BAD NEWS BRINGS OUT THE BEST IN US.

It was bad news: Tropical Storm Claudette had hit, flooding Southeast Houston. But it brought out the best in the KPRC news team. We were there, often waist deep in water. And in the air, reporting emergency access routes.

July 31. Disaster struck again with the seven-alarm Woodway Square Apartment fire that left hundreds homeless. We were first on the scene, routing traffic so equipment could be moved in and residents could salvage belongings.

Good news or bad, KPRC's 15-member team provides instant coverage, plus morning, noon and afternoon newsblocks with hourly updates. KPRC News Talk Radio, the best news yet.

*KPRC is the number one AM station for adults, 6 a.m. to 12 p.m., Monday through Sunday, according to the ARB Metro, April/May 1979. Average 14 hour and come. Represented by CBS Radio Spot Sales.*
"THAT'S LIFE" SERVES OUR COMMUNITY

"AS A RESULT OF THIS EXCELLENT SHOW, I ASKED DISTRICT ENGINEER ALFRED F. LYNG TO REEVALUATE THE EXISTING SIGNING TO ROUTE 22, 81 and 83. IT IS MY UNDERSTANDING THAT HE HAS ALREADY MET WITH YOU, OUTLINING HIS PROPOSED CHANGES TO MORE EFFICIENTLY DIRECT TRAFFIC TO THESE MAJOR ROUTES ...." Thomas D. Larson, P.E., Secretary of Transportation, Commonwealth of Pennsylvania.

"WE AT ALCOHOLISM SERVICES, INC. WERE PARTICULARLY PLEASED TO HAVE HAD OUR ASSOCIATE DIRECTOR, POLLY CARPENTER, FEATURED AS A PART OF THIS PROGRAM. IT IS OUR HOPE THAT THIS SHOW WILL PROVE INSTRUMENTAL IN ENCOURAGING MORE ALCOHOLIC WOMEN TO SEEK HELP ...." Richard W. Esterly, Executive Director, Alcoholism Services, Inc., Harrisburg.

"BRAVO! OUR LOCAL TV STATION WTPA KNOWS WHAT GOOD JOURNALISM IS. THE INTERVIEWS ON LOCATION HAD GREATER IMPACT THAN 20 PANEL DISCUSSIONS. THANK YOU AND I HOPE WE SEE MORE OF "THAT'S LIFE" ...." Mary Ann Pinskey, Associate Director, YWCA, Harrisburg.

THESE COMMENTS ABOUT WTPA'S MONTHLY MAGAZINE, "THAT'S LIFE," SPEAK FOR THEMSELVES. IT'S GOOD TO KNOW OUR AUDIENCE ENJOYS AND BENEFITS FROM TV-27 PUBLIC AFFAIRS PROGRAMMING. "THAT'S LIFE" IS JUST ANOTHER EXAMPLE OF WTPA'S COMMITMENT TO COMMUNITY SERVICE.
The Week in Brief

Higher and Higher □ That's the direction station prices are heading. It's a seller's market as demand, even in smaller markets, far outpaces supply. The latest station buys include the sale of Kansas State Network to Standard Communications Inc. for $62.9 million. A review of some of the year's hot trading action begins on PAGE 23.

Taft Action □ In a 4-3 vote its top-50 policy, allowing Taft-Washington for $15.5 million, expected from the Washington and Children. PAGE 25.

TV and the Printed Word □ Children are taking their first steps in teletext technology. This new

Broadcasting Aug. 20, 1979

pleading its case □ Television covers a mock trial at the ABA convention in Dallas to demonstrate the medium's ability in unobtrusive reporting. All goes well, but the question remains: Will judges and lawyers have a change of heart? PAGE 36.

Getting Better □ TVB revises upward its estimate for 1979 revenue growth to 15% over last year and sees '8% to that. PAGE 40.

Chuck Barris Productions vo-for-one stock split of the year, a three-cent dividend. PAGE 40.

Incentive □ The ABA House of Delegates approves a proposal that would give the law and possibly veto, decisions of cases, including the FCC.

Harrison Williams reintroduces a measure to have record companies pay royalties to indy stations. PAGE 44.

The battle between Mork and Archie, Laverne and Shirley does well with ABC's new series, with the Magic Zoo. PAGE 47.

Smith joined CBS 35 years ago through some hard work and talent, spending 11 years as head of the network. PAGE 73.
"We bought Kojak for WNEW TV, New York because it is a particularly great show... an enduring classic with a consistently high level of quality. Throughout its run it combined exceptional production values and excellent writing. And Telly Savalas is a unique actor who delivers extraordinary performances week in and week out."

Jim Coppersmith, V.P. & General Manager, WNEW TV

118 Hours Available Fall 1979.
More help
New initiative on minority ownership in broadcasting is about to come out of White House. Although administration officials say they’re pleased with progress already made in minority ownership, National Telecommunications and Information Administration is preparing “major announcement,” probably next month.

Focus of new program will be on minority training, it’s said, perhaps with government funding of on-site training at broadcast stations. NTIA is also drafting filing at FCC to suggest ways of expanding minority participation in communications.

Fuss in the field
Prominent members of NBC-TV affiliates board have registered displeasure with changes in fall schedule network announced two weeks ago (BROADCASTING, Aug. 13) and have asked network to make no more before January. Stations and station reps were upset when network advanced showings of blockbuster movies, “Coming Home” and “Semi-Tough,” to run in first week of new season. Both had originally been set to run during November sweeps, important to station ratings.

One executive at Blair Television, which represents 38 NBC affiliates, said changes announced by NBC were “irresponsible and disgraceful” and that network was “acting like a bunch of amateurs.” “If they are going to announce a line-up, then stick to it,” said another rep. Another said changes are “costing us money and numbers in the November book.” Some reps look on changes as simple reflection of network television’s facts of life in recent years. “There have been so many changes that they don’t faze me any more,” one said.

Station in the sky
With Comsat announcement of intention to introduce direct satellite-to-home pay television service (BROADCASTING, Aug. 6), there’s revival of interest in white paper widely circulated by CBS-TV affiliates satellite committee 10 years ago. White paper predicted destruction of land-based television broadcasting system if unrestricted satellite-to-home service went into business.

A. James Ebel of KOLN-TV Lincoln, Neb., chairman of CBS-TV satellite committee (and now active on U.S. advisory group for World Administrative Radio Conference beginning Sept. 24), is circulating updated white paper. Position now is that any satellite-to-home service ought to be subject to same public-service standards required of terrestrial television stations and regulated as broadcast station by FCC.

Lid’s on
ABC Inc., which boosted operating profits by double-digit percentages in first and second quarters of 1979, apparently looks for significant slowing in third. ABC officials reported few weeks ago that Council on Wage and Price Stability (COWPS) had said ABC could decide for itself whether it qualifies for exceptions to price standards, and that ABC had decided it does (BROADCASTING, July 30). But council’s letter—one on public record at COWPS—also lays out conditions and says compliance can be assured by keeping third-quarter profit to no more than 6.5% above 1978 third-quarter’s. That would compare with 12.9% in 1979 first quarter and 28.4% in second.

ABC officials don’t want to talk about it. Through spokesman, they said rules are too complicated to go beyond their original statement that ABC qualifies for exception and will comply with council’s requirements. COWPS official was more explicit: Asked whether ABC’s acceptance of exception would require it to limit third-quarter profit growth to 6.5%, he answered, “Roughly, yes.”

Big re-entry
DuPont Co., Wilmington, Del., which has used television sparingly in past four years, is going back with bang in 1979-80 with major participations in at least 12 network specials on all three networks. DuPont’s first splurge will be on NBC-TV’s “Road to China,” three-hour special starring Bob Hope, in which advertiser has bought one-third sponsorship. Agency: BBDO, New York.

Watergate TV
Now in works is TV version of Judge John J. Sirica’s best seller. “To Set the Record Straight,” with target date of spring 1980. Network unknown, but probably ABC-TV with Xerox believed interested. Writer and co-producer is Sam Gallu, Bucks county, Pa. Lee Mendelson, Burlingame, Calif., is producer and co-underwriter with Gallu. Preliminary agreement reportedly has been reached for multihour production of Sirica’s story.

Gallu and Mendelson, with Charles Schulz, creator of “Peanuts;” are underwriting “Churchill,” one-man theatrical production that may later be TV feature. It’s being written by Gallu, who is in England selecting actor for Churchill role. Format will follow James Whitmore’s one-man impersonation of Harry Truman in Gallu’s “Give ’Em Hell, Harry” shown on NBC in 1976.

Future now
Manitoba Telephone Co. is constructing experimental cable network in suburban of Winnipeg, Canada, that may be most sophisticated yet. Utility will wire South Headingley for host of services, including digital telephone and some form of videotext, with one integrated, 35-channel cable.

System should be ready to turn on in February 1980, and if all goes well similar system will be installed throughout Winnpeg where 83% of homes are already hooked to 12-channel cable.

Anchor a’West
If ABC-TV establishes evening-news anchor desk in Los Angeles, it’s sure that newsman Max Robinson will get nod. Robinson is back at his Chicago roost after successful three weeks in Washington slot anchoring ABC World News Tonight for vacationing Frank Reynolds. All hands said to be pleased with his development during first year in brisk network competition. He joined ABC-TV from local anchor on WTOP-TV (now WDVM-TV) Washington year ago.

