The new Carter: mending his media ways, too
Official figures on TV’s record 1978

Quality programming for the best of times
For further information contact—Jack Thayer, John Murphy
Virginia Juclius, John Doscher, Stan Moger or Janet Radeck
SFM Media Service Corporation, 6 East 43rd Street, New York, N.Y. 10017 (212) 662-0760
KYW NEWSRADIO 1060 REACHES NEARLY TWICE AS MANY ADULTS AS ANY OTHER RADIO STATION IN PHILADELPHIA.*

And We Have Been The Leader Since October/November 1975.**

PHILADELPHIA TURNS US ON AND ON AND ON AND ON AND ON AND ON AND ON AND ON

KYW NEWSRADIO 1060 W
WESTINGHOUSE BROADCASTING COMPANY PHILADELPHIA, PENNSYLVANIA

Represented Nationally by

RADIO ADVERTISING REPRESENTATIVES, INC.

SOURCE: "PHILADELPHIA ARBITRON, APRIL/MAY 1979, TSA, CUME ADULTS 18+, MONDAY THROUGH SUNDAY 6 A.M. TO MIDNIGHT
"PHILADELPHIA ARBITRON, OCTOBER/NOVEMBER 1975 - APRIL/MAY 1979, TSA, CUME ADULTS 18+, MONDAY THROUGH SUNDAY 6 A.M. TO MIDNIGHT."
**The Week in Brief**

**SAME OLD SONG** □ President Carter finds a familiar scapegoat for his declining political fortunes: the Washington press corps. PAGE 27.

**HERE AT HOME** □ NBC President Silverman announced before California broadcasters that the network would not only continue, but also grow stronger.

**AROUND THE WORLD** □ But internecine future of broadcasting comes to the television, in its present form, will sc

**GROWTH AT GROUP W** □ Agreement with the Western Union for satellite distribution among Westinghouse stations and facilities.

**TV IN '78: BIGGEST PROFIT YET** □ The official figures will show that television had its most profitable year ever. Income went up a healthy 17.6 billion mark. Though the comprehensive report reflects gains in practically all areas, the most dramatic growth came in the TV networks, where income rose 8%. PAGE 38.

**ADDED HORIZONS FOR GWB** □ Golde Broadcasters commits $100 million for expansion of the current facilities. PAGE 54.

**COUNTDOWN IN HOLLYWOOD** □ While television vacations, the West Coast producers feverishly work to meet fall deadlines. There's an updated recap of what's what and how much are involved. PAGE 59.

**FUND WORRIES** □ Chiefs of the public broadcasting organization go on closed circuit to talk about money problems. PAGE 61.

**ANOTHER FOR CBS** □ The network claims a prime-time victory in ratings for the week that ended July 22, a period on which, Duffy and Thomopoulos TV network's business for the quarter and first six months approved for U.S. Court of Appeals. PAGE 65.

**ST** □ Goldenson and acknowledges the success of Western Union satellite distribution.

**THE BROADCASTING** PAGE 56.


Broadcasting (ISSN 0007-2028) is published every Monday year, 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. $60 for first class. Subscriber's occupation required. Annual: Broadcasting Yearbook $42.50. Cable Sourcebook $20. Across the Dial-Around the Channels $3.95, prepaid only. Microform of Broadcasting is available from University Microfilms, 30 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $30). Microfilm of Broadcasting is available from Bell & Howell Micro Photo Division, Oldest Main Street, Wooster, Ohio 44691 (full year $50).


**MORNINGSIDE COLLEGE LIBRARY**

**SIoux City, Iowa 51106**
WGAL-TV is right on the money in CASHTOWN

Which is to say the Channel 8 station enjoys enviable acceptance by the viewers in this thriving Adams County community. And the same happy, sales-responsive situation prevails in hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA of 1,200,000 persons. The reasons: excellent programs and solid, consistent coverage which WGAL-TV provides every day throughout the year. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1979 County Coverage Report

WGAL-TV
STEINMAN TV STATION
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Represented by MEEKER TELEVISION, INC.

Another Steinman TV Station WTEV Providence, R.I. - New Bedford - Fall River, Mass.
BAR reports television network sales as of June 24

ABC $772,392,500 (36.6%) □ CBS $699,154,300 (32.8%) □ NBC $657,937,300 (30.9%)

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<th>Day parts</th>
<th>Total minutes ended June 24</th>
<th>Total dollars ended June 24</th>
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<td>Total</td>
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<td>$2,129,484,100</td>
<td>$1,890,525,300</td>
<td>+12.5</td>
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Source: Broadcast Advertisers Reports


Diamonair □ One-week campaign begins Aug. 5 for Diamonair jewelry in Denver and Chicago. Agency: Marschalk.


Northern California Blue Cross □ Two-week campaign begins in August in Sacramento, San Francisco, Oakland, San Jose and Fresno, all California; geared toward family members not covered by group insurance. Agency: Allen & Doward, San Francisco. Target: adults, 25-64.


Bell of Pennsylvania □ Five-week TV and four-week radio campaign for Yellow Pages begins Aug. 6 with TV running in Pittsburgh and radio running in Harrisburg. TV spots are planned for prime time. Agency: Lewis & Gilman, Philadelphia. Target: men, 25-64.

National Child Care Centers □ Two-week campaign begins Aug. 11 in Houston, Dallas, Tulsa, Okla., and Oklahoma City in all radio dayparts and on early prime and fringe TV. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: women, 18-34.

To order a sample tape of Checkout Line, mail to Broadcast Services, American Farm Bureau Federation, 225 Touhy Ave., Park Ridge, IL 60068.

Name: ___________________________
Call Letters ______________________
Address __________________________
City, State __________ Zip ________
OR CALL 312-399-5853

CHECKOUT LINE

A weekly public affairs radio program dealing with listener questions and comments on food, nutrition and agriculture. Hosted by Joe Fields and Sue Palmore. The 4:30 program is available on cassette and contains two PSA'S which you can preempet for local commercials.

Broadcasting Jul 30 1979
Some other time

Broadcasters may have found some sympathetic ears in Congress for radio deregulation amendments, but important factor—time—isn’t on their side. Session resumes Sept. 5 after August recess, meaning markup probably won’t start until following week at earliest. House calendar makes three weeks available for work before another recess—Sept. 29 to Oct. 8; two work weeks follow before scheduled Oct. 20 adjournment.

Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, has said he wants common carrier bill out of subcommittee and full Commerce Committee this year, meaning he won’t let debate on more controversial broadcast amendments tie things up. That and attention demanded by higher-priority legislation, on energy, for example, may mean time will run out on broadcast measures this year.

On Senate side, there’s little action on pending Hollings and Goldwater bills (S. 611 and S. 622, respectively) to amend existing act. Democrats on Senate Communications Subcommittee had session with Chairman Ernest Hollings (D-S.C.) last week. Majority and minority staffs have yet to get together, though, as requested by Senator Barry Goldwater (R-Ariz.) and Republican colleagues. Nor is any meeting planned.

Imitating life

Former FCC Commissioner Margia White hasn’t been lolling in hammock this summer. She has written mystery novel, set in Washington with background of politics. Among female characters are FCC member and White House PR aide (White was director of White House Office of Communications before joining FCC). Manuscript is in hands of publisher.

Mystery

Many broadcasters, in markets from large to small, profess bafflement over state of radio sales. Some group owners say spot sales are up in some markets while local is down; in others it’s reverse and in others, both are limping. Others say it’s just spot that’s dragging, often in markets where it’s usually strong, and that local is making it up. Consensus seems to be that total sales are running slightly ahead of last year’s but, as one manager put it, “significantly below our expectations.”

Explanations are hard to find. Some talk of uneasiness and uncertainty among advertisers, perhaps linked to economy and threat of recession. At least one broadcaster says collections as well as sales were off for couple of months. But he also said room for optimism: In July, he said, sales—and collections—perked up.

Good neighbor

Broadcasting industry representatives unhappy with U.S. proposals for UHF band at World Administrative Radio Conference which begins Sept. 24 in Geneva may have reason to be thankful for Canada. U.S. proposal calls for mobile radio sharing of UHF television band, but it would require concurrence of foreign neighbors, and Canada is not ready to concur.

Canada has gone along with U.S. on its sharing plans for channels 70-83, but, officials there say, will not agree on sharing elsewhere in band. Their country’s television needs will not permit it, they say.

Airborne TV

Now that electronic newsgathering equipment is commonplace on ground, latest technological trend is to take ENG to sky. Many stations surveyed for Broadcasting’s special report on local TV journalism, to be published next week, say helicopter boom’s started. Already, consultant Frank Magid is aware of 25-30 markets where stations own chopper or have full-time lease. And at September Radio-Television News Directors Association meeting in Las Vegas, sold-out exhibit space will feature new participant: Bell Helicopter.

Different rating

Opinion research firm of Yankelovich, Skelly & White is conducting exhaustive image study of television networks. In interviews lasting hour or longer, respondents in media, government and business are asked to rank networks in myriad ways. Sponsor of study: NBC.

Mexican imports

Spanish International Network is shooting for inauguration of satellite service this fall from Mexico City, in lieu of terrestrial microwave feed to San Antonio, Tex. By arrangement with Comsat, satellite transponder on Western Union’s Westar, held by Robert Wood Co., will feed Mexico’s Televisa programing to SIN for its U.S. network reaching U.S. audience of 20 million Spanish-speaking viewers.

Faster, better

FCC, which did some reconfiguring of annual TV financial report in 1978 edition (see page 38), plans major change for upcoming radio report: AM and FM market-by-market compilations, previously reported in essentially separate tables (Broadcasting, Dec. 11, 1978), will be combined into single all-radio chart. No one should hold breath, but 1978 radio figures may be out in September. In past, figures have been issued near end of year following year’s report, sometimes even later.

Government at work

FCC’s action requiring Panax Corp. and Michigan Television Network to undo Panax’s acquisition of MTN’s WGTU(TV) Traverse City, Mich., and satellite, WGTQ(TV) Sault Ste. Marie, Mich. (Broadcasting, July 16), probably dooms Panax hope of ever getting hands on those properties. Panax effort to renegotiate contract on assumption of ultimate FCC restoration of original approval of sale is victim of inflation. Once FCC order to unscramble was made known, other buyers offered more than $923,000 Panax paid for stations.

Meanwhile, FCC action—based on report that South African government loaned John McGoff, Panax president, $11 million to buy U.S. newspapers, including Washington Star (which went to others)—has caused bitterness at WGTU. Sale was closed month ago, and Panax was moving rapidly on promise to upgrade operations, including addition of five- network news department. McGoff has denied being “front” for any foreign government.

May to September

Network watchers who concern themselves with such matters are wondering why Jane Cahill Pfeiffer, NBC chairman, has been out of sight in recent months. Word inside NBC is that she’s sticking to original game plan, adopted when she took job last October, to maintain low profile until she feels fully grounded. Her presence is said to be very apparent in internal operations of RCA subsidiary.

Her first major speech as chairman, after maiden appearance before affiliate convention last May (Broadcasting, May 21), will be Sept. 20 before Academy of Television Arts and Sciences in Hollywood.


American Home Products □ Four-week co-op campaign begins Aug. 6 for rug cleaning equipment in Kansas markets.
"Imagine increasing your station's income without increasing either your ratings or your rates."

Jim Long, President, TM Productions

All you may have to do is increase the effectiveness of your sales approach. TM's sales consultant systems could help you do just that. To find out how you can cash in, read on.

The TM sales consultant systems are complete. They are designed to help you get more new clients, as well as bigger budgets and longer contracts from your existing clients.

Give them advertising to sell them time

The TM sales consultant systems equip your sales force to be advertising consultants instead of just time salesmen. What's the difference? The approach they use and the results they get.

A time salesman goes to a client and tells him the station has a few availabilities next week at a special rate and would he care to buy them. The client says yes, and buys a few spots.

An advertising consultant goes into the same store and talks to the owner about his business, his problems, his total advertising plans. Then he offers the prospect a complete radio campaign. He offers him national-quality commercials written by big-league pros. He offers him custom music, music that can't be used by any other business in the market. Then he suggests a long-term contract to give him more exposure for his money.

Can pay for themselves in a few months

The results? For many stations, TM's systems have resulted in higher closing rates, more new accounts, longer initial contracts, better repeat sales and a solid bottom-line profit. Some station managers report liquidating the entire cost in just a few months. From then on, it's pure profit.

There can be other, more intangible benefits, too. The professionally produced commercials help improve the overall sound of the station. The success of the program, and the quality of the product, can give your sales staff a greater sense of pride and professionalism. These are things that can pay dividends far into the future.

Your TM representative can tell you all about it

The TM sales consultant systems can give you a new outlook on your station's profit potential, regardless of the size of your market. Ask your TM representative about the sales consultant systems. He'll find one that fits your budget and your profit goals.

If you can't wait, call (214) 634-8511, collect, and ask for Fran Sax, Sales Coordinator.

TM Productions
1349 Regal Row
Dallas, Texas 75247
JUST RELEASED AND ALREADY SOLD IN...

NEW YORK  LOS ANGELES  PHILADELPHIA
WASHINGTON, D.C.  HOUSTON  ST. LOUIS
ATLANTA  TAMPA  INDIANAPOLIS
DENVER  SACRAMENTO  MILWAUKEE
KANSAS CITY  SAN DIEGO  NASHVILLE
MEMPHIS  LOUISVILLE  SALV LAKE CITY
GREENSBORO  FRESNO  LEXINGTON
OKLAHOMA CITY  PORTLAND, ORE.  SAN ANTONIO

...AND MOVING LIKE LIGHTNING.

THE 12 BATTLESTAR
GALACTICA MOVIES

©1979, Universal City Studios, All Rights Reserved.
Every sign on, we figure we have the chance to make some fine communities even better.

Every day, when the Fetzer stations sign on in their respective communities, we look forward to another chance to meet the challenge of making some fine communities even better.

Being a part of each community, we enjoy the opportunity to bring continued public services to our neighbors. It takes everyone's efforts to anticipate and help solve community problems — and doing more than our share is our goal. In public service, we encourage our competitors to hustle too because when community problems get solved, we all benefit.

And, with everyone participating, we get a fresh, new look at it every day.

It's another reason why the Fetzer stations look forward to every sign on, every day.

And so do the audiences we serve!

The Fetzer Stations

WKZO
Kalmaezoo

WKZO-TV
Kalmaezoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJFM
Grand Rapids

WKJF(FM)
Cadillac

WWAM
Cadillac

KMEG-TV
Sioux City
Hunting the culture vulture with television and radio

On Broadway it started with "Pippin." In classical music it started with the Berlin Concert Choir at Carnegie Hall. In ballet and opera it started and stopped several times. For art galleries and museums it has barely started at all. "It" is the use of broadcast advertising for the promotion of cultural events, and it is probably the most radical change I have seen in my 32 years in the amusement advertising business.

On Oct. 23, 1972, the musical comedy "Pippin" opened at the Imperial theater on Broadway to mostly enthusiastic reviews ("10 favorable, two unfavorable," according to the New York Times). Although the critics had some reservations, business was good for about eight months. The grosses declined to such a point that the producer, Stuart Ostrow, was convinced that he must do what his agency, the now-defunct Blaine-Thompson Co., had been urging him to do all along: television advertising. Broadway shows had used television before. Ostrow himself had used an animated commercial for a previous production, "1776," with some good results. But "Pippin" was the first show to take full advantage of television as a sight and sound medium.

The agency produced a 60-second spot directed by Peter LeDonne, using first-class talent and production and a sequence choreographed especially for television by Bob Fosse. The production cost of $15,000 was an astronomical sum for a Broadway show in those days.

The television buy was even more astonishing: $100,000 in prime-time spots over a two-week period—more than the show was expected to gross in that time. The results were both immediate and overwhelming.

Grosses jumped over the $100,000-a-week mark, and a musical that would have closed within a year of its opening and returned to its backers an extremely modest profit or none at all, ran for four and a half years with the help of additional television schedules at regular intervals, and showed a profit of $3.5 million. An additional result was the opening of the television era in theatrical advertising. Today, the advertising budget of nearly every musical includes television, and many comedies and dramas have found television to be a valuable addition to media schedules that once included nothing but print and perhaps a small radio budget.

In April 1973, Columbia Artists, then as now the foremost presenter of classical music in the U.S., brought from Germany a little-known group, the Berlin Concert Choir. The group's American tour was to end at Carnegie Hall with a performance of Bach's "Mass in B-Minor." The appropriate announcement was made in what was then considered the appropriate manner: an ad in the New York Times. The results were underwhelming. Additional newspaper advertising produced an equally disheartening response. Less than two weeks before the concert, we convinced Columbia that heroic measures were required. Two different 60-second radio spots were produced, using a professional announcer, a professional recording studio and an integrated music track. Twenty spots each on WQXR(FM) and WNCN(FM), New York's classical music stations, were purchased over a five-day period. The Berlin Concert Choir appeared on April 13 at Carnegie Hall before a sold-out house. Regular radio advertising for classical music had begun for Columbia Artists, and subsequently for most other classical music management companies.

Radio advertising for classical concerts was not unknown in 1973. We had been convinced of its value for several years, and had converted a few skeptical clients to its use on a limited basis. Primarily, it announced postponements and cancellations, but occasionally we persuaded a client, most notably the Hunter College Concert Bureau, to risk a small budget on a concert whose potential we felt had not been reached by the traditional newspaper ads. The creative efforts were limited to copy, invariably read live by the station announcer without benefit of music. Radio today is no longer an afterthought. Concert advertising schedules now routinely provide money for radio announcements, and provision is made for professional production of the spots. Presenters have learned the lesson: Radio sells classical music.

Dance and opera companies, presenting seasons of some length in large houses, tend to have larger advertising budgets and therefore were accustomed to use radio on a regular, if somewhat unimaginative, basis as early as 1969. Creative use of a strong message has occurred from time to time, and both this phenomenon and an increased use of radio have prevailed over the past two years. A particularly strong and effective campaign mounted two years ago by the New York City Ballet consisted of 60-second "candid" interviews with members of the company. So effective was this campaign that the ballet has been virtually sold out ever since, and radio advertising has been reduced to 10-second announcements of the few programs for which tickets (usually in the upper reaches of the balcony) remain.

The usefulness of television for many cultural attractions is limited. The extremely high cost of production and air time make it prohibitive for all but attractions of exceptionally broad popular appeal. Dollars are simply more efficiently used by targeting the classical music audience on radio. In the case of a ballet or opera, radio commercials that can reuse a spot for several seasons or is planning an extensive tour of the country, television can unquestionably be a valuable addition to the media mix.

No art gallery and no art museum in New York has yet embarked on a continuing program of broadcast advertising. The few galleries that have done anything at all on the air have restricted their efforts to time of emergency (read "newspaper strike"). The art museums have done somewhat better, using both radio and television, but almost exclusively with money provided by corporate sponsors of specific shows. The fact that attendance and income rise when broadcast advertising is used has not yet convinced them to spend some of their own money for this purpose.

Despite a few holdouts (fewer each year), the underlying truth that has become apparent to amusement advertisers over the past decade is simple. The culture-minded among us watch television and listen to the radio just like everybody else. And a properly directed, effectively produced, creative commercial will do what it does in every other field: Sell.
SOLD:
WPIX New York
KTLA Los Angeles
WTAF-TV Philadelphia
WTGG Washington
WUAB-TV Cleveland
KVTN Dallas-Ft. Worth
WPGH-TV Pittsburgh
KHTV Houston
KMSP-TV Minneapolis-St. Paul
KDNL-TV St. Louis
WTOG-TV Tampa-St. Petersburg
KSTW-TV Seattle-Tacoma
WMAR-TV Baltimore
WVTN Milwaukee
KBMA-TV Kansas City
XETV San Diego

WHBQ-TV Memphis
KTVY Oklahoma City
WDRB-TV Louisville
WKEF Dayton
WTVZ Norfolk-Portsmouth
KSTU Salt Lake City
WUHF Rochester (N.Y.)
KJEO Fresno
KHQ-TV Spokane
KITV Honolulu
WWLP Springfield (Mass.)
WRBT Baton Rouge
WAAY-TV Huntsville
WCB-D-TV Charleston (S.C.)
KSHO-TV Las Vegas
KTVN-TV Reno

Warner Bros. Television Distribution A Warner Communications Company
Jim Limbach
Man on the Move

Jim's career in radio began when he was both disc jockey and chief announcer at Illinois State University's WGLT. Next, as a reporter for the Armed Forces Korea Network, he covered the official visits of Secretary of State Dean Rusk and President Lyndon B. Johnson to Seoul, Korea.

Home again, Jim became overnight anchorman for WAVA. And, in less than five years, was named News Director. His last move brought him to APR, where he broadcasts hourly news on weekday afternoons as well as the daily Project: Education feature. We like that. We're like James Limbach.

Professional.

AP Radio
Associated Press
Radio Network  (212) 262-4011

This week

Also in August
Aug. 9-10 - Kansas Association of Broadcasters sportscasters seminar. Royals and Arrowhead stadiums, Kansas City Mo.
Aug. 10 - Extended deadline for reply comments in FM quadruphonic rulemaking (Docket 21310). Previous deadline was July 11.
Aug. 16 - National Association of Broadcasters legal workshop. Sheraton Airport hotel, Atlanta.
Aug. 20 - Week of one-day Missouri Broadcasters Association sales clinics, beginning Monday at Ramada Inn, Sikeston. Tuesday's will be at the Hilton Inn, Springfield; Wednesday's at Holiday Inn, Jefferson City; Thursday's at Holiday Inn, Hannibal, and Friday's at Ramada Inn, St. Joseph.
Aug. 20-21 - Society of Cable Television Engineers regional technical meeting. Logan Airport Hilton, Boston.
Aug. 21 - Arizona Broadcasters Association board meeting. United Bank Building, Phoenix.
Aug. 26-Sept. 2 - National Association of Broadcasters sales management seminars: Harvard University, Boston.

September
Sept. 5-7 - Second international Fiber Optics and Communications Exhibition. Hyatt Regency O'Hare, Chicago. Information: (617) 739-2022.
Sept. 6-8 - Radio Television News Directors Association international conference. RTNDA board will meet

Sept. 8-11 - Southern Show of Southern Cable Television Association, Atlanta Hilton, Atalanta, Ga.
Sept. 9 - ABC-TV telecast of Academy of Television Arts and Sciences' Emmy Awards presentations.
Sept. 9-12 - National Association of Broadcasters radio programming conference. Stouffer's Riverfront Tower, St. Louis.
Sept. 12 - Ohio Association of Broadcasters state legislative salute. Sheraton-Columbus, Columbus, Ohio.
Sept. 15 - Deadline for entries in 14th annual Gabriel Awards of UNDA-USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla. (317) 635-3586.
Sept. 16-18 - Nebraska Broadcasters Association convention. Old Mill Holiday Inn, Omaha.
Sept. 17 - Airing With Television conference sponsored by Annenberg School of Communications, University of Pennsylvania. Hyatt Regency hotel, Washington, D.C.
Sept. 19-20 - Regional meeting. Mutual Black Network affiliates, Peachtree Plaza hotel, Atlanta.
Sept. 21-22 - Maine Association of Broadcasters meeting. Sebasco Estates, Bath.
Malrite is all buttoned up.

Well managed. Intelligently organized.
Systematically operated.

We built a strong company on a solid financial base. Sound business practices help us keep it strong. And make it grow.

Broadcasting is a service. It’s also a business. We believe the business has to be strong if the service is going to be really good over the long term. Because it’s hard to be vigorous if you’re not healthy.

Don’t think we’re stuffy.
If you know our programming, you know we’re anything but stuffy.
And if you know our company, you know we’re buttoned up.

MALRITE BROADCASTING COMPANY
The Leadership Stations

WHK / WMMS / Cleveland
KEEY / KEKY-FM / Minneapolis, St. Paul
WZUU / WZUU-FM / Milwaukee
WNYR / WEZO / Rochester, N.Y.
WCTI-TV / New Bern, N.C.
WUHF-TV (on air 1979) / Rochester, N.Y.
Cleveland Browns Radio Network
Corporate Headquarters / Cleveland
Starting September 24—

Enterfun
Dinah launches a whole new concept in television entertainment.

First we start with television's most honored lady, Dinah Shore. Then we add a family of rotating sidekicks:

Don Meredith—whose name still means Monday Night Football to millions of men—but whose charm and wit mean the women are watching, too.

Paul Williams—whose off-beat sense of humor is surpassed only by the sound of his beautiful music.

Charles Nelson Reilly—living proof that it's not only kids who say the damdest things.

Fernando Lamas—Latin romantic and modern renaissance man who shocks and amuses at the same time.

Plus one more surprise sidekick soon to be announced!

Then watch Dinah & Friends take Enterfunnyment on location! With Don Meredith from Hong Kong and Singapore. Charles Nelson Reilly from Broadway and Atlantic City. And Paul Williams from Las Vegas. And that’s only for starters.

Enterfunnyment will bring on the hot new comics, the fun of audience games, a new big band and spectacular set.

Enterfunnyment!—only on Dinah & Friends. It'll pull the kind of audience that advertising dreams are made of. Call your Fox representative for availabilities.
“The high quality of our station's product comes straight from the talent, concern and dedication of our people. They're a unique group and each one seems to feel personally responsible to the viewers.”

Ed Pfeiffer, General Manager, WDVM-TV

WDVM has done its best to give viewers television worth watching. The results—a satisfying collection of awards and a particularly good showing in the books. We think that's proof that you don't have to sacrifice ratings in order to produce quality.

**AWARDED IS REWARDED**

Awards are only meaningful as the tangible measurements of how close you've come to excellence. When a lot of talented people care about what they're doing it adds up to award-winning work. Like Carl Rowan's "Race War In Rhodesia" and Steve Gendel's series, "Your Health and Your Wallet." They both won Peabody awards, which made us the only station in the country to be doubly honored.

The National Broadcast Editorial Association presented Rich Adams its national award, judging his editorials the best in the country, because of their "high quality of research, political acumen and awareness of complex issues."

Of all the EMMY Awards presented us this year, we're most pleased with the two for PM Magazine, with the Ted Yates Outstanding Journalism Award, and especially for the Washington Community Service Award. It was voted us by local government and civic leaders because our programming led to some changes in the D.C. Fire Department that ended up saving lives.

**THEY GAVE AS GOOD AS THEY GOT**

"We give it all we've got" is a recurring theme at WDVM. It's no empty line. The fact is, this station is made up of people on both sides of the camera who
feel a sense of responsibility to viewers. They’re curious and interested, and it

shows in their work. It’s evident in the depth and breadth of Eyewitness News, the steady favorite in news-hungry Washington. In the lively and informative daily fare delivered by Morning Break and PM Magazine. In the political insights revealed by Carl Rowan’s “My Washington, My World”. In the public affairs programming—Neighborhood News Conference, Everywoman, Harambee, Prisma—and the unique concept of focusing those programs on a topic of crucial community interest for “Probe Week.”

The extent of our public affairs commitment is one of the things that makes this station unique. The people at WDVM draw rich and varied experiences from all the different segments of their community, and they’re serious about giving something back.

**GOOD BOOKS ARE SOMETHING YOU CAN’T PUT DOWN**

Of course, anyone can argue the merits of this or that program. But those ratings are another story. And according to the May ARB and Neilsen it was a good one for WDVM. The station is #1 in Washington from sign on to sign off. And that shows the balanced strength of our programming, both local and CBS. What’s more, the books showed us to be #1 in News, both local and network—the definite news leader.*

That tells us that viewers really do like to be informed, interested and challenged. But then, we thought so all along.

*May 1979: NSI Sun.-Sat. 7 am-1 am, ARB Sun.-Sat. S/O S/O. Pure program averages.

WDVM-TV9 Washington, D.C.

An Evening News Association Station
### Major Meetings

<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Sept. 9-12</td>
<td>National Association of Broadcasters radio programming conference, Stouffer's Riverfront Tower, St. Louis.</td>
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<tr>
<td>Oct. 21-26</td>
<td>Society of Motion Pictures and Television Engineers 121st technical conference and equipment exhibit, Century Plaza hotel, Los Angeles.</td>
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<tr>
<td>Nov. 9-15</td>
<td>National Association of Educational Broadcasters 55th annual convention, Conrad Hilton, Chicago.</td>
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<tr>
<td>Apr. 18-24</td>
<td>1980—MIP TV International program market, Cannes, France.</td>
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<tr>
<td>May 18-21</td>
<td>1980—National Cable Television Association annual convention, Dallas.</td>
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**Additional Conferences:**
- **Sept. 26-29:** Fall meeting, Indiana Broadcasters Association, Marriott Holiday Inn, Indianapolis.
- **Sept. 27-29:** National Association of Broadcasters annual convention, Opryland hotel, Nashville.
- **Sept. 27:** National Association of Broadcasters license renewal workshop, Holiday Inn, Fairmont, Minn.
- **Sept. 27-29:** Northeast area conference of American Women in Radio and Television, St. Montz hotel, New York.
- **Sept. 27-30:** National meeting of Women in Communications Inc., Sheraton-Dallas hotel, Dallas.
- **Sept. 28:** Society of Broadcast Engineers regional convention and equipment show, Syracuse Hilton Inn, Syracuse, N.Y. Information: Gary Hartman, WSYR-TV, Syracuse. (315) 474-3911.
- **Oct. 5-7:** Southern area conference of American Women in Radio and Television, Opryland hotel, Nashville.
- **Oct. 5-7:** Annual convention of Mutual Broadcasting affiliates, Washington Hilton.
- **Oct. 6-9:** North Carolina Association of Broadcasters fall meeting, Asheville, N.C.
- **Oct. 7-10:** National Radio Broadcasters Association annual convention, Washington Hilton.
- **Oct. 9-13:** Inter-American Association of Broadcasters meeting, Mayflower hotel, Washington.
- **Oct. 10-11:** Regional meeting, Mutual Broadcast Network affiliates, Holiday Inn Downtown, Jackson, Miss.
- **Oct. 11-14:** American Film Institute National Conference on Film and Television, Sheraton Universal hotel, Universal City, Calif.
- **Oct. 13:** Banquet, San Francisco chapter of Society of Broadcast Engineers, Sheraton Inn, Concord, Calif.
- **Oct. 14-15:** North Dakota Broadcasters Association fall convention, Mankato, Minn.
- **Oct. 15:** New deadline for FCC comments on proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Previous deadline was May 2. Replies are now due by Oct. 30.
- **Oct. 15:** National Association of Broadcasters legal workshop, Austin Marriott hotel, Austin, Tex.
- **Oct. 15:** New deadline for filing comments in FCC's noncommercial educational FM proceeding (Doc. 20735).
- **Oct. 15-17:** Texas Association of Broadcasters fall convention, Marriott hotel, Austin, Tex.


Nov. 7 - Kansas Broadcasters Association fall meeting. Sheraton West Inn, Kansas City, Mo. Contact: Robert MacLauchlin, Department of Speech and Theater Arts, Colorado State University, Fort Collins, Colo. 80523.


Dec. 28 - Annual Colorado State University Broadcast Day. Featured speaker: Vincent T. Wasielski, president, National Association of Broadcasters. Contact: Robert K. MacLauchlin, Department of Speech and Theater Arts, Colorado State University, Fort Collins, Colo. 80523.


Look who's a family man at last.

The Sophisticated Pink Panther is ready for prime time access for the fall of 1980.

You have to do more than just play games to attract a quality family audience during prime time access. Now, you can solve your pre-prime problem with the Academy Award-winning Pink Panther!

But does the Pink Panther really attract adults?

Sully Ginsler, Glen Hagen, Paul Kalvin, Murray Oken and Fred Watkins will prove to you he can.

The sophisticated Pink Panther. He’s not just kidding around anymore.
Open Mike

If the Schmidt fits
EDITOR: Jack Schmidt’s July 2 cartoon on a station plane looking for a gas line was right on target as far as we here at KVI are concerned.

In fact, KVI Skywatch pilot Cliff Murphy did just that over the Memorial Day weekend. While we approached the whole project with caution—we especially hoped stations would remain open after we’d broadcast the fact—we did find it all to be one of our most exciting community service projects.—Art Keen, news director, KVI(AM) Seattle.

Nostalgia notices
EDITOR: Your July 9 issue states that Have Gun Will Travel was originally heard on radio and later adapted for TV.

Of the many shows broadcast on both radio and television in the ’50s, Have Gun Will Travel was the original program aired first on TV and later adapted for radio.—Russell F. Moon Jr., Moon Radio Network, Pittsburgh.

EDITOR: Chuck Barris may have amassed a fortune from “low brow” TV (July 16), but let’s get the facts straight.

His humble beginnings would have remained humble if, he banked on the Beach Boys’ hit, “Telephone,” to finance his early career. The tune was a smash and remains a nostalgia goldie oldie—but Freddie Cannon had the hit.

You get the song early.—Mary Liberto-Pless, broadcast coordinator, Hochschul-Kahn, Baltimore.

Trial error
EDITOR: Your article on the Bundy trial in the July 16 issue listed all of the stations providing full coverage from Miami with the exception of WESH-TV Daytona Beach-Orlando.

Our crew was on the story since the trial got under way in Tallahassee last month. We were one of the original members of the daily feed pool coordinated by ABC News, feeding daily stories from Miami to Orlando.—Fred Mays, news director, WESH-TV Daytona Beach-Orlando, Fla.
Is Television In Winston-Salem

Located in rich and progressive Winston-Salem—home of the beautifully restored Moravian village of Old Salem and of the unique North Carolina School Of The Arts, WXII is proud to serve viewers within the wealthiest SMSA in the two Carolinas—the Greensboro—High Point—Winston-Salem Market.

And we're even prouder of our record of public service to those same viewers. More than 5000 local citizens appeared on WXII last year in public affairs and public service telecasts.

WXII, Winston-Salem—Greensboro—High Point. Serving the public ... proudly.
How twenty seconds on television kept Joanne Malloy out of the hospital.

"You know, I could have had frightening medical problems and huge medical bills" muses 38-year-old private duty nurse Joanne Malloy. "If I hadn't seen one of those public service announcements on WRC-TV last April. It talked about the Health Fair. So I followed it up and found I could have a completely free check-up at the Community Center on Martin Luther King Avenue in Southeast Washington. I'm able to afford medical care, but a free check-up appealed to me because of my condition. You see, I have hypertension—high blood pressure—it runs in my family. And, frankly, she adds softly, 'my own mother died at an early age of a cerebral hemorrhage. Certainly her hypertension was a contributing factor.

'I had been drooping around, exhausted, listless, and my kids were worried about me. But you know how working mothers are. I was really busy, so I rationalized all that fatigue by chalked it up to the weather. Besides, I had an appointment to see my family doctor in several months. But something was gnawing at me. I kept thinking about the Health Fair and what a wonderful project it was, and I'm community-minded, so I finally went over.

'The tests were thorough. The screening only took a half hour. And once the results were in I discovered I had a dangerously low potassium count. It was due to my hypertension medicine, which was draining the potassium out of my body. So they sent me to my doctor.

'I feel great now. And I've never stopped thinking what might have happened. I sure am grateful to Channel 4. In fact, I've signed up to be a Health Fair volunteer next year." Joanne Malloy was one of 140,000 people screened at Fair stations operated and sponsored by the five NBC-owned stations. Highly lauded projects which operated in conjunction with community groups and the National Screening Council for Volunteer Organizations, this year several of our affiliated stations have followed suit. And in 1983 others are planning to join in:

The data is impressive:

- Over $14,000,000 worth of free medical screenings held at 318 different sites in five major cities.
- Over 35,000 volunteers from 200 community organizations put in over 225,000 hours.
- Over 70,000 problems worthy of further medical follow-up were detected and feed back to the 140,000 people who participated.

All in all, over 200,000 people took advantage of the free Health Fairs.

And we're delighted. After all we're here to learn what folks need. And give it to them.

WNBC-TV New York / WRC-TV Washington, D.C. / WKYC-TV Cleveland / WMAQ-TV Chicago / KNBC Los Angeles
The President vs. the press: reprise of a familiar refrain

The new Carter, as did other beleaguered Presidents, now counts Washington news corps among his adversaries; he'll try to go over their heads to reach the people directly.

When President Carter descended from his 10-day retreat at Camp David, he had made up his mind not only to reassert control over his administration but also, as a corollary, to declare his independence of the White House press corps. Like Presidents in trouble before him, he had decided there had to be a more effective way to communicate with the public.

Evidence of his determination on the first point came in the extraordinary cabinet shakeup that saw the departure of five officers and the change in jobs of a sixth. Evidence of the second was provided in the President’s decision to abandon his commitment to hold two news conferences each month—a commitment to which he adhered with reasonable fidelity in his first two and a half years as President. Wednesday’s televised conference, the first in two months and used by the President to appeal for public support for his windfall oil-profits tax, was his 51st.

Carter will continue to meet with the White House reporters—both formally, when he feels the occasion warrants it, and informally, in background sessions, as he did with a score of reporters in the White House on Saturday, July 21. But he also will make forays out into the country, for town meetings and regional press conferences—techniques he had employed more frequently in the early days of his administration.

