FCC: Thinking bigger on radio deregulation
NBC follows ABC's act in Los Angeles

Top Team in the Twins!

Top topic in Minneapolis-St. Paul? You guessed it: the weather. And it takes the top team to do it right.
That means KSTP-TV.
With 8 professional meteorologists (that's 7 more than any other station has), a super sophisticated Weather Center and our Live Action Cam helicopter we've got every other channel beat cold.
In fact, the entire Eyewitness News is tops around here.
Yea team!

#1 Eyewitness News at 6 and 10 p.m.
KSTP-TV
The leading 24 hour station
The best "eyes" in Ohio

Newscenter 7 viewers depend on our team of talented photographers to let them see local news—and we have the best eyes in Ohio. WHIO-TV photographers recently earned more awards (13) from the Ohio News Photographers' Association than any other news photography unit in the state—including the highest honor, Photographer of the Year. These awards are testimony to the skill, artistry, dedication and high standards of the Newscenter 7 photography team. Thanks to them, and all our news personnel, "We're Coming On!" at WHIO-TV, the news leader.
Have you ever wondered about what really goes on behind the glowing screen?
The intricate deals? The incredible politics?
The explosive new developments?
We believe there is a large group of people who are very interested in the whole phenomenon of television, and the effect it has on their lives.
Now they will have their own magazine, “Panorama—Television Today and Tomorrow.”
A new monthly publication created by Triangle, the people who brought you TV Guide.
It’s dedicated to the new breed of television watchers, the sophisticated, intelligent viewer who demands a total perspective of the single most powerful force in our society.
Panorama will feature well-illustrated articles by the brightest and the best on the provocative issues and crises of modern television.

It will report on the technological advances that affect the home screen—focal point of the communications revolution. And explore the effect television and its programs have on millions upon millions of viewers.

It’s aimed at a select audience. An audience that appreciates the best that television can afford. And who can afford the best products that you can advertise.

If you think your products will appeal to this select audience, then “Panorama—Television Today and Tomorrow” is your new television medium.

Panorama
Television today and tomorrow
All of these faces have one thing in common. Tomorrow.

The International Year of the Child is a celebration of children all over the world. And a reminder of their need for guidance, love and understanding no matter where they are growing up.

As part of this year's salute to the coming generations, NBC is presenting a series of messages that underline the different life-styles of children all over the world, and the universal joy that being young can mean.

The National Broadcasting Company invites you to watch for these messages and join in celebrating children around the world, in this the International Year of the Child.
BIGGER IDEAS □ About to propose a limited experiment in deregulation of radio, the FCC reviews data that convinces it to try for wide-ranging revisions of the rules. Citizen groups gear up for a fight. PAGE 23.

HAPPY DAYS IN L.A. □ The smiles of Ned Beatty and Carol Burnett, stars of ABC-TV's Friendly Fire, are indicative of the mood of the network and its affiliates at their annual meeting last week. ABC leaders, however, remind them they will always have to fight to stay on top. PAGE 26.

STIFF-UPPER-LIP DAYS □ This week, it's NBC's turn at the Century Plaza, and there's little to cheer about. Affiliates aren't in revolt but are anxious for reassurance. PAGE 30.

PINCHED FOR PAYOLA □ Sonderling Broadcasting's WOL(AM) Washington is set for renewal hearing, but the station may go to minorities in a distress sale. PAGE 30.

A LOOK AT THE FCC'S LATEST □ Rarely has there been such a stir over a commission appointment as that concerning the naming of Cable Bureau Chief Philip Verveer to head the Broadcast Bureau. A "men in the News" story looks at Verveer as well as his replacement on the cable side, Randy Nichols. PAGE 32.

READY FOR RETRANSMISSION □ That subject is first on the list of topics at the House Communications Subcommittee's hearings this week on the rewrite, with Geller testimony leading off. PAGE 36.

REGROUPING GROUP W □ The company realigns its headquarters staff structure, names George Moynihan VP of programming for the television group and gets rid of its central retail marketing unit. PAGE 44.

GATHERING AT GREENBRIER □ Members of the AAAA meet in West Virginia for their annual convention. On tap are discussions ranging from trends in new electronic media and emerging black markets to creativity in commercials. PAGE 48.

RKO GETTING READY TO FLY □ RKO Radio has set September as the target for launching a radio networking plan. It will start with taped features, but the long-range plan is to deliver hourly news, features and music programming via satellite by 1980. PAGE 50.

'WHITE PAPER' RECYCLED □ After five years, NBC News is bringing back its White Paper documentary series starting in September. Principal reporter is to be Edwin Newman; sole sponsor is Weyerhaeuser. PAGE 52.

NCTA'S VEGAS HAND □ In a year which has seen cable's fortunes helped along by a number of favorable court and FCC decisions and improving economic indicators, NCTA is set to open its annual gathering in Las Vegas next week. The day-by-day agenda begins on PAGE 58 and a list of exhibitors with booth locators starts on PAGE 60.

HAPPY DAYS FOR NARDINQ □ The president of Paramount Television has one of the biggest winning streaks in TV going for him—half of the top-10 shows are Paramount products. A big factor in that success is his business ability and congenial personality that has attracted, and kept, some of the best talent in the business. PAGE 89.

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery. $90 for first class. Subscriber's occupation required. Annual Subscription Yearbook: $42.50 Cable Sourcebook $20. Across the Dial-Around the Channels $3.95 prepaid only.
NOW, OUR FINEST HOUR CAN BE YOUR FINEST HOUR.

When "The Rockford Files" starts on local stations this Fall, many network affiliates will slot it as an early fringe lead-in to the news. Others will run it at 10:30 p.m. or later. Independents have it slotted for early fringe or prime time. That's "The Rockford Files." NBC stations know it's consistently been one of their very top rated shows. It's #1 late night and #2* in its TVQ category. Rockford's light touch makes the difference.

When you've got James Garner in "The Rockford Files," you've got 113 of your finest hours.

"The Rockford Files." Don't start this Fall without it.

MCA TV

Source: NTI, NSI. Subject to survey limitations.

*Second only to Quincy.

†Plus 79-80 season.
Who's on First
Growing alarm among journalistic media over such First Amendment setbacks as recent Supreme Court decision in Herbert-CBS case (BROADCASTING, April 23) may lead to new coordination among major elements in both broadcasting and print. Last Friday dozen lawyers representing NAB, Radio Television News Directors Association, American Society of Newspaper Editors, American Newspaper Publishers Association, broadcast networks and others met privately and agreed on need for multimedia committee to share information and, as necessary, join forces when freedom of print or broadcast press is under attack.

Meeting was held at NAB Washington headquarters at invitation of Erwin Krasnow, senior vice president and general counsel. Also present was Floyd Abrams of New York, among foremost practitioners of First Amendment law. There'll be another meeting of same group, at date to be set later, to discuss organizational details.

Half-million a minute
Another TV network has sports bonanza on horizon, CBS, whose turn it will be to carry football Super Bowl 1980, is now undertaking to sell 30-second mind spots in that event at $250,000 each. Anticipating some 40-45 positions within game itself, and excluding pre- and post-game shows, network gross could go over $10 million. Street-wise sales executives say that while most of spots will go for top dollar, not all will. Even for Super Bowl, there are usually some last-minute "distress" openings close to the wire.

Bright side
Despite all bad press NBC has been getting (story page 30), 1979 will be "by far" best sales year television network ever had, and 1980 is already virtually assured of being far better than 1979. That's word from NBC sales sources, who say current season was sold out long ago, except for last-minute bits and pieces that are inevitable in any network inventory. Olympics and elections promise big boost for 1980. Olympics are "staggering" sales success, officials says, with more than 90% of availabilities already gone—at prices averaging $83,000 to $90,000 per 30-second spot, taking into account that Olympics spots will appear in all day parts. NBC is not saying exactly how many spots there will be, but Olympics coverage runs from July 18 to Aug. 5. NBC sales people are still working on pricing for 1979-80 prime-time schedule but predict cost-per-thousand price increases will match those of ABC-TV. ABC executives say it's too early to tell what those will work out to, but it's estimated they'll average out to 12%-13%—if not higher. That's range NBC—and presumably CBS—have in mind.

Noblesse oblige
FCC vote on Broadcast Bureau chief's job turns out to have been even closer than 4-3 vote for Philip Verveer indicates (BROADCASTING, May 7). Commissioner Tyrone Brown, who was in majority, told colleagues at meeting that, "If I were chairman, I might well have made a different choice." Implication was that "other choice" was Martin Levy, deputy chief, who was candidate of three dissenters. Commissioner Brown felt that Chairman Charles D. Ferris should have discretion of choice among "well qualified candidates." And he regarded both Verveer and Levy as "well within realm of reason." He said later he thought choice much closer than chairman did.

In any case, Brown believes Verveer and Levy bring different but complementary qualities to their jobs, hopes they will work together "for long time."

Fourth network
Program Managers Advisory Committee of Public Broadcasting Service goes to Washington tomorrow (May 15) to discuss, among other things, Public Broadcasting Service goes to Washington tomorrow (May 15) to discuss, among other things, common carriage schedule, which PBS hopes to start some time in fall. Idea is to have stations in system run prime-time programs in same order three or four consecutive evenings—though not necessarily in same time slots. PBS is looking for at least 120 stations for five-month trial period; reaction so far has been favorable, but final decision on concept (and programs) will be made in June.

By any other name
Although he does not concede there is morale problem at FCC—in fact, he denies it—Chairman Charles D. Ferris is said to have contracted for three-day management seminar next month for key staff members, at least in part because of morale problem. Seminar, from June 7 to 10, will be conducted by management experts assembled by Jack Rosenbloom, of River at Sunrise Institute for Human and Organization Development, who did quick management survey of commission last month ("Closed Circuit," April 30). Ferris last week said experts would discuss with bureau, office and division chiefs and deputies how best to use resources of commission. In response to question, he said seminar had "nothing to do with morale." But other sources at commission say concern over morale was factor in contacting River at Sunrise (which had been recommended by Federal Trade Commission Chairman Michael Petschuk, for whom it had done work). And "interpersonal relationships" are said to be one of matters scheduled for discussion.

Nonnews?
News stories about President Carter's nomination of Lynda Bird Johnson Robb to succeed controversial Bella S. Abzug on National Advisory Committee for Women omitted mention that she's in station and cable ownership in Southwest along with her mother and sister. Daughter of late President Lyndon B. Johnson, she is wife of Lieutenant Governor Charles Robb of Virginia.

Robb owns 21.1% of LBJ Co. in Austin, Tex., as does her sister, Luci Baines Nugent. Their mother, Mrs. Johnson, owns 49.3%. LBJ Co. interests include KLBJ-AM-FM Austin; WEEI-AM/FM Fairfall, Va.; 29% of KWTX-AM-FM-TV Waco, which owns 50% of KBTX-TV Bryan and 75% of KNAL(TV) Victoria, all Texas; 23% of KXII-AM-AM Andmore, Okla., and of KLFY-TV Lafayette, La., and 50% of Capital Cable Co. in Austin (Travis county).

Found homes
With Bolton Broadcasting deciding to get out of representation of U.S. TV stations (BROADCASTING, April 23), new representatives reportedly have been lined up by all outlets hit by Bolton move: WZTV(TV) Nashville and WGOO-TV New Orleans to H R Television; WUTF(TV) Buffalo, N.Y., to WGN Continental Sales; WTAH(TV) Philadelphia to Telerep; WNSN(TV) Chicago to Adam Young Television and WCCB(TV) Charlotte, N.C., to Katz Television.


Owens-Illinois □ Twelve-week campaign begins in late May in six major markets to promote use of glass containers for food and beverage products. Agency: Howard Swink Advertising, Marion, Ohio. Target: men, 18-49.

Jean Pierre □ Ten- or 14-week campaign for Love Affair douche begins in early June in approximately 35 markets in day, late fringe and weekend time. Agency: Barriett, Larson, Peck & Farnell, Los Angeles. Target: women, 18-49.


Carnation □ Four-week campaign for Chefs Blend cat food begins in late May during day and fringe time in 40 markets. Agency: Erwin Wasey; Los Angeles. Target: women, 25-54.


Cheesesbrough-Pond’s □ Four-week campaign for Ragu spaghetti sauce in 34 markets starts in early June during fringe

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**BAR reports television-network sales as of April 22**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended April 22</th>
<th>Total dollars week ended April 22</th>
<th>1979 total minutes</th>
<th>1979 total dollars year to date</th>
<th>1978 total dollars year to date</th>
<th>% change from 1978</th>
</tr>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>167</td>
<td>$1,421,800</td>
<td>2,526</td>
<td>$18,652,800</td>
<td>$16,248,900</td>
<td>+14.6</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,030</td>
<td>15,957</td>
<td>282,604,700</td>
<td>262,082,700</td>
<td>+7.8</td>
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<tr>
<td>Saturday-Sunday</td>
<td>359</td>
<td>10,269,900</td>
<td>5,594</td>
<td>163,850,400</td>
<td>144,383,600</td>
<td>+13.5</td>
</tr>
<tr>
<td>Sign-on-6 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>98</td>
<td>5,040,400</td>
<td>1,574</td>
<td>78,973,000</td>
<td>69,210,800</td>
<td>+14.1</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>27</td>
<td>1,433,900</td>
<td>384</td>
<td>26,502,000</td>
<td>22,207,900</td>
<td>+19.3</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>394</td>
<td>6,581</td>
<td>708,230,600</td>
<td>617,806,400</td>
<td>-14.6</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>238</td>
<td>5,953,900</td>
<td>3,724</td>
<td>87,737,100</td>
<td>+22.7</td>
</tr>
</tbody>
</table>

**Total** | 2,313                             | **$88,888,900**                   | 36,340             | $1,356,510,400                | $1,203,464,500                | +13.5             |

Source: Broadcast Advertisers Reports

Ralston Purina ■ Four-week campaign starts in late May for Hi-Protein Dog Meal with day and prime-time spots in 210 markets. Agency: Della Femina, Travisano & Partners, New York. Target: women, 18-49.


Pizza Hut ■ Three-week campaign for restaurant chain begins in early June during fringe and prime time in 50 markets. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34.


Nestle ■ Campaign for Down Home lemonade begins in June in Cleveland, Columbus, Des Moines and St. Louis. Agency: Case & MacGrath, New York. Target: women, 18-49.

Radio-TV


Becks Beer ■ One-month campaign will begin in late May with TV spots in fringe and prime time in Los Angeles and San Francisco and radio spots in seven Western markets. Agency: Della Femina, Travisano & Partners, Los Angeles. Target: men, 18-49.


Mid-America Farms ■ Three-week campaigns begins May 28 in about 11 markets in fringe time for Sport Shake Drink, FroYo (frozen yogurt) and Fruit T Boot yogurt products. Agency: Paragon Advertising, Minneapolis. Target, men and women, 18-54.

Gordon's Jewelry ■ One-week campaign for jewelry company's line of traditional gifts starts in late May with spots in 58 radio and 20 TV markets. TV spots will be during fringe and prime time. Agency: Ketchum, MacLeod & Grover, Houston. Target: adults, 18-34.

Radio only


Programming.

In FM, they all come together more successfully when you’re delivering the right sound to the right audience.

RCA can help you do just that, with The New Bright Sound line of FM equipment: transmitters at 3, 5, 10, 20, and 40 kw power levels, with the new RCA BTE-115 exciter system. Low, medium, and high gain circularly polarized antennas. Audio consoles. Recorders and audio processors.

You can specify a total RCA system, or get just what you need now—and add-on later.

Contact your RCA representative or call RCA Radio Broadcast Systems, Building 2-2, Camden, N.J. 08102. Phone: (609) 338-2948.

RCA Radio Broadcast Systems
First with young women.

In 5-station Cleveland at 6:30 weekdays, Andy defeats "Dinah" and 3 network news shows to win the most women 18-49 (42 share) and women 18-34 (53 share) for independent uhf WUAB-TV.

In 5-station Atlanta at 6:00 weekdays, Andy defeats 3 local news shows and "The Brady Bunch" to win the most women 18-49 (25 share) and women 18-34 (34 share) for independent uhf WTCG.

In 8-station Chicago at 5:00 weekdays, Andy defeats "The Rookies," "The Brady Bunch," 3 local news shows and other competition to win the most women 18-49 (33 share) and women 18-34 (39 share) for independent WGN-TV.

In 4-station Denver at 5:30 weekdays, Andy defeats one network and 2 local news shows to win the most women 18-49 (36 share) and women 18-34 (47 share) for independent KWGN.

In any size market, on an affiliate or independent, in a variety of time periods and against all competition... Andy Griffith wins your key audiences of young women. Time and time again.
PEATING!

First with young women.

In 6-station New York at 9:00 am weekdays, Andy defeats "Every Day," "Phil Donahue," "A.M. New York," "Joe Franklin" and "The Munsters" to win the most women 18-49 (31 share) and women 18-34 (34 share) for independent WNEW-TV.

In 3-station Raleigh-Durham at 5:30 weekdays, Andy defeats "Merv Griffin" and the "Early Show" to win the most women 18-49 (67 share) and women 18-34 (70 share) for affiliate WRAL-TV.

In 6-station Washington, D.C. at 6:00 weekdays, Andy defeats "Bionic Woman" and 4 local news shows to win the most women 18-49 (29 share) and women 18-34 (39 share) for independent WTTG.

In 3-station Columbus, Ohio, at 10:30 am weekdays, Andy defeats "The Price Is Right" and "All-Star Secrets" to win the most women 18-49 (53 share) and women 18-34 (56 share) for affiliate WTVN-TV.

The Andy Griffith Show

Source: Arbitron, 2/79. Audience estimates are subject to qualifications available on request.
This proud golden lady represents the National Association Of Television Program Executives choice for the best 1978 sports program produced in a television market smaller than the 25th. To win her, we competed with stations in markets four times our size. But, we wouldn't have entered the competition if we hadn't thought we might win. The program that won is typical of the excellent work we do year round.

It's great to be recognized by your peers. It's even better to be made the unquestioned leader in your market by your viewers. That’s what they’ve done for us, and by as much as a four to one margin.

OUR VIEWERS SAY WE'RE BEST, TOO.

WIBW
TV-Radio-FM
Topeka, Kansas
(913) 272-3456

Represented Nationally by KATZ

BROADCAST SERVICES OF STAUFFER COMMUNICATIONS, INC.
WIBW TV-AM-FM
CBS-Topeka
KGNC-AM-FM
CBS-Amarillo
WIBW TV-AM-FM
CBS-Topeka
KGNC-AM-FM
CBS-Amarillo
ALL-AMERICAN TELEVISION NETWORK
TOTAL TELEVISION—CATV-Amarillo
KANSAS CITY ROYALS BASEBALL NETWORK

*ARIBNSI Feb '78. ADF share 6:00 PM. Mon-Fri. Ratings subject to the limitations therein.
The other half of the equation in a spot-TV effort

There are many parts that make up the whole of a manufacturer's spot TV campaign, and each is critical.

Over the last 10 years, I've worked on a number of these promotions. I've seen some great successes and a few failures.

Recently, one manufacturer's national spot television campaign was very successful in most markets, but only moderately successful in others. All of the successful sales ingredients were there: a unique and desirable product, a highly creative and provocative television commercial, beautiful four-color point-of-sale material, shelf talkers and price cards, attractive sales kits for both dealers and distributors, and adequate distribution of product.

The first step in designing this campaign was to create a media plan for the market in which the product was distributed. Simultaneously, sales kits for distributors and dealers were created after the media plan and sales materials were developed, spark-plug meetings were held with manufacturer salesmen to exhibit the commercials and point-of-sale material and to generate enthusiasm for the promotion.

The next step was for the manufacturer's sales people to sell the campaign to the company's distributors. Usually distributor participation includes certain product purchase requirements. This was the case here.

Following distributor commitment, the TV spots were purchased. Each distributor received an allotment of television spots to be used in his marketing area. In turn, distributors organized the dealers. Dealers were supplied with adequate stock, price cards and point-of-purchase material.

The distributors and dealers are key links in the chain. Distributor salesmen must be sure that dealers build adequate displays with proper price information. Store managers and sales clerks must be made aware of the timing and impact of the advertising campaign. When a customer asks for the TV advertised special the clerk must know what it's all about.

It is distributor-dealer cooperation that can make or break the success of a retail-oriented radio or television campaign, as was dramatically demonstrated in this case.

In one major market the dealers sold out in the first day. They had to reorder twice during the term of the campaign, and on the last reorder customers were buying right out of the trucks. In a similar-size market, the campaign was only moderately successful.

In analyzing the difference between the two, and all the other markets, it was discovered that in markets where there was complete follow-through, the campaign was a smashing success; where there was only casual cooperation, success was marginal.

In one of the lukewarm markets, I found that half of the stores did not build displays. Pricing was not the advertised price, but much higher. Clerks and store managers had not been briefed about the promotion by upper management. When customers approached a clerk about the TV special, the clerk knew nothing about it.

This happens all too often. The purchasing department of a retailer contracts for a manufacturer promotion, but neglects to tell the people on the firing line about it. The manufacturer had spent big dollars to saturate the television market, but mediocre follow-through directly and negatively affected the success of the campaign.

Spot television's ability to move product in event promotions is unequalled, but only if the other half of the equation—the coordination of distributor/dealer participation—is properly planned. To insure success and prevent loss of control, manufacturers might devise a checklist of distributor-dealer activities.

The list would include these questions:

- Is the timing of the campaign proper?
- Is the consumer receptive to your product at this time? Have factors such as seasons and holidays been considered? What about the competition? Are they planning sales at this time?
- Is the advertised item properly and competitively priced? Is it really a sale and attractive to the consumer as such?
- Have distributors been briefed about the time frame of the campaign? Have they been given sales kits, display and promotional point-of-sale materials? Has material been given to distributors with ample time for delivery to dealers? Has a check system been devised to make sure such materials are in the dealers' possession?
- Have dealer personnel been advised of the campaign? Does the department or store manager have full knowledge of the campaign, sales items, dates? Have dealers been checked as to their commitments regarding sales of other products stocked? What are they doing to promote the spot TV campaign?
- Are they vehicle? Is there a stock available? Can they accommodate point-of-sale material?
- Have dealer managers advised point-of-sale personnel of all information pertinent to the sales? Have sales personnel been adequately prepared to answer consumer questions about the product?
- Have in-store displays been distributed and assembled? Is someone directly responsible for seeing that displays are assembled and properly placed?
- Have dealers been provided the advertising schedule? Do they know the stations, days of the week, dayparts, programs and exact times spots will run? Have they been shown the commercials before they air?
- Have proper dealer tags been provided to stations airing spots? Is someone responsible for making sure that dealer names, logos, store hours, locations, spellings, etc. are correct?
- Are all dealers adequately stocked for the length of the sale or will the run short of merchandise during the sale? Is merchandise readily available if dealers sell over the projected stock?
- Are all merchandise and advertising materials received in a timely manner? Are deadlines met?
- Have all of these questions and delegation of specific responsibilities before the spot TV campaign begins will insure success.
The Two Faces of Patti Berman

Patti Berman is 26 years old. But don’t let her young face fool you. Patti’s other face has the assurance that comes with years of experience. AP Radio’s editor and weekend anchor began her career at 17. Since then, she has been news director of American University’s AM station, anchored radio newscasts for WNAV and WRYE, Annapolis, and reported on-camera for Metro Media TV.

Faced with the choice: radio or TV, Patti came to AP. We like that. We’re like Patti Berman.

Professional.

Datebook

This week

May 13-15 — NBC-TV affiliate annual meeting, Century Plaza hotel, Los Angeles.

May 13-16 — Public Broadcasters’ Organization of Michigan annual meeting, Bayne Highlands Resort, Harbor Springs, Mich.; Congress of the NAJ, Marriott, George E. Lott, Northern Michigan University, Marquette 49855.

May 14—Hearings throughout week on broadcast and cable sections of Communications Act rewrite, before House Communications Subcommittee, Rayburn House Office building, Washington.

May 14-17 — Conference for journalists on “The Role of Television and Newspapers in American Life,” sponsored by The Washington Journalism Center. Speakers and discussion leaders will include Representative Lionel Van Deerin (D-Calif.); Henry Geller, assistant secretary of commerce for communications; Peter Hoffman, McHugh, & Hoffman, and author Ben Stein. Watergate hotel, Washington. Registration and information: (202) 331-7977. Conference will be limited to 15 to 20 working journalists.

May 15 — New deadline for comments to FCC on AM stereophonic broadcasting (Docket 21313). Previous deadline was March 30. Replies are now due June 15.


May 16 — National Radio Broadcasters Association radio sales day, Americana, New York.


May 18-19 — American Association of Advertising Agencies annual meeting, Greenbrier, White Sulphur Springs, WV.

May 17 — Television Bureau of Advertising regional sales meeting, Marriott, Kansas City.

May 17-18 — Consumer conference at University of Wisconsin’s Center for Consumer Affairs, with assistance from Milwaukee Journal, WMJ-TV Milwaukee, WMAG-TV Chicago and University of Wisconsin Department of Agricultural Journalism. Theme will be the problems, strategies and rewards of consumer journalism, Marc Plaza hotel, Milwaukee. Information: (414) 224-4177.

May 17-19 — New Mexico Broadcasters Association annual convention, Holiday Inn, Farmington, N.M.

May 18 — Radio/Television News Directors Association Prairie regional conference, Sheraton Centre, Regina, Sask.

May 18 — Pacific Pioneer Broadcasters luncheon meeting and salute to TV personality Soupy Sales, Sportsman’s Lodge, Studio City, Calif.


May 18-19 — National Broadcast Association for Community Affairs Mid-Atlantic states regional conference, Marriott hotel, Philadelphia.

May 20-23 — National Cable Television Association annual convention, Las Vegas Convention Center, Las Vegas.

May 20-23 — CBS TV affiliates annual meeting, Century Plaza hotel, Los Angeles.

May 21 — Hearings throughout week on broadcast and cable sections of Communications Act rewrite, before House Communications Subcommittee, Rayburn House Office building, Washington.


May 23 — Second annual creative awards luncheon of Northern California Broadcasters Association. Honors are presented to writers and producers of commercials. St. Francis hotel, San Francisco.

May 23 — Revised date for National Radio Broadcasting Association radio sales day, Sheraton Airport Inn, Atlanta.

May 24 — National Radio Broadcasters Association radio sales day, Hyatt Regency O’Hare, Chicago.


May 25-27 — Southeast regional meeting of National Association of Farm Broadcasters. Myrtle Beach, S.C.

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

May 30 — International Radio and Television Society annual meeting. Broadcasters of Year Award will be presented to Bob Keethan of CBS-TV’s Captain Kangaroo, Waldorf-Astoria, New York.

May 30-31 — American Research Foundation fifth annual midyear conference, Detroit Plaza hotel, Detroit.

May 30-June 2 — Iowa Broadcasters Association

Errata

Production company for ABC’s Working Stiffs (program chart, page 32, May 7 issue) is Paramount, not Universal.

Buyer of WRYZ-AM-FM Jupiter, Fla. (“Changing Hands,” April 16) is half-owned by Thomas M. Rubenstein individually, not as principal of Palm-Martin Development Corp. as reported.

“Fates & Fortunes” caption (May 7, page 87) omitted identifications of National Association of Broadcasters’s Darlene Palmer, chairman of Exhibit ’79, pictures on far left, and Belva Brissett of NAB, second from left, also Mitchell Gyson was misspelled as Micheile.
June 1—National Association of Broadcasters license renewal workshop. Julien Motor Inn, Dubuque, Iowa.

June 1—Deadline for entries National Commission on Working Women broadcast awards program. Submissions for programming about working women must have aired between May 1, 1978, and April 30, 1979. NOCO, 211 Connecticut Avenue, N.W., suite 400, Washington 20036.

June 1-2—Radio Television News Directors Association of Canada national conference. Chateau Halifax, Halifax, N.S.


June 4-5—20th annual spring conference on computerized news systems sponsored by Institute of Electrical and Electronics Engineers, with special session on computer test display systems. Arlington Park Hilton, Arlington Heights, Ill.

June 4-9—Religious Broadcasters “Praesidium in Religious Broadcasting.” Former FCC Chairman Richard W. polis and Pooler Gallup will speak. Nyack College, Nyack, N.Y.

June 5-8—American Association of Advertising Agencies media seminars. Fairmont hotel, San Francisco.

June 5-7—Canadian satellite earth station symposium sponsored by Scientific-Atlanta and LeBell & Royal. Toronto Airport Holiday Inn. Information: Danny B. Tomlinson (418) 677-6555 or Jim Wilson (418) 844-1242.

June 5-7—Ohio Association of Broadcasters spring convention. Stoner's, Dayton, Ohio.


June 6-9—Broadcast Promotion Association 24th annual convention. Opryland, Nashville.

June 6-9—Broadcasters Designers Association second annual seminar, in conjunction with Broadcast Promotion Association, Nashville. Registrations: Bob Regler, KOLN-TV Box 30350, Lincoln, Neb. 68503.


June 7—Television Bureau of Advertising regional sales meeting. Hyatt O'Hare, Chicago.

June 7-8—National Association of Broadcasters license renewal workshop. Rock Land Lodge, Table Rock, Mo.

June 7-8—Fifth annual Northeast CATV technical seminar. New York State Commission on Cable Television, State University of New York and New York State CATV Association, Empire State Plaza Convention Center, Albany, N.Y.


June 7-10—1979 national conference of Investigative Reporters & Editors. Mike Wallace of CBS will be keynote speaker. Also on agenda is address by Federal Trade Commission Chairman Michael Pertschuk. Boston Plaza hotel, Contact: Norita Lee, (617) 523-6611.

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


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


June 14-15—Oregon Association of Broadcasters spring meeting. Bowman's Resort, Wemme, Ore.

June 14-15—Broadcast Financial Management Association annual seminar and board of directors meeting. Sir Francis Drake hotel, San Francisco.


July 1-10—Association of Broadcaster's Radio programing conference. Sluffer's Riverfront Tower, St. Louis.


Oct. 5-7—Mutual Broadcasting affiliates first annual convention, Washington Hilton.


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


Herbert vs. CBS

EDITOR: The editorial, "Last Resort" (April 23) ignores the fact that the recent Supreme Court ruling in the Herbert-CBS case only applies when a story is not true. The decision does not limit traditional libel defenses such as the truthfulness of the story.

The ruling CBS sought would have been undesirable because of its impact on the credibility of the press. Journalists who maliciously publish false stories about public figures deserve to be sued. In some cases, the only way to establish malice is to ask questions about editorial and thought processes.

Instead of making themselves immune from libel suits, serious journalists need to concentrate on countering those who sue for libel without adequate grounds.—Kenneth B. Lucas, consultant, Hutchison, Kan.

EDITOR: In your April 23 editorial on the Supreme Court's latest attack on the First Amendment, you close with: "Maybe its time to turn the talk into action."

Yes! And if we have learned anything from those we report upon, we should take a hint from a prominent farm union leader. He triggers nationwide boycotts against lettuce and bananas to make his point. Our newscasters should:

(1) Publicly and daily object to the Herbert decision; (2) refuse to use the name of any member of the House or Senate on the air or in print, until this encroachment on our freedom is lifted, and (3) place black masks over the faces of all legislators shown on TV, except for those who publicly favor press freedom.—Dick Palmquist, president, Tape Networks Inc., Deland, Calif.

Still in Carson's corner

EDITOR: Johnny Carson's problems with Fred Silverman are pretty amusing to me—Johnny once worked for me for free. I was managing WOW-TV Omaha and between us we developed a program called Carson's Corner to give TV dealers a program for demo purposes.

There was no money, so Johnny produced, presented and emceed the program at no charge. Johnny took smart pills, went to Hollywood and ended up with Fred Silverman. Johnny's a great guy and all of us of the original WOW-TV staff are his greatest fans.—Joe Herold, owner, Herold Broadcasting Co., Sonora, Calif.

Thurm's turn

EDITOR: This is a testimonial. Following the publication of your reporter's interview with me (April 30), I received comments from all over the country from people I hadn't heard from in a long time.

I have been a reader of your publication for many years, but did not realize the extent of both your circulation and readership. Congratulations and keep it up.—Samuel Thurm, senior VP, Association of National Advertisers, Washington.

Men of many hats

EDITOR: It's remarkable how simple things bring back memories. Your cartoon in the April 30 edition was just such an item.

We were privileged to learn the television business in a manner few have experienced. When I was general manager of KXGN-TV Glendive, Mont., for nearly eight years, we learned how to operate with remote control cameras long before the equipment was available on the mar-

But not that big

EDITOR: Your article "Timebuyers Begin To Think A Bit Older" appearing in the April 30 issue was certainly well read, as indicated by the number of calls and requests for additional information we received.

Therefore, I thought it best to drop you a note about a typo that may cause some confusion. The quotation from your story: "Katz statistics show that in the first quarter of 1979, 29% of spot radio presentations ... made by its salesmen included demographic data on adults 25-54."

The correct statistic is 20%. Although 25-54 is indeed a fast-growing demo request it has not yet attained that large figure.—Carol Gilbert Mayberry, director of radio research, The Katz Agency, New York.
We helped this man realize his ambition.

KTVI ACTION 2 CASE HISTORY

Over 7 years ago, Joe Redondo fell through a ceiling and suffered severe spinal injuries. Twenty-six operations later and Joe still wears an electronic nerve stimulator. He wanted to go to Nursing School to be able to help others as he was helped.

Joe Redondo enrolled in Nursing School and applied for Federal Government money he was entitled to for his education. But the Federal Government refused to provide aid, claiming he was "totally disabled" and unable to pursue a nursing career. Yet, Joe was already getting good grades and proving he could provide full nursing services to patients. He wanted that Nursing Diploma but without the Federal money he was unable to continue his education.

Joe came to KTVI ACTION 2. After hearing his story, KTVI ACTION 2 set out to prove he could and would be a good, efficient, fully qualified nurse.

ON APRIL 12, 1979, JOE REDONDO WAS TOLD HE COULD CONTINUE HIS NURSING EDUCATION BECAUSE HE WAS TO RECEIVE THE FEDERAL MONEY HE WAS ENTITLED TO.

KTVI ACTION 2—there to help those who need it!
Radio’s next in line for the dash to deregulation

FCC has bigger ideas than proposal for limited experiment; wide-ranging rulemaking readied

The FCC last week took off at high speed down the road to deregulation of radio, the drive fueled by economic data indicating that some of its regulation is superfluous. The major questions left unanswered after the commissioners’ three-hour meeting on the subject on Tuesday were the number of markets that would be affected, the manner in which deregulation would be crafted—and whether citizen groups would attempt to run the deregulatory drive into a ditch.