Breather
Affiliate raiders at ABC-TV report everything is “reasonably quiet” on their front for now. Number-one network has had exceptional year counting affiliates of CBS and NBC—most recently picking up long-time CBS outlet, WTOP-TV Meridian, Miss.—but ABC sources suggest that raids may be temporarily over. “I don’t expect much activity between now and the end of the year,” one official said last week.

Affiliates, it was explained, are willing to sit tight this close to dawn of new season and see what happens come September. But after results of November sweeps are out, ABC will be out knocking on station doors in force if network holds its lead.

Back to boardwalk?
With gambling casinos drawing bigger and bigger crowds, Atlantic City is in throes of revival that local boosters think will lead to re-establishment as convention site for big broadcaster groups, such as NAB which last held national convention there in 1947. By 1983, according to convention bureau, there’ll be 16,000 first-class hotel rooms available, enough to accommodate NAB at present size.

Broadcasting Aug 20 1979


Murphy-Phoenix Co.: Six-week campaign starts Sept. 17 for Murphy’s oil soap household cleaner in Detroit, Columbus and Toledo, all Ohio, and Albany and Buffalo, both New York. Agency: John Goulet, Cleveland. Target: women, 18-49.


General Electric: Five-week campaign for head lamps begins Oct. 15.

**Business Briefly**

**MASLA MEANS BUSINESS**

Ask Pat Shaughnessy
K-100, Los Angeles

**JACK MASLA & COMPANY, INC.**

**MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS**

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco

---

**Radio only**

**MASLA MEANS BUSINESS**

Ask Pat Shaughnessy
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**JACK MASLA & COMPANY, INC.**

**MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS**

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco

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**Rep's Report**


WMCC-AM Detroit: To Torbet Radio from Metro Radio Sales.

KMER (AM)-KQOL (FM) San Bernardino, Calif.: To Torbet Radio from Buckley Radio Sales.

KLOZ (FM) El Paso, Tex.: To Bair Radio (no previous rep).


WSAM-AM-FM Montgomery, Ala.: To Torbet Radio from Buckley Radio Sales.

WKAPI (AM) Allentown, Pa.: To Buckley Radio Sales from Torbet.

The Christian Co., New York, radio representative, has been voted into membership of Stations Representatives Association. Christal is 17th radio member of SRA, which also has 17 TV rep members. SRA's members account for combined spot advertising sales volume of about $1,970,000,000.
No city is too big for Matt Dillon to handle!

In Los Angeles, KHJ-TV stripped "Gunsmoke" at 5:00 weekdays this season. Results: a 33% rating increase and 43% share increase over year-ago programming in the time period.

In Cleveland, WUAB-TV stripped "Gunsmoke" at 8:00 weekdays this season. Even better results: a 133% rating increase and 100% share increase over year-ago programming.

In other Top 20 markets, "Gunsmoke" tops its own year-ago viewing levels with increases like these:

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>KHTV, Houston</td>
<td>Up 33%</td>
<td>Up 33%</td>
</tr>
<tr>
<td>KPLR-TV, St. Louis</td>
<td>Up 20%</td>
<td>Up 22%</td>
</tr>
<tr>
<td>WXIA-TV, Atlanta</td>
<td>Up 25%</td>
<td>Up 20%</td>
</tr>
<tr>
<td>WFLA-TV, Tampa-St. P.</td>
<td>Up 9%</td>
<td>Up 3%</td>
</tr>
</tbody>
</table>

Whatever your market size, big or not-so-big, count on "Gunsmoke" to deliver bigger audiences for years to come!

This splendid series established its "staying power" as the longest running network drama ever. And it stands today, after 4 years, as the highest rated dramatic hour in syndication.

"Gunsmoke"

Source: NSI, 5/79 and 5/78.
NSI Report on Syndicated Programs, 5/79.
Audience estimates are subject to qualifications available on request.
"Twas the week before Christmas"

Each year a bank and the leading manufacturer in Cadillac, Michigan, co-sponsor a unique way to bring Christmas to families in need—the Dress-A-Doll contest.

Area residents are encouraged to buy the dolls at the bank and outfit them in new clothes. The dolls are then returned for display, with prizes being awarded for the most creative costumes. Just before Christmas, the dolls are donated to the Salvation Army for distribution.

But last year, late in December, one-third of the dolls were yet to be purchased. It was then that WWAM/WKJF-FM, the Fetzer radio stations in Cadillac, began broadcasting special announcements. Within five days, every doll had been purchased, outfitted and returned to be displayed and given away.

Letting our listeners know about ways they can help make some very special Christmas dreams come true is all part of the Fetzer tradition of total community involvement.

The Fetzer Stations

WKZO Kalamazoo
WKZO-TV Kalamazoo
KOLN-TV Lincoln
KGIN-TV Grand Island

WJFM Grand Rapids
WKJF(FM) Cadillac
WWAM Cadillac
KMEG-TV Sioux City

**Bell of Pennsylvania** Five-week campaign for Yellow Pages advertising begins Sept. 3 and Oct. 8 in Scranton-Wilkes Barre and Pittsburgh markets, respectively. Spots will go into prime, news, weekend and sports times. Agency: Lewis & Gilman, Philadelphia. Target: men, 25-64.

**Gillette** Five-week campaign begins Sept. 3 for Dry Idea roll-on deodorant in about 19 markets including New York, Los Angeles, Detroit, and Chicago. Target: total women.

**Brettz Manufacturing** Four-week retractable clothes lines campaign begins this week for Sunliner retraction elastic clothes lines in Portland, Ore. Spots will run in day, prime and weekend times. Agency: Donald D. Lewis, Los Angeles. Target: total women.

**Parker Brothers** Four-week campaign begins Oct. 1 for Boggle word game in 13 markets including Detroit, Chicago and San Francisco with spots in prime and fringe time. Agency: Humphrey, Browning, MacDougall, Boston. Target: adults, 25-54.


**Toys R Us** Ten-week campaign begins Oct. 22 for toy store franchise in 21 markets including Baltimore; Boston; Providence, R.I.; Albany, N.Y.; Dallas; Houston; San Francisco; Chicago, and Detroit. Spots will run during morning and evening drive times. Agency: Ed Libov & Associates, New York. Target: women, 25-54.


<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended July 22</th>
<th>Total dollars week ended July 22</th>
<th>1979 total dollars to date</th>
<th>1978 total dollars to date</th>
<th>% change from 1978</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>170 5:00-10 a.m.</td>
<td>1,046,400</td>
<td>4,592</td>
<td>35,045,500</td>
<td>$ 30,611,100</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>1,008 10 a.m.-6 p.m.</td>
<td>16,255,700</td>
<td>39,150</td>
<td>509,102,800</td>
<td>417,815,000</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>259 7:30-10 a.m.</td>
<td>4,755,900</td>
<td>9,579</td>
<td>262,403,900</td>
<td>229,129,700</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>97 6:00-7:30 p.m.</td>
<td>3,552,200</td>
<td>2,848</td>
<td>136,969,700</td>
<td>121,267,300</td>
</tr>
<tr>
<td>Sunday</td>
<td>23 6:00-7:30 p.m.</td>
<td>784,600</td>
<td>699</td>
<td>41,191,900</td>
<td>34,771,500</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>407 7:30-11 p.m.</td>
<td>34,129,900</td>
<td>11,962</td>
<td>1,247,088,600</td>
<td>1,108,185,200</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>220 11 p.m.-Sign-off</td>
<td>5,866,100</td>
<td>6,819</td>
<td>170,648,200</td>
<td>139,334,300</td>
</tr>
</tbody>
</table>

Total 2,184 $586,556,000 $65,649 $2,402,450,600 $2,135,114,100 +12.5

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**BMI HAS JUST MOVED ITS STAND**

**320 West 57th Street**

New York, NY 10019 (212) 586-2000
**FIRST in the San Francisco Bay Area**

WE ASSIST THE AGENCY!
By providing the finest commercial production facilities available.

- **TWO STUDIOS**
- **FOUR REMOTE TRUCKS**
- **MACHINE ONE COMPUTER EDITING**
- **CMX 50 COMPUTER EDITING**
- **RANK CINTEL FLYING SPOT SCANNER**

Now serving:

BBDO - Broadcast Advertising
J Walter Thompson
McCann-Erickson
Mendelsohn-Adler
Gene Bell & Associates
Blair Advertising
Bozelle & Jacobs
Doyle & McKenna
Doug Pledger Advertising
Foil, Cone & Belding
Martin Rockey Advertising and many others

**Datebook**

**This week**

 Aug. 20-24—Week of one-day Missouri Broadcasters Association sales clinics, beginning Monday at Ramada Inn, St. Joseph. Tuesdays will be at the Hilton Inn, Springfield Wednesday's at Holiday Inn, Jefferson City, Thursdays at Holiday Inn, Hannibal, and Fridays at Ramada Inn, St. Louis.

 Aug. 20-21—Society of Cable Television Engineers regional technical meeting, Logan Airport Hilton, Boston.

 Aug. 21—Arizona Broadcasters Association board meeting, University Bank Building, Phoenix.


