

TV station managers surveyed on pay scales AVERAGE SALARIES RANGE FROM \$19,000 TO \$39,000

A confidential survey representing a selected cross-section of television station general managers showed their average salaries range from \$19,000 to \$39,000 (see table).

Results of the survey, conducted by Ben K. West, vice president and general manager, KOCO-TV Enid-Oklahoma City, became known when copies were sent to the participants.

Based on a return of more than 25% of those queried, the general managers in the second through tenth markets (no replies were received from New York) were paid from \$32,000 to \$50,000. In the 76th through 100th markets the salaries ranged from \$9,750 to \$37,500. In 39% of the stations, scale is salary plus commission, or bonus.

Replies from the first 15 markets listed compensation "based solely on yearly salary. In some cases stock options were offered. . . . Bonus arrangements ran from a flat \$3,000 to \$10,000, others as high as 15% of annual salary.

While some managers reported going

as long as nine years without a base pay increase, 30% of the respondents said they receive annual increases.

The fringe benefits were covered in the questionnaire, with 78% reporting they belong to a country club. Of this number, 57% "consider this a company expense."

Ninety percent of the respondents belong to other social clubs and almost two-thirds of this number (63%) consider these memberships "a company expense."

Retirement plans are set up for 50% of the general managers, and 44% have a company car.

More than half of the respondents (60%) have been in broadcasting over 20 years, with 45% in the industry from 21 to 30 years. Only 10% have 11 or less years experience.

Fifty-three percent of the general managers reported they had been in this capacity for 10 years or less. However, 30% said they had been general managers between 16 and 20 years.

Sales proved the most common lad-

der to a managerial post with 59% coming up in the ranks through sales. Another 31% began in the announcing and talent ranks and 10% began as engineers.

YEARLY BASE SALARY

Market size (ARB)	Low-high	Average
2-10	\$32,000-\$50,000	\$39,000
11-25	26,000- 50,000	37,200
26-50	14,000- 45,000	27,375
51-75	10,000- 35,000	19,100*
76-100	9,750- 37,500	20,125

* Although the average base salary in this category was slightly less than some smaller markets, commission and bonus arrangements more than made up the difference.

Metromedia assumes KTTV(TV) operation

The sale of KTTV(TV) Los Angeles from the Times Mirror Co. to Metromedia Inc. became official last week, with \$7.5 million of the estimated \$10 million price coming from the sale of notes by Metromedia to private institutional investors (BROADCASTING, Jan. 21).

The notes were sold at 5.75% and come due in 15 years. Handling the financing were Kuhn, Leon & Co. and Carl M. Loeb, Rhoads & Co.

The purchase of KTTV raises to five the number of VHF television outlets owned by Metromedia. Others are WNEW-TV New York, WTTG Washington, KOVR Stockton, Calif., and KMBC-TV Kansas City, Mo. UHF stations owned by Metromedia are WTVH Peoria and WTVF Decatur, both in Illinois. The corporation also owns WNEW-AM-FM, KMBC-AM-FM, WHK-AM-FM Cleveland and WIP-AM-FM Philadelphia, as well as the Ice Capades and the outdoor advertising firm of Foster & Kleiser.

Metromedia is also in the process of acquiring two more radio stations. The FCC has approved the corporation's purchase of KLAC-AM-FM Los Angeles, and FCC action is pending on the acquisition of WCBM-AM-FM Baltimore.

Robert W. Breckner, president and general manager of the station, will remain in charge of KTTV.

NETRC drops its two radio branches

The two radio branches of the National Educational Television and Radio Center were cut adrift last week as NETRC moved to channel all its future efforts into television.

Left to go their separate ways were the Broadcasting Foundation of America, an organization founded in 1955 and a member of NETRC since 1960, and the Educational Radio Network, an

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