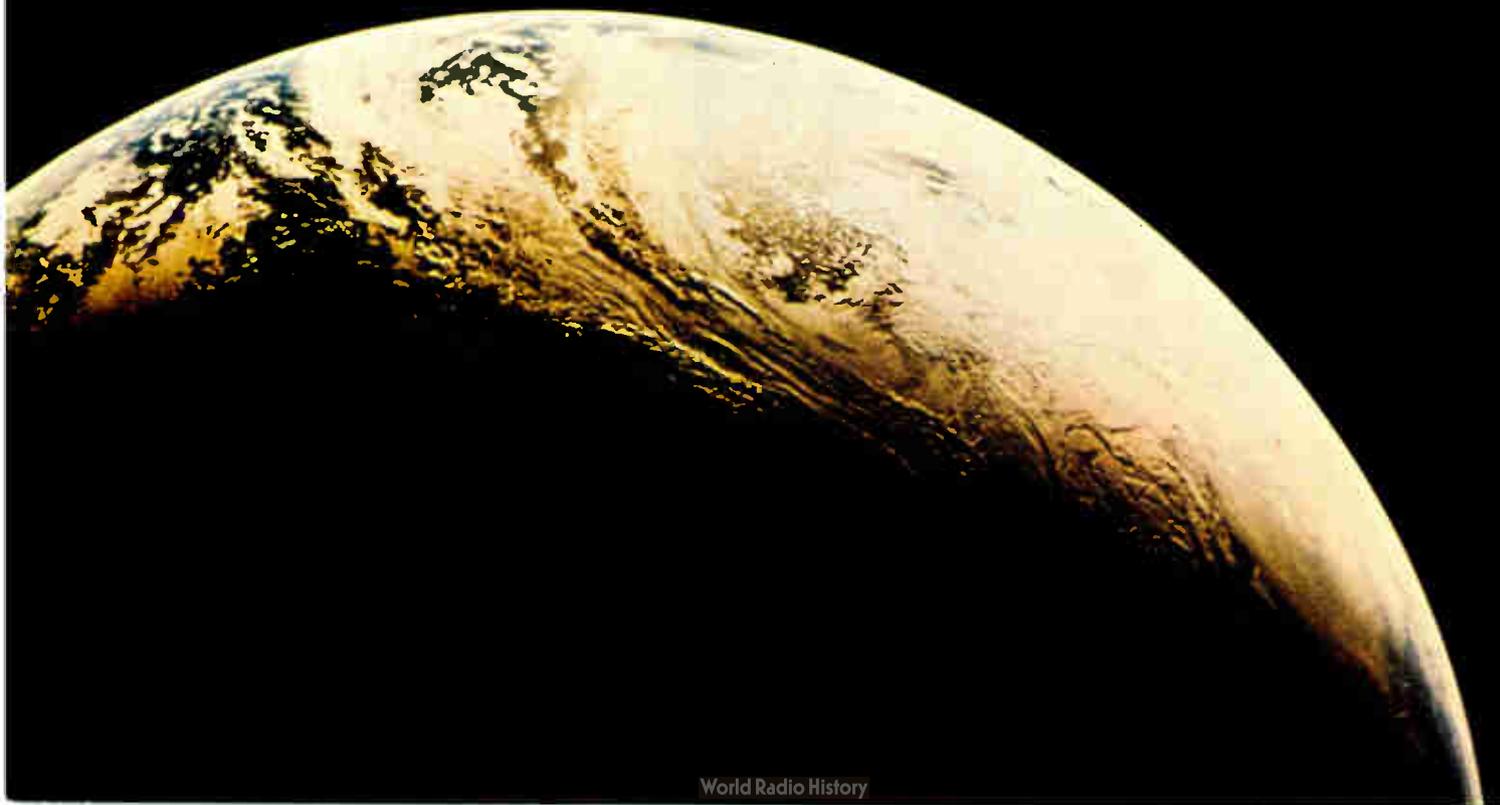
Try just enough news, weather and time to give you the morning basics.

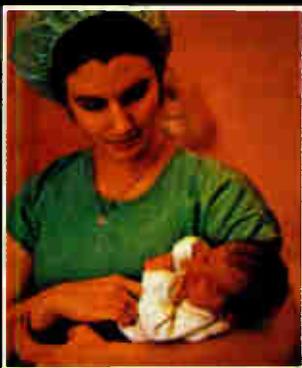
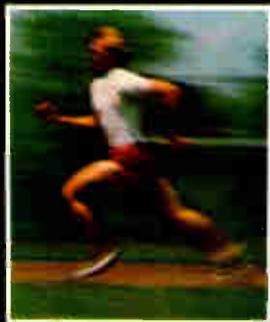
Then try some more music. Upbeat classics that stimulate your morning mind without cacophony.

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But somehow . . . somehow, you'll arrive at work thinking you've found a short cut. Alternate Route 570 AM/103.5 FM . . . WGMS in the morning.

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Demographic news and information for young adults.
Services to maximize station effectiveness.
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a computer link to all affiliates.

The RKO Radio Network. Lifesound of the 80's.

45. Albany-Schenectady-Troy, N.Y.

1. WGY(AM)	Pop adult	17,800
2. WROW(AM)	MOR	12,500
3. WTRY(AM)	Contemporary	10,100
4. WFLY(FM)	Top 40	6,900
5. WQBK(AM)	Talk	6,600
6. WGFM(FM)	Top 40	5,000
6. WPTR(AM)	Adult contemporary	5,000
8. WQBK-FM	AOR	4,400
9. WSHS(FM)	Beautiful music	4,000
10. WROW-FM	Beautiful music	2,700

47. Nashville/Davidson

1. WZEZ(FM)	Beautiful music	10,600
2. WLAC(AM)	Top 40	8,900
3. WSIX-FM	Country	8,200
4. WKDF(FM)	AOR	8,000
5. WSM-FM	Rock	7,600
6. WSM(AM)	Country	7,400
7. WBYQ(FM)	Contemporary	6,100
8. WWKX(FM)	Top 40	5,700
9. WMAK(AM)	Disco	4,700
10. WVOL(AM)	Black mass appeal	4,300

49. Salt Lake City/Ogden

1. KLUB(AM)	Beautiful music	8,500
2. KSL(AM)	MOR/talk	8,400
3. KSFI(FM)	Beautiful music	8,100
4. KCPX(AM)	Contemporary top 40	7,600
5. KALL(AM)	Personality	6,400
6. KCPX-FM	AOR	5,600
7. KSOP-FM	Country	4,900
8. KRSP-FM	Top 40	4,500
9. KSXX(AM)	Talk	3,400
10. KALL-FM	Adult contemporary	3,200
10. KISN(FM)	Beautiful music	3,200

46. Greensboro-Winston Salem-Highpoint

1. WTQR(FM)	Country	11,300
2. WSJS(AM)	MOR/contemporary	8,500
3. WGLD-FM	Beautiful music	8,300
4. WKZL(FM)	AOR	7,700
5. WSEZ(FM)	Top 40	5,500
6. WRQK(FM)	Adult contemporary	5,400
7. WAAA(AM)	Gospel	5,200
8. WQMG(FM)	AOR/soul	4,500
9. WEAL(AM)	Black	4,000
10. WPET(AM)	Contemporary gospel	3,200

48. Toledo, Ohio

1. WIOT(FM)	AOR	17,400
2. WLQR(FM)	MOR	15,700
3. WSPD(AM)	Adult contemporary	11,700
4. WOHO(AM)	Adult personality	8,200
5. WJR(AM)	Variety	7,000
6. WTOD(AM)	Country	6,200
7. CKLW(AM)	Adult contemporary	4,800
8. WXEZ(FM)	Rock	4,400
9. WCWA(AM)	MOR	3,900
10. WMHE(FM)	Contemporary rock	3,600

50. Oklahoma City

1. KTOK(AM)	MOR	14,200
2. KEBC(FM)	Country	10,100
3. KOFM(FM)	Top 40	9,600
4. KATT-FM	AOR	9,100
5. KKNQ(FM)	Beautiful music	8,600
6. WKY(AM)	Adult contemporary	8,300
7. KOMA(AM)	Contemporary	6,100
8. KZUE(FM)	Adult contemporary	5,700
9. KFNB(FM)	Beautiful music	4,600
10. KXXY(FM)	Contemporary	4,000

Radio 1979

More and merrier in radio syndication

As the medium's horizons expand, so do those of the format specialists, ever quick to supply new programing demands

Riding the trend toward radio-format diversity are the syndicators, whose fortunes and number are on the increase.

Syndicated radio programing has its roots in the late 1950's when automated radio equipment manufacturers promoted their products with taped music. In 1962, when the FCC spelled the end of much of AM-FM simulcasting, and FM radio began to mature as a medium of its own, the demand for automated radio programing increased dramatically.

More recently, increased competition in

radio has created a demand for expert program consultation, and many syndicators today provide clients with an array of consultative services from preliminary market analysis to insure a successful format choice, to technical advice and ongoing sales and promotional help as well as fully automated and live-assist musical programs in many different formats.

Other firms don't provide a total format, but add to the one a station already programs. These syndicators do daily and weekly shows or provide special annual programing.

Some of the more obvious successes in the syndication story:

Drake-Chenault Enterprises, a pioneer in radio program syndication, now has over 300 clients. Its list of fully automated

and live-assist formats includes AOR, top 40, soul, disco, MOR, beautiful, country and adult contemporary, and Drake-Chenault plans to release a big-band format at the beginning of 1980.

In addition to preliminary market evaluation and format selection, Drake-Chenault customizes a client station's format with music selection updated weekly, custom ID's, jingles, time announcements and promotional imagery. Ongoing consultation includes air checks, on-site visits, and a weekly flow of sales and promotional ideas.

In response to a growing demand for special programs, Drake-Chenault formed a Special Features Division in 1977. It now offers six special programs including *Night Fever*, an eight-hour weekly disco program, a 52-hour *History of Rock 'n' Roll*; *The Golden Years*, a 15-hour survey of hit records from 1964 to 1978; *The Number One Radio Show*, 24 hours of hit records from 1964 to the present; *The Golden Years of Country*, a country counterpart to *The Golden Years*, and a three-hour *Elvis Presley* special. Drake-Chenault's newest special program, *The Top 100 of the 70's*, is soon to be released.

"Radio stations are becoming more specialized," comments Drake-Chenault's executive vice president and general manager, Jim Kefford. "Special features give them something to sell. Our aim in special programing is to have a station gross three times its initial investment."

Another pioneer in radio program syndication is **Broadcast Programing International**, which until five years ago was a

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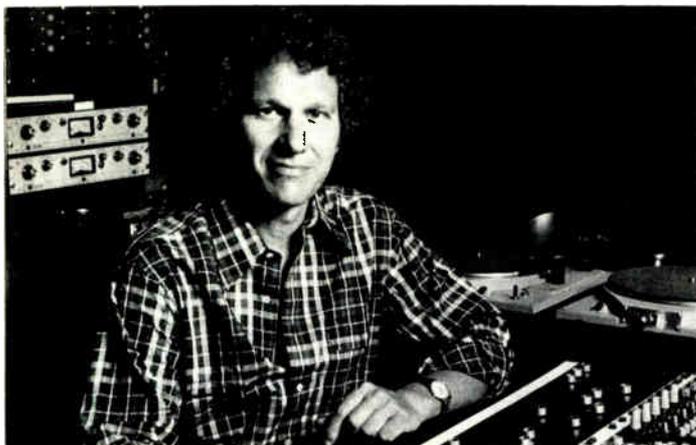


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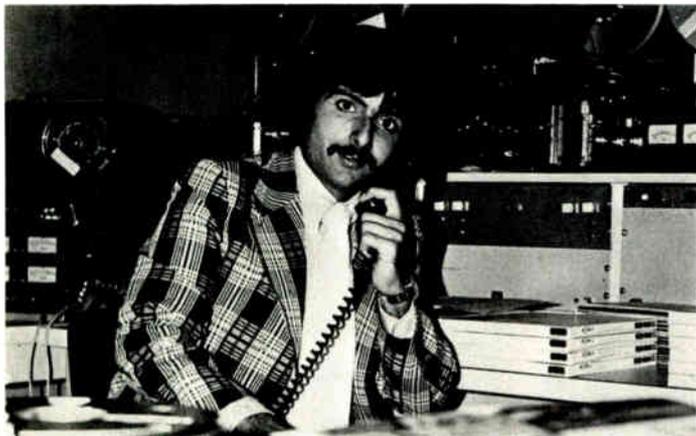
*Source: Arbitron, 6 am-midnight, Mon.-Sun., TSA Cume.



Watermark's Tom Rounds



Drake-Chenault's Kefford



RPM's Krikorian



Shulke's Shulke (I) and Phil Stout

division of International Good Music. Celebrating its 20th anniversary this year, BPI retains some of its original clients among the more than 200 it now serves.

BPI's three formats with announcers are easy listening, contemporary MOR, and country. Unannounced formats include two classical formats, AOR, Rock Gold, adult contemporary, contemporary MOR, Bright 'n' Beautiful, easy listening, Country Living and Spectrum, which allows a client to mix and match from any of the seven unannounced formats.

Included with announced formats and available with unannounced formats is BPI's copy service, which provides a client with 10 minutes per month per announcer of professionally announced promotional spots, intros, outros and call letters.

BPI custom-produces each station's library with weekly, monthly and quarterly updates. Its programing consultants are available to clients at no extra charge to provide research and programing assistance.

TM Programing now counts over 270 clients for its six formats: good music, beautiful music, stereo rock, country, beautiful rock and disco. Stations pay between \$600 and \$3,500 a month and Bob Bruton, senior sales consultant, projects TM's 1979-80 sales at \$2.5 million.

"We don't just sell music in a box," said Bruton in describing TM's services. The company has sales consultants that analyze each station. According to TM,

each consultant has been a program director and a general manager or sales manager at a radio station. A format is recommended, sales seminars are conducted for the staff, the music library is updated with six reels a month and a set of custom-produced jingles, voice ID's and buffers are provided and updated. Also included are continuing consultation over the phone and by air check, creative and technical manuals, monthly rotation schedules and a consultant to oversee the installation and initial broadcasting of the format.

The programing staffs for each format are separate at TM. "Since there's no one person knowledgeable enough in all the different formats, we keep them apart," said Bruton.

Of TM's formats, stereo rock is the largest, with over 100 subscribers, beautiful music is the oldest, having made its debut in 1970, country is the fastest-growing, and disco is the newest. Called Pure Disco, TM's is the syndicated version of the format created for WKTU(FM) New York by Burkhart-Abrams. "Disco is hot in the larger markets, but over-all broadcasters haven't got a handle on how to market disco yet," said Bruton.

Due to the requests for special programing, TM this year set up a new separate division—TM Special Projects. Launched in January of this year, the group has done over \$500,000 in gross revenues in its first six months.

The company's offerings, according to Jack Alix, director of sales and marketing,

include: *Album Greats: A History of Album Rock* (48 hours), *Woodstock 10 Years Later* (six hours), *The Elvis Presley Story* (12 hours), *Top 10 Hits of All Time* (25 hours) and *The Evolution of Rock* (67 hours). Prices range between \$500 and \$15,000 for the shows and include rights for at least two and sometimes three airings.

Special Projects was created to handle specials, weekend shows and, eventually, weekly shows, said Alix. "We hope to have 10 offerings by the end of our first year, getting into country and top 40."

One of the larger firms in the field, **Bonneville Broadcast Consultants** services 125 stations, and has been seeking in the past few years to upgrade its markets, rather than its total number of clients. The stations pay between \$600 and \$4,000 a month and the company's president, Marlin R. Taylor, estimated it's approaching \$2 million a year in gross revenues.

In addition to the music library in various formats (beautiful music, adult contemporary, AOR and country), Bonneville offers a complete consulting service and ongoing critiques of the station's entire sound through regular field visits, telephone monitoring and air checks. Also provided is engineering consultation.

In terms of formats, Taylor said AOR and country are very strong now, and "we see beautiful music remaining strong and continuing to hold its market share for the foreseeable future."

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Each week, Monday through Sunday, 6 a.m. to midnight,
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P M S

**PROGRAM
MANAGEMENT
SYSTEM**

**A
TECHNIQUE
TO INSURE
SUCCESS
IN THE
80's**

Taylor said, with far fewer stations taking a passive role, especially in the major markets. "Radio is in for a tougher time in the 1980's," he continued, due to increased competition from developing technologies such as cable and satellites. "It's going to take a lot of creativity to stay ahead."

A new service, developed, according to Taylor, "because we saw a need for a more tailored, customized approach," is Bonneville's Program Management System or PMS. Bonneville researches the market to determine what format will best fit the station's goals. Once a format is decided on, PMS generates a computer playlist, with new ones delivered weekly to the station. PMS either supplies the music on tapes or the station can use its own library. This and the various sales, management and engineering support services cost the stations between \$500 and \$5,000 a month. Since it began five months ago, PMS has signed six stations.

Radio Arts Inc., in business since 1975, serves 120 radio stations. President Larry

features, commercials, and improved production."

Offering nine musical formats including beautiful, modern country, contemporary, MOR, disco and country crossover, Peters Productions charges its clients fees of from \$400 to \$3,000 monthly. Music libraries are updated weekly with current hits and monthly with noncurrent selections.

RPM, Radio Programing Management, programs 50 radio stations in the U.S. and three in Puerto Rico. It offers three formats: contemporary beautiful music, classic beautiful music and progressive MOR.

President Tom Krikorian says RPM has client stations in all sizes of markets, most of them in the East. Krikorian says the company places emphasis on long-term relationships with its present clients, rather than rapidly increasing their numbers. "Some of our stations have been with us five or six years," he says.

Monthly fees for programing services start at \$475 for beautiful formats and over



Westwood One's Pattiz

Vanderveen says his company broke into an overcrowded field by serving an area no one else did: "We pioneered the adult-MOR format with the Entertainers format," which he said is an amalgamation of traditional MOR sounds by such artists as Frank Sinatra and Perry Como with those of Neil Diamond, Barry Manilow and some country crossover artists.

Monthly fees for Radio Arts' services range from \$550 to \$3,000. Other formats offered are adult contemporary, Bright 'n' Easy Country and rock.

As one-time general manager of KFI(AM) Los Angeles, Vanderveen approaches radio programing from "a marketing rather than a production point of view." Vanderveen says his company consults a radio station's total operation, from the condition of its signal, to news placement and focus, commercial policy, community involvement, sales and promotion.

In the radio programing business since 1970, **Peters Productions** of San Diego has 150 clients for which it provides programing, jingles and commercials for regional advertisers. "What a good syndicator does," said Redd Gardner, director of sales, radio formats, "is give a station time to devote all its efforts to local



Radio Arts' Vanderveen

\$500 for MOR. RPM's initial research of a client-station's market evaluates the achievements of existing stations and weaknesses of the client station. RPM custom-designs a station to establish its tempo or mood and uses air checks to monitor voice and production quality and program flow.

Krikorian believes RPM offers personal interest in the people at client stations. "Any syndicator can make recommendations," he said. "We make sure they get on the air."

The **FM 100 Plan**, founded in 1974, currently programs over 125 stations nationally in all market sizes. President Darrell Peters is also general manager of company-owned **WLOO(FM)** Chicago.

In addition to offering the resources of a company closely involved with the day-to-day workings of its own beautiful music station, the FM 100 Plan concentrates directly on producing low audience turnover in its client stations, which Peters says means larger shares.

The FM 100 plan offers three formats. Today's Beautiful Music has a library of over 300 hours and includes custom recordings from Europe, Canada, the U.S. and its own studios in Chicago. Beautiful

MOR is a vocal-oriented easy listening format using contemporary and traditional vocal and instrumental selections, and its Beautiful Country includes easy-listening country vocals and instrumentals, with easy listening artists performing country selections.

FM 100 uses a monthly update program and a four-deck rotation plan designed to insure that the same tapes do not play in the same combination for 84 days, and no one selection plays twice in one day.

The company provides a 24-hour hot line for clients with problems in programming, engineering, equipment, sales or promotion. It also provides consultation.

Schulke Radio Productions is a beautiful music syndicator with 70 clients and an annual gross of \$1.9 million.

Jim Schulke attributes his company's success to "buying well, and being committed and highly polished." Schulke has over 1,100 exclusive custom-recorded titles. "We are unique in the sense that we spend so much in custom recording,"



KalaMusic's Wertz

Schulke said. Schulke claims that 90% of his stations rank in the top three of ratings books.

Schulke's rates run between \$900 to \$7,000 per month, with cost based on size of the market, Arbitron ratings and revenue in the market, revenue being the highest factor in price. The format is available in quarter-hour sequential play tapes (developed by Schulke and now used by many syndicators) and the library runs about 200 hours. Stations receive between 80 to 110 tapes per year.

KalaMusic has been labeled by Schulke Radio Productions as a "beautiful contemporary service," and Schulke should know, since KalaMusic claims to be its foremost competitor.

KalaMusic was established in 1972 by Fairfield Broadcasting, the licensee of WQLR(FM) Kalamazoo, Mich. and WEZV(FM) Fort Wayne, Ind. KalaMusic's gross revenues for the past year are proprietary. It has 24 clients in the 50th to 130th markets, and gears its programs to the 25-49 age group. Its music, songs from the 60's and 70's, is produced in two modes: a quarter-hour match-flow series available live or automated, and a random-select available on category tapes,

specifically designed for automation. The company bases its rates on the number of Arbitron books a station receives per year—from \$750 for one book to \$2,000 for four books. This cost includes set-up, semi-annual visits and working to position each station within a market.

"We believe in going to medium markets with 10 or 12 stations. That way, while we may not be the number-one good music station, we are invariably in the top two or three in a market," William Wertz, vice president and programming director, said. "Our most lucrative stereotypes are our stations in Lafayette, Ind., Rockford, Ill., and Roanoke, Va.," he continued. Wertz attributes KalaMusic's success to working with the stations and showing how "music serves as a catalyst to its ultimate success."

One of the newer entrants in beautiful music syndication is Phoenix-based **Churchill Productions**. Headed by Tom Churchill, the firm was organized in 1975 to program KQYT(FM) Phoenix. That



O'Connor's O'Connor

proved successful, so in 1977 Churchill began offering his Planned Flow Beautiful Music format to other markets. The company now has seven clients in addition to KQYT: WDOK-FM Cleveland, WCZY(FM) Detroit, KHOW-FM Denver, WHFV-FM Benton Harbor, Mich., KFLG(FM) Flagstaff, Ariz., KBRD(FM) Tacoma, Wash., and KISN(FM) Salt Lake City, which signs on this week.

The stations pay between \$650 and \$3,600 a month for the service which consists of a library of 160-170 hours of music programed in segments of between 12½ and 14½ minutes and selected, according to Churchill, "for a match in mood and tempo." Also included are lists of recommended music schedules so that about 95% of the station's programming is accounted for.

Its new offering, a one- or two-hour religious music show, designed for beautiful music stations' Sunday mornings, will be offered beginning Oct. 1, and has been pre-sold in three markets.

Churchill believes the beautiful music format is one that will endure. "Three to four years ago," he said, "there was a lessening of interest in beautiful music." Now, however, he sees "a sharp

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KYNG
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resurgence of interest" in the format for two reasons.

The first is what he calls "a swell of population into our demographics"—the 30-plus age group—from the post-WW II "baby boom." The second is the recognition of the increase in disposable income in the 50-60 year-old bracket. "Five, 10, 15 years ago," Churchill said, "older people held onto homes. Now, people, especially in the Sun Belt, sell their houses and furniture and move into apartments and condominiums and start a whole new life style and since their children have grown up, have more discretionary income. And that's an audience directly related to beautiful music."

An early arrival in the field of special program production is Watermark Inc., which premiered its *American Top 40* program on seven stations on July 4, 1970.

Watermark products are now carried in 1,214 markets in either barter or series and sales for the company in 1979 were close to \$25 million. Casey Kasem's *American Top 40*, is now heard weekly on over 500 stations in the U.S., in a dozen foreign countries and on American Forces

year-old company with 1,300 clients and a gross last year of \$1.5 million. O'Connor produces 25 feature programs, the most popular of which is Ronald Reagan's five-minute daily commentary on American life. Other features syndicated are: Earl Butz's two and a half minute commentary on national and international affairs; the *Best of Groucho Marx*, edited excerpts from *You Bet Your Life*, and Art Linkletter's one-minute vignettes.

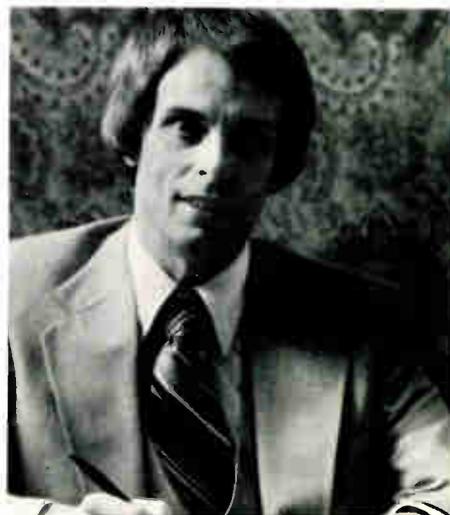
The company sells the programs on rates based on population. Taking the Reagan commentary as an example, rates would range from \$18 per week for five shows for a city with population under 10,000 to \$180 a week for a city like Los Angeles.

O'Connor not only produces its 25 feature programs, but music specials and dramatic programs during holiday seasons. There are no taped formats, most are disk. However, O'Connor does syndicate the music of classical station KFAC(AM) Los Angeles.

Westwood One, a four year-old company with 1,100 clients and an annual gross of \$3 million, was created by Norman Pat-



Arnold's Arnold



Bonneville's Taylor

Radio Network.

Watermark's other programs include the *Robert W. Morgan Special of the Week*, an hour-long interview show built around the music of a particular artist or group. It had its debut in August 1976 in the top 150 U.S. ARB markets on a barter basis and is currently sponsored by Michelob beer.

Its *American Country Countdown* premiered in October 1973. It is currently heard on 200 U.S. stations and American Forces Radio.

Watermark's newest offering is its dramatic series, *Alien Worlds*, which premiered in January of this year, in the top 150 markets. The series employs original scripts, a symphonic score, well known actors and special effects. A second series of *Alien Worlds*, now nationally sponsored by Peter/Paul Cadbury, began the weekend of July 7-8 in more than 130 markets.

O'Connor Creative Services is a 13-

tiz, a former sales manager for KCOP(TV) Los Angeles.

Westwood is the producer of such barter programs as *The Dr. Demento Show*, an off-beat two-hour program featuring "humor, bizarre music and iconoclastic interviews with public figures;" *Star Trek*, a 90-minute, twice daily rock news and interview program, and *The Great American Radio Show*, a two-hour, weekly program giving an overview of the week's music and cultural activities. Westwood has a dozen programs now on the air.

Pattiz, who says the networks are his biggest competitors, considers Westwood a "non-wired radio network" looking for clients interested in having an identity with a certain program, and interested in a 52-week commitment. Pattiz also said "Westwood is not into automated formats. We specialize in programs and programing designed to enhance a station's image." Pattiz runs a 44-person shop which produces all its own programing, and claims

there is a "new, sophisticated audience" that is interested in programming content. "With the advent of satellite technology, the business is going through a rapid expansion."

Some of Westwood's advertising clients are: Anheuser-Busch, Schlitz, Warner-Lambert, International Harvester, JBL and Dentyne.

Another company to offer syndicated programs and special programming rather than total format service is **DIR Broadcasting**, which, according to president Bob Meyrowitz, considers itself not so much a syndicator as a network since he says, most of the stations that carry DIR's shows air them at the same time.

While many of the other syndicators concentrate on beautiful music or multiple formats, DIR is strictly a rock 'n' roll outfit. Meyrowitz started out in 1971 offering tapes of live rock concerts—*The King Biscuit Flower Hour*—now heard on 252 stations across the country. In eight years DIR has grown from the original one-man shop to a company that now has 26 full-time employees, its own production and duplication facilities and gross income of

man, his first on radio since he went underground," Meyrowitz said. "We edited it into five, 15-minute programs and then ran into a wall with sponsors. They thought him too controversial." Meyrowitz said that time was finally sold to *High Times* magazine.

Inner View is both a company and a syndicated interview program featuring rock artists and run on 150 stations. Jack Morris, president of the company, said that his firm uses the barter system, taking about six commercial minutes per hour. Sponsors of the shows include Kawasaki, Alpine Electronics, Akai Electronics, Altec Lansing speakers and Clarion Corp. to name a few.

While Morris would not disclose his revenues for the past year, he did say the company was growing steadily and will be introducing a new MOR format called *Cream of the Alley*. Morris said music for the new service will be drawn from the decades between 1920 and 1960.

Toby Arnold & Associates offers three basic special programming services. It specializes in station ID's and jingles, and KLAC(AM) Los Angeles and WFIL(AM)



TM's Nickell



DIR's Meyrowitz

\$5 million in 1978.

In addition to *King Biscuit DIR* also offers the *Robert Klein Show*, *DIRect News* (a five-minute feature, 10 per week), *Conversations* (a two-hour interview show conducted by Dave Herman of WNEW-FM New York offered four times a year) and various concerts fed live via AT&T lines on special occasions like New Year's and July 4.

All of DIR's productions are barter with one minute of time costing national advertisers from \$1,000 to \$10,000.

Two projects in the works at DIR include a five-minute comedy show designed to air during morning drive time and recorded at live performances at Los Angeles area clubs. "Another possibility is a *Soul Countdown* show," said Meyrowitz.

One of Meyrowitz's complaints about the business is the occasional difficulty of convincing large national advertisers of the audience for his shows. "Recently we got a two-hour interview with Abbie Hoff-

Philadelphia are among clients for which it has produced custom campaigns.

It also offers a full service production library, currently being used in 135 U.S. markets. The production library provides music, sound effects and spoken lines to be used by radio stations producing commercials for local advertisers.

Toby Arnold's eight-hour, year-end countdown of the top-100 records, called *Opus*, is currently heard each year on 250 radio stations. This year's *Opus* will include four hours of extra programming that chronicle the hits of the 1970's.