 Aug. 24-Sept. 2—International Radio and TV Exhibition 1979 Berlin, promoted by the Society for the Promotion of Electronic Equipment in Frankfurt, with executive handling by the AMK Company for Exhibitions, Fairs and Congresses Ltd. Berlin Exhibit grounds.

**Also in August**

 Aug. 26-28—Illinois Broadcasters Association annual convention. Ramada Inn, Champaign, III.

 Aug. 26-Sept. 2—National Association of Broadcasters sales management seminar Harvard University, Boston.

 Aug. 29-31—Arbitron Radio Advisory Council meeting, Castle Harbour hotel, Bermuda.

**September**

 Sept. 5-7—Second International Fiber Optics and Communications Symposium, Hyatt Regency O'Hare, Chicago Information: (617) 339-2022.

 Sept. 6-8—Radio-Television News Directors Association international conference, RTNDA board will meet Sept. 5 and 9, Caesar's Palace, Las Vegas.

 Sept. 7-9—California and Far West regional conference of Investigative Reporters and Editors Dunlay hotel, San Mateo, Calif. Contact: Len Sellers, Journalism Department, San Francisco State, (415) 469-1550.

 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 programming conference, Stouffer's Riverfront Tower, St. Louis.

 Sept. 10—Ohio Association of Broadcasters state legislative salute, Sheraton-Columbus, Columbus, Ohio.


 Sept. 12—Action for Children's Television regional ACT on the Arts workshop, Spring Hill Conference Center, Minneapolis.

 Sept. 12-14—CBS Radio affiliates board meeting, Hyatt Lake Tahoe, Nev.

 Sept. 13—International Radio and Television Society newsletter luncheon, Waldorf-Astoria hotel, New York. Speaker: Representative Lionel Van Deerlin (D-Calif.).


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

 Sept. 15-17—Thirteenth annual South Dakota Broadcast Day, South Dakota State University campus and Holiday Inn, Brookings.

 Sept. 15—Deadline for entries in 14th annual Gabriel Awards of UNDA-USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schida, (317) 635-3358.


 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, AIF (301) 554-1720.


 Sept. 19-20—Regional meeting, Mutual Black Network affiliates, Peaches 'n' Cream Plaza hotel, Atlanta.


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


**Versatile Video Inc.**

151 Gebrulds Court, Sunnyvale, Ca 94086

(408) 734-5550
Cover news events on the spot from this dependable motorcoach.
Great for station promotions, too.
(Prices start at a mere $36,000)

A used Trailways Eagle bus is not just a used bus but a bus used by Trailways. It's 40 feet long—a full five feet longer than most buses. And you can get immediate delivery.

It's easy to add a snack bar or galley. Or convert it into a mobile newsroom, a deluxe motor home for eyewitness news crews, or whatever suits your particular needs.

Air conditioning? Of course!

Service? This is where we really whip up on the competition. Ask somebody who owns a domestic bus how impossible it is to get good service. Bonus: we have a multimillion-dollar parts inventory, and service is available all across the country.

Very attractive financing is available—2 percent above prime rate, 25 percent down, up to 48 months' term.

How do you want it painted? Wild 'n crazy? Ultraconservative? Or anywhere in between?

These are not your run-of-the-mill assembly-line jobs. The body was carefully handcrafted in Europe—something like expensive luxury automobiles. And the engine is the famous Detroit Diesel 8V-71N.

They're road-ready and ready to roll. And the past service record is yours for the asking. New radial tires are available.

There's a huge baggage compartment underneath. Hacks above the seats give you additional storage space.

Torsion bar suspension gives you a smoother, more comfortable ride. There's little or no maintenance and no air leaks.

If the spacious coach can carry this fiddler, plus 45 more riders, it's probably just what you need for station promotions and news coverage crews.

You bet I'm interested in this coach.
Rush me your brochure.

Name ________________________________

Firm/Organization ____________________

Address ______________________________

City __________________ State ______ Zip ______

Telephone ____________________________

Mail to: Mr. F. A. Millet, 315 Continental Avenue, Dallas, Texas 75207.
Or call collect (214) 655-7840.
We made Jerry Lewis cry.

Jerry Lewis was visibly taken by the way people all around the country responded to his annual Muscular Dystrophy Telethon.

And Storer is happy to have played a part in helping him attain his goal.

Fact is, WJBK-TV, Storer's station in Detroit, played a big part. It was the number one station in the country in total contributions.

WJBK-TV's record viewers' pledge of $2,037,155 represented seven percent of the National total of $29,074,405.

But WJBK-TV wasn't the only Storer station involved in the Jerry Lewis Telethon. WJKW-TV in Cleveland, WSPD-TV in Toledo, WAGA-TV in Atlanta, WTTI-TV in Milwaukee were all in there doing their part, as well.

The Jerry Lewis Telethon is another way Storer Stations get involved in serving their communities.

But the way we see it, the more effective we are in our communities, the more effective we can be for our advertisers, and the more effective we can be for ourselves.
We asked Americans:

'Can We Have A Cleaner Environment-And Enough Energy?'

Because Union Carbide depends on reliable supplies of energy, national environmental policies which restrict energy supplies have a direct impact on our business. Since public attitudes help shape national policies, we commissioned a survey which included this question:

"Do you feel that steps being taken to protect the environment are major contributors to today's energy supply problems, or would you say this is not the case?"

Major contributors .................. 39%
Not the case ......................... 50%
Don't know .......................... 11%

Source: Survey conducted for Union Carbide by Roger Seasonwein Associates, Inc. May 1979 national probability sample, by telephone, of 1,000 adults.

Difficult choices lie ahead.

America can no longer afford to make energy and environmental policies independently. Difficult decisions have to be made regarding air and water quality, land use, health protection and other aspects of the nation's physical and economic environment to deliver the energy we need and the environmental quality we want.

Recently, several preliminary steps have been taken to help resolve conflicts in policies affecting energy and the environment:

- Within the Executive Branch, a Regulatory Council has been established in an attempt to coordinate regulations issued by different agencies.
- A National Commission on Air Quality has been appointed to study the 1977 amendments to the Clean Air Act and to recommend appropriate modifications, if any, to Congress. One focal point of the Commission's activities will be energy-related industries, particularly those using coal.
- President Carter recently proposed an "Energy Mobilization Board" to expedite environmental permitting for such critical energy projects as refineries and pipelines.

These steps all deserve support, but we should realize that they are procedural, not substantive. Neither the President nor most Americans have faced up to the environmental implications of meeting our national energy objectives. The proof of the effectiveness of these new steps will be their ability to deliver real results--enough energy at acceptable environmental costs.

This advertisement is part of a continuing series on public opinion and national concerns.

For more information, write for a complimentary copy of the national survey, "Public Attitudes on Energy.

Address: Energy, Union Carbide Corporation, Box H-20, 270 Park Avenue, New York, New York 10017.

Oct. 2-4 - International Electronic, Electrometrical Conference and Expo. sponsored by the Canadian region of Institute of Electrical and Electronics Engineers. Exhibition Place, Toronto.


Oct. 10-12 - Inter-American Association of Broadcasters meeting. Mayflower hotel, Washington, D.C.

Oct. 12-14 - American Film Institute National Conference on Film and Television. Sheraton Universal hotel, Universal City, Calif.

Oct. 15-18 - Annual Student Broadcasters convention sponsored by University of Massa.

The Professional

Dennis Vohar Is Looking For Trouble

Denny's career as an engineering technician and trouble-shooter began at WMBA-AM in Ambridge, Pennsylvania. In addition to tape editing, installing and maintaining equipment, he announced the weekend WMBF Morning Show. At KDKA-AM-FM in Pittsburgh, Denny assembled shows and engineered Pirate baseball games.

Later, as Chief Engineer at WAMO-AM-FM, Denny was in charge of studio and transmitter maintenance for both AM and FM stations. Since 1977, he's been maintaining our audio broadcasting equipment. We like that. We're like Dennis Vohar.

Professional.

Associated Press

Radio Network (212) 262-4011

Broadcasting Aug 20 1978
chusetts' WUMB, Boston Park Plaza hotel. Information: Patricia Montelijn, (617) 282-2074.


Oct. 18 — New deadline for FCC comments on proposal establishing table of assignments for FM-ED stations and new classes of stations (Dockel 20735). Previous deadline was May 2. Replies are now due Nov. 30.


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

Oct. 24-25 — Kentucky Broadcasters Association fall convention. Governor's Park Hotel, Frankfort.


Nov. 31-Dec. 2 — New Hampshire 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. Cerramar Beach hotel, San Juan, Puerto Rico.

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

Nov. 7-10 — National Association of Broadcasters legal workshop. Valley River Inn, Eugene, Ore.

Open Mike:

All in the head

EDITOR: I am reading disturbing news in "Closed Circuit" of Broadcasting [Aug. 6] to the effect that James H. Quello at 65 years of age is not sure whether he will seek reappointment to the FCC.

In the opinion of experts, retirement is really a killer. Most people retire, sit in an armchair, smoke a pipe and in a year or two, they are gone. Medical experts tell me exercise of the brain is as important as physical exercise, and without this, one doesn't last long.

I am 82 years old, and I believe am the oldest commercial broadcaster in America, having started in 1924. I am the chief executive officer of this company and very active.

