Special report on football: Broadcasting's biggest sport grows bigger

The newsweekly of broadcasting and allied arts

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WHY ARE WE SO HAPPY?

ARBITRON TELEVISION Top 25 Programs-ADL Ratings

MARKET: MINNEAPOLIS-ST. PAUL

SURVEY: May 2-May 29, 1979

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>ADL Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Eyewitness News (Tues.-10PM)</td>
<td>85</td>
</tr>
<tr>
<td>2.</td>
<td>Eyewitness News (Wed.-10PM)</td>
<td>84</td>
</tr>
<tr>
<td>3.</td>
<td>Eyewitness News (Thurs.-10PM)</td>
<td>84</td>
</tr>
<tr>
<td>4.</td>
<td>Happy Days</td>
<td>82</td>
</tr>
<tr>
<td>5.</td>
<td>Mork &amp; Mindy</td>
<td>81</td>
</tr>
<tr>
<td>6.</td>
<td>Happy Days</td>
<td>81</td>
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<tr>
<td>7.</td>
<td>Happy Days</td>
<td>81</td>
</tr>
<tr>
<td>8.</td>
<td>Happy Days</td>
<td>81</td>
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<tr>
<td>9.</td>
<td>Happy Days</td>
<td>81</td>
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<tr>
<td>10.</td>
<td>Happy Days</td>
<td>81</td>
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<tr>
<td>11.</td>
<td>Happy Days</td>
<td>81</td>
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<tr>
<td>12.</td>
<td>Happy Days</td>
<td>81</td>
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<tr>
<td>13.</td>
<td>Happy Days</td>
<td>81</td>
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<tr>
<td>14.</td>
<td>Happy Days</td>
<td>81</td>
</tr>
<tr>
<td>15.</td>
<td>Happy Days</td>
<td>81</td>
</tr>
<tr>
<td>16.</td>
<td>Family</td>
<td>79</td>
</tr>
<tr>
<td>17.</td>
<td>Special Movie Presentation</td>
<td>79</td>
</tr>
<tr>
<td>18.</td>
<td>10PM Report (Sat.)</td>
<td>79</td>
</tr>
<tr>
<td>19.</td>
<td>10PM Report (Sun.)</td>
<td>79</td>
</tr>
<tr>
<td>20.</td>
<td>10PM Report (Mon.)</td>
<td>79</td>
</tr>
<tr>
<td>21.</td>
<td>10PM Report (Tues.)</td>
<td>79</td>
</tr>
<tr>
<td>22.</td>
<td>10PM Report (Wed.)</td>
<td>79</td>
</tr>
<tr>
<td>23.</td>
<td>10PM Report (Thurs.)</td>
<td>79</td>
</tr>
<tr>
<td>24.</td>
<td>10PM Report (Fri.)</td>
<td>79</td>
</tr>
<tr>
<td>25.</td>
<td>10PM Report (Sat.)</td>
<td>79</td>
</tr>
</tbody>
</table>

These local Arbitron "Top 25" ratings are based on data obtained from the Arbitron diary survey of this market. The diary ratings reflect viewing in the Arbitron Television Survey Area which is defined as the seven counties and the city of Minneapolis, Minnesota. The Arbitron diary survey is conducted on a continuing basis and the data reported here are based on the total number of households represented in the market. The ratings are based on a particular program at least four times during the survey period.

THE ARBITRON COMPANY

A division of Hubbard Broadcasting, Inc. For more information call KSTP-TV at 612-645-2724, or your nearest Petry office.
NOW PLAYING!

Viacom Features VI

“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
**AN ALL-NEW GROUP!**

25 movies that are all first-run for syndication.

**ERAGE RK SHARE!**

<table>
<thead>
<tr>
<th>Avg. Share</th>
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<tr>
<td>Vi 35%</td>
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<tr>
<td>Vi Igne Movies 35%</td>
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<tr>
<td>Folio 8 32%</td>
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<tr>
<td>Showcase 10 31%</td>
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</table>

*live when compared
rent releases:

**INNING!**

suitable for 2-hour
slots.

**PLAY NOW!**

12 movies available immediately.
14 available in 1979.

---

"THE HEARTBREAK K" 
"An unequivocal hit—a first
American comedy, as stai
'The Graduate.' "—THE NEW

*Broadcasting
Aug. 13, 1979*

---

"THE MISSILES OF OC"
"Probably the finest histori
television has ever presen
"An example of how great
—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
Here's the prime time access winner you've been waiting for—The Oscar-winning Pink Panther. The sophisticated Pink Panther. He's not just kidding around anymore.
HOT TIME AT THE FCC □ Dissension among the ranks of commissioners and staffers and Chairman Ferris escalates at Aug. 1 meeting over the chairman’s request, made without consulting his colleagues, to shift funds in FCC budget. Staffers are shy about talking, but those that do mention a growing morale problem and use descriptions such as “ruthless” in connection with Ferris. PAGE 21.

MAKING THEIR MOVES □ The previously announced network schedules for the fall weren’t the last word; CBS and NBC have come out with changes as the jockeying for position begins in earnest. PAGE 23.

PICK AN APPLICANT □ The commission, out of the blue, asks for comments on whether it should institute a lottery system to choose among equally qualified candidates in a comparative hearing case. PAGE 23.

BEER BLAST □ Miller Brewing switches its accounts—estimated to be worth about $85 million—from McCann-Erickson to the three-month-old Backer & Spielvogel agency. PAGE 24.

STATUS REPORT □ NAB’s first solicitation for its Minority Ownership Investment Fund brings in $1.2 million above pledges from the networks for a total so far of $8.7 million. While the majority in the industry are in favor of the plan, some are not. PAGE 25.

REGULATION REQUEST □ In anticipation of a NAB loss to the Justice Department in the code case, NCCB petitions the FCC to adopt limits on commercial time and number of interruptions on TV. PAGE 26.

THE $201-MILLION GAME PLAN □ That’s what the nation’s broadcasters will pay this year to cover the professional and college football action. That is just a little more than $1 million over the 1978 rights figure. A BROADCASTING annual report again tells who will be broadcasting what and how much it will cost. PAGE 29.

A LOT OF IFS □ Some Wall Street analysts believe Comsat’s satellite-to-home plan is daring and could provide a boost for its sluggish financial condition. But they wonder how successful Comsat will be in an area outside its present expertise. PAGE 38.

DIGGING OUT □ The president of Media Corp. of America tells creditors that the company is working on a plan to liquidate its $9.8-million debt. PAGE 39.

ZIFF’S MANY HORIZONS □ Having purchased Rust Craft’s station group, the diversified publishing group intends to expand to a full portfolio of TV’s and move into programing and cable ownership. PAGE 40.

WHO’S GOT THE ANCHOR? □ Wbvm-Tv Washington goes to court with Wrc-TV there over the services of newsman Gordon Peterson. PAGE 47.

HAMS IN THE HOUSE □ Speaker Tip O’Neill wants something done about the way he says his colleagues are acting it up on the House TV system. PAGE 47.

NCTA RESTRUCTURE □ Kathryn Hilton and Robert Ross are named as executive vice presidents of the cable association. PAGE 48.

$30 MILLION FOR ‘THREE’S COMPANY’ □ Metromedia, Gannett and Ktv make the purchase that appears destined to set a new price record for syndicated product. PAGE 52.

MAKING IT WORK □ Comsat says the technology involved in its satellite-to-home project is the least of its problems. PAGE 55.

THE ENFORCER □ As chief of the FCC’s Complaints and Compliance Division, Arthur Ginsburg is regarded as tough, but fair. It’s a reputation that he acquired in 18 years at the commission, a lengthy tenure that has served only to increase his zeal. PAGE 81.
WGAL-TV is not a stranger in Paradise

Far from it. In fact, WGAL-TV is unusually popular in this thriving Lancaster County community. This is typical of the enviable acceptance it consistently enjoys in the hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA. 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.

Another Steinman TV Station WTEV Providence, R.I.-New Bedford-Fall River, Mass.
Growing audience
Nielsen network listening point in television season starting in September will be worth 763,000 homes. That's almost 2.5% more than last season's 745,000. Total U.S. TV homes (excluding Alaska and Hawaii) are projected to be 763.3 million as of Jan. 1, 1980, and that figure will be used as base for year, retroactive to September.

In past, Nielsen homes figures have been estimated as of September and used for following 12 months without regard to creation of new TV homes as year progressed. New system establishes base figure closer to halfway between season's opening and its transition into rerun season.

Old script, new act
With Federal Trade Commission well into children's advertising inquiry—which will continue if commission takes up recommendation of administrative law judge (Broadcasting, Aug. 6)—issue now moves unexpectedly up to Hill. Representative James Scheuer (D-N.Y.), chairman of Subcommittee on Consumer Protection and Finance, is planning full-scale look at matter—everything from health effects to First Amendment considerations.

Witness list and final plans for hearings haven't been completed, but Scheuer may be receiving help from Representative Lionel Van Deerin (D-Calif.), chairman of Communications Subcommittee, who told Scheuer his staff would be happy to cooperate in setting things up.

Another cable network?
Ted Turner may face competition. Post-Newsweek station group is "considering" putting its own editors and reporters plus those of co-owned Washington Post and Newsweek to work on cable news network similar in concept to one Turner is organizing out of Atlanta. Steve Jacobs, producer at Post-Newsweek's WDIV (TV) Detroit, has been put in charge of concept development.

Meanwhile organization of Turner's Cable News Network is proceeding. Officials say number of MSO's are on verge of buying service. More talent has been signed, including William Simon, former secretary of treasury.

UNESCO action
Appointment of Estaban Edward Torres, now U.S. ambassador to UNESCO, as new assistant to President Carter will necessitate prompt appointment of successor in Paris, at critical time for news media. Biannual UNESCO convocation in Belgrade, Yugoslavia, next month will consider sensitive issues of news control and licensing of journalists.

U.S. is leading opposition to efforts of Third World nations to inhibit free flow of news across international borders. Thus it's hoped Ambassador Torres's successor will be journalistically oriented and dedicated to news freedom for all media.

Sniffing around
FCC staff has begun to look into questions James Gabbert, of KQI(AM)-KIOI(FM) San Francisco, raised in letter to Commissioner Tyrone Brown regarding citizen groups (Broadcasting, July 2). Gabbert alleged that some groups have filed petitions to deny transfers for purpose of persuading parties to pay off and avoid problems at commission, and, as exhibit A, he cited activities of Marcus Garvey Wilcher, of Bay Area's Community Coalition for Media Change, with whom Gabbert has tangled frequently. Brown asked Broadcast Bureau to look into "problem" he said was "serious," but stressed that he had no basis for judging accuracy of Gabbert's statements and that he is not concerned about individuals "who are not commission licensees." Rather, he wanted to be advised on whether commission action, possibly looking to revision of policy of neither approving or disapproving settlement payments, would be appropriate.

Broadcast Bureau Chief Richard Shiben has met once with representatives, from offices of Commissioners Brown and Anne P. Jones, as well as General Counsel's Office. Only result thus far is that legal research is being done on reimbursements, requested and approved, in comparative and non-comparative proceedings.

Man, oh Mankiewicz
On surface, one has nothing to do with other, but educated guess is that if Senator Edward Kennedy yields to "draft" for Democratic presidential nomination, National Public Radio will have to find new president to replace hard-charging Frank Mankiewicz, publicist, lawyer, journalist, and practically member of Kennedy clan.

Now in running battle with Larry Grossman, president of Public Broadcasting Service, over allocation of funds for radio versus TV services (see page 48), Mr. Mankiewicz, who has headed NPR since 1977, is seen slated for upper-echelon post in Ted Kennedy campaign if draft blows Kennedy into running. Mankiewicz was press secretary to late Senator Robert F. Kennedy in 1966-68.

A little behind
RCA has run into delay with its SMARTS plan to supply satellite earth stations to commercial TV stations throughout country (Broadcasting, March 19, et seq.). But officials say they will go ahead with tests planned in conjunction with Post-Newsweek Stations and Viacom International, and within next couple of months expect to decide for sure whether to market plan generally—that despite decisions of such major groups as Westinghouse and Storer to obtain own earth stations. Prospects are stod, they say, that marketing decision will be affirmative. They'd hoped to make that decision by June or July.

Delay is attributed to technical problems and getting clearance—now obtained—of earth-station sites for Post-Newsweek stations. Test of distributing Viacom programing to them via satellite, originally planned for late summer or early fall, is now scheduled for January.

Sign language
On schedule with preproduction work on TV captioning for deaf, National Captioning Institute has developed training program and will begin hiring editors (eight in New York; eight in Los Angeles) this fall. Total staff is planned at 40-50. NCI will handle encoding for Public Broadcasting Service, which continues captioned programing in fall; ABC and NBC are expected to begin offering captions after first of year (Broadcasting, March 26).

NCI work thus far has confirmed projection that it should take 20 hours to encode each program hour. NCI moves from temporary Washington location to suburban Bailey's Crossroads, Va., headquarters Aug. 20; companion Los Angeles center opens at Sunset Gower studios in Los Angeles in October.

Radio barter
Dancer Fitzgerald Sample, New York, which has been active in barter TV syndication programing under its Program Syndication Services Inc. subsidiary, is planning to go same route shortly in radio. Reasoning is there is wealth of programing available, particularly of special-interest variety, that would lend itself to barter on radio. It would operate under PSS, headed by Peggy Green, with Sondra (Sam) Michaelson as radio director.
**Business Briefly**


**Colgate** □ Five-week campaign for Cold Power laundry detergent begins Sept. 9 in approximately 45 markets including Miami; Fort Lauderdale, Fla.; Charleston, S.C., and Winston-Salem, N.C. Agency: Norman, Craig and Kummel, New York. Target: women, 25-54.

**American Cyanamid Co.** □ Three-week campaign begins Sept. 24 for Warbac grubicide for animals in Arkansas, Kansas, Kentucky, Missouri and South Dakota. Spots will be placed during farm programming. Agency: Richardson, Myers & Donofrio, Baltimore. Target: farmers.


**Michigan Apple Committee** □ Two-week campaign starts Sept. 16 in 10 markets including Chicago, Detroit, St. Louis, Omaha, Minneapolis and Indianapolis, with some spots running during drive times. Agency: Baker, Abbs & Klepinger, Birmingham, Mich. Target: women, 35 and over.

**Curtiss Candy Co.** □ One-week campaign begins Aug. 20 for Baby Ruth, Butterfingers and Jumbo Block candy bars in Cincinnati, Salt Lake City, St. Louis, San Francisco and Providence, R.l. Agency: Lee King & Partners, Chicago. Target: teens.

**DELTA DASH.**

**SAME DAY DELIVERY ON SMALL PACKAGES.**

Packages (up to 50 lbs.) are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width + length + height.

The airport-to-airport rate between any two of Delta’s domestic cities is $30 ($25 between Dallas/ Ft. Worth and Los Angeles or San Diego or San Francisco). Pick-up and delivery is available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, 269-6593.)

You can ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, Freeport, London, England and Frankfurt, Germany. For full details, call your local Delta cargo office.

Delta DASH (Delta Airlines Special Handling) gives you same day delivery if we receive your small packages during normal business hours. If your package arrives after normal business hours, we will deliver it the first thing next morning—generally no later than 10am. And DASH serves 86 U.S. cities plus San Juan.


**Chevron, USA** □ Eight-week institutional campaign begins in mid-September for Chevron stations in 45 markets during news and evening programming. Agency: J. Walter Thompson, San Francisco. Target: adults, 18-49.


**Finlay Departments** □ Twelve-week campaign begins Aug. 12 for $250,000 gold promotion by Finlay leased operators in over 30 markets including New York, Boston, Los Angeles, San Francisco, Tulsa and Charlotte during day, fringe and
Is the race for relationships a race we can win?

ESTHER ROLLE, Florida on Good Times shares her concerns about race relationships as we head into the 1980's... how our need to dominate and control affects possible solutions to the problems we face.

JESSE JACKSON asks us to recognize excellence on the basis of productivity... to realize the damages done by the myths of racial superiority... to consider the destruction in telling people they don't "count".

ELDRIDGE CLEAVER suggests that the "green power" of economic equality is a departure point for racial relationships in the future. These voices and other provocative personalities suggest both problems and possibilities in the third television half-hour of the "We're #1?" series.

"WE'RE #1?: RACIAL RELATIONSHIPS
The first two programs were seen in over 130 markets—most in time slots that testify to their relevance. We invite your inquiry and scheduling consideration.

FOR ADDITIONAL INFORMATION and to schedule "We're #1?" in your market, call: Harry Souders or Linda Woods
612/645-9173

media services center

THE AMERICAN LUTHERAN CHURCH
1568 Eustis St. • St. Paul, MN 55108
There's a golden market originating in the hills of West Virginia.

There is real gold in the hills... 2.5 billion dollars in terms of total effective buying income in the Wheeling-Steubenville DMA, which includes large audiences in Pennsylvania and Ohio. There's no doubt who the leader is in the Wheeling-Steubenville market. WTRF-TV. WTRF, a Forward Station, consistently outpulls the competition in almost every time slot and carries a 61 market share.

You're ahead when you buy Forward.

WTRF-TV
WHEELING, WEST VIRGINIA
Represented by Weiker

MEMBER...FORWARD GROUP
WTRF-TV Wheeling
KOSA-TV Odessa-Midland
KCAU-TV Sioux City
WRAR-TV Peoria
WMTV Madison
WSAU-TV Wausau


**Pressman Toys** Four-week campaign begins in late October for Triominos and Quadrinos games on all three networks and in 67 markets. Agency: Mutual Media, Englewood Cliffs, N.J. Target: women, 18-49.


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**BAR reports television network sales as of July 8**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended July 8</th>
<th>Total dollars week ended July 8</th>
<th>1979 total minutes</th>
<th>1979 total dollars year to date</th>
<th>1978 total dollars year to date</th>
<th>% change from 1978</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>166 $ 1,005,300 4.256 $ 33,077,300 $ 28,754,800 +15.0</td>
<td></td>
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<td></td>
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<tr>
<td>Monday-Friday</td>
<td>1,006 $ 15,926,500 27.177 $ 476,483,700 $ 441,011,500 +8.0</td>
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<tr>
<td>Saturday-Sunday</td>
<td>325 $ 8,084,800 9.006 $ 251,518,800 $ 220,392,500 +14.1</td>
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<tr>
<td>Monday-Saturday</td>
<td>300 $ 3,601,400 2.655 $ 129,864,200 $ 114,398,000 +11.4</td>
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<tr>
<td>Sunday</td>
<td>28 $ 858,800 652 $ 39,534,300 $ 33,428,100 +18.3</td>
<td></td>
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<tr>
<td>Monday-Sunday</td>
<td>420 $ 32,707,900 11.151 $ 1,182,959,400 $ 1,045,530,600 +13.3</td>
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<tr>
<td>Monday-Sunday</td>
<td>248 $ 6,323,300 6.337 $ 157,939,700 $ 129,145,500 +22.2</td>
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**Total** 2,291 $ 568,507,800 61.174 $ 52,271,485,600 $ 52,011,594,400 +12.9

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**... as of July 15**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended July 15</th>
<th>Total dollars week ended July 15</th>
<th>1979 total minutes</th>
<th>1979 total dollars year to date</th>
<th>1978 total dollars year to date</th>
<th>% change from 1978</th>
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<tr>
<td>Monday-Friday</td>
<td>165 $ 953,800 4.421 $ 34,030,900 $ 29,787,400 +14.2</td>
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<td>Monday-Friday</td>
<td>1,023 $ 16,363,400 28.142 $ 492,847,100 $ 458,676,800 +7.9</td>
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<tr>
<td>Saturday-Sunday</td>
<td>312 $ 6,130,000 9.319 $ 257,648,000 $ 224,822,600 +14.6</td>
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<tr>
<td>Monday-Saturday</td>
<td>96 $ 3,453,300 2.751 $ 133,417,500 $ 118,074,600 +13.0</td>
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<tr>
<td>Sunday</td>
<td>24 $ 864,000 676 $ 40,407,300 $ 34,039,800 +18.7</td>
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<td>Monday-Sunday</td>
<td>401 $ 30,270,300 11.554 $ 1,212,959,700 $ 1,078,836,800 +12.4</td>
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<tr>
<td>Monday-Sunday</td>
<td>260 $ 6,842 6.598 $ 164,782,100 $ 134,546,200 +22.5</td>
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</tbody>
</table>

**Total** 2,281 $ 864,877,000 63.461 $ 52,336,092,800 $ 52,076,844,200 +12.5

Source: Broadcast Advertisers Reports

Broadcasting Aug 13 1979
The fastest moving movies in the universe!

THE 12 BATTLESTAR GALACTICA MOVIES

MCA TV
Charles Van Dyke is Nice To Have Around The House

Charles Van Dyke covers the House of Representatives so closely he lives on Capitol Hill. Chuck developed his broadcasting skills in the Armed Forces. In 1974, after serving as anchorman at WICU-TV in Erie and News Director of Washington's WAVA, he joined the newly formed AP Radio network.

During his five years on Capitol Hill, Chuck has pioneered radio coverage of the House Chambers. In 1978, he was chosen to introduce the first "live" debate from the House Floor. We like that. We're like Charles Van Dyke.

Professional.

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

**indicates new or revised listing**

**This week**

Aug. 12—Special mock hearing and trial during American Bar Association's annual meeting to allow further study of broadcast and photographic coverage of courtrooms. Dallas county courthouse.


Aug. 16—National Association of Broadcasters legal workshop. Sheraton airport hotel, Atlanta.


**Also in August**

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. 24-Sept. 2—International Radio and TV Exhibition 1979 Berlin, promoted by the Society for the Promotion of Entertainment Electronics of Frankfurt-on-Main with executive handling by the AMK Company for Exhibitions, Fairs and Congresses Ltd. Berlin Exhibition grounds.


Aug. 28-Sept. 2—National Association of Broadcasters sales management seminar. Harvard University, Boston.


**September**

Sept. 5-7—Second International Fiber Optics and Communications Exposition, Hyatt Regency O'Hare, Chicago. Information: (617) 739-2022.


Sept. 8-11—Southern Show of Southern Cable Television Association. Atlanta Hilton, Atlanta.

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

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

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


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


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


Sept. 17—Deadline for receipt of entries in Atomic Industrial Forum's Forum Award competition to honor nuclear energy reporting. Prizes are $1,000 each in broadcast and print media. Information: Mary Ellen Warren, AFF, (301) 854-9280.


Sept. 19-20—Regional meeting, Mutual Black Network affiliates. Peachtree Plaza hotel, Atlanta.


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


On September 3, 1979, "PM Magazine" debuts five nights a week on three more Outlet Broadcasting stations: WJAR-TV, Providence; WDBO-TV, Orlando and KSAT-TV, San Antonio. This innovative magazine-format program also continues on WCMH-TV, Columbus, Ohio.

Outlet Broadcasting thus becomes the first group to acquire the show for all its TV stations. This quality prime-access programming serves audiences better and builds market leadership.

We're proud to expand our commitment to local programming excellence with "PM Magazine."

OUTLET
BROADCASTING
An Outlet Company Division.

WJAR-TV
WJAR-AM
Providence, R.I.

WDBO-TV
WDBO-AM
WDBO-FM
Orlando, Fla.

WCMH-TV
Columbus, Ohio

KSAT-TV
San Antonio, Texas

WTOP-AM
Washington, D.C.

KIQQ-FM
Los Angeles, Cal.
FIRST in the San Francisco Bay Area

WE SHOOT SPORTS!
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Broadcasting Aug 13 1979

Sept. 26-28 — Fall meeting, Indiana Broadcasters Association, Merrillville Holiday Inn.
Sept. 28-29 — Tenessee Association of Broadcasters annual convention, Opryland hotel, Nashville.
Sept. 27 — National Association of Broadcasters license renewal workshop, Holiday Inn, Fairmont, Minn.
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.

October
Oct. 2-4 — International Electrical, Electronics Conference and Exposition, sponsored by the Canadian region of Institute of Electrical and Electronics Engineers, Exhibition Place, Toronto.
Oct. 3 — Association of National Advertisers cooperative advertising workshop, St. Regis-Sheraton hotel, New York.
Oct. 4-6 — East-Central area conference of American Women in Radio and Television. Hilton hotel, Columbus, Ohio.
Oct. 5-7 — Fall conference, Florida Association of Broadcasters Thundertown, Panama City, Fla.
Oct. 5-7 — Southern area conference of American Women in Radio and Television, Opryland hotel, Nashville.
Oct. 6-9 — North Carolina Association of Broadcasters fall meeting, Asheville, N.C.
Oct. 10-11 — Regional meeting, Mutual Black 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. 14-16 — Second national conference of "action

Major Meetings

Sept. 9-12 — National Association of Broadcasters radio programing conference. Stouffer’s Riverfront Tower, St. Louis.
Oct. 8-11 — Society of Motion Pictures and Television Engineers 121st technical conference and equipment exhibit, Century Plaza hotel, Los Angeles.
April 18-24, 1980 — MIP TV international program market Cannes, France.
May 18-21, 1980 — National Cable Television Association annual convention, Dallas.

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You may never see the world's most valuable watch*...

...but the most valuable time to reach Western Michigan farmers is on WKZO.

A lot of the credit goes to our Farm Services Director, Jim Bernstein. A member of the National Association of Farm Broadcasters, his weekday morning show and award-winning noon show provide thorough and professional coverage of the news vital to the Ag market. Farming is the second largest industry in Michigan. And WKZO is #1 with Western Michigan farmers.

*On June 1, 1964, in the salesrooms of Sotheby & Co., London. Mr. Ronald Lee paid a record $77,000 on behalf of a Portuguese client for the Duke of Wellington's watch. It was made in Paris in 1807 by Abraham Louis Breguet.

WKZO
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Buckley Radio Sales, Inc., National Representatives

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


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


Nov. 3-5—National Association of Broadcasters annual convention. Sheraton Wayfarer Convention Center, Bedford, N.H.

November


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

Nov. 1-4—Federal Communications Bar Association fall seminar. Ceromar Beach hotel, San Juan, PR.

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

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

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

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


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


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


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


Nov. 25-27—Society of Cable Television Engineers regional technical meeting. Hartford Hilton, Hartford, Conn.

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

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

Digs Donahue

EDITOR: The article in the July 23 issue of Broadcasting on Donahue was a fine piece of work calling attention to the outstanding accomplishments of Phil, Dick Mincher, and the rest of the staff. As described, Phil is "one-of-a-kind," "unique" and more than deserving of every honor and recognition he has received.

So are Walter Bartlett, Don Dahlman and all of the others who have developed the show to its present pre-eminent state.

There was one point, however, that was overlooked in the story: This point is the concept of local, live television as a service to the public which was insisted upon by Jim Shouse, Bob Dunville and John Murphy who created the opportunity for the development and continuation of shows like Ruth Lyons, Bob Braun and Donahue.

The foresight and steadfastness of purpose of these men in their persistent dedication to the principle that local live television was important was one of the primary reasons that programs such as Donahue got their opportunity for success.—George J. Gray, special representative, government relations, National Association of Broadcasters, Washington.

Market miscunt

EDITOR: In reviewing the breakdown of television revenue and profit in 1978 (Broadcasting, July 30), it was obvious that the figures for the Greensboro-High Point-Winston Salem market were not complete and apparently omitted part of WGP-TV's operations for the year.

This was reviewed with the FCC and, upon checking the 324's, they discovered that one had been omitted from their official figures. However, such revised figures could not be disclosed without breaching confidentiality.

By not including the total figures, broadcast revenues for the market showed a decrease of 5.3% and rankings for revenue and profit are shown as 66th and 58th, respectively.

If 1978's broadcast revenues for the market were adjusted to reflect, say—a 20% increase for the year and adjusting total broadcast income to $6 million for the year, the market's qeuestasimated broadcast revenues would be $17.9 million and its rankings for broadcast revenues and broadcast income would be 53rd and 50th, respectively. Other market rankings between 53rd and 65th for broadcast revenues and between 50th and 57th for broadcast income should then be dropped an additional notch for those markets.—John C. Harklott, Harklott & Associates Inc., Centrry City, Calif.

The FCC confines that only part of the year was processed for one of the stations in the Greensboro-High Point-Winston-Salem market, and that the addition of those revenues would result in a 20% increase for the market.

Broadcasting Aug 13 1979 17

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The newspaper of broadcasting and allied arts

Executive and publication headquarters Broadcasting-Telecasting building 1735 DeSales Street, N.W. Washington 20038.
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UPI was first to supply news to broadcasters back in the '30's ... first with an audio service ... first with a full-service CATV wire ... first with a dataspeed newswire for broadcast ... first with an audio-video service for cable.

We're proud that we started so much, but we're not resting on the record.

**UPI news reports are seen, heard and read by more people around the world than those of any similar organization.**

UPI has pioneered the first electronic broadcast newsroom ... designed a satellite network for audio ... and field-tested a new-concept newswire for television.

Our Audio broadcast network is first by far, and we reach more than 3,000,000 homes with NEWSTIME news-and-picture service and with traditional alphanumeric CATV channels.

Where we're going is best shown by the opening last week of our new Technical Service Center in Dallas; this $10 million facility will link together newsmen working at more than 400 video terminals here and in Europe into a single high-speed network. It is the first of its kind, designed to specifically match the needs of an international news agency. When its computers are turned on, our data handling capacity will triple. And there's room enough to double even that when the time is right.

On the horizon is a service called NewsShare, a computer timeshare enterprise that could mark the beginning of electronic home delivery of information from local newspapers and our own databank.

So look again. The News Company is solid, growing and committed; with a lot of surprises just around the corner. If you want to start something, contact . . .

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Memorable and successful radio starts with creativity

Creativity is the magic word for success in radio.

A national advertiser (any advertiser) can spend a substantial sum of money on a radio campaign—but if the creativity is lacking, the advertiser has lost a bundle and the campaign is doomed.

The absence of creativity is probably the major reason why there is an approximate 50% turnover of national accounts using radio yearly. Radio is not alone in its need for greater creativity. It is the make or break point on any national advertising campaign.

Radio’s creativity is the advertiser’s key to one of the greatest sales vehicles—the automobile—a radio with four wheels. It can sell your prospect right behind the steering wheel, moving products to the most captive audience in America.

A great radio commercial demands greater talent and creativity than any other medium. Why? Because you’re only limited by the size of the mind and imagination. For instance, close your eyes and visualize the following: “Have you smelled a new car lately?”

Speaking of the car, it never seemed so important until the gas shortage. Then, God forbid, the thought occurred, “Was my radio with four wheels being slowed down?”

It seemed almost like an attack on my personal freedom. Even my livelihood. Radio’s mobility is one of its great strengths. Then, it hit me—“through adversity comes opportunity”—the 55 mile an hour limit is a plus for radio. It means longer, better listening and this means more time in your own private sanctuary listening to radio; more time to sing along with your favorite artist; more time to know what’s going on in the world today.

Perhaps, if our automobile radios were turned down to where we could hardly hear them (as the 55 mile an hour limit slowed our cars down), we would have greater appreciation for how valuable this great medium is. Extensive research done lately by John Parikh of Toronto concludes that the automobile radio is almost a sex symbol to some Americans, an escape for others and a key to wide-open spaces to most of the rest of us.

What can we do to get creativity back on four wheels and moving? (1) Put advertisers and their agencies in contact with some of the outstanding specialists in radio creativity.

We had the opportunity recently to visit Radio Shack in Fort Worth, Tex. Their people have struggled diligently trying to come up with the best in radio creativity and, to their credit, they are eager to ask for help and are very open minded.

We set up a meeting with Radio Shack management and Tony Schwartz, in New York, one of the gurus of radio creativity. (Tony has done an outstanding job for Mobil, NBC and McGraw Hill, to name a few, and important ground work for future radio creative strategy has been laid out.)

We’re constantly pushing supers like Dick and Bert—Dick Orkin and Bert Berdis—who did the Time magazine campaign. Orkin feels strongly that when radio and television are utilized in the same campaign, the creative concept for radio should be custom-tailored and not controlled by television sound tracks.

We also have tremendous respect for Chuck Blore—and, of course, who can forget the outstanding job Stiller and Meara did for Blue Nun?