His first trip will be to Bardstown, Ky., tomorrow (Tuesday) for a town meeting beginning at 2 p.m. And aides said the President, in hopes of rallying support for his energy program, which now faces an uncertain fate in Congress, will be on the road every week during Congress’s August recess. No plans have been announced, but at his press conference Wednesday, Carter mentioned Miami, Bangor, Me., and Des Moines, Iowa, as places he would visit “some time.” (Each of the states involved is important to presidential candidates seeking delegate support at the 1980 political conventions. Iowa, for instance, begins the delegate selection process with party caucuses in January.)

The commercial networks have shown little interest in live coverage of such road events, and none has plans to cover Bardstown live (although the Kentucky Educational Television Authority will feed it to Public Broadcasting Service stations, and the local network outlets-WAVE-TV (NBC), WHAS-TV (CBS), and WLKY-TV (ABC), all Louisville—will carry it live). But the White House evidently believes the direct access to the public and to the press west of the Potomac represents a net gain in terms of public relations.

For there seems to be a feeling that, as CBS’s Bob Pierpoint put it, “the press is part of the problem.” When the President or his aides complain about “the Washington establishment,” Pierpoint says, they are using that as a code term for Congress and the press.

Nor do other network White House correspondents disagree. “The real reason for dropping the twice-a-month press conference,” says ABC’s Sam Donaldson, “is that they’re angry. We’re their enemies . . . It is a circle-the-wagons mentality.” Says NBC’s Judy Woodruff: “Jody [Powell] carries a huge grudge against the press. It’s not new. And all talk of the President’s plans to go out into the country as an effort “to get around us.” They are not impressed, either, by the prospect of background meetings with the President. “It’s an attempt at flattery,” says Pierpoint.

Signs of the frustration Powell and other White House aides are said to be feeling have not been hard to come by—particularly in recent weeks, when what ABC bureau chief George Watson describes as the biggest White House story since Watergate has been unfolding. The signs are evident in the tone Powell sometimes takes in responding to questions when he thinks a reporter has misstated the premise. And they were evident, too, in the unusual length the White House went to two weeks ago in offering Powell as a participant in a one-hour special that WRC-TV Washington was preparing on what it was calling The Carter Years: The Second Season.

The station had promoted the show as one in which a half dozen Washington correspondents would discuss the matter with one another and members of the public who phoned in. “We said we’d be delighted” to have Powell, recalls the show’s executive producer, Betty Wolden. And there he was, in early prime time, on...
July 20, offering the White House view as he took calls from the television audience and fenced with Washington correspondents on a local show.

For some, the President, at his press conference last Wednesday, confirmed the suspicion that he regards the White House press corps members as parochial in their view of the world. In response to a question from Daniel Schorr, the former CBS News correspondent who now represents the Independent Television News Association, to ask what "bugs" him about the Washington reporters, the President said, "I think it's better for me not to have all the questions focused on me by a group that's almost exclusively oriented within Washington as a fine new of their residence and interest, and I would like to let my voice be heard and felt and the questions be heard by me and felt from various places in the country."

(One element of the President's media relations that apparently will not be changed provides for the kind of outlet to out-of-town journalists the President is seeking. It involves the practice of inviting print and broadcast journalists from around the country for every-other-Friday briefings at the White House in which the President participates.)

For all of that, there is nothing in the White House-press relations that approaches the palpable hate that White House reporters felt during the Nixon and even the Johnson administrations. Says ABC's Watson: "On a personal and professional basis, our relations with this White House have been generally good."

And Powell, for all his frustrations and the "grudge" he is said to carry, has not lost his taste for banter, even if the humor now seems somewhat grimmer. After discussing at a briefing last week the President's observation that all institutions of American life—government, business, labor, the press—were held in low regard by the public, he was asked, "Would you say UPI's rating is as low as the President's?" Powell shot back: "If they were running the damn country, it would be."

Among the decisions reached at Camp David regarding the cabinet and relations with the press was one to present the President in a more presidential light. The forceful manner in which he delivered his televised speech after returning to Washington, for instance, was the product of a lengthy rehearsal with media adviser Gerald M. Rafshoon. The rehearsal involved the use of videotape equipment that enabled the President to check his performance—a technique he has used in preparing for some major speeches in the past. And the press conference on Wednesday was only the second one Carter has held in prime time since he became President, and the first staged in the glittering East Room of the White House. (Carter usually holds his press conferences in the afternoon in a nondescript auditorium of the Executive Office Building. Previous Presidents frequently used the East Room for their press conferences.)

But the putting on by Carter of a few presidential airs does not concern the White House media regulars as much as what they see as his changed attitude toward the press. Pierpoint, who has covered the White House for CBS for more than 20 years, sees a disturbing parallel with the recent past. "The President over the past year, and Jody, have become embittered...It's a pattern you find when a President gets into trouble." Pierpoint saw it in the Nixon and Johnson days, but he did not expect to see the pattern in the Carter Presidency. "It surprises and saddens me," he said last week. "I thought they were better."

Future is bright for the networks, says Silverman

Speaking to California broadcasters, NBC president reveals parts of company study that shows conventional television not only continuing, but growing larger

Television networks and stations not only are here to stay but will remain dominant over the newer technologies, Fred Silverman, NBC president, told broadcasters last week.

He revealed portions of a new NBC study indicating that in 1988 the three-network share of household TV viewing "will remain high—close to 90%"; while the new technologies will bring the home set into use for a few more hours without cut-over.

Russ Handley, 483 Times, San Francisco

ABC-TV has topped 200 mark in affiliate lineup with wooing of KNBC-TV Meridian, Miss., for broadcast-TV (effective March 1980), and signing of new stations WVGA Valdosta, Ga., WWOR Salisbury, Md., and KCTJ Grand Junction, Colo. Three are scheduled to go on air by Jan. 1, bringing ABC roster to 204. 

ABC-TV, meanwhile, finds itself in bind in Las Vegas. Its late-night star, Johnny Carson, has turned network down for his KVVU-TV Henderson, Nev., which serves Las Vegas market, but network's current affiliate there, KOKX-TV, has been ordered off air Sept. 4 by FCC for clipping violations.

Charles Grisham will try again to sell CBS affiliate WHNT-TV Huntsville, Ala. has reached agreement in principle to sell UHF station to New York Times Co. for price rumored to be in $12 million-$14 million range. Deal to sell station to Gilmore Broadcasting in 1976 for $5.2 million (BROADCASTING, Aug. 2, 1976) fell through after FCC refused to grant approval because of price fixing allegations against Gilmore's KXVO-TV Joplin, Mo. New York Times, which has also purchased, subject to FCC approval, KFSM-TV Fort Smith, Ark., for $17.5 million (BROADCASTING, Jan. 22), owns WREG-TV Memphis and WNYW-AM-FM New York.

FCC Commissioner James H. Quello has called on broadcasters to stand firm against efforts at "extortion" by persons who file petitions to deny transfers or renewals. Quello, in remarks to Rocky Mountain Broadcasters Association, at Lake Tahoe last week, did not say cases of "extortion" have been demonstrated but did say commission policies make it possible for single individual, "at very little expense," to delay action on applications. And broadcasters "with greatest permission to retransmit KTV via satellite to cable systems (BROADCASTING, July 23). New commenters were National Hockey League, National Basketball Association, Commissioner of Baseball, Wgn Continental, ABC, Independent Television Producers and Distributors, and Tandem Productions.

In Brief

Representative Lionel Van Deerin (D-Calif) circulated memo to Communications Subcommittee members last Thursday outlining provisions of forthcoming common carrier bill, expected to be completed this week. Included in bill will be section dealing with regulation of cable, outlines authority of FCC and individual states. Cable crossownership restrictions are basically restatement of current FCC rules, as are rules relating to cable TV program origination. Pole attachment is also reaffirmed; this, including addressing rate standard, but without five-year sunset provision. States and local franchising authorities will be prohibited from regulating content or selection of programming available over cable system, and franchising authorities will also have authority to require cable operators to make channel capacity and associated facilities available for use by local governments, educational agencies and general public.

FCC is trying to tie up loose ends before summer recess: open commission meeting agenda for Wednesday (Aug. 1) lists 43 items. Broadcast items include Taft Broadcasting request for exception to top-50 market policy in connection with proposed purchase of WOCA-TV Washington; WOCA-TV's application for renewal, which is before FCC by Washington Association for Children and Television, and proposed Sonderling Broadcasting merger into Viacom. Commission will also rank priorities for presentation of fiscal 1981 budget to Office of Management and Budget.

Line is getting longer in support of Metromedia's fight to prevent its KRTV Los Angeles from becoming next superstation. Last week seven additional groups filed comments with FCC supporting Metromedia Inc. request for review of staff decision granting ASN Inc. permission to retransmit KTV via satellite to cable systems (BROADCASTING, July 23). New commenters were National Hockey League, National Basketball Association, Commissioner of Baseball, Wgn Continental, ABC, Independent Television Producers and Distributors, and Tandem Productions.

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ting into broadcast TV audiences.

"That finding," he told the California Broadcasters Association's annual meeting at Monterey, "is key to our future and the future of the new technologies. These new services will have the over-all effect of expanding the home entertainment and information market and making it more important.

"Many of the new services will themselves develop into sound businesses, and will provide new challenges to our creativity and resourcefulness. But they will not make our kind of free, over-the-air television less important. Commercial television has had more than 25 years of unprecedented growth and success—and we are nowhere near the end of it."

Silverman said the NBC study, by the corporate planning department, projected that in 1988, homes equipped with the new services would spend "no more than four to five hours a week" using them—and would watch commercial television, network and local, 47 hours a week.

Other NBC projections for 1988:
- 89 million TV homes, about 15 million more than now.
- Subscription television, 4% penetration.
- Cable, 30% penetration, with pay cable, included in that total, at 12% penetration.
- Videocassette recorders in 15% of U.S. homes.
- Videodisk players in 10% of homes.
- Home computers in 10% of homes.
- Video games in 20% of homes.
- Independent TV station penetration up to 65-70%, network-affiliated stations at 100%.
- Proportion of multi-set homes, now at 50%, continuing to increase.
- "I am absolutely and totally convinced," Silverman said, "that any of these other services would gladly trade their future for our present. The business that you are in, that we are in, is now—and will continue to be—America's first choice."

NBC, he said, "is putting its money where its mouth is. We are betting on the future of our business." In an allusion to ABC and CBS plans to develop programming for other technologies, he continued:

"Whatever our competitors may do, we have no intention of diverting our resources into the production of theatrical motion pictures. Whatever our competitors may do, we are not going to dissipate our creative energies by producing software for other media or other technologies. We are broadcasters and we are going to remain broadcasters." (NBC's parent company, RCA, is however, moving into the production of software for its SelectaVision videodisk player.)

The NBC study, Silverman said, projected that TV's share of total advertising dollars, at 21% last year, will continue to grow, with local showing the best gains. Moreover, he said, part of the attraction of the newer services is the absence of advertising, "and customers will certainly object if advertising is put in later." In any case, "we don't expect alternative services to offer enough audience on a regular basis to attract national advertisers away from network television and national spot." Silverman said "our corporate planners" also don't expect much competition with the networks for "original, mass-appeal programming." Mostly, he said, other services will seek special-interest audiences with lower-priced programs.

One exception, he said, is pay television, which "may make some inroads on sports events, but we do not see it becoming strong in developing original entertainment programming or news." Neither pay TV nor the other technologies, he contended, can afford the "financial risk-taking..." to produce the kind of national program service that the three commercial networks spent "almost $2 billion" on in 1978 alone.

"For several reasons," Silverman con-

resources," he said, "haven't shown much stomach" for opposing settlements involving payment of "consultancy fees" or "settlement costs."

Four orders of Catholic nuns placed proxy resolution aimed at cutting children's advertising before fellow investors at General Foods annual meeting. Developed through Interfaith Center on Corporate Responsibility, resolution called on company to eliminate ads directed to audiences primarily composed of children under 8, with age limit raised to 12 in case of sugared foods, and asked that any other sugared foods ads be balanced by nutritional messages if mixed audiences were more than half children under 12. **Overwhelmingly defeated,** resolution nevertheless secured enough votes, 53%, to stay on agenda for next year.

**Warfield-Wayne FM, Fort Lauderdale, Fla., have been sold to group including John F. Tenaglia, executive vice president of General Cinema Communications, and Fred Reynolds, owner of KEWLANI-KSWT FM Topeka, Kan., for $5 million.** (Price does not include substantial broker's fee that will be picked up by buyer). Sellers are Gene Milner, estate of Van Patrick and Brian Chaplow. Broker: Norman Fisher & Associates Inc.

Entertainment and Sports Programming Network, Plainville, Conn., is scheduled to begin operations on Sept. 7, supplying cable TV systems with 24 hours of sports programming daily, live, tape and film. New network has signed to receive up-to-minute sports data from Associated Press. Spokesman said that by launch date network is expected to be serving CATV systems with 4.5 million subscribers.

**CBS-TV and American Health Care Association** bonded network's affiliates with letters regarding Lou Grant episode on nursing homes that AHCA said contains "distortions and untruths." CBS-TV President James Rosenfield replied with words to that effect about AHCA charges, denied AHCA's contention that there was "storm of protest" after original airing of program and said it would be rebroadcast. Rosenfield did say that one advertiser in original show bowed to AHCA pressure not to appear in rerun, but denied that all three—Prudential, Oscar Mayer and Kellogg's—had back out. He would not identify which did.

Supreme Court ruling that opened up possibility that judges may bar public and press from pretrial and even trial proceedings (Broadcasting, July 9), figured in two cases last week: In Omaha, state judge invoked decision in closing preliminary hearing in murder case, holding that there is "substantial likelihood" that public hearing would damage seven defendants' right to fair trial. In New York, state supreme court justice, in attempted murder case, refused defense request that press be barred from pretrial hearing, ruling that open hearing would "not significantly increase the difficulties of obtaining an impartial jury"

**Interpublic Group of Companies** has signed agreements to purchase all stock of SSC&B and 45% of SSC&B Lintas, international group of agencies, for $40 million. At time Interpublic announced its intention to buy SSC&B last November (Broadcasting, Nov. 13, 1978), it said it wanted to purchase Unilever's 51% interest in SSC&B Lintas. Interpublic said Unilever now has agreed in principle to acquisition. More than $700 million in billings are involved in transactions. Closing for purchase of SSC&B is Sept. 10.

CBS News State Department correspondent Marvin Kalb is weighing possible run for U.S. Senate from Maryland as Democrat. Kalb, who said he had been approached by "prominent member of Democratic party" in state in April who asked if he would be interested in political career, said his original answer was no. But after being approached several more times, he said, he has given matter more thought. "If I had to make a decision now," he said, "I'd stay with CBS," his employer since 1957. But he said he can wait, at least until fall.
continued, "we do not expect that superstations will represent significant competition in the future." For one thing, he said, producers are charging superstations more for programing, which may reduce their cost advantage. For another, he added, "superstations have not been very successful in selling national advertising," and "with higher program costs in prospect, it remains to be seen whether they will be able to attract added revenues."

Silverman recognized "some advertiser interest" in "occasional networks" for broadcast of specific programs. But he said that "they are being formed only a few times a year," and that "over the long term, because of the program development risks involved, we do not expect any significant increase in occasional networks, even with increased use of satellites."

The NBC president conceded that "future changes may come faster than we believe they will," but said that "unless the current system were to be radically revised—and we think that is very unlikely—the networks and their affiliated stations will remain the strongest force in television entertainment and in providing a national news service."

He said that "a challenge could develop from the process of consolidation now under way in the cable business," leading to more program resources, particularly on national pay channels, if several large multichannel operators merge. He added: "We welcome the competition, if it develops. How serious the challenge becomes will depend on how well we conduct our own business. How we and you do in the long run is in our hands—no one else's—and we are planning to meet the challenge."

No other service, he continued, can approach broadcasting's resources for entertainment programing or for news, to which he said the network new organizations "commit more than $300 million each year to bring worldwide coverage into every American home."

Silverman said that "at NBC, we think the most important long-term changes we can make will be in the area of news."

"We have something unique," he said, "something none of the new technologies will ever have—a professional staff of 1,000 journalists with the ability to transmit world events into every living room in the country."

"We have this, moreover, at a time when our world has never been more complicated or more difficult to understand. We intend to search for ways to make television more responsive to the public's need for information, more helpful in sorting the complications of their lives."

In entertainment programing, Silverman said, there is need "to innovate, to be daring." He said "reality-based programs have superb potential," and added: "We didn't make it with Lifeline, but I think we will with Real People. In any case, we are going to continue to look for programs that are different from what anyone has done before."

Success in that search, he said, "will help us meet another challenge—attracting and keeping the best people in our business.... In a business where our product is so intangible—fleeting images across a screen or the sound of a radio—the key to success is finding and keeping those people."

Silverman told his California audience that "broadcasters who strive to be better are going to succeed." He also offered a challenge and a commitment:

"Our mission for the future is clear. You and we must concentrate on making a better product. That product is programing, news and entertainment programing, and I can promise you that NBC, in the years ahead, is going to give 100% of its attention to making it better. Every waking hour is going to be devoted to improving our radio and television operations. If we can do that—and we can—we have nothing to fear from the new technologies."

World consensus: TV's on its way to something else

Acapulco 'encounter' cites satellite as principal agent of change, with other new technologies—including cable, disks and pay TV—close behind

If a single theme emerged from the second World Encounter on Communications at Acapulco, Mexico, last week, it was that television in its present form is obsolescent.

This was not a pronouncement from the 71 encounter participants, among them government and private broadcasting executives from 10 countries who participated in the week-long seminar under the auspices of Mexico's largest commercial broadcasting entity, Televisa, headed by Emilio Azcarraga. It was the observation of Robert Lindsay, professor of mass communication and international relations at the University of Minnesota, a former broadcast journalist and a delegate to both the first encounter (also under Televisa auspices, in 1974) and last week's event. There seemed to be no dissenters.

The catalytic element in television's future will be satellite technology. The consensus was that every nation will be affected.

One expert—Howard Crispin of Scientific-Atlanta, in the forefront of satellite technology—reported on satellite growing pains at a roundtable of experts. Among them: the pirating of television and radio programing from satellites—a problem that will be of escalating concern to copyright owners. Crispin said that the earth station pricing structure is evidence of both competition and demand, with installations that once cost $100,000 now running about $45,000, those formerly priced at $13,000 now selling for $3,000—and some installations now down to $1,000. Perhaps even more significant, he said it is now possible to place two images on one transponder simultaneously, doubling the picture capacity, along with five radio signals.

All told, about 1,000 persons attended the encounter, including spouses of invited observers. The event brought Mexico's president, Jose Lopez Portillo, and seven of his cabinet members in from Mexico City for an elaborate opening ceremony. Because of the climate of "complete freedom" in Mexico, President Portillo said, it was possible to hold a meeting where the participating nations could "carry on a dialogue and discuss widely divergent views."

There were two sessions daily during the week, running simultaneously. Aside from discussion of TV "models," there were roundtable sessions on the "TV revolution." Under the overall direction of President Azcarraga, the model sessions were presented by Televisa and its sister Corporación for President Miguel Aleman. Jorge Kanahauhi, an engineer and general vice president of operations of Televisa, moderated the daily "TV revolution" confrontations.

Star of the U.S. delegation was Henry Geller, assistant secretary of commerce and director of the National Telecommunication and Information Administration. He carefully delineated the difference between the U.S. and most other nations because of the First Amendment mandate precluding censorship, as opposed to degrees of programing control exercised in many nations. His dissertation differed with comments he made in an in-depth interview (Broadcasting, Feb. 19), where he espoused maximum competition in TV and radio, and as many networks—by whatever means they may be launched—as the economy can support.

Public broadcasting, he said, must be isolated against government interference, with greater funding to improve programing.

Largely factual presentations were made by two other members of the U.S. delegation—Jack McBride, head of Nebraska's ETV broadcasting, appearing for the Public Broadcasting Service, and Dr. Calvin Watson, division director for the Corporation for Public Broadcasting. They explained the scope and nature of their entities, including money-raising devices, plus underwriting (which McBride acknowledged had spawned the quip "How rich is your public?"

Richard O'Leary, president of the ABC Owned Television Stations Division, described the U.S. system from the commercial broadcasting point of view. In alluding to virtual TV saturation (he cited an average of 6 1/2 hours of viewing per day) he commented: "So we must be doing something right." Commercial TV, he said, receives $7 billion a year from adver-
tising and is constantly growing.

While satellites and their political as well as technological implications held center stage, high interest was exhibited in video disks (as opposed to film) and to cable (notably the box-office offshoots). MCA's John W. Findlater, head of Disco-Vision, characterized that company's videodisk as superior to film and as being the wave of the future, even in program distribution. This was in answer to a question from Robert Wold, TV program producer-syndicator, who wondered whether the disk was more economical than videotape or cassettes. Findlater said that when the crossover of about 50 "prints" is reached, videodisks are economically sound. He reported that videodisk units, priced at $775, are being "bootlegged" and sold for four times that amount. Gustave M. Hauser, chairman of Warner Cable Corp., led the encounter's lively discussion on cable and expressed optimism about that medium's future. He said that cable development will create the No. 1 medium of the future, with two-way systems predominant—a prediction based on the success of Warner's Qube experiment in Columbus, Ohio. Fiber optics, Hauser said, will help multiply the present 72 TV channels into perhaps 7,000, freeing spectrum space for land mobile and other services. The horizons in cable are unlimited, he said, as it progresses to the point of putting computers in every home. He cited video games, in which Warner is a major producer, as showing phenomenal development.

Jerrold Perenchio of Chartwell Communications said his company is now serving 190,000 over-the-air-pay-TV subscribers in Los Angeles at $18.95 a month with the service growing at about 200 installations a day. After tracing the history of pay TV, beginning with Commander E.F. MacDonald of Zenith's project of 20 years ago, he said that breaking security of decoders is still a problem today. Using UHF, his company (named ON TV) will expand service into Detroit on channel 20 shortly and is chartered for great growth in the next decade. Without elaborating, he said Chartwell is now doing business of $400 million a year.

Responding to a question, Perenchio said the Los Angeles system carries no advertising but that the Brooklyn Dodgers, whose games are carried, insist on before-and after-game spots, which he runs "to keep the franchise."

Gene Austin, head of the French delegation, disclosed that his country is planning to launch a satellite to transmit national and international programs directly to homes, connoting great changes in France's present television structure. He said that France's new TV system had broken the state monopoly and has allowed "new freedom" in television programming.

Chosei Kabira, head of Japan's NHK network, said that Aug. 1 will bring to Japan the birth of satellite capability with the creation of an agency to provide full satellite-to-home transmission by 1983. But this would be for national service only, with regional and local programming using terrestrial means to comply with law. Government and private television entities will split the satellite costs 50-50.

Italy's beleaguered broadcasting structure was described by Michele Saba of Radiotelevisione Italiana. Among the current troubles is an outbreak of "pirate" radio and television stations. He said there's "a great deal of uncertainty" as to where Italy's structure is headed, with speculation about separate systems being operated by competitive newspapers with both private and public services "trying to live together."

A number of random observations about TV were made to a select group of theorists on communications from six countries. Dr. Wilbur Schramm, U.S. authority on communications, said it was frequently forgotten that television is less than 30 years old. The automobile has taken nearly 80 years to reach 35 million people, a mark TV reached in barely a decade. Dr. Hilde Himmelweit, of England, maintained that TV watching was a habit and not an addiction. Dr. George Comstock, journalist, communications expert and professor at Syracuse University, and Dr. Schramm jointly drew attention to the need for teaching by television to be fully exploited by schools. Dr. Comstock said schools have not faced up to responsibilities on appropriate use of TV, and all agreed that television was "very important as a teaching tool."

David Webster of the BBC said that organization is in a financial bind—as always—and that the advent of the second independent network in 1982 could upset the balance and damage the entire BBC structure. "The pressure of competition will be severe," he said. The 57-year-old BBC license fee also is in economic crisis, he said, because of inflation. And although there are other problems that are political in nature, the greatest threat is ITV No. 2.

Denis Foreman, chairman of Granada Television, said that ITV ought to be likened to "public broadcasting, sales assisted," and called it "PBSA." He talked about tough regulation of program contractors by the Independent Television Authority (ITA); licenses can be lost on slight provocation, he said. Foreman noted that 66% of a contractor's income goes to the exchequer, that of the 34% left about half goes to taxes, leaving the remaining 17% to be counted as net income. "But it's enough," he said. The British television system he described as the "least worst in the world; not perfect, nor as good as it should be."

The German TV system is in large mea-
...America's most decorated series...back for an eighth hitch...

M*A*S*H

Now in production for the CBS fall season.

To everybody who, year after year, keeps us in the Top Ten — to the cast and crew of television's most honored program — we welcome you all back for season #8!

Our Stars: Alan Alda, Mike Farrell, Harry Morgan, Loretta Swit, David Ogden Stiers, Jamie Farr, and William Christopher.

Executive Producer: Burt Metcalfe.
Producers: Jim Mulligan, John Rappaport.
Associate Producer: Stan Tischler. Executive Story Editors: Thad Mumford, Dan Wilcox.
Story Consultant: Ronny Graham.
Creative Consultants: Gene Reynolds, Alan Alda.

A lot of good things are going on
where advertising revenue is low or non-existent. Five earth stations use Intelsat feeds to three competitive networks. Carlos deMello, head of Brazil's broadcasters' trade association, said stations respected a code of ethics and espouse "freedom with responsibility". Homero Icaza Sanchez, speaking for TV Globo, largest of Brazil's three commercial networks, cited Brazil's status as sixth among nations in point of TV service, with 75 million viewers in a population of 150 million.

Even before adjournment of the second encounter, efforts were made to induce Televisa to schedule a third convention five years hence. Delegates from 10 nations applauded the success of the conference and expressed informal hope for another reappraisal of the art five years after WARC '79 in Geneva, in light of the "satellite revolution." The tab for last week's event, picked up by Televisa, was estimated at $3.5 million.

**Pen In hand.** The agreement for their joint satellite venture is signed by Daniel L. Ritchie, president and chief executive of Westinghouse Broadcasting Co., alongside Walter E. Girardin, president of Western Union Telegraph Co. Behind them (l to r): Joseph Mahon, assistant vice president, broadcast services, Western Union; Charles G. Perry, vice president, broadcast operations and engineering, Westinghouse Broadcasting; Western Union's James T. Ragan, vice president, broadcast services, and Douglas Lloyd, assistant vice president, and Westinghouse Broadcasting's Marvin L. Shapiro, senior vice president, strategic planning, and William F. Baker, president, Television Group.

**Group W hitches program wagon to a Westar**

Westinghouse will use satellite to interconnect its stations and distribute syndicated shows

Plans for the exchange of programs among its owned television stations by satellite, as well as for satellite distribution of syndicated programs to other stations, were disclosed last week by Westinghouse Broadcasting Co. ("Closed Circuit," July 16).

The plans, believed to be the first that call for satellite interconnection of a group's stations, were made known coincidentally with a joint announcement of the satellite agreement by Westinghouse Broadcasting and Western Union Telegraph Co., operator of the Westar satellite. The agreement is subject to approval by the Westinghouse Broadcasting board and by the FCC. The Western Union board has already approved.

Under the agreement, Westinghouse Broadcasting and Western Union will share receive/send earth stations in the five Westinghouse station cities plus Washington, home base for the Westinghouse news bureau, and Los Angeles, base for Westinghouse's Group W Productions.

Western Union will also have "full access" to studio and video playback facilities at Group W Productions' Television Syndication Center (TVSC) in Pittsburgh (site of the company's KDKA-TV), putting Western Union, in the words of WU President Walter E. Girardin, "in the unique position of being able to offer a total service package to all its satellite broadcast customers." Daniel L. Ritchie, president and chief executive of Westinghouse Broadcasting, said his company will use the satellite to exchange news and other informational programing among Westinghouse stations and to distribute the Washington news bureau's reports to the stations. "The Three Mile Island nuclear accident convinced us that this was what we needed to do news effectively," he explained.

Westinghouse Broadcasting officials also noted that the stations do a considerable amount of public-affairs and informational programing at the local level, much of which is appropriate for other Westinghouse station markets.

Ritchie said some of Group W Productions' syndicated programing will also be transmitted by satellite from the start and that the volume will increase as the number of markets with receive earth stations grows.

The production unit's current syndications efforts center on the *Mike Douglas Show*, now carried on 138 stations, and *PM Magazine*, currently on 12 with contracts already set for a total of 27 by September and 46 by next spring.

Ritchie said the company is also working on "new program ideas" that might be carried live, "informational, interactive kinds of programs." Other company sources said a major program with national potential is in development but not to the point where it can be disclosed.

Ritchie estimated that all of the Westinghouse-Western Union earth stations would be in place and the system fully operational by late next year. Actually, he said, part of it can go into operation soon, since Western Union has earth stations operating in two of the markets, San Francisco and Los Angeles, and will share the Public Broadcasting Service's in two others, Boston and Washington. Westinghouse Broadcasting will share those and build stations in the three other markets, Philadelphia, Pittsburgh and Baltimore.

Ritchie estimated hardware costs alone for those three stations at close to $3 million.

In addition, he said, Western Union will "give us priority access to the Westar transponder as we need it, which will probably be relatively light at first but will increase as we go along."

He said the joint project provides Westinghouse Broadcasting "with transmission capability and quality consistent with the technology of the '80's. It is a major step in anticipating our future programing and distribution needs in an arrangement clearly beneficial to both parties. We welcome this opportunity to be associated with Western Union and their Westar service in this far-reaching alliance that provides us with technical resources vital to our commitments to the public."
Television
Financial Data 1978

Viacom! Television's major source for movies.
NOW PLAYING!
Viacom Features VI

Sold to:
WTCG Atlanta
WJRT-TV Flint-Saginaw-Bay City
WVIT Hartford-New Haven
KTRK-TV Houston
KCMO-TV Kansas City
KVVJ-TV Las Vegas
KCOP Los Angeles
KOKH Oklahoma City
WTAF-TV Philadelphia
KPHO-TV Phoenix
KTXL Sacramento-Stockton
WTVJ Miami
WOAY-TV Oak Hill
WROC-TV Rochester
WTIZ Norfolk
WLOS-TV Greenville-Spartanburg-Asheville
WJLA-TV Washington, D.C.
KWGN Denver

“SLEUTH”
4 Academy Award nominations! “Totally engrossing entertainment...the kind of mystery we keep saying they don’t make anymore.”
—CHICAGO SUN-TIMES

“The Stepford Wives”
43% network share! “I can promise you an eerie, spine tingling good shiver down the spine.”
—NY DAILY NEWS

“JENNY”
“Marlo Thomas and Alan Alda are first-rate.”
—CHICAGO SUN-TIMES
“A warm, touching, funny movie...Miss Thomas is remarkably gifted.”
—NEW YORK MAGAZINE
"THE HEARTBREAK KID"
"An unequivocal hit—a first-class American comedy, as startling in its way as was 'The Graduate.'" —THE NEW YORK TIMES

"THE MISSILES OF OCTOBER"
"Probably the finest historical drama television has ever presented." —CHICAGO TRIBUNE
"An example of how great TV can be." —PHILADELPHIA BULLETIN

"THE AMAZING HOWARD HUGHES"
43% and 53% network shares! "Sweeps through Hughes adult life like a searchlight... Tommy Lee Jones acquits himself well in title role." —DAILY VARIETY

AN ALL-NEW GROUP!
25 movies that are all first-run for syndication.

35% AVERAGE NETWORK SHARE!
Very competitive when compared with other current releases:

<table>
<thead>
<tr>
<th>Studio</th>
<th>Avg. Share</th>
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<tbody>
<tr>
<td>Viacom Features VI</td>
<td>35%</td>
</tr>
<tr>
<td>MCA Champagne Movies</td>
<td>35%</td>
</tr>
<tr>
<td>Paramount Portfolio 8</td>
<td>32%</td>
</tr>
<tr>
<td>United Artists Showcase 10</td>
<td>31%</td>
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</tbody>
</table>

(NTI. Weighted average shares for premiere showing of all movies that have appeared on prime-time network television.)

LONG RUNNING!
All 25 movies suitable for 2-hour or longer time slots.

BUY NOW.
PLAY NOW!
9 movies available immediately. 14 available in 1979.
In 1978, the three television networks had revenues of $2,964,600,000, their 15 owned and operated TV stations added another $584,500,000, all other stations together contributed $3,363,800,000, for an industry revenue total of $6,913,000,000.

At the same time, the networks had expenses of $2,591,100,000, their 15 owned stations had expenses of $398,200,000, all other stations together had expenses of $2,276,600,000, for an industry expenses total of $5,265,900,000.

That produced network profits of $373,500,000, down 8% from 1977, owned-station profits of $186,300,000, up 24.8% from 1977, profits from all other stations of $1,087,200,000, up 28.5% from 1977, and all-industry profits of $1,647,100,000, up 17.6% from 1977.

TV in '78: the biggest net yet

With a healthy 17.6% increase over the preceding year, television’s profit in 1978 topped the $1.6-billion mark.

According to FCC figures being released today (July 30), the TV industry’s before-tax income last year exceeded its 1977 total of $1.4 billion by $246 million. That 17.6% increase also bettered the rate of growth in 1977, when the percentage gain over 1976 was 12.1% (Broadcasting, Aug. 14, 1978).

Total industry revenues in 1978 (Table 1) were $6.9 billion, 17.4% above 1977's $5.9 billion. TV's expenses last year rose at a slightly lower rate than revenues. They were 17.3% above the 1977 figure, $5.3 billion in 1978, $4.5 billion in 1977.

Conspicuous in the FCC’s profit breakdown was the decline of the three commercial networks in the income column—off 8% from 1977’s $406 million to $373.5 million last year. The VHF stations’ total gain in profit of 29.5%—from $924 million to $1.18 billion—stemmed from increases for the network O&O stations (up 24.8% to $186 million), other network affiliates (up 29.6% to $891 million) and independents (up 17.5% to $102 million).

Permanently, UHF fared even better than VHF last year, with profit that was 32.3% better than in 1977 and which nearly reached $94 million. Of that UHF total, network affiliates in 1978 did 53.7% better than in 1977, with $41.5 million income, while independents were up 19.1% to $52.4 million.

In revenues, the three major networks contributed $2.96 billion to the industry total (up 14.8%).

Of the VHF stations’ total revenues of $3.44 billion in 1978 (up 18.3%), the network O&O’s had $584.5 million (up 16.1%), other network affiliates had $2.48 billion (up 20.4%) and independents had $375 million (up 9%).

Of the UHF stations’ total revenues of $510 million (up 27.3%), network affiliates had $254 million (up 25.6%) and in-

<table>
<thead>
<tr>
<th>Total figures for television 1978: revenues, expenses and profits</th>
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<tr>
<td><strong>Broadcast revenues</strong></td>
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<tr>
<td><strong>1978</strong></td>
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<td>INDUSTRY TOTAL</td>
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<td>Networks</td>
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<td>VHF total</td>
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<th>Broadcast income (before federal income tax)</th>
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<tr>
<td><strong>1978</strong></td>
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<tr>
<td>INDUSTRY TOTAL</td>
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<td>Networks</td>
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<tr>
<td>VHF total</td>
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<td>UHF total</td>
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<tr>
<td>Affiliates</td>
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<td>Independents</td>
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1 Last digits may not add to totals due to rounding.

2 Figures include three national TV networks, 511 VHF stations (15 network O&O's, 466 other affiliates and 30 independents) and 197 UHF stations (126 affiliates and 71 independents).
Blair Television represents more stations in key must-buy markets than any other rep. That keeps us in the mainstream of the industry's hottest competitive situations, and gives us a depth of experience no other rep comes close to. Blair knows what's working for stations competing in all types of markets, for affiliates as well as independents, in every region of the country—and we're in position to see trends as they develop.

This unique industry-wide perspective enables us to track emerging trends and give Blair stations important lead time to spot growth opportunities or head off problems. And when it comes to developing and recommending the right solutions to station management, we've got some very basic advantages:

Blair Resources
Blair Teleforce is the most advanced use of operations research in television. It's an arsenal of current, concise, actionable data that can be tapped to provide analytical insight into programming, audience flow, market profiles, promotion, and sales strategies.

Blair People
We've got the best and biggest sales organization in the business. Beyond that, we've got an unrivaled wealth of specialized talent—key people who are specialists in marketing, research, and programming.

For example, we've created the Coveny/Sulcer Reports, a marketing analysis service to develop meaningful and innovative customized television plans to help both advertisers and agencies. It's a service that stands as part of our commitment to make sure that spot television and Blair represented stations continue to grow.

Blair Philosophy
We work with each station as an individual, with its own unique set of sales strengths and opportunities for growth, whether the station is a single entity or part of a group. We're growing because we've helped our stations grow. And it's our very size and stature that has enabled us to assemble the organization we have, with the scope of operations, people, and resources necessary to consistently deliver maximum performance for our represented stations in the growth of audience, sales and profits.