What Commissioner Quello may do, of course, is none of my business, but I would urge him to give consideration to what I have said and continue on the FCC as the dedicated public servant he is, for many years to come.—Stanley E. Hubbard, chairman of the board, Hubbard Broadcasting, Saint Paul, Minn.

Staying put

EDITOR: Your "Closed Circuit" item [Aug. 13] about somebody's "educated guess" that NPR will need a new president if Senator Edward Kennedy yields to a draft by the Democratic Party is harmless enough as political speculation, but potentially damaging and destabilizing to public radio at a time when the competition for CPB funds between public radio and public television is intense.

I have no plans to leave NPR and am "slated" (as your wordsmith put it) only to continue to try to get radio a fair share of the public broadcasting dollar.—Frank Mankiewicz, president, National Public Radio, Washington.

If the 'Shoe' fits . . .

EDITOR: I am enclosing the 8/30/79 "Shoe" cartoon drawn by Pulitzer prize winner Jeff MacNelly. We thought it might amuse and/or enlighten your readers.—Jane L. Metze, Jefferson Communications Inc., Vienna, Va.
The broadcast industry has lost a friend.

Sidney enjoyed the fellowship of broadcasting. Sidney always had a cheerful word and kind smile for all of us. He gave of himself unselfishly to our industry.

The broadcast industry has changed drastically since Sidney began, but we should not forget that we are an industry of gentlemen and Sidney was, above all else, a gentleman.

For those of us who mourn his passing, we should not grieve. Sidney is now with the angels. Sidney has by now organized and licensed the celestial choir. He has already booked (for those broadcasters who have gone before and those who will be arriving) next year's convention at the Heavenly Hilton.

Sidney, we will miss you.

All Your Friends

e & c & o
Gimbels Midwest has changed—and it's sold on broadcasting

In Milwaukee, Gimbels is a tradition. A Milwaukee institution since 1887, Gimbels came to the city from Vincennes, Ind., where the department store was started in 1842. Quickly, Gimbels became the leading retailer in Milwaukee, and it continues in that position to the present.

Although Milwaukee is very tradition-oriented, it doesn't suggest that any retailer can rest on its reputation. And Gimbels hasn't.

The physical changes alone at Gimbels Midwest in the past several years make this apparent. All 11 units in the area have been renovated. Three key stores—Mayfair and Northridge in Milwaukee, and Southridge in Greendale—were stripped to the perimeter walls and completely overhauled. Space allocations were revamped with some areas such as fashion more than doubled in size. Merchandise in all departments was upgraded and fresh interpretations were given to traditional departments.

Gimbels' "positioning," or market stance in the consumer's eye also underwent a major change. We had the space, the environment and the right kinds of merchandise and repositioning came on top of all this and was the most exciting.

We always have had broad appeal and we still intend to service our traditional customer, but you can't be all things to all people. We decided to concentrate on attracting a younger, more adventuresome customer, 18 to 35 years old. From this the Habitat concept evolved.

In a highly developed basic housewares operation, Habitat brought together gifts, housewares and gourmet items oriented to younger people interested in food preparation, entertaining and accessories for the home. Basic cookware, glassware, casual china, gourmet cookware, wood baskets, pottery, paper products, food and anything involving the environment of the home were each set in an esthetically appealing background of natural wood, stucco, chrome or glass. We had determined there was a need for this concept to fill a void in our market.

Subsequently, a promotion entity was created to emphasize individual product classifications that are merchandised as a unit for dramatic impact under the Habitat identification. A distinctive logo was developed for Habitat, designed to register not only for the particular areas, but also for the stores as a whole. This logo was incorporated in signs, shopping bags, wrapping paper and advertising.

We put together a media mix package of newspaper, radio and television, and all were coordinated to stress the Habitat theme. The key, however, was television. Television enabled us to show the exact Habitat environment and helped us establish the personality of the stores, a distinct advantage over other media. And it allowed us to reinforce the mating of Habitat and Gimbels, making them equally and instantly identifiable. This was a vital part of our positioning concept.

A special events program also was initiated when the Habitat areas opened in the stores, including guest appearances, cooking demonstrations by famous chefs and cooking classes. Among the celebrities appearing was Bette Davis who participated in our two-week salute to Hollywood, "Oh Those Fabulous Flicks," and who attracted some 15,000 people to a single event with extensive broadcast and press coverage locally.

Vendor support was enthusiastic. In addition to commercials stressing Gimbels and the positioning for departmental and storewide events, vendor involvement on television took different forms. In some situations, vendor advertising was "Gimbelsized" in a kind of doughnut, with an open and close promoting Habitat and the stores, while in other instances, packages were put together for major departments and sold to vendors on a co-op basis. Generally 30 seconds, the spots run in a two-to-three-week period, with about 25 to 30 spots per week.

Launched in February 1978, Habitat has been a major success. We can see in our day-and-day-out business that we're giving customers what they want. It carries over into other areas of the business.

When the renovation of the Mayfair, Northridge and Southridge stores was completed in October, the change in their environment was promoted heavily. We went into a new theme—"We know what you like"—and all-new music was used on radio and television. The result: Sales volume increased far more than anticipated. The Habitat concept is an exploding area in terms of growth and volume.

For Gimbels Midwest, media mix is a more recent innovation. Newspapers traditionally have been the dominant medium, and only five years ago 86% of all promotion spending was in newspapers with most of the rest in direct mail—and very little broadcasting. In 1978, newspaper spending was about 65% of the promotion budget, direct mail 18% and broadcast 17%. Now used throughout the year, broadcast advertising last year, including vendor support, approached $1 million, the largest part of which was in television.

(Measured media expenditures reported by Broadcast Advertisers Reports, according to the Television Bureau of Advertising, show Gimbels Midwest television investments of $737,000 in 1978.)

Gimbels Midwest is committed to television to strengthen and increase our share of market. It already has brought us new customer awareness and created an ambiance that other media cannot achieve.

Fresh and timely events continue to be an important part of Gimbels Midwest promotion plans in 1979. The Edward the King television series, for example, was utilized in a variety of ways. In addition to television advertising adjacencies to the show, Gimbels contributed $2,500 to the United Performing Arts Fund Drive in May, donating the proceeds from a store event featuring costumes from a program promoting English products—food, Waterford crystal, woolens and the like.

We want to entertain our customers. The store down the street or at the other end of the mall may have the same merchandise as we do, so we've got to do a better job in every way.
EASTMAN RADIO

proudly announces its appointment as national sales rep

WJR AM & FM
Detroit
Capital Cities Communications Stations
Spotmaster
3000 SERIES
Tape Cartridge Machines

The cart machines with features competitors' models can't match...

FEAURES

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Professional in every way, Series 3000 are premium quality products with Spotmaster features such as: Phase Lok III head bracket, long life Nortronic Duracore® heads, advanced IC circuit/solid state design with exceptionally wide dynamic operating ranges, and all plug-in PC boards including power supply.

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TELEPHONE: (217) 224-9600 TELEX: 25-0142

Broadcasting Aug 20 1979
EASTMAN RADIO

proudly announces
its appointment
as national sales rep

KLAC and KMET
Los Angeles
Metromedia Radio
This August, Exxon plans to deliver as much gasoline in the U.S. as we did in August of 1978.

Distribution of this gasoline is determined by Department of Energy regulations. Both the wholesale prices we charge and the retail prices our dealers charge for this gasoline are controlled by the government.

Gasoline use is down so far this summer compared to last year. Service station lines have now diminished.

Crude oil supplies are tight, however, and an increase in driving could cause lines to reappear.
Price tags for stations on a skyrocket

It's a seller's market as demand far outpaces supply, especially in the bigger markets, where established owners are setting tight

Like the prices of everything else, those of broadcasting stations in the contemporary market are going through the roof, if not through the warning lights on top of those high-rising television towers. "Exorbitant," "outrageous," "fantastic" are the most common adjectives heard when recent station trading is discussed.

Even those words are losing their meaning as the scale of values continues to change. In all seriousness, Joseph Sitrick of the Blackburn & Co. brokerage firm observed last week that stations are moving as long as the price is merely exorbitant. It's when sellers' appraisals reach the outrageous stage that stations sit on the market.

Whatever the descriptive word, it cannot be denied that prices are high, as witness these recent transactions: WLW(AM-AM)-living Cincinnati at $17 million, an 86% gain on the price the seller paid barely three years ago; KOVR(TV) Sacramento, Calif., in the 24th TV market, at $65 million; KFSM-TV Fort Smith, Ark., the 162d ADL at $17.5 million.

Is a ceiling in sight? No broker quite says so, but some detect signs of a leveling off. Broker Ed Tornberg noted that as with all business cycles, broadcasting prices go through new formulas of multiples in inflationary periods until hitting a plateau.

Where are we now? The figures most commonly cited are 10 times cash flow for the price of a television station, seven times cash flow for an AM station. Broker Ted Hepburn stresses that radio sales, however, are often computed on the basis of a multiple of gross revenue, not profits, with twice the gross being the average.

All brokers emphasize that these multiples can only be the most general guidelines. The potential of the station also counts: Is it currently an "underachiver" that aggressive management could turn around? Does the deal also involve liquid assets? Is there valuable real estate included in the purchase price?