(2) Take advantage of creative research. An excellent organization in that area is Radio Recall Research Inc. It is doing work for such organizations as Procter and Gamble, Colgate, General Foods and General Motors.

Ted Brew, its president, recently documented how, with the help of creative research, it improved recall on a commercial from 16% to 48%—tripling its value. In effect, then, an expenditure of $1,000,000 had the impact of a $3,000,000 campaign.

Recently, at our Eastman corporate sales seminar, Mark Mullin, vice president/advertising at Fotomat, was very impressed when we discussed Radio Recall Research.

Mark said, “Can you imagine telling the media department that you can increase their C-P-M’s by 300%? Actually bring their buy in at one-third of their present costs?” That is what a memorable commercial can do.

Mullin concurred with Dick Orkin that to adapt a radio commercial with the music of a TV commercial is tremendously difficult. As many of you know, Fotomat has a catchy little melody on the end of its spots but it primarily sells product with words and humor.

This confirms Radio Recall Research’s opinion that singing or musical commercials may well have the highest degree of risk... with humor having one of the greatest degrees of success.

(3) Steal a successful technique from local radio stations—demo tapes and spec spots.—Demo tapes—The Radio Advertising Bureau and any of the creative people I’ve mentioned above are always willing to let you use demo tapes of the many commercials that have been produced. There is a wealth of good material to stimulate the old thinking cap and our company is constantly attempting to make maximum use of it on the national level.

Spec spots—Create a commercial that is pointed directly at the advertiser you want to sell. We’re able to do this with the help of many of the radio stations we represent. Many of which have an abundance of talent right at the station.

(4) Our firm is currently working on a joint venture with a leading creative firm to have creative seminars across the nation—not only for advertisers and their agencies, but also for college students who want to specialize in the radio creative area.

Creativity is where it starts. In fact, the more you spend on a bad commercial that is undesirable, the more irritating it becomes—having the complete reverse effect.

With that, I’d like to close with a 60-second commercial for that great mobile medium—radio, a fabulous sales vehicle.

Radio is the only personalized medium that can sell all the way to the point of purchase.

Radio is a frequency medium. It is a fact that the average salesperson makes three calls and quits, but the average sale is made after the third call. Radio allows you to take advantage of this truism with its frequency.

But, remember the plus frequency only starts meaning something (results) if the commercial is strong, memorable and sells the product’s benefits.
CAN BE DANGEROUS TO YOUR HEALTH

NIAGARA FALLS, New York—Almost three years ago, the Niagara Gazette, a Gannett newspaper, broke the story of Love Canal.

An environmental time bomb had been ticking in that Upper New York State community, and nobody was doing anything about it—until a reporter for the Niagara Gazette received a very alarming telephone tip.

The caller told of dangerous chemicals being dumped years before in a site where homes and a school were now standing. The caller was worried about the people living there.

The Gazette investigated and found strange things all along Love Canal.


A major environmental disaster that was seriously threatening the health of hundreds of families had been uncovered.

That was in 1976. Now, almost three years and hundreds of Niagara Gazette stories later, the time bomb is being defused.

The federal government and the state have acted to help the people of Love Canal.

Over 300 families have been evacuated. The canal is being cleaned up. New legislation gives property tax relief to families living nearby.

The Niagara Gazette and its professionals uncovered the story long before it became national news, and stayed with it long after national attention started to fade, because it was and still is a vital community issue.

Throughout, Gannett has supported and encouraged the Gazette's efforts in every way.

They symbolize the things Gannett is most proud of: professional excellence in news coverage and a total commitment to strong, independent service to the community.

At Gannett, we have a commitment to freedom in every business we're in, whether it's newspaper, TV, radio, outdoor advertising or public opinion research.

And so from Wilmington to Denver, from Cincinnati to San Bernardino, every Gannett newspaper, every TV and radio station is free to express its own opinions, free to serve the best interests of its own community in its own way.

Gannett
A World Of Different Voices
Where Freedom Speaks
At the FCC: Heat's on high

Widening divisions among commissioners, and between the chairman and staff, reflected in acrimonious exchange during Aug. 1 session; agency morale, sinking for some months, said to be lowest ever

Growing dissent within the FCC concerning the administration and policies of Chairman Charles D. Ferris is threatening to break into the open.

Indeed, it almost did on Aug. 2 when—behind the closed doors of a private FCC meeting—one commissioner reportedly ended up calling him “administratively ... a juvenile.” It's a statement no one will now confirm—and the minutes, assuming they reflect such exchanges, aren’t available—but it squares with a growing number of incidents that are rapidly becoming the talk of the town.

The meeting itself had been prompted by Commissioner Abbott Washburn’s displeasure over the chairman’s reprogramming of $500,000 of the agency budget, without prior concurrence from his fellow commissioners. The flap began when Washburn read in Broadcasting’s July 23 issue that the Senate Appropriations Committee had provided that amount in the FCC’s 1980 budget to assist the agency in its mail-answering problem (caused by the millions of letters still pouring into the FCC on the subject of religious broadcasting). The money was the result of a reprogramming request made by Chairman Ferris last December—and not circulated to the other commissioners. (Reprogramming is the transfer of funds from one program to another, because of an unforeseen need in the latter program, and it has been FCC policy that the chairman may make such requests on his own initiative, provided they do not place another program in jeopardy.)

The request took the form of an amendment to the fiscal 1980 budget, and wended its way through various congressional committees for approval. It was approved by the Senate committees, but not by the House committees. In the end, it did not show up in the congressional conference report issued July 31.

The same day the conference report was issued, Washburn sent a letter to Chairman Ernest F. Hollings (D-S.C.) of the Senate Appropriations Subcommittee saying: “This is to let you know that Commissioners Bob Lee, Jim Quello and I have some serious reservations about the proposed $500,000 FY ‘80 add-on ... The commission has never discussed the matter. It will do so for the first time on Wednesday afternoon, Aug. 1. Other possible courses of action will also be discussed then, and we may have something further to relay to the Subcommittee afterward.”

The budget reprogramming item had been added to the agenda of the Aug. 1 closed meeting at Washburn’s request. But when that day arrived, and he realized that Commissioner Robert E. Lee would be absent (on vacation in Germany), Washburn asked that it be postponed until September. That discussion was carried over to the next day, at which time the “flare-up,” as one described it, between the chairman and some of the commissioners occurred. Allegedly, Ferris was upset by the call for a delay after the item had been placed on the agenda and the staff had spent so much time and effort preparing it.

It was then decided to contact Commissioner Lee by telephone to Germany. When notified of the goings-on, he “made his feelings felt” but said that he did not feel he had to be present. So the commissioners decided to proceed.

Washburn then pulled another surprise, calling to the commission’s attention a 23-year-old policy statement requiring that any major re-commitment actions not be undertaken without the full FCC consent. The commissioners then put three matters to a vote:

- A confirmation of the chairman’s action with respect to reprogramming in the light of past commission practice and the advice he received from staff.
- An agreement that the commission would look at existing administrative authority to take such reprogramming requests and to provide fresh guidance, if necessary.
- A proposal that the FCC affirm existing contracts with respect to the mail-answering problem.

In all three instances, the vote was unanimous—ironically, in view of the acrimony, all appearing to support the chairman’s position. And that same day, Ferris sent a letter to Hollings saying “the meeting was held earlier today and the commission reaffirmed the reprogramming procedure under which the allocation ... was made.”

All is not calm after the storm, despite the effort of some participants to minimize the division. (Commissioner James Quello says “the entire thing has been blown out of proportion. The peace pipe has been smoked.” Commissioner Tyrone Brown feels that the actions, as reflected in the votes, speak for themselves.)

But if the commissioners are not talking about what went on in the meeting, there
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Fall season one-upmanship is under way

Those locked-in TV schedules weren't so tight after all; jockeying for advantage begins

Fall schedules are not carved in stone, as both CBS-TV and NBC-TV proved last week. The former announced some slight shuffling of its regular series time slots while the latter said it would be jumping the board of its announced season premiere date with two series and adding two theatrical movie hits to its first week's line-up.

First, NBC Entertainment President Mike Weinblatt announced in a closed circuit to network affiliates last Thursday that the number-three network would be taking the miniseries, The Martian Chronicles out of its announced Sept. 17-19 time slot and substituting the Academy Award-winning film, Coming Home, on Sept. 17 and Semi Tough on the 18th. The 19th will be given over to Mrs. R's Revenge, a made-for-television film. The Martian Chronicles will be shown later in the fall.

But Weinblatt also announced that the season premier of Disney's Wonderful World (the new name for the long-running series) will be moved to Sept. 9, a full eight days before NBC's season begins officially. The first two weeks of the revamped Disney hour will be given over to a theatrical release -- The Absent-Minded Professor. The network also will be shifting the season opener of Real People, first introduced last spring, to Sept. 5.

The early Disney premiere, which Weinblatt described as reflecting an ABC competitive move, will also lead off a week in which the network is reviving the miniseries, Holocaus. Slated to run three hours on Monday (Sept. 10), 9-11 Tuesday-day and Wednesday and two-and-a-half hours Thursday, the miniseries will be running against the first week of the ABC season.

CBS, too, will be showing at least one major special that week, Can You Hear the Laughter? It is a made-for-television biography of the late comedian Fréddie (Chico and the Man) Prinze. CBS will also be premiering its Saturday-night line of situation comedies around the vacation time, two days before its season is scheduled to start.

More important, however, the number-two network announced it would be altering the times for four of its situation comedies. The new Working Stiffs will be moved from Wednesday 8-8:30 to Saturday at the same time. The Last Resort will move up a half hour to the old Stiffs slot. The Bad News Bears, a returning series, will shift from Saturday 8-8:30, to 8:30-9. And the new Struck by Lightning will move into the Wednesday slot vacated by Resort.

Robert Daly, president of CBS Entertainment, stressed that the changes did not go against the promise of "strength and stability" made to that network's affiliates last May. "We haven't changed our philosophy or our schedule structure," he said. Nor, he added, has the public formed any viewing habits that will be disrupted by what he said really amounted to nothing more than fine-tuning of the schedule.

The changes, he felt, would strengthen CBS's hand in attracting younger persons in those time slots. He cited ABC's The Ropers (Saturday, 8-8:30) as a show he believed especially vulnerable to the youth appeal of the CBS comedies that night.

ABC had no immediate reaction to the changes announced by its competition. It switched reruns of Mork last night to the show's new Sunday (8-8:30) time slot in anticipation of what many in television believe may turn out to be the slugfest of the season -- Mork from Ork versus Archie Bunker in the redesigned Archie Bunker's Place debuting Sept. 23.

FCC considering lottery approach in comparative hearing cases

Agency asks for comments in trying to decide Media, Pa., issue; surprise initiative could lead to major new policy

From out of the blue -- or from "off the wall," as one observer put it last week, the FCC is seeking public comment to determine whether to use a lottery system to decide a comparative hearing case now before it. The idea of a lottery system to settle comparative hearings, when all appearances seem equally valid, is not new. It has been discussed for years at the FCC and among broadcasters, and most recently as part of the Goldwater/Schmitt (Senators Barry Goldwater [R-Ari.] and Harrison Schmitt [R-N.M.]) amendments to the Communications Act. However, the FCC's considering it as an option in a particular case is novel, to say the least.

If adopted it would set far-reaching precedents.

This is how it came about:

On June 21, the FCC granted review of a decision by its Review Board granting a construction permit for a new FM station in Media, Pa., to Greater Media Radio Co. The decision denied the mutually exclusive applications of Alexander S. Klein Jr. and Robert Broadcasting Corp. The FCC decided to grant further review "in part out of concern as to whether the record provided rational distinctions for choosing from among the applicants." The FCC has asked the applicants to show whether there are distinctions consistent with current policy on the record. If no dis-
tion can be made, the FCC may adopt a "novel" approach—i.e., a lottery system. Since the commission recognized that this is a departure from its traditional comparative approach, it has invited public comment. Interested parties have 30 days to file.

Chairman Charles Ferris, who has been known to favor the idea of a lottery, said the invitation for comments "shows we are not frozen in ideas. It certainly is an obvious option, hopefully one up, with something of a limited comparative hearing policy."

One done; one unfinished

Court motion by Washington group keeps FCC from ruling on sale of WDCA-TV; it sets conditions for takeover of KORK-TV

Taft Broadcasting Co. will have to wait until the day before its contract with Channel 20 Inc. expires before the FCC decides on Taft's application to purchase Channel 20's WDCA-TV Washington.

On Aug. 2, in an emergency open meeting, the FCC decided to act on Taft's request to consider its application on Aug. 10 (Broadcasting, Aug. 6). But last Thursday, a motion filed in district court by Washington Association for Television and Children prevented the meeting from taking place.

WATCH had filed a motion for injunctive relief in U.S. District Court for the District of Columbia pending review of WATCH's allegation that the FCC violated the Sunshine Act in scheduling the Aug. 2 and Aug. 10 meetings. Last Thursday, the FCC voted to postpone the meeting for another week, and thereby allow WATCH additional time to consider the matter.

At issue is WATCH's contention that Taft's application for purchase does not give a "compelling public interest showing" in its application, especially in the area of children's programing. The FCC will rule on the matter this Thursday, Aug. 16.

Last Friday's commission meeting proceeded to another matter, however, the operating authority for KORK-TV Las Vegas.

Western Communications Inc. lost its license to operate KORK-TV last October because of what the U.S. Court of Appeals called "manifestly fraudulent" practices. The court also sent back for further consideration the FCC's companion denial of the competing application of Las Vegas Valley Broadcasting Co. The court questioned the FCC's holding that Las Vegas Valley was not financially qualified (Broadcasting, Oct. 30, 1978).

On Aug. 1, the FCC sent Western a telegram imposing an impoundment of profits until Western's authority to operate KORK-TV was decided. Western petitioned the FCC for reconsideration. However, the commission could not consider this petition at the Friday meeting since it did not have a quorum.

Afterward, however, commissioners voted to adopt an order, which was drafted at the meeting and then circulated, to transfer operation of the channel 3 facility from Western, which is owned by the Donrey Media Group, to Las Vegas Valley on Oct. 1.

There are conditions. Las Vegas Valley is given the option of constructing a new facility or negotiating with Western to lease or buy the existing property. It must make a showing to the FCC by this Wednesday that it has the financing to go into business. The FCC must still consider whether Las Vegas Valley lacked candor in describing its financial condition during the earlier proceedings.

All profits generated by operation of the facility by Las Vegas Valley will be impounded until the conditions imposed last Friday are met.

New agency brings home some beer

Miller switches account worth about $85 million to 3-month-old Backer & Spielvogel from McCann

In a stunning move, Miller Brewing Co., Milwaukee, dropped McCann-Erickson, New York, as agency for about $85 million in billings and assigned the business to a new agency set up three months ago by two former executives of McCann and its parent company, the Interpublic Group of Companies Inc.

Three brands—Miller High Life, Lowenbrau and Lite beer—will be handled, effective Nov. 30, by Backer & Spielvogel, New York. In 1978 the brands spent about $72 million but increased activity this year is expected to push the total to $85 million or more. Miller allocates about 90% of its expenditures to television and radio.

Interpublic and McCann officials were said to be surprised by the move. In the nine years Miller has been at M-E, its sales rank has risen from number seven to number two (Anheuser-Busch is in first industries' broadcasting division (KCOPTV Los Angeles and KPTV Portland, Ore.), who says "Tourist" might serve as pilot for 1981 series.

Public Broadcasting Service, in effort to "identify program priorities and strengthen the climate for innovative new material," will hold "Program Fair" during annual PBS Programming Conference Jan. 13-17 in San Francisco, PBS has put out call to producers (including independents) to submit series proposals by Oct. 1. Based on station interest, selected programs will be screened at conference. It's new element of Station Program Cooperative wherein stations jointly fund national programming; minimum of $20 million is expected to be spent on SPC.

Western Union Telegraph Co.'s third Westar satellite was launched from Cape Canaveral, Fla., last Thursday at 8:20 p.m. after "a slight delay" due to couple technical problems. According to NASA spokesman, Westar III was carried into space aboard 2914 Delta rocket and should have achieved geosynchronous orbit by Saturday night. After satellite is maneuvered to proper position—due south of New Orleans at 91 degrees west longitude—control of satellite will pass from NASA to Western Union. Next scheduled launch of Delta rocket—the 150th for the NASA workhorse—will be December 6 to put RCA Americom's Satcom III into orbit.

Appellate Division of New York State Supreme Court has refused to dismiss $30 million libel suit against CBS brought by Dr. Joseph Greenberg, Long Island endocrinologist, who claims that 60 Minutes
Guy announced last week KOFM (FM) tion: In television program carried nouncement terpublic's billings. move & resigned seq). New York vice president and McCann in New York, and Robert B. Meury, senior vice president and associate creative director of the agency.

In May Backer and Carl Spielvogel, who had resigned as vice chairman of Interpublic, organized Backer & Spielvogel, New York; (BROADCASTING, May 7, et seq.) In late July, Lenitz and Meury resigned their posts at M-E to join Backer & Spielvogel.

The temporary headquarters of Backer & Spielvogel is in the Gotham hotel, but Spielvogel said last week the firm will move into new space soon and will recruit a staff to service its sole but substantial account.

Interpublic was asked if there was a possibility of starting an "account-piracy suit," and a spokesman replied: "We don't contemplate any kind of legal action."

The spokesman said that the Miller defection amounted to less than 4% of Interpublic's billings. For McCann-Erickson, based on 1978 figures, the loss was about 18% of domestic billings.

Interpublic's stock on the day of the announcement last Wednesday (Aug. 8) fell 2 3/8 to 37 and on Thursday to 36 3/8, down 5/8.

**NAB's minority investment fund: extending a welcoming financial hand**

First solicitation brings in another $1.2 million beyond network pledges; minorities are among the contributors; but not all among the majority think it's such a great idea

What began as a gleam in Don Thurston's eye has, at last count, turned into $8,721.422 in pledges to put real money behind the broadcasting industry's plan to help ease the entry of minority owners. It is, for free enterprise, a unique proposition: the havens helping the have nots set up shop across the street.

For Thurston, the former board chairman of the National Association of Broadcasters, and head of its minority ownership task force, the rationale is clear: "How do you want minorities to enter this business: with the assistance of a cooperative industry or through court challenges or by government direction? When you put the argument that way, the objections usually fall away."

Usually, perhaps, but not always. The first general mailing to the industry—following pledges of $2.5 million each from ABC, CBS and NBC—brought in a reasonably rapid 25 pledges worth $1,221,422—many accompanied by statements both of praise and support of the NAB initiative. It also brought a half-dozen or so outright refusals—some obtuse. Among the low vituperative: "May I suggest that your minority members who are interested in broadcasting do the same as I did and as many of my friends did. Work their cans off for 15 to 20 years and save and scrimp and sacrifice and shed a few tears over it and wait for the opportunity to come up to make a small down payment and then work even harder to make the payments."

Said another: "I commend the committee for the tremendous amount of time and effort that went into reaching this decision; however I strongly feel this is the wrong approach . . . I firmly believe that experience has shown over the past 15 years that simply throwing money at a problem does not necessarily help it, and that is precisely why financial institutions are selective as to whom they give money to."

Such comments were offset—and outnumbered—by those of broadcasters who found the plan "an outstanding idea," "a project in which we strongly believe," "a very noble movement" and a "good cause." Perhaps surprisingly, those who pledged the largest amounts often sent it in with the least rhetoric—perhaps echoing Thurston's sentiment that, in this case, actions speak louder than words.

It's been seven months since inception of the Minority Broadcast Investment Fund, and the current total is just past the halfway mark toward a goal of $15 million. Contributions from broadcasters. The NAB incorporated the fund last December with aims to raise as much as $37.5 million in cash and another $7.5 million in loan guarantees for new minority broadcast enterprises. Of the total, $15 million would be raised directly from broadcasters with $30 million in matching funds from the Small Business Administration. NAB Task Force on Minority Ownership, which established the fund, set a goal of doubling the number of minority-owned broadcast stations within the next three years.
Minding the money. These are among the trustees of the NAB’s Minority Ownership Investment Fund: (1 to r) Charles J. Beard of Foley, Haag & Eliot, Boston; Donald A. Thurston of WMMS-AM-FM North Adams, Mass.; Frank Savage, Equitable Life Assurance Society of the U.S., New York; Paul E. Van Hook, financial advisor, New York; John F. Dille Jr. of Federated Media, chairman of the board of trustees, and Erwin Krasnow, NAB senior vice president.

(BROADCASTING, Jan. 1). The group sent out two sets of solicitation letters: the first in December to the three major networks and 29 top group broadcast owners and another in April to broadcast groups and stations. First in line were the networks, with pledges of $2.5 million each. Capital Cities Communications and Westinghouse Broadcasting have made the largest group contributions: $500,000 each. The network pledges are somewhat conditional—CBS’s and ABC’s on “substantial participation” in the program by the rest of the industry, and NBC’s on a matching funds system.

Among others that have volunteered significant pledges are Forward Communications, with $60,000; Springfield TV Corp., with $35,000, and Buford Television of Tyler, Tex., with $25,000. The smallest contribution to date was one for $100, while most of the early responses have fallen in the $1,000 to $5,000 range. Thurston’s criterion (for the industry at large as well as individual station organizations): four-tenths of one percent of one year’s annual revenues.

(One of the sources Thurston has his eye on: those license fee refunds broadcasters will soon receive from the FCC.)

NAB’s fund raisers have found that their biggest obstacle has not been the opposition of reluctant broadcasters, but the competition from other minority-funding efforts made by individual broadcasters or groups, such as Storer Broadcasting’s $1-million plan to aid minority investment (BROADCASTING, Jan. 1), as well as the growing tendency to set up minority assistance programs as part of major station transfers. NAB is now working to have such funds funneled through its own investment program—a move that, in its view, would increase the efficiency of all the various assistance programs.

Among the pledges in so far are three from broadcast organizations that are themselves minority-owned. The National Black Network contributed $1,000 and thanked Thurston for the “unrelenting and successful effort in the creation of the … fund.” Summers Broadcasting Inc., licensor of WMMS-AM-FM in Louisville, Ky., contributed $2,000; William E. Summers III, president of SBI and current president of the Kentucky Broadcasters Association, is himself a black broadcaster. And the Latin American Broadcasting Co. (KESS-FM Fort Worth) pledged $1,650 along with the comment that the project was “long overdue.” Said Marcus A. Rodriguez, president: “From my experience, I know how difficult it is to raise necessary capital to purchase properties, and a number of organizations who claim to want to help minorities have sticky fingers.”

Among the noteworthy contributions was that of Tom-Tom Communications, itself the beneficiary of federal assistance in purchasing a radio property. The president of Tom-Tom is Tom Brokaw, the NBC Today Show host who was granted a loan guarantee by the Small Business Administration late last year for the purchase of KTOQ (AM) Rapid City, S.D. Publicity surrounding that grant prompted House Communications Subcommittee Chairman Lionel Van Deerin (D-Calif.) to appeal for a congressional inquiry into SBA broadcast loan officers of which only seven of the first 32 went to minorities.

The Minority Broadcast Investment Fund will be administered by a board of trustees headed by John F. Dille Jr., another former NAB board chairman who now heads Federated Media, Elkhart, Ind.

**NCCB asks FCC to step in with ad limitations**

**Anticipating loss of NAB code to Justice Department antitrust action, citizen lobby says government should set standards**

The National Citizens Committee for Broadcasting thinks the FCC should regulate the amount of nonprogram material aired on television. It told the commission so last week in a petition for rulemaking on the matter. NCCB asked the FCC not only to limit the amount of time broadcasters can devote to commercial messages, but also to limit the number of interruptions during each program.

NCCB also urged the FCC to “end governmental inattention about commercialization … to insure that the airwaves are not ‘drowned in advertising chatter.’” The proposal calls for a ceiling of 10 minutes per hour on nonprogram material, with five minutes an hour during children’s programming.

The National Association of Broadcasters television code now limits non-program material to 10 minutes per hour during prime time. The code, which is voluntary, has been challenged by the Justice Department on antitrust grounds (BROADCASTING, June 18). Sam Simon, executive director of NCCB, said “the NAB code probably does violate antitrust laws, but the Justice Department may well result in the elimination of any restraints on excessive advertising on television.”

Over the years, according to the NCCB filing, the FCC has “consistently praised the NAB code and repeatedly opted against government restrictions out of deference to the trade association’s self-regulatory efforts.” NCCB asked the FCC to begin to consider immediately what standards should govern nonprogram material so that “rules will be in place before the Justice Department suit makes an impact on commercial practices.”

NAB issued a statement saying that NCCB’s request violates the First Amendment, and that it is “no more than a thinly veiled attempt to foist its ideas of what the public should see on television upon the industry.” The statement added that “it is ironic that television broadcasters are now caught between a plea that one government agency limit commercials way beyond NAB’s limits, and another government agency’s lawsuit, which is, in effect, asking for more commercials. Both FCC and Justice apparently feel that they are acting in the public interest, but both seem to ignore the public’s ability to decide what it wants to watch.”

Beside the 10-minute limit per hour on nonprogram material, the NCCB proposal would:

- **Count against nonprogram ceilings those promotions, station breaks and other announcements that are not counted now.**
- **Limit the number of program interruptions to four breaks an hour for adult broadcasts, and one break per half hour between children’s programs.**
- **Place no restrictions on the length of commercials, but continue the existing prohibitions on subliminal advertising.**
- **Encourge the use of public service announcements, especially local PSA’s, by permitting some additional commercial time if PSA’s are aired.**
- **Recommend the elimination of all advertising from children’s programming as soon as possible.**
- **Permit unlimited interruptions of programming for news bulletins and reports.**

Simon said self-regulation isn’t good enough. “The FCC should bring together broadcasters, advertisers and members of the public to decide at last how much advertising is consistent with the public interest,” he added.

**TOP OF THE WEEK**

Broadcasting Aug 13 1978 26
“Super Groups—most well constructed live concerts we’ve aired. More phone response than any concert we’ve run.”
PD Jay Appleton
WBUF - Buffalo

“Great!”
PD Larry James
KNUS - Dallas

“We’re delighted and extremely pleased with quality and listener response of the two concerts thus far.”
PD John Gelhorn
WLS - Chicago

“Great! Nothing but the most positive response. Gee I love it. When are we getting more?”
PD Bobby Cole
KOEI - San Francisco

“It’s great to have an exclusive event like this.”
PD Mike Picoccia
WHON - Hartford

“The concerts were well received—excellent.”
PD Denise Oliver
WHTY - Baltimore

“Created all the audience excitement and more than we’ve expected. We’re ready for the rest of them.”
PD Mike Jorgenson
KIDO - Boise, Idaho

“Super—Excellent—Very well done.”
PD Pete Parisi
KADI - St. Louis

“Created all the audience excitement and more than we’ve expected. We’re ready for the rest of them.”
PD Mike Jorgenson
KIDO - Boise, Idaho

“Great Show—Looking forward to airing the rest of them.”
PD Pete Parisi
KADI - St. Louis

Over 7,500,000 adults 18 plus were tuned to the May 12 premiere of the ABC Radio Network’s production of “Supergroups in Concert”, featuring the rock group Chicago, according to a survey commissioned by a major national research company.

The two-hour special heard on some 300 ABC Network stations on Saturday, May 12 at 8:00 PM delivered more than three times the audience normally counted for that time period.

* Chicago in concert reached 10% (6,170,000) of all adults 18-34.
* Almost 4,000,000—or 13% of all men 18-34 listened.
* More than 3,000,000—or 11% of all adults 18-24 listened to the program.

_SUPERGROUPS IN CONCERT_ STARRED THE MOODY BLUES, JULY 28.
COMING...THE ALLMAN BROTHERS BAND, AUGUST 25...PETER FRAMPTON,

_SOURCE: Person projections by ABC Radio Network Research based on a survey among 1,514 adults 18 + for the period May 17 through May 23, 1979 to measure the broadcast of Chicago on May 12, 1979. References available upon request._
Someplace special for sports

Sports are special at WIOD. That's why South Floridians turn to 610 Radio for more than just the scores. The largest sports staff in Florida radio brings the fans the stories behind the scores with interviews, play-by-play and daily sports specials. From Palm Beach to Key West, Floridians turn to WIOD for Miami Dolphins Football, Ft. Lauderdale Strikers Soccer, New York Yankee, Baltimore Orioles and Boston Red Sox Baseball, plus Florida State and Notre Dame Football. NBA and NCAA Basketball are covered, as well as everything in the South Florida Sports scene—Thoroughbred Racing, Orange Bowl Marathon, The Inverrary Classic, the Doral and hydroplane racing. If it's happening in sports, South Florida learns about it on WIOD - Someplace Special for Sports.
That's the total tab for radio and TV rights to professional and college events—a figure up only $1 million from last year's giant 142% leap forward; on sales side, Super Bowl alone will command $234,000 for 30-second announcements.

For the major networks, happiness is being in the second year of four-year contracts with the National Football League and the National Collegiate Athletic Association. For with rights payments practically locked in at the present level, the networks this year are busily raising most of their prices along the line to a queue of advertisers that doesn't appear to be shortening.

The multiyear contracts also mean that the nation's broadcasters—networks, stations and local rights holders—will pay $201,216,571 for the rights to take their microphones and cameras into the football stadiums this season.

That is just a little more than $1 million over the total for 1978, when rights payments jumped a dramatic 142% to $200,149,582 on the strength of those new national contracts (BROADCASTING, Aug. 7, 1978).

The gains registered this season come primarily at the local level for radio and TV football rights to schools and colleges and for local radio rights to professional football clubs.

According to Broadcasting's annual survey of the networks, colleges and professional clubs, here is how the 1979 radio-TV rights package breaks down:

- $194 million from the television and radio networks for college and professional games. Last year the figure was $193,700,000.
- $4,205,000 from local radio stations or rights holders for radio rights to NFL preseason and regular-season games. That's nearly a half million more than 1978's $3,710,000.
- $652,000 in local TV rights for NFL preseason games, a decline from last year's $676,000.
- $2,359,571 for local radio and delayed TV rights to schools and colleges. This is well above last year's $2,063,352 and represents the second straight year of substantial gain in this category.

The networks' tab for 1979 will have ABC-TV paying $29.5 million for NCAA college games; $46 million for NFL preseason and Monday night football; $12 million for its NFL prime-time miniseries; $1.5 million for the Pro Bowl; $200,000 for the Super Bowl (which it telecasts in alternate years with NBC-TV).

CBS-TV will pay $51 million for its coverage of the NFL's National Football Conference games in preseason, regular season, conference playoffs and conference championship; $6 million for the Super Bowl (which it telecasts in alternate years with NBC-TV).

NBC-TV will pay $45 million to cover the NFL's American Football Conference during preseason, regular season, conference playoffs and conference championship.

In addition, national radio coverage of various college games and bowls on ABC, CBS, Mutual and NBC will come to an estimated $2.8 million in rights payments.

For broadcasters, the 1979 preseason is already two weeks old. The game plans of local radio and TV stations for hometown NFL coverage are on pages 30 and 31. And here's a rundown of how and when
the radio and television networks are using the football coverage they have bought for the season:

ABC-TV kicked off its preseason pro schedule with the Dallas-Oakland Hall of Fame game in Canton, Ohio, on July 28 and was scheduled to show its second game, Dallas vs. Seattle, at 9 p.m. NYT last night (Aug. 12). Its third and final preseasoner will be Houston vs. Dallas at 9 p.m. Saturday (Aug. 18).

ABC’s regular-season schedule of 20 games opens on Labor Day (Sept. 3), with Pittsburgh vs. New England in the first edition of Monday Night Football. There will be 16 Monday-night games this year, three Thursday-night games and one Sunday-night game. The first Thursday contest comes Sept. 6, starting at 8:30 p.m. The other Thursday games are scheduled Oct. 25 at 9 p.m. and Nov. 29 at 8:30. The Sunday game is set for Oct. 14 at 9 p.m. All Monday-night games will start at 9 p.m.

ABC has also scheduled the 1980 AFC-NFC Pro Bowl, to be played Sunday, Jan. 27, in Honolulu, as a Sunday-afternoon special, 4-7 p.m. NYT.

ABC opens its National Collegiate Athletic Association schedule Sept. 8 with Alabama vs. Georgia Tech at 4:30-8 p.m. NYT. Each ABC affiliate will again receive 23 NCAA regular-season games from a schedule of 13 national and 45 regional division 1-A appearances.