The commission’s lawyers were clearly worried about the last question, as they cautioned the commissioners on the legal limits of the agency’s authority to deregulate. The lawyers do not expect citizen groups to sit idly by while the regulatory levers used over the past dozen years to influence broadcasters’ programming and employment practices are removed.

And Dr. Everett Parker of the Office of Communication of the United Church of Christ last week made it clear a court suit is a possibility. “We don’t know what the commission is going to do,” he said. “But we’d be concerned about the elimination of EEO rules and rules mandating that stations represent their local communities and afford an opportunity for all elements to be heard.”

Whether the issue becomes a court case, citizen groups are said to be frustrated and angry at not having had an opportunity thus far to present their views. An opportunity to comment formally will come when the commission issues a notice of rulemaking. But Citizens Communications Center has written the commission, asking that it hold hearings in cities around the country on the issue. It has not yet received an answer.

“Any presentation has been one-sided,” said Citizens’ Edward Kuhlman. “And the commissioners’ minds seem to be made up.”

He feels the commission has its priorities backward. If the commission is concerned about competition, he said, it should complete some other pending matters before dealing with deregulation—breakdown of the clear channels, opening the door to low-power television service in urban and rural areas, strengthening UHF.

Nor is Kuhlman impressed with the evidence on which the FCC is proceeding. Before it accepts the validity of broadcasters’ logs, he said, it should monitor the stations’ performance. (Ironically, FCC Chairman Charles D. Ferris’s administrative assistant, Frank Lloyd, and the General Counsel’s Office lawyer working most closely on the deregulation project, Lewis Paper, are former Citizens’ lawyers. Lloyd is a former director.)

The commissioners’ discussion made it clear the commission did not intend to abandon equal employment opportunity regulations. But the regulatory underpinning for the other matters of concern to Parker—one of the pioneers of the citizen movement in broadcasting—could well be swept away. The marketplace, they seemed convinced, is providing the necessary regulation. The staff noted that the number of radio stations has jumped from 583 AM’s in 1934 to 8,440 AM’s and FM’s in 1978.

At stake in the proceeding are the commission’s radio license-renewal processing standards for news and public affairs programming, as well as commercialization, and the formal procedures broadcasters must follow in ascertaining community needs and interests, although not the ascertain-
Four years of spokesmen for free speech is unlawful, the commission's articulate decision on the issues, said Tyrone Quello, NAB's General Counsel. Quello said, "From its first notice of rulemaking aimed at creating a radio deregulatory experiment in more than 100 of the major markets. The staff was not prepared; some economic data remained to be compiled. But the material that the staff—and the National Association of Broadcasters—had presented was sufficient to prompt the commissioners to think taller thoughts than they had in preparing for the meeting. Radio stations appeared to be providing more informational programming, than called for by the standards and airing fewer commercials."

"The data leads to the conclusion there is no justification for dividing small-market stations from larger-market stations," Chairman Ferris said. And later, when Commissioner James H. Quello said, "From what I see, there is no need to experiment," the chairman was almost ready to agree. He expressed the hope that data yet to be obtained from the small-market stations would obviate the need for an experiment.

The commission directed the staff to obtain additional data bearing on the issues, to redraft the notice of rulemaking to include a number of options and to present to him the commission for a decision by the end of the month.

Nor is that all. The commission will consider as well a proposed notice of inquiry into whether the commission should retain, modify or eliminate some 80 rules and policies governing all broadcasters' business dealings. They include such matters as fraudulent billing, network clipping, coverage maps (which may mislead advertisers), rebroadcast consent, the use of combination rates by stations under different ownership and network programming agreements.

But it was the proposed notice of rulemaking regarding radio and what it would include that occupied most of the commission's time. The options are expected to include proposals for deregulation, with or without an experiment. (Deregulation would probably apply to all markets, at least in the case of informational programming. Some staff members feel the available evidence is not persuasive that small-market stations—that those with fewer than eight or nine stations—would not devote more time to commercial matter than permitted under present standards if standards were removed."

In either case, the notice would contain additional data bearing on the issues, to redraft the notice of rulemaking to include a number of options and to present to him the commission for a decision by the end of the month.

The notice will probably include as well proposals offered by Commissioner Tyrone Brown and the NAB. These are essentially the same—NAB patterned its proposal on the commissioner's—and simply call for elimination of the processing standards and the formal ascertainment requirements. Brown's, however, would also require radio stations to broadcast a fixed percentage of local public service programming. Last week, he said why, "I agree the tremendous growth of radio stations has created great diversity," he said. "But I'm not prepared to say the broadcaster has no public interest obligation. Specialization will occur, but we can't walk away from the public service obligation, and say that a station can simply be a Muzak. Why are we giving it a license?"

For Brown, at least, the kind of deregulation the commission is considering would carry with it a responsibility for the commission. "We will have to place new emphasis on the number of voices in a market"—though he was not talking of divestiture, he made clear later—"on the number of minorities owning stations, and—on continued enforcement of the EEO program," he said. "That's the other side of the coin."

General Counsel Robert Bruce termed the NAB and Brown proposals "more limited" than the idea contained in the draft notice of rulemaking. For their part, he said, the commission would simply return to the system of case-by-case processing of renewal applications it had followed before adopting the processing standards and the formal ascertainment procedures in the early 1970's. An experiment in any number of markets could not be a prerequisite, he said. But simply deregulating stations, he said, "is a larger step.

Certainly, Lewis Paper, the member of the staff who has been working closely on the deregulatory project, seemed to think so. He noted that the deregulation approach would involve a change in policy from reviewing a licensee's service on an individual basis to reviewing the service of all the stations in a market. That, he said,
raises a number of "statutory questions," including the manner in which the commission reviews petitions to deny renewal and competing applications.

Commissioner Joseph Fogarty also warned against deregulation without an experiment. Without one, "we are faced with precise case law" which, he said, indicates that the commission "needs solid ground for changing policy." He said the U.S. Court of Appeals in Washington has made it clear it wants "a broad basis on which to decide whether the commission has acted reasonably." The economic analysis that underlay the discussion was done by the Office of Plans and Policy and was designed to test the theory that marketplace forces would provide adequate regulation. Dr. Nina Corn- nell, who heads the office, feels the data prove the thesis. In fact, she argued in a staff briefing of Ferris on Monday, that the data justified expanding the proposed experiment to all radio markets.

However, as she noted, more information is required. The data on commercialization is limited to Georgia and Alabama renewal applicants, the only ones available at the commission for the purpose. And that data indicates that while it is rare that a radio station in a market with 11 or more outlets needs the 15-minute per hour limit (with exceptions) set in the processing standards, it is not unheard of among stations in smaller markets. All told, the stations studied constitute 14 markets.

The analysis of stations' performance in terms of informational programming was regarded by some staff members as more persuasive, although Ferris and Cornell both said more data is needed. An analysis of 171 markets, ranging in number of stations from eight to more than 31, showed that even in the smallest markets, stations were broadcasting far more news and public affairs programming than called for by the commission's processing standards—6% in the case of FM, 8% in the case of AM. (In fact, the commission data is probably conservative, since the standard used by the commission includes "other" nonentertainment programming, including agricultural, religious and educa-

The OPP data shows that 58.7% of the stations in the smallest markets studied—those with eight or nine outlets—devote 10%-25% of their time to news and public affairs programming. Almost 4% of the stations in the largest markets and 4.5% of the station in markets with between 23 and 31 outlets devote more than 50% of their time to such programming. (It is in the larger markets, Kelso noted, that all-news operations and National Public Radio stations are found.)

Furthermore, Cornell said the data indicates stations are not airing such programming simply as "insurance" against problems with the commission. If that were the case, she said, it would be aired in "dead time." But a study of the Georgia and Alabama renewal applicants shows the bulk of such programming is broadcast during morning drive time. Therefore, she said, it must be profitable.

Although most of OPP's analysis of the time devoted to news and public programming involved stations in markets with at least seven outlets, the NAB provided a study indicating that the performance of stations in the smallest markets was similar.

(Presentation of the study was not the NAB's only contribution to the commission consideration of the deregulatory proposals. A delegation of executives, including President Vincent "Vince" Summers, called on commissioners and pressed the argument that even one-station markets should be included in any deregulatory effort.)

The trade associations representing the stations that would be affected by deregulation issued statements stating they were "encouraged" by the commission's discussion and by their reaction to the data around which much of it revolved.

NAB executive vice president and general manager John B. Summers said the statistics "demonstrate that the radio industry can be deregulated immediately without any loss of service to the public. These numbers prove that radio stations, including those in the small markets, serve their communities, and will be able to serve better without the burden of those unnecessary rules."

Ab Voron, executive vice president of the National Radio Broadcasters Association, said the commission study was no "surprise," and added, "The most encouraging development is that it now appears that the FCC may extend deregulation to all radio markets, large and small."

He also said the NRBA will submit the results of the small-market programming survey it has completed to the commission this week.

As one observer noted on leaving the commission meeting on Tuesday, the commission can count on the support of the broadcasters as it moves toward deregulation. "Now all it has to work on is the citizen groups."

One of Philip Verveer's first accomplishments as Broadcast Bureau chief was to rescue commissioners, at least temporarily, from hook on which some appeared to be suspended during meeting last week. Staff had recommended that renewal of Christian Broadcasting Association's KAM-AM-FM Honolulu be designated for hearing on alleged violation of employment opportunity rules. But Chairman Cahill was reluctant to go along, said it was difficult to distinguish, on basis of employment statistics, that EEO case from another on agenda involving Honolulu station, KXMM/RL.

Staff recommended that station be given short-term renewal and ordered to file quarterly EEO reports. Unlike KAM-AM-FM staff said, KXMM was making effort to improve EEO performance. "You're attempting to evaluate intent," chairman said. Additional complic-

Worldvision Enterprises, supplier of children's Discovery series, has pulled program plug on superstation wcatv Atlanta and asked that all prints be returned. In letter to station, Worldvision attorney said company was exercising option in contract signed July 1977. Agree-ment says Worldvision can cancel if wrcv makes program available for satellite transmission—which it has been doing for two years. Worldvi-

tion President Kevin O'Sullivan says agreements he has around country can be adversely affected by satellite arrangement, adding: "If Turner wants to make points with the public or the [FCC] by putting on meaningful programming, he'll have to pay the price for it."

FCC has reconsidered its 1974 denial of renewal of Kait-tv Jonesboro, Ark, and has granted renewal.

Commission had originally denied renewal of George T. Hernreich's station after inquiry into whether Hernreich and number of other licensees had made payments to ABC officials to obtain network affiliations or effect favorable changes in existing contracts. Commission's reconsideration was based on Hernreich petition alleging that commission had not treated KAIT-TV and other licensees in like manner. Only three other licenses were set for hearing, and only KAIT-TV's license was not renewed.

John A. Schneider, former president of CBS/Broadcast Group, will be awarded honorary doctor of laws degree from Notre Dame University at commencement exercises May 20. He's ND alumnus (class of 48) and, along with NBC Chairman Jane Cahill Pfeiffer, is member of university's board of trustees.
No resting on laurels for ABC-TV

Network chiefs tell affiliates that both must look aggressively to challenges that lie ahead

ABC-TV affiliates, gathered in record numbers in Los Angeles last week to celebrate the past and present, were urged by ABC's top leaders to look to the future—not only their own, but that of television generally.

Celebrate they did, and there was no one who would say them nay. But from ABC Inc. Chairman Leonard H. Goldenson down, the message from the top was that the best was yet to come—but only if they made it so.

For the almost 900 station people (including spouses) on hand—the largest crowd in ABC-TV convention history—the network's presentations offered self-congratulations aplenty. They had come a long way in three years, from a trailing third to a dominant first, and they were determined, ABC executives declared—and the affiliates were ready to believe—to expand their lead.

It began with James E. Duffy, president of ABC-TV, who called on his network's affiliates Monday to meet the challenge of the 1980's by continuing to "do what we do best—and then do it better."

"If we can do that," he said, "then it can truly be said, the best is yet to come."

Opening the annual convention of affiliates at Los Angeles, Duffy told the station executives that in view of ABC's rise to pre-eminence in the ratings it would be all right for them to celebrate, but that it would not be enough. "Leadership," he said, "imposes special responsibilities."

"Even our severest critics would probably forgive us on this occasion if we did nothing but relax and celebrate what has happened to ABC in the 1970's," he said. "But our vision," Goldenson challenged in a brief exhortation at the end, "should not be limited just to the coming season. It should also focus on the years beyond—on the continuity of our efforts over the long haul."

"I think of continuity in terms of year-in, year-out commitment to innovation in our programs, for that is what will keep us fresh and vital. I think of continuity in terms of our commitment to news, for that is the unchanging keystone of our public service. But, especially, I think of continuity in terms of the ABC management team, and the ABC partnership of network and affiliated stations."

Goldenson said the team built by ABC Inc. President Elton Rule and ABC Television President Fred Pierce is "unsurpassed," and that the naming of Pierce as executive vice president of ABC Inc., in addition to his presidency of ABC Televison (BROADCASTING, May 7), was meant to signify "that we intend the team to continue in force as far ahead as we can foresee."

Goldenson also called for continuity of the partnership between ABC and its affiliates: "Neither of us could be where we are today without the other. Leadership, and "on behalf of everyone at ABC, I want to thank you again for everything you have done to lift us to the top, and for everything I know you will do in the future to keep us there."

President Rule, too, showed gratitude to the affiliates. At the outset of his speech at the windup session, he asked all ABC network people in the room to stand up—and applaud the affiliates. "Without you," he said, "there'd be no ball game, and we know it."

Rule urged the affiliates to "rededicate" themselves to serving the public.

"If we serve them as well as we can," he said, "none of these new technologies can supplant us as the basic national medium of information and entertainment. They may well carve out profitable niches for themselves, but not at our expense."

In a third major address, the affiliates were urged by Pierce to seek new ways to tell the story of the American system of broadcasting, and its benefits, to people in their communities.

Many, he said, including the chairman of the FCC, "have speculated about the decline of the present television system—and seem to be trying to hasten it"—although in fact, viewership is increasing.

"If I were to try to summarize in one sentence the challenge of the 1980's for us," Pierce said, "it would be this: to maintain and build our strong position of industry leadership, and to exercise that leadership to defend and enhance our system of free, advertiser-supported television in the U.S."

Pierce, he said, is "our first consideration." But in addition, he asserted, "we are also going to have to tell our story much more effectively than in the past, nationally and in every community...I urge every general manager to seek ways to build understanding and appreciation locally of the present free television system...and to make clear what would be lost if it is eroded."

ABC says it's got it all—all day long

TV network reports to affiliates that it's delivering more homes, in dayparts, than competition

ABC-TV claimed the last bastion of CBS-TV's former ratings supremacy last week.

When ABC took the prime-time ratings laurels in 1976-77, after CBS had ruled the roost for more than 20 years, CBS retaliated that it still held the network that viewers most often turned to throughout the broadcast day.

Last week, in sessions showing the programming ABC has in store for 1979-80, ABC executives let their affiliates know that CBS had been deposed again. Without mentioning the CBS claim, Marvin Mord, ABC vice president for research services, told the affiliates convention that in calendar 1978, "at any given moment, from sign-on to sign-off, seven days a week, 52 weeks per year, ABC was delivering 11% more homes than CBS and 14% more homes than NBC."

The average ratings, sign-on to sign-off, Mord said, were 10.0 for ABC, 9.0 for CBS and 8.3 for NBC.

In prime time, he continued, ABC has been number one for the past 14 consecutive quarters, led CBS in the household ratings by 13% and NBC by 24% during the 1978-79 season and—a point not intended to be lost on the affiliates—was number one in the past 10 local-measurement sweep periods.

Looking ahead, ABC Entertainment President Anthony D. Thomopoulos and associates outlined and explained the 1979-80 schedule they had unveiled for
Until now, no one offered the cable system operator a complete, flexible, inexpensive Computerized Business System. Now Station Business Systems, the leader in automated broadcast business systems, presents the new uncompromising Subscriber Business System.

With current systems you had to settle for such limitations as off-site billing, delayed reports, high cost per subscriber... and because the selection was limited you had to make compromises, not choices.

Now you can choose the Subscriber Business System that was designed as a result of extensive research. We are a division of Control Data Corporation and we had the resources and expertise available to provide a better system. And we could afford the time to get it right.

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advertisers and agencies earlier in the month. It concentrated on repairing ABC's "weaknesses" in its Monday, Friday, Saturday and Sunday early evening time periods, on using current 9-10 p.m. programming as "bedrock" for improvements fore and aft and on using established hits as lead-ins or "hammocks" for new shows (Broadcasting, April 30).

Thompson summed up:

"We had some weaknesses this past season in the early-evening hours, and we have aggressively attacked them. In fact, we have on six nights returning shows at 8 o'clock that averaged a 44 share of audience. About three-quarters of our schedule consists of returning track-record shows. These 18 series are all hits. There isn't a marginal performer among them. They average, for 1979 to date, a 37 share. And to that base we add eight new shows—five comedies and three dramas.

"These new programs are widely varied in style and form, adding balance and diversity that we set as a goal. They come from eight producers who are the best in the business. These creative teams insure a standard of quality that is our most important criterion.

"We approached this schedule with the determination to take nothing, absolutely nothing, for granted, and to do everything possible to maintain our momentum in prime time. We believe, and strongly believe, that we have come up with a schedule that can and will do just that."

As for the competition, he said the shows CBS is returning had a 32 average share last season, NBC's had a 29—and ABC's a 37.

Pilots of three of the new shows were shown, along with snippets from several other new series. The pilots were those of Benson, a spin-off from Soap; Hart in San Francisco, a comedy alternatively called Man From Scotland Yard, and The Lazarus Factor, a hospital drama. The affiliates seemed to like them all, with Benson probably their first choice.

The affiliates also heard news in other program areas. Brandon Stoddard, ABC Entertainment's senior vice president for dramatic programs, motion pictures and novels for television, announced that Jane Fonda had been signed to make her dramatic TV debut in a film yet to be chosen; that Peter O'Toole and Peter Strauss will head an all-star cast in Masada, an eight-hour novel for television (with a production budget of $18 million) to be presented next April; that production on The French Atlantic Affairs, a six-hour movie based on Ernest Lehman's novel of the same title, will start in July, and that Tony Musante, Robert Conrad, Jeff Conway and Billy Crystal have been signed for the four-hour movie, Breaking Up Is Hard To Do, dealing with divorce from a male point of view.

"We've embarked on a new golden age of drama in our medium," Thompson said of the plans for TV movies and novels for TV.

Lewis Erlicht, ABC Entertainment's vice president and general manager, announced that John Travolta, Goldie Hawn, John Ritter and Donna Summer had been signed for variety specials over the next two seasons, and Marcia Carsey, senior vice president for comedy and variety programs, announced that Eileen Brennan, star of the midseason 1300 Queens Boulevard, will star in A New Kind of Family, one of the comedies scheduled in the 7-8 p.m. NYT block on Sundays (page 24).

Reports of dominance or gains—or both—in other dayparts preceded the unveiling of the new prime-time schedule for the affiliates.

Squire Rushnell, vice president for children's and early-morning programming, confided that the Good Morning America staff originally had hoped for an average weekly rating of 4 or better—for four weeks in a row "to show it wasn't a fluke." Now, he said, the early-morning program has had 15 consecutive weeks with ratings of 4 or better and beat NBC's Today show for the week ended May 4.

Jacqueline Smith, vice president for
daytime programs, reviewed the daytime schedule—"fun and games in the morning and love in the afternoon"—which Thompson said in terms of total homes has gone from "barely ahead" to well ahead of second-place CBS in the past year and commands a 46% share of women viewers aged 18-49, as compared with 33% for CBS and 21% for NBC.

In the late-night period, Lewis Erlicht, vice president and general manager of ABC Entertainment, said ABC expects to improve its ratings "appreciably" each night, especially with reports that Johnny Carson may leave NBC's Tonight show and CBS may drop reruns of Rockford File and MA: Szp.

Except on Monday night when Monday Night Football extends into the late-night period, Erlicht said the weeknight schedule would be Movie of the Week on Tuesdays, Love Boat repeats on Wednesdays, Police Woman repeats on Thursdays, and Charlie's Angels repeats on Fridays.

In addition, Erlicht announced, Baretta will be scheduled as a second feature on Wednesday and Thursday nights in the fall, following Love Boat and Police Woman, respectively.

Erlicht also announced three new projects. to develop new talent: Off the Wall, Low Moon Spectacular and Friday's.

In sports, Arledge said, ABC continues to widen its lead over the other networks.

John Martin, vice president, ABC Sports programs, told the affiliates that in the first quarter of 1979, ABC had the five highest rated sports programs and six of the top seven, and that ABC Wide World of Sports reached audiences larger than those of the CBS and NBC counterparts combined.

To this, Arledge added the announcement that Fran Tarkenton, veteran pro football quarterback, had just been signed to a multiyear contract to provide football commentary on ABC starting this fall.

**TOP OF THE WEEK**

**Good news ratings mean good news**

ABC-TV affiliates were assured last week that their network was doing better—much better—in the area where it had been doing worst, at least as far as ratings were concerned: news.

They responded with prolonged applause when they were reminded, at their annual convention, that ABC's World News Tonight was now only three rating points behind CBS Evening News and "virtually tied" with second-place NBC Nightly News (Broadcasting, April 30).

But that wasn't all, they were told: ABC News Closeup is up 11% in ratings from a year ago while the ratings of its NBC and CBS counterparts have declined, and Closeup is now ahead of both. "Network news viewers are getting the ABC habit," said Marvin Mord, ABC Television's vice president for research services.

Mord also had results of some special surveys to hearten the affiliates. Of all the viewers surveyed, he said, 66% said they thought World News Tonight had improved in recent months.

Of the ABC News viewers questioned, he said, 83% like the multiple-anchor concept introduced on World News Tonight last July. More than that, Mord continued, 63% of CBS News viewers who were surveyed, and 60% of NBC News viewers, also think it's good approach.

Compared with viewers whose primary allegiances are to the news on other networks, he said, ABC News partisans are more likely to think their own network is "doing most to improve coverage" (51%), "covers news from the scene better than other networks" (55%) and is "most likely to have a scoop" (65%).
NBC affiliates have their turn this week; for them, too, it's all eyes forward.

With nothing to cheer about in the past year, that network's stations gather to hear what they might expect in the fall.

There seems little doubt that this week's meeting of the NBC-TV affiliates will turn out to be the liveliest and, perhaps, most important of the spring's round of network-station conferences. It is unlikely, however, to be either the sluggest that some seem to expect or the wake that others dread. The affiliates are concerned, and they are expectant. They are not head-hunting, however—not yet.

Ancil Payne, president of KING-TV Seattle and chairman of the NBC-TV affiliates board, is a happier man this week than many would think he has a right to be. These may not be the best of times for the network, but they are hardly the worst either—as lengthy articles in last week's editions of *Time, The Wall Street Journal* and *The New York Times* suggested.

Payne, who will be overseeing his fourth and last affiliates convention said last week: "I haven't seen any licenses being returned to the FCC, and I haven't seen any mortgages being called in. We may be third, but it's still only a three-man race."

"You don't have to go to Los Angeles to know we've had a very bad year," he continued, but he and other affiliates, who will be gathering today (May 14) and tomorrow at that city's Century Plaza hotel (where ABC-TV met last week and CBS-TV will gather next), are buoyed by what he called an "attitude of expectation."

"Those who come in grumbling will go home grumbling, and those who come in happy will go home that way."

James Yager of WDSU-TV New Orleans, another member of the board (and the designated successor to Payne), admitted that he and other delegates were "terribly concerned" about NBC's position and that the "next 12 months are the key" to the network's future. "The 1979-80 season is the big test" of NBC President Fred Silverman, Yager said. He was critical, however, of the attention Silverman has received from the general-circulation press. "I don't think anyone knowledgeable in broadcasting expected Silverman to turn that network around in 11 months. You don't just wave a wand."

"Everybody's concerned as hell," Yager said. "If there is not a change in 12 months, then NBC may be in serious trouble. I want to come out with some feeling that things are going to turn around."

Although Silverman was at last year's meeting, this week's will be the first at which he will be presenting a schedule of his own making. It will also be the first opportunity for many of the affiliates to see and hear the new NBC chairman, Jane Cahill Pfeiffer, who will be speaking at today's luncheon. Silverman will talk to the station people on Tuesday, immediately after the presentation of the fall schedule.

According to Payne, the affiliates will be "understood to be here for week '79-'80. The number one."

He called the fall schedule "a sizable, material improvement" over this year's and one that he expects to meld nicely with the 1980 Olympics and the presidential election coverage—both of which are expected to improve NBC's performance substantially. Also, Payne said, Silverman will call together "excellent back-up material" to plug gaps that may develop in the schedule.

NBC has shown some of the delegates 15 new programs currently in development, none of which was included in the announced schedule.

(An NBC official in Los Angeles noted that those back-up shows will include a number of situation comedies, a genre with which NBC is not particularly successful while at both CBS and ABC and one notably underrepresented on the NBC schedule announced two weeks ago. The official said that the feeling at the network was that there was a "precise plan" for bringing NBC out of its doldrums.)

Jack Harris, president of KPAC-TV Houston and a former chairman of the affiliates board, called this week's "a very important meeting for NBC," but he declined to characterize in the "make-it-or-break-it" terms that have dominated much of the advance discussion of the convention. "There will be great interest in what Fred Silverman says," Harris said, but he refused to go along with Yager's "no surprises" approach. For the upcoming season would be Silverman's test. He was looking, Harris said, over the next 24 months. "Silverman's no magician."

Like the others, Harris said that the bottom line of this week's meeting would be determined by the programs NBC will be showing. "On paper," he said of the announced schedule, "it looks like an improvement, but not a dramatic improvement."

Trying to convince the stations that it's more than that will be a raft of NBC executives, led by Silverman, Pfeiffer and Robert Mulholland, president of the NBC Television Network, who were hosts last night at an opening reception for affiliates. The convention will get down to brass tacks today. Mulholland will welcome the affiliate representatives this morning at the network's studios in Burbank. There will be program presentations by Lester M. Crystal, president, NBC News Division; Chester Simmons, president, NBC Sports; Don Ohlmeyer, executive producer, NBC Sports; Mike Weinblatt, president, NBC Entertainment, and Jerry Godol, vice president and national program director, NBC Entertainment.

The schedule today also includes a presentation by W. Watts Biggers, vice president, advertising and creative services, on the network's advertising and promotion plans for 1979-80. Pfeiffer will speak to the gathering at lunch today and Silverman, tomorrow.

NBC-TV's 1979-80 prime-time schedule will be previewed tomorrow morning at the Plitt theater in Century City.

The convention will conclude with an entertainment gala tomorrow night.

**WOL set for hearing; distress sale possible**

Payola-plugola changes land station in FCC hot water; problem will not affect Sonderling purchase by Viacom

Sonderling Broadcasting Corp.'s WOL(AM) Washington is likely the latest candidate for a sale to a minority group under the FCC's distress sale policy. That possibility emerged last week when the commission, on May 7, 1979, designated the station's license renewal application for hearing on evidence developed in a payola-plugola investigation.

The commission's action apparently will not kill Viacom International Inc.'s proposal to acquire Sonderling in a stock and cash transaction that was valued last March, when it was announced, at $27,675,000. The proposal did not include Sonderling's motion picture chain or WOPA(AM)-WBMX(FM) Oak Park, Ill., which were to be spun off to Egmont Sonderling, chairman and president, who with his family owns about 25% of the public company. Lawyers for Sonderling and Viacom met with members of the commission staff on Friday to determine how the merger could proceed in light of the WOL matter. "We are looking at all options available," said one of the lawyers.

And one option is a distress sale of WOL. At the conclusion of the meeting, it appeared that Sonderling would dispose of the station under the commission policy permitting broadcasters facing revocation or denial of renewal hearings to sell the properties in question to minority groups at a distress sale price—something less than the "fair market value" of the outlet as a "going concern."

The issues facing Sonderling in a hearing on WOL's renewal include questions as to whether Sonderling allowed its employees to subordinate the public interest to their own in selecting records to play, whether Sonderling or its employees violated the plugola and payola sections of the Communications Act, and whether Sonderling exercised adequate control of the station. The inquiry is known to have involved allegations that disk jockeys used the station to promote concerts, in some of which the DJ's had a financial interest (Broadcasting, Feb. 21, 1977). Another issue involves what the commission said is the "licensee's submission of false documents" to the commission staff.
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Columbia Pictures Television
The FCC last week installed a new Broadcast Bureau chief, Philip Verveer, formerly head of the Cable Television Bureau. He was praised by Chairman Charles Perrius, who pushed the appointment, as "one of the most able, most intellectually honest lawyers I have come across in government." A National Association of Broadcasters executive, however, said the move leaves broadcasters "like a hockey team without a goalie in the net." Verveer was not only controversial outside the commission, he caused an unusual stir within; the commissioners split 4-3 in voting on his appointment. In the backlash of the Broadcast Bureau flap, a Common Carrier Bureau attorney, Randy Nichols, was named head of the Cable Television Bureau, replacing Verveer. That personnel shift was made with less fanfare, the commission's new chairman simultaneously saying it is looking toward the possibility of folding cable into the common carrier operation. Last week, Verveer and Nichols each had something to say about their new jobs.

A deregulator's regulator

At a time when, and in a place where, deregulation now is almost a cult, Philip L. Verveer would be the natural choice for the Broadcast Bureau chief. His job he took over last week. Never mind that his last job was as chief of the Cable Television Bureau—traditionally a natural enemy of the broadcasting industry. Verveer is representative of a new breed of regulator, whose approach is cerebral, and for whom the talk once heard in the corridors of the commission (in what some old timers might call "the good old days"), of "holding broadcasters' feet to the fire," would seem, simply, barbarous.

"I tend to look at the regulatory processes fairly skeptically," the 35-year-old Verveer said last week. "I want to be shown why we do it [regulate in a particular way], and why the public is better off as a result."

His remarks came two weeks after the commission, acting largely on his recommendation and on the basis of a study he had directed, issued a rulemaking aimed at repealing two major cable television rules that had been adopted to protect broadcasters (BROADCASTING, April 30). They also came a day before the commission, in a public meeting, indicated it wanted to free as many radio station licensees as possible of as much of their regulatory burden as the law will allow (see "Top of the Week").

Much of the commission's enthusiasm for the deregulatory project was based on the one hand, on analysis which Verveer feels comfortable: The market place seems to be producing the service mix that is in the public interest. Because for Verveer, the most efficient mechanism for regulating business in the public interest is the marketplace. There are some cases where competition might not work, he says. But generally, for him, competition provides the kind of answers New Dealers once looked to government to provide.

Of course the commission has had its share of members and staffers who believed that government was best that governed least. But in many cases, that attitude was the product of a pro-business bias that Verveer does not seem to share. Indeed, he frankly notes, "I know very little about the broadcasting industry." Nor does he know anything about the broadcasting section of the Communications Act of 1934.

Rather, his approach is intellectual, grounded in the training he received at the University of Chicago Law School in the late 1960's, and shaped during his more than six years in the Justice Department's Antitrust Division. Perhaps as a result, his discussion of his regulatory philosophy is shot through with terms that seem more fitting in an economics or antitrust law textbook.

He regards as unwise, for instance, "intermediate subsidies" (actions taken to protect an industry in the expectation or hope that it will provide a social service). "Direct subsidies" (payments for a particular service, as in the case of funds given public broadcasting), he feels, are superior. Then, too, he talks of "competition as the mechanism by which wealth is transferred from producers to consumers."

Compared to the emotional arguments broadcasting issues have engendered with the commission over the years, it all sounds rather bloodless.

Deregulation, Verveer feels, stems from the same set of theories from which antitrust law springs. Simply "getting rid of inefficacious regulations" is not what deregulation means to him. "We should do that anyway," Rather, he says, "We should try to get rid of restrictions when the competitive process gives us a better outcome than the regulation in terms of the consumers."

And in adopting regulations, he feels, the commission should use great care: "See what's happening now, check it against projections of what is likely to happen. Take a look at the law. Does it require us to act? We should start out looking at what the possible outcome is. And if we regulate at all, do it in the least intrusive way...We can't afford inefficiencies."

There may be cold comfort for some broadcasters in the Verveer philosophy. Since competition looms so large in Verveer's scheme of things, those who know him believe he can be expected to press for further restrictions on multiple ownership. Indeed, one situation where he thinks competition might not work is in a "highly concentrated market," and he talks of the need to be "careful about restrictions on entry" into markets.

Furthermore, he was a part of Justice's Antitrust Division when it was active in broadcasting matters, filing suit against the networks and petitioning the FCC to deny license renewals of a number of newspaper-owned television stations on grounds of concentration of control of media. During the same period, the division sought reversal in court of the commission's crossownership rule because it did not require break-up of existing crossownerships.

Verveer was not involved in any of those actions. But he says that, like others concerned with regulatory matters, he had been a "student" of Donald I. Baker, a high-ranking official of the division elevated to assistant attorney general in 1975. Baker had played a key role in expanding the department's activities into regulatory matters, including those involving broadcasting. Baker was, Verveer says, "the house intellectual... His views on competition and regulation were very pronounced."

At Justice, where he served between 1969 and 1977 (with 19 months out for service with Army intelligence in Korea), Verveer demonstrated a quality of his character that probably should be kept in mind. For four years he was the lead attorney in one of the largest antitrust actions brought by the division—the suit against AT&T aimed at forcing divestiture of some or all of its operating companies and Western Electric, as well as at an "appropriate" disposition of Bell Labs. Clearly, the post was a plum. But Verveer gave it up in a disagreement with his
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superiors over the manner in which the discovery phase of the case was to be conducted.

Verveer discusses the events leading up to his resignation guardedly and makes clear he is attacking no one's motives. "We came to a point at which I felt we should proceed in certain ways and at a certain speed, and I felt we should have a commitment of resources. But there was a difference of opinion with my superiors. Both because of the manner in which they wanted to go forward, and the manner in which they made that decision—it was made in a vacuum; there was little consultation—they forced me to get out of the way. It seemed the sensible and honorable thing to do."

Bureaucrats don't operate in that manner very often. And Verveer says he is not sure he would do it again. "I was green then," he says, half-joking. "It may have seemed things more clearly."