FM radio is considered a different story altogether. Ted Hepburn says a "mature, free-standing FM in a good growth market—Atlanta not Milwaukee"—should pull 10 times cash flow. It should, of course, have a four-to-five-year record of audience and revenue growth. Clyde Haehnle of R. C. Crisler Co. sees a tremendous interest in FM stations as opposed to AM. He sees FM revenue growth pegged at 30% compared with 6% or 7% for AM, and he predicts that by 1982-83 FM revenues will equal or surpass those of AM. To use Joe Sitrick's phrase, FM's potential has pushed its prices "out the window."

Sitrick says he doesn't consider "out the window" prices justified, and has turned down the opportunity to broker some deals where he felt the asking price was unrealistic. But, he notes, he takes a conservative view of prices, and the experience of the past several years has proved him wrong in instances where he thought too much was being asked for a given property.

As in any other business situation, the influence of supply and demand is felt in broadcasting deals. The general perception is that there is a shortage of stations on the market relative to demand, which inexorably escalates prices.

Broker Dick Shaheen, looking principally at television, sees several factors at work. In the past, there was a certain amount of turnover, with owners looking to trade up to larger stations. Now, however, with increasing levels of group ownership, the possibility of acquiring something "better" is evaporating, and owners are holding on to what they have.

Howard Stark stresses that the publicly held companies in broadcasting are interested in stations in the larger markets, and with the number of individual owners dropping, and nobody interested in "trading down," there has to be a drying up of station availabilities.

Clyde Haehnle speaks of a different balance on the supply side of radio, with many more stations on the market in the last 60 days. He thinks some owners, having quadrupled their investments, may be wanting to take advantage of today's high prices, in anticipation of a downturn. However, Haehnle has not yet seen any evidence of slippage in the multiple being paid for stations to this point.

One reason may be a change Haehnle sees on the demand side. There are, he says, 25 times as many buyers as sellers, many willing to pay high prices to enter broadcasting. He's seen high-income doctors and entrepreneurs who've generated cash through such things as fast-food chains looking to put their money in broadcasting.

Shaheen, in a thought disputed by some other brokers, thinks there are good tax-shelter possibilities in smaller properties. In any event, he says, there's simply a lot of money available now for broadcast acquisitions.

On that score, Shaheen believes there

A sampler of 'Changing Hands'. Here are a few of the larger station transactions reported so far this year (dates are those of the broadcasting issues in which sales were reported): KBPI(FM) Denver by Progressive Broadcasters to Sandusky Newspapers for $6.7 million (Jan. 15). KFSM-TV Fort Smith, Ark., by Buford Television to New York Times Co. for $17.5 million (Jan. 22). KSHO-TV Las Vegas by Channel 13 of Las Vegas to The (Milwaukee) Journal Co. for $13.5 million (Feb. 19). WGBS-AM-WLTF(FM) Miami by Storer Broadcasting Co. to Jefferson-Pilot for $12.5 million (Feb. 28). WHN(AM) New York by Storer Broadcasting Co. to Mutual Broadcasting System for $14 million (March 5). WIOQ(FM) Philadelphia by Que Broadcasting Co. to Outlet Co. for $6,425,000 (March 5). KODA-FM Houston by (Paul) Taft Broadcasting Corp. to Westinghouse Broadcasting Co. for $5 million (April 30). WBBF-TV Baltimore (ch. 45) by Chesapeake Television Inc. to Larry Israel and Steven Kumble for $16.5 million (June 18). KOVR(TV) Sacramento (Stockton), Calif., by McClatchy Newspapers to Outlet Co. for $65 million (July 9). WLW(AM) Cincinnati-WLWS(FM) Hamilton, Ohio (Cincinnati) by Queen City Communications to Mariner Communications for $17 million (July 9).

High prices aren't confined to the bigger markets. Here are a few of the more conspicuous figures paid in less conspicuous places: WHIS-TV Bluefield, W. Va., by Daily Telegraph Printing Co. to Quincy Newspapers for $8 million (Jan. 15). WHHR(FM) Hilton Head Island, S.C., by Hilton Head Radio Corp. to Cordem Inc. for $1,900,000 (Feb. 19). KIOQ-AM-FM Manitou Springs, Colo., by Mountain States Broadcasting Corp. to Whiskes/Ataris Communications for $1,817,500 (March 26). WFOM-AM-FM Suffolk, Va., by Smiles of Tidewater Inc. to McCormick Broadcasting Corp. to WBBF-AM for $2.4 million (April 23). KEED(AM) Eugene, Ore., by Century Pacific Inc. to Community Pacific Broadcasting Corp. for $1,131,000 (April 23). KFVS-TV Cape Girardeau, Mo., by Hirsch Broadcasting Co. to American Family Life for $22,235,984 (April 30).
has been a turnaround in recent years, with financial companies now anxious to advance money for broadcasting, having come to a realization that "we make money and pay our bills."

The influence of a good broadcasting business picture on prices was also cited by Howard Stark as an upward impetus to prices. Higher prices are being generated, even using old multiples, simply because revenues are growing. More advertisers are entering the broadcast marketplace, and local sales, a real source of station profitability, are accounting for a higher percentage of a station's business.

Some insights emerge in examining the brokers' analyses of specific trades. Take the KFSM-TV Fort Smith deal. "Yeah, that's high!" was a typical broker reaction. But then they begin to point to factors placing the $17.5-million price tag in the real world.

Perhaps the most important consideration is that the station is the only VHF facility in a market with a significantly higher growth rate than the rest of the country, giving the station increased future revenue potential. "Unless the economy falls out of bed," Howard Stark believes time will make the premium price worth while.

There are, of course, limits. The $15 million tag that James Gabbert has put on his San Francisco FM (see page 41) is generally felt by the brokers to be a very stiff price indeed. Joe Sitrick says that although the price may follow the typical curve on a cash flow basis, the market in that city has

peaked for FM: It's simply too crowded and developed to allow the potential that is the basis for the high FM multiple in the first place.

Another price that some perceive as unrealistic is the $17 million for the Cincinnati AM-FM. Still, says Ed Tornberg, the last time the stations were sold (for about $9 million in separate deals a year apart) that price was called unreasonable. Another observation by Tornberg may serve to summarize the brokerage view. With 25 years in the business, Tornberg has found that every year critics have said prices couldn't go any higher, only to be proved wrong when prices went up again.

FCC, on 5-1 vote late Friday, denied Washington Association for Television and Children's petition to stay Thursday decision granting Tafi Broadcasting waiver of top-five-market policy and acquisition of WOAL-TV Washington (story, page 25). Commissioner Tyrose Brown did not participate in Friday vote; Commissioner Joseph Fogarty dissented. Chairman Charles Ferris issued concurrence statement to effect that since commission has not adopted final order in case, there is no action that is subject to stay.

Burke Broadcast Research, which plans to drop its syndicated radio ratings service unless it can enlist "enough" additional broadcaster support by Sept. 14 (Broadcasting, Aug. 6), announced Friday that all 13 Metromedia radio stations had signed up. Officials said these wouldn't be "enough"—which they haven't defined in dollar terms—but represented good beginning. They also said Leo Burnett Co. and BBDO had both agreed to use Burke data in their radio buying.

Storer Broadcasting finance and planning committee has recommended two-for-one stock split. Special meeting of board is set for Sept. 5; if split is approved, special stockholder meeting will be held Nov. 2 to vote on increase, from current 5.2 million shares. Committee also proposed upping number of authorized shares of Storer common from eight million to 20 million.

Pulitzer formally became parent of ch. 8 WGA-TV Lancaster, Pa., and ch. 6 WTVF-TV New Bedford, Mass. (Providence) with signing of contacts in New York last Wednesday. Transaction, in which Pulitzer paid $45 million, gives St. Louis Post Dispatch owners fourth and fifth TV outlets. FCC approved transaction nearly year ago; format transfer took place as last pending complaint expired.

And here's another. Standard Communications Inc. would acquire Kansas State Network Inc. in a cash and stock deal valued at approximately $62.9 million under an agreement in principle announced last week. In effect the buyer in the complicated transaction would be the George C. Hatch family, which has extensive radio and television station interests. The arrangement was described as follows:

Telecommunications Inc., Denver-based cable system owner, owns 24% of Kansas State Network. The Hatch family, which owns over 15% of Telecommunications, would exchange a substantial but unspecified portion of that interest for Telecommunications's 24% in Kansas State Network. Then, through Standard Communications Inc., a subsidiary of the Hatches' Standard Corp., the family would make a tender offer for the remaining 76% of Kansas State Network stock at $33.50 a share. There are approximately 1,879,000 KSN shares outstanding. At $33.50, the 76% would have a value of about $47.8 million. If the Telecommunications stock to be exchanged for 24% of KSN and had a per-share value of $33.50, that portion would represent about $15.1 million, giving the entire deal a value of about $62.9 million.

Kansas State Network owns KARO-TV Wichita and three satellites; KARD-FM Wichita, KHVL-FM Joplin, Mo., and refrigerated warehouses in the Midwest. A few months ago, KSN agreed to sell its cable division to Multimedia Inc. for $11 million (Broadcasting, June 18). Telecommunications Inc. acquired its 24% interest in KSN earlier this year. It acquired about 23% from Heritage Communications Inc. for approximately $23 a share, or about $9.9 million, and added the other 1% through purchases on the open market. The Standard company through which the Hatch family would acquire KSN owns KHVL V Salt Lake City and a newspaper in Ogden, Utah.