ABC-TV will carry four college bowls:

### Local TV preseason NFL coverage

<table>
<thead>
<tr>
<th>Team</th>
<th>Originator</th>
<th>Regional network; games scheduled; rights holder</th>
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<tbody>
<tr>
<td><strong>AFC East</strong></td>
<td></td>
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<tr>
<td>Baltimore Colts</td>
<td>WMAR-TV Baltimore</td>
<td>Regional net; of three; two live games, two tape delay; station holds rights.</td>
</tr>
<tr>
<td>Buffalo Bills</td>
<td>WKBW-TV Buffalo</td>
<td>Regional net; of two; two live games; station holds rights.</td>
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<tr>
<td>Miami Dolphins</td>
<td>WTVJ Miami</td>
<td>No regional net; two live games; two tape delay; station holds rights.</td>
</tr>
<tr>
<td>New England Patriots</td>
<td>WBZ-TV Boston</td>
<td>Fees to one other station; two live games, one tape delay; station holds rights.</td>
</tr>
<tr>
<td>New York Jets</td>
<td>WPIX New York</td>
<td>No regional net; two tape delay games; station holds rights.</td>
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<tr>
<td><strong>AFC Central</strong></td>
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<tr>
<td>Cincinnati Bengals</td>
<td>WLWT Cincinnati</td>
<td>Regional net; of three; two live games, two tape delay; station holds rights.</td>
</tr>
<tr>
<td>Cleveland Browns</td>
<td>WKYC-TV Cleveland</td>
<td>Regional net; of two; three live games; station holds rights.</td>
</tr>
<tr>
<td>Houston Oilers</td>
<td>KPAC-TV Houston</td>
<td>No regional net; one live game, one tape delay; station holds rights.</td>
</tr>
<tr>
<td>Pittsburgh Steelers</td>
<td>WIIC-TV Pittsburgh</td>
<td>Regional net; of two; two live games; one tape delay; station holds rights.</td>
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<tr>
<td><strong>AFC West</strong></td>
<td></td>
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</tr>
<tr>
<td>Denver Broncos</td>
<td>KBTV Denver</td>
<td>Feeds to one other station; three live games, one tape delay; station holds rights.</td>
</tr>
<tr>
<td>Kansas City Chiefs</td>
<td>KMBC-TV Kansas City</td>
<td>No regional net; two live games, two tape delay; station holds rights.</td>
</tr>
<tr>
<td>Oakland Raiders</td>
<td>KRON San Francisco</td>
<td>Feeds to one other station; one live game, one tape delay; station holds rights.</td>
</tr>
<tr>
<td>San Diego Chargers</td>
<td>KGTV San Diego</td>
<td>Feeds to one other station; three live games, one tape delay; station holds rights.</td>
</tr>
<tr>
<td>Seattle Seahawks</td>
<td>KIRO-TV Seattle</td>
<td>Regional net; TBA; three live games; station holds rights.</td>
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<th>Team</th>
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<tr>
<td><strong>NFL East</strong></td>
<td></td>
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</tr>
<tr>
<td>Dallas Cowboys</td>
<td>KXAS-TV Dallas-Fort Worth</td>
<td>No regional net; one tape delay game; Eddie Barker &amp; Associates holds rights.</td>
</tr>
<tr>
<td>New York Giants</td>
<td>WPIX New York</td>
<td>No regional net; four tape delay games; station holds rights.</td>
</tr>
<tr>
<td>Philadelphia Eagles</td>
<td>WCAU-TV Philadelphia</td>
<td>No regional net; three live games, one tape delay; station holds rights.</td>
</tr>
<tr>
<td>St. Louis Cardinals</td>
<td>No local preseason telecasts</td>
<td>Regional net; of nine; three live games, one tape delay; station holds rights.</td>
</tr>
<tr>
<td>Washington Redskins</td>
<td>WJLA-TV Washington</td>
<td>Regional net; of three; two tape delay; station holds rights.</td>
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<tr>
<td><strong>NFL Central</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago Bears</td>
<td>WBBM-TV Chicago</td>
<td>No regional net; one live game, two tape delay; station holds rights.</td>
</tr>
<tr>
<td>Detroit Lions</td>
<td>WJBK-TV Detroit</td>
<td>No regional net; three live games, two tape delay; station holds rights.</td>
</tr>
<tr>
<td>Green Bay Packers</td>
<td>WBay-TV Green Bay</td>
<td>Regional net; of six; four games with live or delay; tape status to be set; station holds rights.</td>
</tr>
<tr>
<td>Minnesota Vikings</td>
<td>WTCN-TV Minneapolis-St.Paul</td>
<td>Regional net; of three; two live games, two tape delay; Twin City Federal Savings &amp; Loan Association holds rights.</td>
</tr>
<tr>
<td>Tampa Bay Buccaneers</td>
<td>WTOQ(TV) St.Petersburg-</td>
<td>Regional net; TBA; one live game, three tape delay; station holds rights.</td>
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<tr>
<td><strong>NFL West</strong></td>
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</tr>
<tr>
<td>Atlanta Falcons</td>
<td>WTCG Atlanta</td>
<td>No regional net; two live games, two tape delay; station holds rights.</td>
</tr>
<tr>
<td>New Orleans Saints</td>
<td>WWL-TV New Orleans</td>
<td>Regional net; of eight; two live games, one tape delay; insilco Sports Network holds rights.</td>
</tr>
<tr>
<td>Los Angeles Rams</td>
<td>KTTV Los Angeles</td>
<td>Regional net; of three; one live game, three tape delay; Bob Speck Productions holds rights.</td>
</tr>
<tr>
<td>San Francisco 49ers</td>
<td>KPIX San Francisco</td>
<td>No regional net; one live game, two tape delay; station holds rights.</td>
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## Local radio's pre- and regular-season NFL coverage

### AFC East

<table>
<thead>
<tr>
<th>Team</th>
<th>Originator</th>
<th>Regional networks; games scheduled; rights holder</th>
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<tbody>
<tr>
<td>Baltimore Colts</td>
<td>WCBM Baltimore</td>
<td>Regional net. of 26; four preseason and 16 regular-season games (preseason will not be on regional net); station holds rights with Metro Communications Sports handling network.</td>
</tr>
<tr>
<td>Buffalo Bills</td>
<td>WKBW Buffalo</td>
<td>Regional net. of 11; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Miami Dolphins</td>
<td>WIOD Miami</td>
<td>Regional net. of 21; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>New England Patriots</td>
<td>WBZ Boston</td>
<td>Regional net. of 12; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>New York Jets</td>
<td>WOR New York</td>
<td>No regional net; four preseason and 16 regular-season games; station holds rights.</td>
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### AFC Central

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<tr>
<th>Team</th>
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<tbody>
<tr>
<td>Cincinnati Bengals</td>
<td>WLW Cincinnati</td>
<td>Regional net. of 43; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Cleveland Browns</td>
<td>WHK Cleveland</td>
<td>Regional net. of 38; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Houston Oilers</td>
<td>Texas State Network (KTRH Houston)</td>
<td>Regional net. of 83; four preseason and 16 regular-season games; Texas State Network holds rights.</td>
</tr>
<tr>
<td>Pittsburgh Steelers</td>
<td>WTAE Pittsburgh</td>
<td>Regional net. of 31; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
</tbody>
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### AFC West

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<tr>
<th>Team</th>
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</thead>
<tbody>
<tr>
<td>Denver Broncos</td>
<td>KOA Denver</td>
<td>Regional net. of 40; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Kansas City Chiefs</td>
<td>KCMO Kansas City</td>
<td>Regional net. of 50; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Oakland Raiders</td>
<td>KGO San Francisco</td>
<td>Regional net. of 13; five preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>San Diego Chargers</td>
<td>KSDO San Diego</td>
<td>Regional net. of eight; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Seattle Seahawks</td>
<td>KIRO Seattle</td>
<td>Regional net. of 32; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
</tbody>
</table>

### NFC East

<table>
<thead>
<tr>
<th>Team</th>
<th>Originator</th>
<th>Regional networks; games scheduled; rights holder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas Cowboys</td>
<td>KRLD Dallas</td>
<td>Games will be fed to Mutual Southwest network; five preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>New York Giants</td>
<td>WNEW New York</td>
<td>No regional net; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Philadelphia Eagles</td>
<td>WIP Philadelphia</td>
<td>Regional network of 23; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>St. Louis Cardinals</td>
<td>KMOX St. Louis</td>
<td>Regional net. of 30; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Washington Redskins</td>
<td>WMAL Washington</td>
<td>Regional net. of approximately 85; four preseason and 16 regular-season games; station holds with Metro Communications Sports handling network.</td>
</tr>
</tbody>
</table>

### NFC Central

<table>
<thead>
<tr>
<th>Team</th>
<th>Originator</th>
<th>Regional networks; games scheduled; rights holder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago Bears</td>
<td>WBBM Chicago</td>
<td>No regional net; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Detroit Lions</td>
<td>WJR Detroit</td>
<td>Regional net. of 35; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Green Bay Packers</td>
<td>WTMJ Milwaukee</td>
<td>Regional net. of 75; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Minnesota Vikings</td>
<td>WCCO Minneapolis-St. Paul</td>
<td>Regional net. of approximately 25; four preseason and 16 regular-season games; Twin City, City Federal Savings &amp; Loan Association holds rights.</td>
</tr>
<tr>
<td>Tampa Bay Buccaneers</td>
<td>WDAE Tampa</td>
<td>Regional net. of 25; four preseason and 16 regular-season games; Taft Broadcasting Co. holds rights.</td>
</tr>
</tbody>
</table>

### NFC West

<table>
<thead>
<tr>
<th>Team</th>
<th>Originator</th>
<th>Regional networks; games scheduled; rights holder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Falcons</td>
<td>WGST Atlanta</td>
<td>Regional net. of 50-60; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>Los Angeles Rams</td>
<td>KMPC Los Angeles</td>
<td>Regional net. of 20; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
<tr>
<td>New Orleans Saints</td>
<td>WGSO New Orleans</td>
<td>Regional net. of approximately 35; four preseason and 16 regular-season games; Insilco Sports Network holds rights.</td>
</tr>
<tr>
<td>San Francisco 49ers</td>
<td>KSFO San Francisco</td>
<td>Regional net. of 12; four preseason and 16 regular-season games; station holds rights.</td>
</tr>
</tbody>
</table>
the Liberty on Dec. 23 at 2:30 p.m. NYT; the Gator Dec. 28 at 9 p.m.; the Sugar Jan. 1 at a time to be announced and the Hula Jan. 5 at 4 p.m.

In pricing, ABC is in the second year of two-year sales packages. Advertisers in the NFL package for both years pay $85,000 per 30-second commercial; new advertisers this year pay $95,000 per 30. For NCAA, advertisers that signed last year for the two-year package are paying $39,000 per 30-second spot; those buying this year pay $43,000 per 30. Both packages are said to be virtually sold out.

Thirty-second prices in the Liberty Bowl are pegged at $25,000, up from $23,000 last year. In the Gator Bowl they're $40,000, up from $35,000; in the Sugar Bowl they're $60,000, up from $50,000, and in the Hula Bowl they're $32,000, up from $28,000.

CBS-TV's first of two preseas National Football Conference games was scheduled last Saturday, Chicago vs. New Orleans, at 2 p.m. NYT. The second is Sunday (Aug. 19), Oakland vs. New England, at 1 p.m.

Regular-season NFC coverage on CBS-TV starts Sunday afternoon, Sept. 2, with five games broadcast regionally. Doubleheaders are scheduled on eight Sundays—Sept. 16 and 23, Oct. 7, 14 and 28, Nov. 4 and Dec. 2 and 16. The Thanksgiving Day (Nov. 22) game, Chicago vs. Detroit, will start at 12:30 p.m. NYT CBS will have two Saturday games, Dec. 8 at 12:30 p.m. and Dec. 15 at 4 p.m.

CBS also will have the NFC first-round playoff on Sunday, Dec. 23; the NFC divisional playoffs the following Saturday and Sunday, the NFC championship on Sunday, Jan. 6, and Super Bowl XIV on Sunday, Jan. 20. Broadcast times for the postseason games have not been set.

CBS has six college bowl games: the Sun Bowl Dec. 22 at 1:30-4:30 p.m. NYT; the Blue-Gray game Dec. 25 at 3-6 p.m.; the Peach Bowl Dec. 31 at 2:30-5:30 p.m.; the Cotton Bowl Jan. 1 at 2-5 p.m.; the Shrine East-West All-Star game Jan. 5 at 2:30-6 p.m. and the Senior Bowl Jan. 12 at 1:43-30 p.m.

CBS officials said football was more than 90% sold out but declined to quote prices. Agency sources, however, said the pricing tag on the Super Bowl was a record $234,000 per 30-second announcement, up from $185,000 last year on NBC.

The asking prices for NFC regular-season games on CBS were said to average about $65,000 per 30, with the range—which increases as the season progresses—extending from about $55,000 to around $80,000. Last year the range was from $67,000 to $60,000.

CBS was reported to be asking about $95,000 for a 30-second announcement in its divisional playoffs, up from $74,000 last year. For the NFC championship it was said to be asking about $110,000, up from $89,000 a year ago.

CBS's pricing of 30's in its college bowls was reported at about $27,500 in the Sun and Peach Bowls as compared with $24,000 last year; about $85,000 in the

**Network Line-ups**

**CBS-TV**

<table>
<thead>
<tr>
<th>Game</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hall of Fame Game</td>
<td>July 28</td>
</tr>
<tr>
<td>NFL preseason games</td>
<td>Aug. 12</td>
</tr>
<tr>
<td>NCAA college games</td>
<td>Sept. 8</td>
</tr>
<tr>
<td>NFL Monday Night Football</td>
<td>Sept. 3</td>
</tr>
<tr>
<td>NFL prime time series games</td>
<td>Sept. 6</td>
</tr>
<tr>
<td>Pro Bowl</td>
<td>Jan. 27</td>
</tr>
<tr>
<td>Liberty Bowl</td>
<td>Dec. 23</td>
</tr>
<tr>
<td>Gator Bowl</td>
<td>Dec. 28</td>
</tr>
<tr>
<td>Sugar Bowl</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Hula Bowl</td>
<td>Jan. 5</td>
</tr>
</tbody>
</table>

**NFC-TV**

<table>
<thead>
<tr>
<th>Game</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFC preseas games</td>
<td>Aug. 11</td>
</tr>
<tr>
<td>NFC games</td>
<td>Sept. 2</td>
</tr>
<tr>
<td>NFC divisional playoffs</td>
<td>Dec. 29-30</td>
</tr>
<tr>
<td>NFC Championship</td>
<td>Jan. 6</td>
</tr>
<tr>
<td>Super Bowl</td>
<td>Jan. 20</td>
</tr>
<tr>
<td>Sun Bowl</td>
<td>Dec. 22</td>
</tr>
<tr>
<td>Blue-Grey Game</td>
<td>Dec. 25</td>
</tr>
<tr>
<td>Peach Bowl</td>
<td>Dec. 31</td>
</tr>
<tr>
<td>Cotton Bowl</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>East-West Shrine</td>
<td>Jan. 5</td>
</tr>
<tr>
<td>Senior Bowl</td>
<td>Jan. 12</td>
</tr>
</tbody>
</table>

**CBS Radio**

<table>
<thead>
<tr>
<th>Game</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package of 38 NFL games</td>
<td></td>
</tr>
<tr>
<td>including Monday-night</td>
<td></td>
</tr>
<tr>
<td>games, the playoffs</td>
<td></td>
</tr>
<tr>
<td>Super Bowl and Pro Bowl</td>
<td></td>
</tr>
<tr>
<td>Various times</td>
<td></td>
</tr>
<tr>
<td>Sun Bowl</td>
<td>Dec. 22</td>
</tr>
<tr>
<td>Cotton Bowl</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Senior Bowl</td>
<td>Jan. 12</td>
</tr>
</tbody>
</table>

**CBS Radio**

<table>
<thead>
<tr>
<th>Game</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFL games</td>
<td>Sept. 2</td>
</tr>
<tr>
<td>Notre Dame games, NCAA</td>
<td></td>
</tr>
<tr>
<td>wildcards</td>
<td></td>
</tr>
<tr>
<td>Holiday Bowl</td>
<td>Dec. 21</td>
</tr>
<tr>
<td>Hall of Fame Classic</td>
<td>Dec. 29</td>
</tr>
<tr>
<td>Liberty Bowl</td>
<td>Dec. 23</td>
</tr>
<tr>
<td>Gator Bowl</td>
<td>Dec. 28</td>
</tr>
<tr>
<td>East-West Shrine</td>
<td>Jan. 5</td>
</tr>
<tr>
<td>Orange Bowl</td>
<td>Jan. 1</td>
</tr>
</tbody>
</table>

**CBS Radio**

<table>
<thead>
<tr>
<th>Game</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiesta Bowl</td>
<td>Dec. 25</td>
</tr>
<tr>
<td>Rose Bowl</td>
<td>Jan. 1</td>
</tr>
</tbody>
</table>

**CBS Radio**

<table>
<thead>
<tr>
<th>Game</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coton Bowl, up from $70,000</td>
<td></td>
</tr>
<tr>
<td>and about $21,000 for the</td>
<td></td>
</tr>
<tr>
<td>East-West Shrine game, up</td>
<td></td>
</tr>
<tr>
<td>from $17,500. Thirties in</td>
<td></td>
</tr>
<tr>
<td>the Blue-Gray game and</td>
<td></td>
</tr>
<tr>
<td>Senior Bowl, which CBS</td>
<td></td>
</tr>
<tr>
<td>didn't carry last year, were</td>
<td></td>
</tr>
<tr>
<td>also reported in the</td>
<td></td>
</tr>
<tr>
<td>$21,000 range.</td>
<td></td>
</tr>
</tbody>
</table>

**NFC-TV**'s first of two preseas American Football Conference games, Houston vs. the New York Jets, was scheduled yesterday (Aug. 12) and the second, Dallas vs. Pittsburgh, is set for prime time on Saturday, Aug. 25 (9 p.m. to midnight NYT).

Regular-season coverage starts Sunday, Sept. 2, with a doubleheader. Seven other Sunday doubleheaders are also on the card: Sept. 9 and 30; Oct. 21; Nov. 11, 18 and 25 and Dec. 9. The Thanksgiving game, Houston at Dallas, starts at 4 p.m. NBC will also have a playoff qualifying match-up of AFC wild-card teams on Sunday, Dec. 23; the AFC divisional playoffs Dec. 29 and 30 and the AFC championship game Jan. 6. NBC will carry two Saturday games late in the regular season: Dec. 8 at 4 p.m. and Dec. 15 at 12:30 p.m. NBC also has three collegiate bowl games—the Rose Bowl on Jan. 1 at 4:45 p.m.; the Orange Bowl on Jan. 1st, at 8 p.m.; and the Fiesta Bowl on Dec. 25, at 3:30 p.m.

The AFC games, including playoffs and championship, are about 98% sold, according to NBC. Thirty-second spots in the regular-season games average $33,000, up from $44,500 last year. In the playoffs, the 30-second spot is pegged at an average of $85,000, as compared with $72,000 a year ago. For the AFC championship the price per 30 is $105,000, up from $85,000 last year.

In post-season college games, 30-second prices are $125,000 in the Rose Bowl, as against $105,000 last year; $165,000 in the Orange Bowl, up from $85,000 a year ago, and $42,500 in the Fiesta Bowl, up from $35,000.

The CBS Radio network, for the second year, will broadcast 36 NFL games, including the Monday-night contests, the playoffs, the Super Bowl and the Pro Bowl. Two new features are being added: A six-part NFL Preview (Aug. 27-Sept. 1) with Hank Stram and Jack Buck, and a half-time show with Brent Musburger. Among the advertisers signed for the games are Anheuser-Busch, which has also bought a quarter-sponsorship of NFL Preview; General Motors Acceptance Corp., General Motors Continuous Protection Plan, Buick, U.S. Bedding, Budget Rent-a-Car, Kinko's, Sharp Electronics, Sealy and Kelly-Springfield Tire. Sales, CBS Radio said, have already exceeded last season's total.

Mutual Broadcasting System will be back this year with another extensive array of pro and college games.

Notre Dame's full schedule will be carried for the 12th consecutive year along with eight major interconference contests. On the N.D. slate is a Nov. 25 game of the Fighting Irish against the University of Miami Hurricanes, to be played in Tokyo. MBS says this is the first time a college football game from the Japanese capital will be broadcast nationally to the U.S. on radio.

MBS, for the second year of its five-year contract with the Southwest Conference, will broadcast all 63 games of the nine member schools on regional networks that will include 150 to 200 affiliates. At the time the contract was negotiated, it was believed that rights for the five-year contract would come to about $1.5 million.

Six bowl games in the latter part of the season will cap MBS's collegiate offering. On the professional side, the Mutual
Have you ever wondered about what really goes on behind the glowing screen?
The intricate deals? The incredible politics?
The explosive new developments?
We believe there is a large group of people who are very interested in the whole phenomenon of television, and the effect it has on their lives.
Beginning in February 1980 they will have their own magazine, "Panorama-Television Today and Tomorrow."
A new monthly publication created by Triangle, the people who brought you TV Guide.
It's dedicated to the new breed of television watchers, the sophisticated, intelligent viewer who demands a total perspective of the single most powerful force in our society.
Panorama will feature well-illustrated articles by the brightest and the best on the provocative issues and crises of modern television.

It will report on the technological advances that affect the home screen—focal point of the communications revolution.
And explore the effect television and its programs have on millions upon millions of viewers.
It's aimed at a select audience. An audience that appreciates the best that television can afford. And who can afford the best products that you can advertise.
If you think your products will appeal to this select audience, then "Panorama-Television Today and Tomorrow" is your new television medium.
For further information, call Bob Baumler, Advertising Director; at (212) 759-8100.

PANORAMA
Television today and tomorrow
southwest Radio Network is already carrying the preseason and regular games of the Dallas Cowboys, picking up feeds of the Cowboys' radio originator, KRDL(AM) Dallas. More than 200 Mutual affiliates in nine states are tied in, with some outlets carrying the games in Spanish...

Mizlou Productions will be handling five bowl telecasts: the Garden State Bowl from New Jersey's Meadowlands on Dec. 15 (1-4 p.m. NYT); the Holiday Bowl from San Diego on Dec. 21 (9-midnight); the Tangerine Bowl from Orlando, Fla., on Dec. 22 (8-11 p.m.); the Hall of Fame Classic from Birmingham, Ala., on Dec. 29 (8-11 p.m.) and the Bluebonnet Bowl from Houston on Dec. 31 (8-11 p.m.).

Noticeable again in broadcasting's survey was the decision of the St. Louis Cardinals to abstain from local preseason television for the third straight year. In 1977, a spokesperson for the pro club maintained that the bids for TV rights were too low. However, last year and again this year the Cardinals said the decision against preseason TV was based on fear of overexposure of the club.

Overexposure, in a slightly different way, has complicated matters for another local TV rights holder, Eddie Barker & Associates, which has the Dallas Cowboys. Eddie Barker said that over the years, national TV viewers have come to regard the NFC champion Cowboys "as a national team, somewhat like Notre Dame in college football." The result, he pointed out, is that national TV networks, in picking their preseason telecasts, lean to the Cowboys; four of the five exhibitions were selected for network exposure, leaving Barker with just the Aug. 4 Denver-Dallas game.

The survey also showed that Metro Communications Sports of Washington is moving further into radio regional networking for several right holders. This year, Metro has been setting up regional hook-ups for WCBM(AM) Baltimore's coverage of the Colts (26 stations); WMAL(AM) Washington's originations for the Redskins (85 stations), and WIP(AM) Philadelphia's broadcasts of the Eagles (23 stations). In some instances, Metro does some selling along with arranging the hook-ups.

Larry Deitz, director of network operations, said pro football is just one sport of involvement for the six-year-old firm. He cited Metro's other contracts and clients that include the Washington Bullets basketball, Philadelphia Flyers hockey, Southwest Conference and Big 10 basketball, University of Maryland football and the Hula Bowl, among others.

As in past years, local stations reported sales were strong, particularly for radio.

Some examples:

Joel Day, station manager of KOA(AM) Denver, said: "We had a sellout again of our package that includes the Broncos, Nuggets (pro basketball) and Colorado University football. There were a few problems with advertisers in energy-related ac-

### What major schools get from local-regional radio and local TV

<table>
<thead>
<tr>
<th>Conference</th>
<th>Teams</th>
<th>Radio stations</th>
<th>TV stations</th>
<th>Total Rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Coast</td>
<td>7</td>
<td>249</td>
<td>7</td>
<td>$140,000</td>
</tr>
<tr>
<td>Big Eight</td>
<td>8</td>
<td>318</td>
<td>31</td>
<td>285,167</td>
</tr>
<tr>
<td>Big Ten</td>
<td>10</td>
<td>323</td>
<td>27</td>
<td>420,837</td>
</tr>
<tr>
<td>Ivy</td>
<td>8</td>
<td>14</td>
<td>7</td>
<td>15,300</td>
</tr>
<tr>
<td>Pacific Ten</td>
<td>10</td>
<td>130</td>
<td>19</td>
<td>387,000</td>
</tr>
<tr>
<td>Southeastern</td>
<td>10</td>
<td>608</td>
<td>61</td>
<td>494,000</td>
</tr>
<tr>
<td>Southwest</td>
<td>9</td>
<td>200</td>
<td>7</td>
<td>250,000</td>
</tr>
<tr>
<td>Western Athletic</td>
<td>8</td>
<td>59</td>
<td>1</td>
<td>71,567</td>
</tr>
<tr>
<td>Others and independents*</td>
<td>55</td>
<td>508</td>
<td>52</td>
<td>315,000</td>
</tr>
</tbody>
</table>

**Totals**

125

2,409

212

2,359,571
The evidence had been growing for years.

But it took a recent documented report of the U.S. Census Bureau to break the story: Over 90% of the people in nursing homes are satisfied with their care and their surroundings.

Ninety percent! And that approval figure is even higher for their next-of-kin.

The nursing homes that are members of the American Health Care Association think this report—an objective review of residents' satisfaction with nursing home surroundings—is front page news. Not because it breaks a new story. But because it breaks an old stereotype. And for the families who need professional nursing home care, it will help break through the confusion and uncertainty that often is associated with this emotional decision.

For more information on the Census Bureau report, or progress by America's professional nursing homes, contact: Community Affairs, American Health Care Association, 1200 15th St. N.W. Washington, D.C. 20005
THE SWEEPS, AGAIN.

In women 18 - 49, Dance Fever is now America's second highest rated syndicated program! The May Sweeps also found Dance Fever's share up another 6% over our phenomenal February showing. Dance Fever's February '79 numbers jumped dramatically over November '78 for the same time period:

- Average DMA ratings up 63%
- Average share up 53%
- Total women up 87%
- Women 18 - 49 up 151%

Dance Fever and Deney Terrio swept your viewers off their feet last season, and we're coming back to do it again this fall. At presstime, Dance Fever is sold in over 70 markets—including 9 of the top 10 DMA's.

Get the Fever on your station!

Dance Fever
STARRING
DENEY TERRIO

Century TV TELEVISION
A lot of if’s

While some Wall Street analysts regard Comsat’s plan for direct satellite-to-home service as daring and a possible boost for its sluggish financial performance lately, they caution that success is dependent on areas the company has little or no experience in.

Wall Street and other financial analysts regard Comsat’s plan to offer satellite-to-home pay television (Broadcasting, Aug. 6) as a daring concept that, no matter how well it works, will take a long time to pay off. (Also see “Technology,” page 5.)

They tend to agree that its success, if it succeeds, will depend to a great extent on performance in areas in which Comsat has no apparent expertise, particularly in programming. But some find cause for encouragement in that very fact.

“It shows they’re exploring new and less regulated opportunities,” said Harry Edelson of Drexel Burnham Lambert. “It shows they’re taking a new, aggressive approach.”

Analysts generally have not been enthusiastic about Comsat, figuring that growth in its current businesses has slowed and may slow more. That’s why the move toward new fields is welcomed.

The principal current businesses, which accounted for about 94% of Comsat’s $184,570,000 in 1978 operating revenues, are its share in Intelsat, the international satellite service, which contributed 57% of 1978 operating revenues; the Comsat domestic satellite service, which accounted for 19.9%, and the Marisat maritime satellite service, of which Comsat owns 86.29% and which represented 17.2% of 1978 operating revenues.

In addition, Comsat this year acquired for $19.6 million Environmental Research and Technology Inc., which specializes in monitoring and analyzing environmental information. In 1977 ERT had revenues of about $23 million and it is said to be growing at more than 20% a year. Moreover, Comsat officials have stressed that they consider Comsat a growth company and that it will act like one, making further acquisitions.

The need for expansion may be reflected in recent annual reports. In both 1977 and 1978, Comsat revenues increased between 9% and 10%, reaching $184,570,000, while net income increased by 5.4% in 1978 after plunging 15%—in part to increased costs resulting from settlement of a thorny FCC rate case—to a five-year low in 1977. The 1978 earnings of $34,238,000 were the second lowest in that five-year period.

This year, Comsat reported first-quarter earnings up 53% from a year earlier and added a 37% rise in the second quarter. Some analysts took these boosts with a grain of salt, however, noting that the lower rate of second-quarter growth stemmed basically from a factor that will also have a bearing on the future: a 15% reduction in international satellite rates that went into effect in May. In addition, in March it transferred U.S.-Puerto Rico satellite traffic to AT&T and ITT.

For these and other reasons, Glenn Pafuli, analyst with Merrill Lynch, Pierce, Fenner & Smith, warned in mid-July that Comsat earnings for the third quarter may show no growth over the 1978 third quarter’s and that earnings for the succeeding two or three quarters may be down in year-to-year comparisons. Pafuli accordingly cut back his projection of 1979 earnings to $5.25 to $5.50 a share, down from his earlier estimate of $5.25-$5.50, and suggested that 1980 earnings “may only reach $5.25 to $5.50 a share, a 6% increase, versus our earlier estimate of $5.75-$6.”

Satellite Business Systems, a joint venture with International Business Machines and Aetna Life and Casualty to provide high-speed private-network communications by satellite, is expected to provide substantial profits in the future. SBS has been snarled in FCC and court proceedings but is being targeted for operation starting in 1981. Its profitability in any case seems several years down the road, and in the meantime it is costing money.

Pafuli warned that SBS might not turn...
the profit corner before the mid-1980's and that until then its losses might offset gains in other areas, leading to "lackluster" earnings in the early 1980's. He estimated that Comsat's share of SBS losses was equal to 39 cents a share in 1978 and could reach 60 cents a share in 1979.

"Thus," he said, "we could envision tough times for Comsat over the next several years with earnings hovering around current levels until the mid-1980's when SBS could begin to make a significant contribution to the bottom line. With a yield of only 4.9% and a price/earnings ratio slightly above that of the market, we think Comsat may underperform the market over the intermediate term and perform no better than the market over the long term."

Drexel Burnham's Edelson, who considers Comsat in a "transition" period, is more optimistic. "To like Comsat," he said last week, "you've got to pay attention to future growth, not be enamored with the businesses it's in now. These are intermediate steps, till it gets into new businesses."

All of which, virtually the same day that Merrill Lynch's Pafruni issued his analysis trimming Comsat earnings projections, Edelson issued one explicitly not changing his projections of $5.40 a share in 1979 and $6 in 1980.

As for the 1979 second-quarter gain's failure to match the rate of first-quarter growth, Edelson noted that there had been a sequential decline in 1977, too. "That trend could continue," he said, "if the 15% rate cut of May 16 does not generate sufficiently more business." But, he added, "for now, we believe that earnings in the next two quarters will approximate the level of the second quarter [$5.32 a share]."

As for the success of satellite-to-home pay-television, Merrill Lynch's Pafruni said last week that he thought it depended on "Comsat's marketing expertise—and whether there is a market out there."

"You have to look at it from the user's standpoint," he said, and take into account such factors as the cost of home earth stations, cost of the service and kind of programming offered.

Getting this programming, most agreed, would be the hardest part, considering that quality programming is rated in short supply now.

