

might have a better shot at lining up network-affiliated stations in some of the big markets that are still unrepresented in the project, like Philadelphia, Boston and Baltimore. Win Baker, the president of Group W's five owned TV stations, says he's "interested" in the project and is "actively considering" it for his stations in those three markets. Mr. Baker suspects, however, that the three networks, fearing that the MCA project could get big numbers, might lay in blockbuster programming on the nights the miniseries would run. Even though there are no plans to send the miniseries out on a simultaneous feed, most stations would probably try to program it on one given night, Mr. Baker concludes, to reap the national publicity that would be generated by the show.

In addition to the MCA miniseries, Mr.

Pope says other deals are pending with other major studios for original prime-time projects that could be signed before the year is out. Exploratory talks have already been held by the consortium with Twentieth Century-Fox, Warner Bros., United Artists, Norman Lear's T.A.T. Communications and Lee Rich's Lorimar Productions, according to various sources.

ABC will try the format for a children's miniseries

A six-part novel for television, *Little Vic*, will be presented on the ABC Owned Television Stations this fall adapting that format to the division's children's programming effort. *Little Vic*, based on the book by Doris Gates, will be produced by Daniel Wilson Productions, New York.

Other children's programming on the

owned stations, under the umbrella title of *Wide World of Adventure* will include 18 documentaries produced by Avatar Inc. with the Encyclopaedia Britannica Educational Corp. and 20th Century-Fox, plus locally produced specials. *Wide World of Adventure* is scheduled for prime access time or late Sunday afternoon airing, beginning Sept. 20.

Revised for rerun. Original 12 hours of *Rich Man, Poor Man*, have been bought by the ABC Owned Television Stations for telecast this fall in a revised 90-minute format within the five stations' afternoon movie time periods. Subsequently the films will be carried on three consecutive weekends in a two-hour form during Saturday and Sunday late movie time segments.

Fates & Fortunes

Media

Herb Saltzman, VP/general manager of WOR(AM) New York, has resigned, ending 21-year association with station, because of "basic differences in management policy." Named to



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Saltzman



Devlin

succeed Mr. Saltzman is **Rick Devlin**, VP/general manager of WXLO(FM) New York, which like WOR(AM) is owned by RKO General.

New executive promotions, Orion Broadcasting, Louisville, Ky.: **H. Lee Browning**, VP/general manager, WAVE-TV Louisville, named station president; **James M. Caldwell**, VP/general manager, WAVE(AM) there, appointed station president; **Kelly Atherton**, VP/general manager, WFIE-TV Evansville, Ind., named president; **Lew Van Nostrand**, executive VP/general manager, WMT Inc. (WMT-AM-FM-TV) Waterloo, Iowa, appointed president; **Jerry Bretey** WMT Inc. VP, named VP/general manager and **Robert Southard**, general manager, WFRV-TV Green Bay, Wis., named station president.



Donaghy

James Donaghy, project manager of ABC's Management Information Systems department, New York, named director of television systems, ABC Television there.

Gus Lucas, manager of prime-time and sports audience analysis, ABC TV planning, New York, appointed associate director of audience analysis. **Roy Rothstein**, manager of

daytime/children's/late-night/news audience analysis, named associate director of marketing and operations research. **Stephen Vause**, audience analysis supervisor, named audience analysis manager, succeeded by **Frank Campisil**, senior research analyst. **Carroll Carrington**, supervisor of program/primary research, appointed manager of program/primary research. **Art Platzman**, supervisor of news and special projects, named assistant for special projects to Marvin Mord, VP, research services.

David Dodds, sales manager, Gateway Communications's WBNG-TV Binghamton, N.Y., appointed general manager of co-owned WLYH-TV Lancaster, Pa., succeeding **Donald Snyder**, who was transferred to WBNG-TV, as general manager (BROADCASTING, Aug. 16).

Brendan T. Burke, compensation administrator, NBC personnel, New York, named placement manager.

Clyde G. Payne, general manager, WBKO(TV) Bowling Green, Ky., elected president of new licensee, Bluegrass Media Inc. **W. Randy Odil**, WBKO sales/station manager, elected VP.

Bernie W. Thompson, general sales manager, WKLO(AM)-WCNS(FM) Louisville, Ky., named president/general manager.

Frank E. Brosseau, VP/general sales manager, WCSC-TV Charleston, S.C., appointed VP/general manager. KQTV(TV) St. Joseph, Mo.

Hal Smith, operations/program director, KLAC(AM) Los Angeles, named VP/general manager, KNEW(AM) Oakland, Calif. Both are Metromedia stations.

Fred Barber Jr., station manager, WMAL-TV Washington, joins WRAL-TV Raleigh, N.C., as general manager.

Thomas G. Fisher, associate general counsel/assistant secretary, Meredith Corp., Des Moines, Iowa, appointed general counsel and will continue as assistant secretary.

Chuck Betyeman, commercial manager, WFMV-FM Blairstown, N.J., joins WLRB(FM) Rehoboth Beach, Del., as general manager.