Currently in the works is the company's newest project, *Olympic Gold*, which will include 130 90-second programs, each relating a human interest story about an American Olympic team or athlete throughout the history of the Olympics. It is intended to be aired from Jan. 1, 1980, through the winter and summer Olympics and will be narrated by former CBS sports personality Bill Mercer.

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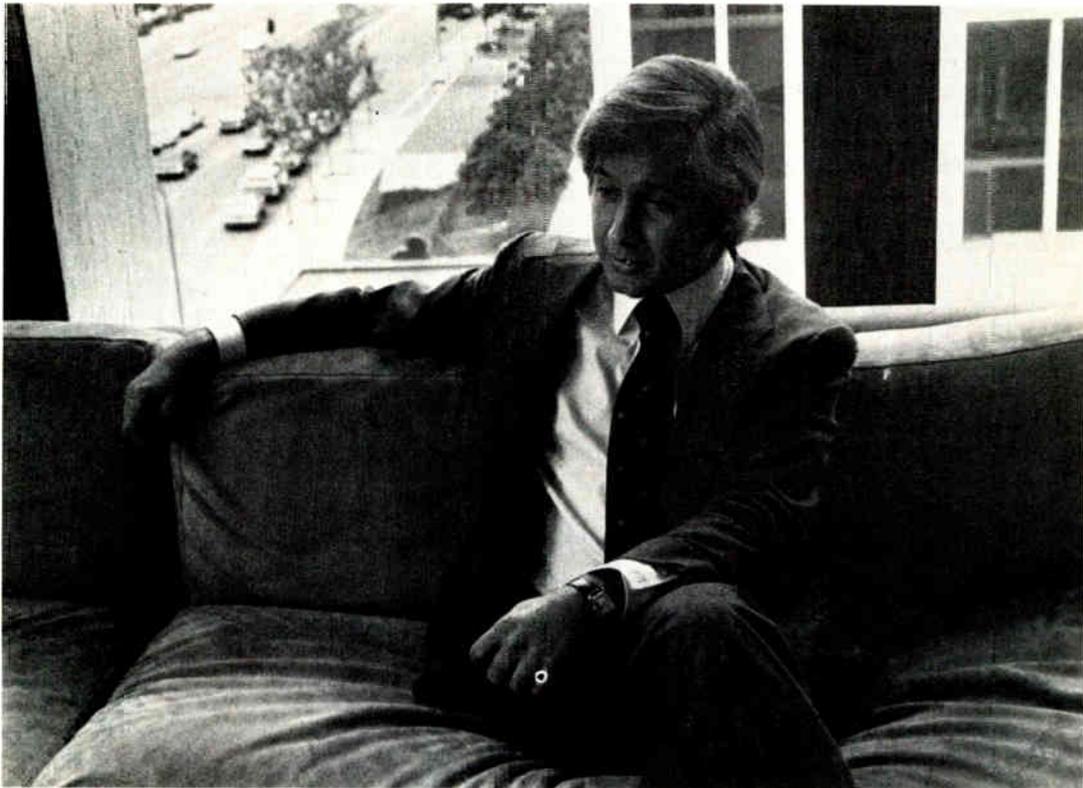
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Programing



Leading from strength

Anthony D. (Tony) Thomopoulos, the 41-year-old president of ABC Entertainment, entertains more people than anyone else in America. Formerly a vice president and assistant to ABC Television President Fred Pierce, Thomopoulos assumed the leadership of the entertainment division last year when Fred Silverman left it to become president of NBC. Contrary to the prophecies of doom that accompanied that move, ABC has, if anything, strengthened its programming position and is now entering the 1979-80 television season with a prime-time lead that shows no signs of dwindling. In fact, former CBS-TV programming head Mike Dann said three weeks ago that ABC is going into the fall "with the strongest comedy line-up in the history of modern television" (BROADCASTING, Aug. 27).

Although based in New York, Thomopoulos spends, he estimates, 60% of his time at his Los Angeles office, where this interview was conducted Aug. 29. This is the first of a three-part series of discussions with the presidents of the three networks' entertainment divisions. Next week Bob Daly of CBS will give his perspective of the upcoming season, and in the issue of Sept. 24 Mike Weinblatt of NBC will conclude the series.

When you announced your schedule back in May and made the shifts of your top-gun series—*Mork and Mindy*, *Laverne and Shirley*, *Fantasy Island*—obviously you were moving these into time slots you weren't doing especially well in, but how much more do you expect to get out of it, how much more than 8-8:30 on Sunday night do you expect from *Mork's* move?

I think the key to that move was to create an appetite—sort of like a linchpin for us at 8 o'clock. We hope that it will create an audience flow through the rest of the evening for us. Obviously there's a differentiation of audiences at 9 o'clock at the movie, but there is such a thing as audience flow, and the key move for us there was to establish a foothold at 8 o'clock and give us some traction for the rest of the evening.

Is this a first step toward ABC taking over Sunday night, which has been CBS's for so long?

Well, being in a competitive business, our desire is to win as many nights as we can. Hopefully, what we would like to do—is to build a two-hour, four-comedy block from 7 to 9. We have the two half-hour comedies at 7 and the two from 8 to 9, and, hopefully, the comedy at 8 o'clock, *Mork and Mindy*, will be the linchpin on which those other comedies will hold. So it's not only the evening that follows *Mork*, it's also the evening that goes before where there's considerable competition Sunday at 7 o'clock on CBS with *60 Minutes* and *Disney* on the other side. What we are doing is something we have not done before, and that is to try comedy at 7 to 8 and build a complete comedy block on Sunday.

I take it you're pleased with the preliminary results.

Yes, I'm somewhat satisfied with them. The votes aren't totally in yet. I think you have to wait until you get into the

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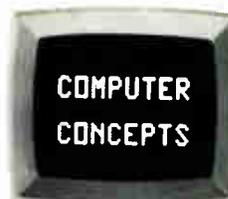
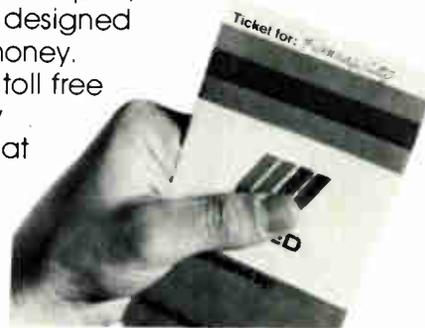
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season—until you get original programming in there and you can get CBS with *Archie Bunker's Place* and see how the audience reacts to that and to see how they react to the new program—*The Associates*. The initial reaction is pleasing, but still it's just an early indication.

What about *Fantasy Island*? It's not doing as well.

No, *Fantasy Island* has not started off as well as we anticipated. But that again is an early indication. Its repeat programming has, in effect, been against two one-hour *Different Strokes*. A lot of the young people at 8 o'clock are NBC's. But share levels are down for all three networks in the time period. I think we have to wait until we get into the season again to see. The initial reaction is a little disappointing, but it has not been a mistake.

It's been up against CBS's *Incredible Hulk*, and back in June when the advertising agencies were looking at the schedules they said it was going to be nip-and-tuck between *Fantasy Island* and *Incredible Hulk*. The first week we nosed by; the second we were a little behind. It's going to take some time, and I think we have to wait until the original programs appear.

How many nights do you think ABC's going to win this year? And which ones? Obviously we have to look at the realities. I don't really make predictions in that regard—down to specific nights. I think the key is to look at each night and see how the audiences are and, really, to judge our

over-all results. I'm not so much interested at this point in time in winning specific nights as in building a foundation for the future. I don't spend time thinking about it myself. I'm not just going to give you something off the top of my head.

You already have Tuesday, Wednesday and Thursday nights. Do you expect to lose those?

No.

You're expected to do a close second on Friday and Saturday. Do you think you can pull a win out of either of those?

I think that we will improve our performances on Saturday between 8 and 9. I think that *The Ropers* and *Detective School* will give us a much better base for *Love Boat*, and I am pleased with the reaction we got this past Saturday night to *Hart to Hart*. Again, it's just a sampling; it's not anything conclusive. I think we will improve our performance on Saturday—specifically 8 to 9.

You've switched *Angie* from Saturday night to Tuesday. Why?

There was a number of factors in that decision. First, *Nobody's Perfect* just didn't come together as I would have liked it. It just didn't live up to what I thought was the potential of the show. So I had the luxury of not having to force it on the air. We built a hit in the summer with *Detective School*, and I felt the compatibility between *Happy Days* and *Angie*—long-term—was better from a programming standpoint than *Happy Days* and *Detective School*. In addition to that, we are introducing a new hour at the back of the night in *Lazarus Syndrome*, and I wanted to put something in there at 8:30 that I felt added strength. I put it in as a positive rather than to try to protect it. I did it as a positive move. I used *Angie* as an offensive weapon.

Do you believe that Saturday has now become a true toss-up?

I really believe that *The Ropers* at 8 can improve our Saturday performance 8 to 9. If it can carry over through *Love Boat* to 10—if those two things happen, which are ifs—then it would stand to follow that we will have a better shot at being successful on Saturday night.

Over-all, where do you think ABC could be stronger?

When we built our schedule, we built it with the expectation and the hope of trying to strengthen some of our weak time periods. We did have weakness Monday 8 to 9, Friday 8 to 9, Saturday and some weakness Sunday. So those are the time periods we vigorously attacked. And that was the rationale for the shifts you saw. I would anticipate that we will strengthen our weaknesses. I don't know whether we will accomplish it 100%. But I think we will strengthen our performance, which, in effect, will strengthen our basic performance week-in and week-out. What we are attempting to do is build a program schedule that will have longevity to it. Its inherent strength will continue. We're trying to build for the 1980's now.

Are you totally satisfied with this fall's schedule?

Totally satisfied? I'm never totally satisfied.

Are you 90% satisfied?

I'm more than not satisfied. I'm pleased. I'm not totally satisfied.

What would you like to see different?

I think what I'd like to see different in our schedule is something that we constantly strive for—a little more diversification. And that is really an over-all balance.

How are you not diversified now?

We are diversified.

But you say you want more.

I want more.

Do you have too many comedies?

There are only two masks in the Greek theater—the comedy mask and the drama mask. So you can't say there are too many comedies or there are too many dramas. Within those categories, I'd like to see different types of shows. *The Associates* is a terrific show. I'm very pleased with it. It's quality. It's upscale. It's terrific writing. *Benson* is living up to all our expectations. *The Ropers* is doing nicely. I mean I'm happy with it. I think when I say diversification I mean there's room for a comedy that had the impact—I don't mean negative impact—of a *Soap*, of what *All in the Family* was in its time, when it first came out. Something that had a little bit more controversy to it.

Are you looking for one like that now?

I think that we are always looking for the new breakthrough within a genre.

You had it last year with *Mork and Mindy*. We did have it last year. We want to find that breakthrough again.

What does your gut tell you the next comedy program breakthrough is going to be?

If I had the answer to that question, I wouldn't give it to you to put it in BROADCASTING.

Do you have any shows in development that might fit the bill?

Possibly. We're talking about one now. If it comes to be, it may fit very well within that context. What I'm referring to are not specifically shows that have a controversy to them—a negative controversy. I'm looking for a show that has a total distinction—that you haven't seen before.

Let's get back to scheduling. To say the least, your scheduling is aggressive. Fred Pierce uses that word a great deal. It looks as if your goal is to win every time slot of every night of the week. Are those your intentions?

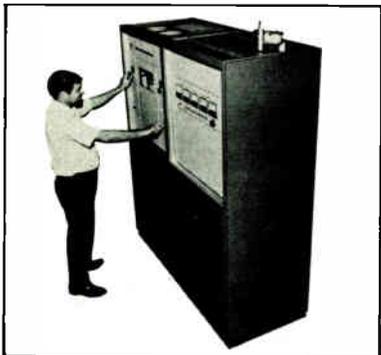
My goal is to be the best I can at what I do. It's a combination of many things. Winning is obviously part of it. But it's not the total. Being number one doesn't carry just a numerical advantage. It should also represent being the best. I don't know if I can reach it, but I can strive to be the best.

What's Tony Thomopoulos's definition of "being the best"?

Being as well rounded as possible. In television it's providing a total program service. If you can accomplish that, then

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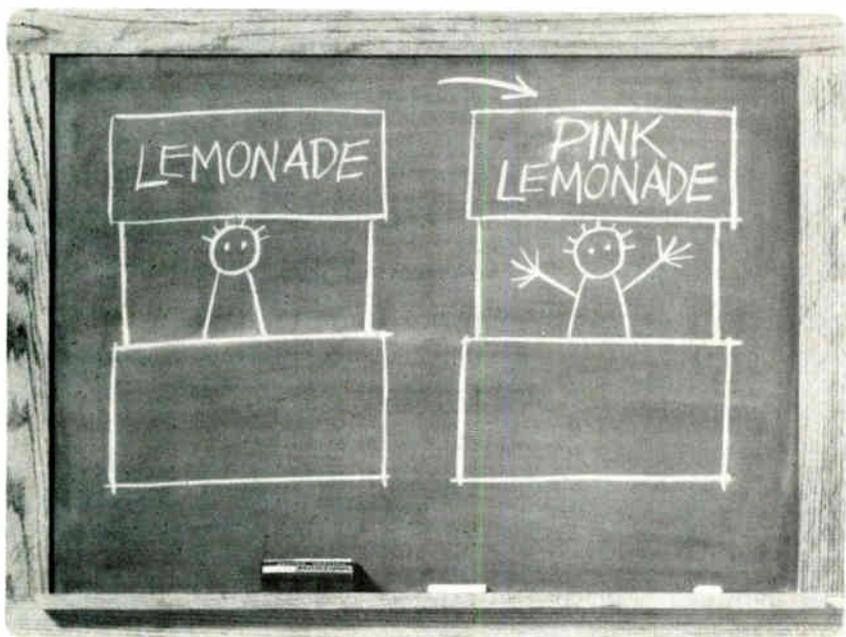
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I want to ask you about your competition. That's an area I have some problems with. I don't answer many questions about my competition. I have a very set philosophy about that.

Which is.

I can't judge another man's decisions because I am not there dealing with the facts and the issues that he has to deal with. I think it is very easy for someone to get down and make judgments about somebody else's work. But without having the benefit of what their knowledge is—what they're dealing with—I very rarely if at all comment on my competition. I think it is unfair. It is really a very strong point with me.

We'll look at it from your adversary position. Do you feel that CBS has mounted any serious threats to ABC this fall? I think CBS has made some upward strides in their programming.

Where specifically?

Over their whole schedule. They have strengthened their basic series schedule. The heart of the business, the basic foundation, is the series. From the series, you build into that much larger picture. Last year they improved their position on Friday night; they've improved their position on Sunday night. I think they are making an attempt to improve their position on Wednesday night with the two comedies. I think what they have done is attempted to strengthen that basic series commitment.

Other than Sunday at 8, of course, do you see CBS as vulnerable?

Yes I do.

Where?

I'm not going to get into it. I'm really not. I think they have strengthened their position somewhat in their series, and that's all I'm going to say.

Well, let's try NBC then. I'm sure you've read Mike Dann's speech. Do you feel NBC's as weak as he said it is?

I think that they are making the attempt to strengthen their position—their competitive position—for the long term. For predictions, I think you have to look at the basics of what our business is, and that's series television. I don't think they have taken as strong a position as CBS has in that regard.

Is it an axiom, as Fred Silverman says, that the network with the comedies is the network that wins?

I think it is. There is a basic strength that you need in your series television—whether that be comedy or drama. There's a basic strength that you need to have week-in and week-out.

And you don't think NBC has that.

I don't think they have it as much as CBS.

Are you looking at NBC as a serious competitor this year?

I look at everybody as a serious competitor. Everybody. If you want a

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prognostication, I'll give you an overview: We will be the leader again this year. I think that the initial reactions to NBC and CBS will be close, and I think in the long-term CBS will be a strong second with NBC third.

Let's talk about Tony Thomopoulos's programming philosophy. Mike Dann as much as said last week that you're a scheduling genius. You're very active in the creative process, too. Where do you feel your greatest contribution is?

I, hopefully, am a good executive. I believe that my strength is in motivating people to do their best. I believe I've assembled the best, professional broadcasting team of executives available. I've put them into positions where they can grow and make enormous contributions to our total effort.

Do you feel that scheduling can compensate for an inferior show?

Scheduling can give a show an opportunity to grow. It can give a good show an opportunity to grow, but I don't think it can give a bad show an opportunity to grow to a long-term hit. A bad show—no matter where it is—will not stay in the schedule for long. A good show may stay longer than it otherwise would because of its position.

Familiar ratings tune

ABC-TV weighed in with another winning week for the period ended Sept. 2, although CBS-TV captured the three top

positions in the Niensens. The weekly average showed ABC-TV with a 16.0 rating, trailed by CBS-TV, 14.4 and NBC, 13.0.

In the number one spot was the Monday version of CBS's *M*A*S*H*, with a 25.3 rating and 42 share, followed by *WKRP in Cincinnati*, 24.2/40, and *Lou Grant*, 22.9/39. ABC swept positions four through 13, with such mainstays as *Soap*, *Barney Miller*, *Charlie's Angels*, *Three's Company* and *Happy Days*. NBC's front-ranking series in 18th place was *Little House on the Prairie*, with a 16.6 rating and a 31 share.

Armstrong now means AM too

Annual awards presented by Columbia and NRBA, originally just for FM, this year include pioneer band among 25 winners

Twenty-five radio organizations will be honored with 1979 Armstrong Awards for excellence and originality in radio programming, it was announced last week by the National Radio Broadcasters Association.

The annual competition, to honor the late Dr. Edwin Armstrong, FM pioneer, is co-sponsored by NRBA and the Armstrong Foundation at Columbia University. Originally restricted to FM stations, eligibility was extended this year to AM

outlets. This resulted in a record number of entries, according to NRBA.

The winners will receive their awards Oct. 8 at NRBA's Washington convention.

Creative use of the medium

National Public Radio □ *The 1978 World's Fair*, first place.

WEEI-FM Boston □ *Vietnam: A Sound Perspective*, second place.

WORC(FM) Hyannis, Mass. □ *From Cape Cod to Cornwall*, honorable mention; **Western Michigan University**, *Super Summer '78*, honorable mention.

Music

National Public Radio □ *50 Years of Folk Festival*, first place.

KHAR(AM) Anchorage □ *Alaska Thanksgiving: A Feast of Music*, second place.

KIRO(AM) Seattle □ *They Write the Songs*, honorable mention; **DIR Broadcasting** □ *Conversations with the Blues Brothers*, honorable mention.

News

KSFO(AM) San Francisco □ *Reports from Guyana*, first place.

National Public Radio □ *All Things Considered*, Chicago Nazi rally, second place.

KOY(AM) Phoenix □ *Seven Days in March*, honorable mention; **KPFA(FM) Berkeley, Calif.** □ *1978 Election Coverage*, honorable mention.

Education

CBC-FM, Charlottetown, P.E.I. □ *Freud Revisited*, first place.

CBS-FM □ *McCarthyism & the Arts*, second place.

WFMT(FM) Chicago □ *The Stokowski Legacy*, honorable mention.

News documentary

KPFA(FM) Berkeley, Calif. □ *Hard Rain, Pesticides, Profits and People*, first place.

American FM Network □ *Listen Closely Series: Cults*, second place.

KGB-FM San Diego □ *Women in San Diego: A 1978 Look*, honorable mention; **KSJN(FM) St. Paul** □ *Power on the Line: The Smoldering Conflict*, honorable mention.

Community Service

National Public Radio □ *Live coverage of the Panama Canal Senate debates*, first place.

KNX(AM) Los Angeles □ *Assault on Rape*, second place.

KPFK(FM) Los Angeles □ *Upton Sinclair: The Reverent Radical*, honorable mention; **WAHT(AM) Lebanon Pa.** □ *Incest: A Conspiracy of Silence*, honorable mention; **WPON(AM) Pontiac, Mich.**

□ *Prognosis: Vasectomy*, honorable mention; **WRFM(FM) New York** □ *The High Cost of Dying*, honorable mention.

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Conversation piece

NBC-TV, which has produced many printed study guides to help students get more out of television programs, has now produced one in video. It is a half-hour public-affairs program created in connection with NBC's September rebroadcast of *Holocaust* and is called *Echoes Without End: The Holocaust*.

Emphasizing the "unlearned lessons" of the original holocaust, the program relates those atrocities to such current human-rights abuses as those suffered by the Indochinese "boat people," the Cambodians and the Ugandans. It's being made available to NBC-TV affiliates for local schools or organizations or to serve as a model for local workshop discussions (all NBC O&O's plan to carry it, and 19 others had told NBC that they plan to do so). It was produced for NBC's public information division by Daryl Griffin. Richard Schenkel directed. Fritz Weaver, who portrayed the Jewish physician, Dr. Josef Weiss, in *Holocaust*, is host.

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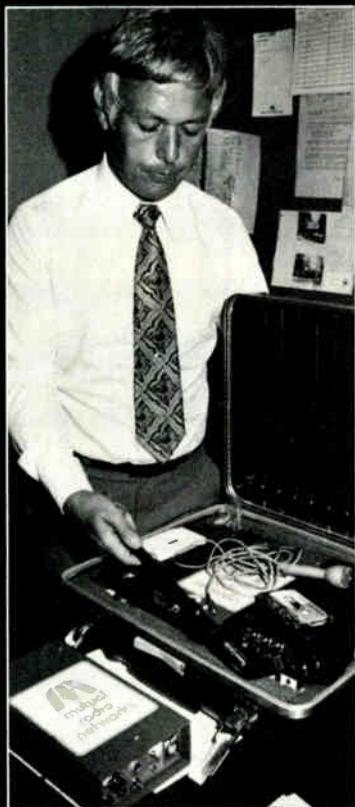
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Monitor

Minority programming. Backed by \$1 million production and development grant from Corporation for Public Broadcasting, Public Broadcasting Service is soliciting proposals for new minority programming—in particular shows that fit prime time and have general audience appeal. It's special Station Program Cooperative deal wherein PBS members share in costs. Stations will have to match CPB funds but PBS says ratio will be determined after proposals are reviewed. Deadline for submissions is Oct. 29.

□

Bunkers strike it rich. Viacom claims *All In the Family* is now "biggest money-making comedy series in television history," passing \$87 million in gross sales. Viacom has added 30 markets to syndication program for 207 half-hours of series, giving total of 80 markets.

□

Prime time Panther. Pink Panther, animated Saturday morning fare on ABC-TV, now is available for prime-time access play. Stressing adult appeal of character, United Artists Television is offering 24 half-hours, newly packaged with child-oriented material said to have been deleted. Among early takers: WDIV(TV) Detroit; WTAE-TV Pittsburgh; WPLG(TV) Miami, and WXIA-TV Atlanta.

□

Off the air. Iranian government last week ordered closing of Associated Press bureau there, meaning end of audio reports for AP Radio. Government complained of "distorted" dispatches by AP reporters, who double as radio correspondents, and ordered four Americans to leave country. In addition, two Iranian staffers were ordered to stop working for agency.

□

PBS infused with BBC. Time-Life Television says there will be 80 hours of Time-Life co-productions on Public Broadcasting Service in coming season. Titles include three *Masterpiece Theater* productions: *Kean*, *The Duchess of Duke Street II* and *Prince Regent*; new series *Mystery!*, that will include four-part *Rebecca* (all underwritten by Mobil); AT&T-underwritten *Connections* ("in the tradition of *The Ascent of Man*"); 4 hours of programs for *Once Upon a Classic* series; and second season of *The Shakespeare Plays* that contains Derek Jacobi's "Hamlet." Time-Life also said 120 more hours of co-productions are in works for future PBS broadcast.

□

New for pay. With release of 13 titles, Viacom currently has more than 30 films available for pay-TV syndication. Among new offerings: "Love at First Bite," "Somebody Killed Her Husband," "Sextette," "The Hills Have Eyes" and "When You Comin' Back, Red Ryder." Among 20 companies already taking some features is Showtime. Viacom's also offering John Wayne documentary called *An American Legend* and series of eight 15-minute and one half-hour *Watch Your Step* dance instructions.

□

Pay to play in Phoenix. KNXV-TV Phoenix, was scheduled to go on air yesterday (Sept. 9) with commercial programming during daytime and subscription television in prime time. Station is owned by New Television Corp., with Byron H. Lasky as chairman and Edwin Cooperstein as president and general manager. Independent outlet operates on Ch. 15.

□

Atlantic crossing. Joel Stuart, native New Yorker who's set up production shop in Britain, has traveled back over briny to push projected *The Times of London* television series. Stuart, looking to land joint British/American co-production deal, says series will show how newspaper reported major events of last century and "actually helped change history."

□

Dollar decision. Jury in Erie, Pa., awarded damages of one dollar to Randy Uhl in suit against CBS in which he charged CBS-TV's "Guns of Autumn" was edited in way that made him appear to have shot sitting goose, which he said is legal but unsportsmanlike. Network reportedly will appeal.

□

Spreading the word. National Science Foundation has made \$200,000 matching grant to Public Broadcasting Service to help stations spread word about science programming. Under grant, individual stations will receive funds on dollar-for-dollar matching basis for promoting programs such as *NOVA* and new series, *Connections* and *3-2-1 Contact*.

□

From Canada. Wilks & Close Productions Inc., Toronto, is making bid for U.S. market with *The Palace*, weekly hour variety show starring singer Jack Jones. Show, set for airing in September, is being distributed by Gold Key Entertainment, division of Vidtronics Co., Hollywood. Stations on *Palace* list include WGN-TV Chicago and WPIX(TV) New York.

□

And from Russia. *Women of Russia*, five half-hours by Carter-Grant Productions and distributed by Dancer-Fitzgerald-Samples' Program Syndication Services, has been cleared in two dozen markets so far, including WPIX(TV) New York and KRON-TV San Francisco. Programs feature interviews with leading Russian women.

Newsroom heat at KOOL-TV

Management won't confirm it, but employes contend they're pressured to sign agreement not to move to other stations in the Phoenix area

Three members of the news staff of KOOL-TV Phoenix have left the station's employ since the management of the nonunion station reportedly began requiring certain news personnel to sign what staff members describe as a "loyalty oath." Two of them, a cameraman and a news reporter, were fired by the station and not asked to sign the anticompetition agreement. A second reporter was said to have quit voluntarily rather than sign the document, which included a provision that an employe would not go to work for a competing station within a year of being fired or laid off or quitting KOOL-TV (BROADCASTING, Sept. 3).

The firings and the resignation came on

Thursday, Aug. 30, a day after News Director William J. Close assertedly began asking staff members to sign the agreement in exchange for the promise of pay raises. A small number of the 67 persons employed in the department who were asked to sign the agreement have refused, but none of them has been fired as a result—although the offers of pay increases were, for some at least, withdrawn.

Photographer Mike Young and reporter Kathleen Walker were let go that Thursday for reasons apparently not directly related to the so-called loyalty oath. Young admitted to BROADCASTING last week that he had held conversations with a competing Phoenix station and speculated that was the reason for his dismissal. The third to depart was reporter Nancy Williams. It was not clear last week whether her leaving was precipitated by the noncompetitive clause or by general dissatisfaction over news assignments. Walker and Williams were described by one KOOL-TV staff member as "just a little louder than others" in voicing their discontent with management policies—especially KOOL-TV's pay scales.

Despite \$100 to \$200 monthly increases

offered to approximately half of the persons on the staff, employes interviewed last week suggested that more of them are likely to be leaving the station. "I think the good people will be leaving," said one. "I see a lot of other people putting tapes together," said another. Al Buch, news director of KPNX(TV) there, said that over the past year he had hired four persons from the KOOL-TV staff—Bill Denney, a sports reporter; Jerry Foster, a helicopter pilot; Pat McGuire, a tape editor, and Kent Dana, who has become co-anchor of KPNX's evening news. Jack Fraser, news director of KTVK(TV) there, has hired three persons from KOOL-TV since 1977.

Such raids, coupled with a dwindling ratings lead, suggest the reason for the loyalty oaths—which KOOL-TV management still refuses to discuss. "I don't wish to make any comment at all," said Close last week when asked about reports of the documents. "I don't know who's interested in the internal affairs of a company," said Homer Lane, executive vice president and general manager. "There's no such thing as a loyalty oath."

From higher up came a complete denial



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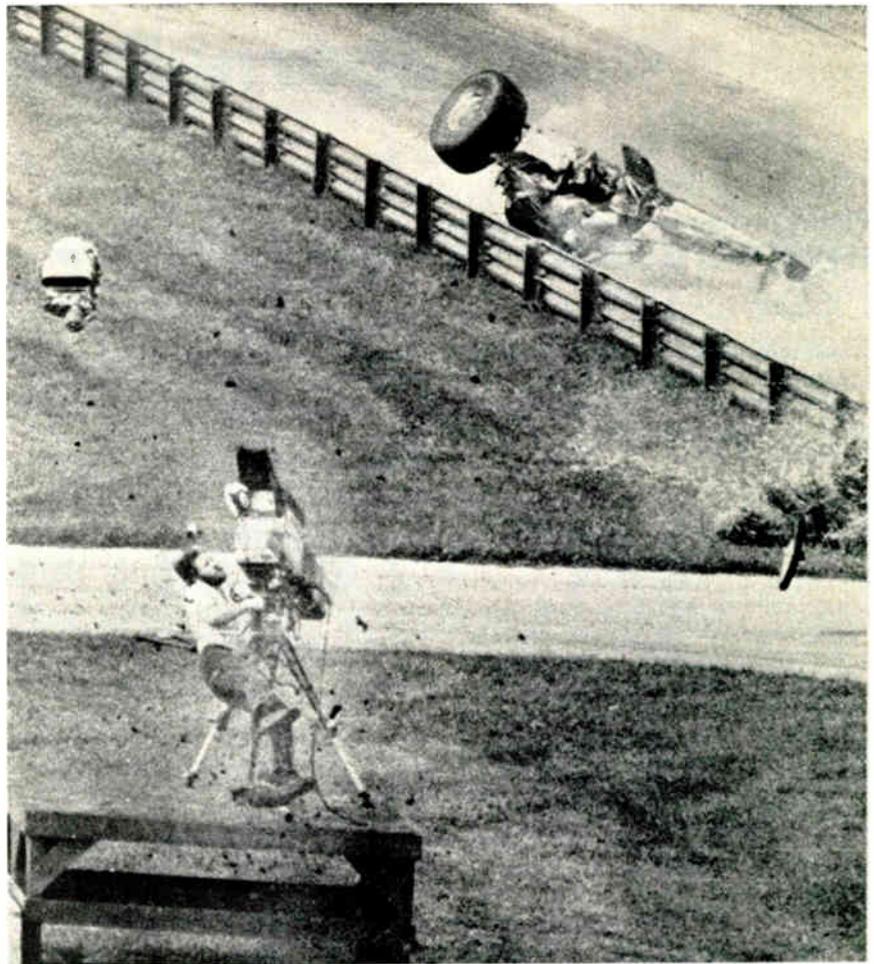
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that KOOL-TV had anything like the so-called loyalty oath. "We never have had and don't intend to have. There's no such thing as a loyalty oath. I've never heard of it, and nobody else here has," said the station president and principal owner Tom Chauncey. "If we didn't think they were good Americans we wouldn't hire them in the first place."