Howard Turetsky of Cyrus J. Lawrence Inc. felt that the program costs would be "staggering" if the plan is undertaken on a full-scale basis, and that Comsat's best salvation might be to work out "a joint venture or equity participation deal between themselves and some others to get the product."

Comsat's announcement, Turetsky said, raises the old question of why there has never been a successful full- fledged fourth network.

Turetsky said Comsat's plan would basically overcome the problem of high transmission costs but would not quickly overcome the barrier of high program costs. And he equated the fact that "somebody would have to lay out several hundred dollars per home" for receiving dishes with the fact that there are too few stations for the full-time conventional fourth network. The Comsat plan, he said, "would be a slow bypass of that problem of affiliation lineup."

All the hullabaloo over Comsat's announcement did not seem to impress the stock market. Before the announcement, Comsat shares were trading on the New York Stock Exchange at around $43. Early last week they were in the same range.

Media Corp. starts digging out

President tells creditors its company is working on plan to liquidate $9.8 million debt; $1.2 million in broadcast

Media Corp. of America, New York, has pledged to come up in the next 90 days with a plan to "liquidate the indebtedness" that it acknowledges amounts to more than $9.8 million (BROADCASTING, Aug. 6).

Albert B. Shepard, president of Media Corp., told a meeting of its creditors committee in New York that the media planning-buying firm will continue to operate while its clients will pay the media directly or "on other bases acceptable to the media."

The creditors committee, headed by Fred Cige of Metromedia Inc., New York, said it planned to cooperate with Media Corp. and would recommend that other creditors follow the same course, subject to a continuing review of the firm's operations.

Cige said the committee has retained an attorney, Jules Teitelbaum, and an accounting firm, Main Lafrentz & Co. Main Lafrentz will conduct a thorough audit of Media Corp.'s books to determine the extent of the company's assets and liabilities. Cige said another creditors' committee meeting will be held shortly.

Shepard supplied this breakdown of money owned: out-of-home, $4,510,000; magazines and newspapers, $3,818,000, and broadcast, $1,192,000.

Media Buying Services president suggests group be set up to develop guidelines, watch for problems, especially in credit area

In the aftermath of the financial woes at Media Corp. of America, New York (see preceding story), a competitive firm, Media Buying Services International, New York, has suggested that a voluntary organization be formed within the specialty to provide counsel on the activities of media services.

The proposal was made by Matthew Bryant, vice president and general man-
Sooner than expected. Dennis G. Stanfill, chairman of 20th Century-Fox Film Corp., has given Alan Ladd Jr. and company their walking papers. In brief announcement issued late Wednesday, Fox said Ladd, Jay Kanter and Gareth Wigan, film division executives who announced plans to leave in 1980 and precipitated price drop in company stock (Broadcasting, July 9), will be leaving Oct. 1.

In the family. ABC Inc. has completed acquisition of 100% of outstanding common shares of Chilton Co., Radnor, Pa., publisher of specialty magazines and books. Acquisition was accomplished through buying shares of Glenmede Trust Co. and leading officers of Chilton as well as tender offer to shareholders. Total price estimated at $51 million (Broadcasting, Feb. 19).

Home VCR cash. Video Corp. of America has signed $4 million loan agreement with Manufacturers Hanover Trust Co., Video Corp. will use funds to prepay current loans and as expansion capital, particularly for VidAmerica cassette marketing subsidiary. Chairman George Gould said loan will help Video Corp. "exploit the full potential of VidAmerica's Videocassette Rental Club concept and the United Artists pictures which we licensed in April 1978." Loan will function as revolving line of credit for two years, then convert to five-year term loan.

Tantamount to stock split. Following decision of board in July, Tele-Communications Inc., Denver, last Friday (Aug. 10) issued dividend to stockholders in form of class B stock and in amounts equal to share already held.

ager of MBS, who indicated the proposed body might operate along the lines of the American Association of Advertising Agencies, which serves the interests of full-service agencies.

"I would like to see an industry association established to set guidelines for the buying services business," he said. "One good thing that might come out of this is, at the least, we could flag possible problems in the credit area, and mutually help each other if one of our associates is in trouble."

Bryant believes that a particular problem area in the media buying field is the barter operations in which some companies operate. (Media Corp. of America acknowledged that it had $4.3 million in unpaid receivables through barter deals it had put together.)

"The barter operators are a particular problem as their companies' value is determined by demand for their barter inventory, which due to the uncontrollable nature of barter, seems to be ever decreasing," Bryant said. "Unfortunately, both barter and cash operators tend to be grouped under the 'buying service' umbrella."

MBS operates as a media service company in New York, Los Angeles, Toronto, Montreal, London and Paris, and Bryant estimated that 1980 worldwide billings would reach about $150 million—all in cash.

He noted that in most major advertising centers of the world, the norm is cash up front or a maximum 15-day credit, in contrast with the U.S. where agencies and media services can arrange for 120-day credit.

Bryant said that he intends to communicate over the next week with officials of the 10 largest media service firms to get their views of his proposal. He added that if the reaction is positive, he would begin setting up an organizational meeting.

Ziff Corp.: blurring into broadcasting

Having purchased Rust Craft's station group, publishing firm wants to expand to full portfolio of TV's, move into programing and cable television ownership as it expands media horizons.

What do you do once you've bought a six-station television group for about $90 million? If you're Ziff Corp., you earmark "sufficient resources" to shop for a bigger-market seventh that might cost in the neighborhood of $65 million, prepare to enter the cable field for $20 or $30 million, and examine how best to translate publishing expertise into software for new technologies.

The company, privately held by the Ziff family and headed by William Ziff Jr., was principally a magazine publisher before developing an interest in diversification. Its magazine holdings, organized under the Ziff-Davis Publishing subsidiary, are concentrated in three areas: trade publications (with a specialty in travel-industry titles), special interest/leisure activity titles, and a "general publications" wing that is essentially Psychology Today. Some book clubs and newsletters round out the publishing operations, and for years Ziff has also had a real estate division with some small holdings.

The company's first diversification effort came in 1973, with the purchase of Tech Plastics. Looking for a capital-intensive industry, Ziff thought it had found an interesting possibility in this manufacturer of high-density polyethylene cable conduit suitable for underground telephone lines. The venture proved less than successful, though Tech Plastics now shows signs of a turnaround.

That experience didn't stint Ziff's resolve to increase the number of baskets in which to place its eggs. The jump into telecommunications is a major ongoing move, with Ziff well qualified in the eyes of some industry observers to fill the demand that they feel will be generated by future developments in home video players, cable and pay television.

The direction this second try at diversification would take was signalled by the 1977 hiring of I. Martin Pompadur, a former ABC executive. Although Pompadur stresses that his last five years with that company were at the corporate level overseeing publishing, music, theater, and real estate, he spent more than 10 prior years at ABC involved in broadcasting. At Ziff, Pompadur began a search for acquisitions that would first see the company's purchase of the Rust-Craft television stations, and after a few months he was named president of Ziff Corp. in a staff reorganization.

The Ziff/Rust Craft negotiations...
Is America getting trapped by foreign steel as it is by foreign oil?

Last year foreign steelmakers shipped an all-time record of 21.1 million tons of steel to our shores. And our nation's trade deficit in steel was more than $5 1/2 billion!

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revealed many of the difficulties inherent in acquisition attempts. The stock of Rust Craft Broadcasting’s parent, Rust Craft Greeting Cards, was principally held by several members of the Berkman family. Although Ziff as early as January 1978 had obtained a “definitive agreement” to permit its purchase of the card company and the television stations for $26.50 a share (the radio stations and some other holdings being spun off as a separate company, Associated Communications Corp.), Jack Berkman and his son Myles, who together held about 13% of the stock, successfully fought off the acquisition for over a year, contending that the price was too low. Ziff raised its offer several times through 1978, and wound up paying $33.75 a share, about $89.4 million, when it finally won approval of the deal by Rust Craft stockholders early in 1979. (23% of Rust Craft shares were still voted in opposition at that final shareholder meeting.)

According to Pompadur, several other possibilities were considered and rejected before the decision to seek Rust Craft. The company felt it was too late to attempt to get a start in the newspaper field, which many would consider a more logical outgrowth of publishing. There was simply no way, Pompadur says, that Ziff could have achieved a strong enough base to compete against the Gannets, the Harte-Hankses and the Newhouses already in the field. Outdoor advertising was an area the Ziff family didn’t look upon favorably. Cable, by Pompadur’s admission, simply wasn’t fully understood by Ziff Corp. at the time; Ziff didn’t anticipate the “explosion” of pay service and the impact that would have on the number of subscribers. Radio was a possibility (Ziff would have taken the Rust Craft radio stations if the stockholders had been willing to sell) but television was judged the more conservative investment. With “everybody looking to buy stations,” Ziff decided to bag an entire group at once.

With the Rust Craft purchase now securely behind them, the expansion possibility under consideration by the Ziff staff that would seem to have the greatest potential for exponential growth is the production of programing tied to its magazine titles.

Ziff calls itself the leader in special-interest magazines, publishing Boating, Flying, Car and Driver, Yachting, Popular Electronics, Popular Photography, Skiing, Cycle, Modern Bride and Stereo Review. The company had pledged itself to “continue to grow by serving and satisfying the large and growing active/leisure market.” This market is composed of individuals who have already demonstrated their commitment not only to spend money in pursuit of a leisure or other activity, but to also spend money to learn about the latest developments in that field, and possibly make additional purchases. It’s an affluent and educated segment of society that advertisers consider a prime target for their dollars.

Bruce Maggin is another former ABC executive who joined Ziff in June as vice president/planning and corporate development, responsible, in part, for the translation of the magazine properties “into other communications forms.” He sees a “tremendous market” in video applications, starting first with cassettes and moving on to disk. Maggin also envisions that the programing “can be cut five or six different ways” into one- or two-minute features for news inserts, longer segments for magazine format series, 30-minute syndicated access programs, and hour-length consumer products. Since no one knows “how the market will funnel down,” and where consumer dollars will be spent in the field, Maggin believes it important to get the benefit of learning experience as quickly as possible and begin “getting the horses in line” to produce the software.

An added advantage for Ziff in developing such programing is that it possesses a sophisticated research and marketing capability, which has been instrumental in Ziff’s securing its place in the publishing field. In fact, Paul H. Chook, former president of W. R. Simmons & Associates, research firm, moved to Ziff several years ago. Pompadur anticipates a significant edge accruing to Ziff on the basis of its marketing skills. Ziff would need help in the actual production work, but Maggin sees the production facilities of the group stations providing a secure starting point.

On the station front, Pompadur plans a push to increase the market shares of the six present stations, reinvesting in plant and equipment, hiring news consultants and possibly acquiring a programing consultant for group purchase of programs.

The search for further broadcasting and cable acquisitions will get under way after Labor Day, when the senior staff has the opportunity to discuss and evaluate the company’s position and Maggin has had a chance to familiarize himself with the operation. While it may be “tough to find,” Pompadur looks to acquire a seventh television station (“in around the 25th market”), one that could become a flagship for the group. (A problem the present group encounters, he said, is that after training people at one of the present stations, employees want to move on to larger operations, seeking opportunities...
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Scoop backfires

WNEW-TV's exclusive film in kidnapping case draws criticism for endangering victim; FBI and FCC in act

Ever since Metromedia's WNEW-TV New York aired a film report of a New Jersey man following abduction's instructions to gain the release of his kidnapped wife, controversy has surrounded the propriety of such newsgathering.

Both the FBI and William Dedrick—whose wife, Joan, was returned after he dropped off the ransom money—have charged that the news team endangered her life. And from what they've heard, there's reason to question whether getting the film was worth taking a chance. WNEW-TV's Roger Higle, news managing editor, however, maintains that the film, aired only after Mrs. Dedrick's release, was "responsibly done, fair and accurate."

But now it's not only the coverage that has come into question.

No inquiry has yet been launched and there may be none. But based on reports, the FCC is looking into the possibility that the station may have violated Section 605 of the Communications Act by unauthorized interception of the FBI's nonbroadcast frequency.

According to Stephen Sewell, assistant chief of the FCC's Complaints and Compliance Division, "it's a little premature" to say whether the FCC will investigate formally. But he did say that the commission will try to determine if the reports are true.

One press report claimed that John Miller, the correspondent on the story, had told his colleagues that he monitored FBI communications.

Neither Higle nor Mark Monsky, vice president and news director, would discuss the logistics of the coverage. Monsky would say only that "everything everybody says is hypothesis. Our coverage looked like everybody else's until Mrs. Dedrick was safe."

The controversial footage—showing Dedrick tracking the phone call frick Manhattan and later waiting for further instructions at a New Jersey fast-food restaurant—was part of WNEW-TV's coverage of the kidnapping that aired Sunday, July 22, following the woman's release.

A spokesman for the FBI's Newark, N.J., office has said that there's "no question" that "the people who were involved in this put that woman's life in danger." Dedrick, after seeing himself on TV, has been reported as saying that the filming came at "a very delicate point in the transaction" and that his wife's life had been jeopardized even though he had asked for no interference as he attempted to gain her release.

Since WNEW-TV would not comment on the manner in which it shot the film, there were those like Paul Davis, WCA(TV) Champaign, III., and president of the Radio-Television News Directors Association, who were "reluctant to praise or condemn... I don't know the amount of control they had over the situation." Nevertheless, Davis speaking personally did admit that his "gut reaction" was that it was "something I would not do."

Ron Kershaw, news director at WNBC-TV New York, said that "as to the specifics, I really can't speak." But, as a general rule, he said, "you sort of have to go with the experts." Kershaw claimed that Dedrick's story was one that would be reported eventually so it was not a case of "life or death need to know."

Sam Zelman, vice president, news, for the CBS owned and operated stations, said "our policy is to cooperate with law enforcement officials." And while he explained that "we believe in aggressive reporting," he said there's enough room for that "without interfering with police action." "When someone's life is in danger, he added, it's not the time to "sneak around and try and get a scoop."

Reports of opinions from print journalists also have been critical. Ben Bradlee, the Washington Post's executive editor, for example, has been quoted as saying "it sounds like it sure as hell was an intolerable interference. We wouldn't do that," and that on kidnapping stories the newspaper has held back when asked to by
Indiana U study to compare closed and televised trials

Two separate trials in late 1977 and early 1978—one with TV coverage and one without cameras, but both dealing with the 1977 death of an Indianapolis hearse—will be the focus of a study of cameras in the courtroom by an Indiana University researcher.

He is Dalton Lancaster, a doctoral candidate in mass communications who is undertaking the project with the aid of a $10,000 graduate research fellowship from the Law Enforcement Assistance Agency of the Department of Justice. His analyses will be of the trials of Howard Willard and Manuel Robinson. The defendants had requested that they be tried separately. Willard was convicted on all eight counts including murder. Robinson was convicted on some of the lesser counts, but acquitted of the murder charge.

During the Willard trial that began in November 1977, TV stations were allowed to record and broadcast excerpts from the court's own closed-circuit system which was used to videocast the entire trial as a matter of record. However, TV access was cut off one day before the end of the trial after Indiana Supreme Court Chief Justice Richard Givan reminded the trial judge of a ruling against such procedures. The Robinson trial a few months later was without any TV courtroom coverage.

Lancaster's dissertation will compare media coverage of the trials and evaluate the attitudes of trial participants, jurors, journalists and the public.

Lancaster has received small grants for related research from the National Association of Broadcasters, the IU Office of Research and Graduate Development and the IU School of Journalism's Center for New Communications. Project director of the Law Enforcement Assistance Agency grant and chairman of Lancaster's dissertation committee is Richard Yokam, professor of journalism and telecommunications.

Lancaster, former assistant professor at San Diego State University, has been an associate instructor at IU's School of Journalism and the department of telecommunications while working on his doctorate. He plans to join the University of Michigan faculty this fall.

O'Neill wants to tone down TV

House speaker is upset at colleagues using feed to direct messages to constituents; asks committee to investigate putting limit on air time

At the request of House Speaker Thomas P. O'Neill (D-Mass.), a congressional committee is exploring the possibility of limiting on-air time of the House TV system.

The reason for the investigation, O'Neill said, is that some legislators are hammering it (a TV camera) during speeches in an empty chamber while mentioning people in their home districts.

"It's been a disaster," O'Neill said. "But putting in the system was the will of the House, and what can you do about it?"

What you can do, O'Neill decided, was to turn off the cameras after the day's regular legislative business is finished.

He directed the committee that oversees the House broadcast system, chaired by Representative Charles Rose (D-N.C.), to examine that prospect.

According to Joan Tegue, staff director for the system, the live feed is being carried by cable in all 50 states, serving between five and six million homes. The Cable Satellite Public Affairs Network (CSPAN), created specifically to make use of the House's feed, began service to cable systems on March 19.

A member of Rose's staff said last week he doubted any decision would be made in August, as it was unlikely members of the committee would be able to get together during the recess. In the meantime, the staff will be studying the matter.

High stakes duel for D.C. anchorman

WDVM-TV goes to court in contract dispute with WRC-TV over services of Gordon Peterson

Two Washington TV stations went to court last week in a battle for the number-one anchor in that city.

Attorneys for CBS-affiliated WDVM-TV filed a suit in U.S. District Court seeking to halt the planned move of anchorman Gordon Peterson to NBC-owned WRC-TV. Peterson offered his resignation Aug. 3, effective Aug. 22, with intentions of mov-
number one in the ratings, and Peterson has commanded a hefty salary. From last July until this June, with a $20,000-a-year bonus, his salary was $140,000. The figure was scheduled to jump to $155,000 this year and climb to $200,000 in 1981.

John Rohrbeck, vice president and general manager of WRC-TV, declined to comment on Peterson's proposed new salary, but he said Peterson's decision was not based on financial considerations. Instead, Rohrbeck said, Peterson wanted to make the move so that he could become more involved in the news operation. "Gordon wants to actively participate in the entire process," Rohrbeck said.

Doors kept open in Seattle trial

A U.S. judge in Seattle has cheered representatives of the media there and elsewhere with a refusal to close a pretrial proceeding in a murder case. He did not think print and broadcast accounts would jeopardize the rights of the defendants.

The case is a big one in the area. Artie Ray Baker is charged with first degree murder in the death of a Canadian border guard, and his companion, Marie Ferreboeuf, with helping him to escape.

The public defender attorneys, citing the Supreme Court ruling in the Gannett case (BROADCASTING, July 9), asked that the pretrial proceedings be closed. As a compromise, they suggested videotaping the proceedings and making the tapes public later at the judge's discretion.

However, attorneys for broadcast stations and newspapers covering the proceeding objected, contending that news does not keep; it can go stale.

Judge Walter McGovern saw no need to close the proceeding. Although any murder trial will generate news, it does not necessarily follow that a jury will be influenced by it, he said. "Our only concern is whether a jury can be impaneled that will listen to instructions, weigh the evidence and reach a just verdict."

In the Baker case, he did not think an open pretrial would prevent that. The trial is scheduled to begin Sept. 10.

Radio versus TV competition exists in public media too

NPR wants $4 million more when CPB cuts up the pie over PBS's reluctant body

No one is willing to call it a war—or even a battle, for that matter—but everyone agrees that there's a bit of sparring going on in public broadcasting.

The problem—once again—is money, and the Corporation for Public Broadcasting finds itself getting ready to set budgets for National Public Radio and the Public Broadcasting Service, both of which are worried about not getting their fair share.

At issue is what constitutes a fair share, with radio and television coming up with different figures. CPB board members, armed with statistics, will try to resolve the issue at a special "retreat" in Washington Aug. 21-22, and at its monthly meeting the following days.

CPB staff members were sending materials to the board last week, outlining how money has been allocated in the past. But board members had more to read. PBS President Lawrence Grossman had sent to each board member a one-half-inch-thick "briefing book" outlining PBS's budgetary needs, along with a point-by-point rebuttal of an NPR memo concerning the division of funds between radio and television.

The memo, delivered by NPR President Frank Mankiewicz at the July CPB board meeting, came at the suggestion of CPB President Robben Fleming after Mankiewicz expressed concern that NPR would be short-changed. The board, with its complement of new members, agreed to consider Mankiewicz's request at its August meeting. This angered Grossman, who said he should have had a chance to respond to the memo, as any additional funds for radio might cut into PBS's budget.

In his briefing book, Grossman played up PBS's accomplishments—both in terms of programing and development—while systematically dissecting the Mankiewicz memo.

As last week whether he plans to respond to Grossman's paper, Mankiewicz said he doesn't think that would be appropriate—although he did say there were one or two items about which Grossman had been given "misinformation" and which he planned to correct for the board.

Mankiewicz added, however, that he was "surprised" at the document, which in spots was strongly worded. He said he could understand why Grossman was frustrated—given the PBS structure, which he called "a fragile ecological system."

Mankiewicz said he would like to see an additional $4 million added to NPR's budget. With a $107-million budget (NPR gets more than $31 million), he said he didn't think PBS would miss the extra $4 million. "I don't know what they'd do with the extra money anyway," he said.

A spokesman for PBS said he knew exactly what they would do with the money, with the system as underfunded as it is. He noted that TV is far more expensive to operate than radio, and he wondered why NPR was not doing any sort of fund raising on a national basis. He added, however, that the bickering over funds was not something new and would probably continue as long as the current method of dividing up the money is retained.

Everyone tried to emphasize that there was no fighting going on, nor was there any animosity; it was merely a case of both radio and TV trying to get as much money as possible. But a CPB official said there was a good deal more jostling going on this year than ever before. "I don't recall anything quite like this," he said.

Restructuring at the top of NCTA

New president, Wheeler, names Hilton and Ross executive VP's

Thomas Wheeler has filled the vacuum created when he moved up from executive vice president to president of the National Cable Television Association by abolishing his old office and naming "two number two's."

Wheeler, who took over full control of
service is financed directly by the foreign office, the latter claiming to exercise no control over content. The service now costs 40 million pounds sterling ($92 million) each year, following a series of cuts over the past five years. BBC officials complain that with spending already low, some language services are using World War II vintage transmitters.

The foreign language services, which would be most severely cut, estimate they have 60 million regular listeners, in addition to the 30 million for the English language world service. The BBC says these figures can increase up to five times in periods of international crises.

Last year, proposals were made to eliminate the world service transmissions to North America on the grounds that there was no need for them. But the proposal met with a small storm of protest from listeners the BBC never knew it had; it now estimates 750,000 listeners in North America.

A woman's place is in cable TV

New industry group begins membership and sponsor drives

Women in Cable, a new professional society, is currently in the midst of a membership drive.

The organization was officially founded July 20 when the board of directors met in

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New government threatens BBC with budget cuts

World service is target of conservatives' austerity

Britain's conservative government is demanding a 10% cutback in the BBC's external service, which now provides 710 hours of programming each week in 39 languages. The move is part of the conservatives' attempt to reduce all government expenditure, but is facing stiff opposition among journalists and those in Britain who feel the BBC broadcasts are the last vestige of the empire.

Unlike the rest of the BBC, the external
New York and approved the by-laws.

Kay Koplovitz, vice president and executive director of Madison Square Garden Sports and head of WIC’s membership committee, said that annual dues are $40 but that persons contributing more than that will be listed as founding members. The committee is also seeking start-up money from cable companies.

The 16-member board of directors includes: President Gail F. Sermersheim, regional manager, Home Box Office; Vice President Vivian Horner, vice president, program development, Warner Cable; Secretary Kathryn Hilton, senior vice president, National Cable Television Association; Treasurer June Travis, vice president, administration, American Television & Communications Corp.; Koplovitz; David Davison, general manager, Film Association; Arlee Collins, general manager, Teleprompter Cable TV; Sally Davison, general manager, Staunton Video Corp.; Linda Brodsky, vice president, Broadband Communications; Lisa Forrestal Conner, director of marketing, Viacom Cablevision; Angela P. Shapiro, vice president, HBO; Carolyn Chambers, vice president-treasurer, Liberty Communications, and Charlotte Hnir, corporate information coordinator, TM Communications/CPI.

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**Changing Hands**

- **WNJU-TV Linden (Newark), N.J.:** Control (80%) sold by Columbia Pictures Industries Inc. to Jerry Perenchio and Tandem Productions for $5 million ("In Brief," Aug. 6). Seller also owns WYDE(AM) Birmingham, Ala.; KCPX-FM Salt Lake City and WWWW(AM)-WCPH(FM) Wheeling, W.Va. Perenchio will own 40% of station and control another 40% as chairman and chief executive officer of Tandem, Los Angeles television production company. He is also chairman of TAT Communications, another production company, and National Subscription Television, which owns and operates two subscription TV stations: KBSC-TV Corona (Los Angeles), Calif., and WXON-TV Detroit. WNJU-TV, which Perenchio plans to use to provide subscription TV to New York area, is currently Spanish language station on ch. 47 with 12.1 kw visual and 2.42 kw aural and antenna 1,180 feet above average terrain.

- **WLFJ-TV Lafayette, Ind.:** Sold by RJN Broadcasting Inc. to WLFJ-TV Inc. for $3,153,750. Seller is owned by Richard (90%) and Harold (10%) Shively, brothers. Richard also controls KNOP-TV North Platte, Neb., as voting trustee. Harold has no other broadcast interests. Buyer is subsidiary of Toledo Blade Co., publisher of Toledo (Ohio) Blade, Pittsburgh Post-Gazette, Red Bank (N.J.) Register and Monterey (Calif.) Peninsula Herald. In addition, it owns cable systems in Ohio, Virginia and Pennsylvania, and WWSW(AM)-WPEZ(FM) Pittsburgh. It is owned by Paul Block Jr., chairman; his brother, William, and their mother, Dina. WLFJ-TV is CBS affiliate on ch. 18 with 1.49 kw visual, 298 kw aural and antenna 1,200 feet above average terrain.

- **KQXE(AM)-KIQG(FM) Mesa, Ariz.:** Sold by Al Rau, receiver for bankrupt Southwestern Media Corp., to Western Cities Broadcasting Inc. for $2.5 million ("In Brief," Aug. 6). Southwestern Media Corp. is owned by Lowell Homburger (21%) and nine others. Homburger and his wife are now buying WRDD(AM) Bay City, Mich. (BROADCASTING, Aug. 6). Earlier deal to sell Mesa stations to block group for $1.85 million was called off by bankruptcy judge (BROADCASTING, Aug. 21, 1978). Buyer is owned by Peer Pede- son, Howard Warren and Richard and William Phalen, who own KZAP(FM) Sacramento, Calif., KMJU(AM)-KLUC(FM) Las Vegas and KMGX(AM)-KRQQ(FM) Tucson, Ariz. KQXE is on 1310 kw with 5 kw day, 300 n w night. KIQG is on 104.7 mhz with 100 kw and antenna 1,500 feet above average terrain. Broker: Richter-Kail & Co.

- **KXIC(AM)-KICG(FM) Iowa City:** Sold by Johnson County Broadcasting Corp. to Red River Broadcasting Co. for $975,000. Seller is owned by Gene Claussen and Elliott Full (50% each), who have no other broadcast interests. Buyer is owned by Tom Ingstad, who also owns KKRC(AM) KMGX(AM), Sioux Falls, S.D.; KXKL(AM)-KDDO(FM) Grand Forks, N.D., and KQDI(AM)-KQOZ(FM) Great Falls, Mont. KXIC is 1 kw daytimer on 800 khz. KICG is on 100.7 mhz with 26.5 kw and antenna 245 feet above average terrain. Broker: Blackburn & Co.

- **KZOZ(FM) San Luis Obispo, Calif.:** Sold by Forrest Communications Corp. to K Kal Koast Radio Corp. for $500,000. Seller is owned by Robert A. Forrest, who owns KDON-AM-FM Salinas, Calif., and purchased KBBQ(AM)-KBBY(FM) Ventura, Calif., in July (BROADCASTING, July 30). Buyer is owned by George R. Scott (65%), Gary S. Owens (25%) and James G. Mouyes (10%), who also own KKAL(AM)-KARROYO Grande, Calif. KZOZ is on 93.3 mhz with 29.5 kw and antenna 1,430 feet above average terrain. Broker: Blackburn & Co.

- **WKRI(AM) West Warwick, R.I.:** Sold by Algonquin Broadcasting Co. to Rainbow
Broadcasting Corp. for $380,000. Seller is principally owned by Bernard A. Dwork and Robert A. Belmonte as trustees. It is also selling WLMQ(AM) Beverly, Mass., its only other broadcast interest (see below). Buyer is principally owned by Lester G. Sobin, who is vice president and minority stockholder of International Minerals and Chemical Corp., Northbrook, Ill. He has no other broadcast interest. WKRI is on 1450 kHz with 1 kw day and 250 w night.

KWR(AM) Claremore, Okla.: Sold by Green Country Broadcasting Co. to Roy Lee Warren and family for $300,000. Seller is owned by Jack T. Marshall, Gale Welch, Bob Roden and Leon Shearhart, none of whom has other broadcast interests. Warren recently sold ranching interests in New Mexico and has no other broadcast interests. KWR is 500 w daytimer on 1270 khz. Broker: Chapman Associates.

WMLQ(AM) Beverly, Mass.: Sold by Algonquin Broadcasting Co. to Pauley Enterprises Inc. for $220,000. Seller is principally owned by Bernard A. Dwork and Robert A. Belmonte as trustees. It is also selling one other broadcast interest, WKM(AM) West Warwick, R.I. (see above). Buyer is owned by Robert Pauley (85%) and William Minot (15%). Pauley is vice president and investment banker at E. F. Hutton, Boston, and former president of Mutual Broadcasting System and ABC Radio Network. Minot is Boston financial consultant. Neither has other broadcast interests. WMLQ is 500 w daytimer on 1570 khz.

KCAN(AM) El Reno, Okla.: Sold by The Young Peoples Church of the Air Inc. to Clark Broadcasting Ltd. for $210,000. Seller is owned by Ruth C. Porter and her sons, Donald and Dean, who are all principals in Crawford Broadcasting Co., which is selling off broadcast properties, at one time amounting to four AM's and six FM's, mostly to individual family members. Buyer is owned by Robert B. Clark (25%) and 17 others. Of 18, only William Payne and Ralph Tyler, who each own 4% of buyer, have other broadcast interests. Tyler owns KECJ(AM) Oklahoma City and Payne owns KFX(AM) Tulsa, both Oklahoma. Clark is former general manager of WNADJ(AM) Normal, Okla. KCAN is 500 w daytimer on 1460 khz.

Other proposed station sales include: WFNE(AM) Forsyth, Ga., and WVGA(AM) Geneva, N.Y. (see "For the Record," page 60).

KFMQ(AM) Lincoln, Neb.: Sold by KFMQ Inc. to Telegraph-Herald Inc. for $1.8 million, including $200,000 for agreement not to compete. Seller is owned by Steve Agnew, who has no other broadcast interests. Buyer is publisher of Telegraph-Herald, Dubuque, Iowa, and four shoppers in Wisconsin and Iowa and owner of KOTH(AM)-KFMD(AM) Dubuque; WHBY(AM)-WAPL-FM Appleton, Wis., and KLMS(AM) Lincoln. It is owned by Robert B. Woodward and family; Bob Woodward Jr. is executive vice president-broadcast.

KFMQ is on 101.9 mhz with 100 kw and antenna 180 feet above average terrain.

WSAO(AM)-WKF(AM) Henderson, Ky.: Control (84%) sold by Hecht S. Lackey to his son, Henry G. Lackey, for $1,343,979. Father has no other broadcast interests. Son is general manager of and 16% owner of stations. WSO is 377 w daytimer on 860 khz. WKF is on 99.5 mhz with 50 kw and antenna 480 feet above average terrain.

WBUD(AM)-WBJH(AM) Trenton, N.J.: Sold by WBUD Inc. to Trenton Broadcasting Corp. for $1.1 million. Seller is owned by Verna S. Hardin; her husband, Richard, is president. They have no other broadcast interests. Buyer is owned by Jerome Bresson (47.5%), David Haifer (47.5%) and Edgar Hurst (5%). Bresson, of Bala Cynwyd, Pa., has interests in real estate and electronic engineering and sales. Haifer, of Merion, Pa., owns real estate and is manufacturer and distributor of electronic components. Hurst is TV personality at WPVI-TV Philadelphia. WBUD is on 1260 khz with 5 kw day and 1 kw night. WBJH is on 101.5 mhz with 5 kw and antenna 120 feet above average terrain.