The KSN transaction is subject to approval by KSN's board and shareholders and to the execution of a definitive agreement, as well as to approval by the FCC. Howard E. Stark, media broker, was consultant to the Hatch family and Standard on certain aspects of the package.

Is American Express running deceptive television commercials for its Travelers Checks?

First National City Travelers Checks charged competitor, American Express, with deceptive advertising in full-page ads last Wednesday in New York Times, Washington Post and Eastern edition of Wall Street Journal. First National said American Express's TV ads make "clear implication" that "traveler's checks of all other travelers checks other than American Express...or indeed, any refund at all." American Express is largest consumer advertiser in check field, spending about $8.5 million, most in TV. On Thursday, American Express official said that although company feels TV spots are not misleading, it has decided to add line at end of ads: "Of course, other travelers check issuers make refunds also." New ending should be ready in three-four weeks. First National was not mollified and is pressing complaint with National Advertising Division.
FCC stays on course, but just barely, with top-50 policy; grants waiver for Taft buy of WDCA-TV

Vote is 4-3; majority says case is not strong enough to make it first instance rule is invoked; citizen group may go to court

The FCC has granted Taft Broadcasting a waiver of the commission’s top-50-market policy, allowing Taft to acquire UHF WDCA-TV Washington. Moments after the four-to-three decision last Thursday, Taft closed the deal with Channel 20 Inc., current licensee of WDCA-TV. The price was $15.5 million.

The decision was reached last Thursday after a two-hour exchange, often heated, among the six commissioners sitting in Washington. The seriousness of the division in the present membership of the FCC was emphasized when the seventh commissioner, Robert E. Lee, vacationing in Thala, West Germany, was hooked into the meeting by conference telephone call. His vote for the waiver broke what would otherwise have been a deadlock.

The action on the Taft acquisition may be a foretaste of what is to come when the commission reaches the decision stage on a rulemaking now in progress to determine the future of the top-50 policy.

The grant of the waiver to Taft is still clouded, however, by the likelihood of a court appeal by Washington Association for Television and Children, which requested on Friday but was denied an "emergency" stay of the waiver grant (see "In Brief," page 24). WATCH has contested Taft’s application all along on the ground that Taft has not proposed enough instructional and educational children’s programing in its application for the station. In granting Taft’s application, the commission went against the staff’s recommendation to seek additional programing information. The staff had originally recommended grant of the waiver, saying that Taft’s public interest showing was “sufficient if not more” than precedents set in previous requests for waiver of the top-50 policy, which states that a company may not acquire more than four television stations, or more than three VHF’s, in the 50 largest markets without a showing that the benefits to the public interest by the acquisition would outweigh the loss of diversity in ownership. However, in an Aug. 1 meeting, the commission asked the staff to review Taft’s application and seek additional programing information. Taft subsequently presented amendments to its application, providing for advisory committees on children’s programing, minorities and women, and for dismissal of its subscription television application for WDCA-TV, which it said would make way for a minority-owned STV application for an auxiliary channel.

The staff, in its new recommendation to deny the waiver, said that Taft did not specify how these proposals would add to educational programing for children.

The discussion at last week’s commission meeting centered as much on Taft’s application for exemption of the top-50 policy as on the validity of the policy itself—which has not been implemented in its 11-year existence.

Commissioner Joseph Fogarty, who called the case “the most difficult one called before the commission” since he’s been there, said that he has always been critical of the commission for not implementing the policy. “This is the first time that a proposed waiver has been contested—and contested hotly,” he said. Fogarty added that if the waiver were granted, and if it were appealed in court, he believed the court would not sustain the waiver. “WATCH will prevail in the court of appeals,” Commissioner Fogarty concluded.

Commissioner Tyrone Brown felt that “the commission has devitalized the policy by requiring less and less of a showing ... a gradual deterioration of the policy.” Chairman Charles Ferris supported the staff’s recommendation also, on the ground that the “public is going to lose, rather than gain.”

The four commissioners voting for the waiver—Lee, Anne Jones, James Quello and Abbott Washburn—felt that Taft

Flap over White House’s proposed restrictions on picture coverage of President Carter’s Mississippi riverboat trip ended Friday with broadcast and print journalists getting, as one put it, “pretty much what we wanted.” Network sources said that instead of pool camera only, each network news organization would be allowed to provide its own coverage at times and have access to pool coverage at other times. Networks and White House apparently compromised an edict against purchase of pictures from tourists: Representative of one network negotiator said networks would not routinely seek to buy such pictures but could do so if emergency arose. Print news media also would be allowed to buy pictures—one of prohibitions that, until eased, had led news services and others to say they wouldn’t send photographers.

Joel Chaseman, president of Post-Newsweek Stations, who said earlier in month that broadcast group was considering cable news network (“Closed Circuit,” Aug. 13), said last week that those ambitions have been put to rest. He said that Washington Post subsidiary felt move would be “untimely diversion of resources.”

New York state court of appeals, joins list of courtrooms permitting some form of television coverage on test basis. Panel’s chief justice, Lawrence H. Cooke, announced plan, slated for fall, under which single day of oral arguments before court will be taped for WNET-TV New York program about appellate process. Three fixed-position cameras using available light will record proceedings.

Fourth annual Cable Television Administrative and Marketing Society convention was held last week in Denver, where 350 cable and advertising executives got together to discuss cable and its future as advertising medium. Representatives from Young & Rubicam, J. Walter Thompson, Benton & Bowles, Ted Bates, Ogilvy & Mather and Compton Advertising were among advertisers present. Speakers included G.F. Tyrell, vice president of advertising services of Johnson & Johnson, pioneer cable advertiser; Daniel Shorr, former CBS newsman, who has signed on Ted Turner’s Cable News Network as senior Washington correspondent, and Sylvester Weaver, former NBC president.

Wan Continental Broadcasting has asked FCC to review decision allowing satellite carriage of wan-ty Chicago and other superstations. Wan’s comments supported Metromedia petition for review of staff decision allowing ASN Inc., to carry signals of KTTV-TV Los Angeles (Broadcasting, July 23).

J. Richard Munro, Time Inc. group vice president-video, elected to newly created post of executive vice president. Gerald M. Levin, chairman and chief executive of Home Box Office, Time’s pay-cable subsidiary, named to succeed Munro. N.J. Nicholas Jr., HBO president, takes additional titles of chairman and chief executive, succeeding Levin. In new post, Munro joins Chairman Andrew Heiskell and President James R. Shepley in supervision of Time’s five operating groups as well as its financial and administrative areas. He also was named to new operations and fiscal policy office, along with Vice Presidents Ralph P. Davidson and Clifford J. Grum, Chief Financial Officer Richard B. Mckeaough and Group Vice President-Administration Charles B. Bear.

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Relatively speaking, in a last-ditch attempt to sway the FTC, WATCH filed with the commission to contest the ruling, initiated last year, that the "prosecution and defense were handled in an open, objective manner" that H. Taft Snowden of the Broadcast Bureau was assigned to the case. Snowden is a distant relative of the current president of Taft. In fact, Snowden had given a deposition of his familial relationship to the company on July 31, before the case was presented to the commission. His "great-great-grandfather," Charles P. Taft, formed Cincinnati Newspapers, which eventually evolved into Taft. Snowden's great-grandfather, great-grandson to Charles P. moved from Cincinnati to New York, where he founded a law firm; from him Snowden's side of the Taft family descends. Snowden removed himself from the case on Aug. 8 to avoid any inference of bias. His deposition was made part of the case record at last week's meeting.

made more than a sufficient public interest showing and that precedent had been set by previous waivers. Commissioner Lee, who was hooked into the meeting by telephone from Germany (for the whole two hours), was "puzzled at the long delay" in the proceeding. Commissioner Quello, who seemed to be Taft's staunchest defender, said "Taft's showing is more than any other I've seen. Why are we switching now? ... this would be a dramatic switch from precedent."

Commissioner Jones also stressed that precedent should not be set with this case, because it "certainly isn't the low point." Commissioner Washburn said the "top-50 policy, while well-intentioned, is ... unrealistic and impractical ... I'm glad we're looking into it." (The staff is currently reviewing comments and replies it has received on a proposed rulemaking on the top-50 policy and should have an analysis for the commission by early November. The rulemaking, initiated last year, has been delayed; the Senate Commerce Committee, examining in detail the commission's statutory mandate, among the topics to be scrutinized will be the Magnonson-Moss Act, which gives the FTC power to promulgate trade regulations rules that would prevent unfair practices affecting commerce. Specific trade regulation rules will come under the microscope, with the children's advertising inquiry the subject of the day's panel discussions.

The Consumer Subcommittee, chaired by Senator Howard Cannon (D-Nev.), set last Wednesday as a deadline for requests to testify during the hearings. According to a staff member, the subcommittee was deluged with requests from individuals and organizations wanting to appear. Included on the list were a number of groups that have been outspoken critics of the commission, and particularly the children's advertising inquiry.

Whether they will get the opportunity to testify, however, is still uncertain, as the final witness list is still being worked out.

All those seeking a forum, however, were not critics of the agency, as a large number of letters received by the subcommittee came from groups offering support for the FTC's actions.