The Blair Perspective. It clears the way for sales results, because we have the right people to interpret and act upon the biggest bank of resources in the industry.
Since 1959 Firstmark has provided more than $160,000,000 in financial resources and professional guidance to cable system operators. That makes us specialists in financing cable system acquisition, construction, expansion or refinancing. Which means we can offer the competitive rates and extended repayment terms to get your system on line and working efficiently—without financial shock.

Make Firstmark your first choice in any phase of cable system financing. For a confidential analysis of your cable dollar needs, call Phil Thoben of Bill Van Huss at (317) 638-1331.

Dependents had $256.5 million (up 29%).

Expenses of the networks in 1978 came to $2.6 billion (up 19.1%).

Expenses of VHF stations last year amounted to $2.7 billion (up 13.9%). This was broken down to network O&O’s, $398 million (up 12.4%); other network affiliates, $1.6 billion (up 15.7%); and independents, $723 million (up 6.1%).

Expenses of UHF stations in 1979 amounted to $416 million (up 26.3%). This was divided between network affiliates with $212 million (up 21.3%) and independents with $204 million (up 31.8%).

The FCC figures also disclosed that 1978 advertising expenditures for the entire TV industry (Table 2) were $8.06 billion, 17.8% more than in 1977. This includes $1.31 billion in advertising agency commissions, but does not include the costs of commercials or programs supplied by advertisers; the latter are not reported to the FCC.

Of the $8.06-billion advertising expenditure last year, $3.72 billion was for network advertising, up 14.9% from 1977 (Table 2); $2.3 billion for national and regional advertising, up 16.8%, and $2.03 billion for local advertising, up 24.5%.

The FCC broke down network and station expense figures (Table 7) to show that the three networks’ share last year amounted to $2.59 billion and the 708 TV stations’ to $2.67 billion. The commission also said that the three networks reported spending $265 million on their news and public affairs operations last year. The FCC compared this to $207 million that the networks had spent in that area two years before, in 1976.

Station by station (Table 3), of 460 VHF stations responding to the FCC, 424 reported profits—seven with more than $15 million and another 7 between $5 million and $15 million. Conversely, 36 VHF’s reported losses, seven of them claiming $400,000 or more.

In that same breakdown, of 182 UHF stations reporting to the FCC, 135 claimed profitability—but only one with income of more than $5 million. At the other end of the scale, 47 UHF’s reported nonprofita-

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**2. Who sold how much in 1978**

<table>
<thead>
<tr>
<th>Number of stations</th>
<th>Amount</th>
<th>Percent of industry total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales to advertisers (industry total)¹</td>
<td>— $8,058,500,000</td>
<td>100.0</td>
</tr>
<tr>
<td>Networks</td>
<td>— $3,410,800,000</td>
<td>42.3</td>
</tr>
<tr>
<td>VHF</td>
<td>511 $4,068,200,000</td>
<td>50.4</td>
</tr>
<tr>
<td>Network O&amp;O</td>
<td>15 $708,000,000</td>
<td>8.8</td>
</tr>
<tr>
<td>Other affiliates</td>
<td>466 $2,911,400,000</td>
<td>36.1</td>
</tr>
<tr>
<td>Independents</td>
<td>30 $438,000,000</td>
<td>5.4</td>
</tr>
<tr>
<td>UHF</td>
<td>197 $589,500,000</td>
<td>7.3</td>
</tr>
<tr>
<td>Affiliates</td>
<td>126 $290,700,000</td>
<td>3.6</td>
</tr>
<tr>
<td>Independents</td>
<td>71 $298,800,000</td>
<td>3.7</td>
</tr>
<tr>
<td>Network sales (industry total)</td>
<td>— $3,724,800,000</td>
<td>100.0</td>
</tr>
<tr>
<td>Networks</td>
<td>— $3,410,800,000</td>
<td>91.6</td>
</tr>
<tr>
<td>VHF</td>
<td>511 $284,300,000</td>
<td>7.6</td>
</tr>
<tr>
<td>Network O&amp;O</td>
<td>15 $43,400,000</td>
<td>1.2</td>
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<tr>
<td>Other affiliates</td>
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<tr>
<td>Independents</td>
<td>30 $2,800,000</td>
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<tr>
<td>UHF</td>
<td>197 $29,800,000</td>
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<tr>
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<tr>
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<td>71 $4,400,000</td>
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</tr>
<tr>
<td>National/regional sales (industry total)</td>
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</tr>
<tr>
<td>VHF</td>
<td>511 $2,025,000,000</td>
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<tr>
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<td>Independents</td>
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<td>Local sales (industry total)</td>
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<td>Independents</td>
<td>71 $135,800,000</td>
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</tr>
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</table>

¹ Last digits may not add due to rounding.
SPOT TELEVISION.

It's our only business.

So if you're represented by Avery-Knodel, you've got our attention. We're one of the leading sales and marketing specialists for television stations. Our entire organization devotes 100% of its time and talents to serving our represented stations. Our clients don't compete with any other corporate interests. Because we have none. We don't represent radio stations. We don't own any broadcast properties. And nobody — no station group or big conglomerate — owns us.

As one of the oldest independent representatives in the business, there's no one more important to us than our television clients. Because they're our only business.

That's the plain and simple truth. And the profitable difference
### TV station winners and losers

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>VHF</th>
<th>UHF</th>
<th>Independent Total</th>
<th>VHF</th>
<th>UHF</th>
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<tr>
<td>Number of stations reporting of:</td>
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<td></td>
<td></td>
<td>Profitable stations</td>
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<td></td>
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<td>$5,000,000-10,000,000</td>
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<td>1</td>
<td>3</td>
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<td>3</td>
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<td>4</td>
<td>3</td>
<td>4</td>
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<td>$50,000,000-100,000,000</td>
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<td>9</td>
<td>7</td>
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<td>1</td>
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<td>$100,000,000-200,000,000</td>
<td>21</td>
<td>20</td>
<td>3</td>
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<td>$200,000,000-500,000,000</td>
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<td>7</td>
<td>5</td>
<td>1</td>
<td>1</td>
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</tr>
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#### Number of stations reporting profits of:
- Less than $10,000: 4
- $10,000-$25,000: 43
- $25,000-$50,000: 3
- $50,000-$100,000: 4
- $100,000-$200,000: 9
- $200,000-$400,000: 5
- $400,000 and over: 7

#### Number of stations reporting losses of:
- Less than $10,000: 4
- $10,000-$25,000: 43
- $25,000-$50,000: 3
- $50,000-$100,000: 4
- $100,000-$200,000: 9
- $200,000-$400,000: 5
- $400,000 and over: 7

1 Stations operating last year only, excluding satellites. Profits (broadcast income) are before federal income tax.

---

**BENI Broadcasting of Rochester, Inc.**

*has acquired the assets of television station WHEC-TV Rochester, N.Y.*

*from Gannett Co., Inc.*

The undersigned initiated this transaction and acted as consultant to the buyer in the negotiations.

---

June 8, 1979

---

**THE TED HEPBURN COMPANY**

Cincinnati, Ohio

---

编者注：1978年，223个电视台报告了利润，相较于1979年报告了亏损的电视台。20个电视台的经营数据差，无法确定具体利润。
The finest sales management team in the rep business.

PGW.
### Market-by-market breakdown of

<table>
<thead>
<tr>
<th>Market (number of stations reporting in parentheses)</th>
<th>Revenue rank</th>
<th>Revenue 1978 (000)</th>
<th>Revenue 1977 (000)</th>
<th>Profit rank</th>
<th>Profit 1978 (000)</th>
<th>Profit 1977 (000)</th>
<th>Spot sales</th>
<th>Time sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany-Schenectady-Troy, N.Y. (3)</td>
<td>48</td>
<td>3,184</td>
<td>2,457</td>
<td>55</td>
<td>11,746</td>
<td>9,108</td>
<td>39,477</td>
<td>30,616</td>
</tr>
<tr>
<td>Albany-Thomasville, Ga.-Tallahassee, Fla. (3)</td>
<td>103</td>
<td>1,142</td>
<td>1,080</td>
<td>94</td>
<td>4,295</td>
<td>3,754</td>
<td>5,275</td>
<td>5,161</td>
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<tr>
<td>Albuquerque, N.M. (3)</td>
<td>84</td>
<td>1,072</td>
<td>1,004</td>
<td>64</td>
<td>5,275</td>
<td>5,161</td>
<td>7,425</td>
<td>7,245</td>
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<td>Amarillo, Tex. (3)</td>
<td>117</td>
<td>761</td>
<td>739</td>
<td>119</td>
<td>2,745</td>
<td>2,232</td>
<td>3,525</td>
<td>3,235</td>
</tr>
<tr>
<td>Anchorage (3)</td>
<td>129</td>
<td>342</td>
<td>351</td>
<td>128</td>
<td>1,064</td>
<td>1,114</td>
<td>3,147</td>
<td>2,527</td>
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<td>Athens, Ga. (3)</td>
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<td>71</td>
<td>3,212</td>
<td>2,507</td>
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<td>Austin, Tex. (3)</td>
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<td>920</td>
<td>810</td>
<td>75</td>
<td>5,143</td>
<td>4,295</td>
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<td>Bakersfield, Calif. (3)</td>
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<td>818</td>
<td>799</td>
<td>112</td>
<td>3,255</td>
<td>2,681</td>
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<td>3,754</td>
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<td>2,700</td>
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<td>32,328</td>
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<td>10,638</td>
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<td>1,008</td>
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<td>79,247</td>
<td>64,239</td>
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<td>Buffalo, N.Y. (4)</td>
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<td>20,040</td>
<td>23,472</td>
<td>20,040</td>
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<td>1,214</td>
<td>1,151</td>
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<td>4,110</td>
<td>3,284</td>
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<td>Charleston, S.C. (3)</td>
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<td>3,269</td>
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<td>87</td>
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<td>3,767</td>
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<td>16,823</td>
<td>19,815</td>
<td>16,823</td>
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<td>46,031</td>
<td>38,064</td>
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<td>Colorado Springs-Pueblo (3)</td>
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<td>38,477</td>
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<td>Columbia, S.C. (3)</td>
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<td>691</td>
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<td>Davenport, Iowa-Rock Island-Moline, Ill. (3)</td>
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<td>31,000</td>
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<td>51,093</td>
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## Television Revenue and Profit in 1978

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<th>1978 (000)</th>
<th>1977 (000)</th>
<th>1978 (000)</th>
<th>1977 (000)</th>
<th>Percent change in revenue</th>
<th>Total broadcast expenses 1978 (000)</th>
<th>Total broadcast profit 1978 (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>Local</td>
<td>Local</td>
<td>Local</td>
<td>Local</td>
<td>Local</td>
<td>Local</td>
</tr>
<tr>
<td>9,043</td>
<td>7,952</td>
<td>628</td>
<td>586</td>
<td>20,579</td>
<td>16,801</td>
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<td>3,752</td>
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<td>126</td>
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<td>6,792</td>
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<td>294</td>
<td>14,368</td>
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<td>122</td>
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<td>4,669</td>
<td>8.5</td>
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<td>33,694</td>
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<td>12,670</td>
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Broadcasting Jul 30 1979
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Percent change in broadcast revenues and expenses:

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| Market | Number of stations reporting in parentheses | Revenue rank | Profit rank | 1977
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2. Broadcast networks with rank in parentheses
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When you slip, it hurts

And when you fall, it’s a disaster. That’s why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It’s easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, the station is in trouble. When you finally realize it, the reaction is often panic, and hasty changes accelerate the decline.

When we study your audience in-depth every year, we know just what is going on, and we harass you to make sure you don’t get careless, so that the corrective action you take will be productive.

For other clients who are second, third or even fourth in their markets and heading for Number One, their ability to move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for gathering basic information about your own market keeps decisions out of the personal opinion area.

It also helps that the number one station in town usually sleeps while it slips. It’s not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

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THE FIRST IN COMMUNICATIONS CONSULTING
3970 Chain Bridge Road
Fairfax, Virginia 22030
(703) 691-0700

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Fairfax, Virginia 22030
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---

\[\text{Revenue} \times \text{Profit} \times \text{Network} \times \text{Spot} \]

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<td>Youngstown, Ohio (3)</td>
<td>95</td>
<td>111</td>
<td>950</td>
<td>625</td>
<td>6,391</td>
<td>5,516</td>
<td></td>
</tr>
<tr>
<td>Markets of three or more stations (506)</td>
<td></td>
<td></td>
<td></td>
<td>276,896</td>
<td>255,023</td>
<td>2,181,907</td>
<td>1,871,173</td>
</tr>
<tr>
<td>Markets of fewer than three stations (182)</td>
<td></td>
<td></td>
<td></td>
<td>37,349</td>
<td>32,809</td>
<td>112,665</td>
<td>88,595</td>
</tr>
<tr>
<td>All markets (688)</td>
<td></td>
<td></td>
<td></td>
<td>314,045</td>
<td>287,832</td>
<td>2,294,573</td>
<td>1,960,309</td>
</tr>
</tbody>
</table>

*One or more stations did not report data for the full year.

**Data withheld to maintain confidentiality of individual station figures.

times sales per home.

Regional/local sales, year to year comparison in these categories should be made with caution.

---

Market revenues, on per-home basis

In the table below, total broadcast revenues for the FCC-reported markets are divided by total TV households contained in that area of Dominant Influence, as defined by Arbitron Television for 1978. (Two markets—Honolulu and Pasco, Wash.—are not included since Arbitron compiles no figures for them.)

<table>
<thead>
<tr>
<th>Market</th>
<th>$ per home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas-Henderson</td>
<td>102.07</td>
</tr>
<tr>
<td>Salinas-Monterey-San Jose, Calif.</td>
<td>92.75</td>
</tr>
<tr>
<td>Houston-Galveston</td>
<td>80.66</td>
</tr>
<tr>
<td>Denver</td>
<td>79.35</td>
</tr>
<tr>
<td>Anchorage</td>
<td>79.14</td>
</tr>
<tr>
<td>Dallas-Fort Worth</td>
<td>78.28</td>
</tr>
<tr>
<td>Albany-Thomasville, Ga.-Tallahassee, Fla.</td>
<td>76.30</td>
</tr>
<tr>
<td>Phoenix-Mesa</td>
<td>73.81</td>
</tr>
<tr>
<td>Atlanta</td>
<td>73.32</td>
</tr>
<tr>
<td>Miami</td>
<td>68.97</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>68.45</td>
</tr>
<tr>
<td>San Francisco-Oakland</td>
<td>67.29</td>
</tr>
<tr>
<td>New Orleans</td>
<td>66.30</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>64.28</td>
</tr>
<tr>
<td>Chicago</td>
<td>63.38</td>
</tr>
<tr>
<td>Salt Lake City-Ogden-Provo</td>
<td>63.29</td>
</tr>
<tr>
<td>Seattle-Tacoma</td>
<td>63.27</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>62.65</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>62.63</td>
</tr>
<tr>
<td>Sacramento-Stockton, Calif.</td>
<td>61.70</td>
</tr>
<tr>
<td>Bakersfield, Calif.</td>
<td>61.26</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>60.61</td>
</tr>
<tr>
<td>San Diego</td>
<td>60.60</td>
</tr>
<tr>
<td>Baltimore</td>
<td>60.48</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>60.39</td>
</tr>
<tr>
<td>Jacksonville, Fla.</td>
<td>60.36</td>
</tr>
<tr>
<td>Tucson, Ariz.</td>
<td>59.98</td>
</tr>
<tr>
<td>San Antonio, Tex.</td>
<td>59.89</td>
</tr>
<tr>
<td>Detroit</td>
<td>59.33</td>
</tr>
<tr>
<td>Oklahoma City-Enid</td>
<td>58.90</td>
</tr>
<tr>
<td>Indianapolis-Bloomington</td>
<td>58.71</td>
</tr>
<tr>
<td>Fresno-Hanford-Tulare-Visalia, Calif.</td>
<td>58.63</td>
</tr>
<tr>
<td>Washington</td>
<td>58.40</td>
</tr>
<tr>
<td>St. Louis</td>
<td>58.38</td>
</tr>
<tr>
<td>Boston</td>
<td>58.19</td>
</tr>
<tr>
<td>Rochester, N.Y.</td>
<td>57.99</td>
</tr>
<tr>
<td>Columbus, S.C.</td>
<td>57.76</td>
</tr>
<tr>
<td>Reno</td>
<td>57.45</td>
</tr>
<tr>
<td>Charleston, S.C.</td>
<td>56.73</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>56.49</td>
</tr>
<tr>
<td>Louisville, Ky.</td>
<td>56.48</td>
</tr>
<tr>
<td>Buffalo, N.Y.</td>
<td>55.99</td>
</tr>
<tr>
<td>Montgomery, Ala.</td>
<td>55.96</td>
</tr>
<tr>
<td>Corpus Christi, Tex.</td>
<td>55.70</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>55.59</td>
</tr>
<tr>
<td>Boise-Nampa, Idaho</td>
<td>55.58</td>
</tr>
<tr>
<td>Omaha</td>
<td>55.07</td>
</tr>
<tr>
<td>Fort Wayne, Ind.</td>
<td>54.99</td>
</tr>
<tr>
<td>Charlotte, N.C.</td>
<td>54.92</td>
</tr>
<tr>
<td>Beaumont-Port Arthur, Tex.</td>
<td>54.34</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>54.33</td>
</tr>
<tr>
<td>Dayton, Ohio</td>
<td>54.15</td>
</tr>
<tr>
<td>Birmingham, Ala.</td>
<td>53.97</td>
</tr>
<tr>
<td>Cleveland</td>
<td>53.77</td>
</tr>
<tr>
<td>Columbus, Ga.</td>
<td>53.43</td>
</tr>
<tr>
<td>Madison, Wis.</td>
<td>53.30</td>
</tr>
<tr>
<td>Springfield-Decatur-Champaign-Urbana, Ill.</td>
<td>52.85</td>
</tr>
<tr>
<td>Austin, Tex.</td>
<td>52.40</td>
</tr>
<tr>
<td>Augusta, Ga.</td>
<td>52.31</td>
</tr>
<tr>
<td>Albuquerque, N.M.</td>
<td>52.06</td>
</tr>
<tr>
<td>Orlando-Daytona Beach, Fla.</td>
<td>51.34</td>
</tr>
<tr>
<td>Tulsa</td>
<td>50.93</td>
</tr>
<tr>
<td>Market</td>
<td>$ per home</td>
</tr>
<tr>
<td>------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>El Paso, Tex.</td>
<td>50.78</td>
</tr>
<tr>
<td>Tampa-St. Petersburg, Fla.</td>
<td>50.70</td>
</tr>
<tr>
<td>Rockford-Freeport, Ill.</td>
<td>50.66</td>
</tr>
<tr>
<td>Norfolk-Portsmouth-Newport</td>
<td>50.60</td>
</tr>
<tr>
<td>News-Hampton, Va.</td>
<td>50.60</td>
</tr>
<tr>
<td>Fort Smith, Ark.</td>
<td>50.35</td>
</tr>
<tr>
<td>Hartford-New Haven-New</td>
<td>50.00</td>
</tr>
<tr>
<td>Britain-Waterbury, Con.</td>
<td>49.99</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>48.18</td>
</tr>
<tr>
<td>Syracuse, N.Y.</td>
<td>47.97</td>
</tr>
<tr>
<td>Colorado Springs-Pueblo</td>
<td>47.60</td>
</tr>
<tr>
<td>Fort Myers-Naples, Fla.</td>
<td>47.60</td>
</tr>
<tr>
<td>Lexington, Ky.</td>
<td>47.28</td>
</tr>
<tr>
<td>Albany-Schenectady-Troy, N.Y.</td>
<td>47.09</td>
</tr>
<tr>
<td>Greenville-Washington-New Bern, N.C.</td>
<td>46.59</td>
</tr>
<tr>
<td>Memphis</td>
<td>46.17</td>
</tr>
<tr>
<td>Odessa-Midlands-Monahans, Tex.</td>
<td>45.51</td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>45.30</td>
</tr>
<tr>
<td>Toledo, Ohio</td>
<td>45.19</td>
</tr>
<tr>
<td>Sioux City, Iowa</td>
<td>44.90</td>
</tr>
<tr>
<td>Grand Rapids-Kalamazoo, Mich.</td>
<td>44.90</td>
</tr>
<tr>
<td>Rochester-Austin, Minn.-Mason City, Iowa</td>
<td>44.59</td>
</tr>
<tr>
<td>Des Moines-Arness, Iowa</td>
<td>43.99</td>
</tr>
<tr>
<td>Erie, Pa.</td>
<td>43.39</td>
</tr>
<tr>
<td>Spokane, Wash.</td>
<td>42.91</td>
</tr>
<tr>
<td>Nashville</td>
<td>42.79</td>
</tr>
<tr>
<td>Davenport, Iowa-Rock Island-Moline, Ill.</td>
<td>42.62</td>
</tr>
<tr>
<td>Amarillo, Tex.</td>
<td>42.40</td>
</tr>
<tr>
<td>Idaho Falls-Pocatello, Idaho</td>
<td>42.23</td>
</tr>
<tr>
<td>Evanston, Ind.</td>
<td>42.20</td>
</tr>
<tr>
<td>Green Bay, Wis.</td>
<td>42.06</td>
</tr>
<tr>
<td>Flint-Saginaw-Bay City, Mich.</td>
<td>41.87</td>
</tr>
<tr>
<td>Duluth, Minn.-Superior, Wis.</td>
<td>40.91</td>
</tr>
<tr>
<td>Greenville-Spartanburg, S.C.-Asheville, N.C.</td>
<td>40.90</td>
</tr>
<tr>
<td>Jackson, Miss.</td>
<td>40.66</td>
</tr>
</tbody>
</table>

2Excludes 20 satellites that filed combined reports with their parent stations. Includes, in contrast to previous years, television specialty stations with religious formats, provided that 50 percent or more of the revenues of those stations came from the sale of time to advertisers.

3Before Federal income tax.

4Minus sign denotes loss.

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Type of Business ___________________________

Firm/Position ___________________________

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Broadcasting Jul 30 1979 51
5. Network and station employment

<table>
<thead>
<tr>
<th>Number of stations</th>
<th>Number of employees</th>
<th>Total payroll</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full time</td>
<td>Part time</td>
</tr>
<tr>
<td>Industry total</td>
<td>63,848</td>
<td>6,844</td>
</tr>
<tr>
<td>Networks</td>
<td>12,983</td>
<td>1,559</td>
</tr>
<tr>
<td>VHF total</td>
<td>43,372</td>
<td>4,031</td>
</tr>
<tr>
<td>Networks owned and operated</td>
<td>5,293</td>
<td>251</td>
</tr>
<tr>
<td>Other affiliates</td>
<td>33,859</td>
<td>3,393</td>
</tr>
<tr>
<td>Independents</td>
<td>3,241</td>
<td>387</td>
</tr>
<tr>
<td>UHF total</td>
<td>8,492</td>
<td>1,054</td>
</tr>
<tr>
<td>Affiliates</td>
<td>5,339</td>
<td>740</td>
</tr>
<tr>
<td>Independents</td>
<td>3,163</td>
<td>347</td>
</tr>
<tr>
<td>Station total</td>
<td>50,865</td>
<td>5,085</td>
</tr>
</tbody>
</table>

1. Last digits may not add due to rounding.

6. Property investment

<table>
<thead>
<tr>
<th>Number of stations reporting</th>
<th>Original cost</th>
<th>Station average</th>
<th>Original cost minus depreciation</th>
<th>Station average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Industry total</td>
<td>$2,674,952,000</td>
<td>$1,232,078</td>
<td>$1,232,078</td>
<td></td>
</tr>
<tr>
<td>Networks</td>
<td>44,240,000</td>
<td>2,210</td>
<td>2,210</td>
<td></td>
</tr>
<tr>
<td>VHF total</td>
<td>1,854,367,000</td>
<td>959,000</td>
<td>959,000</td>
<td></td>
</tr>
<tr>
<td>Networks owned and operated</td>
<td>136,349,000</td>
<td>77,000</td>
<td>77,000</td>
<td></td>
</tr>
<tr>
<td>Other affiliates</td>
<td>1,565,027,000</td>
<td>796,000</td>
<td>796,000</td>
<td></td>
</tr>
<tr>
<td>Independents</td>
<td>152,946,000</td>
<td>78,000</td>
<td>78,000</td>
<td></td>
</tr>
<tr>
<td>UHF total</td>
<td>378,187,000</td>
<td>190,000</td>
<td>190,000</td>
<td></td>
</tr>
<tr>
<td>Affiliates</td>
<td>230,027,000</td>
<td>115,000</td>
<td>115,000</td>
<td></td>
</tr>
<tr>
<td>Independents</td>
<td>70,148,000</td>
<td>35,000</td>
<td>35,000</td>
<td></td>
</tr>
<tr>
<td>Station total</td>
<td>2,232,554,000</td>
<td>1,057,145,000</td>
<td>1,057,145,000</td>
<td></td>
</tr>
</tbody>
</table>

1. Five VHF and two UHF stations did not report investment in tangible property. Some of these may be operating under lease arrangements.
2. In case of stations which have been sold, represents that portion of price assigned by new licensee to property.

7. 1978 network and station expense breakdowns

<table>
<thead>
<tr>
<th>Broadcast expenses</th>
<th>Networks</th>
<th>Other VHF stations</th>
<th>UHF stations</th>
<th>Total 1978</th>
<th>1981 VHF</th>
<th>Total 1981</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical payroll</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
</tr>
<tr>
<td>Other all expenses</td>
<td>2.210</td>
<td>2.210</td>
<td>2.210</td>
<td>2.210</td>
<td>2.210</td>
<td>2.210</td>
</tr>
<tr>
<td>Program expenses</td>
<td>2.276</td>
<td>2.276</td>
<td>2.276</td>
<td>2.276</td>
<td>2.276</td>
<td>2.276</td>
</tr>
<tr>
<td>Payroll for employees</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
</tr>
<tr>
<td>Payroll for all other employees</td>
<td>2.210</td>
<td>2.210</td>
<td>2.210</td>
<td>2.210</td>
<td>2.210</td>
<td>2.210</td>
</tr>
<tr>
<td>Rent and amortization of film and tape</td>
<td>2.140</td>
<td>2.140</td>
<td>2.140</td>
<td>2.140</td>
<td>2.140</td>
<td>2.140</td>
</tr>
<tr>
<td>Ownership of line items</td>
<td>2.140</td>
<td>2.140</td>
<td>2.140</td>
<td>2.140</td>
<td>2.140</td>
<td>2.140</td>
</tr>
<tr>
<td>Cost of outside services</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>Payments to talent</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>Music license fees</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>Other performance and program rights</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>All other program expenses</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>Selling expenses</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
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<td>Selling payroll</td>
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<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>All other selling expenses</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>General and administrative expenses</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>General and administrative payroll</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>Interest</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>Allocated costs of management from home office or affiliate(s)</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>Other general and administrative expenses</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
<td>2.11</td>
</tr>
<tr>
<td>Total broadcast expenses</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
<td>2.281</td>
</tr>
</tbody>
</table>

1. All dollar figures are in millions; last digits may not add due to rounding.
2. Because methods of treating technical and program expenses differ among the networks, the two figures were combined.
3. Includes $55,565,281 for cost of inter-city and intra-city program relay circuits.
4. Amortization expense on programs obtained from others.
5. The networks reported spending $2,656 million on their news and public affairs operations; this figure contains costs already included in other expense items.

Notes.

The FCC defines line items in its annual financial report for television:

- **All other selling expenses**: Expenses, other than payroll, incurred in connection with sales of time, advertising, publicity.
- **All other technical expenses**: Technical expenses other than payroll, such as circuit costs incurred in delivering programs to the local studio.

**Broadcast income**: Profit or loss before federal income tax. Equals broadcast net revenues less total broadcast expenses.

**Commissions**: Amounts paid to agencies, representatives and brokers (but not to staff salespersons or employees) and cash discounts.

**General and administrative expenses**: Expenses that cannot be classified in the technical, program or selling categories.

**Gross broadcast revenues**: Total sales to advertisers plus revenues from sales to other than advertisers.

**Local sales**: Sales of station time, programs, materials or services placed by or on behalf of local advertisers or sponsors, reported before deductions for cash discounts and commissions.

**Markets**: The assignment of stations to TV markets is generally made on the basis of coverage area, proximity to other stations and network affiliation patterns. Although the market assignments are generally consistent with those of Arbitron and Nielsen, there are differences due to the different methods of assignment used. In addition, satellite stations are assigned to their own individual markets rather than to the parent station market.

**National/regional sales**: Sales of station time, programs, materials or services placed by or on behalf of advertisers generally recognized as national or regional in character, reported before deductions for cash discounts and commissions.

**Net broadcast revenues**: Gross broadcast revenues.
The young must try their wings.


Eager youngsters leap up to twirl into ballet. And one more time the Oklahoma Summer Arts Institute has worked its magic. Here at Quartz Mountain, teenage winners of a state-wide competition bring their talents to be polished by encouraging instructors. Dance. Acting. Music. Writing. Visual Arts. It's work and it's fun. And Phillips Petroleum gladly gives to its support. Not for money. Just for a song.
less commissions to agencies, representatives and brokers (but not to staff salespersons or employees) and less cash discounts.

Network compensation: Amounts received by stations from programming networks for carrying the networks' programs and advertising.

Network sales: Sales of network services, including time, programs, materials, facilities and other services, placed by or on behalf of advertisers. This figure also includes the compensation received by stations from nonnational or part-time program networks, but does not include the sales of those networks. The network sales figure is reported before deductions for cash discounts and commissions.

Payroll: Salaries, wages, bonuses and commissions to staff.

Sales other than sale of station time: All amounts charged advertisers or sponsors, in connection with the sale of time, for programs, materials, facilities or services.

Sales to other than advertisers: Revenues from the supply of materials, facilities or services not associated with the station's time sales.

Total sales to advertisers: Total amounts paid by advertisers for broadcast time, and for programs, materials, facilities and services supplied by the broadcast industry (including networks and television stations) in connection with the sale of time. These amounts are reported before deductions for cash discounts, commissions paid to advertising agencies, representatives, brokers and to staff salespersons or employees.

8. 1978 network and station revenue breakouts

<table>
<thead>
<tr>
<th>Revenue Items</th>
<th>15 Network O&amp;O's</th>
<th>Other VHF stations</th>
<th>UHF stations</th>
<th>811 VHF stations</th>
<th>197 UHF stations</th>
<th>708 TV stations</th>
<th>Networks and 708 TV stations</th>
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<tr>
<td>Gross broadcast revenues</td>
<td>3,522.5</td>
<td>71.8</td>
<td>2,924.8</td>
<td>452.3</td>
<td>294.2</td>
<td>304.7</td>
<td>4,098.9</td>
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<tr>
<td>Deduct: commissions to agencies, representatives etc.</td>
<td>557.9</td>
<td>127.2</td>
<td>456.5</td>
<td>77.1</td>
<td>40.4</td>
<td>48.2</td>
<td>660.8</td>
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<tr>
<td>Net broadcast revenues</td>
<td>2,964.6</td>
<td>584.5</td>
<td>2,467.3</td>
<td>375.2</td>
<td>253.8</td>
<td>256.5</td>
<td>3,438.0</td>
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<tr>
<td>1 All dollar figures are in millions; last digits may not add due to rounding.</td>
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<td>2 Station data include payments from networks other than ABC, CBS or NBC.</td>
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The Media

Golden West goes for pay in big way

Sets aside $100 million for development of subsidiary to buy and program cable, STV and MDS; will operate recently purchased UHF CP as subscription outlet

There's pay in pay television. That's what Golden West Broadcasters, a Los Angeles-based group broadcaster, decided last week in announcing a new, $100-million commitment to over-the-air subscription television, multipoint distribution services and pay cable. The company has formed a new subsidiary, Golden West Subscription Television (GWSTV), to tap the expanding pay market.

Edward H. Herlihy, former vice president of engineering for GWB, was named vice president and general manager of GWSTV by John T. Reynolds, executive vice president and chief operating officer of the corporation. Gene Autry, the former film star, is chairman and majority stockholder. The Signal Companies, with diversified interests in a number of industries, is the minority owner of GWB.

The new division has already signed MDS franchise agreements in Memphis, Tulsa, Okla.; Cincinnati, and Austin, Tex. The company said it had obtained options for other franchises in another 15 to 20 cities. Joe Cline, a former Cox Broadcasting executive, was named to head to MDS operations.

But that's not all. As reported two weeks ago ("For the Record," July 23), GWB has bought the construction permit for KHFCTV Oklahoma City (channel 43) for $60,000, subject to FCC approval, from a nonprofit, nonstock corporation, Christian Broadcasting of Oklahoma Inc. According to GWB, the station will be used for over-the-air pay television operations. The corporation also said that other markets are being explored for the application for construction permits or purchases. (GWSTV currently owns only one television station—KTLA Los Angeles—along with five AM and three FM stations.) GWB said that its entry into the pay-cable field was "still in the embryo stage," however.

Initial programming for the MDS operations will come from Showtime Inc., a division of Viacom International and the second largest supplier of pay-cable programs by satellite. In the future, however, another GWB subsidiary, Golden West Television, will develop original series, movies and specials for the corporation's pay services.

GWSTV has ordered a full-time transponder from RCA Americom on one of its Satcom satellites. A transmitting earth station is now under construction at KTLA.

"GWSTV intends to be a major force in all areas of subscription television, including delivery and original programming," said Reynolds in announcing the new business earnings.
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venture last week. “After extensive investigation and study, we feel that subscription television and the potential of developing innovative fields of entertainment will stimulate the next important phase of the evolution of the communications industry, leading to the ultimate ‘wired city’ concept which will be made possible by cable and fiber optic distribution.”

**Changing Hands**

- **KLVI(AM)** Beaumont, Tex.: Sold by Radio Beaumont to KLVI Radio Inc. for $2 million. Seller is principally owned by John H. Hicks and his wife, Madelyn, who also own WTAW-AM-FM College Station, and 12.77% each of KLAB(AM) Laredo, both Texas. Buyer is owned by Hicks’ sons, Steven (60%) and Thomas (40%), who already own small interests in KLVI and WTAW-AM-FM and have purchased KYKR-FM Port Arthur, Tex., subject to FCC approval (Broadcasting, July 23). KLVI is on 560 kHz with 5 kW full time.

- **KLSD(AM)-KUNA(FM)** San Luis Obispo, Calif.: Sold by KLSD Inc. to San Luis Obispo Broadcasting Inc. for $1,575,000. Seller is subsidiary of Sunbelt Communications Ltd., owned by C.T. Robinson, William C. Moyes, Michael Hesser and Robert Magruder. Sunbelt also owns KMSO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs, and The Research Group, San Luis Obispo market research firm, and has purchased, subject to FCC approval, KFYE(FM) Personnel, Calif. (Broadcasting, March 12). Buyer is owned by Dudley A. White and family, who own newspapers in Ohio, Tennessee and Michigan. They have purchased four other stations since May 1978: KIBI(FM) Denver; KDKB-AM-FM Mesa-Phoenix, Ariz., and KZAM(AM) Bellevue, Wash. KLSD is on 1400 kHz with 1 kW day and 250 watts night. KUNA is on 96.1 MHz with 5.6 kW and antenna 1,410 feet above average terrain. Broker: Chapman Associates.

- **WQNT-TV** Winston-Salem, N.C.: Sold by Good News TV Network Inc. to Good News TV Inc. for $698,000. Seller is nonprofit religious organization with no other broadcast interests; Wesley Bailey is chairman. Buyer is wholly owned by Piece Goods Shop Inc., Winston-Salem fabric retailer, owned by John L. Simms and family. It has no other broadcast interests. WQNT-TV is CP (not on air) for ch. 45 with 55 kW visual, 11 kW aural and antenna 520 feet above average terrain.

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**PROPOSED**

- **WYER-AM-FM** Mount Carmel, Ill.: Sold by John F. Hurbut and his wife, Emmy, to their son, David Hurbut (73%) and Gregory W. Goodson (27%) for $640,000. Sellers have no other broadcast interests. David Hurbut is general manager and Goodson is salesman at stations. WYER is 500 w daytimer on 1360 kHz. WYER-FM is on 94.9 MHz with 37 kW and antenna 410 feet above average terrain.

- **WWDF(FM)** Tallahassee, Fla.: Sold by Bram Corp. to Maurice Negrin and George Jacobsen (50% each) for $500,000. Seller is principally owned by Claude Anderson and his wife, Joann (52%). He also owns half interest in WNPAS(AM)-New Orleans. Negrin is accountant executive at WWDF(AM) Atlanta. Jacobsen is 72% owner of Portland, Ore., industrial tool manufacturer. WWDF is on 103.1 MHz with 3 kW and antenna 300 feet above average terrain.