When asked whether he may have been confusing the term loyalty oath (which first appeared describing the situation at KOOL-TV in the *Arizona Republic* in a column by its entertainment editor, Tom Goldthwaite) as applied to the current context with the older, political meaning of the phrase, Chauncey replied, "That's pure speculation. I don't know of any such thing."

When asked further whether he had requested that his employees not go to other stations in the county, Chauncey answered, "No, we haven't asked anybody to do anything other than the normal course of business."

Under the terms of the reported agreement, signatories agreed not to go to work for another station in Phoenix's Maricopa county for one year after leaving the employ of KOOL-TV. Although employees were allowed to telephone legal counsel or to have a lawyer come to the station to review the document, none was allowed to leave the premises with it. Those who signed are expected to be provided with copies of the document in the future, how-



Death of a cameraman. Freelance cameraman Joe Rooks of Bowling Green, Ohio, was killed Sept. 1 while covering the National Hot Rod Association U.S. Nationals in Indianapolis. Rooks was working for Diamond P Enterprises which was taping the races for the Hot Rod Association when he was struck by pieces of a car that had hit a retaining wall and died of internal injuries on the way to the hospital.

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ever. Raises, as one employe said, were provided as "legal compensation" for signing. "My attorney told me that in all likelihood the covenant was not enforceable."

Newsmen jailed in Belfast

Pierre Salinger, an ABC News contributing correspondent, was among 10 reporters arrested by police in Belfast, Northern Ireland, last Tuesday (Sept. 5) while the newsmen were interviewing reputed members of the Irish Republican Army.

A statement issued by police after the arrests said authorities had been told that the alleged IRA members would put arms on display for the newsmen. Eleven hours later, Salinger and at least six of the other detainees were released after no weapons had been found.

Salinger, who served as press secretary to President John F. Kennedy, has been with ABC News since 1977 and is based in Paris. He was in Belfast to cover the latest outburst of sectarian violence in Northern Ireland. After his release, Salinger was quoted as saying, "we were treated well... but the police were interfering with our rights as journalists."

Strike hurts UPITN

One of the organizations affected by the current blackout of ITV, Britain's commercial television network (BROADCASTING, Aug. 20), is UPITN, the news syndication service based in London. The company is jointly owned by UPI and ITN, the news company for ITV.

UPITN's vice president for news, Trevor Jones, said the service had to move carefully so as to not aggravate the delicate situation within ITV regarding the unions. He said two London editors have been moved to the bureau in Frankfurt to provide the film service, while satellite feeds are continuing in London.

But UPITN usually draws fairly heavily from ITN, especially for British stories, and one UPITN employe said some satellite feeds were "pretty thin."

ABC News is a client of UPITN, and a London editor for *World News Tonight*, Bob Fry, said ABC has been affected by the strike. He said ABC covered the recent killing of Lord Mountbatten with more crews than normal because of the inability to supplement reports with ITN material.

There is still no settlement in sight for the labor dispute.

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Forging ahead in Canada with new media

Experiments in three cities, all using telephone lines, will hook subscribers to array of sophisticated services

When it comes to the delivery of information services to the home, the United States may be destined to follow the lead of Canada.

Three Canadian telephone companies are experimenting with systems that will propel the country far past the United States in terms of communications services when the systems are expanded into full-scale operations.

The most sophisticated of the three, planned for a suburb of Winnipeg by Manitoba Telephone Co., will combine a wide variety of services on one wide-band cable. In Toronto, the Canadian government and Bell Canada have gotten together for a \$10-million test of Telidon,

Charitable works. Disc jockey Terry MacDonald's climb up Mount Rainier netted \$27,000 in pledges for Jerry Lewis's muscular dystrophy drive, but it nearly exacted a fatal toll from him and his two guides. The KYYX(FM) Seattle personality, along with Rob Newsome and Dave Bishop of the North Cascades Alpine School, started the charity ascent of the 14,410-foot mountain in Washington State on Aug. 28. The peak had been renamed "Charity Mountain" for the occasion and MacDonald was to make periodic broadcasts with appeals for pledges. However, a sudden blizzard on Sept. 1 threatened them with suffocation as eight feet of snow buried and destroyed their shelter and caused the loss of tools necessary for a descent. With survival becoming their only concern, the trio finally found a crevasse on the face of the mountain that afforded protection and after several unsuccessful rescue attempts by foot and by air, a helicopter last Tuesday morning (Sept. 5) plucked MacDonald and his guides from the face of the mountain. Kyyx General Manager Bob Bingham reported Wednesday that all were in good condition. □ So was the Jerry Lewis Labor Day Telethon, which was broadcast on 213 stations for 21 hours. It raised a record \$30,075,227 in pledges, \$1 million more than last year. Officials estimated the show was watched by more than 90 million people and 47.4% of all homes tuned in at one time.

the videotext service developed by the Canadian Department of Communications ("Closed Circuit," Aug. 20). And in Calgary, Alberta Government Telephones will conduct a field test of a system, developed by Harris Corp., that promises to provide a host of services over regular telephone lines.

State-owned Manitoba Telephone Co. plans to turn on a 100-home system in the Winnipeg suburb of South Headingley in

February 1980. The system features one wide-band cable—"an electronic highway" as Dennis McCaffery, project manager for new home services for MTC, calls it—that will carry many services into the home, including cable TV, videotext and digital telephone. The system is called Omnitel by its developer, Interdiscom System Ltd., Winnipeg. McCaffery said that should the system prove successful, it will be installed throughout Winnipeg.

The experiment, called Project Ida after the first woman telephone operator in Manitoba, involves 100 homes—50 wired for the basic services of TV and automatic fire alarm and 50, in addition to those services, wired for videotext, meter reading, a data channel for receiving computer programs, and energy management. Moreover, 20 of the homes receiving the additional services will also be equipped with digital telephone.

McCaffery said MTC will test two different videotext systems simultaneously during the experiment. It will install Telidon, described by McCaffery as "the most sophisticated [videotext service] in the world," in 30 homes and in the remaining 20 homes pegged for videotext, it will install a new system, Omnitex, developed by Interdiscom. McCaffery said that three companies, looking to the day when all of Winnipeg is equipped for videotext, have already come forward as possible sources of information and advertising. One, Infomart, is still in the formative stage and is a consortium of three major Canadian newspaper chains: F P Publications, Torstar and Southam Press. Another, Canadian Home Information Services Inc., is a local company being put together by David Coutens. The third is Cybershare, a local computer house which will make its computer capacity available to anyone wishing to provide videotext information.

All three companies plan to offer information suitable to both Omnitex and

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Telidon until one of the videotext systems is selected for permanent use.

According to McCaffery, Project Ida, with its broadband capability, is amenable to the addition of even more services such as burglar alarm systems, electronic mail and electronic shopping.

The energy management service is controlled by the electric utility and allows it to turn off electrical appliances such as air conditioners and hot water heaters during periods of high load in order to avert blackouts.

McCaffery said the experiment using the digital telephone systems will demonstrate the inherent flexibility and economy of digital telephoning and prove that it is "the way to go." He said the digital telephone service will use the normal telephone and convert the signal to digital in the subscriber terminal before it leaves the house. It will be converted back to analog at a nearby switching station.

McCaffery said that Ida will offer the same cable programming available in Winnipeg, receiving programming from one of the two local cable companies which share the franchise for the city. Both companies offer the same bill of fare—four channels of television from the United States, three channels of local television, one French channel and one community access channel.

McCaffery said the use of telephone facilities will be nothing new for the cable companies. They lease their cable networks from the telephone company. McCaffery said that one of the reasons MTC is so actively pursuing the project is that it already owns the wire necessary to implement it through the city. MTC has only to boost the capacity of the cable network from 12 video channels to 35 video channels by installing new high frequency amplifiers, he said.

Cost of the project was pegged by McCaffery at \$1.6 million. He said the cost of the hardware and basic software, provided by Interdiscom, is \$850,000. The rest of the cost will be for additional software development, administration and marketing.

The Telidon experiment being conducted by Bell Canada and the Canadian government in Toronto is less ambitious technologically, but perhaps just as significant because of extent of the test program and the involvement of such wealthy participants.

Communications Minister David MacDonald and J. C. Thackray, president of Bell Canada, said "plans for a field trial" would make 100,000 pages of information available on demand over color television sets. The test network would comprise 1,000 "Canadian-made" receivers and 28 terminals for "information providers."

The government will purchase 675 "user terminals" and lend them to Bell Canada, with the company providing the rest. The cost of the government participation is put at \$2.5 million, to come from a \$9-million pool of public funds that will be used over the next four years by the Canadian Department of Communications to develop Telidon. Other field trials of the system have been made, but this is billed

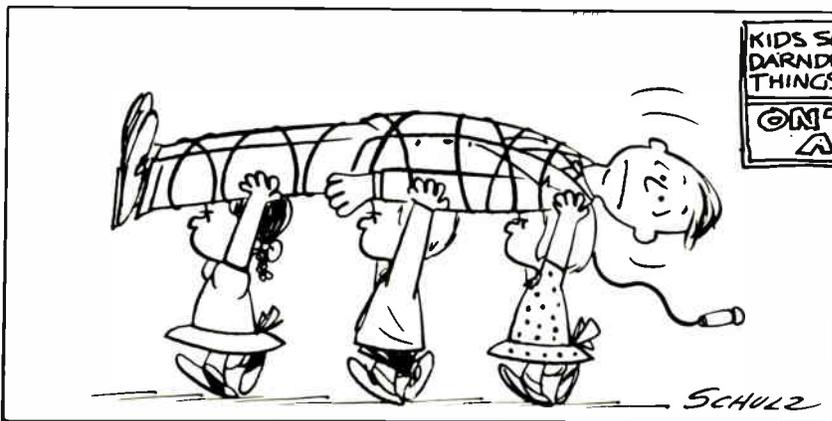
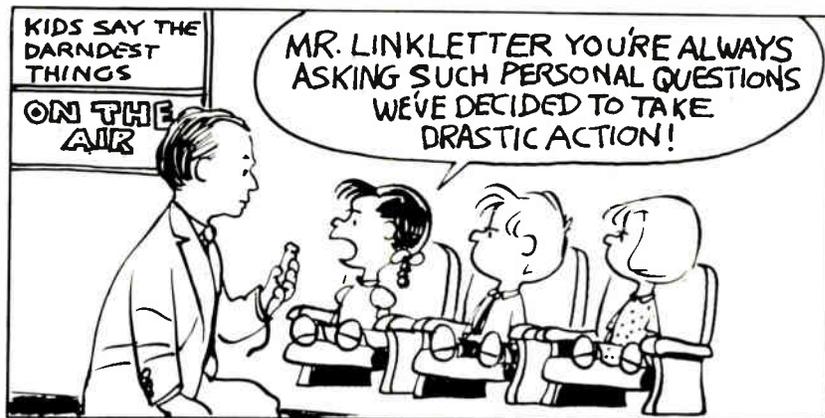
as the largest. Most of the 1,000 receivers will be located in Toronto, with the start date set for September 1980. There will be no cost to users or "information providers" during the trial, but Bell Canada distinguishes between this trial and any "market trial" that it might consider after 1981.

The types of information Bell anticipates making available include news and weather, travel schedules, classified advertising and Yellow Pages-style listings. The company says participants will be able to "teleshop" with the system, or leave messages for other individuals. Bell also referred to the "potentially unlimited number" of "information providers" who

could participate in a Telidon network. Under current plans, the terminals will be built by a Canadian firm, Norpak Ltd.

Alberta Government Telephone will give Harris Corp.'s new digital Vidon system its first road test when it turns on a 115-home experimental system in Calgary this November. Using regular telephone lines, Vidon will provide fire and burglary alarm service, meter reading, energy management and Telidon.

According to Earl Claire, program manager for Harris, the exact method of supplying these services has not yet been decided. He said AGT can use "the separate-pair approach" or the "data-over-voice approach." With the former, the ser-



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vices are provided over a new telephone line run into each home alongside the line used for regular telephone service. The other method employs "frequency division multiplexing," whereby the digital information is carried on the same telephone line but at a higher frequency than used for analog telephone transmissions. He said regular telephone service uses the lower part of the line's spectrum space from 300 hz to 3 khz, while Vidon would use the space above 3 khz without

any degradation to the telephone service.

The fire and burglary alarm, Claire said, will function manually by occupants pushing buttons on panels in the house or automatically through smoke alarms and intrusion detectors.

All services will be routed through a microprocessor in the home, the subscriber data system, an interface between the manual switches, sensors and security arming panels in the home and the computers at the AGT central office.

Hill who also own WOCB(AM)-WSOX-FM West Yarmouth, Mass.; WLNH-AM-FM Laconia, N.H., and WDOS(AM)-WSRK(FM) Oneonta, N.Y. WCMF is on 96.5 mhz with 20 kw and antenna 290 feet above average terrain. Broker: Cecil L. Richards Inc.

■ **KVAN(AM)** Vancouver, Wash.: Sold by The New Broadcasting Corp. to Patten Communications Corp. for \$967,725. Seller is owned by Howard R. Slobodin (90.1%) and his brother, Alan (9.9%). Neither has other broadcast interests. Buyer, owned by Myron P. Patten (54.38%) and 24 others, owns WGMW(FM) Riviera Beach, Fla.; WMPX(AM) Midland and WKHM(AM)-WJOX(FM) Jackson, both Michigan; KLNT(AM)-KLNQ(FM) Clinton, Iowa, and WYXE(FM) Sun Prairie, Wis. KVAN is on 1480 khz with 1 kw day and 250 w night.

■ **KQMS(AM)** Redding, Calif.: Sold by J.L. DeArmond, George R. Johnson and John R. Dellenback (partnership) to Barker Broadcasting Inc. for \$840,000. Sellers also owns KTVL(TV)-KTMT(FM) Medford and KTUZ(TV) Bend, both Oregon. Buyer is owned by Harry E. Barker, general manager of KQMS. KQMS is on 1400 khz with 1 kw day and 250 w night.

■ **WGCM(AM)-WTAM(FM)** Gulfport, Miss.: Sold by Skyline Corp. to Atlantic Broadcasting for \$682,500. Seller, principally owned by E. O. and Lane Roden, brothers, also owns WOKJ(AM)-WJMI(FM) Jackson and WBIP-AM-FM Booneville, both Mississippi; WBOP(AM)-WTKZ(FM) Pensacola, Fla., and several cable systems in Mississippi. Buyer is owned by Tom Joyner, who also owns WPUA-AM-FM Petersburg, Va. WGCM is on 1240 khz with 1 kw day and 250 w night. WTAM is on 102.3 mhz with 3 kw and antenna 317 feet above average terrain. Broker: John Mitchell & Associates.

■ **WNIA(AM)** Cheektowaga, N.Y.: Sold by Niagara Broadcasting System to Quid Me Broadcasting Inc. for \$575,000. Seller is owned by estate of Gordon P. Brown, which also owns WSAY(AM) Rochester, N.Y. Buyer is owned by Chester M. Musialowski (50.5%) and seven others. Musialowski is salesman for WGR-TV Buffalo, N.Y. WNIA is on 1230 khz with 500 w day and 250 w night.

■ **KMUS(AM)** Muskogee, Okla.: Sold by Horace C. Boren to Rick Parrish and his wife, Linda, for \$525,000. Boren also owns KWHN(AM)-KMAG(FM) Fort Smith, Ark. Parrish is vice president and general manager of Oklahoma News Network, Oklahoma City. Mrs. Parrish is Norman, Okla., certified public accountant. Neither has other broadcast interests. KMUS is on 1380 khz with 1 kw day and 500 w night.

■ **WJFL(AM)** Vicksburg, Miss.: Sold by Vicksburg Radio Co. to Omni Media Corp. for \$250,000. Seller is owned by J. A. West, who sold his only other broadcast interest—KDMS(AM)-KRIL(FM) El Dorado, Ark.—last year for \$750,000 (BROADCASTING, Feb. 20, 1978). Buyer is owned equally by Ron Hale, president and 28% owner of WHTV(TV) Meridian, Miss., and

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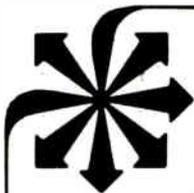
PROPOSED

■ **KLIF(AM)** Dallas: Sold by Fairchild Industries Inc. to Susquehanna Broadcasting Co. for \$4.25 million (see "Top of Week").

■ **WKID(TV)** Fort Lauderdale, Fla.: Sold by CB TV Corp. to Oak Communications Inc. for \$4.1 million. Seller is owned by William Johns (38%), Alvin Koenig (22%), Abel Holtz (19%) and three others. None has other broadcast interests. Buyer is subsidiary of publicly traded Oak Industries Inc., manufacturer of industrial electronic components. Oak Communications also owns 50% of KBSC(TV) Los Angeles, subscription TV station. Everitt

A. Carter is president and chairman of parent. According to John Gwin, president of Oak Communications, Oak plans to use WKID to provide subscription TV service to the Miami-Fort Lauderdale market (15th ADI) daily, starting at 7 or 8 p.m. WKID is currently independent station on channel 51 with 355 kw visual, 70.8 kw aural and antenna 1,020 feet above average terrain.

■ **WCMF(FM)** Rochester, N.Y.: Sold by Community Music Service Inc. to Sconnix Group Broadcasting Inc. for \$1.3 million. Seller is owned by James Trayhern and large group of local stockholders. Buyer is owned by Scott R. McQueen, Theodore E. Nixon, Randall T. Odeneal and Alfred W.



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Glenn Mobley, Muscle Shoals, Ala., clothing retailer with stores in Tennessee, Alabama, Georgia and Florida. Mobley has no other broadcast interests. WJFL is on 1490 khz with 1 kw day and 250 w night. Broker: Ralph E. Meador.

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

■ **WYXI(AM) Athens, Tenn.:** Sold by 3 J's Broadcasting Co. to REP Broadcasting Inc. for \$215,000. Seller is owned by John P. Frew and his wife, Julia, who have no other broadcast interests. Buyer is owned by Wilford L. Gerdes (51%) and six others. Gerdes is president of Chattanooga bakery. He has no other broadcast interests. WYXI is on 1380 khz with 2.5 kw days.

■ Other proposed station sales include: KUBS(FM) Newport, Wash. (see "For the Record," page 93).

APPROVED

■ **WRCC(FM) Cape Coral, Fla.:** Sold by Radio Cape Coral Inc. to Southwest Communications Inc. for \$860,000. Sellers are E. Paul Eder (52%); his daughter, Kathryn Abbott (24%), and son, Everett Paul Eder II (24%). None has other broadcast interests. Buyer is owned by Robert Diederich (20%) and the Mariner Group Inc. (80%). Diederich is Sanibel, Fla., real estate developer. Mariner Group is Sanibel construction, resort and merchandising firm owned by Robert M. Taylor, who will vote company's interest in Southwest Communications, and 77 others. WRCC is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

Roll call for NAB committees

The National Association of Broadcasters has announced the composition of its 1979-80 committees. Members of the standing committees are appointed by NAB's executive board and serve a term of one year. The committees and their memberships are:

Bylaws—John H. Lemme, KTLF(AM) Little Falls, Minn., chairman; William R. Brazzil, WTVJ(TV) Miami, and Roy A. Mapel, K1ML(AM) Gillette, Wyo.

Children's television—Leonard A. Swanson, WIIC-TV Pittsburgh, chairman; Eugene Bohi, WGHP-TV High Point, N.C.; Don Curran, Field Communications, San Francisco; Michael McCormick, WTMJ-TV Milwaukee, and Irwin Starr, KREM-TV Spokane, Wash.

Congressional liaison—Eugene S. Cowen, ABC, and Jerry Lee, WDVR-FM Philadelphia, co-chairmen; Forest W. Amsden, KING-TV Seattle; Kathryn F. Broman, Springfield Television Corp., Springfield, Mass.; Edward O. Fritts, Fritts Broadcasting, Indianola, Miss.; W. Frank Harden, State Telecasting Co., Columbia, S.C.; Arnold S. Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass.; Stanley W. McKenzie, KWED(AM) Seguin, Tex.; Robert H. Pricer, WCLT(AM) Radio, Newark, Ohio; Mark Smith, KLAS-TV Las Vegas; Cullie M. Tarleton, Jefferson Pilot Broadcasting, Charlotte,

N.C., and J.T. Whitlock, WLBN(AM) Lebanon, Ky.

Convention—Fritts and Mark Smith, co-chairmen; Harry E. Barker, KQMS(AM) Redding, Calif.; Bohi; Bruce F. Johnson, Shamrock Broadcasting, Hollywood; McKenzie; Gert Schmidt, WTLV(TV) Jacksonville, Fla.; Swanson; Tarleton; Walter M. Windsor, WFTV(TV) Orlando, Fla., and Charles E. Wright, WBYS(AM)-WBYS(FM) Canton, Ill.

First Amendment—Herbert W. Hobler, Nassau Broadcasting, Princeton, N.J., chairman; Amsden; Brazzil; McKenzie; Walter L. Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M., and William J. Small, CBS, Washington.

Hundred plus market—Bill Bengston, KOAM-TV Pittsburg, Kan., chairman; Lawrence Busse, WEAU-TV Eau Claire, Wis.; Walter Dickson, WABI-TV Bangor, Me.; Arthur Hamilton, WHSV-TV Harrisonburg, Va.; Harden; John Rivers, Jr., WCSC-TV Charleston, S.C., and Donald Smullin, KOB1-TV Medford, Ore.

International—Arch L. Madsen, Bonneville International, Salt Lake City, chairman; Brazzil; Raymond E. Carow, WALB-TV Albany, Ga.; William W. Hansen, WJOL(AM) Joliet, Ill.; Arthur Holt, WZZO(FM) Bethlehem, Pa.; Wayne Kearl, Harie-Hanks Television Group, San Antonio, Tex.; Peter B. Kenney, NBC, Washington; Daniel W. Kops, Kops-Monahan Communications, New Haven, Conn., and Donald A. Thurston, Berkshire Broadcasting, North Adams, Mass.

Membership—Ted Smith, KUMA(AM)-KUMA(FM) Pendleton, Ore., chairman; Reid Chapman, WANE-TV Fort Wayne, Ind.; Harden; Peter Lund, CBS-Owned AM Stations, New York; Pat Murphy, KCRO(AM)-KNID(FM) Enid, Okla.; Roy Redmon, WFTM(AM) Maysville, Ky.; William L. Stakelin, WHOO(AM) Orlando, Fla.; Marion Stephenson, NBC, New York, and Windsor.

Public affairs—William O'Shaughnessy, WVOX(AM) New Rochelle, N.Y., chairman; David Henderson, Outlet Broadcasting, Providence, R.I.; Johnson; Mark Smith; Stakelin, and Stephenson.

Small market radio—Robert M. McKune, KTTR(AM) Rolla, Mo., chairman; Mapel; Karen Mass, KIUP(AM)-KRSJ(FM) Durango, Colo.; Dick Painter, KYSM(AM) North Mankato, Minn.; Chuck Thornton, Jr., WEPM(AM)-WESM(FM) Martinsburg, W. Va.; Douglas Tjapkes, WGHN(AM) Grand Haven, Mich.; Whitlock, and Thomas Young, KVON(AM) Napa, Calif.

Medium market radio—Michael Lareau, WOOD Broadcasting, Grand Rapids, Mich., chairman; Ron Blue, KRMG(AM) Tulsa, Okla.; Frederic Danz, Sterling Recreation Organization, Bellevue, Wash.; Elliott E. Franks III, WOIC(AM) Columbia, S.C.; Ralph Hacker, WVLK(AM) Lexington, Ky.; Pricer, and Walter L. Rubens.

Metro market radio—Jack Willis, KHEP(AM)-KHEP-FM

Phoenix, chairman; Willie D. Davis, KACE-FM Los Angeles; Richard Harris, Westinghouse Broadcasting, New York; Len Hensel, WSM Inc., Nashville; William James, WJR(AM) Detroit; Gary Stevens, Doubleday Broadcasting, Minneapolis, and Tarleton.

Research—Windsor and Lareau, co-chairmen; Richard Dudley, Forward Communications, Wausau, Wis.; Jay Eliasberg, CBS Broadcast Group, New York; Ben Hoberman, ABC Radio, New York; Eugene Jackson, National Black Network, New York; Kops; Robin Martin, Deer River Broadcasting, New York; William Rubens, NBC, New York; Paul Sonkin, ABC Television Network, New York, and Swanson.

Television Information Office—Peter Storer, Storer Broadcasting, Miami Beach, chairman; Leslie Arries, W1VB-TV Buffalo, N.Y.; Broman; Robert K. King, Capital Cities Communications, Philadelphia; Philip Lombardo, Corinthian Broadcasting Corp., New York; Gene Mater, CBS Inc., New York; Ellis Moore, American Broadcasting Companies Inc., New York; M.S. Rukeyer Jr., NBC, New York, and Martin Umansky, KAKE Radio and Television, Wichita, Kan.

UHF television—Curran, chairman; Blue; Frederick Breitenfeld Jr., WMPB(TV) Owings Mills, Md.; Broman; Chapman; James Dowdle, WTOG-TV St. Petersburg, Fla.; Milton Friedland, WICS-TV Springfield, Ill.; Cyril Vetter, WRBT-TV Baton Rouge, and Bob Wormington, KBMA-TV Kansas City, Mo.

The ad hoc committees are: **Cable copyright royalties**—David Polinger, WPXI Inc., New York, chairman; Lynn Christian, Century Broadcasting, Chicago; Abiah A. Church, Storer Broadcasting, Miami Beach; Thomas Dougherty, Metromedia Broadcasting, Washington, and Harry Olsson, CBS Inc., New York.

Radio Deregulation—Richard Chapin, KFOR(AM) Lincoln, Neb., chairman; John Alexander, WFLA(AM) Tampa, Fla.; Martin Beck, Beck-Ross Communications, Rockville Center, N.Y.; Lemme; Joe Tennesen, KFKA(AM) Greeley, Colo., and Whitlock.

Futures—King, Johnson; Painter; Schmidt; Swanson, and Carl Venters, Jr., Durham Life Broadcasting Service, Raleigh, N.C.

Long range planning—Tarleton, chairman; Walter E. Bartlett, Multimedia Broadcasting, Cincinnati; Robert W. Flanders, McGraw-Hill Broadcasting, Indianapolis; Wendell Mayes, KNOW(AM) Austin, Tex.; Swanson, and Venters.

Intersociation liaison—Swanson, chairman; Hensel; Lareau, and Schmidt.

Exhibitor advisory—Edward Gagnon, Harris Corp., Quincy, Ill.; Ruth Schaeffer, Storel Corp., Atlanta, and Robert Schwartz, Ampex Corp., Redwood City, Calif.

Radio cable carriage—Barker, Hobler, McKune, and Adrian White, KPOC(AM)-KPOC-FM Pochontas, Ark.

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Guilty plea entered by another NBC unit manager

Washington investigation yields second conviction, more expected

Carlyle Robinson has become the second former NBC unit manager to plead guilty in federal court to charges arising from the Justice Department's continuing investigation of improprieties in expense account handling by NBC unit managers.

Judge Gerhard Gesell set sentencing for Oct. 11 after Robinson entered a guilty plea in response to an information filed in Washington by the U.S. attorney. The government alleged Robinson had committed mail fraud in the amount of \$5,000; he faces a maximum penalty of five years in jail and/or a \$1,000 fine. An information, distinct from an indictment, is filed when the charge is a misdemeanor or, as in this case, the accused has already agreed to plead guilty.

Harry R. Benner, the assistant U.S. attorney handling the Washington investigation, said he anticipated more convictions, but declined to discuss the number or when they might be expected. A similar investigation is also under way in New York, but Justice Department officials there would not comment on the matter.

The previous conviction, also a result of the Washington investigation, came on a guilty plea by John Cox, who was charged with wire fraud. Both men's crimes involved defrauding NBC of money that supposedly had been used to purchase airline tickets, one of several schemes that are reportedly being investigated in the widespread unit managers scandal.

An NBC spokesman said the company is not commenting on the cases or the investigations, but indicated the unit manager's section has been restructured. Now under the charge of Mike Sherlock, executive vice president, production administration, new financial controls and procedures have been instituted in the unit to guard against any recurrence of in-house fraud. It's rumored that 40 unit managers

left NBC following the surfacing of the scandal. In the reorganization, that title also disappeared, replaced by the term, production administrators.

Settling up on Starr

Two former directors of Starr Broadcasting Group have ironed out their difficulties with the Securities and Exchange Commission.

Norman C. Francis of New Orleans and Mack H. Hannah Jr. of Houston agreed to U.S. District Court in Washington orders barring them from future violations of the reporting and credit extension provisions of securities laws. Their agreements do not constitute admissions or denials of charges that they had failed to assure that Starr filings with the SEC complied with federal securities laws.

Problems for Francis and Hannah along with other officers of Starr came to a head when the SEC filed suit last February charging improper procedures and failure to make certain disclosure by the officers when Starr took over a faltering investment firm in 1971 (BROADCASTING, Feb. 12). The others, including the then Starr chairman, William F. Buckley, have since settled their differences with the SEC and last week's action completes the SEC's case, according to a commission spokesman.

Westport, Conn.-based Starr was purchased three months ago for \$25 million by Shamrock Broadcasting Co. of Los Angeles, a company controlled by the Roy E. Disney family (BROADCASTING, June 11, July 23).