Bailey, 42, is an attorney with the Merit Systems Protection Board. Her term would run only through Sept. 23, 1980 — when Dole's tenure would have expired.

According to sources, Bailey, a Republican, is expected to have little trouble with the confirmation process. She is widely respected on Capitol Hill, they say, and appears to have bipartisan support. Her husband is Douglas Bailey of Deardorff & Bailey, political advertising firm.

One task immediately facing Bailey would be decided along with Commissioners Paul Rand Dixon and David Clinton — whether to take the recommendation of hearing judge Morton Needelman and designate three items in the children's advertising inquiry for a disputed issues hearing (BROADCASTING, Aug. 6). The commissioners have the option of moving ahead with the inquiry without additional hearings, but most who have followed the proceedings believe that will not happen.

After Needelman made his recommendation to the commission, four groups petitioned him to allow the filing of written comments on his order. The motion was granted, and interested parties were given until Sept. 14 to file comments.

**FTC gets ready for fall action**

With confirmation expected on Bailey nomination, commission will again take up inquiry on children's ads; also upcoming are Senate oversight hearings

The Federal Trade Commission's children's advertising inquiry, the subject of much debate last spring, will again emerge as a topic of conversation early this fall.

With President Carter's official nomination of Patricia P. Bailey to fill the commission seat vacated by Elizabeth Hanford Dole, the rulemaking proceeding, now stalled, will be able to resume. This is contingent, of course, on Bailey's confirmation by the Senate, with hearings expected some time in September.

Also on the schedule for September are four days of oversight hearings by the Senate Commerce Committee, examining in detail the commission's statutory mandate. Among the topics to be scrutinized will be the Magnonson-Moss Act, which gives the FTC power to promulgate trade regulation rules that would prevent unfair practices affecting commerce. Specific trade regulation rules will come under the microscope, with the children's advertising inquiry the subject of the day's panel discussions.

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**‘Nobody’s Perfect’: even ABC’s schedule**

Shaky show is dropped from line-up, replaced by ‘Detective School’; ‘Angie’ goes to Tuesday

And ABC-TV makes three. The number-one network joined its competition last week and announced its first major changes in its fall schedule. The network dropped one new situation comedy from its September line-up, added another and moved to shore up one block that had previously been cited as especially weak. The alterations were announced a week after CBS-TV and NBC-TV made adjustments in their fall line-ups (BROADCASTING, Aug. 13).

Universal Television's only half-hour situation comedy, Nobody's Perfect, which was slated to air Tuesdays at 8:30-9 N.Y.T. this season, was temporarily moved to an ABC spokesman, initial episodes were perceived by the network's programming executives as having "gone off the track." The story of an eccentric Scotland Yard detective in San Francisco, the program has gone through three name changes.

Replacing the Universal show will be Detective School, a summer replacement series that made its network debut Tues- day, July 31, with a 20.4 rating and a 42 share. In its two subsequent outings at 8:30-9 (led-in by Happy Days) the new program maintained a 17.7/38 and a 22.1/41. It is produced by Bernie Kukoff and Jeff Harris.

But, having performed well on Tuesday nights, School will be shifted to what some preseason analysts had seen as one of ABC's weaker time periods—early Saturday night. The new program will be dropped in the 8:30-9 slot first planned for the returning hit, Angie. First introduced as a midseason replacement Thursdays at 8:30-9, Angie's exceptional performance (with a season average of 27.1/42, the fifth highest ranked series) was due in large part to an especially powerful lead-in, Mork and Mindy. No such lead-in was provided in the announced 1979-80 schedule, and several advertising agency analysts had listed it as a possible casualty in September (BROADCASTING, June 25).

So last week, ABC said it would be moving the Paramount series to Mondays in the slot originally set for Perfect, immediately following the network's perennial hit, Happy Days.

The Saturday shuffle on ABC reflects a slow-boiling but potentially fierce three-way competition that may be developing that night. Preseason projections generally gave the night to NBC but with ABC running an extremely close second. NBC's lead-in program, CHiPs (8-9), may suffer from the diminished role of series star Erik Estrada after his Aug. 6 motorcycle accident. CBS will be running its new Working Stiffs at 8:30 (opposite ABC's The Ropers) and the returning The Bad News Bears at 8:30-9.

Broadcasting Aug 20 1979
WUTV, BUFFALO, NEW YORK IS PLEASED TO ANNOUNCE THE APPOINTMENT OF KATZ AMERICAN TELEVISION AS OUR SALES AND MARKETING REPRESENTATIVES. WUTV. KATZ. THE BEST.
RCA and CIT agree to merger

In a rapid sequence of events last week, RCA and CIT Financial Corp., which had broken off merger talks July 10, announced they again had agreed to discuss a merger, and then, on Friday evening, announced an agreement in principle to merge the two companies. Valued at $1.35 billion, the deal is one of the largest corporate marriages in history.

RCA will pay $65 for each of 20.75 million shares of CIT. Payment will be 49% cash, the remainder in a combination of straight preferred and convertible preferred RCA stock. (RCA's earlier offer for CIT shares, reportedly in the mid-60's, was cited as one reason merger talks were broken off [Broadcasting, July 16].)

The proposal to merge is subject to approvals by the boards of both companies, their shareholders and various regulatory agencies.

When the initial talks collapsed, it was assumed that RCA would continue its hunt for a cash-rich company that could help it finance either its own research or the acquisition of new sources of technology. CIT, for its part, sent shareholders a letter from Chairman Walter S. Holmes Jr. and President Todd G. Cole that hinted at future acquisitions by CIT, while leaving the door open to its own takeover by speaking of "the value which CIT might have to another organization."

In early August, CIT proposed an offer in excess of $200 million for Integon Corp., an insurance concern fitting CIT's target acquisition profile of insurance, savings and loan or mortgage companies. Earlier in the year, CIT had gained $425 million through the sale of National Bank of North America, an action that freed CIT from restrictions on business activity that apply to bank holding companies.

Obviously, the logic that suggests the RCA-CIT merger might be in both firms' best interests was still operating last week. This only fueled speculation that a clash between the strong personalities of RCA's president, Edgar H. Griffiths, and CIT's Holmes may have contributed to the halt in the earlier talks. Not only have both men risen through the ranks of their companies to their respective positions, but Holmes had spent 12 years with RCA before joining CIT in 1959 as controller.

The latest news restored the rollercoaster ride of CIT stock. With the earlier round of talks, the price had climbed from the mid-$30's to $55.50 a share, only to fall $12.50 when talks collapsed. Gaining slight ground in the interim, trading in the stock on the New York Exchange was halted Monday and resumed roughly onehalf hour before closing on Tuesday when it became the most active issue of the day, gaining $10.50 to close at $55.375. On Thursday, it closed at $53.625. RCA, which had slipped by fractions through the last discussions and breakoff, closed Thursday at $25.75.

Chrysler's sorrows, broadcasters' joy

Car maker goes on binge to clear out 1979 models; millions to TV and radio

Chrysler Corp. is not only going to the government for help; it's turning to TV and radio. The beleaguered auto maker is fortifying its current TV and radio advertising with a heavy network TV and network and spot radio campaign to promote its $400 rebate offer on the company's 1979 line of cars and trucks.

Chrysler already is a major sponsor on NBC-TV's Baseball Game of The Week and CBS-TV's 60 Minutes, and in mid-July launched a massive, five-week network and spot radio drive which was originally estimated to cost about $5 million ("Closed Circuit," July 16) but which probably went higher.

The added advertising, which a source close to the deal estimated will bring the total spent to $12 million, broke last Saturday (Aug. 18) and will include ABC, CBS and NBC prime-time TV news and sports programs. The radio campaign will be on ABC Information, ABC Entertainment, CBS, NBC and Mutual in 50 major markets. About eight stations will be purchased in each market during drive times. The radio campaign is expected to continue for six weeks.

TV and radio materials will be available for use by Chrysler dealer organizations.

The advertising will be in support of Chrysler-Plymouth and Dodge cars and trucks, with Joe Garagiola as spokesmen on both television and radio. Agency for Chrysler is Kenyon & Eckhardt, Detroit.

Meanwhile, returns from a survey CBS Radio conducted among its network affiliates indicated that many of the stations picked up additional business from local Chrysler, Plymouth and Dodge dealers and dealer associations in support of the initial Chrysler campaign.

The support varied from market to market, ranging from, say, 81 announcements in one week in one market to 72 per week for two weeks in another, 25 a week for eight weeks in another and 25 a week for 52 weeks in another.

CBS Radio had a special interest in getting its affiliates' reactions. Presentations by CBS Radio President Sam Cook Digger, Radio Advertising Bureau Vice President Eldon (Hap) Hazard, have been credited with the key role in selling Chrysler.
YOUR CAR AND TOMORROW'S FUELS
AS THE SUPPLY OF OIL DROPS, SYNTHETICS BECOME MORE ATTRACTIVE.

General Motors is not in the fuel business. But since the cars we build depend on fuel, we have to be on top of the energy situation. Here's the way it looks to us.

All the cars we build are powered by internal combustion engines. These engines work by burning petroleum-derived gasoline or diesel fuel under high pressure. So far, petroleum has been the safest, least expensive source of these hydrocarbon fuels, which pack a lot of energy per gallon. But automotive fuels can also be obtained from many other sources, ranging from oil shale to coal and even corn stalks. The problem is to turn these solid materials into safe, convenient, environmentally sound, cost-efficient liquid fuels.