KLLO(AM)-KLKC(AM) Lompoc, Calif.: Sold by Robert D. Janecek and his wife, Mary Anne, to D'n'T Broadcasting Inc. for $1 million. Sellers have no other broadcast interests. Buyer is principally owned by Richard N. Savage and his wife, Tanya. Richard Savage is former vice president, network services and affiliate planning, ABC-TV. His wife was real estate broker in Darien, Conn. KLLO is 1 kw daytimer on 1330 khz. KLKC is on 92.7 mhz with 550 w and antenna 710 feet above average terrain.

WRMF-AM-FM Titusville, Fla.: Sold by Advance Communications Inc. to Brevard Broadcasting Co. for $790,000. Seller is owned by Frank P. Nugent, Elmo Franklin, John P. Jenkins and Andrew Rector, who purchased station in 1977 for $575,000. FCC waived three-year rule on grounds that sellers had insufficient capital to continue operating stations (according to FCC, their total investment in stations was $840,000). Franklin has minority interest in WWOV(AM) Charlevoix, Mich., and Rector in WHB-FM(AM) Normal, Ill. Buyer is principally owned by Alastair B. Martin who is president of Regional Broadcasters Group, owner of WQPD-AM-FM Grand Rapids, WTRU(AM) Muskegon and WTRW(AM) Whitehall, all Michigan; WAAL-FM Binghamton and WKNY(AM) Kingston, both New York, and WGWM(AM)-WZPR(AM) Meadville and WYFM(AM) Sharon, both Pennsylvania. WRMF is on 1060 khz with 10 kw day and 5 kw night. WRMF-FM is on 98.3 mhz with 3 kw and antenna 234 feet above average terrain.

Other approved station sales include: WQPD(AM) Lakeland and WPSA(AM) Zephyrhills both Florida; WGR(AM) Danville, Ind.; WQJO(AM) Whitley City, Ky., and WHT(AM) New Bern, N.C. (see "For the Record," page 61).

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Broadcasting Aug 13 1979

51
‘Three’s Company’ off to richest start in syndication history

In three syndication deals believed to total in excess of $30 million, two of the nation’s leading group television broadcasters and a Salt Lake City network affiliate have made the first purchases of NRW Productions’ Three’s Company. Syndicated by D.L. Taffner Ltd., New York, the top-rated ABC-TV program appears destined to set a new price record for syndicated product.

Reports of the purchases were confirmed last week by Dick Woollen, vice president for programing at Metromedia Television; Alvin Flanagan, president of the newly named Gannett Broadcasting Co., and George Hatch, president of KUTV(TV) Salt Lake City. None would comment, however, on the prices paid for the 130 episodes of the show that were purchased.

But Broadcasting has learned that the value of the three deals exceeds $30 million, with Metromedia, which owns stations in New York and Los Angeles among its other markets, paying the largest portion. It has also been learned that Taffner has a New York-market asking price for the show of $72,000 per episode—well in excess of the previous syndication high of $62,000 for another ABC hit, Laverne and Shirley.

Three’s Company has been on the network for a year and a half, and during the 1978-79 season it was one of the top three rated programs for 23 weeks. According to ABC, 53 episodes of the program have been made. The program will not be available for syndication before the fall of 1982.

Donald Taffner, president of the New York firm, declined to comment on the specifics of the three deals saying that final papers for them have yet to be signed. He did say, however, that selling began two weeks ago with presentations first to the network-owned stations at meetings in New York and then to independents in

Metromedia and Gannett groups, plus KUTV, pay $30 million for off-network runs of ABC hit

Broadcasting Aug 13 1979
Los Angeles.

"Our plan," Taffner said, "is to go in market-by-market—maybe on a bid basis or in the normal way of submitting to every station." Taffner has yet to decide whether purchasers of the program will be offered options for episodes above the 130 mark.

The 15 markets in which Taffner has now sold the show contain 26% of the nation's television households. Metromedia stations that will run the program are: KTTV-TV Los Angeles; WTTG-TV Washington; WNEW-TV New York; KRIV-TV Houston; WTCN-TV Minneapolis; KMBC-TV Kansas City, Mo., and wxix-TV Newport, Ky. (Cincinnati). The Gannett group formed out of the former Combined Communications Corp. stations, included: KPXN-TV (formerly KTV-10) Phoenix; KBTW-TV Denver; WXIA-TV Atlanta; WPTA-TV Fort Wayne, Ind.; WLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark., and KOCO-TV Oklahoma City.

Trying new ground

Based on success of its film network, SFM Media Services is putting together collection of documentaries for barter

SFM Media Service Corp., buoyed by its success in pulling stations together for family films under the SFM Holiday Network umbrella, has plans for another ad hoc network beginning in the mid-1980's—but this time for documentaries.

The list of rights being acquired is wide-ranging and includes properties never seen on television. Stan Moger, executive vice president of the New York-based SFM, views the yet-unnamed series as a place for the independent producer.

Among the properties named by Moger and already in the portfolio are the independently produced Deal, Jonathan Perlman's examination of TV's Let's Make a Deal; Some Call It Greed, Timothy Forbes's study of American robber barons, and Peter Batty's Battle for Warsaw.

Rights have been obtained from Time-Life for the entire March of Time library from 1935 to 1951. And SFM also is drawing from Post-Newsweek Stations for The American Document series and Westinghouse Broadcasting Corp. for The American Civil War.

According to Moger, the first year should include 12 documentaries, generally running about an hour (but some perhaps two), likely on a barter basis. However, he did not rule out the possibility of timebuyes. He claimed four major corporate advertisers, though not signed, have expressed interest, adding that they "like the idea of being on television, but not Mobil." School teaching guides also would be tied-in.

As for the barter SFM Holiday Network, Moger said the station tally now is up to 155-160, representing some 92-93% of the country. Movies presented since the series premiered in October 1978 have ranged from Ivanhoe to Spirit of St. Louis and Moger said he's booking as far in advance as the mid-1980's.

A repeat for ABC

Network wins again in week ended Aug. 7; CBS takes second despite black Friday

ABC-TV, for the second week in a row, turned up in first place in the prime-time ratings. For the seven days ended Aug. 5, it averaged a 14.6 rating and a 30.6 share, followed by CBS-TV's 13.0/27.0 and NBC-TV's 12.5/25.8.

Tuesday, Wednesday, Thursday and Saturday went to ABC; Friday and Sunday to NBC, and only Monday to CBS—the network that recently won four weeks and tied once.

Of the top-10 programs, ABC led with Three's Company (24.2/46) and Taxi (22.4/42); then came CBS's WKRP in Cincinnati (22.3/40), M*A*S*H (21.3/40) and Lou Grant (20.9/37), and the remainder ABC fare. NBC's highest scoring program, the Big Event's "Rescue from Gilligan's Island," showed up in 18th place (17.0/35).

Of the top-25 programs, only two were originals: ABC's Detective School-One Flight Up (seventh: 20.4/41) and 20/20 (14th: 18.3/34).

Only 12 out of the week's 64 programs were first run, with all but Detective, 20/20 and ABC Monday Night Baseball in the bottom half of the ratings.

Biggest yet

ABC Sports and ABC-TV have announced their schedule for coverage of "an unprecedented 50% hours" of the winter Olympics at Lake Placid, N.Y., next Feb. 12-24.

The 50% hours, they said, compared with 43½ hours from the Innsbruck, Austria, games in 1976. They will include coverage presented in prime time, daytime, late night and on weekends. Many of the events will be presented live, with late-night programing (11:30-45 p.m. NYT) devoted to events held earlier in the day, feature material and wrap-ups.

Telecasts will begin Tuesday, Feb. 12, with 9-11 p.m. NYT coverage of Olympics hockey competition (which starts before the formal opening of the games). The opening ceremonies will be presented live on Wednesday, Feb. 13, at 2-4 p.m. and will be repeated at 9-11 p.m. The remainder of the schedule (all times NYT):

Thursday, Feb. 14 and Friday Feb. 15—8-30-11 p.m. and 11:30-45 p.m.

Saturday, Feb. 16—1-3:30 p.m., 9-11 p.m. and 11:30-45 p.m.

Sunday, Feb. 17—1-3:30 p.m., 8-11 p.m. and 11:30-45 p.m.

Monday, Feb. 18—8-9 p.m. and 11:30-45 p.m.

Tuesday, Feb. 19—8-11 p.m. and 11:30-45 p.m.

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CPB gets public's pulsebeat. Public television is gaining in popularity among viewers 60 years old and older and with members of minority groups. That is one of the findings in a study by Statistical Research Inc., which was commissioned by the Corporation for Public Broadcasting. The first two parts of the report, based on interviews in January 1977, showed a slight increase in public awareness of the local public TV channels (92% this year, up from 89% in 1977). The second part indicated a generally positive reaction by viewers to public TV on-air fund raising. Part three reported a decline in positive attitudes toward on-air fund raising for public radio, with almost no rise in public radio awareness. The final part explained the methodology in conducting the 1046 interviews for the survey.
Well, it's about time. New Yorkers may be getting their own home-grown prime-time access magazine. Possibilities are said to be looking up after week's pilot run of WABC-TV's "NOW!". For five days beginning July 30, show was in second place in market, averaging 5.8 rating/15 share (Nielsen) and 6.6/15 (Arbitron). "Initial indications are very encouraging," said Program Director Chuck Larsen — especially 25% share of women 18-49. More research is to come, but if station goes with show, it could start two or three times weekly after first of year. Stripping could begin in fall 1980. WABC-TV New York already has weekend access show called "You," and in October WCBS-TV and co-owned KNXT-TV Los Angeles will launch co-produced once-weekly magazine show.

Early entry. Time-Life Television, making its first dive into panel-game show waters, has put together pilot for "Mimicatch." Fall 1980 syndicated strip series is plan. Half-hour features host Art (Jeopardy) James with celebrity panel; Thomas Walsh and Lloyd Gross are executive producers. Time-Life claims six-figure investment in pilot.

Up from down under. Reg Grundy, who produces 16 hours weekly for Australian commercial television, is betting that Americans and Aussies have lots in common when it comes to tube watching. He is making his first U.S. foray for The Grundy Organization on KTLA Los Angeles with "Prisoner" — racy 14 hours about women in prison. It premiered last Wednesday (Aug. 8) in number-two market, garnering 14 rating and 25 share, beating CBS and NBC. Grundy calls continuing serial "a type of product that has a chance here" because Australians have developed "American-style" standard in home-grown productions. Grundy has set up U.S. subsidiary, Grundy Organization Inc., with offices in New York and Los Angeles to establish production presence on this side of Pacific — producing American-made programs for American audiences.


The show must go on. MGM Television spokesman said last week production of NBC-TV's "ChiPs" will continue despite critical injuries suffered by series star Erik Estrada last Monday while filming segment. Estrada, whose condition had stabilized by Tuesday, suffered major chest injuries in motorcycle accident. It was not known last week when he would return to series. MGM is considering using filmed sequence of crash in "ChiPs" episode.

Christian mission. Mission Cable TV, San Diego, nation's largest cable television service, is instituting 24-hour Christian Communications Network. Bulk of programming will come from Christian Broadcasting Network, PTL Network and Trinity Broadcasting Network — major suppliers of satellite-fed religious programming. Some locally originated programs will also be included. Mission has 171,000 subscribers.

Network notes. NBC-TV has teamed best-selling author Gore Vidal and producer Norman Lear to put together six-hour miniseries on personal life of Abraham Lincoln. TAT Communications will begin production next year. CBS-TV has signed former Maude producer Charlie Hauck to develop new comedy series through Marble Arch Productions. ABC-TV and Batjac Productions will produce three-hour dramatic film — "The Duke" — biography of late John Wayne. Batjac is owned by Wayne's family and is headed by his son, Michael. CBS-TV and Warner Bros. TV have started "Shooting Star," Wayne biography. CBS has picked up third Hallmark Hall of Fame production — "Gideon's Trumpet" — for this fall. Story of convict whose case led to U.S. Supreme Court ruling that defendants have right to legal counsel stars Henry Fonda and John Houseman, who is also executive producer. Anti-Defamation League of B'nai B'rith is boiling over choice of Vanessa Redgrave, advocate for Palestinians, for role in Arthur Miller's Playing for Time. CBS-TV film about survivors of holocaust set to begin production in October. ADL says casting as half-Jewish camp survivor shows lack of sensitivity and understanding; CBS says considering politics over acting ability would be improper.

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No big deal: Technology is least of Comsat's worries about satellite-to-home

Implementation, not invention, is the key

The smoothest road Comsat may travel as it pursues its goal of providing direct-to-home subscription TV by 1983 (BROADCASTING, Aug. 6) is the technological one. "We're not pushing state-of-the-art technology," said Comsat's Leo Keane, director of advance systems development. "We're using technology already in existence."

And Comsat has already tested and refined much of the technology through experimentation using the high-powered CTS satellite, owned jointly by the U.S. and Canada.

Keane said although plans are at this time tenuous, Comsat is considering two basic approaches—two relatively low-powered satellites each capable of transmitting a few narrow beam channels with a coverage area large enough to encompass Boston, New York and Washington or two high-powered satellites with a few narrow beam channels and "two or three" broad beam channels with a much larger coverage area. Regardless of which system is decided upon, a third satellite similar to the other two will also be placed in orbit as a back-up.

According to Keane, the low-powered satellite would be "an adaptation" of some existing satellite, such as the one Hughes Aircraft is building for Satellite Business Systems and equipped with transmitters with 15 to 20 watts of power. By employing narrow beam signals, the low wattage would be sufficiently strong for the small, inexpensive earth stations—crucial to any practical direct-to-home transmission—to pick up. But with the narrow beam transmitters, there is a sharp reduction in coverage area, and, consequently, a loss of potential subscribers.

Keane said that such a satellite is "very easy to accomplish, but is limited in what it can offer." He said if Comsat decided to go with the low-powered, narrow beam satellites, they could be ready 18 to 24 months after FCC authorization.

Comsat's other alternative is the construction of high-powered satellites. They would have a few low-powered, narrow beam transmitters like those of the smaller satellite described above, but would also have two or three high-powered—around 100 watts—broad beam transmitters whose signals could cover an entire time zone. Two satellites with two broad beam transmitters could collectively cover the entire continental United States and possibly Hawaii and Alaska, Keane said.

Keane said that larger or more powerful satellites are impractical because of technical limitations. "There is a limit to how

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much power [the satellite's solar cell array] can produce," Keane said. Therefore there is a trade-off between the number of high-powered transmitters and the number of channels. He also said that 200-watt transmitter tubes like that used in the CTS have a three-year life and that Comsat wants its satellite to last longer. He said one rule of thumb that will be adhered to is to keep the power of the transmitters as low as possible.

The other half of the direct-to-home system is the small, inexpensive antennas and receivers which Comsat said it will install and maintain at the homes of the service's subscribers. Many different types of antennas were successfully tested during the CTS experiments by, among others, Comsat and the FCC. The type Comsat is looking for costs around $200 and has a one-meter dish and tunable receiver. Keane said one of the key questions that still remain to be answered is whether earth stations can be built at the right price. Keane had in his possession literature from several manufacturers—all foreign and principally Japanese—offering suitable antennas and electronics, but priced in the $250-$300 range. He said Comsat hopes to find a price close to $200.

The price of the one-to-a-customer earth stations is "more crucial" to the project than the one-shot expense of the satellite.

The electronics of the earth stations consist of two components. At the antenna dish, there will be a device to step down the frequency of the signal from 12 ghz (the satellite's transmitter frequency) to 1 ghz before the signal is degraded while traveling down the cable to the indoor unit alongside the television set. The indoor unit, connected directly to the television set, will again step down the signal frequency, this time demodulating the signal and remodulating it on an open VHF or UHF channel in that area. The subscriber will have only to switch his television's tuner to the open, predetermined channel and then turn a similar tuner on the indoor unit to select one of the satellite channels. Keane said the indoor unit will also incorporate part of a security system, such as a scrambler.

One feature Comsat hopes to provide with its color television transmission is stereophonic sound. Keane said the optional service would be made available through an output jack on the indoor unit which can be linked directly to a stereo amplifier.

Despite successful tests using digital television signals during the CTS experiments, Keane doubts that digital signals will be used in the direct-to-home service. He cited the greatly increased costs of the earth stations in a digital system as the primary reason why Comsat will stick with analog. "Digital may come in time," Keane said, "but it's not our primary thrust at the moment."

Skull and crossbones. Composite Video of Oklahoma City is offering encoding device for half- and quarter-inch videocassettes that will protect them from plundering by video pirates. Videoguard VG-350 replaces blanking, sync and burst signal of master tape with new signals, creating all sorts of problems for those who attempt to make unauthorized copies. Device accommodates up to 12 slave recorders.

Being prepared. RCA Americom has been granted FCC waiver that allows it to procure S7.7-million worth of long-lead parts for construction of new spare satellite, Satcom IV. New spare will replace present spare, Satcom I1, scheduled for December launch.

Cheaper than cheap. United Video, Chicago satellite carrier, is offering new music programming that it will pay cable system operators to pick up. UVI will reimburse operators one cent per subscriber per month to carry programming featuring new releases and records of new artists of Music Preview Network. New York-based MPN is supported by record companies and agencies that pay to promote new records. MPN signal will go out over subcarrier on same Satcom I transponder United Video uses to transmit won-tv Chicago.

And if music isn't enough. Video Communications Inc. last month began providing another new service, VCI Movie Time, over Satellite Program Network, which currently carries full day of advertiser-supported programming to 800,000 subscribers in 38 states. Two hour Movie Time package includes 6-15 minutes of cartoons, two 4-6-minute advertising segments and full-length movie, one of 500 for which VCI holds exclusive cable rights. Package is provided Saturday and Sunday evenings. According to VCI president, Bill Blair, within "year to 18 months" VCI expects to be providing programming every day between 3 p.m. and midnight over SPN.

Also on SPN. Allworld Telefilm Sales Corp. has also begun showing advertiser-supported movies over Satellite Program Network. All Night at the Movies is seen daily between 1 and 7 a.m. NYT and features variety of movies from Allworld's film library.

Cultural revolution. China will double its annual output of television sets by producing 1 million this year. According to New China News Agency, China will manufacture mostly small- and medium-sized black and white sets. Current shortage in sets there will also be alleviated by importing some.
FCC to GAO No. 1: You're about right

Commission finds no major quarrel with report on regulation of radio and TV

The FCC is taking its GAO reports one at a time.

Last week it responded to a General Accounting Office document issued June 5 on the FCC's regulation of radio and TV (Broadcasting, June 11). In general, it concurred with those conclusions.

The agency has yet to respond formally to a July 30 GAO report (generally critical) on the subject of the FCC's own management and administration (Broadcasting, Aug. 6). Chairman Charles D. Ferris, however, issued a press release in the same week affirming in narrative the GAO report but taking issue with some elements of it.

In a response to the June 5 report on "Selected FCC Regulatory Policies: Their Purpose and Consequences for Commercial Radio and TV," the FCC said it goes along with most of the recommendations. However, it said, "where the recommendations are already being studied as part of an existing proceeding, as is frequently the case in the broadcast area, the commission must defer a final decision until evaluation of all alternatives is concluded."

GAO's recommendations covered four areas: program regulation, ascertainment of community needs, broadcast station ownership and equal employment opportunity.

In the area of program regulation, GAO said the commission should establish quantitative program standards for commercial television and radio stations, that it should institute a public inquiry into the arguments for and against routine financial disclosure and whether such disclosure would cause competitive harm, and that it should consider the advantage of expenditures reporting.

While the commission presently uses quantitative guidelines for processing renewal applications, there are no set standards. The FCC's response on this issue dealt mainly with radio guidelines. It said that until the shape of radio deregulation is defined, "we cannot fully determine what approach to qualitative standards is appropriate for the radio industry." The commission also said it must refine its financial reporting forms to call for appropriate expense data and determine what expenses can be used as a valid measure of public service performance. Once the forms have been revised and evaluated, then the commission could decide on whether a public inquiry is necessary.

The commission said it agreed with GAO that "a general legislative mandate might be the most appropriate means of clarifying the commission's authority to mandate" in defining the scope of its experiment of deregulation of radio programming.

In ascertaining the needs of a community, GAO said the main question is whether broadcasters would make sincere efforts to identify and serve the needs of their community if relieved of formal ascertainment procedures. The FCC said the results from its small market ascertainment experiment will be relevant to the issue, since its proposals for radio deregulation call for the elimination of such formal reporting ascertainment procedures. The "notion" is that a "licensee would continue to familiarize himself with his community's needs and interests and program accordingly."

GAO said that the belief in the public getting the widest number of viewpoints from diverse, competing sources is the basis for commission rules limiting the number of broadcast stations a licensee may own. Since concentration of station ownership or related media has not been dissipating materially, GAO recommended that the FCC establish an information system to provide aggregate statistics on ownership of broadcast stations and related media; implement procedures for collecting minority ownership statistics; and publish, periodically, a statistical report showing changes in ownership concentration, at all levels, and the extents of this ownership by racial minorities.

The FCC admits to shortcomings in this area. While its annual reporting forms call for the reporting of ownership interests of licensees and their principals, it is with regard to broadcast interests only—and it does not require minority data per se. The commission said it will undertake, through its Broadcast Bureau, a systems and procedures study to analyze the costs and benefits of the present system and explore improvements in it. The Commission also agreed that a compiled report of changes in ownership would be an "effective policy-management tool."

The last recommendation concerned the FCC's efforts to define the equal employment opportunity responsibilities to broadcasters. GAO said the FCC should obtain more specific information from each station on the race, sex and job title of its employees; conduct a sampling of on-site audits to verify compliance with the EEO rules; establish criteria for applying sanctions with regard to EEO; use staff resources to focus more on EEO pro-grams, and expand current computer applications to include screening and analysis of these statistics.

The commission responded that it is currently looking at job levels held by minorities and women with the hope of "stimulating" their participation in the "upper echelon" of broadcasting. To this extent, the commission has instituted a rulemaking proceeding on the matter, which takes into account on-site investigations.

The commission, with respect to sanctions on EEO deficiencies, said it differs with GAO. It regards its role as "prospective in nature" with efforts being directed to lead a broadcaster who previously lacked an affirmative action plan in the past, to adopt specific policies to ensure an effective program in the future.

In dealing with the last two issues, the FCC believes that "rather than embarking on a piecemeal approach to substantive program modifications ... a better course of action is to undertake a comprehensive reevaluation of its industry EEO program."
ABC gets renewals in San Francisco

FCC turns down charges of discrimination and renews licenses of KGO-KSFX

The FCC has renewed the licenses of the two ABC-owned radio stations in San Francisco, KGO(AM)-KSFX(FM), subject to whatever action the commission "deems appropriate" resulting from two pending employment discrimination actions against the stations, one in U.S. District Court in San Francisco, the other before the Equal Employment Opportunity Commission in California.

The Community Coalition for Media Change charged the two stations with "discrimination in the hiring of blacks and women for top managerial positions" and asked that the stations' renewals be denied.

Specifically, the coalition claimed that KGO and KSFX have hired no blacks for top managerial positions. It also charged that there are no black female program moderators at KGO and that its black moderators and newscasters work only weekends. In addition, it alleged that KSFX's black female public affairs director was only a "token position," with no authority to hire or fire.

The FCC said that ABC's annual employment reports for both stations, from 1975 to 1978, showed that their employment of blacks over-all, and in the upper four job categories, "exceeded full parity." Moreover, the commission said the coalition had not shown how positions were miscategorized or that the stations' hiring or training practices were discriminatory.

Turning to the coalition's contention that KSFX's news coverage of the black community was limited to crime stories, the FCC pointed out that news coverage was left to a "licensee's good faith discretion" and that there was no evidence to support the charge that KSFX had distorted or suppressed the news.

FTC wants to help Big Brother, too

Pertschuk volunteers to monitor government ads just as agency does those of private sector

The Federal Trade Commission, which scrutinizes advertising practices of private industry, is interested in eyeing government ads as well.

In a letter to 12 federal agencies, FTC Chairman Michael Pertschuk offered to make available the services of his staff to help review advertisements or establish internal review procedures. In recent months, Pertschuk said, the FTC has received complaints about the accuracy of government advertising, and although the complaints are not verified, he worried "they may ultimately undermine public confidence in the integrity of communications between the public and the government."

Pertschuk added that the government has a special responsibility to monitor its advertising as scrupulously as the private sector is reviewed. "In the commercial marketplace, we can count on consumers to maintain a healthy skepticism toward product claims because they understand that the purpose of advertising is to encourage sales for a profit," Pertschuk said. "But citizens expect that their government will deal honestly with them, without expectations of gain or profit. To merit their trust, we must hold our own advertising to standards of integrity at least as stringent as we hold private advertisers."

There had been some speculation in recent months that the FTC was considering issuing advertising guidelines for agencies to follow, but the letter makes no such recommendations. According to Tracy Westen, deputy director of the Bureau of Consumer Protection, the agencies singled out were those that do a significant amount of advertising, and not necessarily those that had been cited for possibly misleading or deceptive ads.

Among the agencies notified were the Department of Energy, the Environmental Protection Agency, ACTION, Amtrak and the Air Force.
**The Broadcasting**

**Playlist Aug 13**

<table>
<thead>
<tr>
<th>Last week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1</td>
<td>Good Times□ Chic ...</td>
<td>Atlantic</td>
</tr>
<tr>
<td>2 2</td>
<td>Bad Girls□ Donna Summer ...</td>
<td>Casablanca</td>
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<td>3 3</td>
<td>Main Event□ Barbra Streisand ...</td>
<td>Columbia</td>
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<tr>
<td>4 4</td>
<td>When You're In Love□ Dr. Hook ...</td>
<td>Capitol</td>
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<tr>
<td>5 5</td>
<td>My Sharona□ The Knack ...</td>
<td>Capitol</td>
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<tr>
<td>6 6</td>
<td>You Can't Change That□ Raydio ...</td>
<td>A &amp; M</td>
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<td>7 7</td>
<td>Mama Can't Buy You Love□ Elton John ...</td>
<td>MCA</td>
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<tr>
<td>8 8</td>
<td>Ring My Bell□ Anita Ward ...</td>
<td>TK</td>
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<tr>
<td>9 9</td>
<td>Gold□ John Stewart ...</td>
<td>RSO</td>
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<tr>
<td>10 10</td>
<td>Makin' It□ David Naughton ...</td>
<td>RSO</td>
</tr>
<tr>
<td>11 11</td>
<td>She Believes In Me□ Kenny Rogers ...</td>
<td>United Artists</td>
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<tr>
<td>12 12</td>
<td>I Was Made For Lovin' You□ Kiss ...</td>
<td>Casablanca</td>
</tr>
<tr>
<td>13 13</td>
<td>Is She Really Going Out With Him□ Joe Jackson ...</td>
<td>A&amp;M</td>
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<tr>
<td>14 14</td>
<td>I Want To Want Me□ Cheap Trick ...</td>
<td>Epic</td>
</tr>
<tr>
<td>15 15</td>
<td>Hot Stuff□ Donna Summer ...</td>
<td>Casablanca</td>
</tr>
<tr>
<td>16 16</td>
<td>After The Love Has Gone□ Earth, Wind &amp; Fire ...</td>
<td>Columbia</td>
</tr>
<tr>
<td>17 17</td>
<td>Sad Eyes□ Robert John ...</td>
<td>EMI America</td>
</tr>
<tr>
<td>18 18</td>
<td>Let's Go□ Cars ...</td>
<td>Elektra</td>
</tr>
<tr>
<td>19 19</td>
<td>What Cha Gonna Do□ Stephanie Mills ...</td>
<td>20th Century</td>
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<tr>
<td>20 20</td>
<td>Lead Me On□ Maxine Nightingale ...</td>
<td>Windsong</td>
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<tr>
<td>21 21</td>
<td>Don't Bring Me Down□ Electric Light Orchestra ...</td>
<td>Jet</td>
</tr>
<tr>
<td>22 22</td>
<td>Lonesome Lover□ Little River Band ...</td>
<td>Capitol</td>
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<tr>
<td>23 23</td>
<td>I'll Never Love This Way Again□ Dianne Warwick ...</td>
<td>A &amp; M</td>
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<tr>
<td>24 24</td>
<td>Goodbye Stranger□ Supertramp ...</td>
<td>A &amp; M</td>
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<tr>
<td>25 25</td>
<td>Heaven Must Have Sent You□ Bonnie Pointer ...</td>
<td>Motown</td>
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<tr>
<td>26 26</td>
<td>Shine a Little Love□ Electric Light Orchestra ...</td>
<td>Jet</td>
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<tr>
<td>27 27</td>
<td>Sail On□ Commodores ...</td>
<td>Motown</td>
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<tr>
<td>28 28</td>
<td>I Do Love You□ Q.O. ...</td>
<td>Arista</td>
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<tr>
<td>29 29</td>
<td>Logical Song□ Supertramp ...</td>
<td>A &amp; M</td>
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<tr>
<td>30 30</td>
<td>Pop Music□ M ...</td>
<td>Warner Bros.</td>
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<tr>
<td>31 31</td>
<td>Ain't No Stoppin'□ McFadden &amp; Whitehead ...</td>
<td>Phila. Int.</td>
</tr>
<tr>
<td>32 32</td>
<td>I Can't Stand It No More□ Peter Frampton ...</td>
<td>A &amp; M</td>
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<tr>
<td>33 33</td>
<td>Devil Went Down To Georgia□ Charlie Daniels Band ...</td>
<td>Epic</td>
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<tr>
<td>34 34</td>
<td>You Gonna Make Me Love□ Jones Girls ...</td>
<td>Phila. Int.</td>
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<tr>
<td>35 35</td>
<td>Hot Summer Nights□ Night ...</td>
<td>Planet</td>
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<td>36 36</td>
<td>Born To Be Alive□ Patrick Henderson ...</td>
<td>Columbia</td>
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<tr>
<td>37 37</td>
<td>Bad Case Of Lovin' You□ Robert Palmer ...</td>
<td>Island</td>
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<td>38 38</td>
<td>Driver's Seat□ Sniff 'n the Tears ...</td>
<td>Atlantic</td>
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<tr>
<td>39 39</td>
<td>Shadow In the Moonlight□ Anne Murray ...</td>
<td>Capitol</td>
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<tr>
<td>40 40</td>
<td>Cruel To Be Kind□ Nick Lowe ...</td>
<td>Columbia</td>
</tr>
<tr>
<td>41 41</td>
<td>River□ Herb Alpert ...</td>
<td>A &amp; M</td>
</tr>
<tr>
<td>42 42</td>
<td>Suspicions□ Eddie Rabbitt ...</td>
<td>Elektra</td>
</tr>
<tr>
<td>43 43</td>
<td>Heart Of The Night□ Poco ...</td>
<td>MCA</td>
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<tr>
<td>44 44</td>
<td>Rock 'n Roll Fantasy□ Bad Company ...</td>
<td>Swan Song</td>
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<tr>
<td>45 45</td>
<td>Get It Right Next Time□ Gerry Rafferty ...</td>
<td>United Artists</td>
</tr>
<tr>
<td>46 46</td>
<td>Lovin' Touchin' Squeezin'□ Journey ...</td>
<td>Columbia</td>
</tr>
<tr>
<td>47 47</td>
<td>Up On The Roof□ James Taylor ...</td>
<td>Motown</td>
</tr>
<tr>
<td>48 48</td>
<td>Boss□ Diana Ross ...</td>
<td>Motown</td>
</tr>
<tr>
<td>49 49</td>
<td>Boogie Wonderland□ Earth, Wind &amp; Fire □ Emotions ...</td>
<td>Motown</td>
</tr>
<tr>
<td>50 50</td>
<td>Does Your Mother Know□ Abba ...</td>
<td>Atlantic</td>
</tr>
</tbody>
</table>

These are the top songs in airplay popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it appears. A □ indicates an upward movement of five or more chart positions between this week and last.