More for Burke

Burke Broadcast Research reported that Century Broadcasting Corp. had signed for the Burke radio audience measurement service for four of its five stations. Burke officials said they were "still optimistic" that they would get enough additional station subscribers to permit them to resume the service this fall.

Burke formally launched its syndicated radio ratings service in October-December 1978 and had expanded its measurements from 11 markets to 20 before announcing last month that it was suspending for the summer to concentrate on trying to get more broadcast clients (BROADCASTING, Aug. 6). Resumption in October-December, officials said, would depend on their getting "enough" new support by Sept. 14. They didn't define "enough," but said last week they were "near" to signing other stations and hoped to be able to

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MEDIA BROKERS—CONSULTANTS

resume service in the fall.

They signed all of Metromedia's 13 radio stations a few weeks ago (BROADCASTING, Aug. 20). The Century Broadcasting stations identified as subscribers were WABX(FM) Detroit; KSHE(FM) Crestwood, Mo. (St. Louis); KWST(FM) Los Angeles and KMEL(FM) San Francisco.

Extra money

Screen Actors Guild New York membership voted 4,390-43 to approve a new extras agreement, part of a contract negotiated by the American Federation of Television and Radio Artists and SAG last

February that ended a commercial performers strike (BROADCASTING, Jan. 1, et seq.). The approval had been recommended by a guild board in New York, which called the contract "a substantial improvement over the previous agreement." Under the contract, which went into effect Feb. 7, basic rates for extras were raised from \$155 to \$170.50, and will increase to \$179.03 on May 16, 1980. The rate for hand models was boosted from \$215 per session to \$236.50 and will go to \$248.33 in May. Rates for limited-run commercials, up to 13 weeks, step up in the following sequence: extras — \$85/\$99/\$103.95, hand models — \$137/\$157.30/\$165.17.

BottomLine

Heritage strengthens its hand. Heritage Communications Inc., Des Moines, Iowa, has arranged for \$15 million in financing from Aetna Life Insurance Company, whose holdings include 23 cable television systems and two radio stations, will issue that amount in 10 5/8% senior notes due Aug. 31, 1994, to Aetna. Heritage said that proceeds will be used to retire—at \$1.3-million discount—\$11.6-million contract debt incurred in construction of company's Des Moines cable system. Balance will be applied to new cable television construction and to general corporate expenses. Eastman Dillon & Co. and R. G. Dickinson & Co. assisted in transaction. Heritage also amended its \$6.75-million revolving credit/term loan agreement with Union Commerce Bank of Cleveland and Central National Bank and Trust Co. of Des Moines. New arrangement calls for revolving credit loans until end of 1980 at ¼% above prime rate, convertible at that time to five-year term loan at ½% above prime rate. Proceeds will be used also for new CATV construction and general corporate purposes.

It's final. Scientific-Atlanta has completed acquisition of Adar Associates, Burlington, Mass., memory-equipment maker, in transaction valued at approximately \$5 million (BROADCASTING, July 9). Adar operations, now part of test and measurement facilities of Atlanta-based S-A, continue to be managed by Frank J. Wezniak, its current chief executive.

What are you worth? Delegates to National Radio Broadcasters Association convention in Washington next month will be offered added perspectives on values of radio stations by leading experts in that field. Oct. 10 session is entitled "The Price is Right—Or Is It? Evaluating Your Station's Worth." It will be moderated by Gary Pease, vice president/finance, General Communicorp., New Haven, Conn., and will include following participants: Paul Chapman, president, Chapman Associates; Barry Dickstein, vice president/special industries, Aetna Business Credit; Richard Shaheen, president, Richard Shaheen Inc., and Joseph Sitrick, Blackburn & Co.

Yes, Virginia. Multimedia Inc., Greenville, S.C., has added daily *Staunton* (Va.) *Leader* (17,000 circulation) and *Sunday News Leader* (20,000 circulation) to its holdings. Metromedia now publishes 13 daily and 23 nondaily newspapers and operates five TV stations and 13 radio outlets.

Gannett goings-on. Gannett Co. directors said company would pay regular quarterly dividend of 44 cents per share of common stock, payable Oct. 1 to shareholders of record Sept. 14. Rochester, N.Y.-based communications firm also announced formal completion of its newspaper sale and purchase in Nashville (BROADCASTING, July 23). Purchase, for \$50 million, was for *Tennessean* newspapers (daily and Sunday) from Silliman Evans family trust and Amon Carter Evans. In compliance with antitrust laws, Gannett sold its afternoon *Nashville Banner* for \$25 million to local group, Music City Media Inc. Gannett holdings now total 80 daily newspapers, seven TV stations, six AM's, six FM's and other interests.

New owner for Aggie network. The Progressive Farmer Co., Birmingham, Ala., magazine and book publisher has bought Mid-South Agricultural Network, Starkville, Miss., for undisclosed price. Emory Cunningham, president of purchasing company, said operation has been renamed Progressive Farmer Network and will continue under farm broadcaster Jim Yancey from Starkville. PFN provides market news and analyses for stations in the Delta areas of Mississippi, Arkansas and Louisiana.



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The Broadcasting Playlist Sep 10

Contemporary

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

Playback

Superstar. Contemporary radio programmers no longer seem to hesitate before adding new singles by Kenny Rogers: "His last hit made everything easier for us," explains John Driscoll, new program director at KYGO(FM) Denver. "We're trying to achieve an album-influenced, contemporary image, and although Rogers isn't an LP artist, his music fits our image." Other programmers, asked about Rogers' new single, *You Decorated My Life* (United Artists), were nearly unanimous in predicting its fate as a smash. The single bolts onto "Playlist" this week at number 34.

Crossover contender. Entering "Playlist" this week at 47 is Chris Thompson's *If You Remember Me* (Planet), theme from the United Artists film, "The Champ." Rick Bisceglia, music director at WLO(FM) New York, reports: "It was our number three request record for a month. Every time we played it, someone would call the programming office to find out about it." Randy Anson, program director at KAKC(AM) Tulsa, Okla., describes the single as "fantastic, a real mover with universal appeal." **Yet another remake.** Attracting considerable attention last week was Rita Coolidge's *One Fine Day* (A&M), a remake of the 1963 hit record by the Chiffons. Chuck Heaton, program director at KHQ(AM) Spokane, Wash., comments that, "it has a refreshing sound that complements our playlist right now. Bright, happy records are few and far between right now." And Jeri Strauss, assistant program director at WHAS(AM) Louisville, Ky., describes it as "one of those easily recognizable records that could do very well."

Country

<u>Last This week</u>	<u>This week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
2	1	<i>You're My Jamaica</i> □ Charley Pride	MCA
4	2	<i>It Must Be Love</i> □ Don Williams	MCA
1	3	<i>I May Never Get To Heaven</i> □ Conway Twitty	MCA
—	4	<i>Fools</i> □ Brown & Cornelius	RCA
7	5	<i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
—	6	<i>Daddy</i> □ Donna Fargo	Warner Bros.
14	7	<i>Only Love Can Break A Heart</i> □ Kenny Dale	Capitol
—	8	<i>Til I Can Make It On My Own</i> □ Rogers & West	U.A.
9	9	<i>There's a Honky Tonk Anger</i> □ Elvis Presley	RCA
15	10	<i>My Silver Lining</i> □ Mickey Gilley	Epic
5	11	<i>I Know a Heartache</i> □ Jennifer Warnes	Arista
—	12	<i>Here We Are Again</i> □ Statler Bros.	Mercury
—	13	<i>Before My Time</i> □ John Conlee	MCA
6	14	<i>Just Good Ol' Boys</i> □ Moe & Joe	Columbia
11	15	<i>Heartbreak Hotel</i> □ Nelson/Russell	Columbia
17	16	<i>Fools For Each Other</i> □ Johnny Rodriguez	Epic
—	7	<i>Dream On</i> □ Oak Ridge Boys	MCA
19	18	<i>Fooled By a Feeling</i> □ Barbara Mandrell	MCA
16	19	<i>Coca-Cola Cowboy</i> □ Mel Tillis	MCA
18	20	<i>Stay With Me</i> □ Dave & Sugar	RCA
8	21	<i>Don't Let Me Cross Over</i> □ Jim Reeves	RCA
12	22	<i>Family Tradition</i> □ Hank Williams Jr.	Elektra
—	23	<i>I Don't Do Like That No More</i> □ Kendalls	Ovation
10	24	<i>Pick the Wildwood Flower</i> □ Gene Watson	Capitol
21	25	<i>Suspicious</i> □ Eddie Rabbitt	Elektra

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.

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Battle joined at Supreme Court over Gannett

Decision that opened possibility for judges to close trials to press and public is challenged by news groups in amicus brief in case brought by Richmond papers; contention is that justice is best served by open court proceedings

Eight news and media organizations have joined forces in an effort to persuade the Supreme Court to reverse or at least modify its decision in the Gannett Co. case, handed down only two months ago (BROADCASTING, July 9). And they frame their argument in terms of a bold challenge to the court:

"This case ... poses the issue of whether this court—having sanctioned a secret court system for many pretrial hearings—is now prepared to extend this censorship principle by authorizing secret trial proceedings."

They argue that there is "virtually no instance ... where the public and the press may be excluded from a criminal trial except upon a showing that such exclusion is essential in order to avoid a direct, immediate and irreparable injury to the administration of justice."

The organizations expressed their views in a friend-of-the court brief last week in an appeal taken by the Richmond Newspapers Inc. It is seeking a reversal of the decision of the Virginia supreme court affirming a trial court's order barring press and public from a two-day murder trial (BROADCASTING, Aug. 27).

The Supreme Court's decision in the Gannett case, adopted on a 5-4 vote, dealt with the question of pretrial closings. But the decision has been used by some trial courts to close trials themselves.

The news media organizations' brief cites a study showing that in the seven weeks since the decision, defense attorneys in 51 proceedings—preindictment, pretrial, trial and post-trial—sought orders clearing the court and were successful in 26 cases. Three were trials.

Thus, the brief argued, the ruling "has caused such widespread confusion in the legal community that it must be rectified before our traditional system of open criminal proceedings is entirely transformed into a chain of secret hearings, cut off from the very public that should act as overseer."

At a minimum, the brief contends, the court should make clear that the Gannett

decision applies only to pretrial proceedings. The brief notes that the separate statements of the justices left that issue "in some doubt."

But the news organizations are clearly hoping for more. They say that the court should use the opportunity afforded by the appeal to review its position on the issue, even as to pretrial proceedings. For they note that 89% of all indictments are disposed of during pretrial proceedings, and they say the court could not have anticipated the widespread use that would be made of the Gannett decision.

What's more, they argue that, under a number of earlier Supreme Court decisions, the exclusion of the public and the media from public forums, political events and performances which they have "a vested right to attend," constitutes prior restraint and, therefore, a violation of the First Amendment.

Thus, the brief adds, criminal trials may not be closed unless a high standard of need is met. The brief said the showing should include a demonstration that there would be a direct and immediate injury to the fair administration of justice, that the injury is irreparable and that there are no other reasonable alternatives.

The friend of the court action was initiated by the Reporters Committee for Freedom of the Press, which is represented by E. Barrett Prettyman Jr. Joining in the brief were the National Association of Broadcasters, the Radio-Television News Directors Association, the Associated Press Managing Editors, the National Newspaper Association, the National Press Club, the Society of Professional Journalists, Sigma Delta Chi, and the Virginia Press Association.

Meanwhile, the controversy generated by the decision is not confined to the lawyers and news media organizations. The justices themselves are speaking out in public. Chief Justice Warren E. Burger said judges, probably misled by press accounts, have erroneously applied the decision to trials. Burger, who voted with the majority, had issued a separate statement stressing that the decision applied only to pretrial proceedings. Justice Lewis F. Powell Jr. also said he thought some judges had been misled by the press.

Now, Justice Harry A. Blackmun, who wrote the dissenting opinion in the case, has said to a gathering of appeals court judges: "I think it's an outrageous decision, totally in error."

WATCH tries every avenue in attempt to unwind WDCA-TV sale to Taft

Latest tactic is FOI request for information pertaining to long-distance vote by Lee

The Washington Association for Television and Children is exhausting every resource in its efforts to overturn the FCC's approval of the sale of WDCA-TV Washington to Taft Broadcasting. WATCH has filed a Freedom of Information Act request with the commission that seeks information relating to the telephone hook-up that linked Commissioner Robert E. Lee in Germany to the Aug. 16 meeting in which the transaction was approved. His vote tipped the balance of the commission to a 4-3 line-up in favor of the sale.

In its request, WATCH asked for copies of all documents submitted to Lee in West Germany, the means by which they were transmitted as well as the date and time of their transmittal and acceptance; any documents circulated by the commission staff regarding the phone hook-up, and a transcript of the Aug. 16 meeting. WATCH also asked for copies of any commission memoranda concerning the Broadcast Bureau's H. Taft Snowden, a distant relative of the Taft family, who at one time was assigned to the WDCA-TV

case (BROADCASTING, Aug. 20).

The FOI request was only one skirmish in a complex legal war that has been waged before and since approval of the sale.

On Wednesday, Aug. 29, the U.S. Court of Appeals in Washington, acting on pleadings filed by WATCH, had directed the FCC to order Taft and the seller, Improvement Leasing Co., to undo consummation of the \$15.5-million transaction, which had followed minutes after the commission's vote to allow the sale of WDCA-TV. WATCH's filing contended that consummation of the sale in advance of a written FCC order was illegal.

There was then a flurry of pleadings on Friday, Aug. 31, one of which was a reply from Taft saying "there would be a clear probability of irreparable injury to Taft in the event the court takes action which can be interpreted by the seller as creating an opportunity for it to terminate the agreement." As evidence of this, Taft told the court that it had been advised on July 3, 1979, by the seller, that it had received another offer for the station of \$20 million, \$4.5 million more than the Taft contract's price.

Late that afternoon, the court reversed itself. Following suggestions from the FCC

viewers will be unaware of their presence. The first program to use the subtitling was a documentary about a visit to Switzerland by a group of deaf children. The system will also be used on a popular game show, which normally attracts 15 million viewers each week.

Greece signs SECAM

The government of Greece has signed an \$18 million agreement with France to convert the current Greek black-and-white

television system to color, using the French system, SECAM.

The agreement involves equipment and technical services including training of Greek technicians and engineers. A program-exchange agreement between the two countries is said to be also involved in the deal.

The first stage of development is slated for completion by the end of next year and will permit one-third of the Greek population to receive the color transmissions on their two channels.

A Greek government minister said the French system was chosen because of the

competitive price and liberal credit terms, allowing for payment for the equipment over a 22-year period.

France will also be involved in later stages of development and the eventual changeover to digital systems, according to the Greek minister.

Greece currently has 170 television receivers for each 1,000 of the country's 10 million residents.

In giving reasons for the decision to switch over to color, the Greek minister noted that spare parts for black-and-white equipment were becoming difficult to come by.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 27 through Aug. 31.

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

New Stations

FM actions

■ Starkville, Miss.—Broadcast Bureau granted Charisma Broadcasting Co. 92.1 mhz, 1.08 kw, HAAT: 500 ft. Address: 707 20th Ave. N., Columbus, Miss. Estimated construction cost \$82,604; first year operating cost \$7,900; revenue \$90,504. Format: easy listening. Principals: Charles B. Cooper (62%) and Donald R. DePriest (30%) and two others. Cooper is general manager of WKOR(AM) Starkville and DePriest is president of Humboldt Products Corp., Columbus. Neither has other broadcast interests. (BPH-10517). Action Aug. 20.

■ Ronan, Mont.—Broadcast Bureau granted KBMR Inc. 92.3 mhz, 100 kw, HAAT: 600 ft. Address: 3500 E. Rosser Ave., Box 1233, Bismarck, N.D. 58501. Estimated construction cost \$84,723; first-year operating cost \$57,500; revenue \$165,000. Format: contemporary/C&W. Principal: Alvin L. Anderson, who is president and general manager at KBMR(AM) Bismarck. (BPH-780905AB). Action Aug. 24.

■ *Dallas, N.C.—Broadcast Bureau granted Gaston College 91.7 mhz, 3 kw, HAAT: 155 ft. Address: Gaston College, Dallas 28034. Estimated construction cost \$51,934; first-year operating cost \$38,424 already allocated. Principals: Gaston College Board of Trustees—Dr. J. Edward Stowe, chairman, and Dr. Thomas A. Will, vice chairman (BPED-780927AB). Action Aug. 20.

Ownership Changes

Applications

■ KQMS(AM) Redding, Calif. (1400 khz, 1 kw-D,

250 w-N)—Seeks assignment of license from DeArmond, Johnson and Dellenback partnership to Barker Broadcasting Inc. for \$840,000. Sellers are J. L. DeArmond, George R. Johnson and John R. Dellenback, who also own KTVL(TV)-KTMT(FM) Medford and KTVZ(TV) Bend, both Oregon. Buyer is owned by Harry E. Barker, general manager of KQMS. Ann. Aug. 29.

■ WNVS(AM) West Springfield, Mass. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from U.S. Broadcasting Co. to J. William O'Connor for \$300,000 plus \$75,000 for consultancy agreement. Seller is principally owned by Jeffrey P. Levitan and Morton L. Bardfield, who have no other broadcast interests. O'Connor sold only broadcast interest. WRKR-AM-FM Racine, Wis., last January. Ann. Aug. 29.

■ WNIA(AM) Cheektowaga, N.Y. (1230 khz, 500 w-D, 250 w-N)—Seeks assignment of license from Niagara Broadcasting System to Quid Me Broadcasting Inc. for \$575,000. Seller is owned by Gordon P. Brown, who also owns WSAY(AM) Rochester, N.Y. Buyer is owned by Chester M. Musialowski (50.5%) and seven others. Musialowski is salesman for WGR-TV Buffalo, N.Y. Ann. Aug. 29.

■ KMVS(AM) Muskogee, Okla. (1380 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Horace C. Boren to Rick Parrish and his wife, Linda, for \$525,000. Boren also owns KWHN(AM)-KMAG(FM) Fort Smith, Ark. Rick Parrish is vice president and general manager of Oklahoma News Network, Oklahoma City. Linda Parrish is Norman, Okla., CPA. Neither has other broadcast interests. Ann. Aug. 27.

■ WYXI(AM) Athens, Tenn. (1390 khz, 2.5 kw-D)—

Seeks assignment of license from JJ's Broadcasting Co. to REP Broadcasting Inc. for \$215,000. Seller is owned by John P. Frew and his wife, Julia, who have no other broadcast interests. Buyer is owned by Wilford L. Gerdes (51%) and six others. Gerdes is president of Chattanooga, Tenn., baking company. He has no other broadcast interests.

■ KUBS(FM) Newport, Wash. (91.5 mhz, 10 kw)—Seeks assignment of license from Newport Consolidated Joint School District to KUBS FM Foundation Inc. for \$1. Seller is school board; Darrell R. Olson is superintendent of schools. Buyer is nonprofit corp., which will continue to provide vocational instruction to students of Newport school district. Jerry Sherman is president of board of directors. Ann. Aug. 29.

■ KVAN(AM) Vancouver, Wash. (1480 khz, 1 kw-D, 5 kw-N)—Seeks assignment of license from The New Broadcasting Corp. to Patten Communications Corp. for \$967,725. Seller is owned by Howard R. Slobodin (90.1%) and Alan J. Slobodin (9.9%), brothers. Neither has other broadcast interests. Buyer, owned by Myron P. Patten (54.38%) and 24 others, owns WGMW(FM) Riviera Beach, Fla.; WMPX(AM) Midland and WKHM(AM)-WJOX(FM) Jackson, both Michigan; KLNT(AM)-KLNQ(FM) Clinton, Iowa, and WYXE(FM) Sun Prairie, Wis. Ann. Aug. 29.

Facilities Changes

FM applications

■ KSPB(FM) Pebble Beach, Calif.—Seeks CP to

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Summary of broadcasting

FCC tabulations as of June 30

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

*Special temporary authorization

**Includes off-air licenses

change frequency to 91.9 mhz; TL: 4040 Sunset Lane, Pebble Beach; ERP 0.115 kw, HAAT: 470 ft. Ann. Aug. 30.

■ **KLEL(FM)** San Jose, Calif.—Seeks CP to increase ERP 100 w; HAAT: minus 539 ft.; install new trans. Ann. Aug. 6.

■ **WVKC(FM)** Galesburg, Ill.—Seeks CP to change TL, ERP: 1 kw, HAAT: 102.7 ft. Ann. Aug. 30.

■ **WRFT(FM)** Indianapolis—Seeks CP to change ant. sys., ERP: 0.13 kw, HAAT: 178 ft. Ann. Aug. 30.

■ **WRWR-FM** Port Clinton, Ohio—Seeks CP to change ant. sys., ERP: 30 kw and HAAT: 168.4 ft. (H&V). Ann. Aug. 30.

■ **KQPD(FM)** Ogden, Utah—Seeks CP to change TL, ERP: 29 kw, HAAT: 3742 ft. (H&V). Ann. Aug. 30.

AM actions

■ **KAKA(AM)** Dermott, Ark.—Broadcast Bureau granted mod. of CP changing TL to west edge of Dermott on State Route 35; conditions (BMP790606AK). Action Aug. 21.

■ **WTMC(AM)** Ocala, Fla.—Broadcast Bureau granted CP to make changes in ant. sys. (BP-20,522). Action Aug. 21.

FM actions

■ **KWYD(FM)** Security, Colo.—Broadcast Bureau granted CP changing TL atop Cheyenne Mountain, 2.5 miles west of Fort Carson, Colo.; change type of trans.; change ant.; make changes in ant. sys.; ERP: 0.047 kw (H&V); ant. height: 2230 ft. (H&V). (BPH11150). Action Aug. 27.

■ **WMMQ(FM)** Charlotte, Mich.—Broadcast Bureau granted mod. of CP to make changes in ant. sys.; change TL to: Northwest Corner of Gresham Hwy. and Otto Road, 4 miles north of Charlotte; change SL to 1615 Lawrence Hwy., Charlotte; change type ant.; increase ERP: 2.55 kw (H&V); increase ant. height: 320 ft. (H&V); change TPO (BMPH-790712AA). Action Aug. 22.

■ **KOOS(FM)** North Bend, Ore.—Broadcast Bureau granted mod. of CP to change mail SL to Fitzpatrick Bldg., 1.2 miles from Corporate Boundary of North Bend, outside city limits. (BPH790605AH). Action Aug. 20.

■ **WCCX(FM)** Waukesha, Wis.—Broadcast Bureau granted mod. of CP changing frequency to 104.5 mhz; ERP: 10 w; ant. height: 44 ft. (BMPED-781117AH). Action Aug. 24.

cipals of North Alabama Broadcasters Inc., licensee of WHNT-TV Huntsville, Ala., and New York Times Company, which contemplates sale of WHNT-TV to New York Times Company. Action Aug. 24.

■ **J T Fresno, Calif.** (McClatchy Newspapers and San Joaquin Communications Corporation) **TV Proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick granted petition by San Joaquin and amended Section II of its permit application to report election of three new directors, Carolyn Peck, Ann Harris and Octavia Diener, effective July 9, and to report that Ann Harris's only business interest is that of general manager of Harris Ranch Restaurant, and that Jack A. Harris and Ann Harris are husband and wife. Action Aug. 22.

■ **KMJ-TV Fresno, Calif.** (McClatchy Newspapers and San Joaquin Communications Corp.) **TV Proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick granted petition by San Joaquin and amended its application to report changes in its articles of incorporation relating to classes and numbers of authorized shares of stock of corporation. Action Aug. 24.

■ **Pasadena, Calif.** (Bloss Incorporated) **Revocation Proceeding:** (Doc. 79-204)—ALJ Joseph Stirmer, in connection with hearing scheduled for Sept. 19, ordered copies of all written exhibits and lists of witnesses shall be transmitted to other party and presiding judge on or before Sept. 10. Action Aug. 17.

■ **South El Monte, Calif.** (Perry Cheney) **Revocation Proceeding:** (Doc. 79-205)—ALJ Joseph Stirmer, in connection with hearing scheduled for Sept. 20, ordered copies of all written exhibits and lists of witnesses shall be transmitted to other party and presiding judge on or before Sept. 10. Action Aug. 17.

■ **Windsor, N.C.** (Bermey E. Stevens and Cashie Valley Broadcasters Inc.) **FM Proceeding:** (Docs. 79-209-10)—ALJ David Kraushaar designated ALJ

James K. Cullen, Jr., as presiding judge and scheduled prehearing conference for Oct. 9 at 9 a.m. and hearing for Nov. 20 at 10 a.m. in Washington. Action Aug. 28.

■ **Omaha, Neb.** (Webster-Baker Broadcasting Co. et al) **AM and FM Proceeding:** (BC Docs. 78-337-39, 78-341-43, 78-345)—ALJ Frederic J. Coufal granted petition by Omaha Broadcasting Service Co. and amended its application to reflect amount of stock now held by James P. Storer in Storer Broadcasting Company. Action Aug. 23.

■ **Omaha (Webster-Baker Broadcasting Co. et al) AM and FM Proceeding:** (BC Docs. 78-337-39, 78-341-43, 78-345)—ALJ Frederic Coufal set procedural schedule governing evidentiary hearing, beginning Sept. 10 with presentation of proof on qualifying issues specified against Nebraska Communications Corp., followed by Webster-Baker's presentation of its direct case; on Sept. 17, Omaha Broadcasting Service Co. will present its direct case, followed by Nebraska-Iowa Broadcasting Corp.; ordered that Exhibit A will serve as procedural guidelines for conduct of proceeding. Action Aug. 27.

■ **Sparks, Nev.** (E. H. "Pepper" Schultz and Beck Enterprises Inc.) **FM Proceeding:** (BC Docs. 79-194-95)—ALJ David Kraushaar designated ALJ Edward Luton as presiding judge and scheduled prehearing conference for Oct. 10 at 9 a.m. and hearing for Nov. 21 at 10 a.m., in Washington. Action Aug. 28.

■ **Cincinnati (Ezra W. Beasley) Revocation Proceeding:** (Doc. 79-213)—ALJ David Kraushaar designated ALJ John H. Colin as presiding judge and scheduled prehearing conference and hearing for Oct. 16 at 10 a.m. in or near Cincinnati. Action Aug. 28.

■ **St. Paul, Va. and Blountville, Tenn.** (Yeary Broadcasting Inc. and Morgan Broadcasting Co.) **AM Proceeding:** (BC Docs. 79-118-19)—ALJ Joseph Chachkin granted motion by Morgan for summary decision and resolved ascertainment issue in Morgan's favor. Action Aug. 23.

■ **St. Paul, Va., and Blountville, Tenn.** (Yeary Broadcasting Inc. and Morgan Broadcasting Co.) **AM Proceeding:** (BC Docs. 79-118-19)—ALJ Joseph Chachkin granted motion by Morgan and accepted comments supporting opposition, and denied motion by Yeary to enlarge issues. Action Aug. 27.

■ **Bethlehem, W.Va., and Key, Ohio** (Radio Wheeling Inc. and Jacobsburg Bible Church Inc.) **FM Proceeding:** (BC Doc. 78-311-12)—ALJ Joseph Coufal granted petition by Jacobsburg and amended its application to correct error in description of certain longitude line in its Exhibit 7, and to include letter dated Dec. 19, 1978, from Harris Corp. relating to financing by Harris of Jacobsburg equipment; denied petition by Radio Wheeling to amend its application. Action Aug. 23.

Rulemakings

Proposed

■ **Washington, D.C.**—NCCB requests amendment of rules to set limits on commercial and non-program time by TV stations (RM-3462). Ann. Aug. 27.

In Contest

Procedural Rulings

■ **WSLA-TV Selma, Ala.** (Central Alabama Broadcasters Inc.) **TV Proceeding:** (Doc. 78-238)—ALJ Reuben Lozner granted motion by Central and amended its application to reflect that on July 26 an agreement in principle was entered into between prin-

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Action

■ Washington, D.C.—FCC denied request for adoption of policy and rule on employee service after acceptance of outside employment in communications field. (RM-2961). Action Aug. 16.

Allocations

Petitions

■ Folkston, Ga.—Jack R. Mays requests amendment FM table of assignments to assign 97.7 mhz to Waycross, Ga. (RM-3465). Ann. Aug. 27.

■ Oak Ridge, Tenn.—James Resh requests amendment TV table of assignments to assign ch. 68 to Hagerstown, Md. (RM-3460). Ann. Aug. 27.

Actions

■ Brunswick, Ga.—Broadcast Bureau, in response to petition by C & O Brokerage, assigned UHF television ch. 21 to Brunswick as its first television assignment, effective Oct. 11 (BC Docket No. 79-99). Action Aug. 28.

■ St. Simons Island and Waycross, both Georgia—Broadcast Bureau, on its own motion, consolidated proposals requesting assignment of 97.7 mhz to St. Simon's Island and Waycross, and extended through Sept. 7 time for filing reply comments (BC Docket No. 79-149, RM-3343, RM-3465). Action Aug. 27.

■ Iron Mountain, Mich.—Broadcast Bureau, in response to amended petition by WRVM Inc., assigned UHF television ch. 14 for commercial use at Suring, Wis. and substituted noncommercial educational ch. 17 for noncommercial educational ch. 14 (unoccupied and unapplied for) at Iron Mountain effective Oct. 11 (BC Docket No. 79-98, RM-3233). Action Aug. 28.

■ Albuquerque, N.M.—Broadcast Bureau, in response to petition by Albuquerque Radio Broadcasters Association, extended through Sept. 11 time for filing replies to oppositions, in matter of proposed substitution of UHF television channels in Albuquerque (RM-3396). Action Aug. 28.

■ Buckhannon, W.Va.—Broadcast Bureau, in response to petition by West Virginia Wesleyan College, proposed assigning 93.5 mhz to Buckhannon as its first FM assignment; comments due Oct. 29, replies due Nov. 18 (by Notice of Proposed Rulemaking) (BC Docket No. 79-214, RM-3382). Action Aug. 28.