(After leaving Justice, Mr. Verveer spent four months at the Federal Trade Commission before being recruited by Chairman Ferris, reportedly on the recommendation of FTC Chairman Michael Pertshuk [Broadcasting, Jan. 30, 1978].)

For now, Verveer has no concerns about running into similar troubles. And despite his lack of knowledge of broadcasting or the law under which it operates, he seems confident the process by which he will operate—"Adam Smith and supply and demand curves don't resolve all elements that define a civilized society," he says. "But I think the marketplace will give us better results than regulation."

A ride for all it's worth

For some, jumping on a dying horse might not seem the best way to gallop into the future. But Willard R. (Randy) Nichols last week seemed pleased that he had been plucked by the FCC from his job as a special assistant to the chief of the Common Carrier Bureau and named chief of the Cable Television Bureau, succeeding Philip Verveer.

Not that he didn't like his job working for Larry Darbin; he did. But there is "personal satisfaction" in the appointment, he said last week. Besides, he knows most of the people in the Cable Bureau and thinks they are among the best and most innovative among the commission's staff. And, he says, there are "important issues" coming up.

He does not refer to the expectation that the bureau will be folded into the Common Carrier Bureau once the rulemakings aimed at repealing the distant-signal and syndicated-exclusivity rules are completed (Broadcasting, May 7). What amounts to the official commission line is that any discussion of consolidation at this point would constitute "prejudging the rulemaking," and so is avoided.

Besides, a major task at the Cable Bureau is beefing up morale, a task to which Chairman Charles D. Ferris lent his presence last Monday. Assembling the 50odd members of the bureau staff (down from more than 100 a couple of years ago) in the bureau's front office, the chairman promised there would be no quick collapse of the bureau and said there was a great deal of work to be done in the months ahead.

Indeed, Nichols says so many cable issues remain—not only the major deregulatory rulemaking (which also seeks comment on the retransmission consent proposal) but also other proceedings, including one involving the question of whether "saturated" systems must carry local signals and a new generation of applications involving superstation service—"there is no doubt that a cable entity will continue to be necessary." He did not say bureau.

Nichols, who is 32, caught the brass ring of a bureau chief's job on what was his second tour at the commission. He joined the FCC for the first time after graduating from the University of South Carolina Law School in 1974. He was assigned to the General Counsel's Office and in March 1977 was assigned to then-Chairman Richard E. Wiley as a special assistant. When Ferris became chairman, in October 1977, he asked Nichols to stay on and help in the transition, which he did. But in June 1978, he left the commission to rejoin Wiley in the law firm of Kirkland & Ellis.

Seven months later, in January, he was back in the commission. Common Carrier Bureau Chief Lawrence Darby made Mr. Nichols an offer he could not refuse. "I'd never done common carrier work," briefing the general counsel, Ashton Hardy, on cable items on the commission's meeting agenda. He served the same function for Wiley after moving to the chairman's office.

Nichols has not thought much about the cable industry in the recent past. He had no idea he was to be named to head the cable bureau until the evening before the announcement was made, on May 4.

But he began thinking about the industry last week, and he sounded bullish. "It's won some significant court decisions," he said. "It's done well at pleading its case for deregulation before the agency."

And a new environment for the cable industry has been developing . . . All those blue-sky proposals . . . that were never offered are beginning to be offered now." He talked of the Qube experiment, with its interactive service, in Columbus, Ohio, and the increasing number of systems being built with capacity of 20 channels or more.

There's a bright future for the industry," Nichols said. And, for however long it runs, for the Cable Television Bureau, as well, apparently.
### STATION RATING SHARE RANKING

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Source: ARB, February 1979 (subject to survey limitations)

If they gave an Oscar for ratings, Woody would win that, too.

Congratulations, Walter Lantz, on your Oscar for bringing joy and laughter to the world. And to you, too, Woody. Based on the latest ratings, the kids of America love you more than ever. **MCA TV**
Retransmission consent at top of the list at rewrite hearings

Geller first to testify before Van Deerlin subcommittee this week; minority ownership, EEO, radio as public trustee also to be considered

The House Communications Subcommittee rewrite process is back in high gear this week with four days of hearings on the broadcast and cable sections of H.R. 7337. The hearings get going today (May 14) with a look at the possible impact and consequences of retransmission consent. Heading the witness list will be Henry Geller, head of the National Telecommunications and Information Administration and promoter of the retransmission consent idea. Geller will be followed by a panel that includes Baseball Commissioner Bowie Kuhn and Jack Valenti, president of the Motion Picture Association of America.

Today's afternoon session has 11 witnesses tentatively scheduled, including producer Norman Lear, superstation WTCG Atlanta owner Ted Turner and National Basketball Association Commissioner Larry O'Brien.

Tuesday will be devoted to a panel discussion on minority ownership of radio and TV stations, examining such provisions as the proposed $10 million authorization for loan guarantees and equity interest to increase minority ownership.

Wednesday picks up with equal employment opportunities in radio and TV, with an examination of the impact of deregulation on EEO. Witnesses include Kathy Bonk of the National Organization for Women; Pluria Marshall, chairman of the National Black Media Coalition; J. Clay Smith, EEOC commissioner; and Sis Kaplan, executive vice president of SIS Radio Inc.

The week ends Thursday with a look at radio broadcasters as public trustees. Next week's hearings resume on Tuesday with an examination of TV broadcasters as public trustees. Witness lists for both sessions are still tentative.

In hearings on Senate rewrite, Ferris and Washburn are critical of plan to form new agency to oversee policy-making for international facilities

FCC Chairman Charles Ferris and Commissioner Abbott Washburn expressed some concern last week over provisions in Senator Ernest Holling's (D-S.C.) Communications Act revision.

At a hearing before the Senate Subcommittee on Communications, which explored the international communications section of the Hollings bill, the two men said S. 611 would greatly reduce the FCC's role in international facilities planning, with possibly negative effects.

Ferris said that, under the bill, the primary responsibility for domestic decision making with respect to international facilities would shift to a new private, nonprofit entity, the International Facilities Management Corporation. He wondered whether, with a diverse board composed of representatives of the carriers, users and the general public, it would be able to make better decisions than the FCC now does. "Before any new entity is designated as the key decision maker in the facilities planning program," he said, "we should be reasonably certain that it will have both adequate technical expertise and resources and an effective charter."

Ferris also said he worried about the way the new entity's disputes would be resolved—within its board room. He said there may not be enough review mechanisms to determine if the interests of one class of carrier or user were unfairly weighed against the interests of others. "Given the importance of these choices, there is much to be said for making this decision-making process actually 'public' as opposed to internalizing it within an ostensibly 'public' corporation," he added.

In addition, Ferris said he was against any proposal that would eliminate the FCC's authority to review and reject facilities plans, and he believed the proposed corporation would require a major restructuring of Comsat, which could have "a significant impact on its financial status and its current operations."

Washburn agreed with Ferris, adding that he believed the corporation would not achieve full and fair competition among carriers, nor would it benefit consumers. "Comsat's experience in providing satellite communications and as the U.S. representative to Intelsat would be virtually eliminated," he said.

Washburn said he thought the make-up of the board appeared to be "quite weighted in favor of cable, so that the intermodal debate in that private room would be unfairly balanced—and the decision coming out would have less chance of

Grander grands. MGM promises more convention breathing room in Las Vegas, site of four of next eight NAB conventions as well as next week's National Cable Television Association gathering. MGM Grand will get 800 new rooms for total of almost 2,900.

Diversified entertainment company simultaneously announced similar expansion at MGM Grand in Reno and plans for construction of new hotel in Atlantic City.

Bit by bit. Chris-Craft Industries has increased holdings in 20th Century-Fox Film Corp. from 11% to 12%. Purchase involved 941,000 shares and is in line with Chris-Craft's intent to acquire 15% of Fox's outstanding voting stock.

Good news, bad news. Teleprompter Corp. last week reported record revenues of $39,781,000 before extraordinary items for first quarter of 1979 (ended March 31). However, settlement of Leeds v. Teleprompter suit reduced net income from $4,499,000 to $152,000. Revenues in comparable quarter last year were $32,095,000 with net income of $1,128,000. Teleprompter credited cable television division with being largest contributor to gains in quarter, saying operating profits for consolidated cable systems amounted to $14,481,000, improvement of 23% over first quarter of 1978. Leeds v. Teleprompter settlement was proposed Feb. 27 (Вмососткна, March 9) and involved charges that company proxy statement had been misleading in connection with activities of former president, Irving Kahn.

Splitsville. Shareholders of Liberty Corp. (parent of Cosmos Broadcasting) will vote June 19 on proposed two-for-one split of company's 6,457,358 shares of common stock currently outstanding. Proposal was approved initially by board of directors May 1. Also okayed: 36.4% increase in annual dividend to $1.20 per share on existing shares and 60 cents per share after split.

MCA gains. MCA income in first quarter (ended March 31) increased 13% before extraordinary gain to $24.2 million, or $1.04 per share. It was record quarter for company that earlier had gained $39.7 million from favorable resolution of tax refund suit that involved movie and TV films from 1962 to 1970. Extraordinary gain accounted for final net income of $63.9 million, or $2.74 per share. Income for same period in 1978 was $21.4 million, or 92 cents. Revenues were $236.4 million and record $283 million in respective quarters of 1978 and 1979.

Blair, Wometco bullish. Jack W. Fritz, president of John Blair & Co., told stockholders last week that record earnings year in 1978 was followed by record first quarter in 1979. Net income in first quarter was almost $2.4 million, or 95 cents per share, highest in company's history ("Week's Worth," May 7). And Wometco Enterprises President Mitchell Wolfson told shareholders that 1979 should be best in 54-year history. He reminded that Wometco—which holds include TV stations, cable and over-air subscription TV—had record first-quarter earnings ("Week's Worth," April 30).
Fringe benefits: Merv makes the difference.

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Merv Griffin Show</td>
<td>11</td>
<td>28</td>
</tr>
<tr>
<td>Talk/Variety</td>
<td>10</td>
<td>27</td>
</tr>
<tr>
<td>Situation Comedies</td>
<td>9</td>
<td>26</td>
</tr>
<tr>
<td>Hour-Long Action/Drama Shows</td>
<td>9</td>
<td>24</td>
</tr>
<tr>
<td>Movies</td>
<td>8</td>
<td>21</td>
</tr>
</tbody>
</table>

In all markets, during the early-fringe time period, talk/variety shows outperform all other types of programs in average rating and share of audience. Among these talk/variety attractions, "The Merv Griffin Show" does best. Merv enjoys the largest average rating and share of audience in the nation.

And that's the difference Merv makes.

"The Merv Griffin Show"

METROMEDIA PRODUCERS CORPORATION
485 Lexington Avenue, New York 10017
(212) 682-9100

NSI, Feb. 1979. 3:30-6 pm on network affiliates. Rating and share averages not weighted. Estimates subject to limitations of rating service.
Nobody buys SIN for its Arbitron or Nielsen Ratings.

At any moment during prime time over one and a half million TV viewers are watching Spanish programming on SIN—the U.S. Spanish Television Network.

But you'll never know it if you place your faith in Nielsen or Arbitron. For 18 years SIN's audience has been understated by the major ratings services. The methodology exists. They know how to do it. Isn't it time for an honest count?

Meanwhile, we're just rolling along, growing every day, because astute companies know that advertising on SIN is the best way to reach and persuade Spanish USA in its preferred language.

SIN delivers sales. That's why we've grown from a single station to a coast-to-coast satellite-interconnected TV network. The only national advertising medium in Spanish USA.

Advertisers buy SIN because it works.
being in the interest of the rate-payer.”

Washburn said he thought the proposal “would cause severe disruption to the indus-
try and administer a blow to Comsat from which it could possibly not recover. It
would amount to surgery which the patient doesn’t need or want, and which the
consulting physicians are not recommend-
ing,” he said.

Make them pay pay

Over-air subscription station asks FCC to force cable systems to carry its programing.

A pay television station on Long Island, concerned about cable systems that refuse to carry its pay programing—the systems have pay channels of their own—has petitioned the FCC to issue a declaratory rul-
ing that would require such carriage. The “plain meaning” of commission rules, the
petition says, calls for such a ruling.

The petition was filed by Suburban Broad-
casting Corp., licensee of WSNL-TV Smith-
town, N.Y., which claims some 200,000 of the homes in its service area are on cable television systems that pro-
vide a pay service.

And those operators, the petition says, “may be induced by economic motiva-
tions to not receive WSNL-TV’s [subscription] programing in favor of their
own pay service…”

Suburban contends that the commission rule requiring a cable system to carry the
signals of local stations that request car-
rriage applies to pay television as well as nonpay television. “Conversely,” Subur-
ban adds, commission rules “do not even permit” pay television or nonpay television
stations to be treated differently.

Despite what Suburban calls the “plain meaning” of those rules, cable television
stations generally take a different view. And the commission’s own interpreta-
tions, Suburban adds, “have obfuscated these rules as they apply to [pay tele-
vision] signals, thereby causing considerable confusion.”

Suburban notes that the commission, in adopting cable television rules in 1966, did not distinguish between pay and nonpay signals in requiring cable systems to carry the programs of local stations. The com-
mission in 1968 adopted “a temporary freeze” permitting cable systems to avoid
 carriage of local pay television stations, Suburban said. But it added, “the commis-
sion cannot adopt a policy which is pat-
tently inconsistent with the plain meaning
of its rules and regulations.” The “freeze”
was contained in a rulemaking the com-
mision terminated last fall.

The petition says it is technically feasi-
ble to carry scrambled pay television signals without degradation to other signals
being carried, and to decode the signal at the subscriber’s receiver.

The commission has the issue raised in
Suburban’s petition pending before it in another form. Blonder Tongue Laborato-
ries last October petitioned the commis-

131% Increase in two years...

that’s Programmed Success!

That’s just one of the glowing comments we received from station manager Pat Rowe of KISM, Bellingham, Washington. Here’s what he says:

“BPI’s Album Rock format is just great, and combined with a staff that understands our goals, we are the fastest growing station in the Northwest. The first year, we had a 69% increase in billings. The second year, we had a 62% increase over the first year. We are projecting another 60% increase for the coming year.”

“Our station has personality without having personalities”

“With BPI’s Album Rock format, we are able to daypart but still hold on to our consistency. The production copy service is invaluable. It gives us that alive sound that many automated stations don’t have. And the customer service that continues with BPI long after the contract is signed is just great.”

10 Successful Formats

Put BPI’s over 20 years of experience as the world’s largest producer of programming to work for you. Check the formats you want to hear and mail this ad today, or call our toll-free hotline. Formats available announced or unannounced.

- Contemporary MOR
- Album Rock
- Adult Contemporary
- Rock Gold
- Bright ’n Beautiful
- Country Living
- Easy Listening
- Spectrum
- Concert Overtures
- Classical
- Encores

Toll Free: 1-800-426-9082

P.O. Box 2027
Bellevue, WA 98009
In Washington, Hawaii, Alaska or outside U.S., call collect:
1-206-454-5010
Back to square one for British fourth TV plan

With the Conservatives’ victory in the general election, it appears very likely that Britain’s unoccupied fourth channel (BROADCASTING, April 16) will become a second commercial channel (ITV II).

The previous Labour government had planned to have the channel run by a new Open Broadcasting Authority (OBA). One of the founders of the OBA concept, Tony Smith, said that some of the ITV II proposals are very similar to the OBA plan, and the longer he could keep people talking, the more support for the OBA would grow. He said the Conservatives don’t understand what ITV II would mean and added that the OBA supporters are back at the beginning since they must now convince a new government of their plan.

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**Proposed**

- **KACY(AM)** Port Hueneme, both California: Sold by Western States Radio Corp. and Channel Islands Broadcasting Corp., respectively, to The Channel Islands Radio Co. for $1,690,000 plus $20,000 for agreement not to compete. Sellers are subsidiaries of CTW Communications, which is subsidiary of Children’s Television Workshop, producer of Sesame Street on Public Broadcasting Service and other children’s programming. CTW is asking FCC to waive rule prohibiting sale of stations held less than three years except in extenuating circumstances. It purchased AM for $866,000 (BROADCASTING, Nov. 22, 1976) and FM for $338,000 plus $220,000 in accounts receivable, notes and assets (BROADCASTING, Oct. 31, 1977) for total of $1,424,000. CTW seeks waiver on grounds it lacks managerial ability to operate stations but is selling to officer in charge of them. Buyer is principally owned by Franz Allina, senior vice president of CTW Communications and president of station subsidiaries Allina, who will leave CTW, headed group of investors that recently bought WBAB-FM Babylon, N.Y., for $800,000 plus $150,000 for agreement not to compete (BROADCASTING, Jan. 22). KACY(AM) is on 1520 khz with 1 kw day and 250 w night. KACY-FM is on 104.7 mhz with 2.85 kw and antenna 1,580 feet above average terrain.

- **KODA(AM)** Houston: Sold by Taft Broadcasting Corp. to Spanish Broadcasting Corp. for $1.1 million. Seller is owned by Paul E. Taft family. It also owns 85% of WNNE-TV Hanover, N.H., and 41% of KMZK(AM) Fort Worth. They have sold, subject to FCC approval, KODA-FM Houston to Westinghouse Broadcasting Co. for $6.1 million less price of KODA(AM) (BROADCASTING, April 30). Buyer is owned by Marcos A. Rodriguez (58.7%) and 21 others. Rodriguez has additional interest as 5.8% owner of Latin American Broadcasting, which owns 11.5% of buyer and is licensee of KESS(AM) Fort Worth. KODA is 5 kw daytimer on 1010 khz.

- **KNPT-FM** Newport, Ore.: Sold by Yaquina Radio Inc. to Charmar Broadcasting Inc. for $1 million. Seller is owned by Thomas R. Becker, who has no other broadcast interests. Buyer is owned by Charles F. King (30%) and nine others. King is former general sales manager of KRAM-AM-FM Portland. Ore. KNPT(AM) is on 1310 khz with 5 kw day and 1 kw night. KNPT-FM is on 102.5 mhz with 100 kw and antenna 890 feet above average terrain.

- **WLGM(AM)-WJJS(FM)** Lynchburg, Va.: Sold by Ruton-Maynard Corp. to Neighborhood Communications Corp. for $700,000 plus $20,000 for agreement not to compete and $45,000 for consultancy. Seller is owned by L. John Denny and his wife, Rosalind, who have no other broadcast interests. Buyer is wholly owned subsidiary of Neighborhood Theater Inc., movie theater chain. Morton G. Thalmon is president and principal stockholder (21.54%). It also owns WKG(N(AM) Knoxville, Tenn., and is applicant for new TV in Richmond, Va. WLGM is 1 kw daytimer on 1320 khz. WJJS is on 101.7 mhz with 3 kw and antenna 290 feet above average terrain.

- **KTXJ-FM** Jasper, Tex.: Sold by Jasper Broadcasting Service to KTXJ Radio Inc. for $580,000 plus $60,000 for agreement not to compete. Seller is partnership of Thomas H. Spurlock (37.5%), Roger C. Hall (37.5%) and Lynda Belt (25%). None has other broadcast interests. Buyer is principally owned by Galen G. Gilbert (51.87) of Dallas. He is principal of KSW(M(AM)-KELE(FM) AURORA, KBT(N(AM) Neosho and KXEO(AM)-KWWR(FM) Mexico, all Missouri; KPET(AM)-KCTT(FM)
Lamesa and KZEE(AM) Weatherford, both Texas, and KTLQ(AM)-KEOK(FM) Tanglequah, Okla. He also owns 71% of applicant for New FM in Sulphur Springs, Tex. KTJX(AM) is 1 kw daytimer on 1350 khz. KTJX-FM is on 102.3 mhz with 2.9 kw and antenna 140 feet above average terrain.

- **KWQH-AM-FM** Salt Lake City, Utah: Sold by Radio Station KWQH to Northwest Radio Broadcasting Co. for $800,000. Seller is owned by Reese C. Anderson, who has no other broadcast interests. Buyer is wholly owned subsidiary of Northwest Energy Co., publicly owned natural gas company. John G. McMillan is chairman and president. It has no other broadcast interests. KWQH(AM) is 1 kw daytimer on 860 khz. KWQH-FM is on 93.3 mhz with 30 kw and antenna 3,660 feet below average terrain.

- **KXRE-FM** Spokane, Wash.: Sold by Independent Broadcasting Corp. to Monroe Broadcasting Co. for $567,321. Seller is principally owned by Edward F. Kelley, who also owns KXRE(AM) Spokane. Buyer, principally owned by Wesley L. Monroe (32%) and Delbert Bertholf (33%), owns KGA(AM) Spokane and KEED(AM) Eugene, Ore., which has been sold, subject to FCC approval (Broadcasting, April 23). KXRE is on 93.7 mhz with 56 kw and antenna 2380 feet above average terrain.

- **WGRT(FM)** Danville, Ind.: Sold by Hendricks County Broadcasting Corp. to Universal Broadcasting of Indiana Inc. for $250,000 plus $25,000 for agreement not to compete and $25,000 for consultancy. Seller is principally owned by Gordon Graham (43%) and Charles Marlowe (21.5%), neither have other broadcast interests. Buyer is owned by Howard Warshaw, his wife, Miriam (25% each), and his brother-in-law Marvin B. Kossisky (50%). They also own WVVX(FM) Highland Park, Ill.; KEAT(AM) San Francisco; KPCC(AM) Pasadena and KMAX(FM) Arcadia, both California; KKLX(AM)-Golden Valley, Minn.; WARD(AM) Canonsburg, Pa.; WYLO(AM) Jackson, Wis.; WTHE(AM) Mineola, N.Y., and KCNW(AM) Fairway, Kan. WGRT is on 70.1 mhz with 3 kw and antenna 300 feet above average terrain.

- **KICH(AM)** Cleveland, Tex.: Sold by Cleveland Broadcasting Service to Thomas F. McDaniel for $255,000. Seller is owned by Jessie C. Howard, who has no other broadcast interests. Mr. McDaniel is manager and 10% owner of WCU(AM) Columbia, Miss. KICH is on 1410 khz with 500 w full time.

- **KNEM(AM)** Nevada, Mo.: Sold by radio KNEM to Nevada Broadcasting Co. for $200,000. Seller is principally owned by Kenneth E. White (99.2%), who has no other broadcast interests. Buyer is principally owned by Marvin E. Luehrs (41%) and his father-in-law, Everett G. Werneck (49%). Luehrs’ wife and son own 5% each. Family owns controlling interest in KTTN-AM-FM Trenton, Mo., and WMNE-AM-FM Menomonie, Wis. Mr. Werneck also owns 28% of KBOE-AM-FM Osakoosa, Iowa. KNEM is on 1240 khz with 500 w full time.

Other proposed station sales include: KBSA(TV) Guasti, Calif.; WQWX(AM) Mebane, N.C.; WDNH(AM) Honesdale, Pa., and WHAL(AM)-WTCV(FM) Shelbyville, Tenn. (see ‘‘For the Record,’’ page 71).

Approved

- **WJO(AM)** West Palm Beach-WJNO-FM Palm Beach, both Florida: Sold by Walter-Weeks Broadcasting Inc. to Fairbanks Broadcasting Co. for $3 million plus 10-year consulting agreement for $2,500 per month. Seller is owned by James Walter and Robert M. Weeks who also own WSPB-AM-FM Sarasota and WMFJ(AM)-WQXQ(FM) Daytona Beach, both Florida. It recently sold WTNT(AM)-WLYV Tallahassee, Fla. for $1.1 million (Broadcasting, Feb. 5). Buyer is principally owned by Richard M. Fairbanks. It also owns WIBC(AM)-WNAP(FM) Indianapolis; WKOX(AM) Framingham and WVB(FM) Framingham-Boston, both Massachusetts; WZZD(AM) Philadelphia, and KVIL(AM) Highland Park and KVIL-FM Highland Park-Dallas, both Texas. WINO(AM) is on 1230 khz with 1 kw day and 250 w night. WJNO-FM is on 97.9 mhz with 100 kw and antenna 340 feet above average terrain.

- **KJLH(AM)** Compton, Calif.: Sold by
John L. Hill to Taxi Productions Inc. for $2.2 million. Seller has no other broadcast interests. Buyer is wholly owned by Stevie Wonder, recording artist, who has no other broadcast interests. KJIL is on 102.3 mhz with 3 kw and antenna 100 feet above average terrain.

- KKUA (AM)-KQMO (FM) Honolulu: Sold by KoKUA Radio One Corp. to CCLA Communications Inc. for $2.2 million, subject to adjustments at closing. Seller is principally owned by H. G. Fearnhead, who has no other broadcast interests.

Buyer is wholly owned subsidiary of Coca-Cola Bottling Co. of Los Angeles. It also owns KJOI (FM) Los Angeles. Gordon F. Mason, VP-general manager of that station, is company's principal broadcast officer. KKUA is on 1170 kHz with 10 kw. KQMO is on 93.1 mhz with 100 kw and antenna 126 feet above average terrain.

- KELI (AM) Tulsa, Okla.: Sold by Broadcasting Associates Inc. to Philip R. Jonson for $1.65 million. Seller is owned by Sammons Enterprises (80%) and Raymond Ruff (20%). Sammons, principally owned by C. A. Sammons, is holding company with interests in hotels, CATV, insurance and broadcasting. With Ruff, it owns KTRN (AM) Wichita Falls, Tex., and KHOG (AM) Fayetteville, Ark. It recently sold KIXX (FM) Amarillo, Tex. (BROADCASTING, Feb. 26). Jonson is former owner of KRLD (AM) Dallas. He also is chairman of petroleum exploration company in Dallas and principal owner of bank in Richardson, Tex. KELI is on 1430 khz with 5 kw.

- WBSM (AM) New Bedford, Mass.: Sold by Your Good Neighbors Stations Inc. to George Gray for $1.5 million. Seller is owned by Bruce M. Lyon and his wife, Sally, who also own WZID (FM) Manchester, Mass. Gray is former station group owner who sold WBSM to Lyons in 1970 for $1 million. He has no other broadcast interests. WBSM is on 1420 khz with 5 kw day and 1 kw night.

- KISO (AM)-KLOZ (FM) El Paso, Tex.: Sold by Mesa Radio Inc. to Jalepeno Broadcasting Inc. for $875,000. Seller is owned by James Clauson and Bill Wallic, of Klute, Tex., who own real estate and construction business. They have no other broadcast interests. Buyer is owned by Kentucky Technical Institute (80%) and Lee Masters (20%). Kentucky Technical, owned by Clarence Henson and family, also owns WLRS (FM) Louisville, Ky. Henson personally owns WXXV (AM) Jeffersonville, Ind., and WOWX-AM-FM Madison, Ind., through his engineering consulting firm. Masters, former announcer at WNBC (AM) New York, will become general manager at El Paso stations. KISO is 1 kw daytimer on 1150 khz. KLOZ is on 102.1 mhz with 57.3 kw and antenna 1189 feet above average terrain.

- KXKV (AM)-KINX (FM) Colorado Springs: Sold by Silver West Broadcasting Co. to Mountain Center Broadcasting Co. for $765,000. Seller is owned by William S. Cook, who has no other broadcast interests. Buyer is principal owned by Alfred T. Burke (40%), Steve Adams (40%) and Dale E. Palmer (20%), who also own KZAK (AM)-KTYL (FM) Tyler, Tex. Burke is president of Burke Beverage Co., bottling

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### Table: Week's worth of earnings reports from stocks on Broadcasting's index

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>% Change</th>
<th>Net Income</th>
<th>% Change</th>
<th>Per Share</th>
<th>Year earlier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doyle Dane Bernbach</td>
<td>3 mo. 3/31</td>
<td>$21,662,000</td>
<td>+21.1</td>
<td>$5,235,000</td>
<td>+20.4</td>
<td>.46</td>
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<td>Dun &amp; Bradstreet</td>
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<td>$208,360,000</td>
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<td>Gannett</td>
<td>3 mo. 4/1</td>
<td>$168,710,515</td>
<td>+13.6</td>
<td>$18,453,777</td>
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<td>.89</td>
<td>$148,479,159</td>
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<td>Lee Enterprises</td>
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<td>$6,722,000</td>
<td>-21</td>
<td>.93</td>
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<td>LIM</td>
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<td>$11,186,000</td>
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<td>$237,400,000</td>
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<td>$3,700,000</td>
<td>+36.0</td>
<td>.20</td>
<td>$213,900,000</td>
</tr>
</tbody>
</table>

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**Week's worth of earnings reports from stocks on Broadcasting's index**

- KIDO Broadcasting, Inc. has sold all of the assets of KIDO (Boise, Idaho) to David E. Reese and Michael D. Jorgenson (Sundance Broadcasting, Inc.)

THE UNDERSIGNED INITIATED THIS TRANSACTION AND ASSISTED IN THE NEGOTIATIONS.

---

**Richter-Kalil & Co., Inc.**

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When your signal is your bread and butter . . .

Your transmitter had better be McMartin.

Your transmitter is a staple of your operation. Choosing the right one is important. An excessive purchase price means wasted capital. Poor reliability means unnecessary maintenance costs and possible lost revenues due to off-air failures.

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A wide range of models are available for all AM and FM power levels.

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McMartin Industries, Inc. • 4500 South 76th Street • Omaha, Nebraska 68127 • Phone (402) 331-2000 • Telex 48-485
Spreading the word. The board of trustees of NAB's Task Force on Minority Ownership came together in Washington last Wednesday for an "informational meeting" to share facts and figures with others involved in the process of helping capitalize minority broadcast enterprises. On hand for the occasion (l to r): (at left) Henry Geller, assistant secretary of commerce for communications and information; NAB Board Chairman Donald Thurston; Richard M. Neustadt, assistant director of the White House's domestic policy staff; and Charles J. Beard of Foley, Hoag & Eliot, Boston law firm; (at right) Wesley Samuel Williams Jr., Covington & Burling; John F. Dille Jr. of Federated Media, chairman of the task force; and Gustavo L. Garcia of Garcia, Morrison & Co., public accountants of Austin, Tex. What's been going on. Small Business Administration officials in charge of the broadcast purchase program told Wednesday's meeting that $12,738,000 in loans for a total of 58 properties had been processed through March this year. Of those, 13 (22.4%) for a total of $3,869,000 (28.8%) went to minority enterprises—an average of $282,230 per minority loan. So far, the program's largest single loan has been to a minority group: a $720,000 loan to Spanish Broadcasting Corp. of Fort Worth. In addition, the task force was told that two other federal agencies—the Economic Development Administration and the Farm's Home Administration—also are making loans for purchases of broadcast and cable properties in rural areas.

and real estate firm in Longview, Tex. Adams is Minneapolis banker and Dale is manager of Tyler stations. KXXV is 1 kw daytimer on 1530 kHz. KXKN is on 101.9 mhz with 28 kw and antenna 310 feet below average terrain.

- **KUFF(AM)** Albuquerque, N.M.: Sold by Radio New Mexico Inc. to West America Broadcasting Inc. for $540,000. Seller was granted waiver of three-year rule (it bought station in April 1976 for $350,000) because of its financial difficulties. It is owned by Charles W. Weaver (95%) and Donald C. Keyes (5%). Weaver has no other broadcast interests. Keyes is 66.6% owner of WNYY(AM) Canton, Ohio. Buyer is owned by Bernard Perlin (president), Edward R. Marshall, Bruce Minkus and Stanley P. Abrams (16.6% each) and four others. Perlin owns public relations and advertising firm in Tucson, Ariz. Marshall owns air conditioning and sheet metal company there. Minkus is sales manager of Tucson advertising specialties firm. Abrams is Tucson land developer. None has other broadcast interests. KUFF is on 1150 kHz with 5 kw day and 500 w night.

- **Other approved station sales include:** KFMM(AM) Fremont, Calif.; KPUA(AM) Hilo, Hawaii; WATI(AM) Chicago; WHYT(AM) Noblesville, Ind.; KCFX(AM) Edmond, Okla.; WKFD(AM) Wickford, R.I.; KFCB(AM) Redfield, S.D.; and KHF-FM-KTVV(TV) Austin, Tex. (see "For the Record," page 72).

**Regrouping Group W**

**New York office shuffled; Moynihan gets top program post; central retail unit is abolished**

Group W has realigned its headquarters' staff structure, topped by the selection of George Moynihan as vice president of programming for the Television Group.

Moynihan formerly was vice president/executive producer, programing, Television Station Group, a post that has been eliminated. He will now be responsible for programming at the five TV stations, corporate projects and for Group W Productions activities. In the changeover, Jeff Schiffman is leaving the company as his post of vice president, television program operations, has been dropped.

Another major change has been the elimination of the headquarters Retail Marketing Group and five positions there. Group W said the retail marketing units at the five television stations are fully operative, obviating the need for the headquarters group. Steve Seymour, vice president of sales, Television Station Group, will continue to be responsible for local sales and retail marketing efforts.

Jim Yergin, vice president of research for Group W, will now focus his attention primarily on the Television Group operation rather than the entire company but will continue to consult for the Radio Station Group and other areas of the organization. Alex Dusek has been promoted to vice president of creative services for the Television Station Group; his former title of manager of Group W station advertising and promotion has been eliminated. Owen Simons continues as vice president of creative services for Group W Productions.

In the Radio Station Group, John Burns has been named to the new post of director of public affairs (his old post of vice president of Group W Urban Affairs has been dropped). Roy Shapiro has been appointed to the new post of director of research and marketing for the Radio Station Group (his former post of Group W manager of station research has been abolished). A new position of director of programming and promotion for the Radio Station Group has been created and a staff announcement will be made shortly.

Robert W. Hoffman, who has been vice president of Group W Creative Services, has been moved to the new post of vice president of special projects for Group W with responsibility for corporate advertising, the 1978 management meeting and similar projects. Jay Francis, director of Group W information services, assumes management responsibility for corporate communications and for coordination of public relations for the Television Group and the Radio Group, reporting to Donald Ritchie, president of the parent Westinghouse Broadcasting Co.
KUNG FU

62 hours ... in color

SOLD:

KTLA  Los Angeles
WTAF-TV  Philadelphia
WUAB-TV  Cleveland
KTVT  Dallas-Ft. Worth
WPGH-TV  Pittsburgh
KHTV  Houston
WTOG-TV  Tampa-St. Petersburg
KSTW-TV  Seattle-Tacoma
WMAR-TV  Baltimore
KBMA-TV  Kansas City

WHBQ-TV  Memphis
WKEF  Dayton
WTVZ  Norfolk-Portsmouth
KSTU  Salt Lake City
WUHF  Rochester (N.Y.)
KJEO  Fresno
KHQ-TV  Spokane
KITV  Honolulu
WWLP  Springfield (Mass.)
WCBD-TV  Charleston (S.C.)