- **WDOL(AM)** Athens, Ga.: Sold by WDOL Broadcasting Inc. to B&W of Georgia Broadcasting Co. for $265,500. Seller is owned by Tolliver R. Rivers, who also owns 62% of WTHA(AM) East Point and minority interest in WJZ(AM) Albany, both Georgia. Buyer is owned by William O. Woodall and Frank Bird Jr. (50% each). Woodall owns 100% of WGAF(AM) Valdosta and 25% of WGRA(AM) Cairo, both Georgia, and one-third of WPTM(FM) Roanoke Rapids, N.C. Bird is Valdosta insurance agent. WDOL is on 1 kW daytimer on 1470 kHz.

- **Other proposed station sales include: WMPN(AM) Chicago Heights, Ill., and WSVL-FM Shelbyville, Ind. (see “For the Record,” page 73).**

**APPROVED**

- **KTNQ(AM)** Los Angeles: Sold by Storer Broadcasting Co. to K-Love Broadcasting Inc. for $8 million. Seller is selling off all its radio properties to finance expansion of its cable division. It has also sold KHTE(FM) Los Angeles (see below) and, subject to FCC approval, WSPD(AM) Toledo, Ohio, WHIN(AM) New York and WGBS(AM)-WXXP(FM) Miami. It retains WHLA(AM) Chicago until three-year ownership requirement is fulfilled (Broadcasting, March 5). Publicly traded Storer also owns seven TV’s and cable systems throughout country. Bill Michaels is chairman; Peter Storer is president. Buyer is owned by Jose Liberman and family, owners of KLVE(AM).
Los Angeles. KTNQ, which will be operated as a Spanish-language station under new management, is on 1020 kHz with 50 kw full time.

**WBPH-Tv** Fort Myers, Fla.: Sold by Broadcasting-Telecasting Services Inc. to Waterman Broadcasting Corp. of Texas for $7,887,240. Seller is owned by William N. Dakos (16.77%), Howard L. Hoffman (5.63%) and 31 other individuals, trusts and investment groups. Buyer is owned by Bernard E. Waterman (90%) and his wife, Edith, (10%), who also own KTSA(AM)-KTSA(FM) San Antonio, Tex. WBPH-TV NBC affiliate on ch. 20 with 524 kw visual, 52 kw aural and antenna 970 feet above average terrain.

**KHTZ(AM)** Los Angeles: Sold to Storer Broadcasting Co. to Greater Media Inc. for $4 million. Seller has also sold KTNQ(AM) Los Angeles (see above). Buyer owns WTCR(AM) Ashland, Ky.; WQAY(AM) Silver Spring, Md.; WQAY-FM Washington; WM(JFM) Cincinnati and WHIND(AM) Monroe, both Michigan; WSGM(AM) Huntington and WCT(AM) Smithtown, both New York; WTCR(AM)-WMSG(FM) New Brunswick, N.J.; WPEN(AM)-WGMG(FM) Philadelphia and WHEZ(AM) Huntington, W.Va., cable systems in Massachusetts and publishes East Brunswick, N.J., Sentinel-Spokesman. It is principally owned by Peter Bordes, president, and Joseph Rosenmiller, board chairman. KHTZ is on 97.7 with 55 kw and antenna 770 feet above average terrain.

**KACY(AM)** Port Hueneme and kacy-FM, Oxford, both California: Sold by Western States Radio Corp. and Channel Islands Broadcasting Corp., respectively, to The Channel Islands Radio Co. for $1,940,000 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. FCC waived rule prohibiting sale of stations held less than three years except in extenuating circumstances. CTW 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 sought waiver on grounds it lacks managerial ability to operate stations but is selling to officer in charge of them. Buyer is principally owned by Franco 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 m night. KACY-FM is on 104.7 mhz with 2.85 kw.

**KIQ(AM)-FM** Manitou Springs, Colo.: Sold by Mountain States Broadcasting Corp. to Wikesis/Abaris Communications for $1,792,500 plus $25,000 for agreement not to compete. Seller is owned by Dan Lacy and Charles L. Oliver, who are applicants for new FM in Durango, Colo. They have no other broadcast interests. Buyer is principally owned by John Higgins and Don J. Wikesis, who also own KIY(AM)-FM San Angelo, Tex., and KQIZ(AM)-FM Amarillo, Tex. Higgins is president of Abaris Inc., Chicago real estate development company. Wikesis is Chicago financial consultant and real estate developer. KIQQ is on 1490 kHz with 500 kw day and 250 m night. KIQQ-FM is on 102.7 mhz with 50 kw and antenna 2,000 feet above average terrain.

**KBBO(AM)-KBBY(FM)** Ventura, Calif.: Sold by Tri-Counties Public Service Inc. to Forrest Broadcasting Co. for $1,200,000. Seller is principally owned by William Rea, president; his wife, Marjorie; his daughter, Annabella; Andy Corliss, station's vice president and general manager, and Mike Thomas, former manager. They have no other broadcast interests. Buyer is owned by Robert A. Forrest, who also owns KDON(AM)-FM Salinas and KQZ(AM) San Luis Obispo, both California. KBBO is on 1590 kHz with 5 kw full time. KBBY is on 95.1 mhz with 28 kw and antenna 314 feet above average terrain.

**WMBQ(AM)-WRLX(FM)** Auburn, N.Y.: Sold by Auburn Media Inc. to Scott Broadcasting Co. for $1 million. Seller is owned by Floyd J. Keese (28%); George R. Iocodano, R. T. Milianette and William A. Rondina (18% each), and David S. Bowen and J. Lester Sawyer (9% each). None has other broadcast interests. Buyer is owned by Herbert Scott, who also owns WFEC(AM) Harrisburg, WGST(AM) New Castle, WFEM(AM) Ellwood City and WPWZ(AM) Poltstown, all Pennsylvania; WTRY(AM) Troy and WHSH(AM) Albany, both New York; WJW(AM)-WSEA(AM) Georgetown, Del., and WTTM(AM)-WCHR(FM) Trenton, N.J. WMBQ is on 1340 kw with 1 kw day and 250 m night. WRLX is on 106.9 mhz with 45 kw and antenna 500 feet above average terrain.

**WCMX(AM)** Fort Wayne, Ind.: Sold by Fort Wayne Radio Inc. to Fairchild Broadcasting of Indiana for $600,000. Seller is owned by John Haynes and eight others; Max Armsher is president. It is being forced to sell station as consequence of defaulting on payment to Fort Wayne Broadcasting, which sold station to it in May 1976. Fort Wayne Broadcasting is owned by Edwin Moore and family, who also own WCMR(AM)-WAXX(FM) Elkhart, Ind. Buyer is owned by Fairfield Broadcasting Co. (90%) and Howard Karlin (10%). Fairchild, owned by Stephen C. Trier and William J. Weritz, is licensee of WQLR(FM) Kalamazoo, Mich. Karlin is sales manager at WQLR. WCMX is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain.

**Other approved station sales include:** WSNW(AM) Memphis; WAGG(AM) Franklin, Tenn., and WHAL(AM) and WTCV(FM) both Shelbyville, Tenn. (see "For the Record," page 74).
Old pros. Back for its eighth season on CBS, 20th Century-Fox Television's *M*A*S*H* has outlasted the Korean War. It is filmed at Studio 9 on the Fox lot, where the show has a permanent set.

Newcomer. Reviving a genre notably absent from network television in recent years—the war drama—Columbia Pictures Television returns to prime-time-series-making this fall with *From Here to Eternity: The War Years*. Interiors for the NBC show are filmed at The Burbank Studios.

Spin-off. The *Ropers*, based on two characters from NRW Productions' highly successful *Three's Company*, starts its second season on ABC this fall. It's taped at CBS Television City.

The new season has already arrived in Hollywood

TV production for the fall is already in full swing, with only a few shows not in the works

It's TV production season in Hollywood—and in Burbank, Culver City, Studio City and throughout Los Angeles and southern California. In a land of perpetual sun, the trailers and the armies of technicians scurrying around town are, perhaps, the only sure signs of summer. While the rest of the country has gone on vacation, Hollywood has gone to work.

As of the end of July, most of the upcoming fall television programs are being shot. Generally, film shows begin a little earlier and tape shows a little later. All of NBC-TV's shows are now in production. ABC-TV has two that have yet to begin. CBS-TV will start shooting two new entries later in August and a third starts today (July 30).

CBS's returning *One Day at a Time* goes into production Aug. 17, and will be the last network series to start up for the September season. That network's other late starters are *The Jeffersons* (Aug. 7) and *California Feuer* (today, July 30). ABC's shows that have yet to start up are *Benson* (Aug. 9) and *Three's Company* (Aug. 3).

And in the land of make-believe, no network's domain is so sacred that it can't be invaded by a production company shooting a program for another network. *Three's Company*, for example, will be taped by Nicholl/Ross/West Productions at CBS Television City. Most of the Tandem Productions/TAT Communications programs are taped at Metromedia Inc.'s Los Angeles outlet, KTTV(TV). And most of the Spelling-Goldberg hours on ABC are filmed on the 20th Century-Fox lot, which has long been identified with CBS programming. Studio space for regular series is at a premium (made more so by the demand for syndicated programs, miniseries, specials, made-for-television movies and older shows with permanent sets that are never struck). The general rule of thumb is that a producer sets up shop wherever he can find studio space. In the past few years many older fantasy factories such as the Sunset-Gower Independent Studio (the old CBS production center in Hollywood), Culver City Studio, The Burbank Studio (formerly Warner Bros.) and the Samuel Goldwyn Studio have, once again, become prime pieces of real estate. (It should be noted, however, that the movie industry, too, is experiencing a major boom—thus increasing space demand all the more.)

Another sure sign of the season is the news items in the Hollywood trade papers and local dailies (usually planted, as one producer put it, by the "amoral" managers and agents) about stars holding out for more money or new contracts. Gary Coleman, the star of Tandem Productions' *Diff'rent Strokes* on NBC, has been holding out for a reported $5,000 a week plus benefits ("Monitor," July 16).

The stars "ask for twice as much and settle for half," said a producer, "and the networks roll over and play dead"—that is, the networks usually agree to pay the increased talent costs. Stars, it was explained, are given standard six-year con-
tricts when a network agrees to buy a series—the same as the producer of a show. A hit develops, however, when a show, for example, Robon Williams of ABC's *Mork and Mindy* for example—realizes that he or she may have the power to make or break a prime-time hit. Williams, whose weekly salary has been reported to be as high as $75,000, can look like a bargain to ABC when it can make $700,000 or more on an episode of his program. Williams, most agree, probably the exception since the show was designed around him and would not exist otherwise. Few other stars are as secure—the case of Farah Fawcett-Majors and *Charlie's Angels* is often cited as what can happen when a star's demands exceed what producers and networks are willing to give.

Listed by production company, network prime-time shows slated for airing in September and currently being shot are (new shows are marked with an asterisk):

- **Blinn/Thorpe Productions: The Lazarus Syndrome** (ABC, Tuesday, 10-11 NYT). William Blinn and Jerry Thorpe, executive producers.
- **CBS, Hawaii Five-0** (CBS, Thursday, 9-10). Fred Baum, supervisor of production.
- **Columbia Pictures Television: Fantasy Island** (ABC, Friday, 8-9) in association with Spelling-Goldberg Productions, Aaron Spelling and Leonard Goldberg, executive producers; *From Here to Eternity: The War Years* (NBC, Wednesday, 10-11) in association with Bennett/Katman Productions, Harve Bennett and Harris Katelman, executive producers, and Eischield (NBC, Friday, 10-11) in association with David Gerber Productions, David Gerber, executive producer.
- **Walt Disney Productions: Disney's Wonderful World** (NBC, Sunday, 7-8). Ron Miller, executive producer.
- **First Wave TV Productions: 240 Robert** (ABC, Monday, 8-9) in association with Rosner TV, Rick Rosner, executive producer.
- **Four D Productions: Barney Miller** (ABC, Thursday, 9-9:30). Danny Arnold, executive producer.
- **MGM Television: ChiPs** (NBC, Saturday, 8-9). Cy Chermak, producer.

In the ring. Twenty-eight professional football players will compete with helmets off and gloves on in the *Heavyweight Championship of Professional Football*, series of 16 half-hours being distributed for fall by American International Television, New York Production of elimination tournament, with Miami Dolphins' Larry Csonka as host and with $127,000 over-all purse, is by Pyramid Enterprises Ltd.

Go for broke. *Play the Percentages*, new offering by Barry & Enright Productions will go into taping in October. Executives in charge of production are Jack Barry and Dan Enright. Ron Greenberg is executive producer. Colbert Television Sales is handling syndication for show slated to begin airing in January.

First features. Trident Television Associates, new distribution company led by former Viacom veterans Arthur Zeiger and Elliott Abrams, with major financial backing from British Trident Ltd., has made first acquisitions: domestic rights to 23 made-for-TV movies from CBS with titles including "Crime Club," "Horror at 37,000 Feet," "Mongo's Back in Town," "Death of Innocence" and "Coffee, Tea or Me."

Mind-stretching. New game show, *Mindreaders*, with Dick Martin as host, will begin on NBC-TV on Aug. 13 (Mon., noon-12:30 p.m.). Produced by Goodson-Todman Productions, series will center on two teams with celebrity captain and three additional players each trying to figure out responses to questions involving various situations.

Wider possibilities. Hiring of Chet Collier, former Metromedia Television programing vice president, at newly formed BBI Communications (Broadcasting, July 9), signals move of production firm into areas beyond conventional TV. He's said to be working on programming also for cable, home educational and industrial use. He'll be joined in effort by Howard Finkenstein, formerly with CBS's Columbia House, as assistant for corporate development.

Abe Lincoln keynote. Wilson C. Wearn, president and chief executive officer of Multimedia Inc., Greenville, S.C., will be keynote speaker at 11th annual Abe Lincoln Awards banquet of Southern Baptist Radio and Television Commission. Ceremony will be held Feb. 28, 1980, in ballroom of Green Oaks Inn, Fort Worth.

Running even. NBC reports that its Sunday afternoon *Sportsworld* programming has caught up with CBS-TV's *Sports Spectacular* and series now are even on season-to-date basis, both with 5.7 rating and 16 share, based on Nielsen figures. For past four weeks, NBC said, *Sportsworld* has outpaced *Sports Spectacular* each week in Nielsen sweepstakes.

Overseas honors. Two American programs have received Certificates of Merit at second annual International Television Festival, held in London. Noncommercial wnetv's New York was cited for "Georgia O'Keefe" episode of *The Originals: Women in Art* series. Also chosen as was "The Boat People," edition of *CBS Reports*. Shows were among 37 entries from 26 countries. Main award went to *Elegies for the Deaths of Three Spanish Poets* from German network, ZDF Festival is sponsored by British Academy of Film and Television Arts.

Orange blossom co-op. Four major Florida TV stations will cooperate in *Florida!,* weekly half-hour electronic magazine program for which each outlet will produce features of statewide interest from its area. Participating in venture, to start in September, will be wtvz Orlando, wxt Jacksonville, wmc Miami and wtvz Tampa. Each area will have local *Florida!* host and every three months one of four stations will have overall responsibility for coordinating program.

Wheels. Can roller skating do for Erik Estrada what disco did for Travolta? NBC-TV's *ChiPs* (MGM Television) is shooting special two-hour "Roller Disco" episode, featuring motorcycling stars Estrada and Larry Wilcox "pursuing roller-skating muggers in a seaside community." Show will also feature Estrada in roller-disco dance number with more than 100 Screen Extras Guild skaters. Directed by Don Weis, segment will be shot in Los Angeles neighborhood of Venice—center of California's skating craze.

Primary purpose. Noncommercial winnyt Wilmington, Del., has received grants totaling $500,000 from Sun Co. and Corporation for Public Broadcasting for production of three-part series on presidency. One-hour presentations, scheduled as lead-in to New Hampshire primary in January 1980, will inaugurate Public Broadcasting Service's election coverage.

Hear no evil. Iranian religious leader Ayatollah Ruhollah Khomeini last week banned music on state-owned radio and television system. He said music "stupifies persons listening to it and makes their brains inactive and frivolous." Ayatollah also declared music "no different from opium."
Gary David Goldberg, executive producer, and WKRP in Cincinnati (CBS, Monday, 8:30-10), Hugh Wilson, executive producer.

- NRW Productions: The Ropers (ABC, Saturday, 8-8:30) in association with TTC Productions, Don Nicholl, Michael Ross and Bernie West, executive producers.
- NBC: Little House on the Prairie (NBC, Monday, 8-9), Michael Landon, executive producer.
- QM Productions: Barnaby Jones (CBS, Thursday, 10-11), Philip Saltzman, executive producer; A Man Called Sloane* (NBC, Saturday, 10-11), Philip Saltzman, executive producer.
- George Schlatter Productions: Real People (NBC, Wednesday, 8-9), George Schlatter, producer.
- Aaron Spelling Productions: The Love Boat (ABC, Saturday, 9-10), Aaron Spelling and Douglas S. Cramer, executive producers; Vega$ (ABC, Wednesday, 10-11), Aaron Spelling and Douglas S. Cramer, executive producers.
- Spelling/Goldberg Productions: Charlie's Angels (ABC, Wednesday, 9-10), Aaron Spelling and Leonard Goldberg, executive producers; Hart to Hart* (ABC, Saturday, 10-11), Aaron Spelling and Leonard Goldberg, executive producers.
- TAT Communications: Hello, Larry (NBC, Wednesday, 9:30-10), Norman Paul and George Tibbles, executive producers.
- Tandem Productions: Archie Bunker's Place* (CBS, Sunday, 8-8:30), Nori Lachman, executive producer; Diff'rent Strokes (NBC, Wednesday, 9-9:30), Howard Leeds, executive producer.
- Universal Television: The Incredible Hulk (CBS, Friday, 8-9), Ken Johnson, executive producer; BJ and the Bear (NBC, Saturday, 8-9), Glen Larson and Michael Sloan, executive producers; Buck Rogers in the 25th Century* (NBC, Thursday, 8-9), Glen Larson, executive producer; The Misadventures of Sheriff Lobo* (NBC, Tuesday, 8-9), Glen Larson, executive producer; The Rockford Files (NBC, Friday, 9-10), Meta Rosenberg, executive producer; Nobody's Perfect* (ABC, Thursday, 8-9), Arnie Sloan and Chris Hayward, executive producers; Kate Columbo (NBC, Thursday, 10-11), Alan Simmons, executive producer; Shirley* (NBC, Friday, 8-9) in association with Ten-Four Productions for Procter & Gamble, Gregg Strangis and William Hogan, executive producers, and Quincy, M.E. (NBC, Thursday, 9-10) in association with Glen A. Larson Productions, Alan S. Godfrey, executive producer.
Despite differences, public broadcasting has one common bond: need for more money

CPB, PBS and NPR chiefs go on closed circuit, stress funding

Robben W. Fleming, president of the Corporation for Public Broadcasting, last week said he was disappointed that the CPB board had voted to reconsider its restructuring plan (BROADCASTING, July 23), but he realized the validity of giving the six new board appointees an opportunity to discuss the proposal.

In closed circuit addresses to member stations of the Public Broadcasting Service and National Public Radio, Fleming said that the new appointees weren't hostile to the plan, but rather wanted the opportunity to air its ramifications. The proposal, which had been approved in an 8-3 vote June 20, would have restructured CPB by dividing its operations into a Management Services Division and a separate Program Fund.

But at the July meeting, the board voted unanimously to give its six new members a chance to assess the restructuring plan, in addition to possible alternatives. The restructuring, along with the budget for NPR, will be explored in a special two-day "retreat" scheduled for Aug. 21-22.

Joining Fleming in the separate presentations were Lawrence Grossman, PBS president, and Frank Mankiewicz, NPR president. Both men agreed that the biggest problem facing them was a shortage of funds.

Grossman said he sent a letter to all station managers, urging them to inform CPB board members how heavily its funds are being relied on. He noted that adding $3 million to $4 million dollars to the NPR budget—which Fleming said was a possibility—could have "a serious impact" on public TV's budget.

Grossman said he would be sending to Fleming, prior to the August board meeting, a wide range of materials outlining public television's need for funds. These will include a list of public television's accomplishments, a memo detailing the crisis in funding for programming, an analysis comparing the size of CPB's funding of TV and radio, and proposals to help raise money for public radio.

Grossman offered figures showing that public television was far more cost efficient than radio, and though it raised 87% of CPB's money, it only got back 70%.

He added that PBS should have had the opportunity to respond to a letter Mankiewicz sent to CPB board members with alternative budget proposals. Public television, Grossman said, had a different perspective from NPR's on the way CPB allocates funds, and it's important the CPB board fully understands PBS's perspective, as well.

Fleming said he didn't think public radio was adequately funded, but with the available resources he thought it was getting a fair split. The problem, he added, was how to give NPR more money without shortchanging someone else.

Mankiewicz said there was a consensus that an increase in funds for NPR is necessary, and it was important that, for long range plans, a remedy be found for the shortfall facing the entire system.

Another for CBS

It wins week ended July 22 with help from 'Miss Universe'; ABC's Pierce says his network isn't winning because it's been scheduling news specials

CBS-TV claimed another prime-time ratings victory for the week ended July 22, nudging past ABC-TV for the fourth time in seven weeks. The Nielsen averages:
CBS 14.7 rating and 30.0 share, ABC 14.5 and 29.6, NBC 13.9 and 28.7.

It was a week marked by specials of several varieties. The major league All-Star baseball game on NBC on Tuesday night pulled a 24.4 rating and 45 share, giving NBC a night that usually goes to ABC.

An ABC news Closeup, "Infinite Horizons," on Thursday night drew a 13.2/26. The Miss Universe Pageant on CBS that same night had a 22.7/42, winning the evening for CBS and helping to drop ABC News's 20/20 magazine show to a 12.8/23.

ABC carried a Republican reply to President Carter at 8:30-9 p.m. Friday. Though no ratings were available, the history of such broadcasts suggests they didn't help ABC's audience levels for the evening—which weren't great to begin with. The Republicans were preceded by a 6.7/16 for a repeat of Operation Petticoat and followed by a 10.0/21 for a repeat of the movie, "Reincarnation of Peter Proud."

Later that evening, at 10-11, NBC carried an NBC News special on the Apollo moon landing, which managed a 9.1/19. CBS took the night with repeats of Incredible Hulk, Dukes of Hazzard, and Dallas.

CBS had the Republicans on Saturday night at 10, following the TV premiere of the Marx Brothers movie, "Animal Crackers." The Marx Brothers averaged an 8.6/22, and NBC and ABC shared first-place honors for the evening.

NBC News's new Prime Time Sunday showed some slippage, winding up with a 13.2/26. CBS News's 60 Minutes came in at 16.1/42. The All-Star game and the Miss Universe pageant were the top-ranked shows of the week, in that order.

A question about ABC's having been edged out of first place by CBS several times in recent weeks was raised, meanwhile, by security analysts at a session with ABC executives (see page 63).

Frederick S. Pierce, president of ABC Television, said much of the reason could be traced to the scheduling of news specials, which historically have fallen short of entertainment programs in the ratings.

ABC, Pierce said, has been trying to make "a visible impact" with its news specials and therefore has been scheduling them in periods normally occupied by high-rated series. This pulls down ABC's average for the evening, whereas the other networks, he said, normally put their news specials into their lowest-rated periods.

### PTA's yea's and nay's

NBC-TV placed more programs than either ABC-TV or CBS-TV on the latest Parent Teachers Association listing for both the "most commendable" series and the "most violent" programs.

The spring evaluation of television shows by 6,000 PTA members across the country showed that NBC-TV had five programs in the "most commendable" category, followed by ABC with three and CBS, two. The standards for judgment were positive contribution to the quality of life in the U.S., lack of offensive content and high artistic and technical merit.

The top shows were: Jesus of Nazareth (NBC), Little House on the Prairie (NBC), Friends (ABC), 60 Minutes (CBS), Paper Chase (CBS), World of Disney (NBC), Family (ABC), NBC Specials, Eight Is Enough (ABC) and Weekend (NBC). Shows were not ranked in order.

The PTA said that the amount of violent content remained the same as in its fall 1978 monitoring but was less than in the spring of 1978. NBC had four shows on the "most violent" listing and the two other networks, three each. Not ranked in order, they were Cliffhangers (NBC), Dukes of Hazzard (CBS), The Duke (NBC), Hawaii Five-0 (CBS), Charlie's Angels (ABC), Vegas (ABC), Rockford Files (NBC), NBC Movies, Incredible Hulk (CBS) and ABC Movies.

As for advertisers, the PTA presented its first "special honor" to Procter & Gamble for placing an unusually large number of ads in the PTA's top shows. At the other end of the scale were Esmark, Heublein and Miles Laboratories, cited as "the most offensive advertisers," based on what the PTA said was buying in the lowest quality shows.
ABC looks to the future and likes what it sees

Security analysts hear Pierce, Duffy, Thomopoulos give glowing accounts of the network's fall business; they talk of daytime and late night as latest targets for improvement

Optimism in the face of recession plus plans to boldly and aggressively “take leadership to the forefront” capped the message ABC had for security analysts at a meeting in its New York headquarters last week.

The investment counselors heard ABC Television President Frederick S. Pierce, ABC-TV Network President James Duffy and ABC Entertainment President Anthony Thomopoulos assess the network’s present position and describe their plans for the coming season and the long-term future. “Still the One,” the theme of a taped review of ABC’s fall line-up that opened the gathering, echoed through their speeches.

Duffy identified this as the strongest upfront selling season for prime time in the company’s history, producing 50% more dollar volume than last year. Across the three networks, Duffy said prices are up 15% to 17%, and ABC’s inventory is 85% sold out, with a good balance among the four quarters.

The network president termed this buying activity an expression of confidence both in ABC and in network television as a medium. Not only have most regular upfront buyers expanded their commitments, he said, but ABC sees traditional scatter-plan buyers moving to upfront purchases. At the same time, prices and C-P-M’s for scatter are greater than those for upfront buys, and ABC has posted increases of 18% to 20% in scatter. Queried later as to whether this might lead to a collapse in scatter, Duffy sounded a firm “No,” citing the entry into that field of advertisers who simply hadn’t used television before.

Duffy’s optimism mirrored that which had been previously expressed by Pierce in his opening address. According to him, 1978-79 was a record year across the network’s broadcast day. Although cognizant of the expectations for an economic slowdown, the ABC Television president said such a downturn had not been reflected in the network’s sales and business activities to date—a point ABC Inc. officials also made in reporting record second-quarter and first-half profits (see page 65). Indeed, sales at the ABC-owned stations, where the company’s leaders would first expect to see signs of a drop in business, show no evidence of any pullback and instead are projected to outpace the marketplace.

Pierce made several passing references to contingency plans the company had should economic reality prove worse than the projections. Never spelled out at length, an indication of another contingency ABC might be considering was

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found in Pierce’s response to an analysts’ question about the company’s long-range plans. Pierce said one area in which ABC could expand is daytime programing, where the network programs one half-hour less than its two competitors. ABC, he suggested, will “rectify that situation” in the early 1980’s.

Pierce provided the analysts with ABC’s projections for sales in the immediate future. For 1980, the company sees advertising industry growth of 11%, television advertising volume climbing 12% to 14%, and the three-network share of that advertising up 13% to 16% (with ABC at the higher end of that range). He predicted a spot will grow 8% to 10% this year, 10% to 12% next, and local will be up 14% to 16% in both years. Anticipating that any drop that might normally occur in spot will be more than offset by the inventory reduction due to election year political coverage, Pierce noted that ABC has already had requests from stations for additional break time during the winter Olympic coverage. He also said the impact of the elections makes the estimates “conservative.”

Reviewing results in other dayparts, Duffy asserted that the daytime volume at the three networks was 34% ahead of last year, with the market still moving. Prices there are up 18% to 19% on upfront sales, with former scatter advertisers in this period also making the move to upfront buys. (Duffy put the number of companies making that switch at 38 on ABC). An exception to the general upswing in advertising occurs in children’s programing. Sales there are down through the fourth quarter, reflecting, in Duffy’s view, “sensitivity” to the government’s regulatory overview.

Aside from sales, the second major area discussed by Duffy was ABC’s position in the competition for affiliates. With 35 acquisitions since beginning its drive to capture affiliates three and a half years ago, (including 18 former CBS affiliates, 12 former NBC stations) Duffy feels ABC has not merely gained parity, but has “come to a competitive edge.”

Thomopoulos reviewed ABC’s new schedule for the fall, demonstrating how the network’s programing moves in prime time grew out of its philosophy of building to new heights on the basis of strength at “anchor hours.” He also documented the network’s success in daytime, saying “half of the women who watch daytime television watch ABC.” Late night was conceded to be a disappointment, but Thomopoulos looked to CBS’s impending late-night loss of M*A*S*H and The Rockford Files, to syndication, and to the ABC planned lineup at that time for encouragement. In the late night slot, ABC plans to add a half-hour of programing (Barney Miller) in front of its Tuesday Movie of the Week, and schedule the series Love Boat, Police Woman and Charlie’s Angels at 11:30 on the succeeding three nights.

Good Morning America’s gains since last year were also recounted by Thomopoulos, who said that although it trails Today in total viewers, it’s a show “on the move” that already leads the morning in women 18-49.

Daytime and news in general were areas in which Pierce claimed that his network’s investments over the last several years are now paying off, both in audience and revenues. ABC News, he said, has made “significant inroads.” He noted that ABC’s World News Tonight intermittently passes NBC Nightly News in the ratings and said “we’ll pass them [regularly] in the fall” and “are rapidly closing the gap with CBS.”

At the same time, Pierce looks for cost growth in news to slow after the peak spending of the past season.

Cost growth across the board will also decelerate, being held to 15% next year according to Pierce. That figure includes expenditures for the Olympics, but not for election coverage, and the ABC president refused to be pinned down on the cost contribution of the Olympics.

Pierce also detailed a soon-to-be-announced ABC overseas service. Targeted for companies operating abroad with large communities of American workers and their families, ABC will assemble weekly packages of television material for its current programing inventories.

Reviewing the prospects for advertising
in the long term, Pierce told the analysts that C-P-M's aren't "near the apex" of television's revenues potential as an advertising medium, a thought that won't please advertisers over the long term.

A humorous note was injected toward the end when ABC's vice president for corporate relations, James L. Abernathy, read to the analysts from a letter ABC received that day from the Council on Wage and Price Stability (as did a number of other companies). The council's message said the recipient company could "determine for itself" if it qualifies for an exception from price standards under which the concern would be eligible to base increases on profit margins, not prices. ABC, Abernathy said, has determined that it does indeed qualify for the exception.

Ratings supremacy leads the company to record revenues and profits; company sees growth despite recession

ABC Inc.'s second quarter and first six months of 1979 were the most profitable in the company's history, Chairman Leonard H. Goldenson and President Elton H. Rule reported last week.

Net earnings for the quarter ended June 30 reached $56,956,000, a gain of 36.3% over the 1978 second quarter's total of

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**Bottom Line**

**Growth company.** Cox Broadcasting's second-quarter earnings rose 26% over last year's $9,507,000 to $11,861,000, or $1.77 per share, on revenue increase of 19%. Second-quarter revenues totaled $69,271,000 this year, $58,052,000 last year. For first half, Cox posted earnings of $19,358,000 on revenues of $125,073,000, increases of 31% and 19% respectively. Cox Cable Communications showed 38% second-quarter revenue increase, company reported, while Cox's broadcast operations (which include recently acquired Schilke Radio Productions) had revenue gains of 16% in that period.

**Capcities' biggest.** Net income for Capital Cities Communications Inc., New York, was highest in history for second quarter of 1979. Profits rose by 14% to $108,447,000 ($1.33 per share), up from $95,778,000 ($1.13 per share) in 1978 period. Net income for first half climbed by 13% over 1978 to $203,322,000 ($2.20 per share).

**Marriage terms.** Stockholders of Filmways and American International Pictures, at separate board meetings, have approved merger in which AIP becomes subsidiary of Filmways (BROADCASTING, June 25). Stockholders of AIP who held about 65% of AIP shares elected to receive equity in Filmways for their AIP shares; remaining shareholders will receive debt. In connection with merger, Filmways will issue approximately 391,000 common shares, 1,043,000 shares of preferred stock and $10,626,000 principal amount of 10% subordinated debentures.

**Litigation tab cuts profit.** Tribune Co., Chicago, second-quarter net income dropped 25% to $14 million from second $18.8 million in same period year ago—decline that company attributed to its payment of $10 million to settle litigation in connection with renewal of its WNEW in New York. Privately owned company, which has newspaper, broadcasting and newprint operations, said second quarter drop also caused first-half net slump of 3% to $27 million. Revenue for second quarter was up 8% to $282.7 million and for half was up 9% to $533 million.

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$41,788,000, on revenues of $501,819,000, up 11% from 1978 revenues of $451,996,000. Earnings per share were $2.03 as against $1.51 in the 1978 second quarter.

The 1979 second-quarter earnings include a pretax gain of about $2.8 million from the May 15 sale of the Historic Smithville Inns operation. In 1978, second-quarter earnings included $13 million of costs associated with the disposition of the ABC Record and Tape Sales Corp.

For the first six months of 1979, net earnings totaled $82,423,000, up 27.4% from $64,691,000 in last year’s first half. Revenues were $953,426,000, up 9.95% from $867,141,000 in the comparable 1978 period. Earnings per share were $2.94, up from $2.35 a year ago.

"The ABC television network, buoyed by the continued strength of the over-all network economy and its own strong ratings, posted increased profits on excellent revenue gains during the quarter,” Goldenson and Rule said.

"The ABC-owned television stations experienced very strong revenue gains during the period as well, and posted increased profits. ABC Radio recorded a modest increase in revenues but a decline in profit due to a discernible slowdown in the over-all radio economy and to increased competition within the industry."

Goldenson and Rule said ABC Publishing increased its profits on "substantial revenue gains" in the second quarter and that the leisure-attractions division also posted better results despite the impact of the gasoline shortage. Earnings also benefited, they said, from increased interest income from the company's “strong cash position” and from a lower effective tax rate.

"As for the remainder of the year," the executives continued, "we are very pleased by the enthusiastic advertiser acceptance of our fall network schedule and the strong demand for network time well into 1980. Our owned television stations also are currently experiencing a strong sales environment. Although we are mindful of increasing evidence of the long-predicted recession, our basic businesses still show every sign of continued strength."

### Ad challenge scoreboard

The National Advertising Division of the Council of Better Business Bureaus reported that since its inception in mid-1971 through June 30 it had processed 1,437 challenges to national advertising, exclusive of challenges to children's advertising.

NAD said the claims in 563 of these cases were found to be substantiated; 517 were either modified or discontinued; 14 were referred to the National Advertising Review Board for panel adjudication and 295 matters were closed for administrative reasons.

NAD said that as of last June, 48 investigations were still pending.

During the same period, 123 challenges to advertising directed to children also were handled. The claims in 27 of these were found to be substantiated; 79 were either modified or discontinued; 11 were closed for administrative reasons and six matters were still pending.

During the first six months of 1979, NAD said, its staff monitored the advertising messages in more than 410 hours of television and radio broadcasts and in more than 250 issues of national weekly and monthly magazines.

During June NAD found a television commercial for Bristol-Myers's Ban Roll-On Antiperspirant to be misleading. The advertiser did not agree and the matter was referred to the National Advertising Review Board for final adjudication.

The division found acceptable, after review, a TV commercial for ITT Continental Baking's Wonder Bread. Discontinued or modified were TV commercials for American Home Products' Dry and Clear medicated acne cleanser and McGraw-Edison's Speed Queen washing machine.
D.C. court due for two additions

Justice lawyer Patricia Wald is approved by Senate; Congressman Abner Mikva expected to be confirmed; they’ll add weight to liberal side of bench

The Senate last week completed action on the first of two judicial appointments whose addition to the U.S. Court of Appeals in Washington is expected to strengthen the liberal—or, perhaps, humanist—wing of the court that hears appeals from the regulatory agencies, including the FCC. Certainly the backgrounds of President Carter’s nominees have made for interesting, though not precarious, passages through the confirmation process.

Confirmed as the first woman member of the court was Patricia M. Wald, who was picked from the Justice Department as assistant attorney general for legislative affairs but whose background includes service in public interest law and legal aid.

The Senate vote was 77-21, indicating the degree of opposition to the nomination that had been generated. Usually, judicial appointments win approval more easily.

The next appointment coming up—that of Representative Abner Mikva (D.-Ill.)—has drawn at least as much opposition, but his ultimate approval by the Senate is also expected. He is widely respected in the Senate as well as the House, where he has served nine of the last 11 years. (He lost a bid for re-election in 1972 when, because of redistricting, he ran in a new district. He came back to win two years later, however.)

Opposition to Wald, 50, was led by Senator Gordon Humphrey (R.-N.H.), primarily on the basis of a speech she gave in 1974, and later reprinted in several publications, which suggested reforms in the legal rights of adolescents. Opponents, who have included fundamentalist preacher Bob Jones, have called her “anti-family” and an “instrument of the devil.”