Translators

Applications

■ Mendenhall Valley and Auke Bay, both Alaska—Capital Community Broadcasting Inc. seeks CP for new VHF translator on ch. 6 (TPO: 10w, HAAT: 125 ft.) to rebroadcast directly KTOO-TV Juneau, Alaska. Ann. Aug. 28.

■ Ft. Jones, Etna, Greenview and Callahan, all California—Scott Valley Chamber of Commerce seeks CP for new VHF translator on ch. 6 (TPO: 10w, HAAT: 20 ft.) to rebroadcast directly KTVL(TV) Medford, Ore. Ann. Aug. 30.

■ Dora, N.M.—Holsum Incorporated seeks CP for new UHF translator on ch. 69 (TPO: 100w, HAAT: 78 ft.) to rebroadcast directly KBIM-TV Roswell, N.M. Ann. Aug. 28.

■ Clovis, N.M.—Holsum Incorporated seeks CP for new UHF translator on ch. 65 (TPO: 100 w, HAAT: 356 ft.) to rebroadcast indirectly KBIM-TV Roswell, N.M. Ann. Aug. 28.

Actions

■ W58AJ Jackson, Ala.—Broadcast Bureau granted Alabama Educational Television Commission CP for new UHF TV translator station on ch. 58, to rebroadcast the signal of WIIQ-TV Demopolis, Ala. (BPTT-7809011F). Action July 16.

■ K13QB Le Chee and Wahweap Marina Area, both Arizona—Broadcast Bureau granted Lake Powell Antennavision Inc. CP for new VHF TV translator station on ch. 13 to rebroadcast programs of KSL-TV Salt Lake City (BPTTV-5984). Action July 10.

■ K55BZ Planada, Hornitos and Catheys Valley, all California—Broadcast Bureau granted Pappas Telecasting Inc. CP for new UHF TV translator station on ch.

55 to rebroadcast programs of KMPH-TV Tulare, Calif. (BPTT-7901241A). Action Aug. 2.

■ K55CC Thousand Oaks, Calif.—Broadcast Bureau granted International Panorama TV Inc. CP for new UHF TV translator station on ch. 55, to rebroadcast the signal of KTBN(TV) Fontana, Calif. (BPTT-3571). Action July 31.

■ K55CD, K69CD, K67BU, K65BO, K63BL, Haxton and Holyoke, both Colorado—Broadcast Bureau granted Region 1 Translator Association CPs for new UHF TV translator stations on ch. 55, ch. 69, ch. 67, ch. 65, and ch. 63, to rebroadcast the signals of KBT-TV, KRMA-TV, KOA-TV, and KWGN-TV, all Denver (BPTT-7809291S, BPTT-7809291B, BPTT-7809291A, BPTT-7809291Z, BPTT-7809291X). Action June 29.

■ K03FH Coaldale, Colo.—Broadcast Bureau granted Coaldale TV Club CP for new VHF TV translator station on ch. 3 to rebroadcast programs of KBTV(TV) Denver (BPTTV-6113). Action July 31.

■ K03FG Gibbonsville, Idaho—Broadcast Bureau granted Lost Trail Television Association Inc. CP for new VHF TV translator station on ch. 3 to rebroadcast programs of KPAX-TV Missoula, Mont. (BPT-TV-7904261A). Action July 30.

■ K13QC Johnson Creek Area, Idaho—Broadcast Bureau granted Lafe Cox CP for new VHF TV translator station on ch. 13 to rebroadcast programs of KIVL-TV Nampa, Idaho (BPTTV-790122). Action July 31.

■ K44AD St. James, Minn.—Broadcast Bureau granted Watonwan TV Improvement Association CP for new UHF TV translator station on ch. 44 to rebroadcast programs of KMSP-TV Minneapolis (BPTT-7903271C). Action Aug. 2.

■ K55CB Hobbs, N.M.—Broadcast Bureau granted Marsh Media of El Paso CP for new UHF TV translator station on ch. 55 to rebroadcast programs of KAVE(TV) Carlsbad, N.M. (BPTT-3575). Action July 12.

■ W06AP Maggie Valley and Soco Valley, both North Carolina—Broadcast Bureau granted Wometco Skyway Broadcasting Co. CP for new VHF TV translator station on ch. 6 to rebroadcast programs of WLOS-TV Asheville, N.C. (BPTTV-6034). Action July 12.

■ W06AQ Bai Cave, Gerton, Chmney Rock and Lake Lure, all North Carolina—Broadcast Bureau granted Wometco Skyway Broadcasting Co. CP for new VHF TV translator station on ch. 6 to rebroadcast programs of WLOS-TV Asheville, N.C. (BPTTV-7901151F). Action July 31.

■ K47AB Rural Garfield and Kane Counties, both Utah—Broadcast Bureau granted Lake Powell Antennavision Inc. CP for new UHF TV translator station on ch. 47 to rebroadcast programs of KSTU-TV Salt Lake City (BPTT-7812041I). Action July 31.

■ K49AG Rural Southeastern and Northeastern Kane Counties, both Utah—Broadcast Bureau granted Lake Powell Antennavision Inc. CP for new UHF TV translator station on ch. 49 to rebroadcast programs of KSL-TV Salt Lake City (BPTT-3442). Action July 10.

■ K51AH Rural Southeastern Garfield and Northeastern Kane Counties, both Utah—Broadcast Bureau granted Lake Powell Antennavision Inc. CP for new UHF TV translator station on ch. 51 to rebroadcast the programs of KTVX-TV Salt Lake City (BPTT-3443). Action July 10.

■ K53AK Rural Southeastern Garfield and Northeastern Kane Counties, both Utah—Broadcast Bureau granted Lake Powell Antennavision Inc. CP for new UHF TV translator station on ch. 53 to rebroadcast programs of KUTV(TV) Salt Lake City. (BPTT-3444). Action July 10.

■ K56BA Mt. Pleasant, Utah—Broadcast Bureau granted Sanpete County CP for new UHF TV translator station on ch. 56 to rebroadcast programs of KUED-TV Salt Lake City, (BPTT-7812041G). Action June 5.

■ K59BS Milford, Hamilton's Fort and Newcastle, all Utah—Broadcast Bureau granted Springfield Television of Utah Inc. CP for new UHF translator station on ch. 59 to rebroadcast programs of KSTU-TV Salt Lake City, (BPTT-7901251C). Action Aug. 2.

■ K53AL Cody, Powell and Rural Area, all Wyoming—Broadcast Bureau granted Park County CP for new UHF TV translator station on ch. 53 to rebroadcast programs of KURL-TV Billings, Mont. (BPTT-7812061D). Action June 5.

■ K55CA Cody, Powell and Rural Area, all Wyoming—Broadcast Bureau granted Park County CP for new UHF TV translator station on ch. 55 to rebroad-

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cast programs of KTVQ-TV, Billings, Mont. (BPTT-781206IE). Action June 5.

■ **K51AI Haxton, Colo.**—Broadcast Bureau granted Region I Translator Association CP for new UHF TV translator station on ch. 51, to rebroadcast the signal of KOA-TV Denver (BPTT-780929IO). Action July 31.

■ **K62AZ Clifton, Fruitvale, Palisade, all Colorado**—Broadcast Bureau granted Grand Valley Free TV Association CP for new UHF TV translator station on ch. 62, to rebroadcast the signal of KBTV-TV Denver (BPTT-3536). Action June 12.

■ **K53AM Kaumakani, Hawaii**—Broadcast Bureau granted Channel 13 Club of Kauai Inc. CP for new UHF TV translator station on ch. 53 to rebroadcast the signal of KIKU-TV Honolulu (BPTT-790327IA). Action July 31.

■ **K65BN Red Lake, Minn.**—Broadcast Bureau granted Red Lake Band of Chippewa Indians CP for new UHF TV translator station on ch. 65, to rebroadcast the signal of KXJB-TV Fargo, N.D. (BPTT-781221IF). Action June 12.

■ **K53AN Lund and Preston, both Nevada**—Broadcast Bureau granted White Pine Television District CP for new UHF TV translator station on ch. 53, to rebroadcast the signal of KLAS-TV Las Vegas (BPTT-781226ID). Action July 31.

■ **K60BC Hobbs, N.M.**—Broadcast Bureau granted Hobbs Downtown Lions Club CP for new UHF TV translator station on ch. 60, to rebroadcast the signal of KOAT-TV Albuquerque, N.M. (BPTT-780710IE). Action July 31.

■ **W62AX Belden, N.Y.**—Broadcast Bureau granted Board of Cooperative Educational Services of Broome-Delaware-Tioga Counties CP for new UHF TV translator station on ch. 62, to rebroadcast the signal of WSKG-TV Binghamton, N.Y. (BPTT-3486). Action June 26.

■ **W56BA Franklin, N.Y.**—Broadcast Bureau granted Board of Cooperative Educational Services, Sole Supervisory District—Delaware, Chenango, Madison and Otsego Counties CP for new UHF TV translator station on ch. 56, to rebroadcast the signal of WSKG-TV Binghamton, N.Y. (BPTT-3089). Action July 31.

■ **W64AP Tioga Center and Nichols, both New York**—Broadcast Bureau granted Board of Cooperative Educational Services of Broome-Delaware-Tioga Counties CP for new UHF TV translator station on ch. 64, to rebroadcast the signal of WSKG-TV Binghamton, N.Y. (BPTT-3487). June 26.

■ **K56AB Rural Juab County and Aurora, both Utah**—Broadcast Bureau granted Springfield Television of Utah Inc. CP for new UHF TV translator station on ch. 56, to rebroadcast the signal of KSTU-TV Salt Lake City (BPTT-781228IB). Action June 5.

■ **K64BC Salina and Redmond, both Utah**—Broadcast Bureau granted Sevier County CP for new UHF TV translator station on ch. 64, to rebroadcast the signal of KSTU-TV Salt Lake City (BPTT-781221III). Action June 5.

■ **K66BK Salina and Redmond, both Utah**—Broadcast Bureau granted Sevier County CP for new UHF TV translator station on ch. 66, to rebroadcast the signal of KUED-TV, Salt Lake City (BPTT-781211II). Action June 5.

■ **K67BT Rural Garfield County, Utah**—Broadcast Bureau granted Garfield County CP for new UHF TV translator station on ch. 67, to rebroadcast the signal of KSTU-TV Salt Lake City (BPTT-781204IH). Action July 31.

■ **W64AO Charlottesville, Va.**—Broadcast Bureau granted Shenandoah Valley Television Systems Inc. CP for new UHF TV translator on ch. 64, to rebroadcast the signal of WHSV-TV Harrisonburg, Va.

(BPTT-781016IH). Action June 12.

Cable

Actions

■ Certain unincorporated portions of Broward County, Fla., et al.—Cable Bureau granted American Video Corp. special relief to carry WGN-TV, Chicago on its cable system serving eight Florida communities, and denied opposition by Scripps-Howard Broadcasting, licensee of WPTV-TV West Palm Beach, Fla. (by Memorandum Opinion and Order) (CAC-13538-45, FLO337, -281, -185, -297, -302, -207, -153, -280). Action Aug. 28.

Other

■ Cumberland Broadcasting Corp. has appealed Jan. 31 FCC Review Board decision granting application of James C. Slinger for new FM station at Athens, Tenn., and denying Cumberland's competing application, and FCC's July 26 action denying review of that decision. Appeal was filed in U.S. Court of Appeals for District of Columbia Circuit. Ann. Aug. 30.

■ McLean Communications Corp. has appealed FCC's July 19 action denying McLean review of Dec. 15, 1978, Review Board decision denying McLean's application for new FM station on 100.1 mhz at Stockton, Calif., and granting competing application of Carson Communications. Appeal was filed in U.S. Court of Appeals for District of Columbia Circuit. Ann. Aug. 30.

Addenda to the 1979 'Yearbook'

Following are additions and corrections to the BROADCASTING YEARBOOK 1979. They appear by page number in the same order as in the YEARBOOK. (This is part two; part one appeared in the June 4 issue.)

Page A-9. Under FCC Executives & Staff Personnel change the phone number at the Headquarters of the FCC at 1919 M St., N.W., Washington 20554 to (202) 632-7260.

Page B-115. Under Syracuse, N.Y. change the phone number of **WSYR-TV** to (315) 474-5000.

Page B-133. Under Madison, Wis. change the gen mgr at **WISC-TV** to Stephen R. Herling.

Page C-7. Under Troy, Ala. delete the listing for **WRSM(AM)**. Under Alabama Radio add the heading "Sumiton" and insert the following station licensed to Sumiton, Ala.: **WRSM(AM)**—June 27, 1978: 1540 khz; 1 kw-D. Box 100 (35148). (205) 648-3241. Sumiton Bcstg Co. Format: C&W. ■ J.L. Sartain Jr., pres.

Page C-19. Under El Cajon, Calif. insert a new listing for **KMJC(AM)**: **KMJC(AM)**—1955: 910 khz; 1 kw-U, DA-2. Box 2908, San Diego (92112). (714) 583-9100. Lee Bartell & Associates. Rep: H-R/Stone. Format: Contemporary. ■ Richard Bartell, VP & gen mgr; Don Walker, gen sls mgr; Jeff Salgo, prog dir; Ed Murphree, chief engr. ■ Rates: \$58; 52; 58; 52.

Page C-64. Under Chicago change the phone number of **WIND(AM)** to (312) 751-5560.

Page C-76. Under Rensselaer, Ind. insert a new listing for **WRIN(AM)**: **WRIN(AM)**—Sept. 14, 1963: 1560 khz; 1 kw-D (550 w-CH). Drawer "D" (47978). (219) 866-4555. Jurek Communications Corp. (acq 9-79). Net: NBC, APR, Indiana News. Rep: Regional Reps. Rural Radio Net. Format: Local information, oldies. Spec progs: C&W 5 hrs, opera 4 hrs wklly. ■ Thomas F. Jurek, pres, gen & sls mgr; Rosemarie Jurek, asst mgr; Larry McEachern, news dir; Jim Hawkins, chief engr. ■ Rates: \$9; 7; 8; 7.

Page C-89. Under Louisville, Ky. insert a new listing for **WAKY(AM)**:

WAKY(AM)—1936: 790 khz; 5 kw-D, 1 kw-N, DA-2. 558 River City Mall (40202). (502) 587-7979. WAKY Inc. (acq 5-15-75). Group owner: Multimedia Inc. Net: APR. Rep: Major Market Radio. Format: Adult contemporary. ■ George R. Francis Jr., VP-gen mgr; Joe Wright, sls mgr; Bob Moody, news dir; Penny Whitaker, prom mgr; John Timm, chief engr. ■ Rates: \$80; 60; 70; 60.

Page C-119. Under Rushford, Minn. change the address of ***KLSE-FM** to 400 South Broadway, Rochester (55901).

Page C-144. Under Albany, N.Y. change the phone number of **WABY(AM)** to (518) 482-8614.

Page C-145. Under Binghamton, N.Y. change the phone number of **WAAL(FM)** to (607) 772-8850.

Page C-154. Under Spring Valley change the address of **WGRC(AM)** to Box 1300, 99 West Nyack Road, Nanuet, N.Y. (10954).

Page C-154. Under Syracuse, N.Y. change the phone number of **WSYR-AM-FM** to (315) 474-5000.

Page C-154. Under Troy, N.Y. change the phone number of **WTRY(AM)** to (518) 785-9800.

Page C-154. Under Utica, N.Y. insert new listings for **WBVM(AM)** and **WOUR(FM)**: **WBVM(AM)**—Jan. 29, 1962: 1550 khz; 1 kw-D. Box 1550 (13503). (315) 797-0803. Bunkfeldt Bcstg Corp. (acq 9-7-78). Rep: Roslin Radio Sales. Format: Btl music. Spec progs: Ger 2 hrs, lt 4 hrs, Lebanese 1 hr, Pol 4 hrs wklly. ■ John Bunkfeldt, pres-chief engr; Jeffrey A. Chard, VP-gen mgr; Gene Candeloro, stn mgr; Andrew Rebscher, opns dir; Peter Hirsch, prog dir; Andrew Cleary, news dir. **WOUR(FM)**—Co-owned with WBVM(AM). June 1967: 96.9 mhz; 16 kw. Ant 790 ft. Stereo. Quad. 288 Genesee St. (13502). Net: ABC/FM. Format: Adult rock. ■ John R. Sia, sls mgr; Tony Yoken, mktg mgr; Tom Starr, prog dir; Robin Sherwin, mus dir; Peter Hirsch, prom mgr.

Page C-171. Under Hamilton, Ohio insert a new listing for **WOKV(FM)**: **WOKV(FM)**—April 15, 1961: 103.5 mhz; 13.5 kw. Ant 234 ft. First National Bank Bldg., Suite 804, Third & High Sts. (45011). (513) 863-3600. YCH Associates. ■ Fred Newbill, stn mgr.

Page C-182. Under Portland, Ore. insert a new listing for **KQFM(FM)**: **KQFM(FM)**—May 1946: 100.3 mhz; 100 kw. Ant 930 ft. Stereo. 4949 S.W. Macadam Ave. (97201). (503) 226-0100. Golden West Broadcasters Inc. (group owner; acq 1-23-78). Rep: CBS/FM Sales. Format: Album-oriented rock. ■ Jack McSorley, VP & gen mgr; Andrew Reimer, sls mgr; Cindy Hansberry, office mgr; Norm Gregory, prog dir; Jim Robinson, mus dir; Stacey Stokes, prom dir; Bruce Pokarney, news dir; Tom Rose, engrg mgr.

Page C-187. Under Johnstown, Pa. insert new listings for **WJAC(AM)** and **WJAC-FM**: **WJAC(AM)**—April 1925: 850 khz; 10 kw-U, DA-1. Hickory Lane (15907). (814) 255-5831. TWX 814-248-8354. WJAC Inc. (acq 1932). Net: NBC. Rep: Torbet. Format: C&W. ■ Alvin D. Schrott, pres; Denny J. Bixler, mgr; Ronald J. Kabo, sls mgr; Don Evans, prog dir. **WJAC-FM**—August 1949: 95.5 mhz; 57 kw horiz, 54 kw vert. Ant 1060 ft. Stereo. Prog sep from AM. Format: Good lting. ■ WJAC-TV affil.

Page C-194. Under Aiken, S.C. change the phone number of **WAKN(AM)** and **WNEZ(FM)** to (803) 649-7993.

Page C-214. Under Fort Worth change the phone number of **KFJZ(AM)** to (817) 731-6301.

Page C-245. Under Milwaukee change **WAWA-FM** to **WLUM-FM**, change the station's format to Black contemporary and add Charles Hoard, opns mgr.

Page D-10. Under Representatives change the address and phone number of the Los Angeles office of **Eastman Radio Inc.** to Los Angeles 90028: 6255 Sunset Blvd., Suite 1902. (213) 464-6104.

Page D-14. Under Representatives change the address of **Susquehanna Broadcasting Co.** to 230 Park Ave., Room 1548, New York 10017.

Page D-65. Under Producers, Distributors and Production Services change the telephone number of **RAI Corp.** to (212) 975-0200.

Page F-29. Under Radio Advertising Bureau add a Seattle office: **Seattle Office:** 1414 Alaskan Way, Suite 507, Seattle 98101. Phone (206) 623-7525.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

General Manager with strong sales background for West Coast major market FM wanted by progressive, expanding group broadcaster. Send resume with salary requirements to: Entercom, 555 City Line Avenue, Bala-Cynwyd, PA 19004.

Midwest Radio Company, Fargo, N. Dak. has an opportunity for a quality person as Sales Manager of KQWB AM (rated No. 1 - Adults 18-49). Former Sales Manager has purchased a station in another market! Compensation includes: percentage of sales, bonus plan, car, family insurance plan, expense account, and car expense allowance. A 5 person sales staff, Sales Secretary, and Co-op Coordinator are hired, trained, and ready to cook. All we need is a turned on, motivated leader with experience on the streets, and knowledge of handling people. Fargo is a 7 station market, billing over 4 million! Write Jim Lakoduk, Box 2983, Fargo, ND 58108 or phone 218-236-7900.

Major radio group expanding management team. Splitting combos. Opportunities for experienced general managers and salespeople ready to run sales team. Send complete resume and three year salary history. Confidentiality assured. EEO employer. Box 1-46.

Radio Station Manager (Faculty Position) requirements: Masters in communications, speech, journalism, business or related area and minimum 3 years in radio/TV management positions; knowledge of non-commercial radio; experience in seeking federal assistance for upgrading such stations preferred; experience may be substituted for advanced degree. Successful working experience with minority collegians highly desirable. Salary \$18,000-\$20,000 for 12 months. Apply by September 18 to Robert M. Ruggles, Chairman, Journalism, PO Box 14, Florida A&M University, Tallahassee, FL 32307 or 904-599-3718. FAMU is an equal opportunity/equal access institution.

Well established AM needs station manager for new 20KW FM being added to cover Harrisonburg/Staunton Va. Target Date November 1979. Address replies to: Tom Manley, WKCY, PO Box 1107, Harrisonburg, VA 22801.

HELP WANTED SALES

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

Springfield, Illinois' Country Powerhouse seeks recent college grad with 1-2 years sales experience. Strong in creative writing, campaign development. Join aggressive team in exciting radio market ... where big efforts earn even bigger rewards. Call now. WMAV, Jim Lundgren, 217-629-7077. EOE, M/F

Sales Manager, community oriented and active community participating, RAB/Welsh either/or trained, who can sell and will, who can recruit, teach, motivate sales staff, strong on both on/off air promotions, prolific in merchandising, saturations, short and long term contracts, remotes. Great potential—growth area—great market. Great signal. Great bucks for the great SM, a proven winner. Resume, references Box H-4.

California. Sales Manager—medium market—highly rated MOR. Beautiful growth area. Successful local sales record. Must be self-motivated. EOEMF. Send resume to Box I-39.

Medium to small market sales manager ... Here's your chance to move up if you have a good management track record. We would like you to come to Sun City, El Paso, Texas, and help us grow profitably. Salary and override, first year potential \$25,000 to \$40,000 to right person. Contact Garrett Haston, General Manager, KPAS, Area Code 915-533-8211.

Sales Pro Needed—Beautiful Central New York Market. Only AM plus No. 1 FM. Sell both using the Jennings System. Join fast growing broadcasting group, prove yourself and move up. Good list!! Need immediately. Send resume: Larry Rosmilso; 104 Chestnut Street; Oneonta, NY 13820. E.O.E.

AM-FM Midatlantic regional's veteran salesperson retiring. Replacement inherits existing list plus growing potential. EOE. Resumes to Box I-62.

God's Country U.S.A. has career opportunity with La Crosse's leading stations. Want to interview bright, problem solver on the way up, strong on creativity with ability to write and sell innovative campaigns. Looking for recent college grad with commercial selling experience or 1-2 years small market selling, excellent sales records. Live in the Number one small city, tremendous growth going on, superior earnings. Contact Bill Mann, Sales Manager, WIZM, La Crosse, WI a Midwest Family Station. EOE.

Account Executive for quality radio station in mid-west. Excellent living conditions and schools. Established account list. KODY Radio, North Platte, NE. Contact Jerry Wing, 308-532-3344 or PO Box 1085, Zip 69101. EOE.

Northern Virginia FM station has immediate opening for experienced, energetic, aggressive salesperson. This is a unique opportunity for long-term employment and advancement into management position. Send resume to PO Box 1157, Warrenton, VA 22186. EOE. M/F.

Wanted, Sales manager. Excellent compensation plus ownership potential. If you're good, call KFIR 503-367-4444.

Central Jersey market dominant AM/FM combo looking for bright, enthusiastic, hardworking radio pro to help continue our tremendous growth. Lucrative financial rewards available for capable producer. EOE. Send resume to Box I-92.

WYNF—Tampa/St. Petersburg has opening for experienced go-getter with track record—Call Joe Bell 813-576-9550.

Wanted—Sales Manager for dynamic full-time AM station in growing Oregon market. If you like the great outdoors; like to hunt, fish, ski or golf, this is for you. Must have leadership and strong sales abilities. Great opportunity! Send resume to KBND, PO Box 5037, Bend, OR 97701; or call John Stenkamp at 503-382-5263. EOE.

HELP WANTED ANNOUNCERS

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352 919-276-2911. E.E.O. Employer.

Announcer for modern country format. Experienced should send aircheck and resume to J. William Poole, WFLS AM-FM, Box 597, Fredericksburg, VA 22401. E.O.E.

100,000 watt top 40 FM openings for Jocks with good production skills. We have over one million people in our coverage area. If you're an entertainer, send tape and resume (no phone calls). Automation experience would be helpful for our AM Station. Send resume and tapes to WQLT FM, PO Box 932, Florence, AL 35630. EOE/M-F.

One of our announcers has been hired as Operations Manager by another station, creating an opening for an announcer who can communicate with the listener on a one-to-one basis and sound warm and enthusiastic while doing it. The person we hire will know how to run automation equipment and a live board and will know production and news. If you want to be part of a winning team at Denver's beautiful music stations and enjoy one of the great family living areas with good pay, good working conditions, stability, and a chance to work with one of the finest staffs in the country, send your tape and resume to Lee Stewart, Program Director, KOSI AM/FM, PO Box 98, Aurora, CO 80040. An Equal Opportunity Employer, M/F.

Unless you're damn good and want a challenge in contemporary radio, read no further. Competitive market demands excellence in mid-day and afternoon drive personalities. Excellent salary and fringe benefits in group owned medium market. Equal Opportunity Employer. Box I-66.

Needed now. Announcer with some commercial experience to join our professional staff. Adult contemporary format. Room to grow. Send tape and resume to: Ken Riggie, WTON, PO Box 1085, Staunton, VA 24401. EOE.

Florida MOR seeks experienced announcer, strong on production, for mid-day shift. Send resume, tape and salary required to Bill Brown, WIRA, Box 3032, Fort Pierce, FL 33450, an Equal Opportunity Employer.

Full Time Mid-Day air personality needed immediately at well established mid-western adult/contemporary station. Professional delivery required. Must be able to develop rapport with adult audience. Experience as air personality and good production voice desired. Good pay and benefits. Send air check tape and resume to Charlotte Webb, Administrative Assistant, WTTS/WGTC, 535 S. Walnut Street, Bloomington, IN 47401. WTTS/WGTC is a division of Sarkes Tarzian, Inc. An equal opportunity employer.

Upgrading staff. 90 miles NYC. DJ commercial experience. Mature natural voice. Salary open. All applications answered. Box I-87.

Experienced announcer needed for leading adult contemporary station in west central Ohio. The person we need should have good programming skills, and be a dedicated worker. I am looking for a leader. Tell me all about yourself. Send tape & resume to: John Bulmer, President WAXC PO Box 146, Wapakoneta, OH 45895. WAXC is an equal opportunity employer.

HELP WANTED TECHNICAL

Chief Engineer, directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

We've got first-phones. Now we need a person who knows how to install and maintain all kinds of commercial radio broadcasting and audio gear, for a fast growing station that's doing big things in a small Oregon market. Western applicants preferred due to moving distance. EOE. For interview, call Mr. Smith, 503-882-8833.

Chief Engineer wanted for WRAP, Norfolk, Virginia's only DISCO station. First Class License and at least 3 years experience required. Send resumes to Steve Shrader, PO Box 647, Atlanta, GA 30301.

Chief Engineer, Live Stereo FM, N.E. Metro, STL. Send salary requirements, technical abilities, telephone number. EOE. Box I-20.

PE with AM-FM-TV experience for Eastern consulting firm. Send resume, salary requirement. Box I-11.

Chief Engineer wanted: for 50 KW, DAZ, 5 years experience, knowledge of directional antenna systems, digital remote control, microwave, and strong on studio maintenance. Send resume, references & salary requirements to WGTO, PO Box 123, Cypress Gardens, FL 33880. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Exp. Chief needed for A.M. on L.I. Rush resumes and Salary requirements to WGBB, PO Box 130, Merrick, NY 11566—E.O.E.

WIND, Chicago—Westinghouse Broadcasting—has an immediate opening for Assistant Engineering Manager. Current station projects include rebuilding of all studio technical facilities and RPU/RENG upgrading. Applicants must have extensive broadcast engineering experience. Familiarity with modern audio and digital circuitry and systems essential, EE degree desirable. If you want to work in a creative atmosphere where your best ideas will be appreciated, send resume and requirements to: Harrison Klein, WIND, 625 N. Michigan Ave., Chicago, IL 60611. An Equal Opportunity Employer.

Kentucky—need chief engineer to keep and maintain good equipment. Call Jim Ballard 606—248-5842.

Chief for 5kw, 2 tower directional daytimer and 3 kw FM. Both live operations. Professional atmosphere. Great fringes. Call Chuck Larsen, G.M. WHYL Carlisle, PA Days 717—249-1717, nights 717—243-4470.

HELP WANTED NEWS

Newsperson needed by highly rated "Beautiful Music" station. Morning news, public affairs programs and editorials included in responsibilities. Must have solid experience, excellent writing skills and mature voice. Equal Opportunity Employer. Tape & resume to WRSB, Box 961, West Side Station, Worcester, MA 01602.

Expanding news department needs news person to seek, write, produce and deliver (not read) local news. Must be highly energized self competitor. Help us develop this department. Send tape, resume, salary requirements to WATN, PO Box 1240, Watertown, NY 13601.

Newsperson: tapes/resumes from beginners being accepted. Looking for street reporting abilities and some studio experience. Howard Foster, WKBX Radio, Box 876, Savannah, GA 31402 912—897-1529. EOE.

Newsperson: Experienced, Dominate Local News. Good Salary. WQXB-FM, Box 357, Grenada, MS. E.O.E.

Lead and direct 4 person news staff. Major commitment to RENG and local news. After 8 years present ND entering politics. Stability, experience, and dedication required. \$12-15000 starting salary. WDDD/WDDW, Marion, IL E.O.E.

Immediate opening—morning anchor. We need an aggressive, experienced broadcast journalist with background in public affairs. We're an award winning station offering opportunity and the chance to be creative. Send salary requirements, tape, and resume to: John Price, News Director, 1015 Main Street, Wheeling, WV 26003. EOE.

News Editor with an interest & flair for sports. Must do A.M. drive, writing for news & sports and do air sports, excellent opportunity for aggressive individual. Tape & resume to Craig Edwards, WOHO/Z105, Broadcast House, Toledo, OH 43616.