**Outer Limits.** Billy Thorpe's controversial, single, "Children of the Sun" (Capricorn), is getting limited nightime airplay while programers continue to research its viability for contemporary radio. "People who hear it like it," reports Vince Radiovic, program director of WCUAM Akron, Ohio. "It's like nothing else out there and people seem to like its spacey sound effects." And Jim Jordan, program director at WJKX Lexington, Ky., says, "We're being flooded with records by new artists right now and this one seems to have potential. Its sound is very unusual." Among stations adding Thorpe last week were KWIJAM St. Paul, Minn., WKTIAM Pittsburgh and WQOAM Augusta, Ga. **Sound of another decade.** Soon to enter "_playlist" is Moon Martin's "Rlene" (Capitol), which Jim McCann, program director at WBU-FM Boston classifies as a smash: "It reflects a new sound in rock 'n' roll that's viable for the early 1980's," he says. "It represents the end of new wave and the impact of more European records." **Gaining momentum.** Support for Lobo's "Where Were You When I Was Falling In Love" (MCA) is scattered but highly enthusiastic among programers playing it. "It's the kind of record that generates interest," reports Jim Golden, program director at WJSIAM Pensacola, Fla. "People hear it once and call the station to find out about it. I'm confident it will be a top 10 record for us." And Rick Donahue, music director at WTCIAM Hartford, Conn., echoes the sentiments of a number of programers with the comment that, "It feels like a number one record." Among stations adding Lobo last week were KWIJAM Los Angeles and WQOAM Memphis.
As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period July 30 through Aug. 3.

Abbreviations: ALJ—Administrative Law Judge alt.—alternate ann.—announced ant.—annotated aux.—auxiliary CH—critical hours CP—construction permit D—day DA—directional antenna Doc.—Document ERP—effective radiation power freq.—frequency HAAT—height above average terrain kHz—kilohertz kw—kilowatts MEO—maximum expected operation value mhz—megahertz mod.—modification N—night PSA—pressurized service authority SL—studio location SH—specified hours TL—transmitter location trans.—transmitter TPO—transmitter power output U—unlimited hours v—visual w—watts *—non-commercial

New stations

AM applications


- Rock Springs, Wyo.—First National Broadcasting Co. seeks 99.5 mhz, 25w-D.A. Address: PO. Box 2016, Jackson, Miss. Estimated construction cost $69,850, first quarter operating cost $1,400, first quarter revenue $15,000. Format: Standard pop. Principal: Breni Larson 100%, Larson also owns 100% of KUJZ-FM and KAIN(AM) both Nampa, Idaho; 51% of KODL(AM) The Dalles, and KOGO-FM North Bend, both Oregon; 59% of KCKO(AM) Spokane and KXIA(AM) Seattle, both Washington, and various other business interests. Ann. July 30.

AM actions

- Conroe, Tex.—Broadcast Bureau granted McConnell Metro 1140 kHz, 250 w-D.A. Address: 631 N. Highway, Sherman, Tex. 75090. Estimated construction cost $24,150, first year operating cost $35,000, revenue $75,000. Format: Standard tops. Principals: Robert J. Spellman, Boyd and Joan Kelley (25% each). Mr. Spellman teaches broadcasting, owns 51% of KODL(AM) in Bryan, Texas. Kelley's have interest in KWDW(AM) Stamford and KDAF-AM Grand Prairie and KROD(AM)-KUOE(FM) El Paso and are applying (50%) for AM in Bryan, Texas (BP-20039) Action July 26.

FM actions

- Fresno, Calif.—Broadcast bureau granted Radio Bilingual Inc. 92.5 mhz, 16 kw, HAAT: 780 ft. Address: 826 N. Van Ness, Fresno 93728. Estimated construction cost $80,963, first year operating costs $70,000, revenue $200,000. Format: educational. Principals: Hugo Morales, president, and Luis Oriz, vice president, of non-profit corp. Mr. Morales is producer and announcer of Radio Bilingüe (Spanish/English) programming at HHR-FM Cambridge, Mass. (BPE-781116AH) Action July 18.

- Sandpoint, Idaho—Broadcast bureau granted Blue Sky Broadcasting Co. seeks 95.3 mhz, 1 kw, HAAT: 430 ft. Address: 417 Poplar Street, Sandpoint 83864. Estimated construction cost $56,342; first year operating cost $36,413, revenue $75,600. Format: Adult con-temporary. Principal: David Granstrom, Veitromile, and Bill Benfield each-1/3 Granstrom is a carpentry foreman; Veitromile a restaurateur and Benfield an attorney, all in Sandpoint. None have any other broadcast interests. (BPH-11719) Action July 20.


- Adk. Okla.—Broadcast bureau granted A.D.A Broadcasting Co. 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 618 W. 18th St. Ada 74820. Estimated construction cost $75,444; first year operating cost $72,000, revenue $90,000. Format: country. President: Jerry D. Spencer, president and general manager of KADA(AM) Ada, but has no financial interest in the station. (BPH-781102AK) Action July 20.

AM licenses

Broadcast Bureau granted license covering FM station on July 30:

- KBBR(AM) Barrow Alaska (BL-12422).

FM licenses

Broadcast Bureau granted license covering new FM stations on July 30:

- *WSJR(AM) Birmingham, Ala. (BLED-1813); WOGW(AM) Butler, Ala. (BHL780911AA); KPDI-PAM Palm Springs, Calif. (BLED79011AB); KSNR-FM Red Bluff, Calif. (BHL789116AO); KYLO-FM Davis, Calif. (BHL789117AD); WLNV-FM Derby, Conn. (BLED 790111AA); KNAQ-FM Rupert, Idaho (BHL781124AH); WKLV-FM Ocean City, Md. (BHL78-7589); WKNS-FM Kinston, N.C. (BLED-1817); WPLT-FM Plattsburgh, N.Y. (BHL79403AH); KOAG-FM Ogallala, Neb. (BHL781107AD); KXTT-FM Twin, N. M. (BHL7849); KPYN-FM Alpine, Tex. (BHL78803AQ); KQFEM El Paso, Tex. (BHL78-7829); KLMF-FM Billings, Tex. (BHL790112AE); KMUX-FM Manistique, Mich. (BHL788115AG); KSIF(FM) Salt Lake City, Utah (BHL788109AO); WCXCC(FM) Williamson, W.Va. (BHL-780106AD).

Ownership changes

Applications

- WPNE(FM) Forsyth, Ga. (100.1 mhz 3 kw)—Seeks assignment of license from Forsyth Broadcasting Co. to P.O.S. Inc. for $257,500. Seller is owned by Carmen D. Trevitt, who also owns WQMT(FM) Chatsworth, Ga. Buyer is owned by Larry R. Pius, also owns half interest in WQMT-FM. New Albany, Ind. He has recently sold subject to FCC approval, WPQD(FM) Jacksonville (BROADCAST-794301); KMFX(FM) March 26) and W2K(WM) Green Cove Springs both Florida. Ann. Aug. 1.

- WFLI-TV Lafayette, Ind. (ch. 18)—Seeks assignment of license from RJN Broadcasting Inc. to WFLL- TV Inc. for $13,155.70. Seller is owned by Richard (90%) and Harold Shively (10%), brothers. Richard also controls KNOP-TV North Platte as trustee. Have no other broadcast interests. Bus. is owned by subsidiary of Toledo Blade Co., publisher of The Toledo (Ohio) Blade, Pittsburgh Post-Gazette, Red Bank (N.J.) Register and Monterey Peninsula (Calif.) Herald. It also owns various cable interests in Ohio, Virginia and Pennsylvania and WSWS(WM)-PEWZ(FM) Pittsburgh. It is owned by Paul Brock Jr. chairman of several members of the Block family. Ann. July 26.

- WMLO(AM) Beverly, Mass. (1570 kHz, 500 w-D)—Seeks assignment of license from Algonquin Broadcasting Co. to Paulie Enterprises Inc. for $220,000. Seller is principally owned by Bernard A. Dwork and Robert A. Belmonde as trustees. It is also selling its only other broadcast interest, WKRCA(AM) West Warwick, R.I. (see below). Buyer is owned by Richard Paulcy (85%) and William Minot (15%). Paulcy is vice president of Boston brokerage and former president of Boston distributor of RCA test equipment. Buyer is owner of W2K(WM) Radio Network (1960-67). Minot is Boston financial consultant. Neither has other broadcast interests. Ann. Aug. 1.


**KCAN(AM)** Baker, Okla. (1400 kHz, 1 kw-D, 250-w-N)—Broadcasts in 5 TPOs. Owner is沖保田. It has one TPO, in 1977.

**KCLM(AM)** Lacombe, La. (1540 kHz, 1 kw-D, 250-w-N). Owner is Fred D. Page, owner of KCLM(AM). It has one TPO, in 1977.

**KCMU(AM)** Carthage, Mo. (1490 kHz, 1 kw-D, 250-w-N). Owner is W. C. Williams, owner of KCMU(AM). It has one TPO, in 1977.

**KCOI(AM)** Jonesboro, Ark. (1310 kHz, 1 kw-D, 75-w-N). Owner is W. W. McDonald, owner of KCOI(AM). It has one TPO, in 1977.

**KCOJ(AM)** Waco, Texas (1520 kHz, 5 kw-D, 1000-ant.; 5 kw-N). Owner is O. A. Johnson, owner of KCOJ(AM). It has one TPO, in 1977.

**KCRV(AM)** Amarillo, Tex. (1540 kHz, 1 kw-D, 250-w-N). Owner is W. D. Reynolds, owner of KCRV(AM). It has one TPO, in 1977.

**KDAJ(AM)** Hudsonville, Mich. (1490 kHz, 1 kw-D, 250-w-N). Owner is W. A. Johnson, owner of KDAJ(AM). It has one TPO, in 1977.

**KDCJ(AM)** Dubuque, Iowa (1430 kHz, 1 kw-D, 250-w-N). Owner is R. D. Johnson, owner of KDCJ(AM). It has one TPO, in 1977.

**KDFI(AM)** Madison, Wis. (1240 kHz, 1 kw-D, 250-w-N). Owner is E. F. Johnson, owner of KDFI(AM). It has one TPO, in 1977.

**KDGE(AM)** Great Falls, Mont. (1370 kHz, 1 kw-D, 250-w-N). Owner is W. D. Williams, owner of KDGE(AM). It has one TPO, in 1977.

**KDIJ(AM)** Joplin, Mo. (1350 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KDIJ(AM). It has one TPO, in 1977.

**KDKC(AM)** Altoona, Iowa (1380 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KDKC(AM). It has one TPO, in 1977.

**KDOR(AM)** Davenport, Iowa (1400 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KDOR(AM). It has one TPO, in 1977.

**KEA(AM)** Eau Claire, Wis. (1540 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEA(AM). It has one TPO, in 1977.

**KEBB(AM)** Beloit, Wis. (1490 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEBB(AM). It has one TPO, in 1977.

**KEC(AM)** Youngstown, Ohio (1510 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEF(AM). It has one TPO, in 1977.

**KEF(AM)** West Monroe, La. (1470 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEF(AM). It has one TPO, in 1977.

**KEGL(AM)** Norwich, N.Y. (1550 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEGL(AM). It has one TPO, in 1977.

**KEJ(AM)** Jacksonville, Fla. (1520 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEJ(AM). It has one TPO, in 1977.

**KEJ(AM)** Jacksonville, Fla. (1520 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEJ(AM). It has one TPO, in 1977.

**KEM(AM)** Eustis, Fla. (1490 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEM(AM). It has one TPO, in 1977.

**KEMP(AM)** Cambridge, Mass. (1320 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEMP(AM). It has one TPO, in 1977.

**KEMP(AM)** Cambridge, Mass. (1320 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEMP(AM). It has one TPO, in 1977.

**KEMT(AM)** Newport News, Va. (1450 kHz, 1 kw-D, 250-w-N). Owner is W. D. Johnson, owner of KEMT(AM). It has one TPO, in 1977.

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Summary of broadcasting

FCC tabulations as of June 30

<table>
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<tr>
<th>On air</th>
<th>CPs on air</th>
<th>Total on air</th>
<th>CPs not on air</th>
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<td>0</td>
<td>2426</td>
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</tbody>
</table>

*Special temporary authorization

**Includes off-air licenses

CP to make changes in ant. sys.; change TL and SL to Hwy. 84 E.; change type trans.; change type ant.; decrease ant. height; 235 ft. (H&V) and change TPO (Main) (BMP1790613AK). Action July 27.

*WEGL(FM) Auburn, Ala.—Granted CP to make changes in ant. sys.; and change type ant.; R.C. from main studio at Haley Center, Auburn Univ. (BPM0790604AM). Action July 27.

*KOHLL(FM) Fremont, Calif.—Granted CP to change studio/R.C. location to 43600 Mission Blvd., Fremont; install new ant.; remote control, Ohlone College, Fremont (BPED-2701). Action July 27.

*KTSCI(FM), Pueblo, Colo.—Returned as unacceptable for filing application for major change in facilities of non-commercial educational broadcast station. Action July 20.

*QWKY-FM St. Petersburg, Fla.—Granted CP changing TL to First Financial Building, North Tampa, Fla.; change type of trans.; change ant.; make changes in system and change ant. height; ERP: 100 kW (H&V) and ant. height: 350 ft. (H&V). (BPH-11172). Action July 17.

*KLWN-FM Lawrence, Kan.—Granted CP to change TL, install new type of trans.; make changes in ant. sys.; ERP: 100 kw (H&V); ant. height: 590 ft. (H&V) (BPH-7810171A). Action July 17.

*WJSU(FM) Jackson, Miss.—Granted CP to change TL, administration tower; studio/remote control, Blackburn Hall; install new trans.; make changes in ant. sys.; increase ant. height: 150 ft. (H); change ERP: 0.1 kw (H) (BPH-7809225A). Action July 26.

*KWWE-FM Mexico, Mo.—Granted CP to install new trans.; install new ant.; change TPO and ERP: 100 kw (H&V); remote control from main studio at 1702 Liberty St., Mexico (BPH780805A). Action July 27.

*WSHA(FM) Raleigh, N.C.—Granted mod. of CP to make changes in ant. sys.; change type trans.; increase ERP: 25.5 kw (H&V) and change TPO; remote control from main studio at 118 East South St., Raleigh (BMP7906040AP). Action July 27.

*WCBS-FM New York—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 7.5 kw (H&V); decrease ant. height: 1280 ft. (H&V); utilize existing ant. sys. as aux., and change TPO; remote control, 350 Fifth Ave. (BPH790611A). Action July 27.

*KTFU(FM) Terrell Hills, Tex.—Granted CP of CP to change main SL to: 3900 Martin Luther King Dr., San Antonio, Texas. (BMPH-7906019A). Action July 31.

TV actions


* KOHS-TV Las Vegas, Nev.—Granted CP to change ERP to vis. 275 kw, aerial 31.6 kw; TL to summit of McCullough Range, 1.5 mi. SW of Henderson, Nev.; studio at 32325 El Dorado Blvd. (BPH-790605A). Action July 26.


In Contest

Procedural rulings


* WKYO(AM)-WIDL-FM Caro, Mich. (Tuscola Broadcasting Co.) Renewal proceedings: (BC Docs. 78-214, 78-216) — ALJ Thomas B. Fitzpatrick extended to Oct. 30 date for exchange of all exhibits of all parties with list of all witnesses to Nov. 14 date for notification of witness for cross-examination, and set hearing from Sept. 11 to Nov. 27 at 10 a.m. in Caro. Action July 31.


Petitions to deny

* KJKE(AM) San Antonio, Tex. — FCC has on remand, affirmed 1975 action renewing license of station licensed to Lone Star Radio Inc. U.S. Court of Appeals for District of Columbia Circuit had remanded case to FCC after Bilingual Bicultural coalition on Mass Media Inc. had appealed FCC’s decision to renew station’s license, despite Coalition’s petition to deny. In review of FCC’s action, KJKE’s renewal employment reports for 1973 to 1975, FCC affirmed its previous finding that station’s license-term employment figures—in conjunction with FBI Employment Opportunity Program (EEO) program and policies—were within “zone of reasonableness.” Action Aug. 1.

Allocations

* Ave. Ill.—Broadcast Bureau, in response to petition by Harold Lawder, assigned 103.9 mhz as its first FM assignment (BC Docket No. 79-172, RM-2535). Action July 25.

* Palmyra, Mo.—Broadcast Bureau, in response to separate petitions by Mike McKenzie and James E. James, assigned 98.3 mhz to Palmyra as its first FM assignment. (BC Doc. 79-70, RM-3262, RM-3260). Action July 25.


* West Union, Ohio.—Broadcast Bureau, in response to petition by Harold Parshall, proposed assigning 101.3 mhz to West Union as its first FM assignment; comments due Sept. 25, replies Oct. 15 (BC Docket No. 79-185, RM-3310). Action July 25.

Fines

* WVOW(AM) Huntsville, Ala.—Notified of apparent liability for forfeiture of $1,000 for fraudulent billing practices. Action July 26.

* WHHY(AM) Montgomery, Ala.—Ordered to forfeit $500 for excess power operation. Action August 2.

* K AMP (AM) El Paso, Texas—Ordered to forfeit $2,000 for repeated violation of rules, including failure to operate at times specified in station license. Action July 27.

* KLIP(AM) Fowler, Calif.—Ordered to forfeit $250 for repeated violation of rules including not calibrating remote plate voltmeter and plate current readings at corresponding instuments at trans. site from Sept. 1, 1976, to date of inspection. Action July 26.

* KYSN(AM) Colorado Springs, Colo.—Ordered to forfeit $450 for repeated violation of rules and failure to observe terms of station license. Action July 27.

* WQOT(AM) Savannah, Ga.—Ordered to forfeit $500 for repeated violation of rules including failure to maintain required audio equipment. Action July 27.

* WYEN-FM Des Plaines, Ill.—Notified of apparent liability for forfeiture of $5,000 for repeated violation of rules including failure to have an operator in actual broadcast.
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charge of transmitting system and on duty at TL during periods when remote control equipment was inoperative. Action June 7.

W8HY(A) Shelbysville, Ill.—Ordered to forfeit $250 for repeated violation of rules including failure to enter three times weekly base current and ann. monitor sample currents. Action June 21.

W3X(A) Madison, Ind.—Notified of apparent liability for forfeiture of $1,500 for apparent repeated violation of rules including failure to replace or repair tower lighting as soon as practicable. Action July 11.

W8BS(A) New Albany, Ind.—Notified of apparent liability for forfeiture of $250 for failure to comply with rules for issuing invoices which misrepresented station's station's daily program of programs. Action July 21.

W3K(A) Hinckson, Kan.—Notified of apparent liability for forfeiture of $250 for failure to make available equipment performance measurements within 14 months. Action Aug. 3.

W2TTL(A) Madisonville, Ky.—Notified of apparent liability for forfeiture of $500 for repeated violation of terms of its authorization. Action June 20.

W3XX(A) Hartsville, Miss.—Ordered to forfeit $2,000 for repeated violation of rules including failure to maintain operating power within limits of five percent of peak station below license allowable value during pre-sunrise operation. Action June 11.

W4S(A) Osage Beach, Mo.—Notified of apparent liability for forfeiture of $450 for repeated violation of rules including failure to make available equipment performance measurements within the time of inspection. Action June 20.

W4K(A) Kalispell, Mont.—Notified of apparent liability for forfeiture of $4,000 for repeated violations of rules for issuing invoices which misrepresented station's results of daily monitoring equipment. Action July 11.

W2H(D) Peaksil, N.Y.—Ordered to forfeit $1,000 for broadcast of lottery information. Action July 27.

WBCQ-AM-FM Bucyrus, Ohio—Notified of apparent liability for forfeiture of $250 for repeated violation of rules including failure to cease operation by remote control. Action July 11.

W4C(A) Lawton, Okla.—Notified of apparent liability for forfeiture of $250 for repeated violation of rules including failure to cease operation by remote control. Action July 11.

W4V(A) Randolph, Vt.—Ordered to forfeit $100 for repeated violation of rules in that station's station's results of daily monitoring were filed with FCC later than first day of factible operating calendar year prior to expiration date of license. Action June 11.

W1O(A) Pullman, Wash.—Ordered to forfeit $250 for operating in excess of 10 percent of authorized power. Action July 27.

W2K(A) Ronconete, Vla.—Ordered to forfeit $2,000 for repeated violation of rules including failure to maintain operating power within limits of five percent of peak station below license allowable value during pre-sunrise operation. Action June 21.

W4B(A) Park Falls, Wis.—Ordered to forfeit $250 for operating with a power greater than 105 percent of authorized power. Action Aug. 2.

WP3R(A)-WWRF(FM) Wisconsin Rapids, Wis.—Ordered to forfeit $550 for repeated violation of rules including failure to enter three times weekly base current and ann. monitor sample currents. Action June 21.

WP8R(A)-WYWW(FM) Wisconsin Rapids, Wis.—Ordered to forfeit $550 for repeated violation of rules including failure to enter three times weekly base current and ann. monitor sample currents. Action Aug. 2.

W66AN Key West, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 66 to rebroadcast programs of WPPL(TV) Miami. (BPTT-3467). Action June 21.

W30AB Marathon, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 66 to rebroadcast programs of WPTV(TV) Miami. (BPTT-3452). Action June 21.


W63AL Marathon, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 68 to rebroadcast programs of WPPL(TV) Miami. (BPTT-3469). Action June 21.

W65AP Marathon, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 65 to rebroadcast programs of WCKT(TV) Miami. (BPTT-3466). Action June 21.

W661AL Marathon, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 68 to rebroadcast programs of WPTV(TV) Miami. (BPTT-3450). Action June 21.

W32A Matecumbe, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 67 to rebroadcast programs of WCKT(TV) Miami. (BPTT-3453). Action June 21.

W343D Matecumbe, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 67 to rebroadcast programs of WCKT(TV) Miami. (BPTT-3454). Action June 21.

W35A Matecumbe, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 68 to rebroadcast programs of WPTV(TV) Miami. (BPTT-3469). Action June 21.

W35A Matecumbe, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 68 to rebroadcast programs of WPTV(TV) Miami. (BPTT-3453). Action June 21.

W35A Matecumbe, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 67 to rebroadcast programs of WCKT(TV) Miami. (BPTT-3454). Action June 21.

W35A Matecumbe, Fla.—Broadcast Bureau granted Board of County Commissioners—Monroe County CP for new UHF TV translator station on ch. 68 to rebroadcast programs of WPTV(TV) Miami. (BPTT-3469). Action June 21.
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General Manager with strong sales background for West Coast major market FM wanted by progressive, expanding mid-market. Send resume with salary requirements to: Emmett, 555 City Line Avenue, Bala-Cynwyd, PA 19004.

Group owner is in need of a Sales Manager capable of applying research in local sales. "Rep" background helpful but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO Box H-82.

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WJIS-FM Disco 106 needs experienced salesperson. Resume to Box 487. Ferdekstu, St. Croix 00840.

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Opportunity for aggressive sales person in radio broadcast sales. Station is contemporary, located in exchange, with growing west coast market. E.O.E. Send resume to WCIT Radio, PO Box 940, Lima, OH 45802. Annention Robert F. Rice.

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Texas Gulf Coast—Experienced and aggressive salesperson has great growth potential in Nation's one number one growth area as account executive with top station in market of one-half million. Guarantee Commission. E.O.E. Resume to Don Durden, KWIC, Box 6067, Beaumont, TX 77705.

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Your opportunity: staff announcer, production, news. Full time ABC. Resume, tape, KFRO, Longview, TX 75601. E.O.E.

Sports Announcer for medium sized radio and television market in northeast. Excellent opportunity for creative sports story reporting, weekend sports anchor work, and play-play. Must be experienced, dependable, have writing skills and can work with people. Send resume and videotape to Dean McCary, Harrington Rigter & Parsons, Inc., 280 Park Avenue, New York, NY 10017. An Equal Opportunity Employer.

DJ-Announcer: MOR and contemporary formats. Experienced only. Possible play-play or no phone calls. DJ-check & resume. WFVA, Fredericksburg, VA 22401. E.O.E.
HELP WANTED ANNOUNCERS CONTINUED

All night opening for creative, mature communicator. Good salary and benefits. E.O.E. Tapes and resumes to Program Manager, KLMS, Box 81804, Lincoln, NE 68501.

Modern Country announcer with easy style, good production. 2 years experience. Competitive market. Immediate opening. Phone Dan Mitchell, WFNF, Fayetteville, NC. 919-997-3131. EOE.

Southern New England’s Disco Station is looking for a region announcer. If you’re a Pro, willing to work hard and become a part of a H.O.T. radio station, send tape, resume, and salary needs to: Mike Adams, WMAS-FM, 101 West Street, Springfield, MA 01104.

Tender, Lovin’ Country is taking applications for future openings for evening announcer. Experience preferable. Tape and resume to Dave Bromann, KTLJ, Box 65, Twin Falls, ID 83301. 208-733-3319 EOE.

Immediate Opening for experienced announcer that can run a bright pleasant and tight country music show. Request to do production for automated rock FM. No phone calls please! Send tape and resume to Sherry Fuller, WBGY, Westside Dr., Tallahassee, FL 32308.

Experienced, take charge Morning Announcer for MOR station. Good voice and deliver a must. Tape and resume to Gary James, Radio Station, WARE, 90 South Street, Ware, MA 01082.

Top S.E. Market, immediate opening for top midday personality. Start talking at 30K. EOE. Resumes only to Box H-79.

Good station in small city of 20,000 has an immediate opening for an announcer and also for an announcer/newsperson. We must have stability in person we seek. Good station and good working conditions. Call or write Clint Formby, Box 1757, Hereford, TX. Phone 806-334-1850.

WSOY, Decatur, Illinois, is looking for experienced announcer with strong production for adult-contemporary format. EOE. Send tape and resume to Larry King, PO. Box 2250, Decatur IL 62526.

HELP WANTED TECHNICAL

Assistant Chief looking to become Chief Engineer or a chief engineer looking for new opportunity. Beautiful college town, 30 miles outside of Pittsburgh. Pennsylvania. A.M. and FM. must have transmitter and audio maintenance background. Send resume to Herb Goldberg, WHJB, 245 Brown Street, Greensburg, PA 15601.

Wanted: Experienced Chief Operator (engineer) for a California resort radio station. Starting pay $15,000 per month. Increase negotiable. Possible overtime. DJ’s need not apply Box G-241.


Chief Engineer – 10 kw directional AM, 50 kw FM with automation. Strong maintenance, digital and RF background preferred. Salary approximately 24k. depending on experience. Contact David Gleason, Manager WGLI/WNIT, GPO Box 71386, San Juan, PR. 00936. Include full resume and references. An Equal Opportunity Employer.

Chief Engineer – Newly equipped California 5 Kw, DA, AM, Class “X” Automated FM. Live in center of where the action is, sports, fishing, mountains and all. Send resume to J.M. Hall, KCEY/KMIX, PO Box 979, Modesto, CA 95354.

Chief Engineer in Medium sized Midwest Market. Must be proficient in AM and Automated FM operation. Excellent opportunity. Salary commensurate with experience and ability. Reply to Box H-6.


Radio Audio Engineer: Six-station interconnected FM radio network in Minnesota seeks engineer strong in audio, with some RF background, to help design and build new studios (with new concept/total rooms and studios), and remain as Chief Audio Engineer with responsibility to evaluate, specify, design, test and install equipment to ensure highest standards of quality throughout network. Send resume, salary requirements, letter of interest and references to Tom Kigin, Box B, Minnesota Public Radio, 400 Sibley St., St. Paul MN 55101.

Southeast, 50,000 Watt AM-Directional and 5000 Watt FM needs chief engineer. Only experienced need apply EOE. Resume with monetary requirement to Box H-50.

Engineer/Announcer – 1st Class Station in city of midwest. KNEI AM-FM, PO Box 151, Waukon, IA 52172 or call 319-588-3476.

Currently Assistant Chief and ready to move up to Chief? Work under the direction of our consultant as Chief. Some audio, transmitter repair experience necessary. Don Bishop, KWBZ, 3 West Phoenix, Denver, CO 80110.

Chief Engineer for AM, directional night time only. Studio must be in a pleasant, related area of equivalent experience. Engineer ready to move up to directional operation. Good salary in Midwest. Call RWG 712-239-2100. EEO.

Ambitious, audio oriented, nit-picking Chief, for successful, well engineered AM, in the prosperous Sunbelt. A good opportunity with a small but growing company. Start 12K. Send brief resume to Box H-57.

Chief Engineer, medium size Market... Experienced with Automation, AM & FM knowledge of FCC Rules and Regulations. John King, 333 E. Church St. Urbana, OH 43078.

HELP WANTED NEWS

A real mobile street “digger” wanted for expanding news operation in Los Angeles. Immediate opening for a full time radio news department for new acquisition. Need news director and reporters. Resume and tape to Command Broadcast Group, Box 511, Beacon, NY 12508. E.O.E.

Anchor-Reporter for morning drive news in suburban NYC market. We're looking for a broadcast journalist with good on-air sound, solid writing and reporting abilities. Minimum one year experience in radio news. Tape and resume to: Jeff Reisman, WNLK/GF, Box 1350, North Walsham, CT 06850. EOE.

Newswoman! Need aggressive talent for No. 1 AM/FM combination. Tape and resume to Susan Giovatti, WHCN, Box B, Anderson, IN 46015. E.O.E.

正在工作中的区域电台寻求新闻/体育导演。仅限有经验的专业人员申请。WPHM, 2014 Military, Port Huron, MI 48060.

New Jersey’s largest full time radio news department needs experienced news anchor. Must have strong writing and on-air ability and be dedicated to local news. Excellent salary and benefits. Tape and resume to: News Director, WQCD-FM, Box 927, Totowa, NJ 07583. EOE.

Wanted: immediate opening, news director. Looking for professional sounding, news directors to lead hard working crew. Also opening for, sports director, with play by play experience. Rule/sport resumes to Jack Hensley, KCLD Radio, Box 1458, St. Cloud, MN 56301.

Top S.E. Market needs afternoon radio news anchor, writing, reportorial skills and good air sound a must. EOE. Send resume to Box H-80.

Experienced News Person Wanted for number 1 radio station. Tape and resume to Gary James, Radio Station, WARE, 90 South Street, Ware, MA 01082.

Metro-area Small Market needs news director of quality in his or her air shift. Good pay, many benefits to right person. Must be strong on actualities, gathering and writing with strong delivery essential. Contact Joe Bell, WD, Georgetown, MD 513-378-8151.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Operations Manager promoted to GM position within his company. Need top-rated announcer/producer with strong administrative skills for this growth spot immediately. Engineering-computer-FCC Rules & Regs experience helpful. Cassette tape and resume to KWAM-FM, Box 2986, Fargo, ND 58108 701-237-5436. EOE.

Program Director needed to do on-air shift—work with promotions—and handle air staff for expanding group broadcaster in a highly competitive market. Excellent opportunity for the right person. Tape and resume to Command Broadcast Group, Box 511, Beacon, NY 12508. 914-831-8000. E.O.E.

WMNU-FM seeks Producer-Director (Music). Responsible for production of cultural and arts programs on WCMF High School station serving a market of 300,000 people. Background as a music director of at least one year, experience with public radio, a bachelor's degree or equivalent experience as defined by an FCC license required. Salary range: $13,200 to $19,200. Applications postmarked no later than August 24, 1979. Send resume, audition tape or cassette with classical music announcing techniques. Demonstrated to: Office of Personnel and Staff Benefits, Northern Michigan University, Marquette, MI 49855.

Program Director for top rated modern country station. Beautiful market. Must be able to handle air shift. Strong administrative skills, ability to manage and motivate a creative staff, and pull your own shift. Experience necessary. Send resume and financial requirements to Jerry Gutensohn, General Manager, WNTR Radio, PO Box 1047, Talahassee FL 32302.

Program Director…needed to take charge of contemporary MOR AM station in the Northeast. Good pay—more if you can handle an air shift—in this mountain lake market. An opportunity for leadership, creativity, ratings, maturity and experience. An Equal Opportunity Employer: Box H-22.

Program Manager for Seattle Beautiful Music Station. Experience with Beautiful Music a must. Salary: from $16,000 to $24,000 EOE. Send inquiries to General Manager, KBSR, PO Box 11335, Tacoma, WA 98411.

Program Director needed for Seattle’s top 25-34 soft AOR AM/FM. Empathetic administrator for these group-owned stations must be knowledgeable in FCC rules & regs. Call Mike Henderson, General Manager of KZAM AM/FM at 206-454-1540. An equal opportunity employer and female.