Warner Bros. Television Distribution A Warner Communications Company
When a program hits Nielsen's top 5, it's an accomplishment. But when it goes from its debut to that spot, it's an exception. And that's the super story of THE KROFFT SUPER STARS!

Just look at the November '78 NSI. In its new Monday through Friday format, KROFFT SUPER STARS hit #5 in children's programming just one month after its debut — an unprecedented success!

### Ranking of syndicated children's programs based on Nielsen Station Index November 1978

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>AVG. DMA RTG %</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>THE MUPPET SHOW</td>
<td>20.0</td>
</tr>
<tr>
<td>2</td>
<td>THE BRADY BUNCH</td>
<td>15.2</td>
</tr>
<tr>
<td>3</td>
<td>TOM &amp; JERRY</td>
<td>14.1</td>
</tr>
<tr>
<td>4</td>
<td>WOODY WOODPECKER</td>
<td>13.3</td>
</tr>
<tr>
<td>5</td>
<td>KROFFT SUPERSTARS</td>
<td>13.0</td>
</tr>
<tr>
<td>6</td>
<td>SHA NA NA</td>
<td>12.2</td>
</tr>
<tr>
<td>7</td>
<td>FLINTSTONES</td>
<td>11.7</td>
</tr>
<tr>
<td>8</td>
<td>GILLIGAN'S ISLAND</td>
<td>11.6</td>
</tr>
<tr>
<td>9</td>
<td>BUGS BUNNY</td>
<td>10.5</td>
</tr>
<tr>
<td>10</td>
<td>BATTLE OF THE PLANETS</td>
<td>10.5</td>
</tr>
</tbody>
</table>

*Source: NSI November 1978 — L.A. and N.Y. NSI February 1979 — all others*
But even more important are the latest Nielsens — proof that SUPER STARS is more than an instant hit — it's becoming an established success! KROFFT SUPER STARS is pulling in more children every day in major cities like these.*

<table>
<thead>
<tr>
<th>City</th>
<th>#1 Total Children 2-11</th>
<th>#1 Total Children 6-11</th>
<th>Bonus #1 Total Teens</th>
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<tbody>
<tr>
<td>Charlotte (WCCB)</td>
<td>#1 Total Children 2-11</td>
<td>#1 Total Children 6-11</td>
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</tr>
<tr>
<td>Dallas-Fort Worth (KTVT)</td>
<td>#1 Total Children 2-11</td>
<td>#2 Total Children 6-11</td>
<td></td>
</tr>
<tr>
<td>Fresno (KMPH)</td>
<td>#1 Total Children 2-11</td>
<td>#1 Total Children 6-11</td>
<td>Bonus #1 Total Teens</td>
</tr>
<tr>
<td>Houston (KHTV)</td>
<td>#1 Total Children 2-11</td>
<td>#1 Total Children 6-11</td>
<td></td>
</tr>
<tr>
<td>Los Angeles (KCOP)</td>
<td>#2 Total Children 2-11</td>
<td>#1 Total Children 6-11</td>
<td></td>
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<tr>
<td>Miami-Fort Lauderdale (WCI0)</td>
<td>#1 Total Children 2-11</td>
<td>#1 Total Children 6-11</td>
<td></td>
</tr>
<tr>
<td>New York (WPIX)</td>
<td>#2 Total Children 2-11</td>
<td>#2 Total Children 6-11</td>
<td></td>
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<tr>
<td>Portland, Maine (WMTW)</td>
<td>#1 Total Children 2-11</td>
<td>#1 Total Children 6-11</td>
<td>Bonus #1 Total Teens</td>
</tr>
<tr>
<td>Seattle-Tacoma (KSTW)</td>
<td>#1 Total Children 2-11</td>
<td>#1 Total Children 6-11</td>
<td></td>
</tr>
<tr>
<td>Tampa-St. Petersburg (WTOG)</td>
<td>#1 Total Children 2-11</td>
<td>#1 Total Children 6-11</td>
<td></td>
</tr>
</tbody>
</table>

NOW 164 HALF-HOURS!

Now more popular than ever, THE KROFFT SUPER STARS franchise is larger than ever too! With the addition of ELECTRAWOMAN AND DYNA GIRL, DR. SHRINKER and WONDERBUG, direct from the ABC-TV network's KROFFT SUPER SHOW, SUPER STARS is now 164 half-hours of proven children's entertainment.

A hit with kids ... a favorite with programmers. It's no wonder we call them Super Stars!
Keeping abreast of ad trends

AAAA convention at Greenbrier will look at new media and markets and types of creativity

Approximately 700 executives and their guests are expected to attend the annual convention of the American Association of Advertising Agencies this week for a round of talks ranging from the new electronic media and the emerging black consumer market to new attitudes and life styles, and commercial creativity in words and pictures.

The four-day convention will open on Wednesday (May 16) at The Greenbrier in White Sulphur Springs, W. Va., with John S. Pringle, chairman of the board of the AAAA and president of Ross Roy Inc., Detroit, presiding. Wednesday’s session will feature a Washington report by William R. Hesse, executive vice president of the association and a speech by Leonard S. Matthews, president of the Four A’s. Election of new officers and directors also will be held on Wednesday.

On the agenda Thursday are breakfast sessions with Florence Skelly, executive vice president of Yankelovich, Skelly and White Inc., New York, on “Emerging Attitudes and Life Styles” and with Herbert Schmerz, vice president, Mobil Oil Corp. on “Speaking Out: Risks and Rewards.” An afternoon meeting will feature remarks on the English language by Edwin Newman, NBC News correspondent, during a session titled “Preserving a Civil Tongue.”

During breakfast on Friday delegates may sit in on a session exploring advertising opportunities implicit in the new electronic media. The discussion leader is William Donnelly, vice president, group supervisor, new electronic media, Young & Rubicam, New York. Or they may choose a breakfast meeting with Gene Jackson, president of the National Black Network, New York, and John Procope, publisher, Amsterdam News, New York, who will lead a discussion on “Blacks as Consumers.”

Other speakers during Friday morning sessions will be Katherine Graham, board chairwoman of the Washington Post Co., on “The Press Today” and John W. Hanley, board chairman and president of the Monsanto Co., St. Louis, on “Advertising Technology and Public Trust.”

Saturday morning will be devoted to a discussion of creativity in various phases of advertising. Dick Orkin and Bert Berdis of Dick & Bert, Hollywood commercial producer, will speak on “Creativity in Words”; Steve Karmen of Karmen Productions, Bedford Hills, N.Y., will explore “Creativity in Music” and Henry Wolf, president, Henry Wolf Productions, New York, will focus on “Creativity in Pictures.”

PSA and DFT&P. Pacific Southwest Airlines will fly its estimated $2.5 million account with Delia Femina, Travisano & Partners after reviewing presentations from 20 of nation’s top ad agencies. Scott D. Aley, broadcast coordinator for San Diego-based PSA (which serves Western U.S. and Mexico), said that “broadcast and billboard activity make up the vast majority of our advertising expenditures.” Short saturation spots on radio and TV are used to sponsor newscasts and similar news inserts in TV, PSA also looks to sports programming.

Missing ingredient. Approximately 35 markets throughout U.S. are scheduled to carry spot radio flights lasting three to four weeks, starting in July, for vitamin tablet, Replenish, formulated for “people who drink.” Target: adult men and women. Commercials claim that drinkers require C and B-complex vitamins that Replenish may supply. Dearborn Pharmaceutical Co., Chatsworth, Calif., manufacturer, also plans to take proposed TV commercials before NAB Code Authority to obtain clearance. Carl Asmus, principal of Dearborn’s agency, C. William & Associates, Los Angeles, said few TV stations approached believe commercial may cause problems. Radio spots, he said, have been accepted by stations, with only few reservations at outset.

The men who. New line of succession at Interpublic Group of Companies Inc. was chosen last week when Philip H. Geier Jr. was named to become chairman and chief executive officer next Jan. and J. Donald McNamara was tapped as president.

Appointments help to explain abrupt resignation of Carl Spielvogel as vice chairman and chairman of executive committee week earlier (Broadcasting, May 7). Speculation has it that Spielvogel felt he was in line to succeed Paul Foley (who has reached 65 and retires at end of year) as chairman or to replace Geier as president. Geier joined McCann-Erickson, Interpublic subsidiary, in 1958 as trainee and moved up on account side to post of president and chief operating officer of parent company in 1977. McNamara, an attorney, has been with Interpublic since 1960 as secretary and general counsel, senior vice president and recently as executive vice president.

No deal. Tracy-Locke Advertising, Dallas, and Hoefer, Dieterich & Brown, San Francisco, have broken off merger talks. In joint statement, companies said “people mix and many other elements of the union would have been correct . . . [but] there are simply too many financial and procedural differences to allow us to accomplish the merger.”

RAB aiming for million-dollar promotion of radio

Bureau’s board approves campaign, supplemented by advertising in business press; 10% assessment will be levied on member dues

The Radio Advertising Bureau board of directors has approved an advertising campaign that will include not only radio station announcements but also paid space in business publications.

Elmo Ellis, vice president and general manager of WSB(AM) Atlanta and chairman of RAB, said the promotion will be designed to “reposition radio as a primary medium among advertisers and agencies who have a high regard for radio but sometimes think of it as supplementary to other media.”

Riess Capiello Colwell, New York, has been retained by RAB to develop the positioning strategy (“Closed Circuit,” May 7).

The starting date of the campaign will be announced later this month. RAB anticipates that with expenditures for business press advertising, radio time provided by broadcasters and donations of more print space by networks and stations, more than a million dollars worth of advertising will be purchased in the first year of the campaign.

RAB’s board, which met in Hilton Head, S.C., 10 days ago, unanimously voted an assessment of 10% over existing dues to help fund the costs of the campaign. All RAB members will be provided shortly with details of the campaign and the assessment.

Two ad hoc committees are being formed to assist with the positioning campaign. The chairman of one group is Richard P. Car, vice president, Meredith Broadcasting, Des Moines, Iowa. This unit will develop promotional tie-in material with the advertising campaign for local use by stations. The other committee, headed by David H. Morris, president, KNUZ(AM)
It takes a strong commitment to start a new Radio Research Service.

It takes a company with the reputation and resources of Burke International Research Corporation.

It takes a significant investment and a staff experienced in broadcasting.

And it takes a lot of good ideas:
- Single telephone interview technique for higher respondent completion rate and more accurate data gathering
- 48 weeks of measurement with quarterly ratings reports and interim report for programming purposes
- Advanced sampling techniques including unlisted households and surveying one person per household
- Large sample sizes
- Expanded demographics and product information
- An affordable price

Burke Broadcast Research is a wholly-owned subsidiary of Burke International Research Corporation, located in 33 U.S. cities and 10 foreign countries. Burke International works with the major advertisers and agencies, providing them with all phases of custom marketing research. We are best known for our expertise in commercial testing and telephone research.

Now, Burke Broadcast Research brings you a detailed radio rating service. We are currently interviewing in 20 major markets. We offer you a specific proposal. No vague concepts...just facts and figures. And a ratio rating service based on the most advanced techniques in the industry.

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312/280-9044

606 Wilshire Boulevard
Santa Monica, California 90401
213/393-0589
Houston, will try to supplement the financing of the campaign by soliciting companies whose businesses depend on the prosperity of radio.

The board also authorized the establishment of a new plans committee to consist of radio station general managers and sales managers. It will serve as a source of ideas and will review plans of RAB involving all aspects of sales development.

Black audience more accurately measured by new technique, says NBN

The National Black Network said a special study by Arbitron Radio during 1978 points to methodology that will improve the accuracy of measuring the black audience.

The study, developed in cooperation with a committee organized by NBN, was conducted in Norfolk, Va., and Atlanta and tested various measurement techniques. The telephone retrieval method (households are phoned) led to a technically better sample among blacks, according to NBN. Use of expanded sample frame (including unlisted telephones) also tended to improve the Arbitron samples among blacks. NBN said Arbitron will test in 1979 a new way of implementing the mail diary to measure black listening behavior.

RKO Radio wants to spread its wings

Plans readied for network service, with news geared to 25-49 group

RKO Radio, the RKO General division which operates 12 radio stations, plans to go into the networking business.

Details still are being worked out, but the game plan is to begin circulating taped features by September of this year; provided RKO, through its satellite and landline by January 1980 and have complete satellite distribution by the following June. By then, all transmission is expected to be in stereo.

Key to the emphasis on stereo is that the contemporary-style RKO Radio Network will be going beyond just news and features to include music as well. Ancillary services such as special business material for station managers also are envisioned, according to Harvey Mednick, RKO Radio vice president.

Mednick said the company is looking for 100 affiliates within the year. He characterized the network in effect as a "logical extension" of RKO's KFRC(AM) San Francisco in terms of giving its news programing to specific demographics. KFRC, a contemporary station, is top-rated in its market. The base target audience the RKO Radio Network will be seeking is 18-49.

Deals have not yet been signed, but according to George Capalbo, vice president, engineering, RKO Radio, discussions are underway with RCA about the possibilities of RKO joining in on the end-to-end satellite service the common carrier hopes to provide for UPI Audio customers and others (BROADCASTING, March 5).

While the thrust is toward satellite, there remains a chance that a total terrestrial network could be set up. Capalbo said RKO also has been talking with AT&T about its expected FCC filing of a tariff to provide landline services in stereo to the top-100 markets.

Network headquarters will be in New York. Where RKO own stations WOR(AM) and WXLO(FM). Washington and Los Angeles staffs also are planned (RKO has WGM[S](AM) Bethesda, Md.-WGMS-FM Washington and KHJ[AM]-KRTH(FM) Los Angeles).

Sklar on how things are and will be in radio programing

"In radio programing, the future depends on how well we listen to our audiences and how quickly we learn to identify new tastes and interests," according to Rick Sklar, vice president, programing, ABC Radio.

Speaking to a radio day audience at the Washington Advertising Club, he stressed that such understanding will hinge on changes and improvements in ratings techniques and methodologies as adver-

Sintronic AM & FM Transmitters

Transmitters covering power ranges from 10W to 55W FM and 250W to 50 kW AM each with solid design, terrific performance, and all at prices that make our cost-performance ratio hard to match. Call or write for all the details.

Model SI-F-3
3.5kW FM Transmitter.

In the kitchen. More than 1,500 people gathered at New York's Waldorf-Astoria hotel Sunday, May 6, for a Friar's Club Roast honoring Tonight Show host Johnny Carson as "Man of the Year." Among the notables on the dais trading barbs with Carson while attracting a good deal of attention himself was NBC President Fred Silverman (shown above left with Mr. Carson just before the festivities began) — especially in light of Carson's plans to leave the network before his contract expires (BROADCASTING, April 23). In tongue-in-cheek Friar's fashion, toastmaster Bob Hope introduced Silverman as "the only man in America who knows what it feels like to rearrange the deck chairs on the Titanic." Silverman said that when he heard Carson's earlier statement that he expects to continue with his late-night show indefinitely until after Oct. 1 and possibly into 1980, Mr. Silverman jabbed: "I got down from the chair and put the rope back in the closet." The NBC president also had some words for Carson's attorney, Henry Bushkin, saying that Bushkin would be participating in the 1980 Moscow Olympics as a "javelin catcher." In a more serious vein, Silverman called Carson "the entertainer of our times and the best friend television ever had."

Looking around at the NBC executives on the dais, Mr. Carson had his own Friar's appraisal of the evening: "It reminds me rather of another meal—the Last Supper."
Congratulations
UNICORN TALES
for winning
THREE BIG APPLE EMMY'S

Award for Outstanding Children's Programming
Executive Producer
Outstanding Individual Craft Award
Director
NICK DE NOIA

Outstanding Individual Craft Award
Actor
ALEX PAEZ

*NEW YORK AREA EMMY AWARDS
tisers and programmers demand additional audience information.

(Although he wasn't so sure advertisers and programmers would demand more radio stations. As for the proposals to the FCC to shoehorn more stations into the spectrum, Sklar said that the economic competition such new outlets would provide existing stations might not be worth the additional program diversity they would offer. He noted that while this is the age of specialized listening, a format must be sufficiently strong to attract enough people for advertisers "to pay the bills to support what the station is broadcasting.")

Looking to the 1980's, the ABC executive observed:

- Disco music formats could become even stronger than they are today because of that format's appeal in single-family households in this age of the "alienated lonely individual."
- Hispanics, already a force in some markets and destined to be the largest ethnic minority by the end of the 1980's, will substantially influence radio formats similar to disco.
- News-talk stations will continue to expand. They will be to the older audience what disco is to the young, a channel for people to reach out and identify with others.
- The diminishing proportion of teenagers and the leveling of the birth rate will cause even more consolidation of album rock.

**Science times.** CBS News is not altogether satisfied with new science program now under development. Half-hour starring Walter Cronkite has been prepared and is tentatively scheduled for airing in June. Another try will be shot later, probably in fall.

Problems with new show include two of three segments that, in words of Bob Challenger, vice president for public affairs broadcasts, bear "slight ring of familiarity." (Segments are about earthquakes in California and multiple sclerosis.) "We want people to come away saying: 'I didn't know that,' " Challenger said. "We want to get stories with which people are not familiar." Another problem is Cronkite, who has hands full with regular news obligations. On bench, however, is CBS News's science editor, Charles Crawford. For now, plans call for weekly prime-time series out of New York with location shots from around the world.

**Hot subject.** CBS isn't only organization recognizing that science has become important, new "fertile and fascinating" field for television, to use Chandler's words. In works at noncommercial KETV TV Los Angeles is Cosmos, new series featuring Cornell University physicist Carl Sagan and destined for networking by PBS. Nova, PBS series produced by WGBH-TV Boston, has been attracting attention and audiences in its last couple of seasons. Other science projects are now in various stages of development at Children's Television Workshop and American Association for the Advancement of Science.

**Grasshopper returns.** It may seem that every off-network show going into syndication is presold while it's still on ABC, CBS or NBC. But not all. Take King Fu. After four-year absence (it was on ABC from 1973 to 75), Warner Bros. Television has brought back 62 hours starring David Carradine. So far Warner claims about 20 takers, including KTLA TV of Los Angeles, WTAF TV Baltimore, WJAB TV Cleveland and WSAF TV Philadelphia. Global Television in Canada also has signed up.

**Cable connection.** Center for Nonbroadcast Television in New York is claiming potential to reach six million viewers in 42 states during April 29, noon to 1:30 p.m. (NYT), with The Lost Million: Is American Labor Becoming Obsolete. Produced in association with International Association of Machinists and Aerospace Workers, cable specials' costs were put in $20,000-$25,000 range; 200 cable systems were said to have been in network, with distribution through RCA satellite. During 25 minutes devoted to call-in, six viewers made it on show. Word from telephone company, according to center, is that 2,000 made it to the main telephone trunk line in New York, with perhaps five times as many making attempts. Show was repeated May 1, at 8:9:30 p.m.

**What the world needs now.** Buying habits vary from country to country, but of 5,062 programs (not to mention 1,518 feature films) now said to have been available through this year's MIP TV (Broadcasting, April 30), cartoons (20.72%) and documentaries (20.54%) were leading entries. Other categories included series (12.87%), children's programs (10.17%), music programs (9.8%), drama (9.7%) and variety (8.66%). Trailing were sports (4.09%), news (2.22%) and serials (1.23%).

**Sold out.** With addition of military—or more specifically, Joint Advertising of Recruitment—MCA TV Program Enterprises last week sold out four-and-a-half national minutes it had to offer for each of 22 hours of The Road to Moscow 1980, being produced by Trans World International. Advertising list already included Anheuser-Busch (Budweiser), Brown Shoe, Scott Paper and Diner's Club. Although program won't begin until mid-December, MCA TV is counting 78 stations (65% network affiliates) on board, amounting to more than 70% U.S. clearance. Series will cover major competition in advance of Olympic Games as well as profiles of leading contenders.

**Broadcast Journalism**

NBC brings back its 'White Paper' series

Initial plans call for four each year; Weyerhaeuser is sole sponsor, approached network with idea for backing

NBC News is reviving its White Paper documentary series after a five-year absence.

The series, which ran from November 1960 to November 1974, is to start up again in prime time Sept. 5, with a two-hour examination of U.S. foreign policy. Plans call for about one program per quarter. Principal reporter will be Edwin Newman, joined by correspondents Gar
cick Utley and Jack Reynolds. Anthony R. Potter will produce the first program. A second 90-minute White Paper is planned for December. Topics are still being con

Back to the series as sole sponsor for the first two outings and with an informal agreement to continue on in that role "if mutually acceptable" is Weyerhaeuser, producer of lumber and paper products.

With the current NBC News Reports and White Paper, NBC News President Lester M. Crystal said he expects his network to average about a documentary a month, in excess of 12 hours next season. This year, he said, the total should come out to be about 10-11 hours. Not included are instant specials on breaking news.

As opposed to just repackaging documents under a new name, Crystal said he hopes the White Paper specials would be "even deeper and broader" than NBC Reports. All White Paper shows will run more than an hour.

According to Ted Van Dyk, Weyerhaeuser's vice president of communications, all three networks were approached by his company. He said Weyerhaeuser was looking for sole sponsorship, quality, important themes, multi-hour presentation and long-term commitment.

Although it bought no corporate advertising this past season, favoring instead product promotion, Van Dyk said Weyerhaeuser would be spending $5 million-$6 million this coming season for corporate, within White Paper reports, during the Olympics and including Public Broadcasting Service underwriting. Weyerhaeuser is withdrawing from its National Football League advertising, Van Dyk said.

**Texas radio reporter jailed for protecting confidentiality**

The FBI has begun an investigation into the jailing of a reporter for KLUE(AM) Longview, Tex., who was detained for
Anselmo angry over satellite allocation

SIN president claims RCA is excluding his network from desired transponder grade to service others it feels will be more profitable

Spanish International Network feels it has been engaged in a game of “satellite poker” with RCA Americom, and has lost, and intends to complain to the FCC as a result. That is the message in a letter Rene Anselmo, SIN president, sent to FCC Chairman Charles D. Ferris.

At issue in SIN’s inability to rent a transponder on a new RCA Americom satellite serving some 15 million cable homes. Anselmo contends that, under the commission’s rules, SIN should have been granted access.

According to Anselmo, SIN placed an order last November for the highest grade of transponder service then available—unprotected and nonpre-emptible—but found that space went to two entities that had placed their orders after SIN did.

RCA Americom’s reason for not following the traditional first come, first served

three hours because he refused to reveal his sources.

News Director Wayne Harrison was jailed by district judge David Moore for contempt of court, but was later released when the judge decided that Harrison was no longer needed to know the name of Harrison’s sources. The judge added, however, that the sources probably weren’t reliably anyway.

Harrison appeared in court voluntarily at the jury of a crime’s hearing in a murder trial and was asked about a story he had broadcast concerning an aborted attempt by the defendant’s wife to smuggle a gun to him in jail.

Harrison was asked to reveal his sources, but he refused, citing First Amendment grounds.

The judge then said: “Mr. Harrison is remanded to the custody of the Gregg county sheriff’s office and will remain in jail until he reveals his sources.” Moore gave no reason for his action, and it was only when the arrest-form was being completed that Harrison learned the charges against him. Station attorneys asked a federal judge to issue a writ of habeas corpus to free Harrison, but the reporter was released from jail before the federal court took action.

According to KLUE(AM) general manager H. A. Bridge, there was “an outpouring of support” from news organizations across the country in support of actions the station might take. On advice of its attorneys, the station decided to file a complaint with the Texas Judicial Conduct Commission.

The Tyler office of the FBI has begun an investigation, and has transmitted materials on the case to Washington.

The station, meanwhile, is assisting Harrison, who believes he has solid grounds for a civil-rights suit.

Broadcast Technology®

Elegant 150/250 Series Consoles

The new look in audio consoles is ELEGANCE! Freshly styled, with durable laminated polycarbonate front panel overlays, fashioned control knobs, hardwood end panels and brushed stainless covers. Broadcast Electronics’ new 150 and 250 series consoles stand out in any environment, broadcast or production.

Audio Performance? Exceptional! Both 150 and 250 series feature field-proven 3600 series modular electronics. Choose from 8 different models, mono or stereo...there’s one just right for you, at a price you won’t mind paying.

For more information, contact your local Broadcast Electronics distributor, or write for our new brochure.

Broadcasting May 14, 1979
method of common carrier service, Anselmo said, was that the two entities had ordered an even higher type of service—protected and nonpre-emptible. But that was not made available until March, and Anselmo contends SIN did not know it was to be offered.

SIN is expected to request the commission to review the service requests filed with RCA Americom and then order the company to offer SIN a transponder. The network is also expected to do more than complain that RCA Americom violated its rules in passing over SIN's request. It will probably complain that RCA Americom permits entities to lease more transponder space than they need, then hold it in reserve or sublease it. That practice, Anselmo feels, permits entities to "lock up" a transponder simply to preclude competition.

SIN is also expected to ask the commission to order RCA Americom to make public the names of the entities placing the service requests; they are not routinely made available. Mr. Anselmo, in his letter, suggested that the winners in "satellite poker" are RCA Americom's "big customers, the ones that helped RCA pioneer the cable satellite."

---

**Dark day for WCBS-TV**

**Technical problems knock it off air for half-hour during morning; cause still unclear**

A switching failure at the transmitters of WCBS-TV New York took the CBS-owned station off the air last Tuesday morning for 33 minutes—from 7:29 to 8:02 a.m.—slicing off the last two minutes of the Tuesday Morning news program and the first 31 of Captain Kangaroo.

According to a station spokesman, there had never before been "any on-air interruption of this magnitude" because of a transmitter failure. Normally, he explained, transmitter problems are corrected within a matter of seconds by one of the two back-ups the station has. This time, however, the circuitry that would have made the change in transmitters also went out, making it "impossible to switch the back-ups on line."

While a team of engineers was able to put the station back on the air at 8:02, they were still said to be wrestling with the reasons for the blackout last week.

Once back on the air, WCBS-TV apologized for the interruption but during the time it was dark, the station said it logged 120 viewer calls. Most, seeing only snow on their television screens, were complaining to the station about "poor reception."

As for the advertising revenue lost, the local and network sales departments were calling it minimal. During Morning for example, a 30-second network commercial is said to run in the $2,000 range and only about 5% of that would be for WCBS-TV's coverage.

---

**In-Sync**

All in one. Oak Communications will unveil "Total Control" at NCTA convention in Las Vegas this month—system to allow cable operators to remotely control programming at all times and at all locations. As example of use: Operator can authorize converter/decoder to receive all sports programs in addition to regular programing, sports programs exclusively, or special one-time sports event. In addition, Oak/CATV will introduce Total Control Videotext, method of addressable information transfer that transforms TV receiver into video "electronic newspaper."

Forget the calculator, use the TV. New plans on horizon for TV screens. Atari, electronic game division of Warner Communications, plans this summer to market home computer that hooks up to TV set. Two models ($600 and $1,000), expected to be certified by FCC, display data in color. Texas Instruments also has computer that connects to home sets, but it can't meet current FCC standards (Broadcasting, May 7).

Still another use for the TV set. Teletext continues to generate interest. IEEE spring conference on consumer electronics is planning major feature: "Consumer TV Text Display Systems." Live demonstrations are slated to show specific systems, with discussions about their suitability for adoption in North America. Of 70 technical papers to be presented at conference, more than 20 will be teletext/viewdata related.

Satellite bargain. Comsat has filed with FCC for general 15% rate reduction in its basic charges for international communications satellite channels used by U.S. International common carriers. Cut would be effective May 16. Under filing, Comsat's leased voice-grade channel rates will be trimmed 15% (from $1,575 to $1,340 per month). Combined audio and video rate for first 10 minutes of TV transmission would be reduced from $275 to $189. Thus, cost of average TV transmission, which was 44 minutes in length in 1978, will be 15% less.

Satellite beginning. Comtech Laboratories has received $1.5 million contract from Comsat to design and manufacture ground communication equipment to be installed in Intelsat satellite communications center at Elam, W.Va. Station will operate at 14/11 ghz frequencies, and will serve as forerunner of Standard C earth stations, which will be used with high-capacity Intelsat V communications satellites.

Satellite disk. Public Service Satellite Consortium put up first satellite transmission of video disk during symposium on use of educational media for teaching deaf in Lincoln, Neb. Media Development Project for the Hearing Impaired and kxun-TV Lincoln produced videotape, portions of which were transmitted from disk to monitor, then to satellite, for ultimate reception at Gallaudet College in Washington. Team is working with MCA DiscoVision Inc. to produce four videodisks through grant from Captioned Films and Telecommunications Branch of Bureau of Education for the Handicapped, Department of Health, Education and Welfare.

Twice as good. Voice of America has inaugurated new double satellite circuit across Pacific Ocean—first use of twin communications satellites for day-to-day broadcasting. Programs intended for Asia will now be transmitted from Washington to California via RCA satellite, then beamed to Intelsat satellite above Pacific Ocean to Philippines. From there, programs will be transmitted by short wave to eastern Pacific and as far away as India.

Ground breakers. RCA Group Vice President Julius Koppelman (l) and RCA Americom President Andrew F. Inglis officiated at last week's ceremony inaugurating the satellite company's $3 million headquarters building at Princeton University's Forrestal Center. The structure, shown here in architect's rendering, is expected to be completed in the first quarter of 1980.
Direct drive made Panasonic Series 9000 a great 3/4” editing system. Here's what makes the new 9000A an even better one.

The new Panasonic Series 9000A offers even more impressive performance, even more quality, and more professional features than the Series 9000 did last year. And we still have the lowest price tag in the business.

The new system consists of the NV-9500A editing recorder, the inexpensive NV-9200A player/recorder, and the NV-A950, the versatile editing controller that goes between them.

Together, they deliver the cleanest Panasonic frame-to-frame edits ever.

S/N ratios are our highest ever, 46 dB color and 50 dB black and white, thanks to new crystal-oriented HPF™ video heads. And in addition to those crisp, clean edits, you get reduced audio delay at the edit point. And substantially increased frequency response at the first generation.

That's not all: The newly increased frequency response works with a patented dubbing mode for even better dubbing quality. And still another of the many important improvements is a new tape guide path on the video head cylinder. It reduces tape edge movement for an even better RF envelope, and an even better signal—the best yet from Panasonic.

You get all these improvements, plus professional features you can count on in a Panasonic editing system: Like controls that are completely solenoid-operated. A separate RF output for use with an external DOC. Even subcarrier and external sync inputs for use with a time base corrector.

The Panasonic Series 9000A 3/4” editing system. The only thing that looks better than its performance is its price.

For more information, write: Panasonic Company, Video Systems Division, One Panasonic Way, Secaucus, N.J. 07094.
In Canada, Panasonic Video Systems Department, Mississauga, Ontario.

Exterior cabinetry is simulated woodgrain.

Panasonic® just slightly ahead of our time.
The Broadcasting

Playlist May 14

Contemporary

<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title □ Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1 1</td>
<td>Reunited Peaches &amp; Herb</td>
<td>Polydor</td>
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<td>2 2</td>
<td>Heart Of Glass Blondie</td>
<td>Chrysalis</td>
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<td>3 3</td>
<td>Hot Stuff Donna Summer</td>
<td>Casablanca</td>
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<td>4 4</td>
<td>In The Navy Village People</td>
<td>Casablanca</td>
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<tr>
<td>5 5</td>
<td>Knock On Wood Ami Stewart</td>
<td>Aria</td>
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<td>6 6</td>
<td>What a Fool Believes Doobie Bros Warner Bros.</td>
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<td>7 7</td>
<td>Goodnight Tonight Wings Columbia</td>
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<td>8 8</td>
<td>Shake Your Body Jacksons Epic</td>
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<td>9 9</td>
<td>Ain’t No Stoppin McFadden &amp; Whitehead Phila. Int.</td>
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<td>10 10</td>
<td>We Are Family Sister Sledge Cotillion</td>
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<td>11 11</td>
<td>Music Box Dancer Frank Mills Polydor</td>
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<td>12 12</td>
<td>Disco Night G G</td>
<td>Aria</td>
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<td>13 13</td>
<td>Stumblin In Suzi Quatro &amp; Chris Norman RSO</td>
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<td>14 14</td>
<td>Take Me Home Cher Casablanca</td>
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<td>15 15</td>
<td>He’s the Greatest Dancer Sister Sledge Cotillion</td>
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<td>22 22</td>
<td>Logical Song Supertramp A&amp;M</td>
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<td>17 17</td>
<td>I Want Your Love Chico Atlantic</td>
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<td>18 18</td>
<td>Ain’t Love a Bitch Rod Stewart Warner Bros.</td>
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<td>19 19</td>
<td>I Got My Mind Made Up Instant Funk Salsoul</td>
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<td>20 20</td>
<td>She Believes in Me Kenny Rogers United Artists</td>
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<td>21 21</td>
<td>Love Yourself Out Bee Gees RSO</td>
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<td>22 22</td>
<td>Deeper Than the Night Olivia Newton-John MCA</td>
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<td>23 23</td>
<td>Honest Nelly Billy Joel Columbia</td>
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<td>24 24</td>
<td>Blow Away George Harrison Dark Horse</td>
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<td>25 25</td>
<td>There But For the Grace of God Go I Machine MCA</td>
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<td>26 26</td>
<td>Just When I Needed You Most R. Vanwarmer Warner Bros.</td>
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<td>27 27</td>
<td>Lady in Little River Band</td>
<td>Harvest</td>
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<td>28 28</td>
<td>Rock ‘n Roll Fantasy Bad Company</td>
<td>Swan Song</td>
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<td>29 29</td>
<td>Love is the Answer England Dan &amp; John Coley Big Tree</td>
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<td>30 30</td>
<td>Take My Breath Away Rex Smith Columbia</td>
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<td>31 31</td>
<td>Chuck E’s In Love Ricky Lee Jones Warner Bros.</td>
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<td>32 32</td>
<td>Minute by Minute Doobie Bros Warner Bros.</td>
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<td>29 29</td>
<td>Love Takes Time Ole Orleanes</td>
<td>Infinity</td>
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<td>34 34</td>
<td>Old Time Rock and Roll Bob Seger Capitol</td>
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<td>35 35</td>
<td>Boogie Wonderland Earth Wind Fire/Emotions Col.</td>
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<td>36 36</td>
<td>Dancin’ Fool Frank Zappa Zappa</td>
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<td>37 37</td>
<td>Shine a Little Love Electric Light Orchestra Epic</td>
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<td>38 38</td>
<td>Good Timing Beach Boys Caribou</td>
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<td>39 39</td>
<td>I Want You To Want Me Cheap Trick Epic</td>
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<td>40 40</td>
<td>Love Ballad George Benson Warner Bros.</td>
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<td>41 41</td>
<td>Dance the Night Away Van Halen Warner Bros.</td>
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<td>42 42</td>
<td>Hot Nasty Foxy Dash</td>
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<td>43 43</td>
<td>Renegade Styx A&amp;M</td>
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<td>44 44</td>
<td>I Will Survive Gloria Gaynor Polydor</td>
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<td>45 45</td>
<td>Makin It David Mee RSO</td>
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<td>46 46</td>
<td>Little Bit of Soap Nigel Olsson Bang</td>
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<td>47 47</td>
<td>Such a Woman Tycoon Aria</td>
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<td>48 48</td>
<td>Bad Girl Donna Summer Casablanca</td>
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<td>49 49</td>
<td>Get Used To It Roger Voudour Warner Bros.</td>
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<tr>
<td>50 50</td>
<td>I Don’t Want To Be Right Barbara Mandrell ABC</td>
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Playback

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<thead>
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<th>Title □ Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>3 1</td>
<td>Don’t Take It Away Conway Twitty MCA</td>
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<td>2 2</td>
<td>Down on the Rio Grande Johnny Rodriguez Epic</td>
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<td>1 3</td>
<td>Lying In Love With You J. Brown &amp; H. Cornelius RCA</td>
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<td>2 4</td>
<td>Sail Away Oak Ridge Boys ABC</td>
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<td>5 5</td>
<td>Lay Down Beside Me Don Williams MCA</td>
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<td>4 8</td>
<td>Back Side of Thirty Johnny Conlee MCA</td>
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<td>15 15</td>
<td>Beautiful Body Bellamy Bros Warner Bros.</td>
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<td>16 16</td>
<td>She Believes In Me Kenny Rogers United Artists</td>
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<td>9 9</td>
<td>Where Do I Put My Memory Charley Pride RCA</td>
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<td>7 10</td>
<td>Someone Is Looking For Someone Dave Davies Lifesong</td>
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<td>12 12</td>
<td>I Don’t Want To Be Right Barbara Mandrell ABC</td>
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<td>All I Ever Need Is You Rogers &amp; Hart United Artists</td>
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<td>14 13</td>
<td>Farewell Party Gene Watson Capitol</td>
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<td>9 14</td>
<td>Slow Dancing Johnny Duncan Columbia</td>
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<td>I’ll Love Away Your Troubles Janie Fricke Columbia</td>
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<td>How To Be a Country Star Statler Brothers Mercury</td>
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<td>Sweet Memories Willie Nelson RCA</td>
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<td>21 21</td>
<td>When I Dream Crystal Gayle United Artists</td>
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<tr>
<td>25 25</td>
<td>You’ve Got Somebody Vern Gosdin Elektra</td>
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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.