Experienced newsperson for highly rated Florida pop adult CBS affiliate. Possible News Director position. Gather, edit, deliver local news. Resume, tape, salary requirements to T. C. Weberling, WMEL, PO 1318, Melbourne, FL 32935. EOE.

Immediate opening—News Director/morning announcer—small market station. Send tape, resume, and salary requirements to WLEM, Box 310, Emporium, PA 15834.

Radio Reporter—Reporting on a variety of topics. Prepare and announce news and public affairs programs. Bachelor's degree in journalism or related field and previous broadcast journalism experience required. Prefer experience in State Government Reporting. Salary: \$11,760-\$16,800 plus benefits. Deadline: September 30, 1979. Contact: News Director, WOSU-AM/FM, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. AA/EEO employer.

Wanted: Aggressive, talented anchor/reporter for morning drive and streetwork. Must have strong delivery, good interp, conversational writing ability. Good pay, strong company. Write or call Mark Elliott, KLEO Radio, 5610 E. 29th N. Wichita, KS 67220. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Advertising and Promotion Director ... WGMS AM & FM/RKO Radio, Washington, D.C. has immediate opening for aggressive, energetic professional with experience in radio promotion and merchandising; knowledge of radio sales area; creative writing experience necessary; knowledge of advertising print industry; salary plus incentives. Send resumes only to Personnel Administrator, WGMS AM/FM, 11300 Rockville Pike, Rockville, MD 20852. EOE, M/F/H/C/Vets.

Operations/Program Manager: must have managerial abilities with full understanding of programming. Must have good pipes for news and production only. Excellent salary. Send resume and tape to: Jim Coursoille, WLKE, 609 Home Ave., Waupun, WI 53963.

WKBW Radio, Buffalo, a Capital Cities Station, is in need of an all night air personality. We're looking for a reliable, mature, pro. Some news required. No calls please. Send tape, resume, and salary requirements to Sandy Beach, Program Director, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An equal opportunity employer.

Major station in major market seeks Traffic/Continuity person. Must be familiar with computerized traffic system. Responsibility for operation of Traffic and Continuity Departments and Coordination of computer use with various departments. If qualified, write Box I-68.

SITUATIONS WANTED MANAGEMENT

GM has \$100,000 to invest + best track record in broadcasting. Reply H-158.

General Manager: 27 years radio, last 17 as general manager. Small and large market background. Successful track record. Desire relocation West, or West Coast. Motivator, organizer, administrator. Strong sales, programming. Box I-53.

Vastly over-qualified hence available. Need g.m. sales mgr or street-fighter—Radio or TV? Team player. Excellent credentials. Paul C. Loucher, 355 Mendon Center Rd., Pittsford, NY 14534. 716—586-9434.

General Manager: top broadcaster wishes relocation. I am an accomplished general manager. Experienced, mature radio veteran who loves challenge. Box I-67.

Manager who only understands success looking. Proven winner, track record, outstanding qualifications. Tired of mediocre applicants? Answer this ad. Box H-46.

Over 10 years in management looking for a move to warmer climate. Ownership experience. Proven record will increase your sales plus talk show host. 414—324-4639.

Operations Manager B.A. Communications, 5 years AM/FM medium market experience from FCC to automation desires advancement. Community oriented. Box I-100.

SITUATION WANTED SALES

Hard working, female seeks first sales opportunity. 2 years experience in radio business. B.S. Speech Communications. 516—741-3466 after 5 p.m.

Seek ground floor sales management with growth potential. Small/medium market, AM/FM or group. 5 years street-proven sales; 5 years copy/production. Looking for long-term association with pros. Interested? Box I-88.

SITUATIONS WANTED ANNOUNCERS

Male, D.J. 20, disciplined, ambitious. 3rd Phone, hardworker, dependable R, B or Disco Format. Resume and Tape available. Will relocate immediately. Call or Write Gethmus Lavender, 312—324-3926, 6551 South Ingleside, Chicago, IL 60637.

Experienced DJ tight board, good news, commercials and production, will go anywhere, now. Box H-64.

Rock n Roll air personality. 3rd phone. Creative, dependable ambitious, tape and resume available. Call Brian 312—895-5668. 3002 182nd Pl, Lansing, IL 60438.

Rockin Rollin Graduate looking for opening. Call Frank at 312—373-5671.

Need Break-Northeast! Prefer N.Y./Southern New England. Former college assignment editor. Charles Conner, 59-15 Woodbine Street, Brooklyn, NY 11227.

5 yrs. Exp. self starter, 3rd, mod. country, MOR but 1st love is rock. Mus. Dir. both formats strong personality background with natural humor. Would love that break into a medium market. I can do it. 914—794-1334.

Announcer, 24, seeks first job. MOR, AOR, Jazz. Excellent resonant voice, news, commercials. Desire station in New Jersey, Long Island, Connecticut, New York, Pennsylvania. Box I-61.

I'm a minority. Honest and dependable, not to mention male and white. Experienced country announcer and knows the music. Do you need a news jock? Call Paul 312—824-0676.

Versatile 2 year pro, dedicated entertainer, seeks NE personality slot. Call Mike: 302—945-3675.

Need versatile announcer? Experience in top markets. Excellent voice, production, can handle variety on-air jobs. Willing to relocate in desirable community. Bob McGonagle, 99 prospect St., Stamford, CT 06901. 203—323-5828.

Versatile 5 year Pro. DJ, newsman, PBP, talk, remotes, production. All formats. First phone. New England area preferred. Call 504—446-1011.

Seasoned Pro. PD-MD experience. First phone. No drifter. Employed. Northeast preferred. Box H-160.

Adult Contemporary Personality seeking position on East Coast or California but will consider all. Seven years experience, all in NYC area. Prefer major or large medium market. Box I-85.

Operations/PD. First Class, thirteen years experience, excellent references. Dave Boone, 518—482-8614 or 518—456-0721.

Three years experience, presently mid-day. conscientious, friendly personal sound. Third endorsed. Box I-75.

Mature, experienced, announcer. Any format. Excellent production and news. Third class license. Available now. Box I-91.

Creative and entertaining. Top 40 air personality in New York Metropolitan Area for past seven years seeking position in large medium or major market station. Prefer East Coast or California but will consider all inquiries. Box I-81.

SITUATIONS WANTED TECHNICAL

Engineering Director or Station Chief. Comprehensive abilities and experience. Box I-83.

Experienced EE CE AM FM DA STL DJ PI best offer. Box I-86.

Engineer Trainee. Seven years electronics experience. First class F.C.C. and degree. One year announcing experience. Can combine. Prefer extreme northern or northwestern states. Ron Aggett 404—428-4323. Immediate relocation.

SITUATIONS WANTED NEWS

News Announcer. Female. 3rd. Mature. Dependable hardworker. Will relocate. Write or call for resume and tape. Rochelle Estrada A.S. 312—787-9417, 2146 N. Dayton, Apt. 204, Chicago, IL 60614.

Experienced sports director looking to move up to medium market. Will take sports director position at a personality station or sports reporter at an all news station. No pbp. I do more than just read copy. I'm a personality, know how to use materials and get involved with the community. Box I-80.

SITUATIONS WANTED NEWS CONTINUED

I've seen the error of my ways. Ex-radio news director, now in TV, wants out of the little box. Imaginative, professional, expensive. Prefer Midwest or East, medium size, adult format. Box I-38.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Major market production ace/writer looking. Multi-track facility. 603-968-3666 mornings before ten.

Program, Operations or Music Director position wanted in Adult Contemporary or Top 40. 3 years experience as MD, 7 years in radio. Extensive music research background. Strong on detail. B.S. Degree. Call Roger Davis 402-333-9777.

Tired of Sloppy Production and crummy copy? I know a young production genius whose copy is superb and production is unequalled in the civilized world. He's glib, amiable; has great references, and medium and major market experience. His creativity is surpassed only by his humility. So you don't forget, call before midnight tomorrow at 317-935-4430. But don't call collect; his phone bill is already too high from calling me twice a week. When you call, remind him to be sure to change his socks. Thank you. Terry's mother.

Operations Manager—detail minded—strong administrative skills—engineering experience—excellent production and air work. Box I-78.

Recent college grad in radio-TV desires job in production, traffic, operations or agency. Third ticket. Single, 32. Call or write: Don Minkoff, 8123 Langdon Ave., 24, Van Nuys, CA 91406, 213-994-3015.

TELEVISION

HELP WANTED MANAGEMENT

Northern Michigan University has a full time executive-management position opening for: Director of Learning Resources/General Manager WNMU-TV-FM. Responsible for the operation of telecommunications including radio and television production and broadcasting, closed-circuit television, audio visual productions and support services and engineering. Involves application for and administration of various grants, supervision of staff of thirty (30) and disbursement of yearly budget in amounts totalling up to \$800,000. Minimum: successful candidate should have an advanced degree (doctorate preferred) and a minimum of five (5) years administrative experience in a combination of radio, television, and instructional media. Appropriate equivalent experience and academic achievement will be considered. Knowledge of FCC regulations and copyright guidelines as well as demonstrated personnel management and financial administration ability, previous on air experience, and demonstrated ability to obtain grants are essential. Salary commensurate with qualifications and experience. Apply by September 28, 1979 to: Office of Personnel and Staff Benefits, Room 202, Cohodas Administrative Center, North Michigan University, Marquette, MI 49855. Northern Michigan University is an Affirmative Action/Equal Opportunity Employer.

Program Manager: Network affiliate in culturally-oriented, gracious Western New York State market. Take charge and supervise programming and promotion departments. Should have heavy research background. A growth opportunity in a group owned station. Public Affairs and FCC a must. Salary depending upon qualifications. EOE. Send Resume to Box I-94.

HELP WANTED SALES

Local Sales Manager. Top 20 Group-owned ABC Affiliate. Must have demonstrated strong local TV sales experience and ability to supervise and motivate six person local sales department. Excellent opportunity for growth. An Equal Opportunity Employer M/F. Send resume and salary requirements to Box I-42.

TV Account Execs: Must be neat, have own transportation, and minimum one year in broadcast sales. Send resume to Sales Manager, WALA-TV, PO Box 1548, Mobile, AL 36601. EOE M/F. No telephone calls!

Local Sales Manager for leading station (ABC) in 50-60 size Midwestern market. The person we seek will have several years' TV sales experience, ability to lead others, and administrative skills and will be creative and dedicated to success in sales. All replies confidential. An EOE. Send resume and salary requirements to Box I-59.

Local Account Executive: Midwest top 100 market. All UHF Needs aggressive experienced media sales pro with record. Salary + commission. Credentials by 9/30/79 to Frank Hawkins PO Box 2255, Ft. Wayne, IN 46801.

HELP WANTED TECHNICAL

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

Maintenance Technicians and Board Operators. FCC 1st required. Experience w/Quad, 3/4" helpful but will train. EOE. Resumes to Dean Turman, WQRF-TV, 128 Kishwaukee St., Rockford, IL 61104 or call 815-987-3950.

Mobile unit engineers—Tel-Fax, Inc., an established and growing remote facilities operation, is seeking qualified mobile unit engineers. Duties will include maintenance and operation of equipment including quad and 1" VTR's, RCA, Ampex, Fernseh and Norelco cameras, HS-100, GVG switchers, etc. Send resume to: Greg Symanovich, Tel-Fax, Inc., 4654 Airport Road, Bath, PA 18014.

Chief Engineer—Gulf Coast network VHF station looking for hands on chief with broad knowledge and experience with state-of-the-art equipment. Top salary and fringe benefits for the right individual. Car furnished. Relocation expenses. Send resume to Al Smith, KPLC-TV, PO Box 1488, Lake Charles, LA 70602 EOE.

TV Broadcast Technicians. Established public television station moving to new color facility. West Virginia University and WVU-TV has vacancies for technicians experienced in master control and studio maintenance and operations, or all phases of transmitter and/or microwave transmission systems. Send resume of qualifications and salary history to: Jack Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer M/F.

Chief Engineer wanted for TV-Radio station in the mid-south. Box H-133.

Illinois State University. Instructional TV Engineer/Closed Circuit TV technician with 2 years of university or technical training or 4 years experience in maintenance/repair of small systems video/audio equipment. Work with faculty/staff/students. Sony background desirable. Excellent benefits. Resume/Salary requirements to: Jeff Szmulewicz, Production Manager, TV 10 News, Illinois State University, Normal, IL 61761. 309-436-5481. AA/EO employer.

Controlroom First Phone for production oriented VHF NBC Affiliate. Good area and working conditions. Contact R. Hardie, KAMR-TV Box 751, Amarillo, TX 79189, 806-383-3321.

Sunbelt affiliated UHF has an opening for a top professional engineer. Minimum of five years experience required. Must be strong in studio, transmitter, 3/4", 1" tape, and microwave maintenance. Large expansion project to be completed in 1980. FCC First Class License required. Must work well with people and be a good administrator. Salary open. E.O.E. Send resume to Howard L. Hoffman, WBBH-TV/20, 3719 Central Avenue, Fort Myers, FL 33901.

Air switcher, 4:00 pm to sign off. First Phone, experience and dependability necessary. 3/4", 16mm, 35mm. Small operation. Write with full details/requirements. WSVI-TV, Box 8 ABC, Christiansted, St. Croix, U.S. Virgin Islands, 00820.

Studio Maintenance Engineer—Experience in maintenance of RCA VTR's and TCR 100 desired. FCC 1st class license required. \$7.54/hour and up depending on experience. Send resume to: Adel Munger, KVOS-TV, Box 1157, Bellingham, WA 98225. KVOS-TV is an Equal Opportunity Employer.

Maintenance Engineer, best technical qualifications, needed by VHF Texas resort city, Box I-54.

Chief Engineer with proven ability in administration and troubleshooting for South Texas VHF. Box I-55.

Closed Circuit Television Technician: University of Illinois seeking maintenance technician for small format television equipment. Starting \$13,270, raises to \$17,035 over two years, plus annual increases. Two years electronics study, two years electronics maintenance required. Contact: Don Swift, Personnel Services, University of Ill., Champaign, IL 61820 217-333-3109. Affirmative Action, Equal Opportunity Employer.

Assistant Chief Engineer with proven ability for Corpus Christi, Texas VHF. Good opportunity for right person. Box I-76.

Chief Engineer ... Texas Gulf Coast. Beautiful warm southwest. Year-old facility, VHF independent, 90% new equipment. Hands on engineer ... no executive. We are small, but growing. Salary \$25,000 area, benefits and satisfaction. Assistant to chief—no transmitter watch—maintenance of equipment at site and studio. Send resume or forward phone and address; we'll be in touch. Box I-101.

Supervisor Broadcast TV Engineer: The University of Missouri-KOMU-TV has an immediate opening for a Supervisor of Broadcast TV Engineering. Successful applicant should have an Associate's degree in Electronics, four to five years experience in TV engineering, and the ability to assume broad technical responsibilities with heavy emphasis on maintenance. First class radio-telephone license required. Competitive salary and good benefits. For more information, send resumes and/or contact: PERSONNEL SERVICES, UNIVERSITY OF MISSOURI, 309 Hitt Street, Columbia, MO 65211. 314-882-4221. An Affirmative Action Equal Opportunity Employer.

HELP WANTED NEWS

WALB-TV has immediate opening for anchor/reporter. All ENG station. Send resume and tape, apply in person, or call Jerry Cannady, N.D., 1709 Stuart Ave., Albany, GA 31706. 912-883-0154.

News Anchor. Good growth opportunity with new independent news operation. Prefer some ENG experience. EOE. Send resume and audition tape to Gen. Mgr., WQRF-TV, 128 Kishwaukee St., Rockford, IL 61104.

Reporter/Producer—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette to: News Director, WTVD, PO Box 2009, Durham, NC 27702. EOE.

Immediate Opening for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls please. An equal opportunity employer.

Weatherperson: Top 50 market in the East looking for creative weather presentation. Personality more important than experience. Equal Opportunity Employer. Send resume to Box H-134.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts, send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702. EOE.

Sports Director. The odds are in your favor after time with us. Our last three are in San Francisco, Detroit and Washington DC. We want personality, professionalism and hustle. Send tape and resume to Tom Moo, News Director, WTVW-TV, 477 Carpenter Street, Evansville IN 47701. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Meteorologist: for seacoast market. Must have dynamic on-air personality to match dynamic station and market. Great opportunity where weather is often the big news of the day. Reply to Box I-1.

We're looking for a main anchor for the six and 10 p.m. newscasts. We're an unusually good medium-market station on the Gulf Coast. We can offer stable management, good money, pleasant working conditions, and a strong support staff. In return, we need an authoritative, believable communicator with good journalistic credentials. EOE. Our current anchor is being hired away to the big time, and we're looking to move soon. So resumes quickly, please to Box I-37.

Anchor, 6 and 10 pm M-F on-air, ENG and reporting experience. EOE. Send tape and resume to: WMBB-TV, Box 1340, Panama City, FL 32401. Attention: Doug Grimm.

Anchor: Sunbelt station looking for experienced anchor to join aggressive news team for this network V. Good pay & benefits to right person. Send tapes and resumes to Howard Kelley, New Director, WTLV, PO Box TV-12, Jacksonville, FL 32231. EOE.

Strong medium market station on the Gulf Coast needs an experienced ENG photographer. EOE. Resume and salary requirements to Box I-50.

Help Wanted: Producer for 6 & 10 p.m. newscasts. Must be experienced and have strong writing and organizational skills. Send tape and resume to: News Director, WBAY TV, 115 South Jefferson Street, Green Bay, WI 54301. Equal Opportunity Employer.

News Director for NBC affiliate 63rd market. Previous news management experience preferable. Must have reputation for responsible and professional judgement and productive leadership abilities. Send resume with references to: General Manager, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308. An Equal Opportunity Employer.

Weekend News Anchor. 30s market in SE. Weekday reporting. Attractive appearance, strong on-air a must. Minimum 2 years experience. EOE. Box I-107.

Restructuring department and need news and sports anchors, reporters and photographers. Group owned station in Sunbelt with news commitment and a flagship station in Washington, DC! Send salary history and resume in first letter. EOE. Box I-97.

Eng Field Operator: Top 20 market East Coast network affiliated station seeks experienced ENG field operator for news. Applicant must be experienced with operation of electronic cameras, editing systems, microwave relay equipment. An equal opportunity M/F employer. Reply to News Director, Box I-79.

We're looking for an experienced digger for a news department moving in the direction of more enterprise and investigative pieces. Good delivery and packaging ability are important, but not enough. EOE. If you think you can consistently break the big stories, send resume and salary requirements to Box I-48.

Reporter-Photographer. Top 40 market Southeast. Strong reporting and film. 2-3 years experience. EOE. Box I-106.

News Anchor/Reporter: KTTC Television needs an experienced television journalist to anchor early/late evening news. Send resume, writing samples, tape, and salary requirements to: Susan Wiese, News Director, KTTC, 601 1st Avenue SW, Rochester, MN 55901. Equal Opportunity Employer.

News Director Wanted. Must have had experience to qualify for same. Executive ability. Write Duane L. Watts, Executive Vice President, KHAS-TV, PO Box 578, Hastings, NE 68901.

Reporter for sunbelt station in top 40 market. Desire 4 to 5 years experience with emphasis in crime and hard news coverage. Journalism degree preferred. EOE. Send resume to Box I-103.

Public Affairs Coordinator/News Reporter: KTTC Television needs innovative, enterprising television journalist to join news staff. Must produce/host public affairs programs. Send resume, writing samples, video audition to: Susan Wiese, News Director, KTTC, 601 1st Avenue SW, Rochester, MN 55901. Equal Opportunity Employer.

News Director. Ready for move to large market as assignment editor? Must have 3-5 years TV experience and be promotable. EOE. Box I-105.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Cinematographer/EFP/Director position at broadcast and instructional production center. Will function as a senior creative member of an interrelated film and television production unit. Requires strong 16mm scripting, shooting and editing skills. EFP experience highly desirable. Degree or equivalent experience in film or related area necessary. Must demonstrate advanced production skills through examples of work. Excellent benefits, salary to upper teens. Send credentials and work samples by September 30 to David Watkins, Assoc. Dir. Media Services, B-27 MVR Hall, Cornell University, Ithaca, NY 14853. All samples will be returned. An Equal Opportunity/Affirmative Action employer.

Television Production: One year studio production. Three quarter inch tape, field and editing production. Directing experience helpful. Equal Opportunity employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Reporters, Anchors, Hosts. Do you love producing stories about people and working outdoors with minicams? We're a top ten nightly feature magazine and we want producers/cohosts who sparkle. E.O.E. Resume to Box H-92.

Computer Systems Supervisor—KOLO-TV is installing a Bias Computer. Please send resume and information to James C. Herzig, PO Box 10,000, Reno, NV 89510. Equal Opportunity Employer.

Northeast, top 10, network affiliate wants the very best male or female talk-variety host in the country. We're looking for someone with a wide variety of interests, on-air experience, intelligence and warmth. Experience with live audience and minicam essential. EEO. Reply to Box H-62.

Program Manager: Prominent, middle-market community public television station in western Massachusetts is accepting applications for Program Manager. WGBY seeks an aggressive, innovative and competitive programmer/manager with a comprehensive television and program management background. Duties include management of program development, acquisition, scheduling and operations, budget control for programming department, audience analysis and future planning. Selection will be made on the basis of proven performance and experience. Salary competitive, DOE. Send resumes to: Steve Smith, General Manager, WGBY-TV, 44 Hampden Street, Springfield, MA 01103. 413-781-2801 for further information. Application deadline is September 26, 1979.

Director/Producer/Writer: Fast growing suncoast market needs a director that has a minimum of two years experience with over 50% of time in commercial or promotional production. B.A. Degree in Broadcasting is preferred. "Hands on" operational knowledge of equipment a must. Must have remote production experience. Have ability to write creative commercials as well as hard sell price and item spots. Equal Opportunity Employer. Send resume to: Box I-84.

Director. Major East Coast television station with large commercial production facility needs an experienced producer/director to direct programs and commercials in studio and on location. Minimum five years station production experience and knowledge of state of the art video equipment necessary. Send resume and sample reel to: Joel Levitt, Production Manager, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131. An Equal Opportunity Employer. M/F.

SITUATIONS WANTED MANAGEMENT

Vastly over-qualified hence available. Need g.m., sales mgr. or street-fighter-Radio or TV? Team player. Excellent credentials. Paul C. Loucher, 355 Mendon Center Rd. Pittsford, NY 14534. 716-586-9434.

Sales Manager—outstanding record in television sales and account development. Excellent Management background. Knowledgeable in rating books and rate structures, political broadcast requirements, and promotion oriented. Box I-74.

SITUATIONS WANTED TECHNICAL

TV-FM-AM ... Field Engineering service, 29 years experience. Installation—maintenance—system design—survey and critique—interim maintenance or chief engineer. Phone Bruce Singleton 813-868-2989.

Fully employed in top 10 prefers small or medium sunbelt market with future. AM/FM as well as TV. 1st Phone with radar. Box I-15.

SITUATIONS WANTED NEWS

News Director/Anchor at midwest affiliate looking for move east to medium market. Good track record, altitude. Box I-52.

Hire a hustler! Enterprising reporter, two years film, ENG experience seeking top-50 challenge. Have anchored, produced net feeds. B.A.: Broadcast Journalism, Political Science. Excellent references. Resume, tape available. Box I-5.

Creative, Male, Black. Seeking TV and Radio reporting opportunities. MS Columbia Journalism. 9 years broadcast experience. Radio reporter. Extensive T-V filming freelance. Film/ENG editing and writing skills. Radio and TV audition tapes and personal interview on request. Reply Box I-40.

Put snap in your sports department. Enthusiastic pro available immediately. 3 years commercial experience anchoring, producing features, shoot and edit film/tape, too. Radio-TV degree. For Tape and resume write 2951 Canterbury Rd., Westlake, OH 44145 or call Rob Allan at 216-871-8089.

Young, aggressive network researcher and award winning college news director seeking associate producer or news writer position. Call Andy 212-830-0694.

Experienced Sports Anchor—who communicates—seeks return to professional environment. Impressive credentials. Creative, versatile. Degree (Journalism). Employed. VTR, Resume, References. Box I-71.

Star material, award winning female broadcast journalist seeks t.v. reporting or talk show host position in top 30 market. Hire the next Barbara Walters. Box I-96.

Sports Anchor, reporter ... small or medium market. Play-by-play preferred, but not necessary. Five years radio, one year television experience. Box I-102.

SITUATIONS WANTED PRODUCTION, PRODUCTION AND OTHERS

Young, Creative Pro desires advertising/promotion manager position. Medium or small market. Don Cohen, 517-393-7606.

Talented Director/Producer with 10+ years experience looking for new opportunity with greater advancement and more challenges. Box I-32.

Chief Production Photographer for top twenty affiliate seeks to relocate. Single/double system film and tape skills with strong background as writer/producer. Box I-19.

1978 CLIO Finalist: Top 10 Production Director looking for new challenge. I've got 15 years in broadcasting and ad agency production. Currently employed ... but need megabucks and creative freedom. Love deadlines and pressure. My demo, resume and track record will dazzle you! Networks, Production/Jingle Companies and ad agencies with broadcast departments should write before midnight tonight. This is a limited time offer. Box I-82.

Production person seeks entry position. Experienced in camera, lighting, AD, TD, etc. Can also direct. Donald B. Henley, Jr. 609-627-2629.

Four years experience in TV/Radio. B.S. in broadcasting. Ambitious, looking to the future. Seeking commercial or industrial position. Will relocate. David Emmel, 2138 N.W. 11th Ave., Gainesville, FL 32603. 904-372-2102.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

ALLIED FIELDS

HELP WANTED MANAGEMENT

Cetec Broadcast Group seeks regional managers for two key U.S. sales territories. We're looking for experienced men or women to sell our fine radio products and systems; System 7000 program automation, transmitters, antennas, audio consoles. Excellent compensation program for sales professionals who can handle a first-quality line in midwest and northwest districts. Telephone Andy McClure 805-684-7686.

Director of Corporate Personnel for Capitol Broadcasting Company, Inc., to be responsible for the establishment and administration of all corporate personnel programs and activities. Capitol Broadcasting Company, Inc. includes a TV station, three radio stations, a radio news network, a weekly newspaper, and a background music division. Minimum of three (3) years experience in all areas of personnel administration in company with 200-400 employees preferred. Send resume to Personnel, PO Box 12000, Raleigh, NC 27605. EOE, M/F.

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character who wants to improve his income level. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED ANNOUNCERS

If your between jobs in the Md., D.C. area and looking for temporary employment—call us at 301-585-3314.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

NSN Program Coordinator for the Public Service Satellite Consortium, a national non-profit membership organization providing telecommunications services to public service organizations. PSSC is looking for a creative, enthusiastic individual to coordinate innovative applications of telecommunications. Responsibilities include planning, developing, and coordinating delivery and distribution of programs and services. Applicants should have administrative experience. Knowledge and experience in development, marketing, and telecommunications desirable. Advanced degree desired. Submit resume with salary history by September 17, 1979 to Director, National Satellite Network, Public Service Satellite Consortium, 1660 L Street, N.W., Suite 907, Washington, D.C., 20036. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Journalism and Mass Communications Department Head for accredited program. Search re-opened. Salary \$35-\$42 M. Deadline: October 31. For information: Journalism Head Search Committee, Box 158, College of Arts & Sciences, Eisenhower Hall, Kansas State University, Manhattan, KS 66506. Affirmative action/equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5' Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

RCA TR-4 VTR's: Hi-band, new heads \$16,000 ea. **Collins MW-408D Microwaves:** 7 Ghz, audio channel, 2 available, \$4,500 ea.

Amplex 1200A VTRs: loaded with options \$24,000 ea.

GE PE-400 Color Cameras: Pedastals, scopes, racks, like new \$14,000 ea.

RCA TP-6 Projectors: "Oldie but goodie," \$1,500 ea.

AMPEX VPR 7800 VTR's: 1" format, 5 available, \$1,000 ea.

Marconi Marc VII Color Cameras: Pedastals, very good condition, \$6,000 ea.

GE PE-350 Color Cameras: Enhancers, lens, good condition, \$7,000 ea.

RCA TR-50 HI-Band VTRS: CAVEC and DOC 1 with editor, \$22,500 ea.

GE 12KW UHF Transmitter: With Channel 14 antenna, \$18,000.

RCA TK27A Film Camera: Good condition, TP 15, available, \$12,000.

RCA TP66 Film Projectors: Optical and magnetic sound \$10,000 ea.

GE PE 240 Film Camera: Automatic gain and blanking \$8,000.

RCA-TT-10 AL VHF Television Transmitter: low band, spares, \$8,000.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

Coaxial Cable 420 Ft. length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800-241-7878 Mr. Kitchen. In GA call 404-324-1271.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

50 KW AM GE BT-50—A4. 14 yrs old. Many new parts, many spares. Excellent condition. M. Cooper 215-379-6585.

1 KW FM RCA BTF-1D. 14 yrs old. On the air. Will guarantee. M. Cooper, 215-379-6585.

1 KW AM Collins 20-V3 w/500 watt cutback. On the air. Many spares. M. Cooper, 215-379-6585.

Eidaphor—Large screen professional television projector. Operational when removed from service. Complete—available immediately. \$14,500. Will take part in trade. International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138. 305-756-0699.

"Little Max" 16/8 MM film processor. Houston Fearless model number LTM16 CR100 117-68A. 2000 ft. magazine. Machine has been under Technology Incorporated maintenance agreement since its' installation in October, 1971. Call James Graham, WKEF-TV, Dayton, OH for additional information. 513-263-2662.

HL-35 Ikegami Minicam—Excellent shape, used in production house application—Never Used for News—Professionally maintained. Many extras. RCA TR-5 & TR-3 VTR's—Both Hi-Band. New CDL Stand alone Down Stream Keyer. All priced for quick sale. Call Terry 918-665-1980.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

"Phantastic Phunnies"—400 introductory topical one-liners ... \$2.00!! 1343-B Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

Miniature 1930's style radios. (Wholesale) Los Altos Merchandise Co., 399 Main Street, Los Altos, CA 94022.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 10 and October 22. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Announcers

GOING LIVE COUNTRY DEC. 1st
Need PD, announcers with strong, adult voice, and top production. Start 13,000 to 18,000 with excellent fringes. Top company in the Business, Ohio, send resume. Prefer Midwest Applicants. Box I-72.