In response, supporters have cited her marriage to Washington lawyer Robert Wald (of Wald, Harkrader & Ross) and their five children, two of whom are law school graduates (Yale and Harvard).

The speech on adolescents’ rights was not the only writing that reflected Wald’s interest in social issues. She has published articles on drug abuse, bail reform, law and poverty, and advocacy for mentally retarded children.

Wald’s public interest law record was also cited by opponents who questioned whether anyone with a background as an

“activist” lawyer could be an “impartial jurist.” Her supporters said the same argument could be made for attorneys representing private interests.

Wald’s public interest law activities spanned seven years. She was with the Center for Law and Social Policy from 1971 to 1972, then shifted to the Mental Health Law Project, where she worked until 1977, when she joined the Justice Department. Her legal aid work was done between 1968 and 1970, when she was returning to the practice of law after taking out about 10 years to raise her family.

She had graduated from Connecticut College for Women, in 1948, and Yale Law School, where she met her future husband, in 1951, clerked for a year on the U.S. Court of Appeals in New York, then practiced law with what was then known as Arnold, Forias & Porter for a year before her first child was born.

Wald says she is “not defensive” about her background. “I am interested in social issues,” she said. And she expects the full range of issues coming before the D.C. circuit court to be “fascinating.”

Mikva’s problems do not stem from what he has written but what he has done as a congressman. His record as a liberal, in the Illinois legislature, where he served five terms, as well as in Congress, has been described as “classic.”

The principal opposition to his nomination is the National Rifle Association. Mikva earned its enmity by his support of handgun control. Some conservatives also oppose him because of the generally vigorous brand of liberalism he has practiced, as a member of two important committees—the tax-writing Ways and Means and Judiciary, where he has worked on the proposed revision of the Criminal Code.

However, the Senate Judiciary Committee is virtually certain to recommend confirmation when it meets in executive ses-

sion this week. And the NRA campaign in the Senate appears not to have attracted substantial support.

Mikva, who is 53, is quoted as saying that he had been having difficulty “revving up” for re-election campaigns and that he probably would not have run again. His campaigns in the district he first won in 1974 have been increasingly hard fought and expensive.

The Wald and Mikva nominations are to fill new positions on what will now be an 11-member court. And President Carter will be given the opportunity of appointing at least one more member to the court. Since former Chief Judge David Bazelon, who was appointed to the court by President Truman in 1949, is now semi-retired as a senior judge, his seat is now available for a new appointment.

FCC on course, if a slow one, for radio deregulation

Commission set to consider in September a two-part package that would eliminate much of the paperwork imposed on stations

The cause of radio deregulation may have been set back in Congress, where the Communications Act rewrite has been scrapped. But it is still alive and well at the FCC.

The deregulation package the commission will consider in September—moved back from an expected Aug. 1 date (Broadcasting, July 23)—is said to contain as much good news as broadcasters
Day in court. National Association of Broadcasters will get hearing after all on merits of its appeal from agreement reached by FCC and Equal Employment Opportunity Commission in memorandum of understanding agencies completed year ago. NAB contended that memorandum, which outlines manner in which agencies will deal with broadcasters who are subject of complaints to EEOC, assigns functions to each agency that are not authorized by law and deprives broadcasters of their rights to due process in EEOC proceedings. Commission urged U.S. Court of Appeals in Washington to dismiss complaint, but court has rejected commission's motion.

Scrutiny. Although FCC has decided there's no reason to change decision on Gannett/Combined merger (BROADCASTING, July 23), Broadcast Bureau staff has been directed by commission to keep eye on any involvement by Carl Lindner or American Financial Corp., which he controls, in Gannett operations, AFC, biggest stockholder in Combined before merger, wound up with 5.01% of Gannett stock. FCC review of the approval of merger last June 7 was prompted by SEC allegation charging violations of anti-fraud, reporting and proxy provisions of SEC Act.

New and old. Sept. 17 conference, Aging with Television, has been scheduled in Washington to explore findings of two-year project researching issues on TV and elderly. Program will include round-table discussion and presentation of research findings on topics including how TV portrayals affect experience of aging and support for public policy toward aged, and what viewers of different ages have learned about aging and aged from dramatic presentations. Information: Aging Conference, Annenberg School of Communications, University of Pennsylvania, 3620 Walnut Street, Philadelphia 19104.

had been led to hope would be in it. Actually, the package contains two notices of inquiry and proposed rulemaking.

One would eliminate regulation of nonentertainment programing and commercialization. It would repeal the processing standards the commission staff uses at renewal time to review those aspects of a broadcaster's performance.

Along with those matters, the commission would jettison its ascertainment and program log-keeping requirements. Without the processing standards, they would be superfluous.

The commission indicated it was interested in considering such a wide-ranging proposal when, at a meeting in May, it debated a staff draft of a proposed deregulatory experiment in major markets (BROADCASTING, May 14). Staff members said then the data they had developed indicated that the marketplace was a sufficient regulator in terms of nonentertainment programing and commercial practices. The only question was whether that argument could apply to the smallest markets. The staff draft now before the commission is said to indicate that it could.

The draft is said to contain other deregulatory options for commission consideration. But across-the-board deregulation is said to be the staff's recommendation.

The second notice deals with a host of intra-industry conduct rules and policies—those dealing with fraudulent billing, the use of coverage maps, misuse of ratings, joint sales practices, use of a station's facilities to promote the owner's nonbroadcast business interests and the like. Those practices that do not directly affect the public and for which, staff members argue, the parties involved have other remedies, including civil suits.

And although the notice is said to indicate a preference for eliminating such rules and policies, an earlier report leaves open the question of whether the commission can legally ignore matters like double billing, given the long history of commission and court cases relating consideration of "character" to the public interest determination the commission is required to make in renewing licenses (BROADCASTING, May 7). The notice reportedly leaves a subsequent proceeding full consideration of the issue of character qualification.

NRBA’s knocking on doors

Van Deerlin and Broxhill are presented with proposed legislation, association plans grass-roots push

The National Radio Broadcasters Association, keeping true to its plans of quickly pressing for radio deregulation legislation, has offered two key congressmen proposals to accomplish that goal.

In a meeting with Representatives Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and James Broxhill (R-N.C.), ranking minority member of the Senate Commerce Committee, NRBA proposed legislation that would extend radio licenses to seven years and limit ownership to 10 AM and 10 FM stations, with no restrictions on co-located crosstownship of AM's and FM's.

The meeting with Van Deerlin and Broxhill came after the rewrite of the Communications Act of 1934 was dropped, replaced by a bill (still to be finalized) concentrating only on common carrier amendments to the act. Although Van Deerlin said common carriers would be his top priority, he left the door open to broadcast amendments by agreeing to consider any proposals subcommittee members offered.

In addition to these provisions, other elements of NRBA's plan included:

- License revocation would be invoked only in cases of willful and intentional reporting of false information to the FCC.
- The FCC would be prohibited from evaluating program content, format, presentation or topics covered in nonentertainment programing in renewal proceedings.
- If a renewal application is designated for hearing, competing applications will not be entertained.
- The FCC would be required to set standards for petitions to deny or revoke and to establish sanctions for abuse of these processes.
- A fund would be established, administered by the FCC, to make money available to minority applicants qualified to own and operate a radio stations.

Voron said NRBA members will probably be in touch with subcommittee members in their home districts after the start of a month-long recess next Friday to lobby for the legislation. He said there should be indications by September as to whether radio deregulation will receive serious consideration, but he added that any such consideration will likely only come after the common carrier provisions of the bill have been ironed out in a markup session.
The commissioner suggests a law

FCC Commissioner Abbott Washburn has urged Senator Barry Goldwater (R-Ariz.) to closely consider the question of multiple ownership, which is not addressed in either Senate bill that would amend the Communications Act of 1934.

"The Congress may wish to endorse the current FCC restrictions on broadcast multiple ownership and, in addition, impose restrictions on the number of cable systems a single individual or organization may own," Washburn said. "I have no specific figure to recommend as the cut-off point for cable system ownership. But it is obviously inconsistent to limit ownership of conventional TV stations to seven, while permitting the ownership of several hundred cable TV systems."

Washburn also said he hoped that the Senate Communications Subcommittee would look at crossownership of AM, FM, TV, cable TV, publishing and telephone properties—also omitted from S. 611 and S. 622.

Washburn's remarks came in a letter in answer to questions from Goldwater's staff on the pending bills to amend the Communications Act.

PTL wants it out in the open at FCC

The PTL Television Network has asked the FCC to open a closed hearing on the subject of PTL's solicitation of public funds.

In a statement released last week, PTL said "PTL did not ask that [the inquiry] be nonpublic and doesn't know for sure why the commission has not made it a public proceeding." An FCC spokesman confirmed that it has received a formal request from PTL to make the inquiry public. However, he did not say how it will act on the request.

The FCC is being cautious with the investigation, which could involve First Amendment issues regarding separation of church and state.

Specifically, the commission wants to determine whether WJANFY Canion, Ohio, licensed to PTL of Heritage Village Church and Missionary Fellowship Inc., broadcast announcements concerning solicitation of funds for specific projects, and whether the funds were indeed used for those projects.

PTL's statement said that "all documents, books and videotapes that were requested were made available to the government attorneys and they were permitted to interview any and all PTL employees that they desired." The FCC still maintains that "there has been a failure to cooperate."

ABA showcases cameras in the courtroom

Mock hearing and trial to be held at annual meeting in Dallas

The nation's judges and lawyers will be afforded another opportunity to observe the effects of television, radio and still-photography coverage of judicial proceedings. A demonstration will take place Aug. 12 during the American Bar Association's annual meeting in Dallas.

According to ABA President S. Shepherd Tate, there will be a showcase program using cameras in the Dallas county courthouse. The program is being developed by the ABA in cooperation with the National Association of Broadcasters, Radio-Television News Directors Association, National Press Photographers Association and WFAA-TV Dallas. The ABA is also being advised by the American Newspaper Publishers Association and American Society of Newspaper Editors.

The showcase program will include a mock state supreme court hearing in which four trial lawyers will debate the effects of camera coverage of judicial proceedings. Participants will include Lee Loevinger, former FCC commissioner now in private practice; Floyd Abrams, New York communications lawyer; Robert F. Hanley, Chicago lawyer and former head of the ABA litigation section, and former ABA President Whitney North Seymour, now a New York practitioner.

Hearing the case will be a bench composed of: Justice William H. Erickson of the supreme court of Colorado (presiding); Justice Joe W. Henry of the supreme court of Tennessee; Wade H. McCree Jr., solicitor general of the U.S.; Paul H. Roney, chairman of the ABA Appellate Judges Conference and judge in the U.S. Court of Appeals in New Orleans, and Mary M. Schroeder, judge of the Arizona court of appeals.

In another courtroom, there will be a mock criminal trial, with U.S. District Court Judge Patrick E. Higgonbotham of Dallas presiding. Defense counsel will be John Burgess of Montpelier, Vt. Andrew Barr of Dallas will prosecute the case.

Both mock sessions will be covered by a single live TV camera, microphones and a still photographer with two cameras and using existing lighting. The mock criminal trial will be shown on television monitors in another courtroom, enabling observers to move from one courtroom to another to compare their live observations with the picture that is being transmitted. In addition, audio and visual signals will be transmitted to a media room, typical of press pool arrangements, where journalists can cover the demonstrations.

Those attending the Sunday demonstration will also be offered an opportunity to view videotaped history of camera coverage of judicial proceedings that begins with the Bruno Richard Hauptman trial of the early 1930's. This history is being prepared by Norman Davis, area vice president of Post-Newsweek at WPLG-TV Miami, and will include samplings of reports from a number of states where such coverage is permitted.

A special display will afford members of the legal profession a chance to examine an array of audio and TV equipment, both outdated and up-to-date.

According to the ABA, nine states permit broadcast and photographic coverage in their courts. Another 12 states have authorized experiments in this area, and another 13 states are considering whether to open judicial proceedings to all media, ABA also said.

Following receipt of the invitation to the NAB to participate, NAB President Vincent T. Wasilewski expressed his confidence that the demonstration "will show how effectively the electronic media can operate without any interference to the dignity and decorum of proceedings."

Three Mile Island investigators query news media on editorials

At least in terms of numbers, the news media are responding to a request by the President's Commission on the Accident at Three Mile Island for editorials on nuclear energy that may have been broadcast or printed before and after the incident at the Pennsylvania reactor site ("In Brief," July 23).

Wilma Hill, project director for the commission's Task Force on Public Information, said the response rate ran about 50% to 60% and that she was "extremely pleased with the response, interest and generosity to supply information." Responses were due by July 20.

Requests went to 500 news editors,
about 200 of them broadcasters, seeking “any editorials . . . on the public’s right to know what was happening during the accident, or on the general availability of information during the accident.” Hill said that the task force’s mission was “to determine whether the public’s right to know was adequately served at Three Mile Island.” She told what to whom, when and how that information filtered out to the public.

She also said that the responses from broadcasters indicated that for the most part, they didn’t editorialize on any subject, but she said they did supply comments and suggestions on how the flow of information to and from the media could best be managed in a nuclear emergency.

Making newsgathering even more electronic

SBS newsgroup system interfaces journalism with the computer

Station Business Systems says its Newscom computer system is designed for “a new electronic newsroom of the future.”

The future is due to arrive at the Sept. 6-8 convention of the Radio-Television News Directors Association, when SBS will officially unveil the new system (“Closed Circuit,” July 2).

Vic Burton, SBS project consultant for Newscom, says the system is designed to “get rid of the grunt work”—in other words, “reduce the repetitive and non-creative newsroom duties.”

The SBS system is based on a three-module software concept. The first handles basic newsgroup functions such as writing, editing and printing. The second ties in a station’s archives and wire services. And the third interconnects with studio equipment.

For the smaller, fully redundant standalone system that uses only Module I software, costs are about $24,000, with $206 monthly maintenance. Equipment is from Datapoint, based in San Antonio, Tex. Equipment includes two Datapoint 1500 workstations (small microprocessors/computer terminals).

Each has 32,000-character user memory and 500,000-character storage. Two high-speed printers also come with the package.

The foundation unit, with Module I software, can be used to write stories, electronically edit and revise, write and update daily logs, make program layouts, time stories, as well as provide print for teleprompter copy. There’s also split-screen capacity for cueing instructions at left and copy at right, or for comparisons between wire stories and rewrites.

Module II, the next step up, allows for greater information storage. For example, the system could interface with wire services. Station videotape and film indexing also could be programmed.

Module III would go further, providing for computer connection among bureaus and, if optioned, interface with control room switchers, character generators and other equipment. Basic functions, however, would provide interface with the teleprompter and pick-up of coded election results direct from the News Election Service and the wire services, and allow for management reports, an internal message system, and housekeeping functions.

If an interconnection among bureaus is not wanted, the typical hardware needed to use Modules II and III is expected to run about $76,000 (with $752 monthly maintenance). This configuration involves one Arcpac processor with 40-million character disk storage and five model 3810 work stations. Again, there are two Datapoint 9621 printers.

Module I will be introduced at the RTNDA meeting. SBS expects that Module II will be available in the fall and Module III next year.

RTNDA winners announced

Four radio and four television stations have been named winners in the annual international awards competition of the Radio-Television News Directors Association. The awards will be presented during the RTNDA convention in Las Vegas Sept. 6-8. The winners:

Spot news
KSFQ(AM) San Francisco O Coverage of events in Jonestown, Guyana.
WISC-TV Madison, Wis. O Coverage of a University of Wisconsin student demonstration that turned violent.

Investigative reporting
WBBM(AM) Chicago O Investigation of an educational testing system being used in Chicago, involving a possible invasion of privacy.
KYW-TV Philadelphia O An investigative team’s report on handling of city contracts by a city commissioner.

Excellence in editorials
KCBS(AM) San Francisco O A series in opposition to Proposition 13.
KSL-TV Salt Lake City O Editorials covering a range of local and regional issues.

Edward R. Murrow Awards for reporting and documenting significant community problems
CFAX(AM) Victoria, B.C. O A “compelling” program on alcoholism with audio tapes of affected local families.
WCCO-TV Minneapolis O For a documentary, “A Death in the Family” which involved station payments of $500 each to five local families to surrender their television sets for one month.
Networks ho-hum as possibility of AT&T satellite is opened to them

They're glad to have competition in the field, but still don't see the move as cost-efficient now

The FCC's action two weeks ago lifting restrictions on AT&T's use of its domestic satellite system again raises the question of whether the major television networks will switch to satellites for distribution of programing.

A moratorium had been imposed by the FCC for three years that restricted the telephone company's use of three Comstar satellites it leases from the Communications Satellite Corp. (General Telephone & Electronics also leases space on the satellites through AT&T). Under the moratorium, AT&T was permitted to offer only regular telephone and government private line services. Since July 23, when the moratorium expired, AT&T has been free to provide any service it wishes, although any new service offering will have to be approved by the FCC.

All three major television networks—ABC, CBS and NBC—are interested in satellites as a possible means of distributing programing and all three welcomed the entry of another competitor into the field. The networks filed joint comments at the FCC opposing petitions seeking to extend the moratorium. In those comments, the networks said they "have had a continuing interest in the use of domestic satellites for the purpose of radio and television transmission" and that they "favor open entry of potential suppliers" of satellite services into the marketplace.

The news, however, did not seem to have any immediate impact on the networks' plans and none of them attached special significance to the fact that the new member of the broadcast satellite fraternity was the company that currently distributes the networks' programing and operates the most extensive communications system in the nation.

For NBC, the lifting of the moratorium simply confirms the plans it announced at its affiliate convention in May to go to a satellite system some time before 1983 (Broadcasting, May 21). At that time, NBC asked RCA and Western Union (which already carry a good deal of broadcast and cable programing on their satellites) and AT&T to present it with proposals for a satellite network. AT&T's participation in the plans was contingent on the moratorium ending on schedule.

For CBS and ABC the news induced little excitement. Gene Mater, vice president of the CBS/Broadcast Group, said that CBS-TV looked at bids from Western Union and RCA three years ago and found them "not to be cost-efficient," but that the company is still interested in satellite distribution. He said the end of the moratorium should have "no particular impact" and called AT&T "just one more competitor."

At ABC the reaction was much the same. A spokesman said that ABC "was continually studying the situation, but not ready to go to satellite yet." As to the entry of AT&T into the marketplace, he said he can't "tell how it is going to affect us."

Richard Sonnenfeldt, executive vice president of operations and technical services for NBC, said AT&T has at least one advantage over its competitors in the "huge unused capacity of its satellites."

The AT&T in-orbit satellite capacity consists of three Comstar satellites, two in active service and the third held in reserve as a back-up. Each satellite has 24 transponders and each transponder is capable of transmitting one color TV channel with audio. According to Sonnenfeldt, "only three out of the 48" transponders are currently in use. He added that space on the RCA satellites and Western Union Satellites is virtually all sold out.

He also thought AT&T, with its extensive terrestrial system, might be able to provide the system with the most flexibility and back-up capability, but that this in no way excludes RCA and Western Union from the competition. They can lease necessary land lines from any common carrier.

He said that no network can "jump overnight to satellite" because earth stations and uplinks have to be installed and dependable back-up systems have to be worked out.

Like the other networks, Sonnenfeldt said the most significant impact of the lifting of the moratorium is the advent of a third competitor. NBC, he said, is "extremely anxious to get three bids."

As for AT&T, a spokesman said the newly acquired satellite capability will be used "whenever it will make economic and engineering sense, but he was unwilling to discuss what specific uses AT&T has in mind. Those uses should become clear in September, when the company will report back to the FCC on how it plans to use its satellites, he said.

New market. According to study conducted by New York research firm, Frost & Sullivan, 41 countries of black Africa will invest as much as $15 billion in telecommunications systems by 1990. Broadcasting's share of high estimate is $1.83 billion. Most of communications development will take place in Nigeria, which has already made $5.2 billion commitment.

Whole thing. Microdyne has introduced new model in its line of receive-only satellite receivers, one capable of tuning in all 24 transponders in 3.7 ghz to 4.2 ghz range. New receiver (X-24) will make it possible (with antenna aimed at RCA satellite at 135 degrees) to receive most programming currently going out over satellite by simply flipping dial. It can be operated by remote control with use of BCD interface. Cost of X-24 is $4,040. According to Microdyne's Earl Currier, current cost of installed receive-only earth station (including 5-meter dish and X-24) is $13,990, "lowest price is going to get for a while."

Joint project. Under licensing agreement, EMI Ltd. of England supplies technology and MCI Inc., Fort Lauderdale, Fla., supplies hardware in development and production of digital audio recording and editing systems. First project is two-channel stereo tape recorder JH220, intended for stereo mastering. Prototype uses transport similar to that of MCI JH 110 analog recorder and has four tracks. Production model, expected to cost around $20,000, will have six tracks.

Over there. Ampex Corp., Redwood City, Calif., will begin producing VPR-2 helical scan videotape recorders and TBC-2 digital time base correctors at its Nivelles, Belgium, plant. Plant, which will produce new recorders in PAL and SECAM formats, began making Ampex products in 1964.

Brazilian buy. RCA has signed deal to provide Televisa Guayaquil Ltda. with approximately $1.1 million worth of equipment for expansion of newsgathering and program production capabilities for Brazilian firm's television station in Porto Alegre. Order includes seven TK-768 ENG cameras, portable videocassette recorders and microwave relay systems for newsgathering operations and two TK-780 cameras, one-inch video tape recorder and switching and audio equipment for station's new production studio.
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<td>She Believes In Me</td>
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<td>Ring My Bells</td>
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<td>My Sharona</td>
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<td>I Was Made For Lovin’ You</td>
<td>Kiss</td>
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<td>Elton John</td>
<td>MCA</td>
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<td>Lead Me On</td>
<td>Maxine Nightingale</td>
<td>Windsong</td>
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<td>Let’s Go Cars</td>
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<td>Sad Eyes</td>
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<td>Lonesome Loser</td>
<td>Little River Band</td>
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<td>Don’t Bring Me Down</td>
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<td>I Can’t Stand It No More</td>
<td>Peter Frampton</td>
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<td>39 36</td>
<td>Rock ’n’ Roll Fantasy</td>
<td>Bad Company</td>
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<td>40 41</td>
<td>Devil Went Down To Georgia</td>
<td>Charlie Daniels Band</td>
<td>Epic</td>
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<td>43 40</td>
<td>Heart Of The Night</td>
<td>Poco</td>
<td>ABC</td>
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<td>44 39</td>
<td>Goodbye Stranger</td>
<td>Supertramp</td>
<td>A&amp;M</td>
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<td>42 31</td>
<td>You Take My Breath Away</td>
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<td>Shadow In The Moonlight</td>
<td>Anne Murray</td>
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<td>45 42</td>
<td>I’ll Never Love This Way Again</td>
<td>Dionne Warwick</td>
<td>Arista</td>
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<td>47 43</td>
<td>Do It Or Die</td>
<td>Atlanta Rhythm Section</td>
<td>Polydor</td>
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<td>I Love You G.O.</td>
<td>Arista</td>
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<td>Pop Muzik</td>
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<td>Does Your Mother Know</td>
<td>Abba</td>
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<td>48 49</td>
<td>Born To Be Alive</td>
<td>Patrick Hernandez</td>
<td>Columbia</td>
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<td>51 50</td>
<td>One Way Or Another</td>
<td>Blondie</td>
<td>Chrysalis</td>
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<td>Bad Case Of Lovin’ You</td>
<td>Robert Palmer</td>
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<td>Days Gone Down</td>
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<td>Getting Closer</td>
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<td>Up On The Roof</td>
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<td>58 57</td>
<td>Heaven Must Have Sent</td>
<td>You</td>
<td>Bonnie Pointer</td>
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<td>59 58</td>
<td>Young Blood</td>
<td>Rickie Lee Jones</td>
<td>Warner Bros.</td>
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**Mystery, music, money.** Pop Muzik (MCA), currently the number-one record in many countries around the world, is the creation of British recording artist and producer, Robin Scott (who prefers to be known simply as "M"). Scott produced the single and recorded most of its vocal and instrumental tracks himself. Scheduled to be released in the U.S. this week on Sire Records, Pop Muzik in its import version is already making a strong showing on "Playlist." It slipped on last week at number 50 and bolts this week to 38. "It’s our number one pick this week," reports John Rook, program director at K formats Los Angeles. "In two months it will be number one nationally." Scott Shannon, program director at WRCA Morning side, Md., describes the record as "different from anything else out there. We’re very happy with it." New waves over New Haven. Top 40 station WZLZ New Haven, Conn., switched formats with co-owned variety station WCXZ and gained the highest FM antenna in its state. Accompanying the switch to the FM band, the station’s management is joining the search for a new image currently being undertaken by top 40 stations all over the U.S.: "We’re focusing on a target audience of 18- to 30-year-old, babyboomer young marrieds," explains music director, Curt Hansen. "We’ll be playing oldies with current top 40 hits and our announcers will sound like real people rather than disk jockeys." Pete Stone, operations manager for the new WCXZ, which has a power radius covering most of Connecticut, attributes the program changes to a need for something truly mass appeal in Connecticut!"
Am applications
■ Alphaquerque, Ga.—North Fulton Broadcasting Inc. seeks 1400 kHz, 250 w. Address: PO. Box 2066, Peachtree City, Ga. Estimated construction costs $92,300; first quarter operating cost $26,100; first quarter revenue $26,800. Format: MOR; Principal: Ann Marie Baker (51%); her husband Ronald (39%) and William Dorminey (10%). Ronald Baker is president of a broadcast engineering firm and his wife, Ann Marie, is also employed there. Dorminey owns retail meat sales companies in Atlanta and Marietta, Georgia. Ann. July 19.

FM applications
■ Fairbanks, Alaska—Northern Television Inc. seeks 102.5 MHz, 3 kw. Address: 101 F, Fairbanks. Estimated construction cost $6,200; first quarter operating cost $21,250; revenue $60,000. Format: easy listening. Principal: Northern Television Inc., which is also the licensee of KTVA(TV) Anchorage, KTFV(TV) Fairbanks, KBVR(AM) Anchorage, KFRB(AM) Fairbanks and KNKI(AM) Anchorage. A. G. Hebert is president.
■ Gunnison, Colo.—Gunnisson Broadcasting Co. seeks 98.3 MHz, 3 kw. Address: 113 East Georgia, Gunnison. Estimated construction cost $35,400; first quarter operating cost $900; revenue $50,000. Format: adult contemporary. Principal: Roger W. Pepper and his wife Enid are sole applicants. They are also the licensees of KGUC(AM) Gunnison. Ann. July 19.
■ Frederick, Md.—Ethnic Public Broadcasting Foundation seeks 88.1 MHz, 11.2 kw. Address: 204 F, Frederick. Estimated construction cost $4,000; first quarter operating cost $4,000; revenue $21,000. Principal: A nonprofit organization with no other broadcast interests. J. Morgan Hodges is president. Ann. July 19.
■ Hart, Mich.—Alpine Broadcasting Co. seeks 105.3 MHz, 100 wat. Address: PO. Box 51 West Main, Gaylord, Mich. Estimated construction cost $57,600; first quarter operating cost $24,000; revenue $84,000. Format: variety. Principals: John D. DeGroot (45%) and five others (11% each). DeGroot is president of Alpine Broadcasting Co., the licensee of WWRM(FM) Gaylord; WKZY-FM Escanaba; and WGRY Grayling, all Michigan. Ann. July 19.
■ Strickville, Miss.—Strick Media Inc. seeks 92.1 MHz, 1 kw, HAAT: 500 ft. Address: 401 S. 3rd Street, Las Vegas. Estimated construction cost $82,604; first year operating cost $7,900; revenue $90,000; first year profit $4,230. Principals: Charles B. Cooper (62%) and Donald R. DePriest (30%) and two others. Cooper is General Manager of WKOR (AM) Jackson; DePriest is president of Strick Media Products Corp. Columbus. Neither have other broadcast interests. Ann. July 19.
■ Sullivan, Mo.—Four Rivers Broadcasting Co. seeks 100.9 MHz, 1 kw. Address: PO. Box 99, Sullivan. Estimated construction cost $10,000; first year operating cost $5,190; revenue $63,440. Format: easy listening. Principals: Charles D. Stauffer and wife, Barbara (50%) and John C. Rice and wife, Linda (50%). The Stauffers and Rice also own 50% each of Meramec Valley Broadcasting, the licensee of KUAI(AM) Rolla. No other broadcast interests. Ann. July 19.

New Stations
AM applications
■ Alpharetta, Ga.—Fulton Broadcasting Inc. seeks 1400 kHz, 250 w. Address PO. Box 2066, Peachtree City, Ga. Estimated construction costs $92,300; first quarter operating cost $26,100; first quarter revenue $26,800. Format: MOR; Principal: Ann Marie Baker (51%); her husband Ronald (39%) and William Dorminey (10%). Ronald Baker is president of a broadcast engineering firm and his wife, Ann Marie, is also employed there. Dorminey owns retail meat sales companies in Atlanta and Marietta, Georgia. Ann. July 19.

FM applications
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Ownership Changes
Applications
■ WWOOD(FM) Tallahassee, Fla. (103.1 MHz, 3 kw)—Seeks transfer of control of AMD Corp. from all shareholders (100%), which publishes Gadsden's only newspaper. No other broadcast interests. Negrin and George Jacobsen (50 each). Consideration: $500,000. Principal sellers are Claud Anderson (15%); William J. Woodall (45%); and Darrel C. Wood (40%). Claud also owns 50% of WNP5(SAM) New Orleans. Negrin is in charge of the broadcast operations. Ann. July 19.
■ WDOL(AM) Athens, Ga. (1470 kHz, 1 kw)—Seeks assignment of license from WDOL Broadcasting Inc. to B&W of Georgia Broadcasting Co. to $262,500. Seller is owned by Toller R. Rivers, who also owns 62% of WTJH(AM) East Point and 12 2/3% of W3Z(AM) Albany, both Georgia. Buyer is owned by William O. Woodall and F. M. McBrud Jr. (59% each). Woodall owns 50% of WQAF(AM) Valdosta. 25% of WQRA(AM) Cairo, both Georgia, and 33 1/3% of WPTM(FM) Roadside Rapids, N.C. Bird is Valdosta insurance agent. Ann. July 19.
■ WPMP(AM) Chicago Heights, Ill. (1470 kHz, 1 kw)—Seeks transfer of control of WPMP Broadcasting Co. from Estate of Charles Pinckard Sr. (100% before) to James M. Benages (none before; 100% after). Consideration: $150,000. Seller is debtor in bankruptcy. Charles Pinckard Jr. is administrator of bankruptcy. Benages is MeLorne Park, Ill., physician, who has no other broadcast interests. Ann. July 19.
■ WYER-AM-FM Mt. Carmel, Ill. (AM: 1360 kHz, 500 w; FM: 94.9 MHz, 3 kw)—Seeks transfer of control of WYER-FM Mt. Carmel to John F. Hurbit and his wife, Emmy (100% before; none after) to David Hurbit (73%) and Gregory W. Goodson (27%).
Summary of broadcasting

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**Special temporary authorization

*Includes off-air licenses

Facilities Changes

AM applications

- KPHX(AM) Phoenix—Seeks CP to change to 910 kHz.
- KZNN(AM) Oklahoma City—Seeks CP to change to 1570 kHz.
- KCRG(AM) Cedar Rapids—Seeks CP to increase to 950 kHz.

FM applications

- WPLA(AM) Fort Wayne—Seeks CP to increase to 550 kHz.
- WDK1(AM) Idaho Falls—Seeks CP to change to 1360 kHz.
- WZAR-HD3(AM) Fort Wayne—Seeks CP to change to 1510 kHz.

The above CP changes are subject to FCC approval. The changes are effective immediately unless otherwise noted.

Facilities Changes

Broadcasting Jul 30 1979

47
FM applications

- **WQHU** (FM) Andalusa, Ala. - Seeks mod. of CP to make change to FM translator and change TL and SL to Hwy. 84, E., Andalusa; change type trans.; change type ant.; decrease HAAT: 234.75 ft. (H.& V.) and change TPO. Action July 17.


- **WFTU** (FM) Orlando, Fla. - Seeks mod. of license to change name of licensee to: University of Central Florida. Action July 17.

- **WJXY** (FM) Atlantic, Ga. - Seeks CP to change to TL: Stone Mtn., Atlanta; install new ant.; change ERP: 100KW (H&V) HAAT: 955.5 ft. (H.&V.) and change TPO. Action July 17.

- **WOEL** (FM) Elkton, Md. - Seeks CP to change to frequency from 88.3 mhz to 89.9 mhz. Action July 19.


- **KCFM (FM)** St. Louis. - Seeks CP to make changes in ant.; sys.; change ant. to 1071 Heuge Rd., St. Louis; change SL and RC to 10115 Corporate Sqa, Creve Coeur, Mo.; change type trans.; change type ant.; increase HAAT: 856.5 ft. (H.&V) and change TPO. Action July 17.

- **WCCEC (FM)** Buttes Creek, N.C. - Seeks mod. of license to change name of licensee to: Campbell University Incorporated. Action July 17.


- **WCBS** (FM) New York, N.Y. - Seeks CP to make changes in ant.; sys.; change type trans.; change type ant.; increase ERP: 125 kW, HAAT: 170 ft. Action July 17. (H.&V); decrease HAAT: 1280 ft. (H.&V); utilize existing ant. sys. as aux. and change TPO. Action July 17.

- **WAWS (FM)** Hamilton, Ohio. - Seeks CP to utilize former main trans. ant. for aux. purposes only, to be located at former main TL and SL; 770 New London Road, Hamilton. Action July 17.

- **KLOO (FM)** Corvallis, Ore. - Seeks CP to make changes to TL; Chemeketa Community College, Corvallis; change type ant.; increase ERP: 100kw (H&V); increase HAAT: 1253 ft. (H.&V) and change TPO. Action July 17.


TV applications

- **KXNV** (TV) Phoenix, Ariz. - Seeks mod. of CP to change ERP to vis. 1084kw (M) 635kw (H); alter. 63.5kw (H); specify SL as 3722 E. Chipman Rd., Phoenix; make changes in ant. structure (increase height); and HAAT: 1715 ft. Action July 17.

- **WPBT** (TV) Muncie, Ind. - Seeks CP to change ERP to vis. 671.5kw (M) 559.8kw (H); alter. 55.98kw (H); change SL to 820 E. 29th St. Muncie (same as TL); change type trans. and utilize present trans. as main trans.; in presence of present type ant. and HAAT: 497.65 ft. Ann. July 16.

- **KAVT** (TV) Austin, Minn. - Seeks CP to change ERP to vis. 1650 kw, alter. 252 kw; change TL; type ant.; and change type of ant. Action July 17.

- **WGTE** (TV) Toledo, Ohio. - Seeks CP to change ERP to vis. 1000kw alter. 150kw; change type trans.; make change in ant. structure (increase height); and HAAT: 1030.5 ft. Ann. July 16.

- **WKRO** (TV) Ohio. - Seeks CP to change ERP to vis. 1367kw (M) 785kw (H); alter. 78.5kw (H); and change type trans. Ann. July 20.

AM actions

- **WHY (AM)** Moulton, Ala. - FCC Chief ALJ Lenore G. Ehrig has granted Moulton Broadcasting Company Inc., a CP to change freq. of WHY (AM) from 1530 khz to 1190 khz. Action July 19.

- **WQBA** (AM) Miami, Fla. - Broadcast Bureau denied request for waiver of Sections 73.337(a) and 73.182(b) for the purpose of issuing a CP for the purpose of issuing a CP for increase nighttime power of station WQBA (AM) on 1140 khz. Miami Action July 19.

- **WYCG** (AM) Coral Gables, Fla. - FCC has granted the application of Insilico Broadcasting Corp. of Florida for CP to increase daytime power of its station from 10 kw to 100 kw. Action June 30. In addition, it has granted the petition of the Gulf Coast Broadcasting Co., Inc. for CP to increase nightime power of station WQBA(AM) on 1140 khz. Miami Action July 19.

Translators

Applications

- **Lovell**, Wyo. - Duhamel Broadcasting Enterprises seeks CP for new VHF translator on ch. 7 (TPO: 10; W; HAAT: 20 ft.) to rebroadcast directly KSWG-TV Sheridan, Wyo. Action July 17.

- **Greenway** of Duhamel Broadcasting Enterprises seeks CP for new VHF translator on ch. 9 (TPO: 10; W; HAAT: 20 ft.) to rebroadcast directly KSWG-TV Sheridan, Wyo. Action July 19.

- **North Bergen**, N.J. - Wachovia Blonder-Tongue-Corporation seeks CP for new UHF translator on ch. 28 (TPO: 100; HAAT: 257.3 ft.) to rebroadcast directly WTVG-TV (TV) New Jersey. Action July 19.

- **Oiu**, Fla. - Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 29 (TPO: 1000; HAAT: 435.5 ft.) to rebroadcast indirectly WOTG-TV (TV) St. Petersburg, FL. Action July 19.