SITUATIONS WANTED MANAGEMENT

General Manager of small manufacturer with three years radio sales desires to manage and sell for small market station in Maine, New Hampshire, or Vermont. Would like option to buy piece of station. 31; Degree 23 Business Family Box G-22.


Thirteen years in Radio—Management Sales, Programming AM & FM, Seeking key position and appropriate options. Maturer, with many ideas. Box 20.
SITUATIONS WANTED MANAGEMENT

Looking for medium or major met. daytime station to do turn around on. If your station qualifies—try my answer. Prefer also equity participation. Write Dr. Daytime Box H-1.


Operations Program Manager—strong on leadership and detail. Experience includes AM/FM contemporary and country programming, 20-op sales, group management, B.A. degree, 12-years broadcast experience. Box G-139.

Solid sales, programming and administrative experience. True professional who desires management level position. Mid-Atlantic area preferred. Box H-55.

General Manager, heavy experience, documented success record with group plant, small stations. Exceptional skills in organization, administration, programming, sales, promotion, General Manager, who's practical, profit producer. Family wants relocation. Hot line number: 815—878-3023.

SITUATIONS WANTED SALES

Experienced, hard working, young broadcaster wants into sales!! B.A. in Communications, First Phone, good voice, six years experience. Prefer Southeast, Box H-12.

Outstanding sportscaster, five year pro with big ten PBP experience can double with sales experience. seeks college PBP 217—427-2324.

SITUATIONS WANTED ANNOUNCERS

First job wanted. Broadcast trained. Third ticket. Phone week days 716—834-4459.

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., Maltapan, MA 02126 617—298-5564.

Versatile Air Personality, 3rd Class License. Resume and audition tapes available. Creative and full of pep. R and B or Disco box G-249.

Personality, dedicated, dependable hard-worker, creative, pleasant voice, ideally relocate. Immediately seeking Top 40, RB or Disco station. Contact Charles Robinson 312—787-8220, 348-8429.

Young experienced versatile black male who’s willing to sacrifice his time in order to enrich your station. Can do news reporting, commercial writing and performance, and sports play by play for radio and television. Call Reuben Lewis at 215—849-1233 or 215—922-2530.

Unique air talent. Four years experience. Can do it all. Call Frank 312—730-3068.

MGR or Modern Country Announcer. Experienced as P.O.M.D. Excellent references and stable work history Box H-53.


Young ... Ambitious Disc Jockey only 6 months experience plus some college air time. Ready willing and able to learn immediately. Tape and resume available. Call or write Jerry Meggie, 2 Maple Place, Albertson, NY 11507. 516—621-6417.

Talk Host—G.M., Major League Sports Franchise featuring Jimmy Conners, Press Officer for big city Mayor, award winning News and Sports Director for Metropolitan Station and more, Dynamic personality with wit and common sense, wants to return after 10 yr absence. Box H-56.

Professional Announcer, twenty years experience, music, news, production. Prefer M.O.R., beautiful music or country format. Will be your P.O.R. or work hard for the one you have. Call: 504—523-4404.

Top Sportscaster, telephone sports talk, p-b-p. currently with CBS owned 50 KW Box 54, Lumberton, PA 18933—215—297-5609.

Seeking 60’s, 60’s, and 70’s Adult Personality format. Music specials and artist interviews my specialty. Award winning MD with 3 years commercial experience. Available now! Will relocate. Box H-55.


New England Radio: Stable, capable broadcaster currently programming 80 kw FM in Portland, Maine. Metrix seeks Adult Contemporary or Country airshift. 7 years experience, Nick Seneca, 207—725-5507 mornings. 207—725-2657 evenings.

Female, 24, 1st ticket. exp. 1—414—344-5617.


Experienced DJ light board, good news, commercials and production, will go anywhere, now. Box H-64.

SITUATIONS WANTED TECHNICAL

Energetic 1st phone tech will relocate. Contact J. Fox, 25 Oliver St, Brooklyn, NY 11209.

First Phone needs job now! Serious offers only no hassel, mis-leads, please! Willing to work any hours as chief engineer of small AM or FM. Can pull board shift, no answering. Old TV station, audio engineer, Pref. in Williamsburg, VA but can consider others. Married, Age 35, Honest, dependable. REI 71 graduate. 918—443-7289 after 6:00. Box 114 Circle Drive, Rocky Mount, NC 27801.

SITUATIONS WANTED NEWS


Sports Director of Pennsylvania’s top small market sports station in a play-by-play background, looking to move up to Division I basketball and football play-by-play. Eight years experience. For resume and tape, write: Dave Doyle, 220 East 13th St., Bozmoogur, PA 17815.

News Editor, Radio Canada International. Graduate production, announcing and sales experience. Mature professional seeking creative opportunity in 50,000 plus community in Carolinas, Georgia or Florida, Box H-13.

Sportscaster/newscaster seeking medium market position. Three years commercial experience. 516—781-0037, Larry.

Six years experience as reporter and news director—seeking new medium or large market challenge in Midwest. Box H-48.

Top P.B.R. Sportscaster desires major college P.B.R. spot. Experience in football, basketball etc. If you want one of the best, reply Box H-51.

Experience Counts—Seven years in radio news, plus seven on city desk of daily newspaper. Ghetto write, deliver news and manage news department. Roger Ulrich, 14 Cherrywood, Wyomissing, PA 19610.


Finally Graduating, but already have 2 years experience at all-news station as air traffic reporter, editor and general assignments. Ready for full-time reporter position. Box H-61.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Successful Communicator seeking 500,000 plus market job with an aggressive Country Music Station. Experience as PD/MM. 13 year pro. Family man. 1st. Programming but considering all day areas. Box G-120.

Whatever Happened to creative radio? Family man with five years experience seeks position with future in both Major Midwestern and Major Southeastern production, copywriting, automation, promotion, and all other aspects of radio. Many character voices. Let’s make money together! Call 214—763-4055.

Warm, friendly, sounding announcer, with first phone sportscaster programming experience to apply contemporary or MOR station in Mid-Atlantic or Southeast. Market size not as important as opportunity. Tape and resume at Box H-83.

Medium Market (Top 50) AOR programmer seeks career move to target preferably, eastern, city Adult Contemporary Top 40. AOR. Good team member. Good track. Details, 703—339-5795.

Modern Country PD, MD, DJ. 16 years experience. Excellent track record. For West only, please. Darrell Wilson 602—384-4147 evenings.

TELEVISION

HELP WANTED MANAGEMENT

Assistant Director of Grants Development. Responsible for assisting the Director in research, coordination, writing and presentation of WHA Radio and Television production projects to potential funding agencies. Major responsibilities include: research and analysis of funding sources; proposal writing; client contact and presentation of selected proposals; monthly newsletter; manage routine administrative detail; manage funding coordination system; department liaison activities; assist in radio citizen support activities; working directly with the Director of Business Development. Requires: Bachelor’s degree required. Master’s in business or arts administration preferred; knowledge and experience with public broadcasting and demonstrated proposal writing ability required. Salary: $14,000. Completed application deadline September 4, 1979. Write for application and details: Ronald C. Bonstein, Director and General Manager, WHA Radio and Television, 821 University Avenue, Madison, WI 53706. An equal opportunity affirmative action employer.

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.


SIN—the National Spanish TV network is expanding in Spanish USA. America’s fastest growing market. We have openings in sales and sales management in a number of sunbelt markets for aggressive self starters. All replies will be held in confidence. Please send resume to Box H-78.

HELP WANTED TECHNICAL

Assistant Chief Immediate Opening. NBC/ABC Affiliate in beautiful southwest, 3 hours from San Diego. Must have maintenance experience with TV transmitters, preferably RCA TT-10, TT-25, Microwave and studio equipment desirable. Call K.C. Jones, Chief Engineer, 602—782-5113.

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.

Aat. 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.

Broadcasting Aug 13 1979
HELP WANTED TECHNICAL CONTINUED

Chief Engineer for group owned UHF affiliate. Must have hands on experience with TK-27, TK-45, UTU-30 RCA Quad Machines, ACR-25, Sony ENG, and inter city microwave. Budgeting experience and good supervisory skills important. EOE. Please contact Geiw Mackey 8-976-8301.


Chief Assistant Engineer for television. Immediate opening. Progressive medium market station seeks experienced assistant chief engineer with knowledge of ACR-25, RCA TK-45/762/C6C and Sony ENG. RCA training desirable. Responsibilities include coordination of surrounding in energy developmental area. Contact Jack Davis, Chief Engineer, KFYR-TV, Box 1738, Bismarck, ND 58501. 701-233-0900.

Engineers with the highest level of technical expertise needed by Major Production Facility. Work with state of the art equipment. All applicants must have heavy digital experience. Call Don Faso, Chief Engineer at 404-634-6181 or write Video Tape Associates, 1733 Clifton Road, ATL, GA 30329.

Technical Specialist, PR1. Operate and maintain black and white television studio used for student training. School is a highly regarded center for educational training involving writing, directing, and overseeing in film production. This is a full-time position open to students and faculty during television productions. Maintain and service other electronic equipment in communications building including film and side production television equipment, PA system and television broadcast equipment. Qualifications: Associate Degree in Electronics and two years experience servicing broadcast television equipment. Full letter and resume as soon as possible to Dr. John Malcolm, Director of Instructional Resources Center, McCormick Hall, State University College, Fredonia, NY 14063. Starting date: August 9, 1979. Affirmative Action/Equal Opportunity Employer.

Chief Engineer, VH-1. Network affiliated. Hands on chief with good managerial skills. Start at 22K. EOE. Send resume to: Box H-87.

Technical Operations Supervisor: KCET's Engineering Department is in need of an individual who possesses: 10 years TV Broadcast Engineer experience. 3 years maintenance experience and 1st Class FCC License. At least 2 years supervisory experience desirable. Send letter and resume to: KCET Personnel, 4401 Sunset Blvd., Los Angeles. CA 90027 or call 213-687-9273.

TV Maintenance Engineer: Wanted immediately for prominent public station. Minimum 2 years technical experience with broadcast equipment maintenance plus 1st Class FCC. Send resume to WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Chief Engineer: Major West Coast market VH seeks chief engineer with management experience who is people-oriented and has a good grasp of the future technical needs of commercial broadcasting. EH help. Department has large personnel. Excellent, Special projects numerous. EOE. Box H-45.

HELP WANTED NEWS

Sports Director—Previous broadcast experience required. Play-by-play, reporting, and anchoring skills essential. Resume to WTVR-TV, Box 751, Charlotte, VA 22902. EOE.

Night Beat Reporter, one year experience, team with photographer for production of daily enterprise spots, news packages, and production segments. Send resume and tape to Personnel Director—Broadcasting, WSM, Incorporated, PO Box 1120, Nashville, TN 37202. An Equal Opportunity Employer.

3-Time News Photography Station of the Year is looking for retired photojournalists. News reporting and photography experience essential. Send resume and tape to George Tomek, KTVY, PO Box 14068, Oklahoma City, OK 73113.

News Director: Market level needs resourceful news manager in resource-rich Interior Alaska. CBS affiliates, TV & radio. Interesting stories, good pay, recreation unlimited. Good opportunity for current N.D. or reporter, wants advancement. Send resume to Box Hove, G.M., PO Box 950, Fairbanks 99707. 907-452-2456.

Mature anchorperson, male or female, with news-gathering and on-air experience for medium-sized market in northern background helpful. Send resume to Box H-7.

Weathercaster— a communicator who can tell the public when to come in out of the rain. We need a bright personality that understands the atmosphere well enough to keep us all dry. Excellent weather cast. Top 100 market in the sunbelt. Deadline for sending in resumes is August 17. Send resume and salary requirements to Box H-8.

WJCL-TV has an immediate opening for an on-camera street reporter. All ENG station. Send resume & video tape, apply in person, or call Douglass Weathers, ND, 10001 Abecrom Inst. Savannah, GA 31406 912-925-0022. EOE. MiF.

News Director: Professional Journalist experienced in all areas. Must possess: 1 year of management experience. Send resume to Box H-15.

TV News Photographer—Top southeast market is rebuilding Photography Department and seeks an experienced take charge ENG expert. This person must be able to lead a photography and editing staff of 12. Only experienced, goal-oriented persons with a proven record of leadership need apply. Send resume in confidence to Box H-20.

News Director—Group owned network affiliate seeking an experienced manager for its 26 person award winning news operation in North Central market. Send resume and complete professional background. We are an equal opportunity employer. Send resume to Box H-69.

Anchor: Solid newscaster who projects high-energy level. Must have two years experience as a news anchor on a local network affiliate. Call or write to Box H-72.

Producer/director: 6 and 10 PM news. Are you currently producing a last paced news show in a smaller market? Must have at least one year experience of the highest rated NBC affiliates in the U.S. Send resume and program producing experience required. Box H-74.

Top fifteen sports mad southern city wants hustling creative weekend sports anchor/weekend sports reporter. Send resume showing interest and pressure. We are an equal opportunity employer. Box H-67.

Need Weekend anchor who can get on the street and report too. Immediate opening. Send tape and resume to: WECT TV, Box 4029, Wilmington, NC 28408. EOE.

South Florida ABC affiliate on the move! Immediate opening for experienced News Producer. Future openings possible for positions of reporters, camera operators, and newswriters. Send resume and telephone number to: Anchorperson wanting advancement. Send resume and tape to Box H-72.

Anchors/Reporters for 10 newsman. Send resume and tape to Box H-69.

TV News Anchor: Immediate opening for an experienced news anchor. We're looking for someone to raise the level of our news. We need someone who can take charge and move us to the next level. Immediate opening. Send resume and tape to Box H-69.

Sports Anchor: Top southeast market seeks Sports Anchor/Producer/PBP. Experience in sports Anchorperson & directorial experience, knowledge of ENG/PBP experience and expert on-air production technique. Send resume in confidence to Box H-65.

Co-Anchor/Reporter for WTRF-TV, Wheeling, W.Va. Must have at least two years TV reporting experience. Send resume and tape to Box H-14, KREG/TV, 9616 W. St., Wheeling, W.V. 26003. No telephone calls. EOE Employer.

Anchorperson for local TV station. Send resume and Anchors for local market TV station. TV production and anchoring experience required. Send videotape & resume to Personnel Office, 3 Constitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer.

Anchor/Reporter position for experienced on-air newscaster. Send resume and tape to WMMB-TV, Box 1340, Panama City, FL 32401. Attention: Doug Grimm.

News Director, small market station, good reporting and newscast judgment, mature leadership and on-air skills required. Southern location. EOE. Send resume to Box H-65.

Innovative News Producer needed for top 15 market. If you're interested in being a part of an exciting, unique and high profile news team, apply to: Bob Eitzen, WBBM-TV, 6975 York Avenue South, Minneapolis, MN 55435. EOE.

Assignment Editor/Producer needed by tropical island cable TV news department. Potential for promotion to News Director. Send resume to: WMMB-TV, Box 1340, Panama City, FL 32401. Attention: Hank Johnson.

Photographer, Minicam operator for medium-market CBS affiliate in Southwest. We're looking for someone creative, reliable, and full of new ideas. Experienced or inexperienced. Send resume and tape to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120. No phone calls, please.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Auction Manager—Coordinate annual Art and General Merchandise Auctions, and other fund raising events for public broadcasting station. Experience working in advertising, public relations, fund raising, sales or business management, BA preferred. Salary commensurate with background. Send resume to Personnel Manager, WCBE-FM, 403 N. Main Street, Jacksonville, FL 32206, EOE/M/F.

Producer/Director: Dominant affiliate small Eastern market. At least 2 years experience in CML production, news and video editing. Send resume attention: Bob Eitzen, WBBG-TV, Box 1200, Binghamton, NY 13902. An Equal Opportunity Employer. M/F.

Post-Production Specialist—Must have two years experience in all phases of commercial and program post production: 3/4" editing, preferably with Sony SVE, 2" VTR, video switches, and audio board operation. Must be results-oriented, able to keep pace with rapidly changing technology. Send resume and tape to: WVEU, 114 Apple Street, Dayton, OH 45404. EOE/M/F.
HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Promotion Director We're looking for a person with the ideas and energy to make our station a solid No. 1 in the market. You will be responsible for the development and promotion of our production. News is our highest promotion priority but we also place heavy emphasis on entertainment programs, especially those that are in compliance with our syndicated contracts and on community-involvement promotions. You must be an idea person with television production and promotion expertise to help open our new plant. Send your resume to: programming, WBHH-TV, 3719 Central Ave., Fort Myers, FL 33901. No phone calls, please.

Producer-Director Wanted - Looking for an experienced producer for our 11 p.m. News. Must have solid background in all phases of news and ENG. Include live microwave. If you can produce a highly visual fast pace newscast and have a good personality, please send cassette sample of your work to Allen Jones, PO Box 2009, Dunham, 32770-002, EOE.

SITUATION WANTED SALES

Experience, hard working, young broadcaster wants to sell!! B.A. in Communications to our clients. First Phone, good voice, six years experience. Prefer Southeast. Box H-12.

SITUATIONS WANTED NEWS

Sports reporter seeks medium or even small market position. Must have proven TV and Radio experience, knowledge of ENG. Been away from broadcasting on sabbatical for ½ year. Have B.A. degree. Paul Sherry 707 - 584-9481.

I'm looking for a news operation in need of an anchor/reporter with strong writing, delivery, and on-camera capabilities. For the right station, I'll bring along an M.A., three years experience and 110% effort. When do I start? Drew Simpson 714 - 673-7086.

Award Winning Radio News Director/Manager downtown Chicago, looking for an experienced news director with proven track record of increased listener share to a large metropolitan market. Send resume to: Bob Stephens, WBBH-FM 55108.

Award winning newspaper editor, working weekends on assignment desk in major market, seeking news management position. Box H-26.

Innovative female sports/newscaster, interviewer/host. Excellent and broad background in sportsfield with a fresh creative approach. Attractive and articulate. VTR and resume available on request. Call Natalie Krueger, 312 - 438-8600, R. No. 2, Box 93, Long Grove, IL 60047.

Seventeen months, small TV market, I'm bored! Assignment editor/writer. Director desires position in larger major market. Box H-54.

Anchor/Reporter/Producer desires position on Central East Coast. Young, dynamic, achieves. EEO classification. Wanda Stanke Box H-75.

Graduate looking for reporting, weekend anchor. Sports experience PBP small or medium market, PJ Johnson, Box 463, Montezuma, NC 28363.

Experienced Black Weathercaster ready to relocate to a small or medium size market. 10+ years experience. Please include: B.S. Mass Comm., M.S. Education, First Phone, and Seal holder. Prefer TV weather but will consider other positions with a future. For tape and resume Box H-61.


News Director. Dedicated professional with 13 years experience wants to move from medium to large market. Would consider asst. news director/exec. producer, or producer slot in the right station. Box H-71.

Fulltime sports position. Seven years fulltime radio sports experience. Six years major college play by play. Now television anchor and general reporter. J.D. Ferry, 304 Merrimack Heights, St. Albans, VT 05472.

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

Top reporter in 50's market advised to move up, 28, nine years experience, open to moving for career advancement. Box G-233.

Anchor-Producer-Talk Show Host (small market) seeking challenging position as interviewee, hostess, magazine program, or talk show. California or Florida preferred. Send resume, references, tape available. Medeline 412 - 430-761.


Chief Photographer 18 yrs in Top 50 market. $20,000 salary Box H-77.

SITUATION WANTED PRODUCTION, PRODUCTION AND OTHERS


Recent Masters grad.: broad media background seeks work: television production or college instructor- audio/photo. Write: Brian Kochera, F-38 Broad- moor Apartments, West Columbia, SC 29169.

Experienced Young Female producer/director (Grim) looking for career change. Something back in local talk, news and commercial production. Strong administration. Box H-39.


ALLIED FIELDS

HELP WANTED SALES

Television Syndication Sales: We are a top company with an outstanding growth record and are in the expanding West Coast. We are looking for two sales people. One is an experienced pro that is strong on results. The other has television buying experience or sales experience for syndication. Both positions require the ability to get things done. Minimal travel. Send resume and salary requirements to Box H-66.

HELP WANTED ANOUNCERS


HELP WANTED TECNICAL

Chief Engineer Los Angeles Remote Recording Facility require maintenance and operations engineer with 3 years minimum experience in VTR's camera switches etc. Send resume to: TransVideo Productions, 1028 N. La Brea, Hollywood, CA 90038.

Technical Producer Director--corporate color CCTV studios/multi-camera/photographic facility operation, maintenance, production and direction of video and multi-image programming; aggressive, creative self-starter with demonstrable ability to represent station from concept to completion; join creative staff in Program Development/Communications of successful publishing company; provides creative opportunities or experience equivalent. Competitive salary; comprehensive benefits. Contact: Vince Williams, Per- sonnel Director, The Lumbermens Mutual Insurance Company, Mansfield, OH 44901 419-522-1311.

HELP WANTED PRODUCING, PRODUCTION AND OTHERS

Producer/Director: Immediate opening for creative individual with background in Radio, TV, Journalism or related field and 3-5 years of "Hands-on" production experience directing production crews. The setting is the King Faisal Specialist Hospital Research Centre in Riyadh, the capital of Saudi Arabia. The Hospital is a 250 bed referral med- ical center with over 2000 employees from all over the world, 24-hour married-status, contract salary and bonus, $30,000+ housing, vacations, transportation, etc. Interested, qualified candidates should submit a current resume with salary request: P. Shamin, Hospital Corporation International, One Park Plaza, Nashville, TN 37203. 1-800-251-2561, 1-800-342-2110 in Tenn. An Equal Opportunity Employer.

Copywriter with flair for humor, depth, and produc- tion value in commercial scripts and presentations available for openings in radio, television, magazine, 1349 Regal Row, Dallas, TX 75247. Unlimited creative op- portunity, with some production involvement. Show reel by sending resumes, resume tape, or tape to Ken Justiss, Vice President, Operations. No phone calls.

Broadcasting Aug 13 1979 69
HELP WANTED INSTRUCTION


Muskingum College, an independent, four-year liberal arts college, anticipates opening an academic year with a qualified faculty person to teach a broad array of courses in broadcast and to serve as Director of the college's CATV facilities. Both teaching and industry experience required. Salary competitive. Send vita, credentials, and recent letters of recommendation to the Academic Dean, Muskingum College, New Concord, OH 43762. (Muskingum College is an Equal Opportunity and Affirmative Action Employer)

Assistant Professor-Radio-Television, to teach three courses in areas of expertise, from among the following: regulation, media criticism, production analysis, and group interaction, or a graduate seminar. Full resume and names of at least three professional references by October 1st to H Eugene Dybing, Depl. Exeutive Officer, Radio-Television Dept. Southern Illinois University, Carbondale, IL 62901. Position begins January 15, 1980; Salary competitive. SIUC is an equal opportunity employer and minorities are actively encouraged to apply.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ithibde Stew, Laredo, TX 78040. Manu 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 Kitson Flattley Media Corporation In Georgia call 404-324-1271.

FOR SALE EQUIPMENT


RCA TP-7 Slide Projectors: Very good condition. $4,000.

Collins MW-408D Microwaves: 7 Ghz, one audio channel, available, $2,500 ea. Ampex 1200A VTRs loaded with options $28,000 ea.

GE PE-400 Color Cameras: Pedestals, scopes, racks, like new $14,000.

GE PE-350 Color Cameras: Excellent condition, 3 Available, $8,000 ea.

RCA TR-50 Hi- Band VTRs, good condition, 2 Available, one with editor $24,000 ea.

GE 12Kw UHF Transmitter: Ideal for new station, good condition, $14,000.

RCA TK27A Film Camera: Available with TP 15 Multiplexor $12,000.

RCA TP86 Film Projector Good condition $1,000.

GE PE 240 Film Camera: Excellent Condition $9,000.

RCA-10 AL VHF Television Transmitter Channel 6, many spares, $6,000. We 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.

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, production aids, over 325 dynamic tracks on 4 low-priced LPs! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA. 90801.

Free bookslet on job assistance. 1st Class FCC license and D.J.-Newscaster training, A.T. 152, 52nd 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 September 10 and October 22. Student rooms at the school 61 N. Pineapple Ave., Sarasota, FL 32577, 813-955-8822.

HELP WANTED MANAGEMENT

SALES MANAGER

Small market, 5 salesmen plus copy departmemt. Well running machine. Need solid aggressive motif. We have the tools ... we have the foundation. Help our expanding AM/FM go to higher heights. Contact: Vern Kasper. 317/659-3338.

RADIO

HELP WANTED TECHNICAL

RADIO NETWORK DIRECTOR OF ENGINEERING

Six-station interconnected FM radio network in Minnesota seeks engineer with AM, FM, audio, microwave and satellite experience, plus administrative skills, to be responsible for engineering activity as Director of Engineering. Send resume, salary requirements, letter of interest and references to Tom Kight, Minnesota Public Radio, Box A, 400 Sibley St., St. Paul MN 55101 AAVEOE

Help Wanted Programming, Production, Others

50,000 WATT GIAN T WBAP DALLAS-FORT WORTH

has opening for a Program/Operations Manager. If you have a successful track record in programming operations, and people management with minimum 5 years experience and resume to Warren Potash, Vice President and General Manager, WBAP 3000 Barnett St., Fort Worth, Texas, 76103. An E.O.E.
EXCITING OPPORTUNITY

NEWS DIRECTOR
KGO NEWSTALK RADIO
SAN FRANCISCO

Immediate opening with San Francisco no. 1 radio station. Please apply only if you have management experience with major news blocks in top 20 markets. Resumes only to:

Jerry Johnson
Operations Manager
KGO Radio
277 Golden Gate Ave.
San Francisco, CA 94102

Equal opportunity employer/An ABC owned station

SITUATIONS WANTED MANAGEMENT

Broadcast Management
I would like to get back in to broadcasting with a professional company the consulting business not my cup of tea former group vice president, successful owner. former CEO broadcasting division of a national company FM AM CATV same Company over 20 years 49 years old. Box H-21.

SITUATIONS WANTED ANOUNCERS

Tired of Space Cadets, Elbow Benders and Stars?
Looking for a drive time team that are funny showmen, with excellent production skills, who can sell on the air? Box H-85.

TELEVISION

Help Wanted News

NOON ANCHOR/REPORTER
Top 30 market, No. 1 station needs a bright, attractive news person who likes team play and wants to win. Excellent salary, group owned. No beginners please. Send resume to Box H-40. E.O.E.
Help Wanted Technical

**TELEVISION BROADCAST TECHNICIAN**

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education.FRINGE benefits include Medical, Life Insurance and Pension Plan. Salary to $22,800 depending on experience. Send resume to Chief Engineer: WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. EOE. M/F.

**VITAL HAS A FUTURE FOR YOU**


**TV MAINTENANCE ENGINEER**

Needed immediately to maintain TV translator system, microwave, Quad, 1", 3/4" videotape recorders, RF Distribution systems, color cameras. Excellent salary and benefits. Send resume to Kenneth M. Wasmund, 5520 Fredonia-Stockton Road, Fredonia, New York 14063.

**OPERATION AND MAINTENANCE TECHNICIAN**

Experience with quads, ACR's, MCR switchers, film and studio cameras. First class radio telephone license required. Excellent salary and benefits. An equal opportunity employer. Send resume to Box H-14.

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 at the bench in Sony Compton SVC Lab. Candidate should have a minimum of 3 years direct maintenance experience. Please call or send resume to:

Tomo Wada
Sony Broadcast
700 West Artesia Blvd.
Compton, CA 90220
(213) 537-4300 Ex. 379

ALLIED FIELDS
Help Wanted Technical

**TELETRACK**

American Totalisator Has Exciting Positions In It's Newest OTB Production

Teletrack, located in New Haven, Connecticut, combines the excitement of a most modern entertainment center with that of the actual thrill of the racetrack including full color video representation of the prime New York races live on a large screen.

With the scheduled opening rapidly approaching, we are currently seeking the following professionals to staff this new concept in sports centers.

Our current needs are:

**AUDIO-VIDEO OPERATIONS MANAGERS (2)**

Requirements include experience with broadcast quality professional/video tape recorders. Individual will be responsible for the production of acceptable audio/visual programs and will direct a crew of technicians engaged in video control, audio and other related technical state-of-the-art equipment.

**AUDIO-VIDEO MAINTENANCE ENGINEERS (2)**

Candidate must have experience with the maintenance and calibration of switches, professional video recorders, monitors and test equipment.

**AUDIO-VIDEO OPERATIONS TECHNICIANS (4)**

Individual must have experience in operating broadcasting quality videotape recorder and other related equipment.

**AUDIO-VIDEO PROJECTION ENGINEERS (3)**

Candidate must have experience in operating and maintaining sequential Eidophor projectors.

We offer a wide range of career possibilities and a comprehensive compensation package with a full range of benefits. The opportunities to shine in our newest production are here. Interested applicants should call collect or send resume including salary history to:

Jack Monahan
(301) 666-8700

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Help Wanted Sales

**TERRITORIAL SALES REPRESENTATIVE**

TM Productions, the nation's largest Broadcast Service Company is now hiring territorial sales representatives. The qualified individual will travel extensively, work with top-notch professionals in the business and enjoy TM's excellent employee benefits. Previous radio or television experience in marketing, programming, promotions or sales is essential. Send personal sales letter and resume to Paul Meacham. TM Productions, 1349 Regal Row, Dallas, Texas 75247. No phone calls. Please, TM is an Equal Opportunity Employer.

Help Wanted Management

**BUSINESS AFFAIRS HONCHO**

Leading (and expanding) television program distributor and production company has enormous opportunity and potential for the 'best in the business'—the best combination of legal-administrative (accounting) talents. Minimum of 5 years experience in broadcasting (preferably with syndication background) is the person we seek for our NY operation. We offer top dollar. Our need is now. Please write in detail, and in complete confidence, Box H-76.
Help Wanted Instruction

CHAIRPERSON
Radio-Television-Film Department
Position open September 1, 1979. Responsibilities: Chairperson is the principal administrator of the Radio-Television-Film department. Responsibility for leadership in curricular planning; faculty and staff administration; budget management; facilities utilization; teaching; supervision of television production and services, and full-time Class A, Public Radio station. Requirements: Candidate should have an earned doctorate or near in the field, with substantial broadcast experience. Candidate should provide evidence of administrative/managerial success, and exhibit communication skills necessary to a university department. Three-year appointment on tenure track at rank of Professor or Associate Professor. Salary open. Apply to Search Committee, Center for Radio and Television, Ball State University, Muncie, IN 47306. Application deadline August 17, 1979.

Help Wanted Programing, Production, Others

ECONOMIST
To direct internal economic analysis and coordinate contract research, Washington-Bent Communications trade association, Ph.D. preferred, M.A. with policy research experience acceptable.
Write Box H-60

Employment Service

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The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search $25.00
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5-15 MINUTE PROGRAMS WEEKLY
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Phone: 501-972-5884

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDY • MYSTERIES • SCIENCE FICTION...
included in each series
Program Distributors
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COUNTRY?
If you're going Country, or if your Country station has issues, we can lend the expertise that has helped 3 out of 4 of our stations become No. 1 within a year. All in tough competitive markets.
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Tucson, AZ 85740

Consultants

Bankers Trust Company, a $28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:
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- ESOTs
- Lease Financing
- Management Consulting
Minimum transaction level $2 million.
Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 290 Park Avenue, New York, N.Y. 10017, telephone (212) 892-2301.