MAJOR MARKET ADULT CONTEMPORARY LOOKING FOR DRIVE TIME HEAVY HITTER!

Major market adult contemporary looking for an exciting, multi-dimensional talent. If you want to make a big splash in one of the nation's top ten markets send details to Box I-98. If you've got the creative personality ... we've got the facility that's right for you!

Situations Wanted Management

EXECUTIVE POSITION

Hard working, dedicated general manager with proven track record in achieving and maintaining top positions for stations in sales and programming. Presently employed as general manager for a broadcast group, but must relocate due to sale of station. Outstanding credentials and references from current ownership and top national rep. Box H-161.

LOCKED IN

Sales Manager for one of the most successful radio stations in the Southeast. Looking to manage station for progressive company in the Southeast. Up through the ranks ... announcer, program director, operations manager, sales manager/assistant station manager. 26 years experience. Box I-14.

Situations Wanted Announcers

Tired of Space Cadets, Elbow Benders and Stars?

Looking for a drive time team that are funny showmen, with excellent production skills, who can sell on the air? Box H-65.

Situations Wanted News

TOP RATED SPORTS TALK HOST AVAILABLE

Employed sportscaster desires situation that allows a free wheeling sports talk show. I'm authoritative, witty, sometimes controversial and call them as I see them. Wide contacts. Considerable PBP and TV experience. Major markets only. Box I-77.

TELEVISION

Help Wanted Management

FCC IN-HOUSE COUNSEL

needed for rapidly growing Mountainwest group radio and television owner. Responsibility for supervision of FCC compliance and report preparation on transfers, renewals, construction permits, annual reports, etc. Will work closely with senior management station managers and Washington FCC counsel on all legal aspects of broadcast operations. An Equal Opportunity Employer. Send resume and salary requirement in confidence to Box I-56.

UNUSUAL OPPORTUNITY FOR TV GENERAL MANAGER NETWORK AFFILIATE

Major group with VHF outlet in market rank 40-50 seeking G.M. Salary open. Excellent benefits. Must have minimum 10-years experience in middle/high level management, preferably three years prior experience general manager. Equal Opportunity Employer. Send complete resume to Box I-27.

Help Wanted Technical

TV Video Tape Operator

Experienced in quad VTR's and editing. Must have first class Radiotelephone License. Send resume with salary history to John V. Shand, Station Manager, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Technical Continued

JULES COHEN & ASSOCIATES

Consulting Electronics Engineers has an opening for a staff engineer. EE Degree holder preferred but qualifying experience in AM, FM and TV will be considered. Salary Open. Send resumes to: 1730 M St., N.W. Suite 400, Washington, D.C. 20036.

Help Wanted Sales

ASSISTANT DIRECTOR OF SYNDICATION SALES

BBI Communications, Inc., a new, wholly-owned subsidiary of Boston Broadcasters, Inc. (licensee of WCVB-TV, Boston), is seeking an Assistant Director of Sales for its new sales division in New York City. Fast growing, exciting challenges available in this position, which emphasizes selling concepts based on market and program research. BBI Communications specializes in producing programs dealing with health, history, children, and other sociological subjects in an entertaining style. It is looking for an aggressive individual who is willing to learn about and sell innovative commercial programming.

Candidates must have 2-5 years of television or comparable sales experience, preferably in syndication. College degree essential.

If interested please send resume to Personnel Department, (no telephone calls please) to Boston Broadcasters, Inc., L0910, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

Help Wanted News

IMMEDIATE OPENING

For experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to news director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls please. An equal opportunity employer.

TV News Producer

Top 5 market. Must be organized, a creative writer and have proven ability to produce upbeat, exciting, fast-paced newscasts. EOE station. Resume and writing samples with your letter selling us on your strengths. Box I-99.

Help Wanted Programing, Production, Others

Traffic Manager

Network affiliated TV station in major Florida market. Must have excellent organizational skills. Ability to lead and communicate with others, and thorough knowledge and understanding of computerized traffic system. Excellent salary, working and living conditions. Send resume and details of qualifications to Box I-89.

Equal Opportunity Employer, M/F.

Situations Wanted Management

PROMOTION PROBLEMS?

I've achieved nationally recognized success building an aggressive promotion department from scratch at my medium market network affiliate and ratings prove it. Now I'm looking for the opportunity to do the same in a larger market!

Box I-13

Situations Wanted Programing, Production, Others

BROADCASTER-TALK/VARIETY HOST

In No. 1 TV market! Versatile woman/attorney. 4 years in-depth experience, in producing and moderating entertaining and public affairs TV programs before a 'live' studio audience with call-ins. Tape available. Box I-104.

BROADCAST MANAGEMENT Radio and Television

2nd Edition by Ward L. Quaal and James A. Brown

Considered the "standard" in radio/television station management, this book has been completely revised throughout, with considerable new material added.

"Well organized and clearly written..."—Newton N. Minow, former FCC Chairman.

"A volume of exceptional excellence..."—Washington Post.

480 pages; charts, tables, notes, index. \$16.50

BROADCASTING BOOK DIVISION
1735 DeSales St., N.W.
Washington, D.C. 20036

Please send me BROADCAST MANAGEMENT. My \$16.50 payment is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

CABLE
Help Wanted Management



Live in Denver and Join an Aggressive Industry Leader.

House Counsel

Corporate attorney needed for Denver based firm. Will be working closely with FCC and franchise negotiations. We are seeking a person with strong academic credentials and at least 2 years experience in general practice.

Please send resume and compensation requirements to:

Personnel Department
United Cable Television Corporation
7995 E. Prentice Ave.
Englewood, CO 80111

We are an equal opportunity employer M/F/V/H.

ALLIED FIELDS
Help Wanted Sales

**SALES,
COMPUTER
SYSTEMS**

Consultative Sales Position with Leading Supplier to

BROADCASTING INDUSTRY

Station Business Systems is a leader in business automation systems for the steadily growing broadcast industry.

In this position you will interact with top management of prospective customers, grasping their needs and selling solutions.

Extensive broadcasting experience at middle or upper management level will be a major asset, and may substitute for Sales experience.

We will welcome inquiries from CONTROLLERS, BUSINESS MANAGERS, GENERAL MANAGERS with business system exposure and desire to get into lucrative direct marketing role. Heavy travel required, all travel expenses paid. Please send complete resume plus letter detailing your interest in this unusual opportunity, and indicating salary level, in confidence, Attention: Larry H. Pfister.

STATION BUSINESS SYSTEMS

a division of Control Data Corporation
600 West Putnam Avenue, Greenwich, CT 06830
An Affirmative Action Employer M/F

Employment Service

**B
A
L**

**BROADCASTER'S
ACTION LINE**

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

Radio Programing

COUNTRY?

If you're going Country, or if your Country station is having ratings problems, we can lend the expertise that has helped 3 out of 4 of our stations become **No. 1** within a year, **All in tough competitive markets.**

WRIGHT & ASSOCIATES, INC.
(602) 742-3864
PO Box 35295
Tucson, AZ 85740



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



Program Distributors

410 South Main
Jonesboro, Arkansas 72401
501-972-5884



The LONE RANGER

The Original
Radio Network Series is
BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546
127 West 26th Street, New York, N. Y. 10001 • (212) 243-2702

Consultants

Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

**PROFESSIONAL
STAFFING**



CAREER OPPORTUNITIES

**MANAGER,
NATIONAL MARKETING**

Requires administrative experience along with a minimum of six years direct involvement with national and international marketing programs utilizing all forms of media. Agency experience, a working knowledge of the tourism industry and existing relationships with key media representatives is preferred. Extensive advertising and promotional experience is mandatory. Applicants should forward resumes, creative/planning samples and salary history to Walt Disney World, Professional Staffing, MA-19, P.O. Box 40, Lake Buena Vista, Florida 32830.



AN EQUAL OPPORTUNITY EMPLOYER
© 1979 Walt Disney Productions

Wanted To Buy Stations

Wanted to buy

a small market radio station. AM FM or Combo. Prefer New England or Eastern states. John A. Bulmer, President Bulmer Communications, Inc. WAXC radio Box 146 Wapakoneta, Ohio 45895.

INVESTOR WANTS

AM or FM in Medium Market
Save \$\$\$—Deal Direct
Bill Uelsmann, 140 S. Circle Ave.,
Bloomington, IL 60108. (312)
529-3446.

PUBLIC NOTICE

The City of New York, acting through its Board of Estimate, on August 16, 1979 adopted a resolution seeking applications for cable television franchises in the Boroughs of Brooklyn, The Bronx, and Staten Island, City of New York. Copies of the Request for Proposals are available on request from Mr. Morris Tarshis, Director, Bureau of Franchises, City of New York, 1307 Municipal Building, New York, N.Y. 10007, telephone number (212) 566-2654. Applications must be submitted in writing in the form specified in the Request for Proposals and must be received no later than November 15, 1979. All applications received will be available for public inspection during regular business hours at the Bureau of Franchises, 1307 Municipal Building, Chambers and Centre Streets in Manhattan.

Morris Tarshis
Director of Franchises

September 17-18, 1979, Public Broadcasting Service, Center Incorporators Committee, Hay-Adams Hotel, Washington, D.C. September 17, 7:00 p.m., to consider organization of a public television planning, research and representation entity. September 18, 9:00 a.m. Open to the public.

Business Opportunities

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

FOR SALE

America's Oldest Broadcasting School. Must retire because of health. Best reasonable offer to qualified party. Call Fred Robbins (312) 922-0712.

**INVESTMENT
OPPORTUNITY**

Active or inactive investors desired to form corporation for the purchase of Eastern U.S. broadcast properties. \$10,000 minimum. Box I-95.

For Sale Stations

STATIONS FOR SALE

Virginia AM-FM in medium market. 7.5 times cash flow. \$1,600,-000. Terms.

Box I-93

901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"
5050 Poplar · Suite 816 · Memphis, Tn. 38157

For Sale Stations Continued



STATIONS

W	Small	Fulltime	\$250K	29%
MW	Small	FM	\$400	100K
W	Small	AM	\$590K	Terms
S	Metro	AM	\$700K	29%
W	Metro	Fulltime	\$900K	247K

CONTACT

Ray Stanfield	(213) 363-5764
Bill Hammond	(214) 387-2303
Dan Rouse	(214) 387-2303
Bill Hammond	(214) 387-2303
Bill Whitley	(214) 387-2303

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia 30341.

**NEW YORK AREA
AM-FM**

For sale by owners.
\$1,000,000. Terms.
No brokers, please
Box I-108

**NUMBER ONE IN SUN
BELT**

Medium Market
5 KW fulltime AM
\$1,650,000 including real estate
Box I-90

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

NEB	Small	3kw	FM	\$215,000	terms
NM	Small	1kw	day	\$225,000	terms

Bill-David Associates, Inc.
2508 Fair Mount St.
Colorado Springs, CO 80909

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

R.D. Hanna Company

Brokers-Appraisers-Consultants

5944 Luther Lane Suite 505 Dallas, TX 214-696-1022
8340 E. Princeton Ave. Denver, CO 80237 303-771-7675

SELECT MEDIA BROKERS

FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
TX	Daytime AM & CP Fulltime	630K	Metro
AL	Daytime AM	600K	Metro
FL	Daytime AM	390K	Medium
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
NY	Daytime AM & CP-FM	450K	Medium
VA	Daytime AM	180K	Small
FL	Fulltime AM	170K	Small
NC	Daytime AM	225K	Small
GA	Daytime AM	385K	Small
LA	Daytime AM & Fulltime FM	450K	Small
NC	Daytime AM	205K	Small
GA	Daytime AM & Fulltime FM	350K	Small
SC	Daytime AM & Fulltime FM	500K	Medium

912-883-4917
PO Box 5, Albany, GA 31702

**THE
KEITH W. HORTON
COMPANY, INC.**

P. O. Box 948
Elmira, NY 14902
(607) 733-7138

*Brokers and
Consultants
to the
Communications
Industry*

**LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers**

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Suite 214
11881 San
Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

- No down payment. SW Ala. small town. Pay about \$1,900 per month. \$160,000.
- AM-FM in Kentucky. \$360,000. Terms.
- 100,000 Watt Stereo S.E. Metro area. \$800,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$260,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Powerful Fulltimer; N. Maine. \$450,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,000,000.
- Daytimer. Million + Pop. in coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- S. California. Spanish. \$520,000.
- N. Central Texas. Daytimer. \$400,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
Stahoen
435 NORTH MICHIGAN · CHICAGO 60611

312-467-0040



THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017

215-865-3775

**BROADCASTING'S
CLASSIFIED RATES**

Payable in advance. Check or money order only.
(Billing charge to stations and firms: \$1.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Fates & Fortunes

Media

Robert G. Lee, general manager, WYEA-TV Columbus, Ga., joins WTVM(TV) there as president and general manager.



Lee



Davey

Leonard Davey Jr., VP-general manager, WJAR-TV Providence, R.I., named to similar position with co-owned WDBO-TV Orlando, Fla., where he had worked as general sales manager before move to WJAR-TV. He succeeds **Arnold (Doc) Schoen Jr.** who retires in Sept. (BROADCASTING, July 30).

Skip Finley, VP of Sheridan Broadcasting Corp. and director of sales for Sheridan's Mutual Black Network, New York, named executive VP-general manager of MBN, Washington.

Larry Scott, general sales manager, WHFT(TV) Miami, joins WHME-TV South Bend, Ind., as VP-general manager.

Rand Gottlieb, national sales manager and account executive, WLIF(FM) Baltimore, named president and general manager of LIN Broadcasting's WBBF(AM)-WMJQ(FM) Rochester, N.Y.

Edward Frank, director of program research, NBC, New York, named director of program and advertising research.

Oliver O. Miller, director of acquisitions for McGraw-Hill Publications Co., named director of planning for McGraw-Hill Broadcasting Co., group station owner.

Franco Garcia, corporate attorney with ABC Inc., New York, promoted to assistant general attorney.

Tom DeMuth, promotion director for *Courier Journal and Louisville* (Ky.) *Times*, joins WDRB-TV Louisville as station manager.

Jim Chirumbolo, manager of creative services, WIVB-TV Buffalo, N.Y., joins WUTV(TV) there as director of broadcast operations.

Robert Lundquist, formerly manager of Atlantic operations for RCA Global Communications, joins UA-Columbia Cablevision, White Plains, N.Y., as general manager of Brookhaven Cable TV in Long Island, N.Y.

Jerry Wallace, assistant director of finance, Satellite Business Systems, Washington, joins Mutual Broadcasting System there as VP-finance and administration.

Ron Dennington, assistant program director and air personality, KIRL(AM) St. Charles, Mo., joins KHDN-AM-FM Hardin, Mont., as general manager.

Dr. George Lott Jr., director of learning resources division of Northern Michigan University, Marquette, named station manager of noncommercial WGVC(TV) Grand Rapids, Mich.

Charles Hoard Jr., graduate student and instructor, Ohio University, Athens, joins WLUM(FM) Milwaukee as operations director.

Michael Van Jolley, with KARN(AM)-KKYK(FM) Little Rock, Ark., named operations manager.

Tom Martin, sales manager, WRHY(FM) Starview, Pa., named station manager.

Advertising

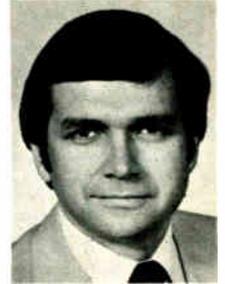
Peter Mills, executive VP of J. Walter Thompson Canada, Toronto and Montreal, named general manager of agency's New York office. **Wally O'Brien**, senior VP and group account director in Chicago, appointed general

manager of Thompson's Chicago office.

Louis Maloof, senior VP-management supervisor on Dodge car and truck national advertising, Kenyon & Eckhardt, Detroit, named senior management supervisor, responsible for all ad-



Maloof



McRitchie

vertising by Chrysler Corp. He will also be responsible for Dodge and Chrysler-Plymouth dealer advertising association accounts and its B.F. Goodrich business. **Bruce McRitchie**, VP-senior account supervisor on Dodge car and truck national advertising, succeeds Maloof as management supervisor.

David B. Landry, marketing director at CPC International's New Jersey Best Foods division, joins Foote, Cone & Belding, New York, as VP-management supervisor for Life Savers, Bubble Yum and new product accounts.

Harvey Magier, account supervisor, Grey Advertising, New York, named VP-management supervisor. **Michael Weiden**, assistant media director and group head, named VP.

Donald Stork, senior VP and general manager of Advanswers Media/Programming, St. Louis, elected president. He succeeds **Kelly O'Neill**, who remains chairman of Advanswers and president of Gardner Advertising, Advanswers parent company. **Jack Shubert**, senior VP-technology, elected executive VP. **John Marlow**, director of marketing, and **Gordon Hendry** and **Frederick Webber Jr.**, group heads, elected senior VP's.

Phil Howort, general manager of McCann-Erickson's New York-based Interpublic Television Inc., elected VP. **Zach Tassell**, media supervisor, Young & Rubicam, joins Chicago office of McCann-Erickson as senior media planner on A&P's Midwest region account. **Tess Zych**, assistant media planner, Draper Daniels, joins McCann as media planner assigned to Sears men's apparel group, Coca-Cola bottlers and Associated Mills accounts.

Barrie Citron, buyer at Media Corp. of America, New York, joins Catalano & Gornick Inc., New York, as senior broadcast buyer.

Harris Goldstein, VP-general manager, Market Facts, Inc., Los Angeles, joins Young & Rubicam West there as research director. **Dorothy McCorkle**, previous research director, retained by Young & Rubicam West as consultant.

Chris Perry, VP-creative director, Howard Swink Advertising, Marion, Ohio, joins

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Meldrum & Fewsmith, Cleveland, as VP-creative services. **Karl Brockman**, director of advertising, Midland-Ross Corp., joins M&F as account executive in consumer account group.

Cheryl White, in charge of media buying for Lee Keeler Advertising, Rosemont, Pa., elected VP.

John Vertigan, freelance creative consultant in San Francisco, joins Hoefer, Dieterich & Brown there as creative supervisor.

Susan Recknagel, media buyer, Betz-Hodgson-Neuwoehner, St. Louis, named media supervisor.

Cynthia Verrone, research executive, Grey Advertising, New York, joins Needham, Harper & Steers there as research account executive.

Michele Gill, sales promotion-producer, KETV(TV) Omaha, joins Bud Neble & Associates there as account executive specializing in broadcast production work.

Perry B. Bascom, director of Southeastern sales, Television Bureau of Advertising, Atlanta, named VP—Southeastern sales. **John P. Pausa**, VP and general manager, WHMB-TV Indianapolis, named marketing sales executive with TVB in Atlanta.

Dave Donelson, account executive in Chicago office of Avery-Knodel Television, named assistant to president, based in New York.

Charles P. Dwyer, head of Dwyer Broadcast Sales and Services, Los Angeles, regional TV-radio representative firm, appointed to NBC sales team of Blair Television, Los Angeles. **Dennis McGlone**, account executive in New York for Canadian Standard Broadcast Sales, named to similar post on ABC/Blue sales team of Blair Television, New York.

Lenda Westbrook, from Metro TV Sales, New York, joins Top Market Television there as account executive.

Susan Genis, former sales representative with Market 4 Radio, joins New York office of McGavren Guild Radio as account executive.

Heide Kahme, account executive at Vitt Media, New York, joins Century Media Corp. in New York with same title.

Marian Nagel, sales assistant in Detroit office of PRO Radio, named account executive.

Tom Johansen, national sales manager, WNJU-TV Linden, N.J., named general sales manager.

Joel Schwartz, general sales manager, WNCI(FM) Columbus, Ohio, joins WDAI(FM) Chicago in same capacity.

Paul Nichols, national sales manager, WVII-TV Bangor, Me., assumes additional duties as general sales manager.

Rick Rambaldo, general sales manager, WHK(AM) Cleveland, named to same position with co-owned WUHF(TV) Rochester, N.Y. **Lonnie Gronck**, national sales manager, WHK, succeeds Rambaldo.

Ed Peters, local sales manager, WYEN(FM) Des Plaines, Ill., named general sales manager. **Dick Runtz**, from WBBM(AM) Chicago, and **Greg French**, from WMEF(AM)-WMEF(FM) Fort Wayne, Ind., join WYEN as account executives.

Stephen Barry, sales manager, WDTN(TV) Dayton, Ohio, joins WISH-TV Indianapolis as national sales manager.

Christine McCaughey, senior media planner-buyer, Barkley & Evergreen, joins WXYZ-TV Detroit as assistant director of research and sales development.

Jack Rabito, assistant to VP of Crawford Broadcasting Co., Flourtown, Pa., named assistant to president of Crawford, in charge of national sales for company, licensee of five radio stations.

Karen Williams, in co-op sales with WBKO(TV) Bowling Green, Ky., named local sales executive. **Barbara Dennison**, from traffic department, named sales assistant.

John W. Dame, station manager, WRHY(FM) Starview, Pa., named director of sales development for WRHY and co-owned WKBO(AM) Harrisburg, Pa.

Deborah Mosshamer, from Campbell-Ewald, joins WDRQ(FM) Detroit as account executive.

Jeff Busch, student, Washington State University, joins sales staff of KPLZ(FM) Seattle.

Programing

Paul Hunter, director of current comedy programs, ABC Entertainment, Los Angeles, named VP-comedy development. **Ted Harbert**, supervisor, feature film and late-night program planning, ABC Entertainment in New York, named assistant to VP of program planning and scheduling.

John Koushouris, VP of Hughes Television Network, New York, named VP, Madison Square Garden Communications, New York.

Jim Reid, program manager, WDCA-TV Washington, joins Christian Broadcasting Network's Continental Broadcasting Network, Virginia Beach, Va., as VP for programing and operations.

Steven Fisher, program manager, WJRT-TV Flint, Mich., joins WDTN(TV) Dayton, Ohio, in same capacity. **Don Zeikel**, producer-director, WDTN, named production manager.

Eileen Prose, national spokesperson for United Cerebral Palsy, joins WCVB-TV Boston as co-host of *Good Day* program.

Carl Hamilton, program director, WCOL(AM) Columbus, Ohio, named VP-operations, responsible for programing of WCOL and co-owned WXGT(FM) there.

Joel Levitt, producer-director, WPHL-TV Philadelphia, named production manager.

Duane Barr, owner and operator of film production company in Great Falls, Mont., joins KIRO-TV Seattle as production manager.

Mark Owens, music director, WIOB(FM) Ann Arbor, Mich., named program director.

Carol Saj, executive secretary to president of WPXN(AM)-WPXY(FM) Rochester, N.Y., named program director.

Ken Roberts, formerly with KMGX(AM) Tucson, joins KCEE(AM) there as program director.

Berry Alford, with WTIK(AM) Durham, N.C., named program director.

Luisa Bacchiani, account executive with SAMS Inc., Spanish-language advertising agency in New York and **Starrett Berry**, recent graduate of American Graduate School of International Management, Glendale, Ariz., named

account executives of GalaVision, New York, pay television service in Spanish that begins on Oct. 26.

Warren Wright, project production manager, noncommercial KOCE-TV Huntington Beach, Calif., joins noncommercial KRMA-TV Denver as production operations manager.

Samantha Stevenson, freelance sportswriter, Philadelphia, joins WPEN(AM) there as sports reporter. **Jim Nettleton**, former program director and air personality, WUSL(FM) Philadelphia, joins WPEN as afternoon air personality.

Pat Saviano, former president and general manager of Lippert/Saviano, purchased by Sara Studios, joins Telemation Productions, Chicago, as director of marketing and client services.

Ron Harrison, VP-director of marketing, Radio Arts Inc., Burbank, Calif., named general manager.

News and Public Affairs

Bill Applegate, news director, WKBW-TV Buffalo, N.Y., joins KPIX(TV) San Francisco in same capacity.

Brink Chipman, assistant news director and executive producer, WTCN-TV Minneapolis, named news director. He succeeds **Gill Amundson**, who becomes manager of special news projects and documentaries.

David P. Taylor, formerly with KSAT-TV San Antonio, Tex., joins WGAN-TV Portland, Me., as



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news director.

Arnold Diaz, New Jersey editor of WCBS-TV New York news staff, appointed chief of station's investigative unit. **Roseanne Colletti**, general assignment reporter, succeeds Diaz in New Jersey. **Jeanne Downey**, general assignment reporter, WJZ-TV Baltimore, named news correspondent, WCBS-TV.

Liz Trotta, formerly NBC News correspondent, joins CBS News in New York as reporter.

James Kitchell, general manager of news services, NBC, joins Cable News Network, Atlanta, as senior VP, responsible for planning, coordinating and expediting 24-hour cable news service's broadcast facilities and coverage.

Named as anchors for newscasts for The Source, NBC's news youth-oriented radio network which began operations on Sept. 1: **Carl Cramer**, former news director of WBAP(AM)-KSCS(FM) Fort Worth; **Bill Croley**, reporter, WNBC(AM) New York; **Mary Lyon**, news director, KHJ(AM) Los Angeles; **Bob Madigan**, reporter, KNX-FM Los Angeles; **George Taylor Morris**, manager, album promotion, West Coast, RCA Records; **David Schreiber**, managing editor, New York Report news and information service and **Dara Welles**, news director, KRTH(FM) Los Angeles.

Bob Houck, writer and anchor, WCAU(AM) Philadelphia, joins WPEN(AM) there as director of news.

Cliff Albert, news director, WROK(AM) Rockford, Ill., joins KFMB(AM) San Diego in same capacity.

Dan O'Rourke, anchor and reporter, WRTB(TV) Indianapolis, joins KPRC-TV Houston in same capacity.

Jerry Taff, anchor, WTNH-TV New Haven, Conn., joins WISN-TV Milwaukee as co-anchor of 5:30 and 10 p.m. newscasts.

Scott Osborne, temporary anchor, WLWT(TV) Cincinnati, named 6 and 11 p.m. anchor on permanent basis. He was NBC News correspondent before joining WLWT.

Paul Udell, former anchor, WTTG(TV) Washington, joins KHON-TV Honolulu as co-anchor and associate news director.

Tom Locicero, news director, WCOL(AM)-WXGT(FM) Columbus, Ohio, named VP of news. **Robert Cunningham**, public affairs director, WCOL, named VP of public affairs for WCOL and WXGT.

Dean Close, from news staff of WHAM(AM) Rochester, N.Y., joins WPXN(AM)-WPXY(FM) there as news director.

Rosalind Becker, in news department of WGNA(FM) Albany, N.Y., named news director.

Mike Turner, news director, KGON(FM) Portland, Ore., joins KQFM(FM) there in same capacity.

Randy Davis, capitol correspondent, WLEE(AM) Richmond, Va., named news director.

Ron Stahl, reporter and photographer, KOCO-TV Oklahoma City, named noon co-anchor.

Lou Green, 7 and 11 p.m. anchor, WIS-TV Columbia, S.C., named host of *Carolina Magazine* and producer of news specials. **Alan Taylor**, weekend anchor and producer, named 7 and 11 p.m. anchor. **Susan Aude**, weekend weather reporter, succeeds Taylor. **Bill Sibert**, chief

Hard to quit. On his 88th birthday (Aug. 8), consulting engineer L.J.N. du Treil is trying again—to retire. Since 1950, he has worked full time as president of the New Orleans radio consulting firm, L.J.N. du Treil & Associates. That was the year he retired from the FCC after almost 30 years as radio inspector in New Orleans field office. His plans now include becoming more involved in amateur radio. Sidney J. Levet III, an associate in du Treil's firm for 16 years, took over the business Sept. 1 under his own name. The du Treil name will still be associated with broadcast engineering; L.R. du Treil, formerly an associate in his father's company, is now a partner in the Washington consulting firm of Jules Cohen & Associates.

photographer, WSAV-TV Savannah, Ga., joins WIS-TV as field producer.

Mark Craft, reporter and weekend anchor-producer, WREX-TV Rockford, Ill., joins WVEC-TV Hampton, Va., as reporter.

Larry Lyle, assignment editor, WISH-TV Indianapolis, named news producer. **Bruce Childs**, general assignment reporter, succeeds Lyle.

Theodore Feurey, news director of KCBS(AM) San Francisco, named general executive with United Press International, New York.

Greg Hernandez, newscaster, WMBO(AM) Auburn, N.Y., joins Mutual Radio as journalist.

Jane Field, who has served as public service director and assistant to operations director, WIXT(TV) Syracuse, N.Y., named community affairs producer.

Kathy Kerestes, news director, WESA-AM-FM Charleroi, Pa., joins WTAE(AM) Pittsburgh as morning co-anchor and reporter.

Joni Baluh, reporter, WINC(AM)-WQUS(FM) Winchester, Va., named news director.

Patrick Stout, news director, noncommercial KOSU-FM Stillwater, Okla., joins KVRO(FM) there in same capacity.

Pat Clayton, reporter, WVMJ(AM)-WQID(FM) Biloxi, Miss., joins WROA-AM-FM Gulfport, Miss., in same capacity.

Promotion and PR

Barbra Zuanich, press representative, NBC press and publicity department, Burbank, shifted to similar post in New York.

Lori Wucherer, in promotion department of WTV(TV) Milwaukee, named promotion manager.

Mike Carpenter, noon co-anchor, KOCO-TV Oklahoma City, named promotion manager.

John Wynne, promotion director, KTVI(TV) St. Louis, joins KNTV(TV) San Jose, Calif., in same capacity.

Jeanne Whitworth, executive secretary, KMOX(AM) St. Louis, named director of information services there.

Tedda Fenichel, VP and director of media, New York-based Howard J. Rubenstein Associates, joins Robert Marston and Associates, New York, as director of broadcast media relations.

Technology

Sherman Hildreth, director of engineering-facilities for NBC's WRC-TV Washington, retires after 35 years with NBC.

Harold Maupin, engineering supervisor, non-commercial KTCV-TV St. Paul, joins KHON-TV Honolulu as assistant chief engineer.

Richard B. Smith, VP-specialized network sales, American Satellite Corp., joins Southern Satellite Systems, Tulsa, Okla., as executive VP to develop business for new division of voice data and radio distribution business.