- **Fi, Pierce**, Vero Beach & Stuart, Fla. - Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 21 (TPO: 1000; HAAT: 535 ft.) to rebroadcast indirectly WOTG-TV (TV) St. Petersburg, FL. Action July 19.

- **Fenton & Ringsted, t.o.** - The Kiwien Club of Ringsted seeks CP for new UHF translator on ch. 56 (TPO: 20; W; HAAT: 344 ft.) to rebroadcast directly WHO-TV Des Moines. Action July 17.

Actions


- **K0JPP** (FM) Hermage Ranch, Calif. - Broadcast Bureau granted Heritage Ranch Owners Association CPs for new TV translator station on ch. 11 to rebroadcast programs of KCTA-TV and ch. 12 rebroadcast programs of KCYV-TV Santa Maria, both California. (BPTV-6139, BPTV-6140). Action April 30.


Kalamazoo, Mich.—Broadcast Bureau, in response to petition by Thomas E. Pace requesting deletion of educational reservation on television ch. 52 at Kalamazoo to permit it to be used commercially, proposed assigning channel 64 to Kalamazoo since it can be assigned there without deleting the reservation on ch. 52; comments due Sept. 7, replies Sept. 27 (by Notice of Proposed Rulemaking) (BC Docket No. 79-170, RM-3321). Action July 9.

St. Louis—Broadcast Bureau, in response to petition by Double Helix Corporation, assigned UHF television ch. 46 to St. Louis as its ninth television and third educational reservation (Docket 20902, RM-2642). Action July 9.

Petitions


West Buxton, Me.—Harry B. Bailey Jr. and Remi S. Rioux requests assignment of FM table of assignments to assign ch. 95.9 mhz to Saco, Me. (RM-3391). Ann. July 11.


Crosstown, Tenn.—WCTP, Inc. (WCTP-TV) requests assignment of TV station to specify ch. 20 as a commercial channel; reserve ch. 55 for educational use at Crosstown (RM3395). Ann. June 11.


Washington, D.C.—National Association for the Advancement of Colored People, et. al. requests to amend the FCC's network affiliation rules and employment practice rules to provide that all networks that serve broadcast licensees and all headquarters organizations of multiple licensees submit Annual Employee Nit Report that will be publicly available for their network or headquarters operations and comply with FCC's EEO rules and policies (RM3397). Ann. July 11.

WSN-TV Chicago—FCC has affirmed March 14 action by Chief of Cable Television Bureau waiving signal authority of WSN-TV Chicago, a cable television system serving Rockford, Ill. Licensee of WSN-TV Chicago requested the Commission for waiver of the staff action. Forward argued that it should have been entitled to service of the waiver request since Rockford is within its service area and because its signal is carried on Rockford cable system.

KLEFF(FM) Houston—FCC granted Entertainment Communications Inc. special temporary authority to operate FM station KLEFF(FM) Houston with facilities proposed in pending application to relocate station's antenna, site. FCC also denied objection to temporary relocation of station's antenna, site. Warner Communications Inc., owner of WCCO-TV channel 4,-to-Larch proponent for assignment of first-adjacent FM 94.7 mhz to Lockhart, Tex. They also petitioned to reverse order vacating license in WCCO-TV to KLEFF(FM). WCCO-TV, decided in favor of proposed relocation, which would result in a short-spacing of 8.17 miles with proposed Lockhart channel, is merely to accommodate the economic interests of the Houston television station.

WGTU(TV) Traverse City, Mich.—FCC set aside May 31 staff grant of assignment of license of WGTU(TV), Traverse City, Mich., and the CP for its license to WGTU(TV) South St. Maries, Mich., from Michigan Television Network, Inc. to Panax Television Inc. An appropriate inquiry will follow to determine what further action, if any, should be taken.

Initial decisions

Lewisburg, W. Va.—FCC set aside Lewisburg's CP, granted to WLUJ-FM, Lewisburg, W. Va., for the radio service of WLUJ-FM 59.5 mhz to Lewisburg, W. Va., while denying competing application of Radio Greenbrier Inc., licensee of WNOY, Lewisburg, W. Va., for the same facility. Both of the proposed station's studios would be located at Fairlea, W. Va. Lozner concluded that creation of Lewisburg's application would provide a first radio service to Lewisburg, the county seat of Greenbrier County. whereas a grant of Greenbrier's application would provide second service to Lewisburg.


Crosstown, Tenn.—WCTP, Inc. (WCTP-TV) requests assignment of TV station to specify ch. 20 as a commercial channel; reserve ch. 55 for educational use at Crosstown (RM3395). Ann. June 11.


Washington, D.C.—National Association for the Advancement of Colored People, et. al. requests to amend the FCC's network affiliation rules and employment practice rules to provide that all networks that serve broadcast licensees and all headquarters organizations of multiple licensees submit Annual Employee Nit Report that will be publicly available for their network or headquarters operations and comply with FCC's EEO rules and policies (RM3397). Ann. July 11.


AM/FM Rochester, N.Y.—FCC, in decision prepared under direction of Commissioner Tyronne Brown, imposed sanction of short-term (one-year) suspension of licenses WHAM-FM and WHFM(FM) Rochester as result of Rust Communications Group Inc.'s deficient equal employment opportunity (EEO) performance at stations. Stations also subjected to periodic EEO reporting requirement. FCC also announced change in policy concerning its consideration of post-license term EEO data. New policy applies to all future renewal applications. and selectivity, to pending renewal applications.

In Contest

FCC actions

Stockton, Calif.—FCC has denied Mecken Communications Corp. review of Dec. 15, 1978 review board decision granting Carson Wilson's application for a FM station on 100.1 mhz at Stockton, Calif., and denying McLean's competing application. Review board upheld June 20, 1978, initial decision of FCC ALI Walter C. Miller, who concluded Carson was "comfotably best" under comparative issue. He found that Carson was entitled to substantial preference over McLean under integration of ownership and management criteria and was also entitled to decisional advantage for its proposal to install auxiliary power supply. Ann. July 20.

Gainesville, Fla.—FCC has denied the applications of Gainesville Media Inc. (GMI) and Gainesville Broadcasting Inc. (GBI) for review of two FCC review board decision granting applications for two FM stations on ch. 265 Gainesville, Fla., and denying Carson's competing application. The board had denied the competing GBI and GMI applications for the frequency. Ann. July 20.


AM/FM Rochester, N.Y.—FCC, in decision prepared under direction of Commissioner Tyronne Brown, imposed sanction of short-term (one-year) suspension of licenses WHAM-FM and WHFM(FM) Rochester as result of Rust Communications Group Inc.'s deficient equal employment opportunity (EEO) performance at stations. Stations also subjected to periodic EEO reporting requirement. FCC also announced change in policy concerning its consideration of post-license term EEO data. New policy applies to all future renewal applications. and selectivity, to pending renewal applications.

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<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey</td>
<td>(703) 354-3400</td>
<td>Field Engineering, Broadcasters, Contractors, Sales, etc.</td>
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<td>CARL T. JONES ASSOC.</td>
<td>2990 Telesar Ct., Suite 405</td>
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<td>CARL E. SMITH</td>
<td>8200 Snowville Road</td>
<td>(301) 827-8725</td>
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RADIO
HELP WANTED MANAGEMENT

Midwestern Broadcasting is expanding into the northern region. We need experienced salespeople, a sales manager, and general manager. EEO-Affirmative Action. Call Lew Dickey, WOHO/WXEZ, Toledo 419-255-1470.

WXE Z (105) Toledo needs a top salesperson. Takes a minimum of 5 years experience, couple it with your abilities as a leader and give some direction and growth to the sister FM of WOHO. EEO-Affirmative Action. Call Jim Rich Lamb, General Manager 419-255-1470.

General Manager, New York State medium market AM/FM. Experienced in all phases. Strong sales and leadership background. EOE. Write Box G-151.

Group Broadcaster who is expanding into a highly competitive market needs general manager who is not afraid of selling but is a good administrator. Looking for right person ready to move up. Send resume to Command Broadcasting Group, PO Box 1703, Poughkeepsie, NY 12601, EOE.

Sales Manager needed for top-rated station in thriving market near San Francisco. Successful applicant must have unique mixture of drive, intelligence, ambition. Very strong sales team, excellent staff, and attractive compensation package with fringe benefits. Send your resume to Joe Gallagher, 330 Hayes, San Francisco, CA 94110. EOE.

A Goal-Achieving experienced sales manager needed for 5,000 watt AM full-timer in competitive New York State middle market. Person will train, motivate, supervise staff plus carry number one account. Group operation. Excellent salary, bonus arrangement, benefits! Resume and sales history to Box G-198.

Business Manager—major market AM/FM station, group owned. Will be responsible for accounting, computerized traffic, work closely with general manager on budget, fiscal planning. Salary commensurate with experience. Equal Opportunity Employer. Send complete resume in confidence to Box G-203.

Florida Major Market FM seeks highly qualified, experienced general sales manager. Great track record, excellent management skills and full experience on national level necessary. Ownership potential with expanding group. E/O. Resume, references, and expectations to Box G-219.

Sales Manager AM/FM. Need good organizer with Radio sales background to keep our excellent sales department humming. Salary, commission, override, fringe. Small market Indiana. Box G-222.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

HELP WANTED SALES

South Florida. At least 3 years fulltime radio Sales experience in small-medium markets four metro 200,000. Substantial base plus commission. All replies in strictest confidence. EOE. Send complete resume to Box F-210.

Positions: Sales Manager and Sales person. N.W. format, full power FM. Medium size multiple station market. ARB sweeps show 90% weekly cumulative. Salary plus percentage of gross. Send resume and account list over $10,000.00. Bank draw against 20% commission on collection. Experience people only. EOE. Send resume to Box G-146.

We are looking for an enthusiastic and experienced radio salesperson—a qualified professional who comprehensively knows industry research techniques and their proper applications. Please forward a complete resume including your reasons for leaving and your current monthly billings. We offer better-than-industry-average income, excellent incentives, and fringe benefits. Send all replies to Wynn Aby, Vice President, Sales, Suite 410, 2112-11th Avenue, South, Birmingham, AL 35205. We are an equal opportunity employer.

Southern California—we are looking for an energetic, ambitious pro who wants to grow with a winner. The two top stations in the area offer an excellent opportunity. Apply now. Larry Thomas, Sales Manager, KDKJ/KJFM, PO Box K-1320, Oceanside, CA 92054.

Leading station in central Virginia market is looking for salesperson. If you're aggressive, creative, and intelligent, we can make a lot of money together! Experience preferred; hard work required. Can start immediately. Contact WTVM, Suite 220, PO Box 5387, Charlottesville, VA 22905, Attn: Bryan, EOE.

If you know you're a great sales person, we may have a job for you. Great FM AM/FM news/talk network needs two very sharp sales people, female or male, to sell on the street in this great coastal area. We're part of a chain, pay very good money, and are going to make it on the ocean side! From Florida, Georgia, Alabama, and Virginia! Send resume to WPED, 912-265-3870, or rush your resume to 801 Mansfield Street, Brunswick, GA 31520 now! This could be the best job you'll ever have.

Growing Radio Group with new acquisitions has several sales managers. EEO-Affirmative Action. Send resume and tape to WPED, Suite 103, PO Box 5387, Charlottesville, VA 22905, Attn: Bryan, EOE.

The Sunbelt. Seeking experienced salespeople for new station. If you're the man or woman we're looking for, send a resume now to: General Manager, Box G-212, Savannah, GA 31412.

Denver area AM/FM beautiful music stations seeking experienced account executive. Prefer radio, television, print or agency background to call agencies and direct accounts. Experience in media planning, traffic and production procedures helpful. Good list of contacts is essential. Excellent compensation plan, bonus, stock and an association with an outstanding staff of professionals of well respected stations. Send resumes to: Wheaton, Local Sales Manager, KOSI AM/FM, PO Box 89, Aurora, CO 80040. If you've wanted to settle down in one of the greatest family living areas, act now. An equal opportunity employer. MF.

Now staffing new radio station in Anamosa, Iowa. All positions. Call Mark or Dick at 608-935-2302.

Laredo, Texas. Gateway to Mexico, has immediate opening for experienced Sales Person who seeks opportunity, not security. Right person will be making $25,000 plus within year. Must be able to write and produce good commercials. Advancement opportunities unlimited. Send resume and tape to Thomas Mitchell, KOYE FM, Box 1731, Laredo, TX 78041.

Sales Pro for Chicago Metro FM. Very high commission against draw, $25,000 first year potential. Roger Kaplan, W244, 4 South, Geneva/Chicago, IL 60508. Equal Opportunity Employer.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

Just acquired new station in a competitive market. Need sales person, experienced sales professional, send resume to Command Broadcast Group, PO Box 1703, Poughkeepsie, NY 12601. E.O.E.

HELP WANTED ANNOUNCERS

Religious Format, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KTOF-FM, 1957 Blairs Ferry Rd., N.E., Cedar Rapids, IA 52402.

Announcer, with good production skills for well respected Central Virginia Modern Country music station. Some sales a possibility. EOE. Send resume and tape to WPED, Suite 505, PO Box 5387, Charlottesville, VA 22905.

Kentucky—Top 40 announcer (night shift). Must be self-starter and interested in making the extra buck. Call Jim Ballard 806-248-5842.

Station reshuffling staff. Opening for announcer/salesperson. Good pay. Phone WILEA, Hornell, NY 937-246-1151. EEO.

Phil, suburban, full-time Swx AM seeks strong announcer. Requires experienced person who can program MOR adult music. Good salary and benefits. Resumes and tapes to WCOJ, Catasauqua, PA 19320. An affirmative action/EOE.

WXOY, Stevens Point, Wisconsin is looking for the best "undiscovered" morning personality. Applicants must sound warm, friendly, and believable. The best equipment, benefits, and working conditions. Tapes and resumes to:

50,000 watt country music radio station has opening for full-time announcer. Must be a "personality" who can have good voice, sharp production skills, and enjoy working remotes. Only experienced persons should apply Send tape, resume, and references to WKBW, PO Box 21130, Pittsburgh, PA 15220. Salary commensurate with experience and ability. Equal Opportunity Employer.

5,000 watt Northern Arizona daytimer looking for two air personalities, with possibility of PM and MD openings. Bright, self-starters wanted for these unusual opportunities, with attitude more important than experience. Call Max Busby 802-524-3994. KDJL, Halbrook, AZ.

10 KW MOR AM/100 kw beautiful music FM in eastern North Carolina needs a person for the 7 pm to 1 am shift. First class radio telephone operators license is mandatory. Call Reeves Fowler between 5 and 7 pm. Both Tape and resume to WNCRT Radio, Box 7167, Greenville, NC 27834. Equal Opportunity Employer.

Morning AC Entertainer with good pipes and production needed in August at KRRK, Rock Springs, WY 82901. Tapes and resumes to Rod Tucker, PD, PO Box 2128.

One of Northern California's top beautiful music stations needs a full-time announcer. Good voice, good production. Send resume and tape to Charles Hancock, KZST, Box 2755, Santa Rosa, CA 95405. EOE, MIF.

Now staffing new radio station in Anamosa, Iowa. All positions. Call Mark or Dick at 608-935-2302. E/O.

Wanted: Experienced, strong voice for Adult Contemporary air shift, helps with AM/FM. Must have good production skills. Experience with automation to your advantage. Send letter, resume, tape to Box 603, Crawfordsville, IN 47933. EOE.

Needed Now! Creative, mature Morning person for adult contemporary Northwest Ohio leader. Need experienced talent who can live with conditions with full company benefits. Extras 5 for PBP Send T&R's to Joe Gallaghért PO Box, WDFN, 101 West Sandsbury Street. Findlay 45840. EOE.

See last page of Classified Section for rates, closing dates, box numbers and other details.
HELP WANTED ANNOUNCERS CONTINUED

Classical Music Announce, Evenings, 3rd FCC. Production and editing. $6.500. Send resume immediately to Margie Laskowski, WSKG Public Radio, Box 97, Endwell, NY 13760. EOE/FM.

Night personality for No. 1 Rocker in Western Market. Must be a good communicator. Mail resume and tape to: Orient News, Box 1520, Springfield, MA 01110. No phone calls.

If you're a good communicator, at home in the production studio, and have a desire to do some exciting on-the-air work, we have the perfect music and news job opening at a large small market operation in the Upper Midwest. We're looking for someone with at least 1 year's experience in production and on air work for a new concept in nighttime radio. If you're an energetic person looking for creative recognition, rush resume to Box G-223.

Applications now being taken for News Director, minimum 3 years experience: computer type operator able to write copy and do good commercial production: account executive with some experience in advertising or radio time sales. Send resume to Gulfstream Broadcasting Company, PO Box 277, Ft. Pierce, FL 33460. EOE. Minorities encouraged to apply.

Modern Country—Experienced air personality needed for AM or FM drive. A great opportunity for the right person. Contact Curtis King, WKKN, 1901 Reidtown Road, Rockford, IL 61111. 815-877-3075.

Ready to move up? A challenging position in West Texas for air personality that loves contemporary music and good production. Send resume to Box G-258.

WeCZ is expanding again. Need skilled, relaxed voiced announcer with a minimum of 3 years experience to handle news, weather and traffic. Natural delivery and ability to communicate humanly are essential. This is a fabulous growth opportunity if you're interested in taking your career to another level. We're the best company in radio, send tape, resume, and anything else you think I need to know to: Bob Gaskins, 15401 West Ten Mile Road, Oak Park, MI 48237. WeCZ is a company of Combined Communications Corporation, an equal opportunity employer M/F.

Adult contemporary needs 7 to midnite air talent and news reporter/anchor for recently expanded operation and would like to discuss your benefits. Available in about one month. Box G-205.

Non-commercial religious station needs experienced announcer with background in religious radio. News writing required. EOE. If qualified, send resume, tape, resume to WBLI, PO Box 128, Carlinville, IL 62626.

Patten Communications is expanding its radio properties and is on the lookout for sharp people in the following areas: AOR/flop 40 disc jockeys, production, news in some very good markets in the country. Patten is also looking for sales people looking for future management opportunities. Excellent company— with an employee stock program and other fine benefits. Contact: Carl Como, PO Box 3470, Madison, WI 53704. C/o 92 FM. Tapes, resumes, references, NOW PLEASE!

Morning drive witty personality needed, Good paybenefits. EEO. Mellow rock upstate NY. Box G-227.

Announcer/MD with good production skills for top rated South West Virginia Modern Country Music Station. Some sales possible. EOE. Send tape, resume, salary requirement to Helen Beam, WAYS Radio, PO Box 1011, Princeton, WV 24740.

Looking for an experienced, adult contemporary jock with good production skills to fill our PM drive slot. Send tape and resume to Flinn Hackett, WOTT, 63 Box, Watertown, NY 13691.

Morning Announcer—40 hour week. Experienced only. Must be a good reader, have a good voice, and music interest. Send resume, tape and photo to: Central Coast, KSLA AM/FM, PO Box 1240, Santa Maria, CA 93458. 805-925-2582.

Production Director for number 1 Texas country station. Excellent position in rapidly growing market. EOE. Send resume to Box G-257.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

HELP WANTED TECHNICAL


New 100,000 watt public station is looking for a Chief Engineer. Will be responsible for all technical aspects of operation including, maintenance on transmitter, micro-wave, studio equipment and automation. Must be familiar with FCC, RFU, and EOE. Send resume to Box G-258.

Chief Engineer needed for long-established full-time AM broadcast station in Tucson. Our former chief was stolen by a big West Coast station. Unfortunately! Complete responsibility for professional operation and maintenance of all technical equipment. Directional experience required. $12,000-$15,000. One month vacation. Send resume to Box G-257.

Chief Engineer: owner 100 Kw FM/1 Kw AM. South, Modern equipment, great place to live and work. Resume to: Frank Blattor, WGLD, PO Box 2808, High Point, NC 27262.

Chief Engineer of First Class License ready to move up. 500 Watt, DA-D 2 tower new studio equipment. Send resume, salary history and studio maintenance knowledge, AM antenna proof experience not necessary. WYCL, 1259 Lane West Road, SW, Warren, OH 44481, Opening August 1, 1979.

Assistant Chief looking to become chief engineer or a chief engineer looking for new opportunity. Beautiful college town, 30 miles outside of Pittsburgh, Pennsylvania. Very well-funded station, AM-FM must have transmitter and audio maintenance experience. Send resume to Mel Goldberg. WHJB, 245 Brown Street, Greensburg, PA 15601.

Assistant Engineer for KLAZ AM/FM: First class ticket holder or EE graduate required. Position open immediately. We are the largest station in the state and are looking to add to our news department. Contact: Norn Laramee, KLAZ, 1501 N University, Suite 766, Little Rock, AR 72207 or call 501-381-9850.

Wanted: Experienced Chief Operator (engineer) for a California AM/FM station. $15,000 new $15,000 per month for 32 hour week. Possible overtime. DJ's need not apply. Box G-241.

1/2 time chief 1/2 announcer. AM with new 1000KW in 1 mo. 605-996-1490 & resume: Mike Edwards, Box 921, Mitchell, SD 57301.

HELP WANTED NEWS

Radio-TV Sports—WMIB-Radio-TV seeking sports anchor with experience in play by play duties include radio-TV play-by-play TV sports anchor regular radio talk show. Send resume & audition tape (VTR or phono) to Duane Wallace, News Director, 3131 No. University, Peoria, IL EOE/M/F.

Group Broadcasters needs digging news director to form two person news staff. Must have good voice. Send resume & tape to Community Broadcast Group, PO Box 1703, Poughkeepsie, NY 12601.

You can become an award winning, No. 1 rated small market News Department. Growing AM/FM needs News Director now. Includes opportunity to serve on station management team. Tape, resume to: WRKO, Box 1178, Roxbury, MA 02119, EOE.

Serious about news? Work with a top Kentucky news station—voted best state news operation for market size three of last four years. College degree, Midwest resumes only, EOE, Box G-193.

News Director for small market station with big market professional standards. Some Play by Play and color helpful. Number one News and Sports source for one of the National Bowls. A great opportunity! Send resume/Tape. KGRD, Box 1779, Pampa, TX 79065. 806-689-8609.

Now with at least one year's experience. Local news a must! Good opportunity for right person looking to advance. Send tape and resume to: WDLM, 249 Union St, Westfield, MA 01085.

Colorado's only All News station KDEN-AM is expanding! Applications now accepted for its announce position. Must have good production, interviewing, and public service skills. Send resume to: Station Manager, KDEN-AM, 5880 South Syracuse Circle, Englewood, CO 80111. No calls please, KDEN is an EOE employer.

News Director for NPR Affiliate. 28 kw public radio station with award-winning news and public affairs department seeks strong news and public affairs director. Requires at least 2 years extensive broadcast journalism experience including some management background. Writing ability, excellent on-air voice, experience in both print and broadcast journalism, and good knowledge of governmental affairs preferred. Salary range: 9500-13,000, all applications must be received by August 10, 1979. Send resume and tapes to: KEKU, Altn. Earl Cochran, Vice President, Gulf Coast Community College, 5230 West Highway 98, Panama City, FL 32401, Gulf Coast Community College is an equal opportunity employer.

Florida AM/FM accepting applications for news positions. Tape, resumes to: John Picano, Fairbanks Broadcasting, 1500 North Flagler Drive, West Palm Beach, FL 33402.

News Director for small market station in Northern New Mexico. Tape and resume to Dan Kelley, KBSQ, Box 970, Espanola, NM 87533.

All news radio station looking to fill reporter/anchor position. Professional presentation required. Send tape and resume to: KOLO Radio, 34665, Charlotte, NC 28234. An equal opportunity employer M/F.

News Person: Experienced news person for four person staff at station strong on news and public affairs. CBS affiliated good salary and benefits. Send tape and complete resume to News Director, WSOQ, Box 2250, Decatur, IL 62526. Equal Opportunity Employer M/F.

News Director: small-market, community oriented station near D.C. Authorize to handle commercial production,plus some news and announcing for small automated station in beautiful New England coastal community. Send tape and resume to: Charlie Smith, WBNB Radio, PO Box 310, Newburyport, MA 01950, EOE.

Broadcasting July 30, 1979
HELP WANTED NEWS CONTINUED

**News Director** for AM/FM in Southeast, $1000 more. Looking for experienced professional willing to make a commitment, Box G-239.

**Help Wanted:** News Director for gathering and reporting local news. Also to host weekly public affairs program. Send resume to WCNC. Box 231, Somerset PA 15501; 814-445-4186.

**Future need for news director.** Small market, AM-FM facility seeking someone who can gather, write, and deliver news in a professional manner. Good potential for right person. Complete resume to Box G-206.

KÖY, Phoenix, is looking for an experienced radio news communicator. Writing style and delivery are paramount considerations for this drive-time slot. Submit resume and writing samples to Paul McGonnigle, 840 N. Central Ave., Phx. AZ 85004. An equal opportunity employer.

Broadcasting to gather, write and report news for dominant AM-FM stations in north Texas market of 25,000. Produce and host weekly public affairs show. Must be self-starter, imaginative in editing, production; solid journalistic foundation with minimum two years experience and strong on-air sound. Negotiable salary in $11M range. EO E. Send resume to Box G-246.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

**Operations Director.** Top 25 Midwest No. 2 contemporary black-oriented station seeks No. 1 position. Duties include: daily air-staff; employing/supervising/evaluating personnel and involvement; screening commercial copy; general supervision of all programming personnel and activities, including news and public affairs. Knowledge of FCC programming regulations a must. Must be team-oriented, with positive attitude towards management and ability to take directions. Paperwork, planning and creative orientation and successful management and employee motivation experience desirable. 3rd ticket. Send resume stressing above qualifications plus air time orward and $12000 W. Bluemound Rd., Elm Grove, WI 53122. No phone calls. WLUM is an Equal Opportunity Employer.

**Down-home, folksy, country personality with strong programming skills to PD.** Country AM. Need driving force to make our country station dominant. Top factors are variety, stations, and benefits. Bonus. Send resume to KOIL Radio, Box 340, Grand Junction, CO 81501.

**Operations Manager** promoted to GM position within our company. Need top-rate announce/producer with small market experience. Must demonstrate growth spot immediately. Engineering-computer-FCC Rules & regs experience helpful. cassette tape and resume to: Bill Hoverson, WCOX Radio, Box 2996, Fargo, ND 58108 701-207-5346, EOE.

**Program Director** for fringe Washington, D.C. adult contemporary station. Outstanding opportunity to move into major market. Experience in programming, production and promotion. Short air shift, 1st class, E.O.E. Contact R. McKee, WPRR, Manassas, VA 22110.

**Co-Host** for everyday entertainment and public affairs program at quality TV station in medium market, to compliment long-established male co-host, TV news/feature experience preferred. With masterful delivery and producing experience helpful, as well as work on similar shows. Sparkling personality a must. Equal Opportunity Employer. Send resume to: Box G-214.


**Program Director--**Dominant AC station in competitive midwest secondary is seeking a strong PD. With experience. Must have management ability, good on-air ability, and interest in news and community events. Salary $15,000-$20,000. Send resume to Box G-243.

**WKBW Radio, Buffalo, a Capital Cities station, has** an opening as a director of operations. We are looking for a creative and talented person to write and produce commercial copy. You would also work in with the Programming Department. Send production samples of your work and complete resume to Sandy Beach, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. No calls please. An equal opportunity employer.

**Script Editor, earplay, academic specialist, WHA Radio, Primary responsibilities: delivery of production ready scripts to EARPLAY, the radio drama production center for public broadcasting. Other areas of responsibility include supervision of the packaging of the EARPLAY season of dramas, some post-production and some directing. Requires BA degree; some graduate level work in theatre or playwriting preferred; two years professional experience in radio drama production and in script editing required; must demonstrate broad knowledge of literature especially contemporary American theatre; must demonstrate ability to recognize literary quality and potential in rough drafts of work and work not written specifically for the radio medium and the ability to train others to do the same; experience supervising the work of others preferred. Salary based on qualifications. Application deadline is August 24, 1979. Write for application details to: Jack W. Mitchell, Station Manager WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

**Operations Manager--**Take over full management responsibility for successful high-quality, C-contemporary format commercial activated station. Train announcers, create fantastic local production & voices, supervise price control & budget, with possibility for well motiled skilled pro with high personal goals. Call Beaumont Texas, the 9th market, 713-755-6155.

**R.D. strong air personality for competitive market.** Send resume to Box G-172.

SITUATIONS WANTED MANAGEMENT

**General Manager, impressive twenty year history Major group, giant clear, small station successes, Superior strength in Organization, Administration, Sales, Operations, Seek company who needs strong general manager and offers advancement or equity possibilities. Family desires relocation. John Lawley, 703-456-9511 or 615-878-3023.

**General Manager** who will make you best, most profitable battling in town available for final permanent position, track record, outstanding background, qualifications, abilities. In no hurry will wait for right position. Box G-131.

**Program Manager... first phone, fourteen years experienced professional, college, AM, FM including automation, likely for growing position with equal compensation. Box G-162.

**Assistant Manager:** Over ten years experience in sales, programming, operations, FCC. Stable, married, family. Desire growth position with challenge and responsibility All replies considered. Box G-160.

**General Manager:** Heavy sales oriented with multi-project experience including AM & FM operations, 16 years experience. A dedicated professional with lots to offer. What do you have to offer? I am looking for a challenge and above average opportunity. There are a lot of ex-empts out there and a lot of underpaid. If you have that situation let’s get together. Outstanding references available. Box G-202.

**General Manager** of small manufacturer with three years radio sales desires to manage and sell for small market station. Located in Northern or Western. Would like option to buy piece of station, 31; Degree in Business: Family Box G-225.

**Top Programming Executive** in major chain wishes management position in California of Northwest. Box G-250.

**General Manager:** Long experience with exceptional, documented performance record in major and minor markets, capable of handling variety of stations, including PBP. Drybon, Vortex have experience with title. Current and previous owners will attest to ability. Excellent administrator, strong sales management. Intelligent and articulate, Hard working, devoted and stable. Carefully looking for long term association with quality organization. Box G-259.

Wanted, station or sales dept. to manage. 10 year veteran, 5 years sales, presently assistant manager. Former ch. engineer—directional station, announcer, program director. Prefer warm climate. Box G-159.

SITUATIONS WANTED SALES

Transplanted New Yorker wants to return. Currently GM Small Market. 3 yrs Broadcast Management; 5 yrs. sales, married. degree. Joe Rosanno 602-526-2687.

**Sales Manager.** West Coast small to medium market. Can lead and motivate others and carry own list. FM full-time, rare opportunity, will assume responsibility for your established sales staff. Box G-237.

SITUATIONS WANTED ANNOUNCERS


**Female D.J., 21.** 3rd ambitious, dependable, disciplined. Resume and audition tape available. Call or write: Lydiana Thomas, 312-285-7251, 4332 So. Michigan Chicago, IL 60653.

Smalltown America—Announcer with four years experience and first phone available now. 209-225-5507 or 714-873-3100.

**Immediate Availability.** Ambitious, dedicated male capable of any format. Have 3rd class. Resume and audition tape available. Call or write: Robert Zeienka, 3426 W. 167th, Markham, IL 60442, 312-333-7533.

**Air Personality:** Male 21, will relocate anywhere. Rhythm Blues/Disco, Hard Workers, ambitious dependable. Third class. Resume and audition tape available. Call or write Robert L. Coleman, 8732 S. Wood, Chicago IL 60620. 312-881-7063.

**Dependable, ambitious, dedicated, hard worker** Can relocate anywhere, immediately Any format. Have third. Resume & tape available. Can also do sports reporting and/or play play by play. Call or write: Kevin Horan 312-889-6518. 1824 North Austin Ave., Chicago IL 60639.

**Recent graduate of Communications School (A.A.S. degree) is seeking employment with a station desiring personnel for a beautiful music or big-band format.** Applicant prefers cool-weather climate. Contact Cory Nightengale, 52 Hillsboro Rd., Mattsapan, MA 02126, 817-298-5564.

**Announcer with one year experience looking for air shift position.** AM/FM West Coast. Taped Endorsed. John Ehlinger, 2636 N. 53rd Street, Milwaukee, WI 53210. 414-873-5366.

**Your problems are over!** Highly-trained (EOE) minority--newscaster--D.J. smooth friendly delivery. Relocate anywhere, tape available. 201-433-5458.

**15 yrs experience, 3rd, married, prefer country any shift, any size mkt. Johnny 802-941-1640.

**10 yrs M.O.R. Seeking M.O.R., Jaz, 31, 1st Box G-167.**

I'm a pro who will keep em listening and talking about your station. 10 years experience. Can also write, produce and do PBP. Looking for medium market and consider good paying small market. Good man to have around. Respond Box G-169.

**Experienced Top 40 Announcer** looking to join your T-40 or AOR "Air Force" Peer late night. Call Mark Thompson 414-463-4405 or 414-251-4994.

**Looking for Top 40 or country format.** Experienced as PD. Has done work with excellent references. Box G-210.

Available now, 16 year professional announcer, production, news. Randy Gallo, '90 Angel Place, Jacksonville, FL 32210. 904-771-7386.

**Attention Nevada.** Mature, experienced, announcer. Country or MOR. Excellent production and news. Available now. Box G-211.
SITUATIONS WANTED ANNOUNCERS CONTINUED

Young, professional announce. 10 years MOR. Beautiful music experience. Phone 216-725-0212.

Rock n Roll! Experienced, talented DJ. Wants air shift for non-conservative AM or FM in top 40 market. If your act's together, let's talk. Mike Ward 716-837-9964.

Air Personality – 3rd Edition expertly trained Disc or MOR. Can relocate anywhere immediately. Tape and resume available upon request. Call Frank Portlock at 312-843-8371 between 8 pm to 7 am or write 7045 Chappel, Chicago, IL 60646.


Versatile Air Personality, 3rd Class License. Resume and audition tape available. Creative and full of pep. R and B or disco. Box G-249.

SITUATIONS WANTED NEWS

Sharp, good voice, ambitious female newscaster who can accept responsibility Will relocate immediately. Resume and tape available. Call Zandra Watson, 5324 Kimbark, Chicago, IL 312-846-5462.


8 years news experience. TV, assignment editor wants back in radio as morning anchor/editor or news director. Emphasis on "People News". Former News Director, high profile, innovative, Prefer move to top 50 market. Wayne Hakchorn, 4833 Ford Ave., N.W. Cedar Rapids, IA 52405. 319-396-5380 after 7 p.m.

Sportscaster, top notch PBP, dramatic and exciting. Top bidder at medium market station. Box G-232.

Award winning Sports Director looking for a top medium or major market challenge. Excellent PBP reporting, writing. College grad, six years experience as morning drive, Dick, 602-265-1462.


If you've got a medium market sports and news position and won't settle for less than high quality, please call me. 516-781-0037, Larry.

Dedicated Pro Sports Director/PBP 10 years experience, seeking PBP, Sports Director and/or Management opportunity Professional, productive and personable. Box G-200.

Aggressive, highly motivated. Played by Play Announcer seeks station with sports commitment – level of competition unimportant. Western States preferred. Mike Harari 714-233-8833. PO Box 1221, La Mesa, CA 92041.


SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Medium (top 50) market programmer seeks stimulating position in larger East Coast city. 703-339-5795.

Successful Communicator seeking 500,000 plus market job with an aggressive Country Music Station. Experience as PD/MM. 13 year pro. Family man, 1st. Prefer mornings but considering all day areas. Call after 6 p.m. 502-845-4776.

Radio Active for eight years. 1st Phone Exp. MOR. P & CAW-PD, MD. Prod. Call Harry Diekirs 216-245-3194.


KLOS Los Angeles is where I've been for the past five years. Six years in Los Angeles. Nine years in broadcasting, I'm 32, married, with one son. First Class License. References upon request. I've made it in CA, GA, and AK. Now, I'm going to succeed in Progming AOR or Soft-Rock. If your station is in a competitive market, has the station IQ, and is in a western state, please call. All market sizes considered. Opportunity is the most important qualification. Keith Lowe, 850 South Manhattan, No. 4, Los Angeles, CA 90036. 213-936-2787.

Pennsylvania announcer with five years production experience, and who is a jack-of-all-trades, wants to learn jingle production. Looking for production trainee type opening at jingle company. Eager to learn. Write to Rob at Box G-233.

HELP WANTED MANAGEMENT

Nonstandard managerial job at new VHF public TV station in the Denver metro area. This station is intended as a laboratory for new ideas in television. We'll be controversial and challenge people's expectations about TV. General manager needed for strong fund-raising background and personnel skills suited to an experimental workplace. Salary based on incentive formula keyed to station income. Applications encouraged from women and members of minority groups. Write: John Schwartz, President, KBCTV-II; Box 4262; Boulder, CO 80306.

Program Manager – Public Television. Includes production responsibilities. Innovative staff and excellent technical facilities. Write for more information to: General Manager, KUAC-TV, University of Alaska, Fairbanks, AK 99701. EEOA Employer.