Country

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Hits on the heavy side, Styx’s current single, Renegade (A&M) and Cheap Trick’s I Want You To Want Me (Epic) have proven more successful on the local level than many program directors predicted they’d be. Both records are too harsh for adult contemporary or easy listening formats, but at stations where teen-agers form much of the listening audience, steady phone requests have charted both records within the top five. "The acapella singing is the hook with Renegade," says Dave Bishop, program director at WKBW-FM, Columbus, Ohio. "It’s a very untypical sound for rock ‘n’ roll radio." While Renegade appears to have peaked on "Playlist" at 42, I Want You To Want Me moves up again this week from 41 to 39. "I’m very impressed with it," says Roger Mason, program director at KHDK-FM, Eugene, Ore. "It’s damn good rock ‘n’ roll with good vocals, good lyrics, and the beat is a hook within itself." More for the mainstream. After a quiet take-off, Ricky Lee Jones’s first single, Chuck E’s In Love (Warner Bros.) is eliciting high praise from program directors as well produced rock ‘n’ roll with a unique, pleasant sound. Steve Christian, program director at WQFS-FM Fort Wayne, Ind., says, "we played it as an album cut and the phones went crazy. It’s an easily relatable song full of air, good feelings." And Jeff Frank, program director at WQES-AM Allentown, Pa., comments: "It sounds different. It sounds like 1965, like clean old rock ‘n’ roll." Summer lightning. Electric Light Orchestra will release its newest album, Discovery (Epic) in two weeks. The LP’s first single, Shine a Little Love, bolts onto “Playlist” this week at 37 and is described by Vince Radiolovic, program director at WQES-AM Akron, Ohio, as an “up-tempo, summertime tune.”
FOR A HEALTHY AUDIENCE

Medical Journal...take daily

News
Public Affairs
Free in Metro Markets
Daily
Exclusive in Your Market
90 Seconds
Unlimited Repeats
Starts June 4th

Produced by SBS/SCOTT BROADCAST SERVICES, INC.
and COLUMBIA-PRESBYTERIAN MEDICAL CENTER OF N.Y.

Funded in the Public Interest by THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

* ITS HEALTH IS YOUR HEALTH, TOO! *

Gloria Scott, Vice President for Station Relations
Scott Broadcast Services, Inc.
1440 Broadway, New York, N.Y. 10018

I'm interested in the exclusive Radio rights to MEDICAL JOURNAL in my market. Send me, without obligation, my free demonstration kit including tape and background material.

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STATION __________________________

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CITY ___________________ STATE _______ ZIP _______
And many from Washington will be along as NCTA meets May 20-23

Fortified by a year in which the fortunes of its constituency have risen conspicuously, the National Cable Television Association heads next week for Las Vegas and its 31st annual convention.

An array of top government and cable industry spokesmen fill out an agenda that will focus on the Communications Act rewrite, copyright, the ongoing jousts with telephone companies, pay cable, technological issues and a myriad of other topics. The meeting will also function as a hardware marketplace.

The line-up of exhibitors by last week had reached 197, about one-third more than at last year's convention in New Orleans.

Following are agenda highlights:

Former President Gerald Ford will deliver the keynote address at the Sunday (May 20) opening session, which will also feature Senator Howard Cannon (D-Nev.), chairman of the Senate Commerce Committee, and Burt Harris, chairman of the NCTA convention committee.

Monday morning (May 21), the Senate and House Communications Act rewrite will be on center stage when Senator Ernest F. Hollings (D-S.C.), chairman of the Communications Subcommittee, is to give an update on his version. Next: a look at the involvement of Congress in communications from Senator Larry Pressler (D-S.D.) and Representatives Mickey Leland (D-Tex.), John M. Murphy (D-N.Y.), Charles Rose (D-N.C.) and Alan B. Swift (D-Wash.).

A Monday morning session on regulatory issues, including franchise fees and the future of the FCC Cable Bureau, will offer FCC Commissioner James Quello, New York State Cable Commission Chairman George Cincotta, Representative Thomas A. Lukan (D-Ohio) and Frank Scarpa of National Video Systems.

With cable a specific topic of the House Communications Subcommittee when it resumes its rewrite hearing in Washington the next day (May 22), Chairman Lionel Van Deerlin (D-Calif.) will be the timely Monday luncheon speaker in Las Vegas.

Signal carriage and copyright are to be discussed at another significant Monday morning session by Henry Geller, head of the National Telecommunications and Information Administration; Mary Lou Burg, commissioner of the Copyright Royalty Tribunal, and communications economist Alan Pearce.

FCC Commissioner Tyrone Brown and Representative Timothy Wirth (D-Colo.) will be on a Monday panel that will deal with concerns about telephone company inroads into cable.

The emphasis of the Tuesday (May 22) agenda will be on financial issues, programing topics and related technical developments.

The association's annual awards will be conferred at the Tuesday luncheon, presided over by NCTA President Robert Schmidt.

The convention will adjourn at 1 p.m. Wednesday (May 23). But as an aperitif to that morning's mostly technical meetings, FCC Charles D. Ferris will speak at an 8 a.m. general breakfast session. He will be introduced via satellite from Washington by House Speaker Thomas P. (Tip) O'Neill (D-Mass.), for whom he was formerly a principal aide.

Hour by hour: the NCTA agenda

Registration. The NCTA delegate registration desk will be located in the Meeting Room Foyer of the Las Vegas Convention Center. Registration hours are 10 a.m.-6 p.m. Sunday, May 20; 7:30 a.m.-6 p.m. Monday and Tuesday, and 7:30 a.m.-noon Wednesday.

Exhibit hours. Cable television equipment and services will be displayed in East Exhibit Halls B and C 2:30-5:30 p.m. Sunday; 10:30 a.m.-5:30 p.m. Monday and Tuesday, and 9 a.m.-1 p.m. Wednesday.

Meetings. Workshops and most general sessions are located in the Las Vegas Convention Center. The Monday and Tuesday luncheons, the Tuesday evening banquet and the Wednesday breakfast general session will be held in the Grand Ballroom of the Las Vegas Hilton, adjacent to the Convention Center.

Sunday, May 20

Opening general session. 1-2:30 p.m. Welcome: Burt Harris, chairman, NCTA convention committee. Remarks: Senator Howard Cannon (D-Nev.), chairman, Commerce Committee, and member, Communications Subcommittee. Keynote address: Former President Gerald Ford.

Monday, May 21

Management session. 9-10:30 a.m. Rooms A 1-6. Speaker: Senator Ernest Hollings (D-S.C.), chairman, Communications Subcommittee. Panel, "Fresh Visions—Washington." Moderator: Thomas E. Wheeler, NCTA executive vice president. Panelists: Senator Larry Pressler (R-S.D.), member, Communications Subcommittee; Representative Mickey Leland (D-Tex.), member, Commerce Committee; Representative John Murphy (D-N.Y.), member, Communications Subcommittee; Representative Charles Rose (D-N.C.), member, Speaker's Advisory Committee on Broadcasting; Representative Alan Swift (D-Wash.), member, Communications Subcommittee.

Opening technical session. 9-10:30 a.m. Rooms B 2 and 3. Welcome: Ken Gunter, UA-Columbia Cablevision, San Angelo, Tex. Special presentation, "Cable Signal Leakage and Potential Interference to Aeronautical Radio Services," by Robert Powers and Ralph Haller, FCC.

Five concurrent management sessions. 10:45 a.m.-12:15 p.m. Where To Regulate Cable and How. Room E 1. Moderator: Monroe Rfkin, American TV & Communications, Englewood, Colo. Panelists: George Cincotta, chairman, New York State Cable Commission; Representative Thomas Lukken (D-Ohio), member, Communications Subcommittee; James Quello, commissioner, FCC; Frank Scarpa, National Video Systems, Vineland, N.J.


Signal Carriage and Copyright (Here We Go Again). Rooms E 2-3. Moderator: Russell Karp, Teleprompter, New York. Panelists: May Lou Burg, commissioner, Copyright Royalty Tribunal; Henry Geller, assistant secretary of commerce and head of National Telecommunications and
Information Administration; Alan Pearce, communications economist, Washington.


Two concurrent technical sessions. 10:45 a.m.-12:15 p.m.


Membership meeting. 2:30-4 p.m. Room B 1.

Tuesday, May 22

Five concurrent management sessions. 9-10:30 a.m.


Two concurrent technical sessions. 9-10:30 a.m.


Exhibit time. 10:30-noon.


Two concurrent technical sessions. 2:30-4 p.m.


Annual banquet. 7-11 p.m. Grand Ballroom, Hilton.

Wednesday, May 23

Breakfast management session. 8-9:30 p.m. Grand Ballroom, Hilton. Speaker: Charles Ferris, chairman, FCC; Introduction by House Speaker Thomas P. (Tip) O'Neill (D-Mass.) via satellite.


Management session. 9:45-11:15 a.m. Rooms A 1-6. Speaker to be announced.
Booth by booth: the NCTA exhibits

Aberdeen-Cable, TV Supply 11
Advance Industries 204
Staff: H.L. Bennett, Manuel Camposano.

AEL CATV Communications 43
E. Huber, G. Dieles, A. Lochanko, W. Ackerman.

Alpha Technologies 177
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American Farm Bureau 175
American Public Information Network 137
American Satellite Network 126
Andrew Corp. 3 & outside
Anixter-Pruzan 79 & outside

Appalachian Education Satellite Program 257

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TelWeather TW-2 direct weather radar system*, TelWeather TW-1 dial-up weather radar system*, character generator for titling radar pictures*, automatic dialer for radar systems*, non-duplication program switcher, taps, AB switches. Staff: Jack Cauldwell, Dick Richards, Ray Weaver, Pat Larabee, Neil Phillips, Bob Walker.

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B & B Towers 183
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Bell & Howell Video 27

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Bestvision 112-114

Blonder-Tongue Laboratories 12
Aural level control, cary processor, channel processors, modulators. Staff: George Bahue, Stan London, Bob Foster, Isaac Blonder, Glenn Stawicki, Dwight Staehler.

Blue Hill Communications 246
Broadband Engineering 147-148
Amplifier modification and redesign. Staff: Robert Savard, Fred Rogers, Chuck Wise, Sandy Savard, Emme Cantelmo.

Bureau of the Census 255
Demographic and economic statistical publications.

Cabledata 78

The Cable People 30
Cable and pay TV marketing services including direct sales campaigns, advertising and promotional materials, market surveys, marketing research, complete system audits*, installation services*. Staff: Eric J. Behre, Linda A. Stanek, Jeff Townsend, Ken Russell, Peter McCarthy.

Cabih Tele Music 190

Cable Trends 217
Advertising and marketing services to CAR operators and industry suppliers. Staff: R. Michael Jackson, Pamela Almoina, Don Listro, Daniel Halvorson, John Beall, Tony Augustine, Mike Fisher, Jill Dineen, Guy Bost, Scott Hillery, Sara Branch.

Cedco 194

Carlton International Manufacturing 249

J.L. Case/Davis 81
Trenchers, backhoe, equipment for underground cable applications. Staff: Mitt Tuell, Bob Gourley, Don Moore, Steve Barber.

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C-Cor Electronics 54-55

CCS Hatfield 95-96

Century III Electronics 15
Trunk amps, line extenders, apartment amps, line splitters, directional couplers, universal tap, AC power supplies, feed-forward super trunk*. Staff: Vic Tarbutton, Kirk Hollingsworth, Larry Fry.

Cero Communications Products 45-48

Chemical Bank 236-237

*Indicates new product.
Valtec fiber
McEntire.

Microprocessor
Computer

Seidenglanz, Darlinda Dovolis, Oscar Wilson,
top camera platforms.

 contained
code

cameras,
Compact Video
Szabo, Jeff Gleason,

Staff:
Vernon Bertrand.

character generators, remote status monitor-

-1600
Bequpre,
Bonnie

Staff:
temporary
sonnel,
Brokerage
Communications Marketing
Communications
Fisher,
V.M.

Microwave video
Collins
Hulseberg,

Staff:
financial services, operational auditing,
Computerized system design, strand mapping,
Clown
Osofsky,
Letkomiller,
Tom
Staff:
Ken Silverman, Pam Banner, Jill
Sartney, Lawrence Feinberg, Carol Hunter,
Tom Johnson, Helyne Landres, Joseph
Lektomiles, Jim Magee, Tony Miller, Jack
Ososky, Jim Parker, Marvin Segelman,
Sylvester Weaver, Gunther Weil.

Clown Communications

Staff:
Raymond McDaniel, Mike Romano,
Aaron Phillips.

Channelmatic

213
Microclocik II TVRO automation systems for
earth stations*, DTMF tone remote control
equipment, programable seven-day time-of-
day controllers, single page pre-programmed
character generators, remote status monitoring
systems, vertical-interval videocassette
automation systems, VCR automation systems.

Staff:
Bill Killion, David Mayer, Sally Killion,
Vernon Bertrand.

Cinemerica Satellite Network

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Staff:
Ken Silverman, Pam Banner, Jill
Sartney, Lawrence Feinberg, Carol Hunter,
Tom Johnson, Helyne Landres, Joseph
Lektomiles, Jim Magee, Tony Miller, Jack
Ososky, Jim Parker, Marvin Segelman,
Sylvester Weaver, Gunther Weil.

Coaxial Analysts

99-100
Computerized system design, strand mapping,
financial services, operational auditing, non-
computer accounts receivable billing system,
system management, marketing services.

Staff:
Robert Fanch, Ross McPherson, Terry
Hulseberg, Steve Gower.

Collins Transmission Systems/Rockwell

69-70
Microwave video relay system for CARS.

Staff:
V.M. Riley, W.C. Shurtleff, K.F. Hinther, L.M.
Fishel, T.W. Moore.

Communications Distribution

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Communications Marketing

1-2
Brokerage services*; research, marketing, per-
sonnel, contract installation referral services;
temporary help; sales promotion; system
audits and delinquent account collections.

Staff:
Jim Bloxham, Suzanne Bloxham, Jim
Applegate, John Landefeld, Cheryl Landefeld,
Bonnie Saiz, Jimmy Saiz, Dennis Thomas, Bob
Bequro, John Reaves, Thomas Wotuba, Al
Szabo, Jeff Gleason, Chuck McAtee, Bruce
Marks.

Compact Video Sales

219
Twenty-foot production vehicle with Hitachi
cameras, one or two-inch tape recorders, time
code and character generators, Grass Valley
1600-la switcher, microphones, mixers, self-
contained 4 kw power plant and front, rear and
top camera platforms.

Staff:
Robert F.
Seldenglanz, Darlinda Dovolis, Oscar Wilson,
Jim Buehler.

Compucom

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Computer Video Systems

129
Microprocessor-based character generator
display systems.

Staff:
Carl Rosekrans, Bruce Robertson, Pryce Hales,
Ray Malheiro, Tom
McEntire.

Comm/Scope

14
Trunk and distribution coaxial cable, dropwire,
Valtec fiber optic cable.

Drendel, Dale Sherill, James E. Webb, Joe
Teague, E.S. Barbour, George Hutton, George
Voehl, Frank Logan, Gene Swittenbank, Steve
Coffey, Marshall Hudson, Roy Tester, Gary Wat-
son, Tad Wilkowitz, John Maly, Jerry Smith, Fred
Wilkenloh, Rich Cerney, Greg Couch, Bill
Gooden, Jeard Leonhardt, Larry Bowman, Lar-
ry Nelson, Diane Bullen.

Comsearch

38
Satellite earth station placement, frequency
coordination. RFI measurements, CARS bands
microwave frequency assignment, point-to-
point microwave frequency coordination, com-
puter systems software development.

Staff:
Harry L. Stemple, Kurt R. Oliver.

ComSonics

243-244
Uninterruptible LNA Power source*, video
sensing coaxial relay*, RF leakage detection
system, armor surge protection. CATV repair
services.

Staff:
Dick Shimp, Carl Hensley,
Dennis Zimmerman, Alex Lushpinsky.

Comtech Data

7
Five-meter satellite earth station, Comtech re-
ceivers.

Staff:
Earle Davis, Milt Deever, Laurel
Fowler, Bob Miller, Dan Cromwell, Eugene
Augustine, Lou Harper, Bob Fitting.

Continental Consultants

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Continental Lift

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Control Technology

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Cosmo Graphics

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CWY Electronics

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Cybertech

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Routers  42
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RMS Electronics  59

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Digital db signal level meters.  Staff: Harry Sadel, Leslie Kaplan, Mack Brink.

Satori Productions  60
Original programming for pay cable and local origination, feature film distribution, production services.  Staff: Ernest G. Sauer, Gary P. Connor, Janice DeMadona, Sandra J. Hall, Michael Egan, Denise Borden, Patrick Gallagher, Alison Steele.

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Staff: Charles Evans, Ted Schapiro, Ben Duval, Tom Carbaugh, Charles Millot, Lois Miller.

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UAM 88 universal antenna ground mount and No. 65 solid leg tower*.  Staff: Gene Francis, Bob McMahon.

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Continental Electronics
United Press International 49-50

United States Air Force 198

United States Tower 234 & outside

United Video 20
Utah Scientific 179
Van Ladder 229-231
Van or truck mounted aerial ladder, modular fiberglass body for compact pickups. Staff: Jim Baker, Paula Baker, Harlan Bartrom, Suzanne Bartrom.

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Video Communications 274

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Star Channel and Nickelodeon programming services for pay cable. Staff: Al Parnelino, Jim Cavazzini, Prudence Bollinger, Jack Doran, Buzz Hassett, Bill Schweizer.

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Fates & Fortunes

Media

Alfred Tanksley, executive VP, general manager, Kingstip Communications, Austin, Tex., licensees of KTYV(TV) and KHI-FM Austin, elected president. FCC has approved acquisition of 70% of Kingstip by LIN Broadcasting (Broadcasting, May 7).

Robert M. Chandler, VP, general manager of KENR(AM) Houston, appointed senior VP of Lake Huron Broadcasting Corp., licensee of station.

Barry Baker, general sales manager, KMQJ(FM) Houston, appointed VP, general manager of co-owned KKSS(FM) St. Louis.

Robert Ware, director of engineering and operations services, noncommercial KUED(TV) Salt Lake City, joint noncommercial WETV(TV)-WARE(FM) Atlanta as general manager.


Harry Kaplan, VP, general manager, KWTO-AM-FM Springfield, Mo., joins KFXA(AM)-KXCA(FM) Fulton, Mo., in same capacity.

Jillene B. Healey, director, regional affiliate relations, NBC-TV, appointed director, affiliate planning, NBC-TV, New York.

Joe Taylor, operations manager, KHGW-FM Denver, joins WPEH(AM) Philadelphia as manager of operations and programming.

Steve West, program director, KJR(AM) Seattle, named assistant manager.


Dan Kawakami, program director, KHON-TV Honolulu, named station manager.

Lindsay Schnyder, general sales manager, KZDX(FM) Albuquerque, N.M., appointed station manager.

Larry (Mike) Moore, assistant manager, WCGR(AM) Eden, N.C., named station manager.

Lewis Caster, controller, WOR-AM-TV and WXLO(FM) New York, joins Post Corp., Appleton, Wis., broadcast and newspaper group, as treasurer.

Lynd Alford, personnel administrator, KGBK(AM) San Francisco, joins KYUU(FM) San Francisco as senior accountant.

Richard Skelton, accounting supervisor, Cosmopolitan Broadcasting, Columbus, S.C., named assistant controller.

Ralph Cole Jr., VP-personnel, Provident hospital, Baltimore, joins WJZ-TV there as human resources manager.

Broadcast Advertising

Howard C. Shank, president and chief creative officer, Leo Burnett Co., Chicago, announces early retirement. Norman L. Muse, head of Burnett’s United Kingdom-Europe region, returns to Chicago as executive VP in charge of U.S. creative services division.

Ira Metathis, Susan Marber and David May, account supervisors, Grey Advertising, New York, elected VP’s.

Charles Claggott Jr. and Curt Olson, associate creative directors, D’Arcy-MacManus & Masius, St. Louis, named VP’s and creative directors for Budweiser, Donruss Co., Thorofed dog food and United States Brewers Association accounts. Richard Foristel, from W.B. Doner, Baltimore, joins DM&M in St. Louis as account executive.

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“The person you describe is the person I’ll deliver”

Joe Sullivan

*Finding a first-rate executive isn’t enough.
*You want the right one.
*Right for your company. Right for you.
*I understand your needs. I relate them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person.
*I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting.
*You get an effective, knowledgeable, professional search. And you get exactly the person you’re looking for.”

Joe Sullivan & Associates, Inc. Executive Search and Recruitment
1270 Avenue of the Americas New York, New York 10020 (212) 765-3330
John M. Otter, VP and director of programming, SSC&B Inc., New York, and Robert W. Hin-son, VP and director of media operations, named senior VP's. Ramon R. Lasa, manager of agency’s Puerto Rico office in San Juan, and Marianne C. Hussey, account supervisor, New York, appointed VP's.

Penni Bernstein and Peter Schaeffer, account supervisors, Jack Delitchman, assistant media director, John Gruen, copy supervisor, and John Gill, controller, Ogilvy & Mather, New York, elected VP's.

Joyce DiBona, broadcast-print media supervisor, Gillette Co., joins Kenyon & Eckhardt Advertising, Boston, as VP-media director. Pearl Joseph, media research director, K&E, New York, elected VP.


Irene Taffel, from Kelly, Nason, Univas, New York, joins Waring & LeRosa there as manager of broadcast services.

Joe Africano, with Al Paul Lefont Co., New York, appointed VP-supervisor of broadcast production.

Mark Fox, assistant media director, Benton & Bowles, New York, joins Foutte, Cone & Belding there as associate media director.

Clarke A. Greene, account supervisor, Peitscher-Janda Associates, forms marketing consulting firm in Chicago, Clarke Greene/ Creative Group.


James D. Hardy, with retail sales development staff of Television Bureau of Advertising, New York, named marketing director of Peters, Griffin, Woodward Inc., New York.

Keith J. Ritter, senior market analyst for ABC Television Spot Sales, New York, named assistant director of marketing planning.

Phyllis R. Leibert, manager of research, radio stations, NBC, New York, named director of research, radio stations.

Deanna K. Harris, account executive, WEEB(AM) Boston, appointed account executive, CBS Radio Spot Sales, San Francisco.

Jerry Pelletier, account executive, WNBC-TV Boston, joins TeleRep as Boston sales manager. TeleRep forms new sales group, Jaguars, to service New York and Chicago spot buying communities on behalf of WATV-Philadelphia. Larry Goldberg, group sales manager for TeleRep's New York tigers group, named sales manager for New York jaguars. Harvey Gamm and Dave Davis, from Bolton Broadcasting, and Peter Mathes, graduate, Newhouse School of Communications, Syracuse University, Syracuse, N.Y., join New York jaguar staff as account executives. Irwin Siegel, VP-Midwest sales director for Bolton, named Chicago jaguar sales manager. T. C. Schultz, also from Bolton, and Joe Antelio Jr., from WCFL(AM) Chicago, join Chicago jaguar staff as account executives.

Pat Gennell, account executive, Blair Television, New York, joins MMT Sales there as account executive.

Steve Schusler, from TeleRep, joins Field Spot Sales in Chicago as account executive.

Maureen Meahan, office manager-sales assistant, Avery-Knodel, Minneapolis, named account executive.

Andrea Cetera, account executive, Arborion Television, New York, joins Petry Television there as director of research.

Arthur Carr, account executive, WLLI-TV Cambridge, Mass., joins WXNET-TV Boston as general sales manager. Robert Riordan, account executive, WXNET-TV, named local sales manager.

Larry Proffitt, national sales manager, Kansas State Network, Wichita, appointed general sales manager for KARD-TV Wichita and KSN.

Dexter Taylor, account executive, KLAC(AM) Los Angeles, appointed general sales manager.

Paul Kress, account executive, WDCF(AM)- WDSF(AM) Pittsburgh as general sales manager.

John Bitting, regional manager of McGavren Guild’s Philadelphia office, joins KMUQ(AM) Houston as general sales manager, succeeding Barry Baker (see page 67).

Roger Strawbridge, local sales manager, WZBA(AM) Boston, appointed general sales manager. Judith Langley, from Radio Advertising Representatives, New York, joins waz as national sales manager.

Harry Kalkines, general sales manager, WXTT(AM) Jacksonville, Fla., assumes additional duties as VP of Post-Newsweek Stations of Florida, which includes WXT and WPLO(AM) Miami.

John K. Dow, general sales manager, KENR(AM) Houston, named VP.

Douglas Dunlop, sales manager, KMEL(AM) San Francisco, joins KSTO(AM) San Jose, Calif., as general sales manager. Gregory Bell, general sales manager for KXXR(AM) San Jose, co-owned with KSIX, appointed national sales manager for both stations.

Joe Orso, account executive in Chicago national sales office of CBS, named national sales manager of CBS’s WBBM-TV Chicago.

George Walsh, program director, WTVH(AM) Syracuse, N.Y., named national sales manager.

Nicholas Schlawone, manager of research, NBC, New York, appointed director.

Deborah Wood, graduate, Louisiana State University, joins WBLOG(AM)-WFM(AM) Baton Rouge, La., as advertising director.

Thomas Cadigan, manager of New York sales office of King Health Care Division of Spartan Mills, joins WNB(AM) New York as account executive.

Scott Solomon, sales executive, Pierre Cardin, Chicago, joins WYFY(AM) there as account executive.

Ernie Kovacs, former general sales manager,
XETRAM-FM Tijuana, Mexico (San Diego), joins KMBI(AM) San Diego as account executive.

Tom Winters, from WZI(AM) Miami, and Tom Duffy, from WSGM(AM) New York, join sales staff of WCKO(AM) Fort Lauderdale, Fla.

Programing

Zvi Shoubin, program manager, WMAQ-TV Chicago, joins WPML-TV Philadelphia in same capacity.

John Hubrsky, operations manager, WVTM(AM) Madison, Wis., joins WSCI-TV there as program manager.

The Whitmeyer, VP-production, WECT(AM) Wilmington, N.C., appointed VP-programming.

Amy Dom Kopelan, program administrator, ABC Entertainment, New York, named director, program administration, East Coast.

Larry Alt, president of Larry Alt and Associates, business consulting firm in Elkhard, Ind., joins WXYZ(AM) Detroit as assistant program director. John Gross, sports director, XXAS-TV Fort Worth, joins WXYZ(AM) as sports producer and reporter.

Ken Rees, producer, P.M. Magazine, WFAA-TV Dallas, joins WCCO-TV Minneapolis as executive producer of P.M. Magazine.

Bob Craig, program director, WXYZ(FM) Waterbury, Conn., joins WGBK(AM) Philadelphia in same capacity.

Tracy Mitchell, music director, KJIM(AM) Seattle, named program director, succeeding Steve West (see page 67).

Mark Larson, operations manager and announcer, KFBM(AM) San Diego, named program director.

John Galanese, air personality, WCKO(AM) Fort Lauderdale, Fla., assumes additional duties as program director. Greg Budell, from WCKO(FM) Chicago, and Laser Bill and Alan Michaels, from WHYY(AM) Fort Lauderdale, join WCKO as air personalities.

Catherine Konnar, music director, WROX(AM) Washington, named assistant program director.

Bob Walsh, sports commentator, KXIV(AM) Seattle, assumes additional duties as executive sports producer.

Yolanda Romero, air personality, KDCE(AM)-KXIQ(FM) Spanishola, N.M., assumes additional duties as music and public service director.

Anita Givens, from WMMR(FM) Philadelphia, joins WC0Z(AM) Boston as air personality.

George Means, air personality for various Miami stations, joins WOOD(AM) there in same capacity.

Connie Michaels, from WPZI(AM) Pottstown, R.I., and Mike Shannon, Joel Michaels and Suzie Sands, from WRAW(AM) Reading, Pa., join WRFT-FM Reading as announcers.

Charles Gilmore, freelance artist in Reno, Nev., joins KTIV(AM) Salt Lake City as art director.

Barry Lowen, VP of program development for Columbia Pictures Television, Burbank, Calif., joins Bennett/Kalemian Productions. He will create and develop television series and will serve as supervising producer.


James Ian Mervis, attorney with Rubin Baum Levin Constant & Friedman, New York, joins Viacom Enterprises there as director of business affairs, East Coast.

Christopher Zermeno, from 20th Century-Fox legal department, Beverly Hills, Calif., named assistant director of business affairs for 20th Century-Fox Sports.

Phoebe Kaylor, assistant in network television department of Time-Life Films, New York, named story editor.


Tom Rasmussen, associate director of broadcast operations, Public Broadcasting Service, Washington, joins Robert Wold Co., Los Angeles, as assistant to president.

Cyril Aksasi, operations manager for KGMB-TV Honolulu's Hawaii Production Center, joins Quenzer Driscoll Dawson there as operations manager.

Jim Cook, production coordinator for "Jazz Album Concert," Orca Productions, joins Watermark, Los Angeles radio syndication production company, as studio director.

News and Public Affairs

Ed Ravel, from Atlanta bureau of CBS News, named Latin America correspondent. He succeeds David Dick, who has been reassigned to Dallas bureau. Dick had been headquartered in Caracas, Venezuela, but bureau will be moved to new location, to be announced.

Jack Kellner, associate news director, KNX(AM) Hollywood, named news director.

Henry Kanegsberg, director of financial planning, news, NBC, New York, appointed VP-business affairs and administration, news.

Barry Shanley, general assignment reporter, WZTV-AM Grand Rapids, Mich., named co-anchor and co-producer of 6 and 11 p.m. news.

Robert W. McCall, news director for WLWT(AM) Cincinnati for past six years, resigns to manage broadcast company being formed in Midwest. Company has not yet been given name.

Jim Hefner, evening news producer, WRAL-AM Raleigh, N.C., named assistant news director.

Don Kobos, reporter, named news assignment editor.

Lea Pass, weekend anchor, KVKA-TV Tucson, Ariz., joins KVT(AM) San Diego as weekend anchor and weekday entertainment reporter.

Nancy Laffey, reporter, WSN-TV Milwaukee, named weekend co-anchor.

Larry Estepe, news director and anchor, WBN-TV Binghamton, N.Y., joins WJRT-TV Providence, R.I., as noon co-anchor and reporter.

Mike Potter, director of public affairs for non-commercial WSB-TV Providence, joins WJAR-TV as general assignment reporter.

William David Savoy, formerly with WWAIA(AM) Tampa, Fla., joins WSKY(AM)-WTOS-FM Skowhegan, Maine, as news and public affairs director.

Jay Barry, weekend anchor-reporter, KPRC-TV Houston, joins WLS-TV Chicago as sports anchor.

Dave Foote, photographer, KTVAM(AM) Kirksville, Mo., joins KTV(AM) Omaha as reporter and photographer. Dennis Stearns, photographer, C.P. Productions, Omaha, joins KVEY as staff photographer.

Lloyd Wright, reporter from KTLU-TV Tulsa, Okla., joins KRDQ-AM Colorado Springs in same capacity.

Jim Holley, reporter, KALB-AM Alexandria, La., joins WAPT-WJ Jackson, Miss., in same capacity.


Alan C. Swan, news and public affairs director, KQX(AM)-KOIG(FM) Mesa (Phoenix), Ariz., joins WZZO(AM) Philadelphia news department as feature reporter.

Audriann Stubblefield, from Urban League of Albany (N.Y.), joins WTEN(AM) Albany as public service director.

Ricki Green, associate producer, noncommercial WETA-TV Washington, named producer in news and public affairs unit.

Elaine Ziemb, news director, WVCAM-FM Lansing, Mich., and Connie Rein, public information officer for Albuquerque Department of Parks and Recreation, join KOBAM Albuquerque, N.M., as reporters.