Business Opportunity

BUSINESS OPPORTUNITY
Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

Public Notice

PUBLIC NOTICE: APPLICATION FOR CABLE TELEVISION FRANCHISE
The Town of Saugus, Mass. will accept applications for a License for a Community Antenna Franchise. Applications will be accepted until 5:00 PM on Oct. 15, 1979 at the address below. Application should be accompanied by a $100.00 non-refundable filing fee, payable to the Town of Saugus.
Cable Television Committee
c/o Board of Selectman
Christie Serino
Ronald Jaros
Saugus Town Hall
Saugus, Mass. 01906

The Town of Rye and Village of Port Chester in Westchester County, New York invite applications for a cable television franchise. Application shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until October 15, 1979. All applications received will be available for public inspection during normal business hours at Rye Town Rooms, 10 Pearl Street, Port Chester, N.Y. 10573.
nr Geraldine Zuccaro
Town Clerk
10 Pearl Street
Port Chester, N.Y. 10573
(914) 938-0250

JEFFERSON COUNTY, KENTUCKY NOTICE OF REQUEST FOR BIDS FOR CATV SYSTEM
The Fiscal Court of Jefferson County hereby notifies all interested parties that Jefferson County shall accept sealed bids for the awarding of a non-exclusive franchise to construct, operate and maintain a cable television system within the unincorporated area of Jefferson County. Bids will be accepted not later than September 17, 1979, at 4:30 PM at the office of the Fiscal Court Clerk, Room 222, Jefferson County Court House, Louisville, Kentucky 40202. All bids shall be subject to and in conformity with the terms and conditions of Jefferson County Ordinance No. 11, Series 1979, as amended, and Jefferson County's request for proposals, copies of which are available upon request from the Fiscal Court Clerk at the above address. Jefferson County reserves the right to reject all bids and to relet the franchise in the event bids submitted are deemed unsatisfactory.
Allen Hamilton
Fiscal Court Clerk

Wanted To Buy Stations

OWNER/OPERATOR EXPANDING PRIVATE NEGOTIATIONS
Somewhere there is an owner of a radio station who is looking with the idea of retirement, and who is considering that maybe it is time to sell the station he has built.
I am looking to buy another property. The only hard and fast requirement that I have is that the station be located in a nice place to live. I'd prefer a medium market in a community that's good for good family living. Everything else is negotiable.
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 get your price and your terms, with me obtaining a nice station in a good location. Let's talk. My name is Mike Watson. You can call me at 414-456-2107; or write my at my station, WGBL/WMJN Radio, PO. Box 353081; or if you would prefer, write to me at Home, 525 Clement, Sheboygan, WI 53081. No brochures, please.
Media

Walter Turner, director of programming, WABC(AM) New York, resigned; assisting in that area on interim basis is Rick Sklar, vice president, programming, ABC Radio.

John Reiplinger, station manager, WOBFI(AM) Evansville, Ind., named general manager of station and executive VP of licensee, Metro Radio Co.

Howard Karlin, sales manager, WOLR(AM) Kalamazoo, Mich., named VP-general manager of co-owned WZVY(AM) Fort Wayne, Ind.

James Tasherek, general sales manager, WIFM(AM) St. Louis, joins WRTH(AM) Wood River, Ill. (St. Louis), as general manager.


Ron Loppig, group VP-sales, WYEN(AM) Des Plaines, Ill., and co-owned WAUK(AM) Waukesha, Wis. (Milwaukee), joins WATI(AM) Chicago as station manager.

Patrick Crafton, former general manager, WLAB-AM-FM Danbury, Conn., joins WSBU-AM-FM Groton, Conn., in same capacity.


Bruce Lewis, local and regional sales manager, KMGE(AM) Sioux City, Iowa, named station manager.

Jim Pelletier, program director, KUBI(AM) Mariposa, Calif., named station manager.

Don Bishop, former assistant program director, KDOK(AM) Littleton, Colo., joins KKWZ(AM) Denver as operations manager.

Don Lincoln, operations manager, KBJI(AM) Austin, Tex., joins KMGI(AM) Tulsa, Okla., in same capacity.

Jay Davis, director of news and public affairs, KGEO(AM) Long Beach, Calif., assumes additional duties as director of operations.

Bruce Fleming, promotion coordinator, KYLO(AM) Davis, Calif., named operations manager.

Kevin Bauer, sales manager, WBEC-FM Pittsfield, Mass., named manager.

Norman Hurd, formerly with American Television & Communications and Storer Cable, joins American Cablesystems Corp. as regional manager of subsidiary, American Cablesystems of Virginia which includes 13 systems in Virginia, West Virginia and Tennessee.


J. Paul Wilson, business manager, KCTS-TV San Diego, joins WNET-TV Detroit in same capacity.

Haskell Arnold, treasurer, Public Broadcasting Service, Washington, named VP.

Candice Keels, accountant with Parkland Jewelers, Cayce, S.C., joins Cosmos Broadcasting, Columbus, S.C., as corporate accountant.

Terry Pasquariello, associate director, Girl Scout Council of Nation’s Capital joins non-commercial WETA-TV Washington, as local underwriting officer in development department.

New officers, Georgia Association of Broadcasters: Fred Pierce, WCX-FM-TV Savannah, president; Otto McDonald, WLET-FM-TV Toccoa, VP-radiio and president-elect; and Walt McCroba, American Family Television (WTOC-AM-FM-TV Savannah and WTSA-TV Columbus), VP-televison.


Catherine Clark, WUNA(AM) Atlantic City, N.J., re-elected president of New Jersey Broadcasters Association. Peter Arnow, WMTR(AM) Morristown, co-owned WDMA-FM Dover, elected VP.


Advertising


Harlan Reams, regional sales executive, KOTV(TV) Tulsa, Okla., joins KMBC(AM) Oklahoma City as general sales manager.

John S. (Jack) Bonanni, general sales manager, WABC-TV New York, appointed VP, sales, ABC Owned Television Stations. Succeeding him at WABC-TV is Joseph J. Ahern, who has been local sales manager of station.

Kenneth George, local sales manager, KVOY(AM) Stockton, Calif., named general sales manager, succeeding retiring Wilson Lefler.

Douglas Grant, account executive, named national sales manager.

Christopher Conway, local sales manager, WIL-AM St. Louis, named VP-national sales manager, WIL-AM-AM.

Surely in a class by herself. Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better. Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers. Call her.
Earl Jones, national sales manager, WDFX-FM Washington, named general sales manager.

Robert Griffith, Western regional manager, RKO Radio Sales, named general sales manager, KMET(FM) Los Angeles.

John Hokin, VP of Metro Radio Sales, Chicago, appointed general manager of WLQO(FM) there.

Robb Gray Jr., national sales manager, KMXK(FM) Sioux City, Iowa, named general sales manager.

Zim Barstein, director of promotion, WLIR(FM) Garden City, N.Y., named VP in charge of sales.

Milton Lang, with WTVX(TM) Fort Pierce, Fla., named national and regional sales manager.

Christine Woodward, regional sales manager, WQRL(FM) Kalamazoo, Mich., named general sales manager.

Jeffrey Holmes, account executive, WQLR(FM) Kalamazoo, Mich., named general sales manager.

Doug Knight, account executive, WFLN-AM-FM Philadelphia, joins KYW-TV Philadelphia in same capacity. Linda Noble, art director, WHTY-TV Wilmington, Del., appointed staff designer, KYW-TV.

Sandra Younts, account executive at WEWT-TV Cambridge, Mass. (Boston), appointed to same post at WRKO(AM) Boston.

Tony Welch, sales manager in San Francisco office of CBS Radio Spot Sales, joins Mutual Broadcasting System as account executive in Los Angeles office.

Bruce Grindle, from WRGBTV Schenectady, N.Y., will Meyl, regional sales manager, WPTR(AM)-WFLY(FM) Albany, N.Y., and Vera Hope, sales assistant, WTEN(TM) Albany, named account executives for WTEN.

Mark Chapman, account executive, WIFE-TV Evansville, Ind., and Allen Minetree, sales manager for Durham, N.C., department store, join WPIT-TV Durham as account executives.

M. David Vaughn, account executive, KNAF(FM) Iowa City, assumes additional duties as co-op coordinator.

Jana Philippi, from WTVY(DT) Durham, N.C., joins WEIZ(FM) Memphis as account executive.


Graham Phillips, chairman, president and chief executive officer of Ogilvy & Mather/Canada, transfers to New York as executive VP of Ogilvy & Mather/U.S., but will continue as chairman of Canadian company, Julian Clopet, VP and managing director of Toronto office of O&M. succeeds Phillips.

Ray Ramey, associate creative director, D'Arcy-MacManus & Masius, St. Louis, elected VP-creative director. Carl Lampe, art director, Gardner Advertising, joins DM&M.


Mary Jean Meadows, associate media director, Robert Klepec, senior art director, and Tom Overman, creative group supervisor, Lillar Neil Welton, Atlanta, elected VP's.

Billy Davis, senior VP and music director of McCann-Erickson, New York, named music director of McCann-Erickson, U.S.A., with responsibility enlarged to include agency's eight other regional offices.

Donna Lamb, from Roberts Advertising, joins Nelson Stern Advertising, Cleveland, as senior media buyer. Celia Solloway, from Wysi Advertising, Cleveland, joins Nelson Stern as broadcast producer-talent coordinator.

Barbara Boyd, broadcast production manager. Shailer Davidoff Rogers, Philadelphia, Conn., named director of broadcast production.

Lu Cruse, senior copywriter. Luckie & Forney Advertising, Birmingham, Ala., named associate creative director. Susan Butterworth and Sherron Kell, staff artists, named art directors.

Ronnie Puccinelli, executive secretary, Chiat/Day Advertising Inc., Los Angeles, named research assistant.


Barbara Stokes Larson, general sales manager, KDKA(AM)-FM Pittsburgh, joins Radio Advertising Representatives, New York, as general sales manager.

Perry Bascom, marketing sales executive. Television Bureau of Advertising, named director of Southeastern sales, based in Atlanta. Walter Bills, VP-retail, Newspaper Advertising Bureau, New York, and J. Barry Weed, VP-Midwest manager. HR Television, join TVB as marketing sales executives. Don Harris, account executive. CBS-TV, and Gerard Riley, account supervisor, Tatham-Lauder & Kurden, join TVB as marketing sales executives-national advertisers.


James Langston, account executive. MMT Sales, New York, joins Blair Television's ABC-red sales team.


**Programming**


Deanne Barkley, VP-motion pictures and miniseries, NBC Entertainment, Los Angeles, has resigned effective Sept. 1. She is expected to go into independent production. Willa Oborn, production manager, unit managers, NBC-TV, West Coast, named manager, unit managers, West Coast. Succeeding Oborn is Don Baer, who has been unit manager.

Appointments, Group W Productions: Peter Yaman, VP-director of sales development, named VP-syndication, based in New York. Carl Monk, central division sales manager, named director of sales development, based in Atlanta: Maggi Cowan, marketing project manager, named director of research, based in New York, and Leonard Sherman, consultant to Group W in research department, named director of station research services, New York.

Michael J. Clark, VP of Transworld International, independent producer and packager of sports programming. Joins Showtime, Viacom's pay cable subsidiary, New York, as VP-program development.

Ed Donaldson, operator of management consulting firm in Los Angeles, and formerly in sales executive positions with Warner Bros. Television Distribution, Burbank, Calif., rejoins WB-TV Distribution as Western sales director.


Lucille Salhany, program manager, WLVT-TV Cambridge, Mass. (Boston), joins Taft Broadcasting as corporate director of programing, responsible for company's WTAF-TV Philadelphia; WADF-TV Kansas City, Mo.; WKRK-TV Cincinnati; WOR-TV Buffalo, N.Y.; WBRK-TV Birmingham, Ala., and WTVN-TV Columbus, Ohio. She will be based at WATF-TV.

Dave Martin, program director, WBZ(AM) Boston, joins WFRX-FM Chicago in same capacity. Rick Starr, program manager, KDKA(AM) Pittsburgh, succeeds Martin at owned WBZ.

Jackie McCauley, with promotion department, Warner Bros. Records, and formerly air personality with Metromedia Radio's KMET(FM) Los Angeles, joins Metromedia's KSAN(FM) San Francisco as program director.
Ed Dunbar, assistant program director, WSB-AM/FM Atlanta, joins WRGG(AM) there as program director.

Dennis McNamara, program director, WLRN(AM) Garden City, N.Y., named VP in charge of programming.

Al Ackerman, from WXYZ-TV Detroit, joins WDIT(AM) there as sports director. Anita Louise Ford, production assistant and feature reporter, PM Magazine, WFSB-TV Hartford, Conn., joins co-owned WDIV as associate producer.

Mike Bradley, weathercaster, KORK-TV Las Vegas, joins KLAS-TV there as co-host of PM Magazine.

Debbie Stamp, from WBN-AM/FM Buffalo, N.Y., named co-host of PM Magazine, WIVY-TV Buffalo.


Ken Justis, operations manager, TM Productions, Dallas, named VP Paul Meacham, Southeast sales consultant, named sales manager.

Janice Cazaza, assistant to the producer of the sports division, NBC, joins 20th Century-Fox Sports as staff producer.

David Bacon, weekend sportscaster, EMOL-TV San Antonio, Texas., named full-time sportscaster. Randy Johnson, quarterback with San Antonio Charros, assumes weekend sports duties at EMOL-TV.

Valerie Meadows-McCoy, associate producer, WCAU-TV Philadelphia, named staff producer.

Blake Lawrence, weekend air personality, WMET(AM) Chicago, assumes additional duties as production director. Tom O'Toole, air personality, WLUP(AM) Chicago, joins WMET in same capacity.

Carolyne Metheny, assistant program director, KAAV-AM/KLPO(FM) Little Rock, Ark., named director of operations. Jack Randall, production director, named program director for KAAV.

Stuart McAtee, FM coordinator for KLQ, named program director.

Stefan Ponek, operations director, KMPX(FM) San Francisco, joins KYUU(AM) there as air personality.

Paul Harris, production director, WRCN-AM/FM Riverhead, N.Y., named music director.


Ron Ruus, production manager, Radio Arts, Burbank, Calif., and Grant Nielsen, from KSEA(AM) Seattle, join announcing staff of KBIG(AM) Los Angeles.

Al Greenfield, air personality, WLS-FM Lansing, Mich., joins WZTV(AM) Fort Wayne, Ind., as program director.

Ron Milley, in charge of news and public affairs for WYAM-AM-FM Altoona, Pa., named program director. Stan Davis, from WADC(AM) Parkersburg, W.Va., named music director for WYAM.

Don Noe, morning announcer, WCRS(AM) Greenwood, S.C., named program and music director.


M. J. Vilardti, assistant art director, WDCO-TV Washington, named art director.


Don Smith, director of community access channel, Monroe (Ind.) All Channel Cablevision Inc., Bloomington, Ind., named chairman of board of National Federation of Local Cable Programers.

**News and Public Affairs**


**Burden**

Tony Burden, anchor, KMSF-TX Minneapolis, assumes additional duties as news director.

Bob Stodol, reporter and 6 p.m. anchor, KLAS-TV Las Vegas, named 11 p.m. anchor. David Kelley, UPN reporter, joins KLAS-TV as assignment editor.

Howard Liberman, news director, WGBA(AM) Freeport, Ill. N.Y., joins KDKA(AM) Pittsburgh in same capacity.


Jay Morgan, weekend announcer, WEEA(AM) Boston, named news and public affairs director.

Cliff Albert, news director, WROK(AM) Rockford, Ill., joins KMBS-AM-FM San Diego in same capacity.

Larry Price, executive producer, KHOU-TV Houston, joins WASTTV Albany, N.Y., as news director.

Mark Williams, from WINR(AM) Binghamton, N.Y., joins WZCTV there as news director. Steve Newville, graduate, Newhouse School of Broadcasting, Syracuse (N.Y.) University, joins WZCTV as general assignment reporter. Sal Anthony, reporter, WHST-TV Bluefield, W.Va., joins WZCTV as sports and evening general assignment reporter.


Bob Buckalew, executive news producer, KSAT-TV San Antonio, Texas., joins KPFT-TV Houston in same capacity. Gene Allen, assignment editor, KTVT(AM) Oklahoma City, joins KPBC(AM) as assignment manager.

Beverly Byor, general assignment reporter and relief anchor, and Ed Landerman, sports anchor and reporter, named co-anchors of KOMO-TV Seattle's late-night news program.

Greg Forge, producer-anchor, Saturday news, named weekend anchor. succeeding Brook Stanford, who becomes health, science and technology reporter. Steve Pool, reporter-relief anchor, named sports reporter.

Robert H. Smith, formerly with WCSC-TV Charleston, S.C., joins WCVB-TV Boston, Mass., as news director.

W. Michael Hamilton, audio-video specialist, Seattle City Light (power company), named night assignment editor. KOMO-TV news. Kathryn Ann Linwood, production assistant, named producer, and Margaret Ann Bowman, news film librarian, named production assistant.


Bill Forshay, associate news director, KLIN-AM-FM Lincoln, Neb., joins WZTV(AM) Fort Wayne, Ind., as news director.

Dave Ryder, news director, WQAM(AM) Miami, joins WSPN(AM) Fort Lauderdale, Fla., in same capacity.


Jerry Mayer, reporter and weekend anchor. WJRF-TV Freeport, Ill., joins WLOS-TV Asheville, N.C., as weekend anchor.

Tom Beres, reporter, producer and anchor, WTVN(AM) Dayton, Ohio, joins WYCT-TV Cleveland as reporter.

Marli Johnson, state house reporter, KTSB(AM) Topeka, Kan., named weekend anchor. J. Mike Fahlender, news director. KYTV(AM) Arroyo Grande, Calif., joins KTSB as reporter.

Gordon Rice, director of group broadcast sales, UPI, New York, appointed VP for broadcast services, succeeding Frank Beatty, who joins Cable News Network (see page 78).

Sallie Reynolds Becker, formerly with AP Radio and WTGT(AM) Washington as reporter. joins Mutual Radio there as correspondent.

Michael McKinley, anchor with Mutual Black Network. joins Mutual News. Washington, as newscaster.

Kathy Kerastis, news director, WESA-AM-FM Charleston, W.Va., joins WTAI(AM) Pittsburgh as co-anchor, writer and producer.

Belinda Stark, reporter. WSC-AW-FM Fort...
Knox, Ky., joins WAVE-AM Louisville, Ky., as anchor.

Bill Buckmaster, news director, WORK-AM-FM Las Vegas, joins KKX-AM San Jose, Calif., as morning anchor.

Gary Balanoff, reporter, WCTV-TV Thomasville, Ga. (Tallahassee, Fla.), joins WTVY-TV Tampa, Fla., in same capacity.

Betsy Bramlett, 6 p.m. news producer and acting assignment editor. WTVG-AM Chattanooga, named executive news producer. John Cree, photographer, named chief photographer.

Jamie Pinto, associate news director. noncommercial KANG-FM Angwin, Calif., named news director.

George Colajezzi Jr., anchor and producer. WYAT-TV Wilmington, N.C., joins WJAR-TV Providence, R.I., as news producer.

Marni Marnell, editor. WKRT-AM-WNOZ-FM Cortland, N.Y., joins WDNR-AM Syracuse, N.Y., as anchor.


Douglas Nelson, chief of news photography. WHTTP-FM Harrisburg, Pa., joins WMAR-TV Baltimore as news photographer.

Eric Buchler, operations assistant. noncommercial WEXU-FM Richmond, Ky., named public affairs producer.

Sandy Kozel, reporter. WOEL-FM Elyria, Ohio. joins WOAR-AM Buffalo, N.Y., in same capacity.

Carol Hebb, community affairs director. WYBA-FM Ithaca, N.Y., joins news department of WWZ(FM) Waterbury, Conn.

George O'Dell, general broadcast executive for central division. based in Columbus, Ohio. Associated Press named general broadcast executive for eastern U.S., based in Atlanta. Dennis McBroom, broadcast executive for Ohio and Michigan. based in Detroit, reassigned to Illinois and Indiana, based in Chicago.

Douglas E. David, director of marketing planning. Cox Cable. joins Cable News Network, Atlanta, as director of marketing. Ben Benefield, regional sales representative. Reuters News Agency, and Frank Beatty, former VP-broadcast services, UPN, join CNN as sales executives. CNN is 24-hour all-news cable network scheduled to begin service in June 1980.

Promotion and PR

Earl Zeigler, manager photography and publicity, and Kathy Gilpin, manager of press and publicity, NBC, Los Angeles, named directors of respective departments.


Berenice Kleinman, from Durborow Associates, Columbus, Ohio. joins Nelson Stern Advertising, Cleveland, as director of public relations.

Joanne Stern, publicity director. WJW-TV Cleveland. named on-air promotion director.

Granville Semmes, account executive and director of sales development. WWL-TV New Orleans, named director of promotion.

Technology

Dr. James Volmer, VP-general manager. government systems division. RCA. Cherry Hill, N.J., elected RCA group VP. assigned to commercial communications systems division and government systems division. Paul Tatge, program manager. satellite systems and services, Western Union Telegraph Co., joins RCA Service Co. as manager of satellite communications services.


Barry Albright, assistant chief engineer. non-commercial KHET-TV Honolulu. joins KOMO-TV there as chief engineer.

Doug Beaudouin, electronics engineer. WTVY-TV Grand Rapids, Mich., named assistant chief engineer.


In addition, American Women in Radio and Television membership now includes 60 chapters, since the charter of the Thousand Islands group (Carthage-Watertown, N.Y., and southern Ontario region). Loretti Rich (right) of WNYW-TV Watertown, president of Thousand Islands chapter, receives the charter from Muriel Kennedy, national public relations committee chair of AWRT and immediate past Northeast area VP. Kennedy is president of MMK Associates, public relations firm in Watertown.

C. Ridley Rhind, VP-marketing. Diablo Systems. Hayward. Calif., appointed to same post at Ampex Corp, Redwood City, Calif. Duties will include responsibility for firm's over-all marketing strategy, coordination for new business development, corporate advertising, public relations and marketing.

Steven C. McLaughlin, director of engineering. San Francisco Opera, joins San Francisco Cable TV. San Francisco, Calif., as manager of engineering.

Allied Fields

Martin Umansky, president of KAKE-TV and Radio Inc., Wichita, Kan., appointed to Televisi on Information Committee, governing board of Television Information Office. filling position vacated by Thomas E. Bolger, president of Forward Communications Inc., Madison. Wis., who has been elected board chairman of NAB (Broadcasting, July 2).


Dwight Ellis, coordinator of employment clearinghouse, National Association of Broadcasters. Washington, named director of department of minority and special services (formerly department of minority affairs). Vincent Turner, owner and publisher of Ivanhoe Times, Ivanhoe, Minn., named regional manager for NAB, responsible for North and South Dakota, Minnesota, Iowa, Wisconsin and Illinois.


Deaths

William Gilmore, 56. VP, radio technical operations, broadcast operations and engineering. ABC, died of cancer on Aug. 5 in Freehold (N.J.) area hospital. He had been with ABC since 1962. Surviving are his wife, Doris, and four sons. Kevin. Sean, Gavin and Brian.

Seymour Goetz, 52. assistant director of operations for network transmissions, CBS, New York, died Aug. 6 after falling down a shaft from 29th floor of CBS headquarters in Manhattan. Police listed death as suicide. Goetz had worked for CBS more than 30 years. Survivors include his wife. Constance, and two children.

Ned Clarke, 80, retired president of Buena Vista International Inc. Walt Disney Productions foreign distribution subsidiary. died July 30 of heart attack in Florida. From 1961 to his 1972 retirement, Clarke supervised distribution of Disney's television and theatrical product around the world. He joined Disney in 1952 after serving as foreign division manager of RKO-Pathe. He is survived by his wife. Helen. and two children.
There is no question in the image.
In addition to its across-the-board coverage of the week's news—freshly reorganized to incorporate such "superdepartments" as *The Media, Business, Programing, Journalism, Technology and Law and Regulation*—*Broadcasting*'s editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Aug 20  In advance of the *RTNDA convention*, a special report on the high hazard responsibility of the local news director.

Sep 3  Everything you ought to know about teletext, the promising new technology that many feel is over-the-air TV's next hurrah.

Sep 10  Annual report on radio, with emphasis on the latest developments in formats, the most recent wrinkles in research, and including the latest Arbitron compilation of the top 50 in ratings (the top 10 stations in the top 50 markets). Timed for distribution at the NAB conference on radio programing.

Sep 17  In advance of the opening of the World Administrative Radio Conference (WARC '79), Broadcasting will plot the positions of all the major (and a number of the minor) powers that will be jockeying for spectrum advantage in Geneva this fall.

Oct 1  An in-depth study of minorities in broadcasting, featuring a guide to today's minority ownership and a report on the prospects for tomorrow's. Along with a report on progress in the management, talent and technical ranks.

Oct 15  A status report on children's TV programing: its trials, its triumphs and its prospects for the future.

Nov 12  A looking-forward report on the next quarter century of television—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.

Nov 19  Annual special report on the state of the art in broadcast equipment.

Dec 3  Annual special report on broadcasting's top 50 agencies.

Dec 10  After the fact: the full story, reported on the scene in Geneva, of what happened at WARC '79, to whom, and to what eventual effect.

Jan 7  Annual double issue, featuring Broadcasting's exclusive report and analysis of the top 100 companies in electronic communications.

That's not all on our drawing boards, but it gives a general idea. Broadcasting will update this list from time to time, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

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*Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*
FCC's Ginsburg: actor turned cop

As the FCC's top cop, Arthur L. Ginsburg can probably be described as a man for several, if not all seasons. He is a once and possibly future radio air personality and actor (on stage as well as radio) who is also a proficient amateur flutist. But this is his season for a career in government, and he is putting into it what he has learned in the 18 years he has spent climbing the ladder of positions in the Complaints and Compliance Division.

He is, in the phrase of one communications lawyer who had urged Ginsburg's appointment as division chief on top commission officials, "tough but fair," a man with the experience to distinguish between "what is serious and what isn't." Commissioner Joseph Fogarty regards him as "one of the most intelligent, straightforward and informed experts we have . . . He has an encyclopedic memory of case law."

At 51, Ginsburg lacks both the tough-talking manner and weathered look that would win for him the description of "crusty." (On the contrary, one National Association of Broadcasters official, noting his interest in music and appreciation for good food, describes Ginsburg as "cultured.") But lurking within the aging juvenile lead of summer stock productions of 30 years ago is a reasonably forceful cop.

The division is not only open to questions from stations and lawyers seeking help in interpreting commission rules, it actively encourages them. ("We're not out to trap you," he tells broadcasters at speaking engagements around the country.) But Ginsburg also says, "My job is to enforce the law and the policies and rules the commission adopts."

There are some at the commission and among the communications bar who wonder whether Ginsburg's zeal for enforcing the rules and for speaking up might put him out of phase with the administration of Chairman Charles D. Ferris. After all, the commission is moving toward deregulation and, in the process, is re-examining the value of a host of rules and policies that the Complaints and Compliance Division is supposed to enforce. Ginsburg has made no secret of his concern with the deregulatory movement as it affects his division. And there have been times when the commission has reduced forfeitures the division has recommended for rule infractions.

But Ginsburg is nothing if not practical. He wants to be able to make his arguments, and he hopes his views are listened to. But he will do what he is told, he says. "I'm a company man." What's more, he points to a series of recent commission actions as proof that the agency remains concerned with enforcing the law—hearings set on the renewals of WOL(AM) Washington (payola), WCLB(AM)-WMZX(FM) Detroit (payola and misrepresented to the commission), and on the revocation of the licenses of WJZJ-AM and WJIP-FM Haverhill, Mass. (discrimination against women in employment). The Complaints and Compliance Division conducted the investigations that led to the WJZJ, WJIP and WHAV hearings, and assisted in the commission's payola inquiry in the WOL case.

But Ginsburg does see "a shifting emphasis as to what is important and what isn't [in terms of enforcement of the rules] in the future." And as in the case of the rationale for deregulation generally, the reason, he says, is the "multiplicity of voices"—cable television, satellites and the rest—that are changing the nature of the broadcasting industry. "To stay alive," he says, the division will have to shift its law enforcement activities accordingly.

Enforcing the rules and policies broadcasters live—and sometimes die—by is not what was uppermost in Ginsburg's mind when he was growing up in Philadelphia. Then, it was the glamour and excitement of the business that attracted him. He not only majored in radio and theater at Temple University, from which he graduated in 1950, he earned money in those fields and, in light of the manner in which he recalls it, apparently enjoyed it hugely. He worked part time at WHAT(AM) Philadelphia as an announcer, and did occasional acting roles in ABC network dramas originating at WIL(AM) Philadelphia ("It was immediate, live and a lot of fun.") He traveled to Florence, S.C., to serve as a replacement on-air personality at WJMX(AM) in the summer of 1948, and liked it so much he stayed a year ("I got to know everybody in town, and everybody knew me"). Between college and law school, he worked for several months as an assistant director ("I moved furniture around") at WCAU-TV Philadelphia. And he spent several summers playing juvenile leads in summer stock on Cape Cod. ("I played Cary Grant's old role in 'Arsenic and Old Lace'; I was pretty good.")

Why leave all that excitement? It wasn't easy. But he had gotten married in 1950, and law school and a career in law (his father's profession) seemed to be the sensible thing. But the appeal of radio and of performing has not worn off. "Some day," he says, he'd like to go back to that life.

It was Ginsburg's feeling for radio and television that led, eventually, to the FCC—that and service in the Army, into which he was drafted in 1954. For Ginsburg's Army service consisted of a two-year tour with the Counter Intelligence Corps—experience that, in 1961, after five years as an administrative lawyer with the Labor Department, helped him gain the access to the FCC that he had been seeking. He was hired as an investigator with the new Complaints and Compliance Division.

After 18 years, Ginsburg does not seem jaded. He regards his division as on the front line of service. It is his division that receives complaints from the public regarding broadcast service. He notes that the division's fairness and political broadcast division is "a madhouse" around election time, as it receives—and disposes of—complaints before (he stresses) elections. And he says he is called almost daily by major newspapers about radio or television issues. So even if the commission seems bent on reducing the number of regulations the commission's enforcement division would enforce, he makes the job sound exciting—almost as exciting as opening in "Arsenic and Old Lace" in Hyannisport.
Bolt from the blue

The Communications Satellite Corp.'s proposal to go into the pay television business, with delivery direct from satellite to home (Broadcasting, Aug. 6), raises interesting questions, some discussed elsewhere in this issue. Not the least interesting is the threshold question of whether it is in the public interest for the government to approve a broadcasting system that in theory can cover the entire country from a single station in the sky.

The proprietors of commercial television stations now on the air are exercising restraint in their public comments, but at least some of them privately admit to feeling threatened. In their darker dreams they envision all national programing sent straight to the American audience from its origination points, detaching about 600 affiliates from the network service that is the key to their present existence. The conventional thinking is that the loss of network service would so enfeeble the discarded affiliates that they would be unable to supply the other programing, including local news, that now completes their schedules.

That is a gloomy scenario indeed, but before it is accepted as the official forecast, it ought to be examined in the light of other questions that are also raised by Comsat's announcement. Assuming the technological feasibility of the system Comsat has in mind and the legality of Comsat's entering this new business without a change in its congressional charter, is there a realistic expectation that the system would succeed?

Is a satellite-to-home service to complement or compete with the expanding cable television business? Can significant numbers of homes afford pay service by both satellite and cable? If a major venturer with resources as large as Comsat's makes a serious attempt to develop a new satellite-to-home market, how fast could it achieve truly national penetration? Will the homes equipped to receive it also be capable of receiving other satellite services that may come along?

At this point there can only be speculation about those questions. It is, however, safe to say that the future television user will have many more options than are presented to the American viewer now.

The government's role should be limited to such technical regulation as is necessary and to the correction of any gross injustices that may occur in the marketplace. So far the government has given little indication that it is fully up to those assignments. If it cannot straighten out the existing inequities that favor cable over broadcasting in the copyright law and distant-signal regulation, how can it cope with problems that will be created by the arrival of still newer forms of program distribution?

In the years ahead, the Congress, the administration and the FCC will be asked to perform above their levels of recent accomplishment in communications regulation.

Spin the wheel?

Without fanfare, the FCC has invited comment on whether it has the authority to choose applicants for broadcast facilities by lottery. To say that the proposal is "novel," as the FCC did in its public notice, is not quite correct. The commission is right, however, to apply that adjective to its method of opening the subject. For years the traditional method of comparing rival applicants and reaching a choice of winner has been questioned for the time it takes, the legal expense it incurs and the validity of the outcome that is likely. Three years ago, Richard Wiley made it the subject of a major address to the National Association of Broad-
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Helen Keller
1880-1968

Anger...violence...bloodshed. Long hours of waiting in slow moving lines of traffic snaking for miles through crowded streets and avenues. These may sound like scenes of battlefields during warfare, but in reality they are the tableaus which existed during the gasoline crisis in Southern California. A crisis made even more vivid by the almost total dependence of Los Angeles on the automobile.

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