Promotion/Assistant Manager. Sunbelt network TV affiliate needs promotion assistant manager. Person will be responsible for on-air and print advertising. Position requires solid technical writing, a creative flair and strength in ratings analysis. Prior experience in sales or promotion preferred. Electronics layout a plus. By August 15, reply to Box G-244.

HELP WANTED SALES

Expanding operation of well-established independent UHF station in South Central area creates outstanding growth opportunity for account executives. An Equal Opportunity Employer. Please reply to Box G-156.

Southeastern VHF network affiliate needs Local Sales Manager. Must have demonstrated strong local TV sales experience and ability to supervise and motivate a five-person local sales department. Salary plus commission. Car furnished. Send resume and salary requirements to Box G-153.

Station in major mid-west market has an immediate opening for a creative salesperson. Candidate should have strong sales background and not be afraid of hard work. Knowledge of radio industry helpful but not mandatory. Draw against commission. An Equal Opportunity Employer. Reply in writing with references and sales track record in first letter to Box G-164.

Top 50 net afil, seeks experienced television sales pro for agency/direct accounts. Position available immediately. Write to: Box G-209.

Experienced Broadcast Account Executive for ABC affiliate. Dynamic growth area. Salary, commission, benefits. Send resume to M. Ledet, Local Sales Manager, WEUV-TV, PO Box 6277, FL. Myers FL 33910. E.O.E.

TELEVISION

HELP WANTED TECHNICAL

Assistant Chief Engineer with knowledge of UHF transmitters, FCC rules, and TV studio operation. Reports to Chief Engineers. WJCL-TV PO Box 13845 Savannah, GA 31406.

TV Broadcast Technicians. Established public television station moving to new color facility. West Virginia University and WWVU-TV has vacancies for those experienced in master control operations, production and maintenance including all phases of transmitter and/or microwave transmitting/receiving systems. Send resumes of qualifications and salary history to: Jack Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer.

Assistant Chief Immediate Opening. NBC/AABC Affiliate in beautiful southwvst. 3 hours from Dallas. Must have mental, good salary and TV with transmitters, preferably RCA TT-10, TT-25. Microwave and studio experience desirable. Call K.C. Jones, Chief Engineer, 602-782-5113.

Engineering Manager to supervise transmitter and maintenance personnel in Top 40 Southern market. Future projects will include circular polarization and automated master control. FCC First Class license and on-the-air experience required. Equal Opportunity/Affirmative Action EOE. MiF Submit application to Box G-170.

TV Broadcasting Technician I. The N.H. Network is expanding its operations and has four immediate openings. Must possess associate degree in electronics or equivalent, one year technical experience and first class license. Salary range $3772-$5152, depending on experience. Forward resume by August 5, 1979 to Ken McGowan, Director of Engineering, N.H. Network, Box 2, Durham, NH 03824.

Malrite Broadcasting is looking for an assistant chief engineer for a new TV-FM-AM operation. Help in the construction of a new UHF scheduled for late '79. Equal Opportunity Employer. Must have strong educational background and 1st class license. Pay plus benefits. Send resume to: PO Box 320, Morgantown, WV 26506.

Chief Engineer for South Florida Group Owned TV Station. Must be a hands on individual knowledgeable in RCA equipment and Sony ENG. Resume to Box G-191.

Asst. Chief Engineer for South Florida Group Owned TV Station. Must be a hands on individual knowledgeable in RCA equipment and Sony ENG. Resume to Box G-192.

Chief Engineer & Asst. Chief Engineer. Growing sunbelt station needs a know-it-all, hands-on chief for the next 3 to 5 years. Must hold a First Class Radio License.f FCC. License, Technical schooling or experience desired. Equal Opportunity Employer. Resume to: Chief Engineer, KFRE-TV, PO Box 729, Lufkin, TX 75901. 911-634-7771, EOE MiF.

Chief Engineer for South Florida Group Owned TV Station. Must be a hands on individual knowledgeable in RCA equipment and Sony ENG. Resume to Box G-192.

Licensed Engineer (Lansing/Jackson, Michigan) Must have 18 years of experience and hold a First Class Radiotelephone FCC. License. Technical schooling or experience desired. Equal Opportunity Employer. Resume to: Personnel, WLX-TV, PO Box 30380, Lansing, MI 48909.

Assistant Chief Engineer (Lansing/Jackson, Michigan) Must be strong in maintenance. Some management experience helpful. Medium size Michigan station equipped with latest state of the art RCA, Sony, Harris equipment. Must have strong written and oral skills and excellent company benefit package. Equal Opportunity Employer. Resume to Personnel, WLX-TV, PO Box 30380, Lansing, MI 48909.

Broadcasting Jul 30 1979
HELP WANTED TECHNICAL CONTINUED

TV maintenance engineer—1st class license—familiar with Angelus and Sony TV equipment. 4 to 8 years experience, Salary 5276 per week. Equal Opportunity Employer. TV engineer—juniior 2 to 3 years experience, 1st class FCC license, Salary 9276 per week. Equal Opportunity Employer. Apply—Personnel, WFTV, Box 999, Orlando, FL 32802.

Wanted—A Chief Engineer to one of America’s leading television stations. Top pay for top individual. Must be able to organize and know how to operate a technically Station heavy in remotes, ENG and studio production. We are looking for a leader who can create a healthy atmosphere and maintain a sharp operation. EOE/WE. FM/TV, Box 493.

Video Tape Technician: RCA American Communications Inc., has an opening at our Vernon Valley Video Tape Center Vernon Valley, New Jersey (near Great Gorge) for a Video Tape Technician. Our Video Tape Technicians are responsible for Real-time tape playback operations using 2-inch quad machines (TR 600); operating all equipment and machines associated with a video tape operation center including TK 28 Color Telecine Camera and related equipment, routing switchers, and audio-car or live operation. The ideal candidate will have 1 to 2 years of related experience. We offer an excellent starting salary and a full range of company benefits. For immediate consideration, please forward your resume and current salary requirements. American Communications Inc., 201 Centennial Avenue, Piscataway, NJ 08854. RCA, Equal Opportunity Employer, F/M/N/H.

TV Maint. Supervisor/Technician: We are a medium market, commercial, VHF television station, in need of an experienced person in charge of all transmitter maintenance and to assist in planning and installation of new, fully remote controlled transmitter facilities. We will pay $17,000 plus annually, plus fringe benefits. Excellent opportunity, EOE Opportunity. If you are qualified and interested in a challenge and career advancement, send your resume to Box G-251.

Radio-Television Engineering Manager, University of Florida Public Television. Position responsible for assisting in the planning and directing of the engineering operations for a public television station. Duties include directing technicians to set up operations, installation and preventive maintenance schedules. Strong background in engineering maintenance preferred. Requires graduation from high school and five years experience in the field of radio and television electronics. Also requires a 1st class license. Send complete resume and salary history by August 31 to: Mr. Gary Fort, University of Florida, 2nd Floor Hub, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

1st. phone, school or equivalent. Chance to gain experience in all facets of TV broadcasting. New Student TV at KABY TV, 2520 Aberdeen, SD 57401 or call chief engineer, EOE.

Chief Engineer needed for new Public Television Station scheduled to begin operations shortly. Individual accepted must possess a First Class FCC License, have had television broadcast experience, and be able to supervise installation, maintenance, and operational activities. We are searching for a working chief with public service obligation within our university atmosphere and who is dedicated to building a first class television station. All new equipment is being installed and station is part of PBS satellite interconnection. Salary $15,000 per year. Contact: Harold L. Young, Vice President for Administrative Affairs, Central Missouri State University, Warrensburg, MO 64093. CMSU is an Equal Opportunity Employer.

Chief Engineer for group owned UHF affiliate. Must have hands on experience with TK-27, TK-46, TUE-30, RCA Quad machines, ACR-25, Sony ENG, and inter city networks. Must have experience in wildlife, engineering experience and good supervisory skills important. EOE. Please contact Geri MacKey, 815-987-5301.

HELP WANTED NEWS

Sports Director—Previous broadcast experience required. Play-by-play, reporting, and anchoring skills essential. Resume to WVTI-TV, Box 751, Charlestown, VA 22920, EOE.

Aggressive station looking for top-notch weekend sportscaster/general assignment reporter: must have some sportscasting experience and knowledge of 16mm film and ENG. Position will be filled quickly. Equal Opportunity Employer. Send resume to Box G-172.

Dominant medium market station in beautiful sunny Southern California is looking for managing editor. Must have strong ENG/Journalism background. Job will include: sports call, directing technologists and production crew. Send resume and salary requirements to Box G-190.

Number One news station expanding staff. Need reporters with minimum of 2 years experience; photojournalism preferred. Send resumes and/or audiotape; tapes to Gary Long, ND, KARK-TV, PO Box 748, Little Rock, AR 72203. EOE.

Radio-TV Sports—WMBD-Radio-TV seeking sports anchor with experience in play by play. Duties include radio play-by-play, TV sports anchor, regular radio sports talk show. Send resume & Audiotape (taped p/p) to Duane Wallace News Director 3131 No. University, Peoria, IL. EOE/MAF.

Meteorologist: Strong on-air presentation with the credentials to make weather segment believable and enjoyable. Must possess at least one years experience to grow with us. Equal Opportunity Employer. Resume and your approach to weather first letter. Box G-175.

TV News Photographer. Shoot and edit ENG for top rated station in sunny Southern California. 1 year minimum experience. Send resume and recent tape to Gary Anderson, N.D. WIS TV, Box 387, Columbus, SC 29202. EOE.

Top Notch Assignment Editor/Producer for 6 p.m. news. Sunbelt CBS affiliate, Mature, creative news pro and administrator. Job leads to news director's post. Call News Director 601-328-1224 after 1:30.

Cinematographer/Editor/Look for someone who is familiar with 16mm film cameras both sound and silent. Send resume and samples of work: News Director, WOWK-TV, 625 Fourth Ave., Huntington, WV 25701. Equal Opportunity Employer.

ENG Photographer for station television documentary unit. Should have experience shooting ENG television news. ENG editing experience desirable. College preferred. Samples of work necessary. Send resume and cassette to: WDIV-TV, 184 Barston Street, Buffalo, NY 14213. An Equal Opportunity Employer.

Field Reporter/Weather Anchor combo for deep South CBS affiliate committed to First-class news effort. Minimum experience required. Tell all in first letter to Box G-194.

Assignment Editor/Bureau Chief to run news office in capital city of West Virginia. Must have strong film and journalism background. Send resume and videotape cassette to News Director, WOWK-TV, 625 4th Avenue Huntington, WV 25701. Equal Opportunity Employer.

100 Midwest Market: Two Positions. Experience required. Reporter/Photographer: Able to shoot film, edit and produce hard hitting packages. Reporter: Able to shoot film and write scripts. Must call accepted. Audition tape or film & resume on first reply c/o Linda Fuoco, WTVT-TV, Box 470, Rockford, IL 61105, EOE.

Photographer/Editor with gun. Shoot film, edit and produce work for station. Have experience in studio and field. Send resume and/or tape to: c/o Michael McIntosh, WTVT-TV, 1444-494-8771.

Weekend Anchor wanted for major east coast market. Must have prior TV on-air anchoring experience and registry on reporting background. Equal Opportunity Employer. Detailed position to Box G-234.

News Director—Experience, journalism degree required. Top 40 market in Sunbelt. Dynamic person to manage News staff of over 30. EOE. Send resume to Box G-224.

News Producer for local TV station. Writing & news production experience in top 50 market preferred. Send resume and reference to Personnel Office. Con- stitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer!

Weekly Weather/Reporter for major West Coast market. Must have video experience. Prefer AMS credential. Applicant must be able to do stories on Environment, Health, Science as well as live reports. Reply with resume and references. Send resumes, photos and tapes to News Director, KRON-TV Box 3412, San Francisco, CA 94119. E.O.E. No phone calls.

Sportscaster. Must be opinionated, loud, brash, and lovable. A love of pro football and outdoor sports would go far. Get the picture? Replies to Box G-252.

We are restructuring our News operation. We need a News Director satisfied only with a number one market position. Experience with energetic and successful News operation as Director or assistant is a must. We also need a resourceful assignment editor who can teach paper, help develop good field pieces and stay on top of assignments with a proactive approach. Applicant should be capable of on-air performance for up-dates. For either or both positions, tell us in first communication to Operations Manager, WBBR-Sunbelt, Box 1372, EEO/MAF.

Top 50 Market News. Con in on the ground floor of a new 5 camera ENG news operation. WKEF television is seeking tapes and resumes from experienced news directors, reporters, photographers and assignment editors. Send resume, salary required to Larry Graham, Station Manager, WKEF-TV, 1731 Soldiers Home Road, OH 45418. EOE M/F.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Operations/Program Manager ... Midwest top 50, network affiliate, looking for experienced person in programming, production and promotion. EOE. Send resume to Box G-90.

Reporters, Anchors, Hosts. Do you love producing stories about people and working outdoors with mini-cams? We’re a top ten nightly feature magazine and we want producers/host with who. EOE. Resume to Box G-148.


Promotion Manager for major NE network affiliate. Must have minimum of three years experience in promotion. Position involves hands-on work in all phases of promotion, on-air news, and other print media. Salary commensurate with experience and ability. Equal Opportunity Employer. Reply to Box G-171.

Writer/Publicist-TV-San Francisco. Unusually creative opportunity in San Francisco television. Requires substantial writing skills, press releases, etc. and ability to deal successfully with press and public. Salary range will include possible relocation aid. Send resume and samples. Previous experience is required, as are writing samples. Please send with resume, salary requirements, and references. Director of Public Relations, KRON-TV, Box 3412, San Francisco, CA 94119.

Video Promotions Associate: The Public Broadcasting Service seeks individual in Video Promotion group to create national promotional announcements. College credits in video production preferred. Strong scriptwriting, production ability with high technical expertise. Minimum of 3 years experience in television writing and production required. B.A. in Broadcast Communications or related field preferred. Please submit copy of resume, salary requirement and three (3) references to: Carol Dickert-Scherr, Public Broadcasting Service, 475 7th Street, N.W., Washington, D.C. 20004. Equal Opportunity/Affirmative Action Employer.

TV Program Editor: Illinois Farm Bureau is seeking a person with a minimum of one to two years experience with live and direct broadcast and corporate television programming. The successful candidate will also serve as on-air talent for commercial and corporate Farm Bureau television programs. We prefer a graduate of a broadcasting program with experience in communications or a related field, and a minimum of one year’s experience. To apply submit a resume and salary requirements, in confidence to: Jack Fowler, Director of Employment, Illinois Farm Bureau, 1701 Tows- da Avenue, Bloomington, IL 61701.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Television Producer/Director: Work with instructors to write, produce, direct, and edit programming for classroom and community cable, under minimal supervision. Must have at least a bachelor's degree, a minimum of 3 years in television production, and EFP experience. Competitive salary. Send resume and creative 3/4 inch samples to Personnel Office, Johnson County Community College, College Blvd, at Overland, Overland Park, KS 66210. An Equal Opportunity Employer.

ENG Photographer top 10 Programming Dept. Experienced in shooting, editing ENG documentaries. Film experience also preferred. Resume and demo tape to Production Mgr., WDMV-TV, 4001 Brandwyine St, NW, Washington, DC 20016.

Stage/Lighting: Need quality experienced S & L pro to design and light TV and Cine productions in 3 studios, 1 remote studio. Must build sets, maintain records and inventories, train and supervise grips and shop crew. $16,000 to $20,000 for experience. Start October 1. Apply to Dr. James B. Tintera, Wayne State University, Detroit, MI 48202. Equal Opportunity Employer.


Operations Manager: New UHF independent in Oklahoma City is taking applications for an Operations Manager. Responsibilities include all studio production and on-air functions. Prefer someone from the Southwest who is now a program manager or senior director who wants to get in on the ground floor of a new station. New building, sets, and equipment and a great place to live. Send resume with salary requirements to: Ted Baze, VP & Gen Mgr, KGMC-TV, 2520 NW 76th Street, Suite 201, Oklahoma City, OK 73112. EOE M/F.

Associate Producer: For daily live talk show in top-ten market. At least 2 years experience in studio and field production. Strong research and writing skills are absolutely mandatory. Must be a take-charge person offering strong creative input. Equal Opportunity Employer. Send resume to Box G-22B.

Announcer/Producer: To direct, coordinate, plan, and supervise performers, technicians, camera and floorpeople. Must have good voice and minimum of 5 yrs. experience to Claude Evanoff, WALA-TV, PO Box 1548, Mobile, AL 36501. No telephone calls, please! EOE M/F.

Staff producer/director in "state of the art" corporate TV facility at Ohio Bell. Responsible for directing studio and field productions. Must have at least 5 years experience in television production and on-air functions. Must be proven creative thinker who can transfer ideas to results. Scriptwriting skills and experience in film and videotape production a definite plus. College degree desirable. Send resume to Ohio Bell, Room 761, 55 Etiwanda Plaza, Ontario, CA 91764, immediately. EFE M/F.

Program Director—We're looking for a person with a good knowledge of TV and good energy to make our station No. 1 in the market. You will be responsible for its concept and development of our promotion. News is our highest promotion priority but we also place heavy emphasis on episodic promotion of our syndicated programs and in community-involvement promotions. You must be an idea person with television production and sales experience. You will have access to our new tape mobile production unit. EEO/employer. Send resume and samples of work to Howard L. Hoffmeyer, Program Director, WTAS-TV, 1771 6th Avenue, Fort Myers, FL 33901. No phone calls, please.

Host: We're searching for a bright, articulate person with good appearance and warm, on-air manner. Must have interest in television production and in writing, booking and research. Program varies from shadowing with an interest in everything. Equal Opportunity Employer. Send resume to Box G-230.

SITUATION WANTED MANAGEMENT

I want to make you No. 11 Young, experienced program/operations/promotion manager; solid credentials; B.A. Available immediately. Box G-177.

SITUATIONS WANTED TECHNICAL

TV-FM-AM: Field engineering service, 29 years experience... installation—maintenance-system design—available by the day-week or duration of project. Bruce Singleton 813-858-2988.

Seeking position as assistant/chief engineer in western U.S.; 20 years experience television, radio, FM, both studio and transmitter. 422 S. Richland, Odessa, TX 79760.

F.C.C. First class licensed technician four years experience in television and audio-visual organizations. Young and energetic, cooperative, salary negotiable. Box G-204.

First Phone, CIE Graduate. Three years experience all operational phases. Presently with ABC Affiliate. Desire change of area. Box G-253.

SITUATIONS WANTED NEWS


Meteorological Personality. Television is a visual medium. Know and love the weather. I am looking for quality. If you are too, let's get together. AMS seal. Box G-178.

Sports... small or medium market anchor. Prefer p-b-p, but not necessary. Five years radio, one year television experience. Box G-189.


Creative, Young Cable Producer/Writer wants to move up to broadcast news and features. Experienced in copywriting, research, community relations, humor, production, video production. I can make a difference. Box G-238.


Major market pro reporter/anchor desires evening anchor Knowledgeable, 34, degree, family Box G-215.

Former TV Reporter wishing to get back to news. Excellent background and references. Please reply Box G-216.

Experienced Producing Sports Shows Shows and experiences in editing videotape. Detail work also strong point. Presently working at a major market network affiliate part-time. Resume and videotape available on request. Reply Box G-217.

Consumer Reporter, 24, female, Masters Degree, on-air experience, bright conversational style seeks position with creative TV news team. Consumer Reporters hit viewers pretty close to home. C. O'Neill 617-854-2644.

Looking for a scenic TV series? Ex-Radio ND can handle features in scenic style as well as straight stuff. Cultural reporting, too. Box G-218.

Major market award winning news director with national reputation seeks position for Group news consultancy, top news management or media/communications related field. Best credentials. Contact Box G-247.

Young, ambitious, award winning Sportscaster looking for a challenging position in News or Sports in a small or medium market. Have produced, anchored, and can write as good as anyone. Contact John Arezzi 617-536-1588. If no answer call 212-277-2919 and leave message. With three broadcast related college degrees, I'm offering what you're looking for.

Four years experience reporting, news analysis, documentaries, with extensive B.A., aggressive goals. Ready now as reporter/photograph any market. Mark Doremus. 7011 Lewis Dr, San Diego, CA 92120 (answphone: 714-582-7678).

SITUATIONS WANTED PROGRAMMING, PRODUCTION AND OTHERS


Program Director: Early 30's with diverse background: audience/sales promotion, news, sales & operations, Talented, creative, congenial. Seeking long term growth opportunity in southwest or west. Box G-221

Production Manager desires a return to producing-directing. News (No 1), sports, remote, commercial and remote productions. Award winner. Experienced in commercial and ETV. Box G-255.


Need a right hand person to a talented program manager? Try a little sparkle with an experienced take charge production manager. Hands on experience in news, commercials, studio and remote productions. Box G-256.

Pennsylvania Radio announcer with five years production experience wants to learn television production, production, and directing. Eager to learn. Contact Bob Sparrow, WHUN Radio, Huntington, PA 16652.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED SALES

Rapidly growing California electronics firm needs polished ambitious sales rep with television capital equipment background. Handling southeastern region sales. Will consider related industries, immediate opening, commensurable compensation. Please send resume in confidence to Box F-38.

SITUATION WANTED


HELP WANTED ANNOUNCERS


HELP WANTED TECHNICAL

Regional Plant Supervisor: We need an innovative person to: 1) Assist Corporate and field personnel in solving technical problems, 2) Monitor technical programs & OSHA practices, 3) Ensure that corporate engineering standards are met, 4) Establish and administer technical training and performance program. Travel is required. Attractive compensation package commensurate with background and experience. Please send resume and compensation requirements to: Personnel Dept. General Cable Corporation, 7995 E. Prentice Ave, Englewood, CO 80111. We are an equal opportunity employer.

HELP WANTED INSTRUCTION


HELP WANTED MANAGER
HELP WANTED INSTRUCTION CONTINUED

Assistant or Associate Professor: Teach basic and advanced undergraduate TV production. Must have thorough knowledge of radio production and promotion. Experience in advising, Ph.D. preferred. Master's mandatory. Teaching and professional experience necessary. Application deadline: August 15, 1979. Begin September 1. If possible, Salary: $18,000-$18,000 for 10 months. Send resumes and references to: Dr. Philip E. Paulin, Chairman, RTVF Oklahoma State University Stillwater, OK 74074. OSU is Equal Opportunity Employer. Women and Minorities are encouraged to apply.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Burbank St., Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271).

Wanted Skw or 10 kw AM transmitter to use as a standby. Prefer something no older than 10-12 years. Call John Gobe, WVOX Radio 205-765-1111.

FOR SALE EQUIPMENT


RCA TP-7 Slide Projectors: Very good condition. $400.

Collins MW-4080 Microwave: 7 Ghz, one audio channel, 2 available. $4,500 ea.

Ampex 1200A VTRs: loaded with options $28,000 ea.

RCA TTU-10 10 kw UHF transmitter: 7 years old presently on air. $35,000.

GE PE-350 Color Cameras: Excellent condition, 3 available. $8,000 ea.

RCA TR-4 Hi-Band VTRs. Heads new, good condition, 2 Available. $16,000 ea.

GE 12Kw UHF Transmitter: Better for new station, good condition, $14,000.

RCA TK27A Film Camera: Available with TP 15 Multiplier $12,000.

RCA TP Film Projector Good condition $10,000.

GE PE 240 Film Camera: Excellent Condition $8,000.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.


5 KW AM Collins 820E-1, used one yr. with 125% positive peak output. Factory tuned, tested and warranted. Large Savings. M. Cooper 215-379-5685.

Six (6) Norcore PC-80 cameras on line working—each has CBS enhancement, 5M encoder 100 ft camera cable-packing head. $12,500 each or $60,000 for all. Ray Fusco VP & Di of Op., The Video Center, 6605 Eleanor Ave., Hollywood, CA 213-487-6272.


SPARTA 703-2 2.5 KW AM Transmitter. Three years old, excellent condition. Available in fall, going to higher power. Call Mr Hess (703-985-4150).

5 broadcast studios full of professional equipment. Much is new. All is for sale. Call for list and prices 813-955-8922.

Two Houston-Florida 16mm mini-color Film processors, process VNF-1 and ME-4. Both work well. Call Stu Seibel, 307-834-7755.

CDL 850-7 bus switcher with preview key 3 separate effects systems each with circle wipe & positions, quad split, 3 auto transitions, add-non add. 3 background generators, RGB chroma key, butterfly, proc. amp. Excellent condition. Contact Jack Shuttus, EUE Screen Grand, 222 E. 44th ST, NY, NY or 212-887-6030.

Need a combination Production and ENG Van? Just completed fully equipped mobile production studio is priced far below its market value. Dave Castellano 209-957-1761.

CBS Mark II Model 502 Image Enhancer $750. Video Ventures, PO Box 2795, Rocky Mountain, CO 27901 $19-446-8734.


COMEDY

Free sample of radio's most popular humor service! O'UNERS, 36-6 C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundred's renewal! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality by-weekly service. Write (or letterhead) for sample: Galaxy Box 20993-B, Long Beach, CA 90811. 213-438-0508.

Prizes! Prizes! (#0) National brands for promotions, contests, programming. No bar or trade ... better with food. Fantastic deal, write or phone. Televison & Radio Features, inc. 168 E. Superior St., Chicago, IL 60611, call collect 312-844-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.


Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, promotion aids, over 325 dynamite tracks on 4 low-priced LPs! Free sample: LA AIR FORCE, Box 944-B, Long Beach, CA 90801.

For Sale. Complete record collection of Billboard's Top 20 from 1955 through 1979. All 2700 records are in perfect condition. Call anytime. Memory Bank Inc. 203-847-5158.


INSTRUCTION

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 30 and September 10. Student rooms at the school. 81 N Pineapple Ave., Sarasota, FL 33577, 813-955-6922.


RADIO

Help Wanted Sales

ATLANTIC CITY SALES MANAGER, SALESPERSON

We're looking for (2) experienced professionals to work, with a desire to make good money, and live by the shore in fast growing Atlantic City, the best of all worlds.

WOND 15 Shore Road Linwood, N.J. 08221
Phone: Ray Holbrook 609/641-1400
No Collect Calls
Equal Opportunity/Affirmative Action Employer

BE A PART OF A GOOD GROUP

In Wheeling and Hollywood, growing sales and promotions result in current opportunities for senior and new account executives desiring fulfilling careers and experience. Experience in radio sales is nice but not necessary. We provide personalized training. We have had great success with experienced account executives and recent college graduates. Ability to think and work hard are essential. WMGA, Hollywood/Ft. Lauderdale FL, WKWK AM/FM and MUZAK, Wheeling WV, WDXI, Jackson TN, WMCL Mecklenburg IL, EOE/MF Write in confidence to:

Bill Musser, General Manager
WKWK
1201 Main St, Wheeling WV 26003

Jim Glassman, General Manager
WGMA
Box WGMA, Hollywood FL 33024
Community Service Broadcasting, Inc.
GENERAL MANAGER
KHOW AM/FM
DENVER COLORADO

General Manager for one of America's great station operations in the
magnificent mountain west. A rare opportunity to join one of
the country's major radio groups. It is unlikely that the successful
candidate will have less than several years experience as general
manager of a major station.

Replies to: Gary Stevens President,
Doubleday Broadcasting Company
PO Box 9338
Minneapolis MN 55440
EOE/M-F

Station Manager

TEMPLE UNIVERSITY is seeking a Station Manager to administer day to day operation of the University's radio station, WRTI.

The Station Manager is a chief executive in the station and recommends policies, deals creatively with radio production and programming, trains and counsels student staff members. Responsibilities also include meeting the legal requirements of the Federal Communications Commission, maintaining liaison with the station attorney, and administering the station budget.

The successful candidate should have a Bachelor's Degree. Master's Degree preferred; at least 2 years administrative experience with commercial or educational radio, preferably as a paid professional; working knowledge of radio programming, production and broadcast law, and ability to teach basic broadcasting courses.

We offer competitive salary and excellent fringe benefits including tuition plan. Send resume and salary history in confidence to: ELLEN SCHEITRUM, Personnel Department.

TEMPLE UNIVERSITY
University Services Bldg., Rm. 203
1601 North Broad Street
Philadelphia, PA 19122
An Equal Opportunity Employer

Help Wanted Programing,
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—tune great on the air and can do production OK. Can you control your staff? If you can say Yes to all these, then send all details to this medium market station in Northeast. Box G-231.

PROGRAM DIRECTOR
Looking for medium market Program Director. Adult contemporary format, solid signal, fine facility. Decent pay and fair management await the best candidate. So rush resume and salary requirements to Box G-220. EOE.

Help Wanted Announcers

FRIENDLY VOICE FOR TOP RATED
COUNTRY FM IN TOP-10 MARKET
KSCS, Strictly format ounded country FM, in
Dallas-Ft Worth is looking for the right
pleasant voice to fit our style. Minimum
3 years experience. Background in
Beautiful Music or M.O.R. announcing
helpful. T & Rs to Tom Casey, PD, KSCS,
3900 Barnett St, Ft Worth, Texas 76103.
An E.E

Help Wanted Technical

OPERATIONAL/MANAGEMENT ENGINEER
Opening for maintenance operational engineer in leading good music station in New York Metropolitan area. Excellent benefits and compensation for the right person. First phone and heavy maintenance experience necessary Call Kent Stout (201) 345-9300.
An Equal Opportunity Employer.
Help Wanted Technical

CONTINUED

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 G-231.

BROADCAST PROFESSIONAL
Over 9 years experience as P.D., M.D., Jock, Operations Dir., at top 12 market 100,000 watt station. Well versed in promotion, management, sales, programing. Looking for G.M. position in medium or small market. 314—728-0809, Community service oriented.

TWO MAN RADIO TEAM WANTS MONEY
We'll work for it if you insist although it goes against everything we stand for. Send (money or if you simply must, a job offer) to Box G-201.

ADULT FORMATS ONLY

TOP RATED TALK SHOW HOST
If you are a top ten market station, can pay top dollar, and want a daytime personality who is informative, controversial and entertaining, I AM AVAILABLE. Box G-235.

AWARD WINNER...
...in sports coverage. Daily programming, interviews, PBP. Commentary honored as the state's best. I can do the same for you. Fourteen years of experience ready to move up. Box G-245.

SEEKING OFF-AIR OPERATIONS OR P.D.-M.D. POSITION

TELEVISION
Help Wanted Sales

ACCOUNT EXECUTIVE
WTVD, Miami has an opening for an Account Executive with prior television sales experience. Applicants must be aggressive and creative. Excellent pay benefits and working conditions for the right person. Send resume to Manager of Employment, PO. Box 010787 Miami, Fl. 33101.

INCREASING STAFF
We have openings as a result of a management decision to expand our staff. We are looking for qualified people in almost all phases of the operation.

ENGINEERING:
(4) Engineers—First Class FCC license required and experience in maintenance of TK-46, TK-78, TR 70's, BVU-100, BVU-200, Time Code, Glass Valley ‘Widearea’, etc. We have two full remote production units and are involved with live ENG.

Transmitter Maintenance—First Class FCC license required. For Conestoga location.

NEWS:
Assignments Editor—Experienced.
Producer—Experienced.
(2) Photographers or Minimac Operators—Experienced.
3/4" VTR Editor—Experienced.
Film Editor—Experienced.
General Reporter—Lead news experience.

PRODUCTION:
Producer/Director—Experienced in field (3 years) remote and studio.
Audio Technician/Booth Announcer—3 years experience.
Music mix and editing background.

ENG Operator—1 year experience or comparable studio and remote experience. Hand-held experience in TK-78 and Sony BVU editing equipment.

Studio Camera—Experienced. Prefer lighting background.
Film Makeup—2 years experience with lab and film projection.

PUBLIC AFFAIRS:
PA Assistant—Experience preferred. Work under Public Affairs Director. Job involves community work, speech making, production of public service announcements and public affairs programming with eventual on-air work if qualified.

APPLY TO Gary Rickets
EEOC Officer
KTVL-17
PO. Box 8
Tulsa, OK 74101

TELEVISION MAINTENANCE/OPERATIONS TECHNICIAN
WCVB-TV, Boston, seeks a full-time broadcast technician with maintenance credentials for initial operations assignment which could develop into full-time maintenance shift during first year. A background in digital electronics, repair, and preventative maintenance of camera, tape and audio systems is prerequisite. Applicant must have first-class FCC license and a minimum of 3-5 years in television operations and maintenance. An engineering degree would be a plus.

If qualified and interested, send resume (no telephone calls please) to Personnel Department, EB703, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192

An Equal Opportunity Employer M/F

Help Wanted News

NEWS/PUBLIC AFFAIRS DIRECTOR

Very few times in a career will this position be open. The only reason this position is open now is because our current news director is moving to a top thirty market.

Our station has the number one rated local news. Emphasis on quality with a 100% commitment from management. Excellent staff. Superb facilities, including complete live ENG with a program capable color mobile unit, Ikegami HL-77 cameras, Sony BVU editing facilities, etc. This position offers a major salary, plus automobile and many additional company benefits. This is an award winning news operation with best "Newscast of the Carolinas" and "The Sigma Delta Chi Award" to its credit.

An equal opportunity employer - M/F

Send complete resumes to:
Gus Bailey, Jr., Vice President, General Manager,
WCSC-Television, PO. Box 186,
485 E. Bay Street, Charleston, S.C. 29402.
No phone calls please.

WCSC-TV
CHARLESTON S.C.

HELP WANTED TECHNICIAN

TECHNICIAN

ANTED

LIVER MAINTENANCE/OPERATIONS TECHNICIAN

WCVB-TW, Boston, seeks a full-time broadcast technician with maintenance credentials for initial operations assignment which could develop into full-time maintenance shift during first year. A background in digital electronics, repair, and preventative maintenance of camera, tape and audio systems is prerequisite.
Applicant must have first-class FCC license and a minimum of 3-5 years in television operations and maintenance. An engineering degree would be a plus.

If qualified and interested, send resume (no telephone calls please) to Personnel Department, EB703, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192

An Equal Opportunity Employer M/F

CHIEF ENGINEER

Help Wanted Technical
Continued

**TV BROADCAST TECHNICIANS**

Established public television station moving to new color facility. West Virginia University and WWVU-TV has vacancies for persons experienced in master control operations, production and maintenance including all phases of transmitter and/or microwave transmitting/receiving maintenance. Send resume of qualifications and salary history to:

Jack Podestzwa
Personnel Officer
West Virginia University
Morgantown, WV 26506

An Equal Opportunity/Affirmative Action Employer M/F.

**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, E.O.E. M/F.

**BROADCAST TECHNICIANS**


**Broadcast Service Engineer**

Sony Broadcast, Compton CA has a position open for an engineer with extensive experience in the service and maintenance of Sony Broadcast VTR, color camera, TBC and related professional products. To work with installation at customer's location and on the bench in Sony Compton SVC Lab. Candidate should have a minimum of 3 years direct maintenance experience. Please call or send resume to:

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Sony Broadcast
700 West Artesia Blvd.
Compton, CA 90220
(213) 537-4300 Ex. 379

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Help Wanted Management

**ASSISTANT GENERAL MANAGER**

**STATE PTV NETWORK**

Minimum of 6 years in TV broadcasting, at least 3 years in public TV at management level. Must be strong in administration, including personnel and fiscal management, be familiar with public TV program production, development, scheduling, communications rules and regulations, and electronic hardware of television broadcasting. Reply only in writing, by August 24, 1979, to: H. Sheldon Parker, Jr., General Manager, PA, Public TV Network, PO. Box 397, Hershey, PA 17033. (An Equal Opportunity Employer)

**NEWS DIRECTOR WANTED**

For a network affiliated station in a top fifty market. We are looking for someone special; an innovative broadcast journalist with drive, flair, and substance who knows the elements of television news intimately from experience. This person must be able to inspire and give leadership to a dedicated staff and be an integral part of a station dedicated to professionalism in news. We are an equal opportunity employer. Send resumes to Box G-207.

**GENERAL MANAGER**

**FLORIDA CATV SYSTEM**

Send Resume to Box

G-182

ee e m/f

Help Wanted Programing, Production, Others

**PM MAGAZINE**

Executive Producer, co-hosts positions available immediately, experience a must. Send resume, tape to Dave Miller, Program Manager, WCMH-TV, PO. Box 4, Columbus, OH 43216. EOE/MF

**PRODUCTION MANAGER**

We are seeking an experienced Production Manager. Responsibilities include supervision of Producer/Director personnel; announcers, set-up, and film department personnel. Coordinates the production requirements of the station and insures a consistent high quality on-air look. Three years production experience desired. Send resume and salary requirement to John Stoddard, WDTN TV2, 4595 S. Dixie, PO. Box 741, Dayton, Ohio 45401.

An Equal Opportunity Employer M/F.

**DATA PROCESSING MANAGER**

Independent television station looking for experienced data processing manager. Applicant must be experienced on PDP-11, IBM 407 and other data processing equipment. Must also be able to program, send resumes with work and salary history to Box G-195. Equal Opportunity Employer M/F.