Allan Siegert, on staff of UPI Newsmag, named production manager. Art Collier, from Georgia News and WATE-TV Atlanta, joins Newsmag staff. Douglasville, Ga.

Dan Ryan, sports reporter, KMKG-TV Denver.

Taft Broadcasting Goes Harris!

WKRC-TV, Cincinnati, Ohio goes Harris with a BT-50H3, 50Kw, TV Transmitter

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 4299, Quincy, Illinois 62301

Broadcasting May 14 1979
Promotion and PR

Jerry Hellard, manager of special projects, West Coast, ABC public relations, named director.

Paula Mermetstein, supervisory writer-producer in advertising department, NBC, named director of on-air promotion, East Coast, NBC Entertainment. Natalie Tiranno, senior magazine editor of press department, NBC, New York, serving as liaison between NBC and consumer magazine press, named manager of magazine publicity in press department.

Jeffrey Sohlini, from WHJU-TV Altoona, Pa., joins WPHL-TV Philadelphia as promotion manager.

Harold Stein, director of advertising and promotion, WHHH(AM) Princeton and WPST(WFMJ) Trenton, both New Jersey, joins WKTT(AM) New York as promotion manager.

Cheri Rusbult, advertising and promotion director, KXAS-TV Fort Worth, joins WTGT(TV) Washington as promotion director.


Cable

James Vodak, assistant VP-public relations, Central Telephone & Utilities, Chicago, elected VP in charge of company's cable television operations, which include Consolidated Cable Utilities in Aurora, Ill., and Lone Star Video, near Houston. He will be based in Chicago.

Frank Biondi Jr., assistant treasurer for Children's Television Workshop, New York, joins Home Box Office there as director of original program planning. Lee DeBoer, director of research and development for HBO, named director of programming for Take 2, HBO's new mini-pay service.

John F. Cooke, manager of budgets and forecasts for Times Mirror Co., named VP for business planning of consolidated cable television operations of Times Mirror and Communications Properties, Austin, Tex. Martin Glassman, president of Times Mirror subsidiary, Tipco, data processing services company, named Western regional VP for cable operations, based in Laguna Niguel, Calif.


Eugene Gorman Jr., account executive, Cox Cable TV of Virginia Beach, Va., joins Citizens Cable of Fort Wayne (Ind.) as marketing manager.

New officers, Virginia Cable Television Association: John P. Lewis, Mid-Atlantic Network, Winchester, president; H.W. Goodall, Continental Cablevision of Richmond and Henrico County, VP; Sally Davison, Staunton Video Corp., Staunton, secretary, and Don A. Perry, Don A. Perry Associates, Newport News, treasurer.

New officers, Alabama Cable Television Association: Arthur Smith, Coosa Cable Co., Pell City, president; W. Jack Gilbert, Auburn/Opelika TeleCable, Auburn, VP, and M. M. Victory, Liberty Communications, Birmingham, secretary-treasurer.

Broadcast Technology

Stuart Gray, VP, research planning, NBC, appointed staff VP, "SelectaVision" video disk program research, RCA Corp., New York. Charles Patterson, manager of international sales for McMartin Industries, Omaha, joins RCA Broadcast Systems as sales representative, based in Charlotte, N.C. Dana Pratt, with RCA Broadcast Systems, joins RCA American Communications, Piscataway, N.J., as manager of new SMARTS service designed to provide earth stations and satellite-fed video programming to all U.S. commercial television stations.

Neil Rydall, director of video tape sales, Consolidated Film Industries, joins Vidtronics, Hollywood, as sales manager.


Greg Miller, technical supervisor, WQRF-TV Rockford, Ill., named chief engineer.

Allied Fields


James A. Gammon and George R. Grange II, Washington communications lawyers, for Gammon & Grange law offices there at 1925 K St., N.W., Suite 304, 20006.

David Parks, senior broadcast consulting editor, ABC News, New York, joins SESAC as the director of country music division.

David Howell, assistant editor, SMPTE Journal of Society of Motion Picture and Television Engineers, Scarsdale, N.Y., named editor.

Jeffrey J. Mathews, operations manager, WZIQ(FM) Memphis, joins Bonneville Broadcast Consultants, Tenafly, N.J., as client services associate.

Deaths

Thomas S. Renk, 32, partner in Oakland, Calif., law firm active in communications law. Farrow, Schildhause, Renk & Wilson, died April 28 of heart condition at Alta Bates hospital in Berkeley, Calif. Survivors include wife, Diane Gillespie, daughter, father, brother and sister.

Marvin Vines, 67, farm services director, KAAY(AM) Little Rock, Ark., was killed May 1 at his farm in Faulkner county, Ark., when crushed by overturned tractor. Mr. Vines had been farm services director for KAAY for 15 years. He was past president of National Association of Farm Broadcasters. Survivors include his wife, Lois, and five children.

Bonnie Carlisle, 52, wife of William Carlisle, NAB vice president, government relations, died last Tuesday after brief illness. Mrs. Carlisle, nee Barbara Fisher, was former Miss Connecticut (1945). From 1954 to 1957, when Mr. Carlisle was field representative of NAB, she accompanied him on visits to more than 1,000 radio and television stations. Mrs. Carlisle had suffered from complications of emphysema. Her husband and one sister survive.
As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by FCC during the period April 30 through May 4.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, au.—aerial, aux.—auxiliary, CT—critical town, CP—construction permit, D.—day, DA—directional antenna, Doc.—Docket, ER—effective radiated power, freq.—frequency, HAAT—height of antenna above average terrain, khz.—kilohertz, kW—kilowatts, MBOV—maximum expected operation value, mhz.—megahertz, mod.—modification, N.—night, PSA—preservice service authority, SL—studio location, SH—specified hours, TL—transmitter location, trans.—transmitter, TPO—transmitter power output, U.—utilization hours, VIS.—visual, watts.—watt, *—noncommercial.

**New Stations**

**TV applications**

* Atlanta—Broadcast Corp. of Georgia seeks ch. 69; ERP: 1200 kW vis., 126 kW aur., HAAT: 950 ft.; ant. height above MSL: 1110 ft; Address: 2400 First National Bank Tower, Atlanta 30303. Estimated construction cost: $1,097,000, first-year operating cost: $679,000, revenue: $877,000. Consulting engineers: Joseph Cohen & Associates, Washington; principals: Thomas C. Cordy and David J. Harris (24% each); David M. Franklin, Henry W. Hooker and Prentis Q. Yancey Jr. (10% each), and five others. Mr. Cordy is station manager of WOAK(AM) Atlanta and has various other business and banking interests there. Mr. Harris, Mr. Yancey and Mr. Franklin are Atlanta attorneys. Mr. Hooker is Nashville businessman and attorney with interests in oil drilling, heat and hot water and summer home, and is procedure consultant. Mr. Franklin is also president of Broadmoor Broadcasting Service, Inc. and United Minority Broadcasters Inc. for $1.8 million. Seller is owned by Bercan Bible Ministries Inc., non-profit corporation, owned by Mr. and Mrs. Wayne V. Bercan and other church members in area, for $350,000.

* Atlanta—CLW Communications Group seeks ch. 69; ERP: 597 kW vis., 119.4 kW aur., HAAT: 847 ft.; ant. height above ground: 1170.5 ft; Address: 6185 Shellford Rd., Chattanooga, Tenn. 37421. Estimated construction cost: $237,700; first-year operating cost: $342,917; revenue: $750,000. Legal counsel Larry Perry, Oak Ridge, Tenn.; consulting engineer Scott Baxter & Associates, Brentwood, Tenn. Principals: CLW is owned by AMG International, religious nonprofit corp.; Spiros Zoethides in president. Group also owns WHRQ(AM) and WCFN(FM) Nashville, Tenn.; WERK(FM) and WJNG(AM) Atlanta; WCLY(AM) Augusta, Ga.; WCFB(AM) and WCFB(FM) Johnson City, Tenn.; WCRE(AM) and WCRE(FM) Chattanooga, Tenn.; and WFLF(AM) and WFLF(FM) Knoxville, Tenn. For sale by M. Arvanitopoulos, owner, $250,000 plus $25,000 cash, for consultancy for one year. Seller is owned by Mr. and Mrs. Robert D. Janacek and his wife, Mary Anne, to D. N'T Looming Broadcasting Inc. for $1 million. Seller is principally owned by Richard N. Savage and his wife, Tanya. Mr. Savage is vice president, network services and affiliate planning; ABC-T.V., Mx. Savage is real estate broker in Dallas, Conn. Ann. May 1.

* KOVA(FM) Oajal. (105.5 mhz, 130 kw)—Sells assignment of license from Robert J. Jones and his wife, Mary, to D. N'T Looming Broadcasting Inc. for $1 million. Seller is principally owned by Richard N. Savage and his wife, Tanya. Mr. Savage is vice president, network services and affiliate planning; ABC-T.V., Mx. Savage is real estate broker in Dallas, Conn. Ann. May 1.

* KCMY(AM) and KCMY(FM) both in San Diego, Calif.; both sold by donors for $250,000 plus $25,000 cash, for consultancy for one year. Seller is owned by Mr. and Mrs. Robert D. Janacek and his wife, Mary Anne, to D. N'T Looming Broadcasting Inc. for $1 million. Seller is principally owned by Richard N. Savage and his wife, Tanya. Mr. Savage is vice president, network services and affiliate planning; ABC-T.V., Mx. Savage is real estate broker in Dallas, Conn. Ann. May 1.

* KGUB(AM) and KGUB(FM) are restructured into KGUB(AM) and KGUB(FM) for $225,000. Seller is owned by Mr. and Mrs. Robert D. Janacek and his wife, Mary Anne, to D. N'T Looming Broadcasting Inc. for $1 million. Seller is principally owned by Richard N. Savage and his wife, Tanya. Mr. Savage is vice president, network services and affiliate planning; ABC-T.V., Mx. Savage is real estate broker in Dallas, Conn. Ann. May 1.

**Ownership Changes**

**Applications**

* KBSA(TV) Guasti, Calif. (ch. 40)—Seeks assignment of license for WSBX(AM) Los Angeles to United Minority Broadcasters Inc. for $1.8 million. Seller is owned by Bercan Bible Ministries Inc., non-profit corporation, owned by Mr. and Mrs. Wayne V. Bercan and other church members in area, for $350,000.

* KLMAM(AM)-KLPF-FM Lompoc, Calif. (AM: 1330 kw, ch. 1; kW: 92.7 mhz, 550 w)—Seeks assignment of license from Robert D. Janacek and his wife, Mary Anne, to D. N'T Looming Broadcasting Inc. for $1 million. Seller is owned by Mr. and Mrs. Robert D. Janacek and his wife, Mary Anne, to D. N'T Looming Broadcasting Inc. for $1 million. Seller is principally owned by Richard N. Savage and his wife, Tanya. Mr. Savage is vice president, network services and affiliate planning; ABC-T.V., Mx. Savage is real estate broker in Dallas, Conn. Ann. May 1.

* KVOA(FM) Oajal. (105.5 mhz, 130 kw)—Sells assignment of license from Robert J. Jones and his wife, Mary, to D. N'T Looming Broadcasting Inc. for $1 million. Seller is principally owned by Richard N. Savage and his wife, Tanya. Mr. Savage is vice president, network services and affiliate planning; ABC-T.V., Mx. Savage is real estate broker in Dallas, Conn. Ann. May 1.

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**KAZU-TV Goes Harris!**

KAZU-TV, Wichita Falls, Texas, goes Harris with a BT-25L2, 25kw, TV Transmitter

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301.

Broadcasting May 14, 1979
n KENM (AM) Nevada, Mo. (1240 kHz, 250 W) - Seeks assignment of license from Radio KNEM to Nevada Broadcasting Co. for $200,000. Seller is principally owned by Kenneth E. White (99.2%), who has managed in Chatham & District. Buyer is principally owned by Marvin E. Luehrs (41%), his father-in-law, Everett G. Werrick (49%). Mr. Luehrs' wife and son own stock in the company. They also own controlling interest in KTNN-AM-TM Tonti, Mo.; and WMME-AM FM Monomen, Wis. Mr. Werrick also owns 28% of KBOE-AM FM Oskaloosa, Iowa. Ann. April 20.

n KSHO-TV Las Vegas (ch. 13) - Seeks assignment of license from Channel 13 of Las Vegas Inc. to WTMJ Co. for $135,150. Million. Seller is owned by Arthur P. Williams and family, who also own KWMS (AM) Salt Lake City. Buyer is wholly owned subsidiary of The Journal Co., publisher of Milwaukee Journal and Sentinel and owner of WMJT-AM TV and WKTI-FM Milwaukee. Michael McCormick is president of WTMJ Inc.

n WLIR (FM) Garden City, N.Y. (92.7 mhz, 3 kw) - Seeks transfer of control of Stereo Broadcasters Inc. from all stockholders (100% before; none after) to Domino Broadcasting Co. (none before; 100% after). Consideration: $2 million. Principals: Sellers are John R. Rieger (50.5%) Elton Spitzer (37.5%) and two others. Buyer is owned by Mr. Spitzer (49%), Pernell L. Johnson and Frank L. Mingo (25.5% each). Mr. Johnson is president of magazine rep firm. Mr. Mingo is founder and president of New York advertising firm of Mingo, Jones and Guimieno. Mr. Spitzer, in addition to his interest in WLIR, owns 42% of WQRCA (AM) Spring Valley, N.Y. Mermis, Mingo and Johnson have no other broadcast interests. Ann. April 20.

n WQXW (AM) Mebane, N.C. (1060 kHz, 1 kw, 50 w) - Seeks assignment of license from Radio Mebane-Hillsborough Inc. to Benchmark Communications Ltd. for $151,000. Seller is owned by Donald W. Curtis (41.6%), Crier G. Beamer (20.8%), Kenneth B. Beams (6.6%), Aaron B. Min And Lee Seecie. Mermis, Curtis, Kenneth Beams, G. Crier Beamer and Moss also own WPXY (AM) Greenville and WSTF (FM) Laurinburg, both North Carolina. Buyer is owned by Roger Jennings (100%), commercial artist from Chapel Hill, N.C. He currently has no other broadcast interests. Ann. May 1.

n KNPT-AM FM Newport, Ore. (AM: 1210 kHz, 5 kw-D, 1 kw-N: FM: 102.5 mhz, 100 kw) - Seeks assignment of license from Yaquina Radio Inc. to Charno Broadcasting Co. for $194,000. Seller is owned by Thomas R. Becker, who has no other broadcast interests. Buyer is principally owned by Charles F. King (30%), Heinz & Co. (21%), Gallacher and general sales manager of KPAM-AM FM Portland, Ore.

n WDNH (AM) Honesdale, Pa. (1590 kHz, 2.5 kw-D, 500 w-AM) - Seeks transfer of control of WAEQ Broadcasting Co. to the Honesdale Savings & Loan Co., which has no other broadcast interests. Seller is owned by Herbert D. Delbeek (33%), also owns KGFL (AM) Honesdale and KEE (AM) Eugene, Ore., which has been sold, subject to FCC approval (BROADCASTING, April 23).

n WLIR (FM) Garden City, N.Y. (92.7 mhz, 3 kw) - Seeks transfer of control of Stereo Broadcasters Inc. from all stockholders (100% before; none after) to Domino Broadcasting Co. (none before; 100% after). Consideration: $2 million. Principals: Sellers are John R. Rieger (50.5%) Elton Spitzer (37.5%) and two others. Buyer is owned by Mr. Spitzer (49%), Pernell L. Johnson and Frank L. Mingo (25.5% each). Mr. Johnson is president of magazine rep firm. Mr. Mingo is founder and president of New York advertising firm of Mingo, Jones and Guimieno. Mr. Spitzer, in addition to his interest in WLIR, owns 42% of WQRCA (AM) Spring Valley, N.Y. Mermis, Mingo and Johnson have no other broadcast interests. Ann. April 20.

n KSHO-TV Las Vegas (ch. 13) - Seeks assignment of license from Channel 13 of Las Vegas Inc. to WTMJ Co. for $135,150. Million. Seller is owned by Arthur P. Williams and family, who also own KWMS (AM) Salt Lake City. Buyer is wholly owned subsidiary of The Journal Co., publisher of Milwaukee Journal and Sentinel and owner of WMJT-AM TV and WKTI-FM Milwaukee. Michael McCormick is president of WTMJ Inc.

n WLIR (FM) Garden City, N.Y. (92.7 mhz, 3 kw) - Seeks transfer of control of Stereo Broadcasters Inc. from all stockholders (100% before; none after) to Domino Broadcasting Co. (none before; 100% after). Consideration: $2 million. Principals: Sellers are John R. Rieger (50.5%) Elton Spitzer (37.5%) and two others. Buyer is owned by Mr. Spitzer (49%), Pernell L. Johnson and Frank L. Mingo (25.5% each). Mr. Johnson is president of magazine rep firm. Mr. Mingo is founder and president of New York advertising firm of Mingo, Jones and Guimieno. Mr. Spitzer, in addition to his interest in WLIR, owns 42% of WQRCA (AM) Spring Valley, N.Y. Mermis, Mingo and Johnson have no other broadcast interests. Ann. April 20.

n WQXW (AM) Mebane, N.C. (1060 kHz, 1 kw, 50 w) - Seeks assignment of license from Radio Mebane-Hillsborough Inc. to Benchmark Communications Ltd. for $151,000. Seller is owned by Donald W. Curtis (41.6%), Crier G. Beamer (20.8%), Kenneth B. Beams (6.6%), Aaron B. Min And Lee Seecie. Mermis, Curtis, Kenneth Beams, G. Crier Beamer and Moss also own WPXY (AM) Greenville and WSTF (FM) Laurinburg, both North Carolina. Buyer is owned by Roger Jennings (100%), commercial artist from Chapel Hill, N.C. Hecurrently has no other broadcast interests. Ann. May 1.

n KNPT-AM FM Newport, Ore. (AM: 1210 kHz, 5 kw-D, 1 kw-N: FM: 102.5 mhz, 100 kw) - Seeks assignment of license from Yaquina Radio Inc. to Charno Broadcasting Co. for $194,000. Seller is owned by Thomas R. Becker, who has no other broadcast interests. Buyer is principally owned by Charles F. King (30%), Heinz & Co. (21%), Gallacher and general sales manager of KPAM-AM FM Portland, Ore.

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Summary of broadcasting

FCC tabulations as of March 31, 1979

<table>
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<tr>
<th>Commercial AM</th>
<th>Total</th>
<th>Commercial FM</th>
<th>Total</th>
<th>Educational FM</th>
<th>Total</th>
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<td>109</td>
<td>108</td>
<td>18,469</td>
<td>487</td>
</tr>
</tbody>
</table>

**Special temporary authorization**

*Includes oil-air licenses*


WHYT(AM) Noblesville, Ind. (1110 kHz, 500 w-D)—Broadcast Bureau granted assignment of license from Mid-Indiana Broadcasters Corp. to Broadcast Communications Inc. for $345,000 plus $40,000 for agreement not to compete. Seller is owned by Dr. Wendell F. H. Payne, who also owns WESS(AM) East St. Louis, Ill. Buyer is owned by James T. Morris, James B. Mathis and Emmett E. Depoy. Mr. Morris is vice president of Lilly Endowment in Indianapolis. Mr. Mathis is former general sales manager at WRTV(AM) Indianaapolis, where Mr. Depoy was salesman (BALK790125FA). Action Apr. 27.

WSBM(AM) New Bedford, Mass. (1420 kHz, 5 kW-D)—Broadcast Bureau granted transfer of control of Your Good Neighbors Stations Inc. to George Gray for $1.5 million. Seller is owned by Bruce M. Lyon and his wife, Sally, who also own WZID(AM) Manchester, Mass. Gray is former station owner who sold Lyons WBSM in 1970 for $1 million (BTC7903136D). Action Apr. 27.

KUUF(AM) Albuquerque, N.M. (1150 kHz, 5 kW-D, 500 w-w)—Broadcast Bureau granted assignment of license from Radio New Mexico Inc. to West America Broadcasting Inc. for $340,000, Seller, which has agreed to transfer its interest in this radio station to Armstrong Broadcasting Co. in April, 1976, for $30,000, is owned by Charles W. Weaver (95%) and Donald C. Keyes (5%). Mr. Weaver has no other broadcast interests. Mr. Keyes is 66-2/3% owner of WNYW(AM) Canton, Ohio. Buyer, James J. King is owned by Bernard Perlin, president; Edward R. Marshall; Bruce Minkus, and Stanley P. Abrams (16.666%). Minkus is a former manager of a meat wholesaling firm in Tucson. Marshall owns airline charter and sheet metal company there. Minkus is a sales manager at Tucson advertising specialties firm, Mr. Abrams is Tucson land developer. None have other broadcast interests (BALK790205FD). Action Apr. 27.

KCFX(FM) Edmond, Okla. (97.7 MHz, 3 kW)—Broadcast Bureau granted assignment of license from Central Broadcasting Co. to Shreveport Broadcasting Co. for $350,000. Seller is owned by William H. Payne, who also owns KTLW(FM) Tulsa, Okla. Buyer is owned by J. A. Dykes (22%), James A. Reeder, managing partner (20%) and 14 others. They also own K251JA (K251CO) Shreveport, La. (BALK790313HT). Action Apr. 27.

KELI(AM) Tulsa, Okla. (1430 kHz, 5 kW)—Broadcast Bureau granted assignment of license from Broadcast Associates Inc. to Philip P. Jonsson for $1.65 million. Seller is owned by Sammons Enterprises (80%) and Raymond Ruff (20%). Sammons, principally owned by C.A. Sammons, is holding company with interests in hotels, CATV, insurance and broadcasting. With Mr. Ruff, it owns KTRN(AM) Wichita Falls, Tex., and KHOOG(AM) Fayetteville, Ark., and recently sold K251Z(AM) Amarillo, Tex. (BROADCASTING, Feb. 26). Jonsson is former owner of KRLD(AM) Dallas. He also is chairman of petroleum exploration company in Dallas and principal owner of bank in Richardson, Tex. (BALK790314HL). April 24.

WKFD(AM) Wickford, R.I. (1370 kHz, 500 w-D)—Broadcast Bureau granted assignment of license from Live Broadcasting Co. to Action Communications of Rhode Island for $300,000 plus 75% of value of accounts receivable. Seller is principally owned by H. W. Livingston (14%) and his sons, Gary L. Livingston (33.3%) and H. W. Livingston II (32%). Live also owns WCNL-AM-FM Newport, N.H. Buyer is wholly owned subsidiary of Action Corp. manufacturer and distributor of stainless foods with interests in communications. Its cable operator is seeking to purchase WMUR-TV Manchester, N.H., and KECC-TV El Centro, Calif. Samuel J. Phillips is president, board chairman and major stockholder (BALK781217EA). Action Apr. 27.

KFCB(AM) Redfield, S.D. (1380 kHz, 500 w-D)—Broadcast Bureau granted transfer of control of Victorix Broadcasting System Inc. from Gordon T. Spidn, Raymond A. Spidn and Roger Wilson (100% before, none after) to James and Renee Davis and Steven and Marjorie Kaiser before 100% after. Seller's account is $108,000. Principal: Gordon T. Spidn (52%), his father, Raymond A. Spidn (50%), and Roger Wilson (18%) are sellers. They have no other broadcast interests. Buyers, Davis's and Kaiser, will own equal interest. Messrs. Davis and Kaiser have worked on news departments of various radio and TV stations. Mrs. Davis is bookkeeper. Mr. Kaiser is coordinator of special education program (BTK781214ED). Action Apr. 25.

KHPI-FM-KTVT(V) Austin, Tex. (FM 98.3, 2.93; TV, 13.7; JV, TV, 36) is FCC granted transfer of control of 70% of Kingstip Communications Inc. from John R. Kingsbery, Henry B. Tippie and others to LIN Broadcasting of Texas Inc. for $5.6 million. Seller is owned by public relations and advertising firm in Tucson. Mr. Marshall owns airline charter and sheet metal company there. Minkus is sales manager at Tucson advertising specialties firm, Mr. Abrams is Tucson land developer. None have other broadcast interests (BALK781214ED). Action Apr. 25.


AM applications


WUME(AM) Paoli, Ind.—Seeks mod. of CP to make changes in ant. system; change trans. Ann. May 2.

FM applications

KSNN-FM Pocatello, Idaho—Seeks CP to increase ERP: 38 kw (H&V); HAAT: 104 ft. (H&V); make changes in ant. system. Ann. May 2.

WDEK(FM) DeKalb, Ill.—Seeks CP to increase ERP: 20 kw (H&V); HAAT: 485.7 ft. (H&V); change TL just south of Keslinger Rd., DeKalb, install new trans.; make changes in ant. system; operate by remote control from main SL: 711 North First St., DeKalb. Ann. May 1.

WASE(FM) Spring Arbor, Mich.—Seeks CP to change freq. to 89.7 MHz; increase ERP: 4 kw (H&V) and HAAT: 238 ft. (H&V). Ann. May 1.

AM actions

WCBN(AM) Connersville, Ind.—Granted CP to make changes in ant. system; increase height of tower to 215 ft. (BP781211BD). Action April 13.

WGBW(FM) Evansville, Ind.—Granted CP to specify MEOV's on the nighttime directional pattern; conditions (BP-21,081). Action April 26.


WGIR(AM) Manchester, N.Y.—Granted CP to...
April N. (BPH781208AD). Action April 25.

**KRCIS(FM)** Sturgis, S.D.—Granted CP to change TL 5 of Sturgis change SL and remote control location to Highway 79, E of Sturgis; change type and trans. and ant.; change ERP: 100 kw (H&V); change TPO (BPH781201A). Action March 30.

**WWXX(FM)** Gallatin, Tenn.—Granted CP to redesign SL and TL as Highway 109 North, 3.4 miles N of Highway 31-E, Gallatin; install new trans.; Install former main trans. as aux.; install new ant.; change TPO: ERP: 100 kw (H&V) and ant. height: 780 ft. (H&V) (BPH780727AG). Action April 9.

**WSIM(FM)** Red Bank, Tenn.—Granted CP to install aux. trans. and ant.; change studio and remote control location to 621 O'Grady Dr., Chattanooga, Tenn; change ERP: 2.7 kw (H&V) and ant. height: 330 ft. (H&V) (BPH781219AK). Action April 11.

**KTFM**(FM) San Antonio, Tex.—Granted CP to change ant. ERP: 100 kw (H&V) and ant. height: 670 ft. (H&V); install formerly licensed trans. and ant. at AM trans. site, 4030 Eisenhower Rd., San Antonio; for aux. purposes only (BPH781120AO, -AP). Action March 29.

**WJJS-FM** Lynchburg, Va.—Granted CP to make changes in ant. system; change trans. and ant.; condition (BPH781120CA). Action March 23.

### In Contest

#### Procedural ruling


#### FCC actions

- **KAIT-TV Jonesboro, Ark.—** FCC in closed meeting held May 2, 1979, directed its staff to prepare document for Commission consideration granting George T. Herrneich reconsideration of 1974 decision denying renewal of his station.

- **WLOA-AM-FM Tupelo, Miss.—** FCC has renewed licenses of Tupelo Broadcasting Company for stations through the renewal of regular license term for Mississippi stations—June 1, 1979. Action May 2.

- **WPXY(FM)** Rochester, N.Y.—FCC has renewed license of Associated Communications Corp. for station subject to condition requiring quarterly reports on its public affairs programming. Action May 2.

#### Allocations


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**Cosmos Broadcasting Goes Harris!**

**WIS-TV, Columbia, South Carolina** goes Harris with a BTD-50H2, Dual 50kW, TV Transmitter

For complete information, write Harris Corporation. Broadcast Products Division. P.O. Box 4190, Quincy, Illinois 62301

Broadcasting May 14 1979
Rulemaking

Petition

Washington—National Association of Broadcasters requests rulemaking proceeding looking toward adoption of guidelines and procedures designed to assure compliance with Sec. 309(d)(1) of the Communications Act with respect to filing and processing of petitions to deny. Also develop an expedient procedure whereby applicants for renewal or assignment of license may raise preliminary objections to petitions to deny with regard to the failure of petitioners to comply with requirements of Sec. 309(d)(1) (RM-3375). Ann. May 4.

Cable

The following operators of CATV systems have filed service registrations:

Johnston Cable Television, for East Taylor, Pa. (PA1743) new system.

Cablevision Co., Alabaster, Ala. (AL0177) new system.

Kickapoo Antennavision Inc., for Lansing, Michigan, and New Albin, Iowa, all Iowa, and Readstown, Wis. (IA0025, W10027) new system.

Communication Cablevision, for Partridge, Ky. (KY0213) new system.

Mount Union Antenna Co., for Mount Union, Kistler, Newton Hamilton and Shirley, all Pennsylvania (PA0040, 1558, 0401, 1589) add signals.

Mount Union Antenna Co., for Shirleyville, Pa. (PA0012) new system.

Cowlitz Cableview Co., for Castle Rock, Wash. (WA0288) new system.

Trans-AM Communications Co., for Pontotoc County, Okla. (OK0162) new system.

Mammoth Electric Inc., for Mammoth Lakes, Calif. (CA0788) new system.

Rural Antenna Systems Inc., for Sugarloaf Lake, Midland, Hartford and Hackett, all Arkansas (AR0147) new system.

Clearview Cable Co., for Mitchell County, N.C. (NC0190) new system.

Rancho Cable Vision, for La Serena and Heritage, both California (CA0791-2) new system.

Coastal Bend Cablevision Corp., for Muleshoe, Texas (TX0252) new system.

North Ottawa Cablevision Inc., for Grand Haven, Michigan, (MI0371) new system.

S and S Services Inc., for Arnett, Stover, Shiloh, Saxon, Powhatan and Malam, all West Virginia (WV0590-6) new systems.

Total Television Ltd., for Sedalia and Petits, both Missouri (MO0014, 147) add signals.

Clear Vision TV of Savannah, for Savannah, Tenn. (TN0003) add signal.

Frostburg Cable Television Inc., for Frostburg and Allegany, both Maryland (MD0008, 123) add signals.

American Cable TV Inc., for Temple, Ariz. (AZ0036) add signal.

Community TV System Inc., for Greenwood and LeFlore, both Mississippi (MS0021, 22) add signal.


CATV Systems Inc., for Henrietta and Iowa Park, both Tex. (TX0481, 77) add signal.

Liberty TV Cable Inc., for Charleston and McDonough, both Illinois (IL0031, 164) add signals.

County Cablevision Inc., for Madisonville, Winslow and Fort Kent. All Maine (ME0001, 25, 40) add signals.

Cablecom-General Inc., for Ponca City, Okla. and May, all Oklahoma (OK0200, 159, 139) add signals.

Sammons Communications Inc. of Washington, for Grant, Tehama, Yuba and Butte, both California (CA0034, 57) add signals.

Sammons Communications Inc., for Brookhaven, Miss. (MS0007) add signal.

Sammons Communications Inc., for Estherville and Emmet, both Iowa (IA0007, 6) add signal.

Sammons Communications Inc., for Middlesboro, Ky. (KY0061) add signal.

Cable TV Co., for Derby Kansas (KS0127) add signal.

San Juan Cable TV Inc., for Aztic, Bloomfield and San Juan, all New Mexico (NM0026-1, 77) add signal new system.

Janney Cable TV Co., for Glenwood, Clear Creek, White Oak, Shady Spring, all West Virginia (WV0549, 48, 14, 46, 45) add signals.

Saguaro Cable Communications Co., for Pima County, Ariz. (AZ0099) new system.

Applications

Call

Sought by

WDLS

Paulding Productions Inc., Dallas, Ga.

KWJ

Interfaith Christian Center Umatilla, Ore.

WREA

Rhea County Broadcasting Co., Dayton, Tenn.

KMCW-FM

Service Communications Inc., Augusta, Ariz.

KRTL

William N. Babcock, Hollivile, Calif.

KNAB-FM

KNA Inc., Burlington, Colo.

KNOD

Shelby Broadcasting Co., Harlan, Iowa

KBUZ

Violet Broadcasting Co., Aaransas City, Kan.

KSDM

KGIS Inc., International Falls, Minn.

WYBT


WYVA

Peachtree Telecasting Inc., Valdosta, Ga.

WMED

MDV Television Co., Salisbury, Md.

KGMC

Seraphim Corp., Oklahoma City, Okla.

KTB-AM

Big County TV Co., Abilene, Tex.

Existing AM's

WABT

WGTY Montgomery, Ala.

WWPP

WiYo Palkata, Fla.

WPXN

WROC Rochester, N.Y.

WCNS

WTRA Latrobe, Pa.

KSAX

KLBK Lubbock, Tex.

Existing FM's

KWIN

KLK Ukiah, Calif.

WAMQ

WCER-FM Charlevoix, Mich.

WJOU

WBi Newark, N.J.

WJZZ

WRBK New Bern, N.C.

KOOX

KLFB-FM Lubbock, Tex.

KWMA

KBRD-FM Bremerton, Wash.

KPLZ

KVI-FM Seattle, Wash.

Grants

Assigned to

New AM's

WACQ

Hughey Broadcasting Co., Carville, Ala.

KOLU

McVey Communications Inc., Coalinga, Calif.

KLBA

Alba Broadcasting Co., Alba, Iowa

WZSR

Brady & Jones Associates, Amory, Miss.

WJSA

Telecast Broadcasting Co. of Jersey Shore, Pa.

WCQL


New FM's

WBCF

First Baptist Church Inc., Melbourne, Fla.

KGRT-FM

4-K Radio Inc., Grangeville, Idaho

KLFR-FM

4-K Radio Inc., Ordino, Spain

KKPR

Hawaiian Islands Public Radio Inc., Honolulu

KBRD

Bowman Broadcasting Co., Bonham, Texas

New TV

WRVB

Renissance Broadcasting Corp., Vineland, N.J.

Existing AM's

KEKA

KHUM Eureka, Calif.

KPMQ

KMFB Mendocino, Calif.

WVSI

WRYJ Joplin, Fla.

WLRD

WLRC Whittier, Mich.

KDN

KWYK Farmington, N.M.

Existing FM's

KBXL

KRE-FM Berkeley, Calif.

KROY-FM

KROI Sacramento, Calif.

WCEZ

WRYZ-FM Joplin, Fla.

WHT-B-FM

WRIN Virginia, Va.

KBLR-FM

KLB Bolivar, Mo.