Carleton Musson, manager, transmitting equipment engineering and product management, RCA, Camden, N.J., named manager, studio and control equipment engineering and product management, RCA Broadcast Systems. **Verne Mattison**, manager of transmitting equipment product management, succeeds Musson. **Marilyn Watts**, staff VP-marketing services, assumes responsibility for advertising and media services activities, based in New York office of RCA.

Alfred Viebranz, VP-corporate communications, General Telephone & Electronics, Stamford, Conn., elected senior VP.

George Hamilton, assistant chief engineer of KWT-TV Philadelphia, appointed Eastern regional technical services engineer of Micro Consultants Inc., based in Turnersville, N.J.

Allied Fields

Toby Harder, former minority counsel on staff of House Communications Subcommittee, joins Alcalde, Henderson & O'Bannon, Rosslyn, Va. (Washington), public affairs and government relations consulting firm, as legislative counsel.

Edd Routh, VP and general manager, WKBG-AM-FM Mobile, Ala., named sales executive with Media Statistics Inc., Silver Spring, Md., and has been assigned to Dallas-Fort Worth office of radio audience measurement service.

Tim Roesler, graduate student, Michigan State University, East Lansing, named television coordinator, Center for Instructional Technology, Creighton University, Omaha.

Steve Grissom, news director, WBBH-TV Fort Myers, Fla., joins the Media Associates, Dallas, television news consulting and research firm, as consultant.

Deaths



Green

Herb Green, 67, VP of KMPC(AM) Los Angeles, died of cancer Sept. 2 at Valley Presbyterian hospital there. He had been with station almost 20 years as head of Airwatch program, piloting station helicopter. He was also personal pilot for Gene Autry. Survivors include his wife, Jo, and daughter.

Leonard R. Waters, 54, president of Waters Advertising in Newport News, Va., died Aug. 20 in Riverside hospital there after long illness. He established agency in 1958. Survivors include his wife, Sylvia, daughter and son.

Stock Index

Exchange and Company	Closing Wed. Sept. 5	Closing Wed. Aug. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	44 1/2	46	- 1 1/2	- 3.26	9	1,247
N Capital Cities	45 1/4	44 3/4	+ 1/2	+ 1.11	12	623
N CBS	53 1/4	54	- 3/4	- 1.38	7	1,496
N Cox	62	63 3/8	- 1 3/8	- 2.16	12	412
A Gross Telecasting	23	24	- 1	- 4.16	7	18
O Lin	46	46 3/4	- 3/4	- 1.60	11	128
N Metromedia	65 1/2	69 3/8	- 3 7/8	- 5.58	9	301
O Mooney	9 1/4	9 1/4				3
O Scripps-Howard	48	48			9	124
N Storer	45 5/8	45 3/4	- 1/8	- .27	12	234
N Taft	28 1/4	30 1/4	- 2	- 6.61	10	241

Exchange and Company	Closing Wed. Sept. 5	Closing Wed. Aug. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	19 7/8	20 1/2	- 5/8	- 3.04	16	25
A Affiliated Pubs.	26 7/8	28	- 1 1/8	- 4.01	9	94
N American Family	12 1/8	12 1/2	- 3/8	- 3.00	5	127
N John Blair	21 5/8	23 1/8	- 1 1/2	- 6.48	5	80
N Charter Co.	36	37 1/8	- 1 1/8	- 3.03	31	783
N Chris-Craft	19 3/4	20 3/8	- 5/8	- 3.06	11	84
N Coca-Cola New York	6 3/8	6 3/4	- 3/8	- 5.55	8	112
N Combined Comm.	11 7/8	12 1/8	- 1/4	- 2.06	4	125
N Cowles	24 1/4	25 1/4	- 1	- 3.96	19	96
N Dun & Bradstreet	37 3/8	39 3/8	- 2	- 5.07	15	1,040
N Fairchild Ind.	32 1/8	33	- 7/8	- 2.65	7	183
N Fuqua	12 5/8	13 3/4	- 1 1/8	- 8.18	4	159
N Gannett Co.	44 1/2	44 5/8	- 1/8	- 28	14	1,196
N General Tire	21 7/8	22	- 1/8	- .56	5	507
O Gray Commun.	28 1/2	28	+ 1/2	+ 1.78	9	13
N Harte-Hanks	24	24			14	222
O Heritage Commun.	9	9 3/4	- 3/4	- 7.69		14
N Jefferson-Pilot	35 1/2	36 1/2	- 1	- 2.73	9	812
O Marvin Josephson	14 1/2	17 1/4	- 2 3/4	-15.94	8	37
O Kansas State Net	26 1/4	27 3/4	- 1 1/2	- 5.40	22	47
N Knight-Ridder	24 1/8	24 3/4	- 5/8	- 2.52	10	796
N Lee Enterprises	22 5/8	23 7/8	- 1 1/4	- 5.23	12	164
N Liberty	37 7/8	36 3/4	+ 1 1/8	+ 3.06	8	256
N McGraw-Hill	25 5/8	27	- 1 3/8	- 5.09	10	634
A Media General	26 1/2	27 1/8	- 5/8	- 2.30	11	197
N Meredith	32 1/4	32 5/8	- 3/8	- 1.14	7	99
O Multimedia	31	31 1/2	- 1/2	- 1.58	13	206
A New York Times Co.	25 3/4	25 3/4			20	298
N Outlet Co.	21 3/8	22 3/4	- 1 3/8	- 6.04	6	52
A Post Corp.	23	23 5/8	- 5/8	- 2.64	10	41
A Reeves Telecom	4 7/8	4 3/4	+ 1/8	+ 2.63	54	11
N Rollins	24 1/8	24 3/4	- 5/8	- 2.52	12	323
N San Juan Racing	15 1/4	16	- 3/4	- 4.68	20	38
N Schering-Plough	33 3/8	34	- 5/8	- 1.83	9	1,786
A Sonderling	26 3/4	25 3/4	+ 1	+ 3.88	9	29
A Tech Operations	10	11	- 1	- 9.09	25	13
N Times Mirror Co.	33	35	- 2	- 5.71	9	1,120
O Turner Broadcasting*	11	11				108
A Washington Post	24 3/4	24 3/4			8	393
N Wometco	22 3/8	24	- 1 5/8	- 6.77	10	192

Exchange and Company	Closing Wed. Sept. 5	Closing Wed. Aug. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	11	11 5/8	- 5/8	- 5.37	7	28
O Ameco+						
O Athena Comm.	6 1/4	6 1/4				13
O Burnup & Sims	6 1/2	7 1/8	- 5/8	- 8.77	34	54
O Cable Info.*	6	6			30	3
O Comcast	17 3/4	19	- 1 1/4	- 6.57	17	29
O Entron*	5	5			5	4
N General Instrument	41	42 5/8	- 1 5/8	- 3.81	11	322
O Geneve Corp.	21 5/8	21 1/2	+ 1/8	+ .58	9	24
O Tele-Communications	19 1/4	19 1/2	- 1/4	- 1.28	24	205
N Teletypewriter	17 1/2	18 1/4	- 3/4	- 4.10	23	297
O Texscan	4 3/4	4 3/4			28	3
N Time Inc.	43 7/8	45 5/8	- 1 3/4	- 3.83	8	1,225
O Tocom	13 3/4	14	- 1/4	- 1.78	29	20
O UA-Columbia Cable	25 3/4	29	- 3 1/4	-11.20	12	86
O United Cable TV	33	35 3/4	- 2 3/4	- 7.69	23	67
N Viacom	32	33 1/8	- 1 1/8	- 3.39	16	121

Exchange and Company	Closing Wed. Sept. 5	Closing Wed. Aug. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	7 1/4	7 3/4	- 1/2	- 6.45	3	22
A Cinema 5 Ltd.	4 5/8	4 1/2	+ 1/8	- 2.77		3
N Columbia Pictures	23 1/4	24 5/8	- 1 3/8	- 5.58	4	226
N Disney	39 1/4	40 1/4	- 1	- 2.48	12	1,272
N Filmways	15 1/8	16 1/2	- 1 3/8	- 8.33	9	80
N Four Star*	1	1			10	
N Gulf + Western	16 1/8	17	- 7/8	- 5.14	4	768
N MCA	46	45 1/2	+ 1/2	+ 1.09	8	1,072
N MGM	19 1/2	20	- 1/2	- 2.50	9	594
O Medcom	3 5/8	3 5/8			15	6
N Transamerica	18 7/8	19 3/4	- 7/8	- 4.43	6	1,246
N 20th Century-Fox	43 1/2	43 5/8	- 1/8	- .28	6	338
O Video Corp. of Amer.	9 5/8	9 3/4	- 1/8	- 1.28	32	9
N Warner	37 1/8	37 7/8	- 3/4	- 1.98	8	729
A Wrather	16 1/8	16 3/4	- 5/8	- 3.73	44	37

Exchange and Company	Closing Wed. Sept. 5	Closing Wed. Aug. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	34 1/4	34	+ 1/4	+ .73	8	86
O Compact Video	9 1/8	9 3/8	- 1/4	- 2.66		16
N Comsat	41 7/8	42 7/8	- 1	- 2.33	10	335
O Doyle Dane Bernbach	20 3/4	20 1/2	+ 1/4	+ 1.21	7	55
N Foote Cone & Belding	20 5/8	20	+ 5/8	+ 3.12	7	53
O Grey Advertising	37 1/2	37	+ 1/2	+ 1.35	4	23
N Interpublic Group	29 5/8	30	- 3/8	- 1.25	6	70
O MCI Communications	5 7/8	6	- 1/8	- 2.08	73	121
A MovieLab	4 7/8	5 3/8	- 1/2	- 9.30	9	7
A MPO Videotronics	5 3/8	6	- 5/8	-10.41	5	2
O A.C. Nielsen	24 3/8	24	+ 3/8	- 1.56	11	268
O Ogilvy & Mather	22 1/4	22 1/4			7	80
O TPC Communications	7 3/8	7 5/8	- 1/4	- 3.27	13	6
N J. Walter Thompson	26 3/8	27 3/8	- 1	- 3.65	6	69
N Western Union	20 1/4	21	- 3/4	- 3.57	9	307

Exchange and Company	Closing Wed. Sept. 5	Closing Wed. Aug. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	6 1/2	7 1/4	- 3/4	-10.34	5	10
N Ampex	17 1/8	18	- 7/8	- 4.86	12	194
N Arvin Industries	13 1/2	14 1/8	- 5/8	- 4.42	4	80
O CCA Electronics	1/8	1/8			1	
A Cetec	5 1/4	4 7/8	+ 3/8	+ 7.69	11	3
A Cohu	4 5/8	4 7/8	- 1/4	- 5.12	15	7
N Conrac	16 3/4	17 3/4	- 1	- 5.63	27	34
N Eastman Kodak	55 3/4	57 7/8	- 2 1/8	- 3.67	10	8,997
O Farinon	11 1/2	12 1/4	- 3/4	- 6.12	11	56
N General Electric	52 1/4	53	- 3/4	- 1.41	10	9,644
N Harris Corp.	30 1/4	31 5/8	- 1 3/8	- 4.34	13	789
O Harvel Industries	6 3/4	6 3/4				3
O Intl. Video Corp.*	1 1/4	1 1/4				3
O Microdyne	19 1/4	20 1/4	- 1	- 4.93	20	2
N M/A Com, Inc.	25 1/4	26 1/2	- 1 1/4	- 4.71	33	1,427
N 3M	54 3/4	55	- 1/4	- 45	11	6,376
N Motorola	48	48 3/4	- 3/4	- 1.53	12	1,370
N N. American Philips	30	31 1/2	- 1 1/2	- 4.76	6	360
N Oak Industries	28 7/8	30	- 1 1/8	- 3.75	20	104
O Orrox Corp.	6 3/4	7 1/8	- 3/8	- 5.26	10	13
N RCA	25 1/4	25 5/8	- 3/8	- 1.46	7	1,890
N Rockwell Intl.	41 5/8	41 5/8			6	1,465
A RSC Industries	3	3			17	7
N Scientific-Atlanta	30 3/4	33	- 2 1/4	- 6.81	13	83
N Sony Corp.	8 3/8	8 1/2	- 1/8	- 1.47	14	1,444
N Tektronix	55 3/4	56 3/8	- 5/8	- 1.10	14	1,003
O Telemation	1 3/4	1 3/4			2	1
O Valtec	12 1/4	12 5/8	- 3/8	- 2.97	26	48
N Varian Associates	22 3/8	24 1/8	- 1 3/4	- 7.25	124	153
N Westinghouse	20 5/8	22 5/8	- 2	- 8.83	6	1,784
N Zenith	13 1/8	13 3/8	- 1/4	- 1.86	12	246

Standard & Poors 400 Industrial Average 118.23 121.05 -2.82

Notes: A-American Stock Exchange, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Sheason, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. +Traded at less than 12.5 cents

Added Attractions

In addition to its across-the-board coverage of the week's news—freshly reorganized to incorporate such "superdepartments" as *The Media, Business, Programming, Journalism, Technology* and *Law and Regulation*—BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Oct 1 ■ An in-depth study of **minorities in broadcasting**, featuring a guide to today's minority ownership and a report on the prospects for tomorrow's. Along with a report on progress in the management, talent and technical ranks.
- Oct 15 ■ A status report on **children's TV programming**: its trials, its triumphs and its prospects for the future.
- Nov 12 ■ A looking-forward report on **the next quarter century of television**—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Nov 19 ■ Annual special report on the **state of the art in broadcast equipment**.
- Dec 3 ■ Annual special report on broadcasting's **top 50 agencies**.
- Dec 10 ■ After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Jan 7 ■ Annual double issue, featuring BROADCASTING's exclusive report and analysis of the **top 100 companies in electronic communications**.

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will update this list from time to time, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

Profile

The two hats of Giraud Chester

Twenty-six years ago Jerry Chester was a young college professor in speech, theater and drama who had been awarded a fellowship to study television for a year. It turned out to be a long, long year.

It was a heady experience for Chester. Those were television's seminal years when the medium was live, experimentation was encouraged and mistakes were tolerated. Assigned to NBC-TV on a Ford Foundation fellowship, the 31-year-old academic became close to a group that included Sylvester L. (Pat) Weaver Jr., Michael Dann and Dick Pinkham, who, in ensuing years, would hold such titles, respectively, as NBC chairman, senior vice president for programming, CBS-TV, and vice chairman, Ted Bates & Co.

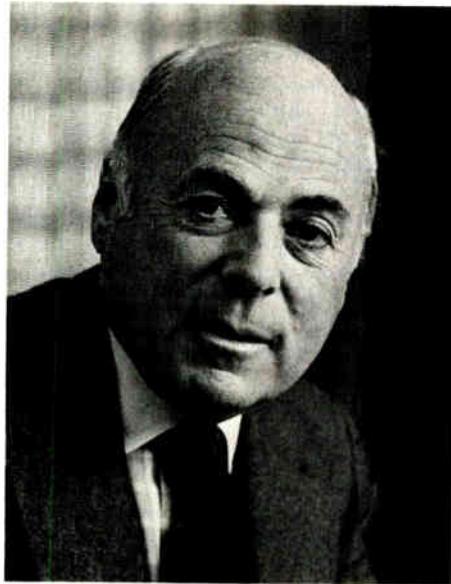
During that year at NBC-TV, Chester was exposed to the various departments that make a television network click. But it was to the programming sector that Chester, always enamored of the entertainment arts, gravitated.

"I never went back to teaching on a full-time basis after that year," Chester recalls. "I found television exciting. I was stimulated by the potentialities that existed. And I very much wanted to be part of the medium."

Giraud (Jerry) Chester is a mild-mannered, thoughtful man who has not shed completely his professorial demeanor. He's a firm believer in advancing television standards and has played an active role in various industry organizations. He has begun his third one-year term as president of the International Radio and Television Society, which launches its 1979-80 program in New York this week.

Chester feels that IRTS has made a solid contribution to the broadcast industry, particularly in the past 20 months under the leadership of Stephen Labunski, executive director. Chester cites such IRTS undertakings as its "newsmaker" luncheons, college intern program, Faculty/Industry Seminar, College Conference and under-30 program members. He noted there has been "a turnaround" in IRTS membership which now stands at almost 1,300.

Chester, a native New Yorker, was well on his way to a successful college teaching career when he heard television's siren call. He had served as a communications and line officer in the U.S. Navy during World War II and returned to the University of Wisconsin to earn a PhD in speech and drama in 1947. He taught for six years as an assistant professor at Cornell University and Queens College, and during



Giraud Chester—executive vice president, Goodson-Todman Productions, New York, and president of International Radio and Television Society; b. New York, April 24, 1922; BA, Brooklyn College, 1942; MA, University of Wisconsin, 1943; U.S. Navy, 1943-46; PhD, University of Wisconsin, 1947; assistant professor, speech and drama, Cornell University, 1947-49; assistant professor, speech and drama, Queens College, 1949-53; Ford Foundation fellowship to study television at NBC, 1953-54; general program executive, NBC-TV, 1954-57; associate of Sylvester L. (Pat) Weaver Jr. at Program Services Inc., New York, 1957; director of new TV program development, Ted Bates & Co., New York, 1958; VP in charge of network daytime programming, ABC-TV, 1958-62; VP in charge of network program administration, NBC-TV, 1962-64; executive VP, Goodson-Todman since 1964; m. Marjorie Fatt, 1962; children—Christopher, 16; Katherine, 14.

summers at the University of Michigan.

In 1953-54 came the Ford Foundation fellowship and the switch in careers.

"In those early years at NBC-TV," he says, "I was able to work on the development of the so-called magazine programs, such as *Today* and *Home*, and on the various specials that we used to call 'spectaculars.' As a general program executive, I was involved in many of the live dramatic programs that were being produced, including *Matinee Theater*, in which live drama was presented daily in daytime."

He worked closely with Pat Weaver and when the NBC chairman left in 1957, Chester left with him. Weaver formed Program Services Inc., intended as "a fourth network" embracing major market stations. The venture didn't work.

"This was before tape," Chester notes.

"It required extensive connecting cable—it was a sound idea ahead of its time."

In 1958 Chester joined Ted Bates & Co. as director of new program development, but left after eight months to assist ABC-TV in the launching of a daytime service for that network.

As vice president in charge of daytime programs for ABC-TV, Chester was instrumental in bringing to the network such programs as the *Dick Van Dyke Show*, *Beat the Clock*, *Day in Court* and *Liberace*. He remained there for four years before rejoining NBC-TV in 1962 as vice president in charge of network program administration.

Then came the call from Goodson-Todman. Chester climbed aboard in 1964 as executive vice president, reporting to the principals, Mark Goodson and Bill Todman. Chester supervises all business facets while Goodson concentrates on creative responsibilities. (Todman was in semiretirement in recent years and died last July.)

Goodson-Todman, of course, is synonymous with game shows, both on a network and syndicated basis, and its output has included *The Price Is Right*, *Family Feud*, *To Tell the Truth*, and *What's My Line?* Chester doesn't agree there is a dichotomy between his present occupation and his background in education and quality network programming.

"Of course I miss not being involved in quality drama and cultural programs," he says. "But what we're doing here is also quality, premium programs. Unfortunately, we cannot always control some circumstances and events in life, but I'm pleased to be with a company that accents quality in the work it does."

But Chester hastens to say that Goodson-Todman has not closed the door to all ventures outside the audience-participation field. He says the company is considering the production of TV specials and theatrical films.

Chester says that Goodson-Todman produces 44 half-hours of programs each week and for the new season will be represented by *The Price Is Right* and the *New Beat the Clock* on CBS-TV; *Card Sharks*, *Password Plus* and *Mindreaders* on NBC-TV; *Family Feud* on ABC-TV, plus various syndicated series.

Chester relaxes by playing tennis and classical piano. He maintains a home on the upper east side of Manhattan and another in East Hampton, which he visits on weekends on a year-round basis. He enjoys writing and has completed a number of books, including "Television and Radio" (written with G. H. Garrison and E. E. Willis), issued originally in 1950 and now in its fifth revised edition.

Illusory promise?

The radio deregulation that the FCC last week voted to consider is an accidental but timely affirmation of a condition that is described at length in a special report, also in this issue. The rationale for a loosening of governmental regulation is that regulation by the marketplace will suffice when competition is as pervasive as it is today in radio.

Government measures competition by gross numbers. If so many stations are on the air in a market of such-and-such size, competition may be presumed to exist. Station managers and programmers measure competition by ratings and revenues, both of which must be maintained in sufficient quantity to assure survival. Of the two approaches, the second is more meaningful, if considerably more volatile.

The observations of radio executives who are quoted in this issue's special report add up to an unintentional but eloquent endorsement of the competitive system. Within each market there is a perpetual adjustment of programming to cope with changing fortunes and changing audience tastes. What was once MOR is now disco with drive-time news, weather and sports. Country and western crosses over to new forms called something else with insertions of information. The search by programmers is constant for the unserved want or need. No set of government standards could ever generate the profusion of programming now on the AM and FM air or the intricate variations among rival program services. The volume and variety have been achieved despite, not because of, the rules on the FCC's books.

So the FCC is to be encouraged in any efforts it makes to disengage from details of regulation. There is, however, a question as to how much of the accumulated precedent it can hack away without the help of Congress, which alone has the power to amend (or repeal) the basic law of regulation.

The little knots of citizens and lawyers who have made careers corrupting the meaning of "public interest" can be counted on to resist by every means a diminution of the federal controls they have learned to manipulate. Any deregulation that the FCC adopts will be tested in an appellate court that is noted for its insistence on a heavy federal presence in broadcasting.

The long-range hope for true deregulation, for both radio and television, lies in legislation of the kind that Senators Barry Goldwater and Harrison Schmitt have proposed. With an election year approaching, that kind of legislation loses priority. For the time being, the FCC offers broadcasters their primary hope. But does anybody believe that relief is really spelled Federal Communications Commission?

Man of the hour

The officials who, according to present assignments, are to be this country's first-line negotiators at the forthcoming World Administrative Radio Conference are at last beginning to recognize that they face a difficult and highly political task. Their awakening was admitted two weeks ago at a conference at Rutgers university (BROADCASTING, Sept. 3). WARC, said Glen O. Robinson, who is to head the U.S. delegation, "will be characterized by a mixture of technical and political issues as never before."

It is gratifying to note the change in Robinson's perceptions. Not many months ago he was assuring questioners that the U.S. position at WARC would be presented with technical detachment from the political roughhouse of other international gatherings. It is too bad the change comes at this late date, two weeks before

WARC is to convene. Robinson and the State Department should have taken the advice they were given long ago to reinforce the leadership of the U.S. delegation with a person having the practical experience that Robinson lacks.

Robinson is a scholar who has had two short tours of government service, on the FCC in 1974-76 and now ambassador to WARC. However formidable his academic reputation, there is nothing in his background to worry the hardened bargainers from the East and Third World who will be arrayed against the U.S. and the West in Geneva.

It is late to look for a complementary force—but not too late. Whether he is available for such an assignment, this publication doesn't know. But Frank Stanton has been training for the job all his life.

As president and later vice chairman of CBS, Stanton was by common agreement the spokesman of broadcasting, a witness and advocate of dazzling knowledge and articulateness. Since his retirement from CBS, he has been engaged in service on international boards. Before retiring earlier this year as chairman of the American National Red Cross he had spent six years in intimate negotiations with foreign interests on international Red Cross affairs. He is a familiar figure in Geneva.

U.S. communications interests—all of them—could sleep better beginning Sept. 24 if Dr. Stanton were appointed a special U.S. emissary to WARC.

In mitigation

In its last-ditch effort to save its broadcast licenses and complete the sale of its Boston VHF station to a group of former challengers, RKO General has twisted the old technique of guilt by association to something approximating innocence by association. RKO, under FCC scrutiny because of illegal payments made by officers of its parent, General Tire, has argued that other corporations, similarly involved, have incurred no FCC penalty against their broadcast properties. And RKO has a point.

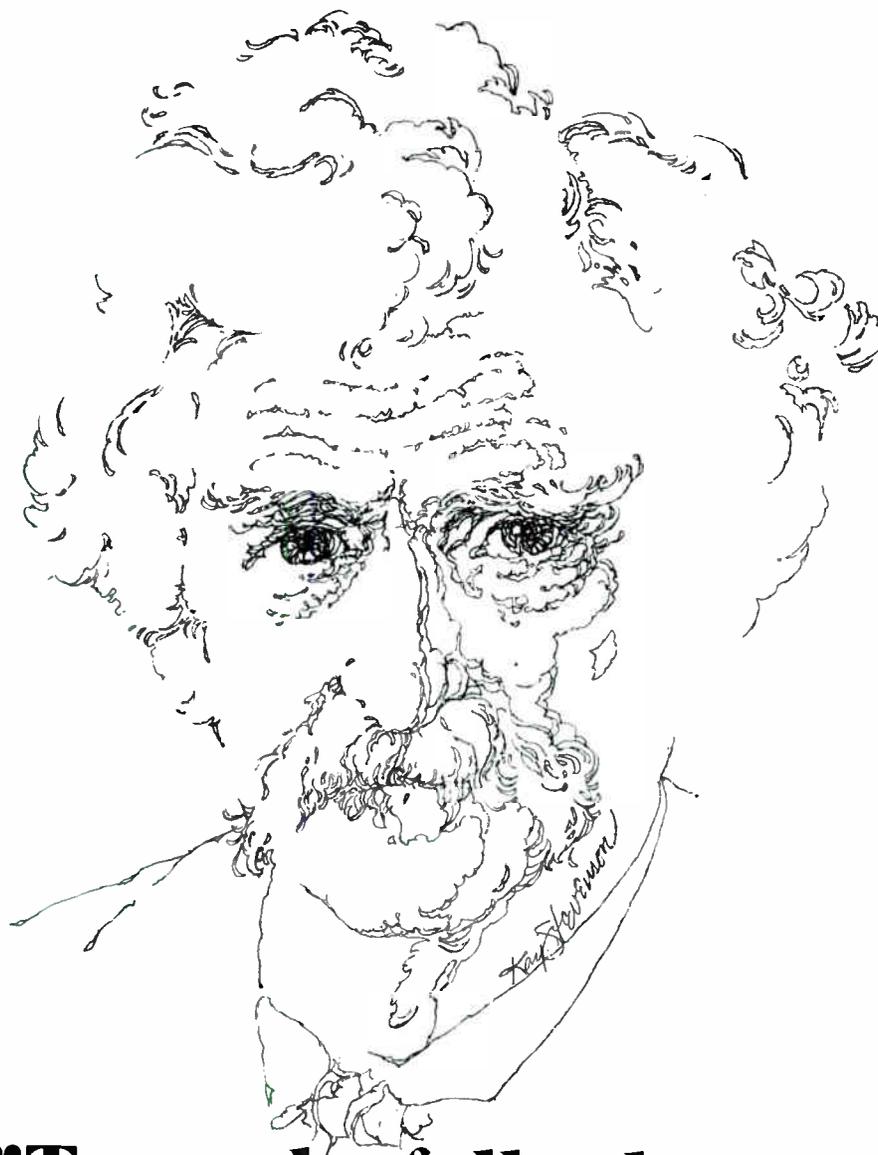
Only in the past few years has the government attempted to uncover and outlaw U.S. corporate payments to smooth the way for sales abroad, although the practice was commonplace and acknowledged as a way of doing international business. There is no reason to condone the practice now, but at the time of General Tire's offenses, it was the thing to do. RKO should not be isolated as the FCC's belated sacrifice to recent morality.

Footnote: Isn't there an inconsistency between the prosecution of General Tire and the FCC's encouragement of payoffs by licensees to so-called coalitions and citizen groups?



Drawn for BROADCASTING by Jack Schmidt

"He's not stuttering. The audio reverb unit is acting up."



“To get the full value of joy you must have somebody to share it with...”

Mark Twain
1835–1910

Sweet pickle relish... tangy golden mustard... steaming hot rolls and the all-American favorite, the hot dog. Hardly the symbols of service and charity. But WRKO in Boston has found a way to put together the frankfurter and the folks of their community to turn bustling City Hall Plaza into a wiener wonderland. The station has positioned a gleaming stainless steel cart in the active, vibrant plaza and with the participation of on-air personalities, local celebrities and other guest chefs, vends a hot dog and a soft drink for only one dollar. The proceeds of this campaign benefit the Kennedy Memorial Hospital for Children, a rehabilitation

and in-patient facility for children with special needs.

The cart was set up with a special inauguration ceremony by Mayor Kevin White who snipped a symbolic string of hot dogs to initiate sales which have averaged a brisk three hundred a day, even though they are only sold for three hours during the lunch period. The joy and delight WRKO receives from the hot dog cart and the enjoyment of the satisfied customers is exceeded only

by the thrill of the children who share in the benefit of this extraordinary effort by their local RKO radio station.



RKO RADIO

WRKO • WROR Boston/WFYR Chicago/
WAXY Fort Lauderdale-Miami/KHJ •
KRTH Los Angeles/WHBQ Memphis/
WOR • WXLO New York/KFRC San Francisco/
WGMS AM-FM Washington, D.C.

DOUBLEDAY DOES IT AGAIN!

KWK
STEREO WKB

ST. LOUIS' #1 MUSIC STATION IN ONE BOOK!

Last November we returned to the airwaves a part of St. Louis radio history with KWK-AM. In March we added WWWK-FM. By Apr/May we were making history. The KWK combination was the number one music station in St. Louis with a 9.2 share.* And that's only part of the story. Doubleday's been doing things like this for years. In Minneapolis/St. Paul our KDWB has been the #1 music station* for the past 9 Arbitron surveys. And in Denver our KHOW-AM

continues to dominate as the #1 station*...it's nice to know we haven't lost our touch.

db DOUBLEDAY BROADCASTING
RT RADIO ADVERTISING REPRESENTATIVES INC

**KHOW AM/FM
DENVER**

KDWB AM/FM
MINNEAPOLIS/ST. PAUL**

KWK/WWWK
ST. LOUIS**

*Total Pers. 12+ MSA/AQH Mon-Sun 6AM-MID Arbitron Apr/May '79 Subject to Limitations Stated by Arbitron

**KDWB-FM/Richfield, Mn.—WWWK-FM/Granite City/St. Louis