**PROGRAM MANAGER**

Boston's fastest growing independent television station is seeking a dynamic people-oriented pro to take charge of station programming efforts. Good production knowledge and administrative skills are essential.

Send resume to: Steve Bell, VP & General Manager, WLVI-TV, Box 56, Boston, MA 02101.

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Fall is just around the corner—write now! Box G-212.
Help Wanted Programing, Production, Others

**DIRECTOR OF COMMUNITY SERVICES**

Current expansion has created an opening for an articulate individual to be responsible for planning local programming and other community services in several locations. This is a top level corporate position, planning programs to be implemented at the local level. We are a California based company and the sixth largest CATV operator with systems in 14 states. We are seeking an individual with hands-on experience in television production as a director/producer, who is a top notch writer and speaker with a background in community relations.

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Costa Mesa, CA 92626

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We're a major national media organization looking for a communications executive to run our Midwest office based in Chicago. We seek an effective business professional with a working knowledge of sales, marketing and research, especially in Television. Must have ability to deal easily with top people in the Agency/Corporate world.

We offer an attractive salary to start, and an opportunity for solid growth in an important industry.

Interested candidates should send resume and salary history in confidence to:

Box G-254

Help Wanted Technical

**DIRECTOR OF ENGINEERING**

Needed immediately. Must have experience in all phases of broadcasting equipment, including tube types, analog and digital, as well as transmitter experience. Must be willing to travel anywhere in the world. LOE preferred. Encourage to apply. Broadcast Automation Associates, PO Box 277, Ft. Pierce, FL 33450. (305) 484-5485.

Help Wanted Programing, Production, Others

**PUBLIC NOTICE: APPLICATION FOR CABLE TELEVISION LICENSE, WINCHESTER, MA.**

The Town of Winchester, Massachusetts will accept applications for a community antenna television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Winchester is a residential suburban community of 23,000 people located 8 miles northwest of Boston. Applications will be accepted at the address below until 4:00 PM on Wednesday, October 31, 1979.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. Each application should be accompanied by a $100 non-refundable filing fee, payable to the Town of Winchester.

This is the first request for applications for a cable television license by the Town of Winchester. All interested applicants are urged to submit complete and fully detailed applications at their earliest convenience. The initial application should represent the most attractive proposal for the Town.

Richard N. Willsack
Chairman
Board of Selectman
Winchester Town Hall
Winchester, MA 01890

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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.

Are you and your market ready for Adult AM radio that is more than music? The future of AM radio is in the total service you provide. I can help you determine if there is more to your station's present and future than you might have thought. Network One, inc., P.O. Box 6636, Denver, Colorado 80206. 303-767-0312.

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**Radio Surveys**

**S-A-M-S**

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Oral Roberts University has used RCA TK-44B camera for sale. New tubes. Schneider 11X1 TV zoom lens. 110 volt. Will add remote control. Houston Fairies PD-8 pedestal. 60K. Write ORU, Box 3266, Tulsa, OK 74101 or phone 918-492-5335.

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OWNER/OPERATOR EXPANDING PRIVATE NEGOTIATIONS
Somewhere there is an owner of a radio station who is, say, 50 years old, feeling the time and the need to sell the station he has built. He is looking to buy another property. Then, with the help of me, he would like to sell, he would like to see you, if you are selling your property. I understand the need for privacy. The station I now own was purchased with the most delicate discretion. I know the value of a closed mouth.

If you are thinking about selling your station, you probably are also thinking that you sure don’t need that news discussed all over town. Maybe that’s why you haven’t talked to anyone about selling. I understand the need for privacy. The station I now own was purchased with the most delicate discretion. I know the value of a closed mouth.

I’d like to buy another station, maybe yours. My price range is plus or minus $1 million, with terms acceptable to seller. I’d like to see you, if you are selling your property. The station I now own was purchased with the most delicate discretion. I know the value of a closed mouth.

Every everything else is negotiable.

For Sale Stations

MAJOR NORTHEAST MARKET
Full Time AM For Sale
By Owner
Contact: Berk Fraser, WICE Radio, Providence, R.I. (401) 237-7000.

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Los Angeles, CA 90047

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- Powerful Fulltimer; N. Maine, $450,000.
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- Fulltime, Dominant Metro, TX $1,000,000.
- Daytimer, Million + Pop, in coverage area.
- 1 kw AM in Southern Ga. Real Estate, $250,000, Good terms.
- AM-FM in Kentucky $350,000 Terms.
- AM-FM-Central Georgia, $20,000 down, $280,000.
- Southern Arizona, Fulltimer, Good county population, $300,000, Terms.
- S. California, Spanish, $520,000.
- Cent. California, Daytimer, $420,000.
- N. Central Texas, Daytimer, $400,000.

For Sale Stations Continued

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W Small FM $300K $87K “Corky” Cartwright (303) 789-2195
W Small AM/FM $530K 29% Bill Whitley (214) 387-2303
W Small AM $590K Terms Dan Rouse (214) 387-2303
WV Metro AM/FM $1,250K Cash Bill Chapman (404) 458-9226

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

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Full time class IV AM in medium market, including building and land for $375,000. For quality buyer, only $10,000 in cash needed. Rest can be assumed in long term notes. Price is $51/2 times gross.
Write Box G-242

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When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) $3.00 per inch. All other classifications: 60c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations: Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964 as amended.
Media

Jack Robinette, director of television, Rollins Inc., Atlanta, named VP of television division, which includes WART-TV Pensacola, Fla., WPST-TV North Pole, N.Y., and WCSH-TV Charleston, W. Va.

Ray Barnett, general sales manager for CBS-owned KNX(AM) Los Angeles, appointed VP-general manager for co-owned KCBS(AM) San Francisco, succeeding Peter McCoy who resigned.

Richard S. Stakes, executive VP of WSPA-AM-FM-TV Spartanburg, S.C., is leaving at expiration of his contract tomorrow (July 31). Before joining stations two years ago, he had been president of Washington Star and before that of Star's broadcast group before it was dismantled.

Herbert W. McCord, president of CLKLW-AM-FM Windsor, Ont. (Detroit), joins Greater Media, East Brunswick, N.J., as general manager of radio division, which includes 12 stations.

Walter Mattson, former executive VP of New York Times Co. and general manager of its newspaper, named president of New York Times Co., succeeding Arthur Ochs Sulzberger, who continues as chairman, but assumes additional title of chief executive officer. He will also continue as publisher of newspaper. Mattson will be chief operating officer, new title, and become corporate director of company. Times owns WXR-AM-FM New York and WREG-TV Memphis, and has bought KFSM-TV Fort Smith, Ark. (subject to FCC approval).

Arnold Schoen, VP-general manager of Outlet Co.'s WBBF-TV Orlando, Fla., retires September 1, after 22 years with station.

Joe Parish, general manager, KHOW(AM)-KKXX(FM) Denver, named VP-general manager, KSFZ(AM) San Francisco.


James Corcoran, secretary and general manager, KWWW(AM) Wenatchee, Wash., appointed president and general manager.


Don Hoberg, sales manager, WEB(AM) Duluth, Minn., appointed general manager.

Steve Smith, director of marketing, noncommercial KUED-TV Salt Lake City, joins noncommercial WGBY-TV Springfield, Mass., as general manager.

Phil Riske, account executive, KPSA(AM) Alamosa, N.M., joins KSA(AM) Casa Grande, Ariz., as VP-general manager. Scott Young, operations director, KOOD-AM-FM Omaha, joins KSA(AM) in same capacity.

Michael Wheeler, operations director, WGST(AM) Atlanta, named station manager.

Richard J. Lorenzo, director of market research and sales administrator for Buckley Radio Sales, New York, joins WWZN(FM) Waterbury, Conn., as operations manager.


New officers, California Broadcasters Association: George Nicholaw, KNX(AM) Los Angeles, chairman; Stoddard Johnston, KMST(TV) Monterey, vice chairman; Mickey Luckoff, KGO(AM) San Francisco, vice chairman for radio; Joe Lake, KXTV(TV) Sacramento, vice chairman for television; David Moorhead, KME(M) Los Angeles, treasurer, and James Wesley, KFRI(AM) Los Angeles, secretary.

New officers, Rhode Island Broadcasters Association: Dave Russell, WWON-AM-FM Woonsocket, president; Sandy Davey, WJAR-TV Providence, executive VP; Bob Carson, WLKW-AM-FM Providence, treasurer, and Don Kane, WJAR(AM) Providence, secretary.


Advertising


Dom Fioravanti, VP-Eastern regional manager.
of Metro Radio Sales, New York, which has ceased operations, appointed general sales manager of WNBC(AM) New York. Ed Mofr, account executive, WNEW(AM) New York, named local sales manager, WNBC, succeeding Larry Fischer, appointed retail sales manager.

W. Dean LeGraa, West Coast manager, CBS Radio Spot Sales, named general sales manager, KNX(AM) Los Angeles.

Mark Bench, general and national sales manager, WRFM(AM) New York, and national sales manager for licensee of station, Bonneville Intenational Corp.'s Radio Group, appointed VP-sales for WRFM.

John H. DeRoche, national sales manager, WENT(TV) Albany, N.Y., joins KCMM-TV Kansas City, Mo., as general sales manager.

Mike Sobel, account executive, KHJ-TV Los Angeles, named national sales manager, replacing Chuck Veiona, who was named VP and director of sales July 2.

Don Hopke, local sales manager, WMTV(TV) Madison, Wis., named VP-general sales manager. Glen Morton, account executive, succeeds Hopke.

Rob Jackson, national sales manager, WGST(AM)-WPCF(AM) Atlanta, named general sales manager. Don Carle, local sales manager, named director of commercial operations.

Carolyn Scott, sales assistant, named account executive. Paul Stone, executive VP-general manager of Florida Network, joins WGST-WPCF as account executive.

John Karem, in national sales for WAFF-TV Louisville, Ky., named national sales manager, succeeding Houston Jones, retired (BROADCASTING, July 23).

Clint Culp, general sales manager, KTXQ(AM) Dallas, elected VP.

Eugene Lombardi, local sales manager, WKWF-AM-FM Providence, R.I., named general sales manager.

Craig Sherwood, sales manager, WJON(AM) Pittsburgh, joins WRJF(AM) Norfolk, Va., as general sales manager.

Richard Ramirez, in sales department of WOR, New York, appointed sales manager. Charlie Smith and Michael Wheeler, account executives, named regional and local sales managers, respectively.


Jonathan Booth, from CHOM-FM Montreal; Sari Frey, from WRV(AM) New York; Alan Silverman, from WADD(AM) New York; Victoria Wooters, from WWH(AM) Mount Prospect, Ill, and Michael Rondinone, from WOR-TV New York, named account executives for WOR(AM) there.


John Witowski, graduate, Columbia College, Chicago, joins sales staff of WINN(AM) Flint, Mich., as account executive.

Neil Kreisberg, VP-management supervisor, Grey Advertising, New York, elected senior VP.

Peter Yoars, senior VP-group management supervisor, Foote, Cone & Belding, New York, joins DKG Advertising there in same capacity.

Jack Mark Maged, account supervisor, Grey Advertising, New York, joins DKG in same capacity.

William Yankus, senior account supervisor on General Electric account, BBDO, New York, joins Doyle Dane Bernbach there as VP-management supervisor on Mobil account.

Frank Donino, executive VP, McCann-Erickson, New York, named president of John F. Murray Advertising, New York, responsible for Anacin and Preparation H accounts.

Dick Johnson, creative director, BBDO, joins W.B. Doner Co., Baltimore, as senior VP- creative director.

Sheldon Wilcox, VP-marketing, Brown Manufacturing, Hartford, Wis., joins R.L. Meyer Advertising, Milwaukee, as VP-marketing services.

Shirley Wesley, from Brand Advertising, and Tom Koberna, from Griswold Eshelman, join Gray & Rogers, Cleveland, as art director and copywriter, respectively.

Donald Sager Jr., manager of broadcast production, D'Arcy-MacManus & Masius, St. Louis, elected VP R. Robin Carr, account executive, BBDO, Detroit, joins DM&M, Bloomfield Hills, Mich., in same capacity.


Charles Sheldon, freelance producer, joins Foote, Cone & Belding/Honig, San Francisco, as senior producer.

F. Owen McKeaney, in Chicago office of Blair Television, named manager of CBS sales team.

Margaret Caputo, research analyst, Katz TV Continental's gold research team, New York, and Don Micallef, research analyst, Katz American red research team, named TV sales research team managers. Ethel Bass, assistant to national sales manager of bronze team and supervisor of bronze team's sales assistants, succeeds Micallef. Sue Flynn, sales assistant for TV Continental's bronze team, succeeds Caputo. Kenneth Natus, from Buckley Radio Sales in New York, joins sales staff of Katz Radio there.

Robert Tiernan Jr, account executive WEZAM(AM) Cleveland, and William Servick, account executive, WEFM(AM) Chicago, join Selcom Broadcast Representatives, Chicago, as account executives.
Lee Polk, VP of King Features Syndicate, New York, joins Gold Key Entertainment there as VP of program development.


Karen Carhart, assistant to president, D’Angelo/Bullock/Allen Productions Inc., Los Angeles, named VP in charge of development, Nephi Productions Inc.


Norma Sams, director of operations and programming, promotion and personnel, WRIF(FM) New York, named VP-programming.

Mike Scott, from Burkhardt/Abrams Consulting firm, joins KTSAM(KM)-KFPM(FM) San Antonio, Texas, as program manager.

Bill Frink, from sports position with ABC Radio, New York, joins WGN-AM-FM Chicago as sports reporter.

Sara Edwards, weekend anchor and reporter for KLAS-TV Las Vegas, named cohost of new PM Magazine program beginning on station in September.

Paul Norman Dicker, assistant program director, WTTN(TV) Dayton, Ohio, joins WOWK-TV Huntington, W.Va., as program manager.

Mike Mallernee Sr., producer-director, KHVT(TV) Houston, named production manager.

Lee Eakser, producer with KXAS-TV Fort Worth, named director of special projects.

Ross Vockey, managing editor, WSUL-TV New Orleans, named director of special projects unit.

Jo Brown, news production assistant, named sports reporter.

Marc McCoy, national programming consultant, Drake-Chenal Enterprises Inc., named operations manager of D-C subsidiary, KYNO(AM) Fresno, Calif. John Lee Walker, program director, KIOV(AM) Hanford, Calif., named to same post at KYNO-FM, succeeding Doug Flodin, who was named production administrator for D-C in Canoga Park, Calif.

Corinne Baldassano, program director, KAUM(FM) Houston, joins WSAI-AM-FM Cincinnati in same capacity.

David Hall, air personality and production director, KORI(FM) Garden Grove, Calif., named music director, CBS-owned KNX-FM Los Angeles.

Two announcers have been added to staff of KBOI(FM) Los Angeles: Ron Russ, former production manager of Radio Arts Inc. there, and Grant Nielsen, former operations supervisor and morning announcer for co-owned KSEA(FM) Seattle.

Mary Paula Babich, sales assistant, KOMO-TV Seattle, named commercial producer.

Jim Knight, production director, KSON-AM-FM San Diego, named operations coordinator.

Janis Wojnak, graduate, University of Oregon, Eugene, joins KOWT(AM) Portland, Ore., as music director.

Don Cohen, music director, WCAI(AM) Cambridge, Mass., named program director.

Glenn Colligan, music director, WWZ(FM) Waterbury, Conn., named program director, but will continue to be air personality.

Karen Seavly, formerly with WAXP(FM) Detroit, joins WRSI(AM) there as air personality.


Paul Richardson, program host, WWDE-AM-FM Hampton, Va., named program director.

Jeff Tobin, senior producer and director, WEAJ-TV Tallahassee, Fla., joins WTSF-TV St. Petersburg, Fla., as producer-director.

James Talapinas, weekend announcer, KBMC(AM) Eugene, Ore., named full-time staff announcer.

Pat Whitehead, production manager, KXSA(AM) Alamogordo, N.M., joins KXAA(AM) Casa Grande, Ariz., as production and music director.

David Kindem, producer-director, department of telecommunications, Mercer County Community College, Trenton, N.J., named production manager.

News and Public Affairs


Henry Florshelm, associate producer of WPIX-TV's Action News at 10 p.m., named producer, succeeding Bill Diederich, who is becoming associate producer of Eyewitness News at WABC-TV New York. David Friend, producer of WPIX-TV's Mid-Day News, named associate producer of Action News at 10 p.m.

Kevin Wendell, producer of station's 7:30 p.m. Sunday News, named associate producer of Action News at 7:30 p.m.

Richard Ahles, assistant news director and public affairs director, WFSB-TV Hartford, Conn., appointed news director, succeeding Jim Topping, now at WABC-TV New York (BROADCASTING, July 23.) Curt Peters, news director, WRET-TV Charleston, S.C., joins WFSB-TV as assistant news director. Mark Effron, senior news producer, WFSB-TV, named executive news producer. Ralph Eno, ENG coordinator and associate director, named news operations manager.

Lloyd Wright, reporter, KSDK-TV Colorado Springs, appointed news director.

Margaret Graham-Smith, reporter, producer and co-anchor of noon news, and Gabe Dalmath, 6 and 11 p.m. anchor, WHEC-TV Rochester, N.Y., named co-anchors of new hour-long newscast at 6 p.m.

Brian Kessel, general assignment reporter, WDSU-TV New Orleans. Sean Daily, general assignment reporter, WSAZ-TV Huntington, W. Va., and Margaret Orr, reporter and news magazine host, WABT-TV Baton Rouge, La., named general assignment reporters for WDSU-TV.


Rob Dean, assignment editor, KSAT-TV San Antonio, Tex., named executive news producer. Jaime Coronado, photographer, succeeds Dean.


Joe Becker, from noncommercial WBOI-TV Lima, Ohio, joins WEAU-TV Eau Claire, Wis., as weekend anchor and weekday reporter.
Tordoff, anchor and reporter for WXYC(AM) Chippewa Falls, and co-owned WAKX(FM) Eau Claire, both WIs., joins WEAU-TV as news producer.

Rick Leonard, from WMT-TV Cedar Rapids, Iowa., joins KTXL(TV) Sacramento, Calif., as assignment editor. Peter Wilson, from WTMJ-TV Milwaukee, and Pat McConahay, from KXNN-TV Reno, Nev., join KXNL as co-anchors.

Bruce Bowers, reporter, WBTW(TV) Charlotte, N.C., named assignment editor.

Neil Parker, anchor and reporter, WRTV(FM) Chicago, named director of news. Charlie Meyerson, news director and anchor, WMMQ(AM)-WAKX(FM) Aurora, Ill., joins WXTK as anchor.

Diane Dowd, producer and writer at KTVK-TV Phoenix, Ariz., joins WPTV-AM Philadelphia as producer of Action News at Noon.

Jerry Anderson, news producer, WJZ-TV Baltimore, joins WLTV(TV) Cincinnati as 6 p.m. news producer.

Chris Walsh, co-anchor, WWDE-AM-FM Hampton, Va., named news and public affairs director.

Frank Gentry, news director and anchor, WDEE(AM) Detroit, joins WRKX(AM)-WYFY(FM) Raleigh, N.C., as news and public affairs director.

Les Karr, news director, WSHY-AM-FM Hattiesburg, Miss., joins WROD-AM-FM Gulfport, Miss., in same capacity.

JoAnne Young, from KKDO-AM-FM Omaha, joins KSAA(FM) Casa Grande, Ariz., as news director.

Donna Marie Latson, producer, WNOV-AM Boston, joins WCVB-TV there as director of community services.


Tony Little, graduate, Eastern Illinois University, Charleston, joins WLYN(AM)-WSEU(FM) Olney, Ill., as news and sports director.


Promotion and PR

Jerry Kauffer, director of advertising, public relations and sales promotion, Paramount Television Distribution. New York, named director of creative services, Viacom Enterprises, New York.

Jan Kramer, promotion director of Metro Radio Sales, New York, which has suspended operations, named promotion manager of Radio Advertising Representatives Inc., New York.

Lee Sattler, assistant promotion director, KRON-TV San Francisco, named assistant to the promotion coordinator, KIRO-TV Seattle.

Cable

Chester Simmons, president of sports division of NBC, New York, joins Entertainment and Sports Programming Network, Plainville, Conn., as president and chief operating officer of cable network, scheduled to begin sports programming, via satellite. In September, Tony Verne, producer-director from Los Angeles, joins ESPN as producer of Sports Hot Line.

Technology

William A. Wetzol, partner in law firm of Plunkett, Wetzol & Jaffe, and assistant secretary and member of board of Reeves Telecast Corp., New York, joins Reeves Telecast as executive VP and chief operating officer. Richard Alexander, from Optimedia Systems, joins Reeves as manager of video applications group of Reeves AV Systems.


Monson Hayes Jr., president of Northern Telecom Inc., Montreal, appointed president and chief executive officer of new unit of company, Northern Telecom Electronics, which will manufacture and supply electronics parts for parent, producer of telecommunications and computer equipment. George W. Sullivan, former president of commercial telecommunications group of Rockwell International, Pittsburgh, succeeds Hayes.


Daniel W. Harris, marketing specialist in professional audio products division, Sony Industries, New York, named manager of new market development for Sony Video Products Co., New York.

Herman Schiosa, national sales manager, Pro Vid division of US JVC Corp., Maspeth, N.Y., named VP in charge of division.

Allied Fields

J. Richard Lamb, executive VP of Midwestern Broadcasting, Toledo, Ohio, licensee of WOHO(AM)-WZ62(FM) there, joins Arbitron, New York, as division manager of Eastern Radio Station Sales. Joseph Philport, with Arbitron Research in Laurel, Md., on part-time basis, joins company full time as senior staff consultant.

Dr. Charles T. Lynch, chairman of radio-television department, Southern Illinois University. Carbondale, joins California State University at Northridge in same capacity.

Deaths

Tom Giordano, 27, director of broadcast standards at WHAM(AM) New York, died July 19 in New York in motorcycle accident. He is survived by his wife, Candy.

John P. Knorr, 39, manager of WKBH(AM) St. Marys, Pa., died of apparent heart attack July 19 at his home there. He began his career as announcer with WKBU at age 14. Several years later, he joined WBFL(AM) Bellefonte, Pa., as program director, and also served as program director for WRTN(AM) Tyrone. Pa. He rejoined WBFL in 1966 as manager. Survivors include his wife, Judy, and one daughter.

William V. Krenzler, 59, morning man with WHCB-AM-FM Canton, Ohio, died July 4 of heart attack following open heart surgery in Cleveland. He had been sales manager for WHCB-FM since 1974 and worked as morning man 25 years. Survivors include his wife, Mary, and four children.

Dean Cochran, VP for national accounts, Mura Corp., joins Switchcraft Corp., Chicago, as manager of distribution products.

Crawford Hawkins, producer-director in production sales, Pacific Video Industries, joins Vidtronics Co., Hollywood, as account executive for production and post-production.

Angus Crocker, senior manufacturing engineer, GTE Lenkurt, San Carlos, Calif., named to planning staff as senior staff engineer.

Edward Corn, in engineering position with KQGA(AM) Des Moines, Iowa., joins KORK-AM-FM Las Vegas as chief engineer.

Harvie Schwartz, formerly with JVC Corp., joins Brooklyn College department of television and radio, Brooklyn, N.Y., as chief engineer.


Bill LaRue Merritt, for 23 years Broadcasting magazine's Western sales manager, died last Thursday (July 26) in Los Angeles' Cedars-Sinai medical center following a massive brain hemorrhage suffered two days earlier. He was 60.

Merritt joined the magazine in New York in 1956, moving shortly thereafter to the West Coast office. A native of San Francisco, he had worked as a radio announcer in San Francisco, Sacramento and Bakersfield, Calif., as well as on some of TV's earliest programs: Queen for a Day, Heart's Desire and others. He joined the old Dumont Television Network in the 1950's and later worked for the Wyatt & Schubel advertising agency in New York.

During World War II Merritt was instrumental in establishing one of the first Armed Forces Radio stations in the Aleutians of Alaska. He entered the Army as a sergeant and was discharged four years later as a first lieutenant. He is survived by his wife, Helen.
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N American Family......... 12 7/8 12 7/8 +1/4 1 198 6 105
N John Blair................ 21 3/4 21 3/4 +1 208 2 50
N Charter Co................. 35 1/8 35 1/8 +1 524 30 675
N Chris-Craft................. 17 5/8 17 5/8 +3 184 10 75
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N Cowles..................... 21 7/8 21 7/8 +1 517 8 86
N Dun & Bradstreet........... 35 3/4 35 3/4 +7 250 14 998
N Fairchild Ind.............. 32 5/8 32 5/8 +1/4 7 184
N Fujiya........................ 12 1/4 12 1/4 +5 11.36 11 129
N Gannett Co................. 42 41 3/4 +1 59 14 1,129
N General Tire............... 21 5/8 21 5/8 +1/4 495 5 501
N Gray Comm.................. 27 27 +3 384 6 12
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N Jefferson-Pilot............ 34 1/4 34 1/4 +1/2 1 143 9 764
N Marvin Josephson.......... 13 1/4 13 1/4 +1/2 1 185 7 33
K Ohio State Univ........... 26 1/4 26 1/4 +3 134.8 21 45
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S Lee Enterprises*........... 21 5/8 21 5/8 +1/4 1 155
S Liberty.................... 36 3/8 36 3/8 +1 248
S McGraw-Hill.............. 25 23 1/4 +1/4 5 248 10 619
S Media General............. 23 22 1/4 +1/2 1 108 10 171
S Meredith.................. 29 1/4 29 1/4 +1 173 6 90
S Multimedia................ 26 1/4 26 1/4 +1/2 11 174
S Outlet Co.................. 22 1/4 22 1/4 +1 124 6 49
S Post Corp................... 18 3/4 18 3/4 +1 34
S Reeves Telec.............. 4 1/2 4 1/2 +1/4 270 50 10
S Rollins..................... 20 5/8 20 5/8 +1 7 100.6 10 276
S San Juan Racing.......... 21 1/2 21 1/2 +1/2 21
S Schering-Plough.......... 30 1/2 30 1/2 +1/4 2 1,625
S Sonniling................ 25 1/2 25 1/2 +1/4 8 28
S Starwood Comm............. 11 3/4 11 3/4 +1 17.50 11 29
S Times Mirror Co........... 31 3/8 31 3/8 +1 5.88 9 1,065
S Turner Comm*.............. 11 11 108
S Washington Post.......... 24 24 1/4 +1/4 3 8 385
S Wometco..................... 18 5/8 18 5/8 +3/8 1 197 6 150

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N McGraw-Hill.............. 25 23 1/4 +1/4 5 248 10 619
N Media General............. 23 22 1/4 +1/2 1 108 10 171
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S Washington Post.......... 24 24 1/4 +1/4 3 8 385
S Wometco..................... 18 5/8 18 5/8 +3/8 1 197 6 150

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Earnings figures computed company registered net loss. **Note: Stock sold at less than 25%.

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Notes: A. American Stock Exchange, B. Midwest, M. New York, P. Pacific. C. Over-the-counter bid price shown, supplied by Loebs, Rhoades & Hornbloom, Inc. Washington, PE ratios based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day price shown is last traded price. **No PE ratio computed, company registered net loss. ***Stock split, traded at less than 125 cents.

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Stock Index

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Broadcasting July 20 1979

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Standard & Poor's 400

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Industrial Average

114.10 114.20 +1.70

Notes: A. American Stock Exchange, M. Midwest, N. New York, P. Pacific. Over-the-counter bid price shown, supplied by Loebs, Rhoades & Hornbloom, Inc. Washington, PE ratios based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day price shown is last traded price. **No PE ratio computed, company registered net loss. ***Stock split, traded at less than 125 cents.
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Pushing back the barriers to blacks in broadcasting

Ragan Henry is two up on most people: (1) He owns a VHF TV station, and (2) he thoroughly enjoys his work. "I'm relaxed most of the time," he says. "I really have not taken the viewpoint that I work. What I do, I like to do."

And what he does, he does well. As president of Broadcast Enterprises National Inc., Henry has spent the last five years parlaying an initial investment into an organization that operates four AM’s, two FM’s and, most recently, CBS-affiliated WHEC-TV Rochester, N.Y.—the first black corporation to claim title to such a piece of property. And chances are good the list will grow: If plans unfold as he hopes, Ragan Henry and Broadcast Enterprises could soon have 12 radio stations in eight markets.

Henry thinks, however, that the purchase of WHEC-TV, which was spun off the Gannett-Combined Communications merger last month for $27 million, was an especially significant transaction. Significant not only because it put a VHF station in the hands of a minority group, but also because it should encourage other entrepreneurs to deal with minorities in the future.

Before that transaction, Henry said, people in the financial and broadcast communities didn’t feel that minorities could conduct business at that level. But now that they see it being done—seeing a bank advance $24.5 million to a minority group—it eases their minds.

Henry does not like to dwell on his role as a minority broadcaster; it is a fact of life, a fact that undoubtedly has affected his actions and responsibilities as a broadcaster. But there is more to it. "Perhaps being a black controlled company imposes some responsibilities and burdens on us that just being another company would not impose on us," he says. "On the other hand, we see ourselves as being just another broadcast company that wants to be as good as it can, and the fact that it’s black has no special significance."

Henry’s first encounter with broadcasting, which was strictly as an investor, came in 1971 when he obtained 12.5% of Sheridan Broadcasting, being put together at the time by an old friend, Ronald Davenport.

Prior to that, he focused primarily on his law practice, with the Philadelphia firm of Goodis Greenfield Narin & Mann, concentrating on lending and borrowing work and industrial real estate. His move to Philadelphia was preceded by law school at Harvard, where he also did his undergraduate work (his law classes were interrupted by service with the Army Signal Corps). He grew up in Hamilton, Ohio, and Sadieville, Ky.—"a sleepy little town that never changes"—where he was born and still occasionally visits.

Henry threw himself into the thick of the broadcasting business in May 1974. After selling off his Sheridan stock and forming BENI, he purchased WAKO (AM) Atlanta, and he hasn’t looked back since.

Henry’s experience with WAKO typifies the way he likes to do business. With the purchase, he says, he got more than a station. He also got skill and talent. The assistant manager of the station eventually moved to take over WGWV (AM) Charlotte, N.C.; just as a legal secretary in his law office took over as controller of his corporation, and a former lender went on board as vice president for finance.

The key, Henry says, is intelligent people, even if they don’t have specific experience in an area. To his way of thinking, they’ll learn to do the job.

Henry, of course, had to put himself through the same sort of crash course in broadcasting. Radio was the first priority; now he has television on his mind, and this has drawn him more into the inner workings of the business, leaving less and less time for his law practice with Wolf Block Schorr & Solis-Cohen, which he joined as a partner two years ago.

The learning experience that Henry is putting himself through means new responsibilities: keeping up with the news, for example, in cities where his properties are located. Trips to each market are frequent; when he is not traveling, a stack of out-of-town newspapers sits in his spacious suburban Philadelphia home.

But his schedule doesn’t seem to leave a lot of time for reading these days. He admits the traveling isn’t as enjoyable as it used to be, but with the prospects of acquiring new properties, he knows he has to "go where the action is." And with one of his four children along with him—at least two of whom are thinking of following in their father’s footsteps—the trips are a bit more pleasant.

Even with the hectic schedule, though, Henry seems to remain unhurried, carefully articulating each position, apparently able to leave business in the office. He talks with pride of the days in the yard—a collection he has built up over the years. Vacations are often spent with the entire family off for a week of fishing, and a half-finished wooden doll house in his study is being built jointly with his daughter.

And while family and business occupy most of his time and interest, there are also other priorities—most important, it seems, civic activities. "You name it, I’ve done it in the local civic thing," he says. Like his law practice, though, the United Fund, the Chamber of Commerce and the Greater Philadelphia Partnership are being gently nudged from the picture by the broadcasting business. What he isn’t giving up, though, are spots on the board of LaSalle College and the University of Pennsylvania hospital. And when asked about awards, of which he has received his share, Henry dismisses the entire concept as unimportant—a way to sell tickets to a dinner, he says—except, perhaps, for one award that did have some real meaning. As co-chairman of a campaign to raise money for three area YMCA’s, he helped exceed the $2 million goal by $500,000. He was proud of that one, he says. He’s also obviously quite proud of his business accomplishments and the road he is helping to pave for other minorities to get into broadcasting, or for those already involved to expand their holdings. His role in this regard will no doubt be buoyed in the next two years with his presidency of the National Association of Black Owned Broadcasters.

Although he says he’s reluctant to predict the future, Henry expects that BENI will continue to grow—not at the same rate, but it will grow nonetheless.

"I may want to settle back now and not have very much happen for a while," he says, "but that’s not the way things go on around me. . . ."
Below the bottom line
A lot of heady earnings reports have been appearing lately, and they are supplemented, elsewhere in this issue, by the FCC's financial report for television in 1978. Television's critics may be trusted, if that is the word, to trot out the old one about a TV license being a license to you know what.

We try not to denigrate profits, but there is more to those earnings reports than the percentage figures signifying gains. Without two nonbroadcast transactions in 1978 and 1979, for instance, ABC's second-quarter gain of 36.3% would be erased. CBS's record second-quarter profits still did not offset the 47% decline that occurred, in good part because of heavy TV program outlays, in the first quarter. RCA, whose NBC subsidiary has been suffering profit declines—also because of costly program investments—managed a record second quarter only because of profits from the sale of RCA Alaska Communications.

Among the other publicly held broadcasters, too, earnings records are being set. Probably more than the networks, these broadcasters—and others, too—are wondering how long the good days will last. They are concerned not only by the prospects of recession but also, and probably more, by uncertainty about a future full of new technologies. They, too, provide evidence that today's bottom line doesn't always tell all and tells least about the future.

Starting point
The FCC distributed last week a 218-page report reciting for every commercial television station in the nation its total operating minutes in a composite week of 1978 for all programs from sign-on to sign-off, all programs from 6 a.m. to midnight, local programs from 6 a.m. to midnight, all programs from 6 p.m. to 11 p.m., local programs from 6 p.m. to 11 p.m., and, for the same time categories, the percentage of each devoted to news, public affairs and all other nonentertainment.

Despite Broadcasting's professed function as a magazine of record, readers will be unable to find here the text of the FCC's latest compendium of television program analysis. Suffice it to report that KABY-TV Aberdeen, S.D., the first on the FCC's alphabetical list by communities of license, devoted 5.2% of its total program time to local origination, a remarkable feat for a station that is a satellite of KSFY-TV Sioux Falls, S.D., and that WHIZ-TV Zanesville, Ohio, last on the FCC's list and also in Arbitron's areas of dominant influence (203d with 27,700 TV homes in its whole area), devoted 23.8% of its prime-time schedule to nonentertainment, considerably above the national average of 19.5%.

If FCC Charles Ferris is serious about his promise to eliminate useless regulatory exercises, the annual collection and compilation of this report by the FCC is as good a place as any to start. Indeed he could take political credit as a Democrat undoing the work of a Republican administration. It was during the chairmanship of Dean Burch, a Nixon appointee, that the FCC adopted its annual program reporting Form 303-A in 1973. As a historical footnote it may be said that the form was a toned-down version of programming requirements urged upon the commission then and now by Henry Geller, then special assistant to Chairman Burch, now director of the National Telecommunications and Information Administration. Geller has always wanted a federal standard for the percentage of time television licensees must devote to news, public affairs and local origination.

At an FCC where backlogs in legitimate applications are mounting and enormous budgetary increases are being requested to enlarge the staff, it makes no sense to assign the manpower and computer time to prepare this pointless program reporting. Ferris swore to Jimmy Carter he would be ruthless in eliminating unnecessary paper work. Surely he can get at least the necessary three colleagues to co-sign a note to the White House saying the process has begun with Form 303-A.

What else is new?
If at times it isn't clear these days exactly what is on Jimmy Carter's mind, there is no doubt that he has begun to distrust Washington reporting. Recalling the warmer welcomes and softer questions he has received in smaller towns, he is taking his show back on the road.

Carter ran for office that way and won. Whether the rerun will play as well remains to be seen. Whatever the outcome, Carter's falling-out with the Washington correspondent corps is far from an original experience.

Franklin Roosevelt, opposed by most publishers, tried unsuccessfully to get newspaper-radio crossownership broken up, to keep the fledgling radio medium, which he used with great skill, from falling under editorial control of his critics.

Harry Truman had his ups and downs, but can anyone forget the photograph of his winning grin as he held up a copy of the Chicago Tribune declaring Dewey the victor in the 1948 election? Eisenhower had an arm's-length relation with radio and television. Kennedy's Camelot was occasionally sullied, as when he discontinued the White House subscriptions to the New York Herald Tribune and his brother's FBI agents roughed up news reporters. Johnson blamed television for distorting the American vision of the Vietnam war. Nixon ... but why go on?

Carter may wish to reflect on the fact that some of the reporters and all of the media remain on the scene from which all of his predecessors have vanished.
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