WLOS

WLOS-FM Asheville, N.C.
**Radio**

**Help wanted management**

**General Manager** Northeast medium market. Must have heavy sales and promotion experience. Base plus override plus stock. Reply Box E-4.

**Religious radio group** owner seeking general manager for west coast fulltime station. Must be experienced in all aspects of overnight and religious broadcasting including strong sales record. Excellent starting salary plus bonus and other incentives. Full resume with references required. Box E-8.

Applications are now being taken for a general manager to head up three divisions of a broadcasting company in midwest metro area of 180,000. Compensation $25,000 plus hefty profit bonus. A successful track record as a manager is important. This opportunity is one of the best openings in all broadcasting. All replies strictly confidential. MF EOE. Send resume to Box E-26.

**Group radio station** in Denver needs business manager. Send resume to Box 4227, Mesa, AZ 85201. Attention Mr. Brooks.

**General Manager**, contemporary FM, Class C in Texas' beautiful Rio Grande Valley. 400,000+ population, tremendous growth area. Turn around situation is no. 1. contemporary station in a year. I want a leader who, by example, is involved in the community, a street sales person capable of building and maintaining an organization, promotional minded, creative, a "tiger" AND if you are good enough to make this station a winner, and do so, you will be able to earn 15% ownership over the next 3 years. I want to see your track record. I want to know how successful you are and the reasons why, all in writing. Tell me what you have done and how you did it, full details. To: Dick Oppenheimer, Box 5820, Austin, TX 78763.


**Station Manager**, new FM in fine quality midwest community of 25,000 population. Going on air very soon. Sales interest and experience preferred. Must be self-starter. Send resume, references, compensation need to Box E-55.

**Manager for large market** religious station in the great southwest. Well established company Box E-64.

**Executive management** with eight station group...small and medium markets-northeast. Experienced in sales and management with desire to sell, teach, train, lead, learn and move up corporate ladder. Vitality more important than years in business. Box E-74.

**Radio-General Manager** for 10-watt noncommercial FM radio station. BA required, MA preferred in communications or related field. 3rd Class FCC license. 3 years broadcasting experience, strong sales, audio-production skills, demonstrated leadership ability with volunteer organization, and working knowledge of FCC rules and regulations required. The General Manager supervises all radio station operations, prepares administrative budget, and recruits, selects and trains volunteer and paid staff. Full-time position available Sept. 1; 9-5, 52 week salary range: $15,000-$17,000. Applications due June 8, 1979. Apply to: R. Schatz, Public Information Office, University of Illinois at Chicago Circle, PO Box 4348, Chicago, IL 60680. The University of Illinois is an Affirmative Action-Equal Opportunity Employer.

New AM/FM stations...Central New York...needs complete staff...manager sales manager, salespeople, D.J., News. Box E-75.

**South Florida Coast**: now is the time to start making that dream of moving to trade the snow and ice for palm trees and beach. At least 3 years fulltime radio only sales experience. Equal opportunity employer. Your resume in strict confidence to Box D-199.

**Account Executive** to $20,000+ plus, excellent account list, profit sharing, top benefits, is wanted to add to our dynamic, well compensated sales force. If you understand what it means to do business in a demanding market place and desire a solid career position in big contemporary radio, send resume, sales history to General Sales Manager WMAM, 1223 South Grand Traverse, Flint, MI 48503.

If you can sell you can live the good life in the heart of Minnesota's Lakes. KDLM/KVLR is looking for a single, motivated salesman. Radio Sales experience is desirable, but not necessary as training is provided. Welch Company students preferred, immediate openinng—call KDLM/KVLR 218-847-5624 or send resume to PO Box 748, Detroit Lakes, MN 56501. An EOE.

**Sales Manager** sought for Sunbelt AM/FM combination. Aggressive, willingness to work hard and ability to train a sales staff are the primary qualifications we seek. Outstanding compensation to the right person. An Equal Opportunity Employer. Resume to Box D-211.

**Lifestyle Alternative**. Your chance to get out! Redecline success! No experience needed. FM on Northern California Coast looking for experienced salesman. Send resume and sales records now! KMF/B, Fort Bragg, CA 95437.

**Sunny Central California**. The sky's the limit. Join an Adult Contemporary winner in one of California's fastest growing markets. Guarantee and expense allowance to get started. If you're a winner, let me hear from you. Send resume and billing records to Bob Neutling, K/KM, PO Box 979, Modesto, CA 95354, (E.O.E.)

**Salesperson Needed** $15,000 Starting Base Salary plus monthly bonuses on cash. Call for application 216-373-1570 between 9am - 4pm Eastern Time, WTCL Radio, Warren, OH is an Equal Opportunity Employer.

**Sales Manager** needed for long established, 5,000 watt West-Central Michigan radio station. Excellent opportunity for highly motivated, experienced person who can motivate others. Large active adult audience, health and other benefits. Resumes to: G.M., WION, Radio, PO Box 143, Ionia, MI 48846. 9, 512-577-4400.

**KGGA Seattle suburban station** has opening for experienced (2-3 years) salesperson. KGGA is licensed to Kirkland and only station exclusively serving the prosperous Eastside suburban communities. New ownership; opportunity for advancement. Growing company also owns successful Portland suburban station KDRD (Gresham) and, subject to FCC approval, will own KEEED in Eugene, Oregon. Direct inquiries to Charles W. Banta, KDRD, 503-667-1230, EOE employer.

**Salesperson**. Career position open immediately. Central Minnesota stations with top competitive positions and proven track records want goal-busting sell-sters who want to be successful, Contact Dean Minick, WJON Broadcasting, Box 220, St. Cloud, MN 56301, an Equal Opportunity Employer.

If you always make lots of calls—send us your pitch $10,000 pool. One station might with huge growth! Earn $2000+omo. Don't apply unless you're billing $800+omo, now. Prefer Jennings or Welsh training. One position available in San Francisco. Send resumes seeking and pitch to: Manager, KUCI, 419 Mason St. Vacaville, CA 95688.

**Help wanted announcers**

**Religious Format**, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTDF-FM, 1957 Blackberry Rd. N.E., Cedar Rapids, IA 52402.

**First-rate organization** needs a first-rate professional communicator to hold critical weekend shift and assist in copy and production. Salary in teens. Opportunity in the sky. Cassettes tape and resume to: Bill Hoverson, KFGO Radio, Fargo, ND 58108; or call 701-237-5346. EOE.

**Morning drive**. Mature communicator with warm delivery and production ability You'll present news, weather, traffic, features and do the highest rated FM in growing university market. Good growth opportunity with group owner. Tape and resume to Steve Hibbard, WYWD, Box 12526, Raleigh, NC 27605.

**Beautiful Music Announcers** with commercial experience: send tapes now for future openings! WSSM, 4 Longfellow Place, Suite 3001, Boston, MA 02114.

Are you a bright, hard worker who can accept responsibility? Good voice and top production a must. Send tape and resume to PO Box 5344, Wichita Falls, TX 76307. An Equal Opportunity Employer MF.

**Wanted**: Air personality for East Coast beautiful music station. E.O.E. Send resume to Box E-20.

**Looking for mass appeal** communicator to join top shelf adult FM rock team. Tapes and resumes only. No phone please. Send to KKL-DL-FM, 1041, St. Cloud, MN 56301.

Break away from a dull air-shift. Specialize in production, news, play-by-play. Five figure income. Tape and resume to WOOW/WX, Norway, ME 04268.

**WSSV-AM-FM**, a small market automated C&W station, has entry level position for announcer with potential. Group is looking for an exciting personality with experience to fill a key opening. Send resume and salary requirements. Contact: Bert Silverman, WSSV-AM-FM, 800 Melody Lane, Crewe, VA 23930. An equal opportunity employer.


Chief Announcer/Music Director. Must have held similar position, research background helpful, supervise 6 person announcing staff, variety-adult oriented format. Vacation, inturls, profit-sharing. Contact Mike Deen, WJSN Broadcasting, Box 220, St. Cloud, MN 56301. Applications must be in May 19, 1979. An Equal Opportunity Employer.

**New AM/FM stations...Central New York.** needs complete staff...manager, sales manager, salespeople, D.J., News, Box E-75.

**Evening person** for 10 KW, 100KW FM first phone. Resume and tape to Box 7167, Greenville, NC 27834, Or call 919-758-1070 E.O.E.

**Morning Personality** needed immediately for top station in great medium market. Excellent pay and benefits. Must be experienced, entertaining and personable. Send tape to WENY, Box 208, Elmira, NY 14902.


**Medium Market New England Adult Contemporary AM, Creative producer/Writes organized, knows traffic, good production skills, morning air shift, Operations Manager possibility Box E-60.

**Rediscovey America** in San Antonio, Texas, WOAI- FM needs a personality for production manager position. Air time is a Powell beautiful music client using automation assist, WOAI-FM is an EOE. Send tape and resume to: John D'Angelo, WOAI-FM, 1031 Navarro, San Antonio, TX 78201. You'll remember this ad when the first snow falls.
HELP WANTED ANNOUNCERS

CONTINUED

Morning Personality/Sales/Production combination. Enjoy low pressure small market. Benefits, Tape/Regional and Call Center. Send resume, box 8500, Ketchikan, A.K. 99901, 907-222-2193, EOE.

Morning Drive Personality sought by Northeast suburban 5 KW daytimer in growing market. Right person will combine a natural ability to relate to people, a contemporary/MOR music service, and the best news in the area. Live, local, air check, mic talk, call for details. Salary: open, best in area. E.O.E. Minorities encouraged. Send resume to Box E-105.


HELP WANTED TECHNICAL

Chief Engineer needed for AM/FM combo. Automation experience, growing Operation in Midwest. Write Box D-195.

Chief Engineer for medium-market group-owned station. Applicants must possess skills in construction, automation, audio-processing, remote-control and AM & FM Transmitters. Opportunity to learn television. Videocassette. An engineer presently working as chief or assistant and desiring improvement will be given preferential consideration. Excellent benefits including life insurance and profit-sharing. Position available immediately. Salary in high teens. Reply with complete details first letter. Box D-219.

We have an immediate need for a hard working, talented person to assume the duties and responsibilities of chief engineer of WAAF/WTO, Worcester, MA. Previous experience as a chief or not required but knowledge of "Esquire's" experience with AM/FM transmitters and studio equipment plus organizational abilities a must. WAAF/WTO is owned by Park City Communications. A growing, acquisition oriented company. This is a job with a future. Write to John Marino, Technical Director, WAAF/WTO, 34 Mechanic Street, Worcester, MA. EOE M/F minority applicants encouraged.

Sussex! SW group AM-FM operations has openings for C.E. experienced with automation and must be motivated professional. Salary negotiable. Box E-3.

Chief Engineer with proven record. Vacancy in our group. No phone. Jim Rivers, Cordelle, GA 31015.

Fulltime Engineer or Combo person for large small-market operation in Oregon, to assist chief on big construction job and maintain studio equipment. Salary commensurate with ability plus incentive program. EOE. Mr. Smith, 503-882-8833.

Suburban New York, Assistant chief engineer. 50 KW FM, 1 KW AM. Must be experienced in all phases of equipment maintenance, including Schaefer 903 automation. First class license required. Resume and salary requirements to Ed Cream, WHUD-WLNA, Box 188, Peekskill, NY 10568. EOE M/F.

Chief Engineer for Colorado Springs AM/FM radio station. Experienced in maintenance of transmitter and audio production equipment. Send resume, salary history and requirements to Box E-86.

Immediate Opening: If you have a couple of years of solid engineering experience, both studio and transmitter preferably FM, and would like the chance to supervise your own department, lets talk. Opening is Kansas City, a very liberal student run public/college of the midwest university community. Position involves supervision of the department and training of student engineers. Must have a Class First as well as Class Second. Send resume to Box 86.

Top News voices in Buffalo seeks strong air personality. Please only apply if you have several years experience in news anchoring, writing and reporting. Send resume, reel to reel tape to Don Dussias, WGR, 643 Franklin Street, Buffalo, NY 14202. EOE.


Engineer/Announcer: For a Rocky Mountain Contemporary FM. Maintenance and board shift necessary KLPV-FM 303-564-5450.

Chief Engineer for a large, modern well equipped, AM/FM combo station. Extensive experience in AM and have strong performance in audio and studio maintenance repair and construction. Supervisory and carrier current experience highly desirable. Will supervise 1-2 student assistants and be responsible for 6 studios and 13 transmitters. This is a full-time year round position. Starting salary $12,000 or more depending on experience. Good fringe benefits package. Reply to: B. Eft. All Campus Radio, Room 8, Student Service Bldg. East Lansing, MI 48824. An Equal Opportunity Employer.

AM-FM in growing Southeastern New York market of 800,000 seeks experienced engineer. E.Q. potential. Good studio and mobile operations, including Schafer 903 audio equipment, sales, remote control, and audio processing with strong emphasis on audio quality. Salary open, EOE. Minority candidates encouraged. Send resume to Box E-104.

Only 23 days without sun in the past 10 years! KINT-FM & KCOL-AM, El Paso, looking for Chief Engineer to work and play in the sun belt. Must be experienced in microwave. Good salary with a growing company. Rush resume to: Jhali Kaye, Operations Director, 5959 Gateway West No. 120, El Paso, TX 79925. EOE.

HELP WANTED NEWS

Reporter-Evening Anchor. Degree and/or experience. Grads welcome. Send short tape, resume, and writing samples to WTRC, c/o Curt Miller, Box 699, Elyria, OH 44035, for immediate interview.

News Director: To write and report in California’s Capitoli. Personality important. Send tape and resume along with salary requirement to: KROY-FM, 1019 Second Street, Sacramento, CA 95814. EOE.

Area’s number one and two stations need newscaster immediately for AM-FM combo newsroom. Resume and writing samples to: Ron Russell, WHYN, Springfield, MA 01101.

WTIB has rare opening with market’s most respected radio news team. Good voice and writing ability a must for this May or June opening. 1979 grads especially welcome. Contact: Brian Whittemore, WTIB, Box 781, Utica, NY 13503. EOE M/F.

Morning drive anchor/reporter for leading sunbelt station. Join a 9 person news department in the state capital city Group broadcaster with major emphasis on radio and TV news. Send resume and tape to Personnel WRAL, PO Box 12000, Raleigh, NC 27605. EOE/MF.

News Director for KLOE AM-TV Goodland, Kansas. Some small market experience required. Must have drive personality. New telow. Sales experience previous. Send resume and salary requirements to: Brian Whittemore, WTIB, Box 781, Utica, NY 13503. EOE M/F.

Small/Medium market AM/FM, western Kentucky, seeks experienced WD who can gather, write, edit, deliver news, use actualities, supervise active department. Tired of being No. 27? Tired of the big market? Great opportunity $10,000-$12,000 depending upon qualifications. Box E-107.

News reporter/Editor/Announcer. Lots of hard work in the world of AM/FM radio. Must gather, write, report. Good salary and benefits. Call Kay Mélia or Ken Halbleib ... 913-899-2309.

WGNU News Anchor. Good news talent. WGNU News Anchor. Send tape and resume to WGNU.

Excellent opportunity for a strong air personality in a beautiful market, with excellent living. We need one and we want to stay there. If you’re interested and able, write Steve Jankowski, News Director, KCTS AM/FM, Box 1017, Fort Smith, AR 72902 or call area code 501-684-6151. Tape and resume in first letter.

Expanding news department. Need Anchor/Reporter morning drive. Capital city, mid 100 market. Send resume, reel to reel tape, radio checkable, references to: News Director, WKAZ/WQBE, PO Box 871, Charleston, WV 25323.

Excellent opportunity for aggressive reporter in a medium market. Duane Gay, 414-235-7530. Oakshott WI.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Southern/County AM. New facilities, top-rated, first class all daytimer. All daytimer, seeking dedicated PD. With 3-5 years experience preferred. Require active community promotional approach, air shift, creative supervision, strong production. EOE. Send resume and financial requirements to WBHP Radio & Buster Pollard, PO. Box 547, Huntsville, AL 35804.

Program Director: KROY in Sacramento, seeking strong background in technical and legal, as well as airtime. Send resume and salary requirement to: Mark Johnson, 1019 Second Street, Sacramento, CA 95814. EOE.

Advertising agency needs a full-time talent/production coordinator. You will produce radio commercials, book advertising, in other words, you must be a good ad-asser. A deep voice is nice but your ability to communicate one-to-one is what we’re looking for. Tape and resume: Lewis & Freese Advertising, Inc. 7 E. Franklin St., Richmond, VA 23219.

Prosperous small market AM/FM operation in Indiana seeking self-starting Program Director. Must have considerable on-air experience and complete understanding of promotion and programming experience. You will have necessary latitude in directing staff. Salary commensurate with experience. Send resume, salary requirements, checkable references, and your own philosophy on radio programming. This position is open for first time in 10 years, so apply only if you have credentials. Believe this is the situation you have been looking for? EOE. Box E-34.

Program Director for daytime religious and ethnic radio station. Must have past or current experience in this field. Requires knowledge of religious music and programming. Production experience. Call Willard or David Leine, WEDO, Midtown Plaza Mall, McKeesport, PA 15132. Call: 412-664-4431.

WNMU-FM seeks applicants for the position of Development Director. Responsibilities include on-air fundraising: underwriting, station promotion, volunteer coordination, and producing quarterly program guides. Successful candidate must have a B.A. degree plus experience in public radio fund-raising and development. Salary: $15,000 to $17,500. Excellent benefits. Send resume and qualifications to: WNMU-FM, c/o Paul Martin, 802 Main, Silver City, NM 88061. EOE.

WGNU News Director. KLOE AM-TV. Goodland, Kansas. Some small market experience required. Must have drive personality. Must gather, write, report. Good salary and benefits. Call Kay Mélia or Ken Halbleib ... 913-899-2309.

WGNU News Anchor. Send tape and resume to WGNU.

Northern California PD/morning drive personality Small growing market. Adult contemporary moving toward country cross seeks experienced PD. Perfect location. Send resume to KBLS Box 1010, Red Bluff, CA 96080.

Big Market seeks big talent. Top ten market seeks number one production manager. Top priority: Administra- tion and organization of AM/FM department with separate format stations. Must take charge and co- consistently produce creative commercial and promo- tional product. EOE. Complete resume to: Box E-58.

HELP WANTED MANAGEMENT


Stable, 48 year old, family man, over twenty years same company Former group owner. Top management all phases radio and CATV looking for growing compa- ny or expanding group can invest in right situation and area, but not necessary. I would like to get back into broadcasting. Box D-208.
HELP WANTED MANAGEMENT CONTINUED

General Manager, Major market experience. Experienced and results oriented. Best references. Box E-27.

General Manager Specialities include sales, sales and audience promotions, sales motivation. Long, successful careers in all phases AM-FM from CP to number one in market. Prefer small-medium market with potential; opportunity for $30,000 plus. Box E-2.

Wanted: Challenging opportunity in Radio station management. 15 years experience in all aspects of station operation. Prefer West, Southwest, Northwest. Box E-11.

Today's broadcasting requires knowledgeable professional and profitable leadership. If your thinking coincides with that statement ... let's talk! Box E-92.

jeconsin only — management position desired. Community oriented, young family man. Motivated experience. I will make money for you. Box E-78.

Strong business management background. Presently News Director of major station. Seeking GM position. East. Box E-69

Capabilities, 39 year old manager at current position 12 years. Our balance sheet includes driving sales growth coupled with intense community involvement. Securing a 29% cash flow but retaining top professional staff. Balancing finances with awareness of winning news and public affairs. We tripled sales, won the ratings and the hearts of our community of 60,000. Box E-70.

GM Creative leader, seller, programmer. Exceptional professional. Box E-72.

Broadcast Executive seeks full responsibility corporately and management position offering long-term association with growth-oriented organization. High performance background includes unusually broad experiences emphasizing sales, programming, management; tops in systematic business administration! Impressive record of responsibility 20+ years in majors, mediums, for groups, independents, AM, FM. Demonstrated high-level intelligence, strong managerial capabilities, dynamic leadership skills, profit orientation. Achievement driven self-starter articulate decision-maker, team-player, creative, conceptually thinkers. MBA. A highly-polished mature person you can TRUST! Reply in confidence to Box E-73.

Seeking Small College FM directorship. 5 years commercial radio. 1/2 years high school 10 watt director; BA and completing MA. Box 522, Plains, PA 17955.

You Don't Have to Go Disco! General Manager looking for long term opportunity to run medium to major AOR. Presently employed at station with 200%-400% increase in ratings, 41% in sales. I like both of us to make money. Box E-99.

SITUATIONS WANTED SALES

Experienced, hard-working, young broadcaster wants into sales! BA, in communications. First Phone, good voice. Excellent references. Prefer Southeast. Box E-88.

SITUATIONS WANTED ANNOUNCERS

Recent Grad Third Class wants first air personality job. Call Doc Rock anywhere or write 4728 S. Princeton, Chicago IL. 60637 — 255-0876. Better hurry relocating and going fast!!

Female DJ; news, production and continuity experience. BS Broadcast Journalism. Knowledge of rock, R&B, MOR. I'm bright, a self-starter, dependable. Prefer Western U.S. Box E-38.

I, John Pluta, due to circumstances beyond my control, have been unable to cope with my job for the early summer but let me assure you, that as the result of painstaking endeavor, I am the most improved newscaster and show host that ever approval, correspondence school has had. 18 months prior experience. Kindly dial 315 - 737-1356. I'm 36, single, slender, sober and reside at 121 Whitesboro Street, Yorkville NY. I play a flat top and mustache, may God be with you.

Currently working update NY DJ ready for bigger things. Good voice, tight band, excellent copy/production skills. All-around hard worker. Box E-12.


Classical Announcer — Adam to Zopil — creative production/programming. Bruce Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

Remember your first break? Please help me with mine. No experience but willing to work hard and earn. Will relocate. Please contact Don at 714 — 464-0850.

2½ years professional experience, light board, great production, desire AOR format, 805 — 527-1016, Mark.


This ad's gonna work for both of us. Listen, I think I'm a darn good MOR personality Lots of real experience, good mind, willing to take directions and committed to a biz I love. I'd like to know what you think. Call 315 — 483-4500 to talk and resume.

Major Market County Pro seeks a change. If you're a medium major to major market and you're committted to win, let's hear from you. Top 50 markets only. Box E-67.


Experienced 1st phone looking for contemporary station. Prefer nights and Midwest — would consider days. Box E-71.

Need secure announcing position in music oriented station. Ten years experience in all forms of rock. Excellent references. 219 — 583-7630.

Sure-fire audience builder! Ratings prove team concept works! New MFM combo will make a hit with your listeners. For more info: Box E-91.


SITUATIONS WANTED TECHNICAL

Quality-minded Chief Engineer seeks opportunity. Strong background includes: First Phone, ham, high power, DA's, FCC, construction, etc. West or Southwest. Box D-212.

Creative Individual — Wants to serve the Lord in religious broadcasting. Experienced with studio equipment repairs & maintenance and audio production, Charles Weigel, R.D. 2, Hadley, MA 01035-219-90036.


SITUATIONS WANTED NEWS

You Name It — I've done it in sportscasting! Five years experience: play by play interviewing, writing, production winner of WGN Radio National Sportscasting Contest, Masters Degree, Radio-TV. Two years experience, professional baseball administration. Desire play by playcasting position in medium or major market. Box E-38.

Super Sports ability! I can excite and entertain your sports audience. Six years experience. Seeking medium market sports or sports/news position with PBP 212 — 863-0503. Barry or Box E-89.


Sports director, talk show, play-by-play hockey, football, basketball, medium market, Box E-95.

Strengths Your entire operation! 8 years experience, sports, news, management, and announcing. PBP is my forte. Would like more management responsibility. Dedicated, dependable. 208 — 824-3830 after 4 mt.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Production, copywriting, announcing sought by '79 Ashland College RTV graduate with professional experience. Mark Miller, 407 Jacobs, Ashland, OH 44805.


Copywriter-Production. Effective, original, knowledgeable. Twenty years experience. Impeccable credits and references. West Coast only please. Jay Knight, 1834 Cooper Drive, Santa Rosa, CA 95404.

Alan Wells works for me — he's ready for a move to MD or PA but those slots are filled here. We've agreed to assist him in moving up. Call Alan for an interview, tape and talk. He knows how to call for one helluva reference. Stacy Taylor, PD, WSIR 813-234-4111.

Need someone to get your stations Promotional Program going? Creative and Effective Writer-On Air Personality Tool Box E-77.

Los Angeles Veteran: 6 years Los Angeles, 4 Years Major & O&O, looking for production position. Prefer station changing format to AOR. Western states. Box #87, Los Angeles, CA 90036.

Experienced small market PD, MD, morning personality looking to join small or medium market contemporary station. Must be stable, demanding and competitive situation with room for dependable, aggressive management. Creative production. First phone. 208 — 888-8624.

Major Midwest Market Announcer seeking program and/or full time air work in a sizeable market. Box E-80.

Experienced Operations Manager and Program Director. Diversified background, excellent references. All opportunities considered. Box E-21.

Metro Market Telephone-Talk Program Director available July 16th. Telephone-Talk is the single most viable AM format for the 80's. If your station has a marginal income status and moderate-to-low ratings, the Telephone-Talk can place your station in your market. Avoid the usual programming pitfalls. Bring in a pro. Call 404 — 892-8710. All calls will be returned.

TELEVISION

HELP WANTED MANAGEMENT

Director of Development, large northeastern community TV station. Real challenge for a real pro. Manage $1.5 million development program for top-rated well-established public TV and 5 public radio stations. Also supervise publicity operation. Should have on-air membership experience, and program underwriting background. In direct mail experience helpful. Development/publicity staff of 11; budget of $600,000. An Equal Opportunity Employer. Salary open. Send resume and salary requirements to: Box D-25.

Director of Administration. Challenging job for creative person. Responsibility for all corporate financial and administrative functions for one public TV and two public radio stations. Includes corporate planning and some special projects. Reports directly to President. Thoroughly experienced financial and administrative experience a must. Writing skills important. An EEO employer. Send resume and salary needs to Box D-251.

HELP WANTED MANAGEMENT CONTINUED

Promotion Manager for North East Indy challenging position available for someone seeking greater management opportunities. Must be creative, ambitious, thoroughly experienced in Promotion, Strong production background helpful. Superior writing skills essential. Equal Opportunity Employer. Send resume and salary history to Box E-47.

Chief Engineer for North East Indy. Thorough technical experience a necessity. Supervisory experience helpful. At least 3 years technical TV experience desirable. Equal Opportunity Employer. Send resume and salary history to Box E-48.

Assistant General Manager: Public broadcasting station has challenging opportunity for a knowledgeable and experienced, successful salesperson. College training and previous experience helpful, but not essential. Must be outgoing, possess good interpersonal and organizational skills. Equal Opportunity Employer. Send resume and salary history to Box E-49.

HELP WANTED TECHNICAL

Local Account Executive: Top 100 market network affiliated VH magazine seeking applicants for a local account executive. Experience in sales required. An Equal Opportunity Employer. Send resumes to Box E-28.

Television Sales Manager Wanted: Group-owned, small market radio and television. Seeking a Sales Manager to administer eight person sales team. This is a highly competitive mid-South market in a rapidly growing market. Ideal candidate must be aggressive, self-starter with a solid sales background. Equal Opportunity Employer. Send resume and salary requirements to Box E-101.

HELP WANTED TECHNICAL

Title: TV Maintenance Engineer. Full time. Description: Associate degree of minimum of 5 yr experience and FCC First Class license required. Transmitter experience desirable. Excellent fringe benefits. Salary negotiable. Send resume to: Metromedia Inc., Attn: Personnel Manager, PO Box 22910, Houston, TX 77027. We are an EOE.

Wanted Immediately ENG/FP Main Maint. Engineer for Southern Gulf Coast TV operation. Experience in VHF, UHF, including facilities in news and production. Must be experienced with computer and operations. Send resume and references to Chief Engineer at 318-439-9071. KPLC-TV an equal opportunity employer.

Assistant Chief Engineer 5 year minimum, FCC 1st, experience with truck cameras. Rocky Mt station. Excellent Salary. Contact KEI, TV, Idaho Falls. ID 208-523-1171.

Wanted Studio Maint. Supervisor for growing VHF in Southern Gulf Coast market. Urgently need 1st station engineer with 25 yrs solid maint experience on cameras and quads VTR's. 13k starting minimum. Experience of VTR's. KPLC-TV an equal opportunity employer.

Television Engineer: ABC Affiliate looking for Assistant Chief Engineer. Must have solid background in latest equipment. First class license, professional training, and at least 3 years experience in television maintenance. Send resume and references to Chief Engineer at 318-439-9071. KPLC-TV an equal opportunity employer.

Television Engineer: Two years experience (or technical school) in studio equipment maintenance, experience with ENG/EFP, broadcast television experience helpful. Send resume to: Chief Engineer WTVC-TV. Box 1150, Chattanooga, TN 37401 or call 615-756-5500. EOE.

Television Maintenance Engineer: Two years experience (or technical school) in studio equipment maintenance, experience with ENG/EFP, broadcast television experience helpful. Send resume and salary history to: David Archer, 1175 Potrovo Avenue, San Francisco, CA 94110.


Chief Engineer: WGTE-TV, Toledo. First class license required. Experience plus E.E. degree or equivalent. Full charge of engineering staff. Call Art Hafner or Bob Smith for application information. 419-255-3330. Equal Opportunity Employer.

Maintenance Supervisor, WGTE-TV, Toledo. First class license required. Two-year engineering degree or equivalent experience in television and maintenance of all television equipment, especially UHF transmitters and microwave systems. Call Art Hafner or Bob Smith for application information. 419-255-3330. Equal Opportunity Employer.

Chief Engineer for Television Services: Indiana State University. This position requires the supervision of three full-time engineers and four or five part-time engineers. It includes tube-to-digital electronics, making trouble-shooting easier. Television Services facilities include a color studio, a black and white studio, a 1,170 watt radio station, a campus cable system with a studio and ENG facilities. Excellent fringe benefits package with a salary commensurate with qualifications. Direct letters of applications, resume and three letters of recommendation to Dr. Arvin Workman, Indiana State University, Terre Haute, IN 47809. (I.S.U. is an Equal Opportunity Employer)

Television Systems Engineer: If you are a television systems engineer with a track record in designing color television studios, master controls, RF and baseband equipment, electronic design, installation, and specification writing, or if you have equivalent design experience in broadcast television or a top CTV business, industrial, or educational operation, if you want to advance your professional future by working with the leading television and audiovisual consulting and design firm in the field with offices in New York, Los Angeles, and London, we are looking for you. City where the action is, with top professionals, on projects which are setting the trend. Send your resume and salary requirements to: Chief Engineer, WEJU, New York, NY 10017. Full company benefits. Salary commensurate with experience.

Chief Engineer for Network VH: Hands on chief engineer for future of growing network. Position couple lead to Director of Engineering position. Must have Studio and Transmitter Experience and ability to teach and direct young and hard working staff. Henry Sterling, Inc., 12300 W. 38th St. Chicago, IL 60638.

Sales Manager: University of Illinois. Master's degree, preferably in Engineering. 5 years experience in electronic field production sales. Must be creative, ambitious, and hard working. An Equal Opportunity Employer. Send resume to: Personnel Manager, PO Box 1400, Amosco, IL 61718.

HELP WANTED NEWS

Television Systems Engineer: If you are a television systems engineer with a track record in designing color television studios, master controls, RF and baseband equipment, electronic design, installation, and specification writing, or if you have equivalent design experience in broadcast television or a top CTV business, industrial, or educational operation, if you want to advance your professional future by working with the leading television and audiovisual consulting and design firm in the field with offices in New York, Los Angeles, and London, we are looking for you. City where the action is, with top professionals, on projects which are setting the trend. Send your resume and salary requirements to: Chief Engineer, WEJU, New York, NY 10017. Full company benefits. Salary commensurate with experience.

Chief Engineer for Network VH: Hands on chief engineer for future of growing network. Position couple lead to Director of Engineering position. Must have Studio and Transmitter Experience and ability to teach and direct young and hard working staff. Henry Sterling, Inc., 12300 W. 38th St. Chicago, IL 60638.

Sales Manager: University of Illinois. Master's degree, preferably in Engineering. 5 years experience in electronic field production sales. Must be creative, ambitious, and hard working. An Equal Opportunity Employer. Send resume to: Personnel Manager, PO Box 1400, Amosco, IL 61718.
HELP WANTED NEWS CONTINUED

Top 25 market network affiliate in northeast seeking producer for 6 and 11 o’clock newscasts. Excellent opportunity for an individual desiring to take charge of weekday newscast. Send résumé and Equal Opportunity Employer. Send resume, write ideas about what news producing involves, and salary requirements to Box E-37.

Public Affairs: Write producer, talent needed for editorial assignments, production, and documentaries by leading Quad Cities network radio/TV affiliate. Send resume and video tape to General Manager, WQC Broadcasting, 805 Brady, Davenport, IA 52808. An equal opportunity employer. Phone calls, please.

Top Sunbelt market Sundown rating within looking for an experienced writer. Send résumé and Equal Opportunity Employer. Send tape and resume to John Hayes, News Director, WBRC-TV, Birmingham, AL 35201. No calls.

News Cameraperson: Must have experience in shooting and editing videotape and 16mm film. Knowledge of ENG essential. Full details and salary requirements first letter: Write John Banks, News Director, WSVR-TV, 1030 James Street, Syracuse, NY 13203. WSVR is an Equal Opportunity Employer.

Late news producer who can exercise authority over major market ABC affiliate in NE. No beginners. Need management skills. Equal Opportunity Employer. Box E-29.

Wanted; On air weather person, Monday through Friday 11:00-5:00. Send resume, tape with first letter: to Jon John, News Director, KAAL, TV PO Box 577, Austin, MN 55912.

News/Public Affairs Director: Expanding station is currently in search of an experienced newscaster to develop a weekly "Magazine" format and other public affairs programs for Northeast Indiana. Bachelor’s Degree in Radio/TV. Significant field related experience. Minimum 3 years television news experience including reporting and some anchoring. Supervisory and public relations skills desirable. Must be able to commmunicate upon resume. Send resume and video cassette to: Bob Voss, Program Manager, WCAE-TV, 123 Sesame, St. John, IN 46373.

Weekend Anchor/Reporter: We are looking for a bright, aggressive Broadcast Journalist to anchor our weekend newscasts and work with one of our two "live" units: Send resume and tape to Paul McCoy, WAFF-TV, PO Box 2116, Huntsville, AL 35804. EOE.


News Director—professional journalist for medium market—experienced in all areas of news gathering techniques and production. Must have experience in television news. An equal opportunity employer send resume to Box E-109.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Production Manager: Experienced in all phases of commercial and promotional activity, including on location, film, ENG, and live production. If you are energetic, experienced, well-organized, a good leader of people and able to accomplish all objectives, then we have an excellent opportunity for you. Medium market, SE United States. Position available: Immediate. EOE. Send resume to Box D-330.


Director’s Position: Are you a top drawer director able to switch flawless newscasts and public affair’s shows, anchor, produce, write, edit, and control a 25 live eye and evening talk show? Are you certain of the control room during live productions? Do you want to live in the sunny-south at a rapidly expanding network affiliated station? If so, send resume’ and letters of recommendation to Box E-31. EOEMF

Cultural Affairs Producer—Produces cultural programs for KUSD- TV and the South Dakota Public Television Network. Requires degree in arts, English or communications and 3 years experience in cultural affairs, including the lively and popular arts, and an equivalent combination required. Direct experience in the arts and on-air television experience with extensive writing and editing skills and proven research abilities desired. Must be familiar with all facets of EOB, quick and accurate research. Experience range $12,000-$15,366. Application deadline, May 31, 1979. Reply to: USD Personnel Department, University of South Dakota, PO Box 803, Vermillion, SD 57069. An Equal Opportunity Employer.

Producer-Writer-Reporter, need "all in one" pro for new weekly prime time documentary unit. Rush resume, tape c/o Marilyn Baker, KOVR-TV, 225 East Main, Stockton, CA 95201. All replies answered—EOE.

Producer/Dirctor—Top 20, Sunbelt television station has opening for a producer/director with a minimum of two (2) years experience at a commercial station. Send resume and salary requirements to John Pigg, Production Manager, WTPS-TV, PO Box 10000, St. Petersburg, FL 33733. An Equal Opportunity Employer.


Science Reporter. Award-winning science reporter seeks similar position. Experience includes nationally televised science news reports and documentaries. Can transform science into people’s language, Ph.D. in chemistry. Proven track record and four years experience in major market. Box E-30.

Anchor/Reporter, experienced, seeking anchor, exec. producer, or assistant news director. Dedicated journalist, family man, 28, employed, Box E-43.

Accomplished: Creative, authoritative female with excellent ratings seeks similar position. Top 50 market. Television anchor, executive, editor, producer. Skill sets include news director. Dedication, family man, 28, employed. Box E-43.

NewsWriter/Production Assistant Combo, ready to work for your news company. NBC News staff. Skilled in EJ and assignment desk work. B.A. in Broadcast Journalism. Samples Available. Box E-76.

Female Anchor/Reporter, 4½ yrs. experience; co-anchor 5:00 show, top 35 market; desires better anchor spot; Box E-68.


Female radio newscaster with strong writing skills and pleasing appearance seeking television news. Will relocate. Box E-63.

Weathercaster/Meteorologist looking for small or medium market sunbelt station. Presently employed market. Box E-80.


Young, aggressive reporter-producer in small market looking for new challenge. Call Sal at noon at 3-304—425-2041.

Televisionnews director, top fifty market, ten years experience. Looking for major market challenge, producer/news management. Box E-94.

Entry Level ENG Cameraman/Reporter Position Wanted!! Boston University Communications Graduate w/First Phont seeks demanding job in active News Department. Have basic knowledge of ENG Camera and Editing. Please contact, J. Knee, South Parliman Road, LaGrangeville, NY 12540-914—223-3743.

"70 Graduate" seeks a career with a future. Background includes AP radio correspondent, Anchor/Reporter, producer and host of local talk show, and Press Aide to Massachusetts Governor. Willing to travel and relocate. Tape available. Joe Palermi, 491 Commonwealth Avenue, Apt. 11, Boston MA 02215. 617—238-1705.

Attention West Coast Stations—High-energy photographer/2D, ten years experience in several markets, currently Top Five. ENG or film newscast or magazine. Aggressive, committed, creative. Excellent reflex, dynamic reel. Box E-88.

Polished General Assignment Reporter. All ENG. Experienced, Creative writer. desires increased writing, editing, and appearance. Top 40 only please. Box E-110.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Network experienced videographer/editor; Live remote cameraman. Willing to work film, news, Lighting whiz. Box E-11.

Females First Phone well rounded education—audio/ VTR operations, audio visual production. Mature person, flexible to budget. Box E-100.

ALLIED FIELDS

HELP WANTED SALES

2 positions. Technical sales for branch of large video systems organization. Positions located in D.C. area. Persons applying should have strong hands-on technical knowledge in cable and television, and be sales oriented. Draw plus commision. Excellent earning opportunity An Equal Opportunity Employer Reply to: Box E-7.

Broadcasting sales Whiz needed to volunteer time to help the National Gold Program. Willing to do spot analyses. Minneapolis area. Reply to Box E-106.

HELP WANTED TECHNICAL

Donney Media Group is seeking a skilled technician for their CATV operation in Chicago, South Side area. Respond with name, address, and resume or phone: Director, Broadcast Engineering, Donney Media Group, PO Box 70, Las Vegas, NV 89101, 702—395-4241, ext. 330. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Broadcast Editor—University seeks broadcast editor in University Relations Office. Experience in ENG, film, writing, BA in broadcast-related field required. Five years experience desirable. Salary commensurate with University Relations, 300 Martin Hall, Auburn University, Auburn, AL 36830. Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Parkland College—fully accredited progressive community college, has an opening for a broadcasting instructor. Applicants must hold a bachelor’s degree, master’s preferred, and industry experience required. Academic contract or concurrent contract. Deadline: May 20, 1979. Instruct courses in broadcast communications, serve as manager of college-operated FM radio station, act as liaison with broadcast industry. Assignment also includes summer responsibility at additional salary. Salary commensurate with education and experience. Application deadline—postmarked no later than June 20, 1979. Send resume and credentials to: Personnel Office, Parkland College, 2400 W. Bradley Avenue, champagne, IL 61820—315—2277. Affirmative Action/Equal Opportunity Section 504 Employer.
HELP WANTED
INSTRUCTION CONTINUED

Communication/Broadcast — Available August 16, 1979. Tenure track position. Ph.D. and professional broadcasting experience required. Desire for qualifications: 5 years' experience in commercial radio broadcasting and 5 years' experience in university-college teaching in related courses. Rank and salary dependent upon qualifications. Applications considered up to position filled. For applications with resumes, training, and three letters of recommendation to Dr. Randall Capps, Department of Communication and Theatre, Western Kentucky University, Bowling Green, Ky 42101. An Affirmative Action/Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT


Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call tall free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Chryon HILL. Eric Address 215-543-7800.

We need Film Cameras, 16mm or 35mm, Lenses, Accessories, Editing Equipment, etc. Call Mill Gross, 305-945-9094.

School needs 250-1000 watt FM Transmitter. WASH-Harold Strayer, Avondale High School, Auburn Heights, MI 48057. 313-852-9247.

Used 1-1/2 AM transmitter. Must be in good condition to be operated on 1440 Khz. Contact Darren Dunlap 717-763-7021.

FOR SALE EQUIPMENT


Hitachi PF 101 Color Camera with Saticon tubes. Includes 10:11:18 zoom lens, wide angle lens. All new tripods and custom cases. This is an excellent camera with very few hours on unit to last at the original cost. 415-841-4810.

For Sale — New Unused: Complete Harris Model TSB-616-6 Bay Superstuntile Antenna, 46 feet in height, tuned to Channel 6 181.25 to 185.75 MHz. Specializing in quality equipment, contact Bill Schneider or Eddie Smith, PO Box 1941, San Angelo, TX 76902 or call 915-855-8033.

GE PE-350 Color Cameras: Excellent condition 3 Available, $8,000 ea. RCA TR-4 Hi-Band VTRs. New heads, good condition, 2 Available $16,000 ea.

GE 12KW UHF Transmitter: Ideal for new station, good condition $14,000.

GE PE-250 Color Cameras: Includes lens, cables, CUC1's. 2 Available $3,000 ea.

IVC-300A Color Cameras: With all accessories, excellent shape, $3,000. Contact Bill Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-855-8033.


Canon Lenses, 10 X 1 for ENG application, used, good condition 202-886-5895.

Schaefer NOE program automation, three day memory, teleprompters, 2 audio, 2 video, time announce, and more. 303-484-5449.

For Sale — used Metrotech 500 stereo reversing log- gho 7800. Phone 615-586-7993.

Searchlight! A pair of the best in the country included in price are supplies parts training and manuals. Call for Tim at 712-258-5595 anytime.

For Sale — DCS-M 8 Channel Ramco Console; 18 input, 5 output; stereo purchased new a year ago and a half. Overall condition, $7500 complete. Contact Keith Byrham, Dow Chemical Co. Midland MI 517-653-7835.

Entire Station — Radio Station equipment repurposed. Almost everything you'll need except a transmitter and antenna. Priced for quick sale to repopulate short term lease. Hagerstown, MD Certified check only Daytime 301-797-4400. Mr. Smith.

Two (2) RCA TG-3 Sync Generators. Phone 202-886-5895.

One (1) RCA TX-27 Film Camera with TP-15 Multiplexer and Pedestal, TP-8 slide projector and TP-16 mm projector: 202-886-5895.


Revex 877 demonstrator, 2 track stereo, 7 1/2, 3/4 ips. $3200, 303-242-0405.

RCA TK 44A Cameras includes: Tubes, Lent, Cable, Vinten Head. Contact: KCET Engineering, 4401 Sunset Blvd., Los Angeles, CA 90027, 213-687-9262.

For Sale: 11-20 foot sections—Andrews 318 inch rigid line-other miscellaneous pieces, with connectors, spring hangers, 1/4 inner conductor. Box R-3.

RAMKO factory sealed items, new. Send for bargain closeout prices, monitors mike & dist amps. Write Dan Green, Broadcast Consultants Corp., Box 590, Leesburg, VA-22075.

COMEDY

Free sample of radio's most popular humor service! O'UNNERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freestyle Contemporary Comedy 5804-B Twinning, Dallas, TX 75227.

MISCELLANEOUS

Chartered Artist Information, daily calendar, more than personality bi-weekly service. Write for letterhead for sample: Galaxy, Box 20003-B, Long Beach, CA 90801. 213-436-0508.

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. Or phone 312-646-8220.

Custom, client Jingles in one week. PMW, Inc. Box 947, Bryn Mawr PA 19010, 215-525-9573.

Original Jingles, comedy spots, and music background for contests, promotions. Galaxy, Box 20003-B, Long Beach, CA 90801.

PI-ID The best sales-money idea in ten years. We have a great product that will increase your cash-flow in three directions. NO investment by your station. For information write Clare Productions PDB 844, Glen Echo, MD 20818 or call 301-485-8825.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and DJ-Newscenter training. ATS. 152 W. 42nd St. N.Y.C. Phone 212-221-3705. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 16 and July 30. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, R.O. Box 45785, Dallas, TX 75245, 214-352-3242.

RADIO

Help Wanted Announcers

TALK HOST-TAMPA BAY

Searching nationwide for a dynamic heavy hitter for the 22nd market, we've found a new radio station that's patterned after KGO, KABC, MCA etc. Cassette demo with guest topics, lists. Send to: Michael Speers, General Manager, WPTV, Atlanta 57, PO Box 570, Pinellas Park, Fl. 33785 EOE. No calls please.

Help Wanted Technical

FIRST CLASS ENGINEER AND CHIEF

Expanding group needs young — aggressive 1st Class Engineer must be maintenance and audio oriented. Directional experience a must. East coast medium market. Chief Engineers at all stations may also apply. Possibly replacing Chief also. Box E-85.

Help Wanted Programming, Production, Others

OPERATIONS MANAGER

Replacement for present department head. If you are just a jock, forget it if you are a nut on detail—know the FCC and preparation of all their needs—sound great on the air and do production OK. Can you control your staff? If you can say yes to all these, then send us all details of this medium market station in Northeast. Box E-85.

Help Wanted Sales

Move up to a major market and major facility!

WKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincellette, EOE.

GENERAL SALESMANAGER

Expanding group now looking for General Sales Manager. Must take complete charge of local sales department and work withSR on personnel, staff now four persons. Market medium in Northeast. If you are background oriented with ideas. write to us at Box E-85.
Situations Wanted Management

GENERAL SALES MANAGER

...with eight years of MAJOR MARKET management experience with one company. Abililies to develop, motivate and lead. Extensive retail, agency and national sales success. Knowledge of how to use the right media tools in any kind of situation. Excellent personal and business references. Box E-42.

RADIO MANAGEMENT

23 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency. Send resume, state owner, etc: Available at once. Jack A. Carpenter, 801 Silverwood Tr. North Little Rock, AR 72116. (501) 771-1168.

GENERAL MANAGER

Outstanding background—more than 10 years as highly successful GM: Strong sales, sales motivation, creative packaging and promotion. Industry recognized picture, promotion, and Community—FCC. A thorough pro. Presently GM of successful operation—call me if you have even considered a change, then check me out in confidence—don't wait to read that I just became your competition and you didn't know I was looking! Box E-97.

TELEVISION
Help Wanted Technical

TELEVISION BROADCAST TECHNICIAN

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Send resume to: Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. EOE, M.F.

VITAL HAS A FUTURE FOR YOU


CENTRAL DYNAMICS LIMITED

Expansion of our Engineering group in Montreal has created several new openings. These include an analogue and digital video circuit design, requiring several years experience. Phone or send resume in confidence to:
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VP Engineering
Central Dynamics Ltd.
147 Hyamus Blvd.
Pointe Claire, Que. H9R 1G1
Tel 514-697-0810

Help Wanted News

Strong net affiliate needs experienced news director. Full responsibilities for administration of department personnel and activities. Journalism degree or equivalent and proven leadership abilities essential. Station committed to news and public affairs in excess of 11 1/2 hours weekly. Group owner of East Coast VHFers liberal benefits. Salary to 20% EOE, M/F. Box E-41.

Help Wanted News Continued

TV NEWS ANCHOR

West Coast Network Affiliate seeks experienced news anchor for early-late news. Excellent compensation and fringe benefits. Send resume and qualifications to Box E-57. Equal Opportunity Employer

CO-HOSTS

Needed for this innovative program. Previous performing and writing experience is desirable, but dedication and ability to work as part of a team are required. Resume and cassette should be mailed to Gene Walsh, PO, WIXEN-TV, PO. Box 888, Richmond 23207. ABC affiliate, owned by Nationwide Insurance; an equal opportunity employer.

Help Wanted Programming, Production, Others

PROMOTION MANAGER

Major market network affiliate invites applications for promotion manager. Person selected will be responsible for budgeting and administration of department as well as heading up all creative aspects of print and on-air promotions and creating corporate pr image in above areas required. Reply to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE, M.F.

ASSISTANT PROGRAM DIRECTOR

Must have experience in programming functions of a television station. Especially important: sound judgement in the screening and rating potential of movies based on knowledge and background of motion pictures. Call or send resume to Emanuella Upchurch, 915 N. La Area, Hollywood, CA. 90038. (213) 851-1000. An equal opportunity employer.

Graphics Designer/Illustrator

Design, illustrate and produce a variety of visual material for television presentation and printed publications. Will construct and paint scenes and props. Experience working with power tools and working with knowledge of 35mm photography desirable. Requires one year college or art school training in graphics design or equivalent and one year experience as graphics illustrator or equivalent. Two years full-time professional experience may substitute for college or art school work. Closing date for application June 4, 1979. Contact Juan Moncada, University of Washington Staff Employment Office, 1415 E. 44th St., Seattle, Washington 98105. Equal Opportunity Affirmative Action Employer

Situations Wanted News

SENSE OF HUMOR

Me and my sense of humor coupled with interest in the past 20 years of professional journalism. I would enjoy meeting your station to interview for an or position. My specialty is the art of interviewing and the craft of interpreting and carrying on dialogue as planet earth takes the plunge into the 1980s. I want to host a talk show and moderate debates with an equal year approach. My experience includes panel discussion shows, two consecutive national journalism awards in print, and work in all phases of the fourth estate. I am not interested in huffy talk journalism, being a talking head on the back, or the hitherto estate of public relations. Have resume samples of my work and references upon request but I prefer to pay my way to communicate with you on a personal level. My name is Jeff Gale. Please call me collect at 213-656-2498 or write me at Box D-256.

ALLIED FIELDS
Help Wanted Instruction

DEPARTMENT HEAD—UNIVERSITY OF ARIZONA RADIO-TV DEPARTMENT

- Terminal degree in broadcasting; teaching, administrative, and professional experience required.
- Appointment for fall semester, 1979 if possible.
- Send application, vita and names of references by June 18, 1979 to Dean Robert Hull, College of Fine Arts, University of Arizona, Tucson, Arizona 85721.

Equal Opportunity Affirmative Action Employer.

Broadcasting May 14, 1979
Help Wanted Management

PRESIDENT

Our national non-profit corporation offers an outstanding opportunity to an individual with entrepreneurial instincts. Knowledge of the broadcast industry in general plus the ability to build and administer an organization with multiple locations is required. High visibility with producers, broadcasters and advertisers gives the President a fast-track to work on. Headquarters in Washington, D.C. with compensation first year to mid-sixties. Please reply to Board of Directors.

BOX E-102

Help Wanted Sales

REGIONAL SALES DIRECTORS

O'Connor, America's leading producer of quality radio programming is building a team of regional Sales Directors nationwide.

Exceptional earnings and advancement opportunities are available. Requires area travel offering Ronald Reagan, Art Linkletter, Earl Butz, Bob & Ray and other top-flight radio properties to stations, advertisers and agencies.

Send resume to: Harry O'Connor, President O'Connor Creative Services Box 8888 Universal City, CA 91608

Help Wanted Programming, Production, Others

NEW ALTERNATIVE NEWSPAPER

Area: Fairfield County, CT (next to the Apple); Circ.: 50,000
EDITOR - creative thinker w/ex- tensive exp. in all phases of newspaper production
WRITERS - staff & freelance - exp. pop music & lifestyles, writing and reviewing
SALES - leads provided/territory protected/high earning potential. Exp. persons only.
Send resume (and clips) to: CJM Enterprises, 12 Manitou Court, Westport, CT 06880

Help Wanted Management

Help Wanted Sales

Help Wanted Programming, Production, Others

NEW ALTERNATIVE NEWSPAPER

Area: Fairfield County, CT (next to the Apple); Circ.: 50,000
EDITOR - creative thinker w/ex- tensive exp. in all phases of newspaper production
WRITERS - staff & freelance - exp. pop music & lifestyles, writing and reviewing
SALES - leads provided/territory protected/high earning potential. Exp. persons only.
Send resume (and clips) to: CJM Enterprises, 12 Manitou Court, Westport, CT 06880

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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.

Public Notice

NOTICE

Notice is hereby given that the undersigned pursuant to an order of the Superior Court of Wayne County, North Carolina, will offer for sale the assets of radio station WYNG, Goldsboro, North Carolina, by means of sealed bids, to be filed with the Clerk of Superior Court, Wayne County, North Carolina, no later than June 1, 1979 at 5:00 PM. All interested persons should contact the undersigned for further details and bidding instructions.

This 20th day of April, 1979.
J. Denny Wood, Receiver for Peace Broadcasting Corporation 2401 E. Am St, Suite 201 P.O. Box 10188 Goldsboro, N.C. 27532 Telephone: (919) 734-6840

ADVERTISEMENT FOR CABLE TV BIDDERS

Sealed additional applications or sealed amendments to previously filed applications for a community antenna television license to the Town of Easthampton will be taken by the Board of Selectmen, Town Hall, Easthampton, Massachusetts until 5 PM, August 8, 1979. The Board of Selectmen's report is available at the Town Clerk's office on request. All NEW applications shall be accompanied by an application fee of One Hundred Dollars payable to the Town of Easthampton. The four applicants who have already filed before 5 PM, April 25, 1979 and have paid their One Hundred Dollar application fee, may submit sealed amendments to their original application without refileing and without any additional filing fee. All sealed responses, new applications, and amendments shall be opened at 7:30 PM on the first business day following the filing deadline of 5 PM, August 8, 1979, and thereon copies shall be made available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. Copies of the four applications already filed are available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee, which shall be paid to the Town Clerk at the time the order is placed. All orders should be placed at least one week in advance of expected delivery time.

Thaddeus A. Boruchowski, Chairman Fletcher S. Smith Angela C. Vacuzzo Board of Selectmen Easthampton, Massachusetts

ADDITIONAL APPLICANTS FOR CABLE TELEVISION FRANCHISE

The City of Lynn, Massachusetts announces the availability of the issuing authority report setting forth policy guidelines with respect to the proposed Cable Television Franchise. Copies are available at the Mayor's Office, City Hall, Lynn, Mass. Further notice is given that the City of Lynn will accept additional applicants until 4:00 PM on Wednesday, August 1, 1979 at the address below. Each application should be accompanied by a $100 non-refundable filing fee, payable to the City of Lynn.

THE HONORABLE ANTONIO J. MARINO MAYOR OF THE CITY OF LYNN LYNN CITY HALL LYNN, MASS. 01901

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Sound good? To find out more, fill out the coupon below or call for immediate listing. It could be your next big opportunity!

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**For Sale Stations**

**AM Radio in a Garden Spot**

- **500 Watt Daytimer**
  - $160,000 Cash
  - 275,000 Cash
  - Terms*

- **4 Station Mkts**

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**Terms to qualified buyer**

RALPH E. MEADOR, Media Broker
PO. Box 36, Lexington, Mo. 64067
Phone 816—259-2544

**LARSON/WALKER & COMPANY**

Brokers, Consultants & Appraisers

- 213/925-0355
  - Suite 214
  - 11601 San Vicente Blvd.
  - Los Angeles, CA 90049
- 202/223-1535
  - Suite 417
  - 1730 Rhode Island Ave. N.W.
  - Washington, D.C. 20036

**For Sale Stations Continued**

**Single Station Mkts**

- **Spanish Station in California**
  - 1 kw AM in Texas. Real Estate. $400,-000.
- **Densely populated area. Short range of Chicago. 1.5 million**
- **AM/FM Kentucky. Real Estate. $420,-000.**
- **1 kw AM in Southern Ga. Real Estate. $250,000.**
- **Fort Worth/Dallas area. Fantastic coverage. Billing 500,000. Make offer.**
- **AM-FM in Kentucky $378,000. Terms.**
- **3kw Stereo FM. Densely populated suburban area in Central Ohio. $375,-000.**
- **Eastern Georgia. 1kw Daytimer with very good coverage. $420,000.**
- **North Florida Metro area. Daytimer. $380,000.**
- **10kw AM in Texas with Fulltime C.R $725,000.**

All stations listed every week unless sold. Let us list your station, inquire and details confidential.

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**FOR SALE**

- **60 KW UHF**
- **RCA TRANSMITTER WITH SPARE KLYSTRON**

**CONTACT**

MAX BERRYHILL
WTVX
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Well accepted religious format with excellent staff in large Western market. Always profitable. Write applicant owner. Box E-65.

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SC
Daytime 180K Small
LA
Daytime AM 450K Small
LA
Fulltime FM
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NC
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GA
Daytime 275K Metro
GA
Daytime AM 340K Small
Fulltime FM (Distress Sale)

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100,000 Watt Stereo FM
Good Southeast Market
Excellent Equipment
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Principals Only
Box E-108.

CLASS B FM

CARIBBEAN AREA
TERMS OR CASH
PROJECTED BILLINGS $250,000
PLUS
Box E-61

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Payable in advance. Check or money order only
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Rates: Classified listings (non-display) Help
Wanted: 70c per word, $10.00 weekly minimum.
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$5.00 weekly minimum. All other classifications:
80c per word, $10.00 weekly minimum. Blind Box
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Deadline is Monday for the following Monday's
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submitted in writing. (No telephone orders and/or
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Word count: include name and address. Name of
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PD., etc. count as one word. Hyphenated words
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to abbreviate or alter copy.

For Sale Stations Continued

H.B. La Rue, Media Broker

West Coast:
44 Montgomery Street, 5th Floor-San Fran-
cisco, California 94104
415/873-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y.
10022
212/289-0737

Texas AM radio station

Priced 2½ times gross billings. 29% down. Excellent owner-
operator opportunity. Box E-84.

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East Coast:
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**TOTAL:** 103,135 4,105,412

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*Broadcasting with other major interests*

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**TOTAL:** 20,041 86,988 2,004,517
Happy days for Paramount's Nardino

Twenty years ago, Gary Nardino's parents wanted him to go to work for Prudential. But he had his eyes on rainbows, not rocks, and he chose show business instead. Today, Nardino occupies a key perch atop the television world as president of Paramount Television, a company that boasts five of the top-rated shows on the air this season (Mork and Mindy, Happy Days, Laverne and Shirley, Angie and Taxi) and will field two more contenders next fall (The Associates on ABC and Working Stiffs on CBS).

Nardino is one of the few top executives in television who can claim to have worked his way up from the secretarial ranks. His first job out of the Army was as a secretary in the William Morris Agency TV department, an early exposure he recommends as one of the best ways to learn the business. "I saw right away that this was the best outlet for my abilities," he says now. "I could use my business sense, sales sense, managerial abilities and parlay them with a good perception of people."

It didn't take him long to become an agent, a job that put him in intimate contact with writers, producers, directors and packaging companies. His first big client was Skitch Henderson, the bandleader. "I had an uncle who was in the music business. He saw in me ingenuity, he thought I was right for being a talent agent, and he really helped launch my career by introducing me to Skitch Henderson. Eventually I represented other people who worked on the Tonight Show, including their head writer, Al Robbins."

Nardino learned early how to establish a good rapport with writers—the people he calls the foundation of the business. "Even now, I do that best for Paramount. I realize that I'm just a guide—not their teacher. I help writers realize what they're trying to create. I facilitate what the creative people do. I help to protect them and their work. And since we have good records of getting shows on the air, writers want to work for us. We have a sensational roster of people, and I'm responsible for giving them a happy atmosphere."

Nardino feels he has several advantages in running Paramount's highly successful television division. "First, I have tremendous support from a cohesive management team. Michael Eisner (Paramount's president and chief operating officer) is the finest executive and creative mind I've met in all 20 years in the business. Barry Diller (chairman and chief executive officer) is absolutely terrific. They are the best in the business, and they give me all I need to run a successful operation."

"And I started with an incredibly talented team—Garry Marshall, Tom Miller and Ed Milks. I was able to branch them out so people like Lowell Gans, Arthur Silver and Bob Runner could start their own companies, and then we get more writers and more good products to sell and it just keeps going."

"What is it that keeps Nardino going? Maybe it's the trepidation that gives me the edge to keep going. In this business you anticipate failure, so I struggle to keep it from happening."

But Nardino admits it's tough to keep on top. He's been at Paramount for two years and the work has gotten harder rather than easier. "It's tougher than I anticipated and it's tougher this year than last. When you're a winner it's tough to keep on top and manage something this large."

"But I get this terrific feeling of accomplishment when a show gets on the air and it's a good show that people watch. I love feeling that accomplishment."

Others at Paramount second that motion. Garry Marshall, among the most successful producers in Hollywood, has been at Paramount for 10 years. "I've been through many regimes," he says, "but Gary's is one of the more pleasant."

"He's supportive and flexible. I often train new people for jobs as writers, producers, directors. Gary was the first new boss at Paramount to use the people I trained. He appreciates my training program where the other top men saw it as nepotism."

"For instance," Marshall continues, "I was asked for a suggestion as to who should direct a new pilot here called Working Stiffs. I said Penny Marshall, who is my sister, would be great as the director. "The network thought it was a silly idea but Gary was willing to take the shot and let Penny direct it. No one else would have done that. They would have said, Penny's an actress, or Penny's never directed before, or Penny's your sister."

"But Gary doesn't care about a person's track record. If he thinks the person can do the job he gives the person a chance, and he fights for the person. That's what happened with Penny, and Working Stiffs got on the air."

"Gary doesn't judge talent by what's on the outside, either," Marshall explains. "A guy could come in and be clean-cut, bright, organized and articulate—a guy who knows how to play the trappings game. But Gary won't fall for that."

"He has faith in talent so he doesn't bug you on your methods. I work Chinese style. That would drive other bosses crazy but Gary doesn't always go by the book so he doesn't mind if I don't either."

"And he knows how to guide shows and protect the people who work for him. That's why people stay here. That's why we've been able to be pretty successful. Circumstances in Nardino's personal life have also fostered his work efforts. "My wife and I divide our time between our homes in Connecticut and Los Angeles. When she [his wife Florence] and my daughter [Caroline, 18 months old] leave Los Angeles for Connecticut, I just pour myself into my work. The house seems so quiet I'm forced into concentrating solely on my work."

Gary Nardino is very happy with the way his life has shaped up. "Things have flowed for me. I've worked really hard but things have consistently happened. I had never thought about going to L.A. but when Michael Eisner called me and asked me to work at Paramount I immediately said yes. I realized it was the right thing to do—I wanted to do it."

"I remember when I started work at the William Morris Agency for $50 a week. I shared a one-room brownstone in New York for $90 a month. My roommate and I ate lots of bologna but it was exciting, fun and glamorous. It was a great time of life. But it's great now, too."

And, Nardino adds, his parents are happy, too.
Editorials

Going through motions

Events at the FCC last week suggest that its version of deregulation, the political catchword of this season, may be more illusion than reality. It is difficult to predict just what kind of rulemaking will eventually emerge, but the extensive discussion in the commission's meeting last Tuesday indicated no tumultuous rush to free broadcasters of the worst features of government control.

At best, there will be some diminution of the paper work that the government now requires of radio licensees and perhaps the elimination of some programing and advertising restrictions that the commission may have been surprised to learn from staff analysis last week are less effective than the marketplace as regulatory instruments.

There is an obvious disinclination, however, to liberate broadcasters from the hectoring of special interests and the judgment of the FCC if complaints about programing or advertising come before it after "deregulation." Assuming that the FCC wipes out its rules and guidelines that specify minimums for some types of programing and maximums for advertising content, case-by-case rulings after that may erect a new set of precedents just as servicable as rules.

Add to that prospect the very real possibility that the FCC, in its present composition and with a stacked staff, will tighten its restrictions on collocated crossownerships, and deregulation takes on a different meaning from the one broadcasters have had in mind.

The FCC is probably a poor place for broadcasters to look for any real relief from overregulation. Aside from the natural bureaucratic unwillingness to relinquish authority, the agency is restricted by law. For example, it cannot repeal Section 315, the regrettable part of the Communications Act that prescribes equal time for candidates and contains the fairness doctrine. Whatever relaxation of rules it may ultimately make, the FCC faces all but certain challenge in the courts by interests that want more federal regulation instead of less and will invoke the "public interest" standard of the existing statute.

In the circumstances, broadcasters may find more relief faster in the various repair jobs on the Communications Act that are now in process in Congress. The FCC may some day peel off some layers of regulation, but if there is to be constructive action on a meaningful scale, it will have to come from the Hill.

Libel insurance

The Radio Television News Directors Association may have hit upon a way to ameliorate, perhaps even to neutralize, the worst effects of the Supreme Court's decision in the Herbert-CBS case (BROADCASTING, April 23). The RTNDA has proposed that the rules of civil procedure in libel cases be amended to erect a First Amendment obstacle to fishing expeditions into journalists' thought processes.

The Herbert-CBS decision held that attorneys for the plaintiff in a libel suit were free in the pre-trial discovery process to probe a producer's innermost thoughts in the preparation of a 60 Minutes segment at issue. The practical effect of a literal reading of the decision is to give plaintiffs a chance to harass defendants endlessly, to the inevitable discouragement of journalistic enterprise. In the Herbert case, the producer had already been subjected to 26 days of pre-trial questioning before declining to answer questions that he thought the First Amendment barred.

The RTNDA, however, has found some comfort in a part of the Supreme Court decision that referred to the power of lower courts to prevent abuses of pre-trial discovery. The court also noted that it had previously criticized excesses of lawyer zeal in the discovery process. Beyond that, in an opinion dissenting in part from the majority, Justice William J. Brennan urged that trial judges be aware of First Amendment interests and require a strong showing of need for the information before, as the RTNDA put it, "invading the privacy of the editorial process."

The RTNDA communicated its proposal to U.S. District Judge Roszel C. Thomsen of Baltimore, chairman of the U.S. Judicial Council's Committee on Rules of Practice and Procedure. It invited the participation of other journalistic organizations which we assume will unhesitatingly respond. This approach may make fewer headlines than a new petition to court or an appeal for congressional action. But it could also provide more protection than is likely to be found elsewhere.

Showing the way

There are those who will complain of obstructionist tactics in the jurisdictional question raised by the House Ways and Means Committee over the so-called "fees" proposed in the House Communications Subcommittee's rewrite of the Communications Act. As reported here a week ago, the Ways and Means chairman, Al Ullman (D-Ore.), has asked the Speaker of the House to refer the rewrite to his committee on the grounds that the "fees" are really a revenue raising device and as such belong to Ways and Means, which is charged with initiating tax legislation.

Well, of course, Ullman is right. No matter what label the rewrite authors attach to the $150 million a year they want to charge broadcasters for the asserted value of the spectrum that they use, it is a tax—and one to be applied in addition to the federal income taxes of something like $800 million a year broadcasters already are paying on their corporate profits, Ullman would be abandoning his assigned obligations if he let the Communications Subcommittee act unilaterally.

There is a way to avoid a confrontation. The authors of the rewrite have only to scale down their fees and change the basis of the charges to correspond with the amounts and principle contained in the Communications Act revision that Senator Barry Goldwater (D-Ariz.) introduced: about $7.4 million a year to defray the actual costs of broadcast regulation. Ullman would be hard put to call a simple license fee a tax, and broadcasters would be hard put to oppose it.
"No one is useless in this world who lightens the burdens of another."

Charles Dickens
1812-1870
New York. The city of streets. Where thousands of miles of sidewalks are trod daily by millions of people in the pursuit of work, play and excitement in the fabled "Big Apple."
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The record of success is inspiring. Starting with 14,000 marchers in 1974 through Superwalk '79, held on Sunday, April 29th, where 20,000 dedicated marchers raised 650,000 dollars, WXLO has contributed over two-and-one-quarter million dollars in pledges to help rid generations of children yet unborn of the spectre of braces, crutches and wheelchairs. Walking. A simple act, considered useless by many in the mobile society, has been given new meaning during this International Year of the Child by WXLO and the people of New York as they have stepped onto the path to end crippling birth defects.

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