At GM, we have evaluated a variety of domestic resources and alternative fuels.

Fuels made from shale oil are the best current alternatives. Shale oil is produced by heat-treating oil shale, an abundant American resource. Gasoline and diesel fuel could be refined from shale oil. What is needed, however, are the plants to convert the shale rock into the shale oil. As petroleum becomes more expensive, it will be cost-efficient to build these plants. The mining of shale, though, still presents serious environmental problems that must be solved.

Coal is the next best option. Coal can also be turned into gasoline and diesel fuel, but the process is more expensive and complex than that for oil shale. As with oil shale, coal mining also poses environmental problems.

Biomass (vegetation and organic wastes) is another possibility. The main advantage of biomass is that it is a renewable resource. However, biomass is difficult and expensive to collect and process.

The only automotive fuel currently being made that uses biomass is gasohol. Gasohol is a blend of 10% ethyl alcohol and gasoline. The use of gasohol in present-day cars can save gasoline and causes no insurmountable difficulties.

Hydrogen has often been discussed. Although engines can be run on hydrogen, its production potential appears limited, and the practical problems of safe and efficient distribution and storage haven't yet been solved.

Although electricity isn't a fuel, it can be generated from non-petroleum resources. Some electrically-powered cars are already on the road. The problem is that with current lead-acid batteries they're only capable of traveling relatively short distances between battery charges. We're continuing to do extensive research on advanced zinc-nickel oxide storage batteries.

Nothing is more important than ensuring the supply of fuels needed to keep our country strong. At GM we are confident that if government and industry cooperate and work together to explore alternative energy sources, the problem of providing sufficient fuels for the future, at the lowest possible cost, can and will be solved.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors
People building transportation to serve people
Teletext: TV gets married to the printed word

U.S. broadcasters are now taking their first, tentative steps into the world of teletext, an over-the-air video technology that combines the printed word with the television image. Pioneered largely by the British, the new medium is attracting worldwide interest and is being tested in this country by Bonneville International Corp., a group broadcaster, and CBS Inc. Other U.S. firms are known to be interested in teletext technology or its more sophisticated cousin, viewdata, which ties the home television set to the telephone system.

In the development of both of these new media, however, the U.S. is well behind much of the rest of the world. There is only one U.S.-built system that makes use of the teletext or viewdata technologies, and the two experimental systems currently in operation here—at Bonneville’s KSL-TV Salt Lake City and CBS’s KMOX-TV St. Louis—employ British and French designs for over-the-air systems.

General Telephone & Electronics Corp. has obtained the license to market the British Post Office’s version of viewdata, Prestel, in this country, and Knight-Ridder Newspapers Inc. has announced plans to begin experimenting with Viewtron, a similar wired system, next year with 200 homes in the Miami area (see page 35). Warner Communications Inc.’s Qube, an interactive cable television system in Columbus, Ohio, and soon to expand to Houston, is a highly sophisticated video system with the capability of providing services similar to viewdata, but Warner has largely concentrated on more traditional types of video programming. Closed captioning, a program subtitling technology developed by the Public Broadcasting Service to aid hearing-impaired television viewers, makes use of teletext technology but stops far short of pure teletext in its application.

In London, in contrast, there are currently two operating over-the-air systems—the BBC’s Ceefax and the Independent Broadcasting Authority’s Oracle—and both are slated to begin expansion into the rest of the country next year. Prestel went into operation in March. France’s Antiope teletext system is operating in Paris and Lyons with three different services. And in Canada,
Two of Broadcasting's Giants Join Forces to Create...

TOP 100 OF THE 70'S

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Vista, a viewdata service developed by Bell Canada and Torstar Corp. (owner of the Toronto Star) is being tested in Montreal, Toronto and Ottawa, while that country's own Department of Communications is field testing Telidon, a wired service distinguished by high-resolution graphics.

The May 1979 edition of Intermedia, the official journal of the London-based International Institute of Communications, listed systems in various stages of development or experiment in Australia, Finland, West Germany, Japan and Sweden, as well as those in the U.S., Great Britain, France and Canada. Of the 22 world systems cited by the journal, half were over-the-air.

At present, an Electronic Industries Association subcommittee is in the early phases of deliberations aimed toward developing a national teletext standard for this country. The committee is reviewing the British, French and Canadian (Telidon) systems as well as a fourth, InfoText, developed by Micro TV Inc., Philadelphia. Although each of the groups that has submitted prototypes for consideration would like to see its teletext system adopted, in all likelihood the committee, which is headed by Robert O’Connor, CBS's director of transmission engineering, will not select the standards of any one system for U.S. teletext. Rather, the more likely outcome will be a hybrid set of standards incorporating what the committee members see as the best of each available system. That being the case, the patent-holding firms still should have ample opportunity to reap financial benefits from a U.S. market that sells 16 million television sets a year. (“In Sync,” Jan. 22) by licensing parts of the U.S. system.

The KSL-TV system has attracted considerable attention since its inception in June 1978. Likewise, the CBS experiments have also been the subject of interest and speculation. Bonnville has allowed several new organizations to visit its Salt Lake City facilities and look at the teletext system first hand. CBS, however, has continually declined requests to see its system, prompting instead to invite groups of reporters to St. Louis later this fall. Corporate officials have also refused to comment on the progress of the experiments.

But before looking at the U.S. systems, it is necessary to cross the Atlantic and go where the technologies were first developed and where they are now entering the mainstream of electronic communications.

There are close to 20,000 television sets in Great Britain equipped to receive two BBC Ceefax services and the IBA's Oracle. But the sets that come with built-in decoders are expensive. A conventional 26-inch color set there sells for around $800, and London dealers estimate that the cost of a teletext-equipped set would run $400-$600 above that, although prices should drop as the volume increases. Furthermore, almost half of all sets in Britain are rented, and the BBC estimates that teletext should add only four to six dollars per month to the standard rental fee.

Rental units equipped for teletext use range in cost from $21.80 per month to over $35. A recent survey of British television sales and rental firms revealed that the least expensive teletext set—a Nordmende 3600, 14-inch receiver—sold for $1,098 while the most expensive—a Dynatron CTV 60, 26-inch unit—went for $2,200.

Officials with both the BBC and the IBA expressed confidence that those prices will continue to fall as more sets are manufactured with teletext equipment. As it was explained by one BBC official, for example, 96% of the nation's 20 million television sets would be capable of receiving the Ceefax signal if they were properly equipped. Industry predictions hold that there will be 300,000 such receivers in 18 months. Annual set sales in Britain run at about 1.8 million.

What the viewers in Britain see on those sets varies with the source. Gwyn Morgan, Ceefax publicity officer, explained that 100 pages of information on the BBC-1 Ceefax service include news, sports and financial from a variety of wire services: General News Service (the internal BBC service, which provides most of the information), Press Association (a domestic wire), Reuters, Caversham Monitoring (a BBC service that monitors national radio stations throughout the world) and three separate sports wires.

In the early stages of Ceefax, the BBC has been especially interested in the business services it can provide. “We are providing a very thorough but basic finance service,” Morgan explained. Designed for a small stockbroker who cannot afford a full-time service of his own, Ceefax provides several continually updated pages showing major stock prices, the latest Financial Times stock index, current bar graphs and the like.

The service is run by a team of journalists working in the BBC Television headquarters in London. Only one or two persons are required to provide the news updates while the remainder of the 16-person staff is busy writing book reviews, recipes and preparing other pages. Ceefax operates from 7 a.m. to midnight.

A question of semantics. Although both terms are new and not yet likely to be found in any standard dictionary, the world engineering community seems to have settled on the two British coinages—viewdata and teletext—to describe the video technologies that present written information on a cathode ray tube. By definition, viewdata is a wired, cabled or fibered service allowing for two-way interaction between the home or office terminal and a central computer. Viewdata was first coined by the British Post Office to describe its telephone service, but later the BPO copyrighted Prestel to distinguish its system from the other viewdata systems developed elsewhere.

More quickly, teletext slipped into the general lexicon as the name for over-the-air systems. First used by the BBC's engineers during development in the late 1960's and early years of this decade, the word became commercially inadequate when the independent Broadcasting Authority (which oversees Britain's commercial channels) developed roughly the same technology and demonstrated its system in 1973. The two broadcasting organizations then went their separate ways. The BBC's system was dubbed Ceefax ("see facts"), and the IBA developed the acronym ORACLE (Optical Reception of Announcements by Coded Line Electronics).

To further compound the semantic confusion, the International Telecommunication Union has come up with the word videotex as the generic term and distinguishes between interactive videotex (viewdata) and broadcast videotex (teletext). These coinages by committee, while generally satisfying to the French, have, on the whole, failed to make their way into the vocabularies of the world's engineers—who long ago adopted English as their universal tongue.
The cost to the BBC, according to Morgan, is a bargain. Salaries for the Ceefax team run about $300,000 a year, and a new computer now being installed will run $250,000—"about the price of eight color cameras," said Morgan.

As a noncommercial broadcaster, the BBC has tended toward more journalistic uses for Ceefax. (The BBC-2 service provides 200 pages of extended background information to news stories.) The IBA, on the other hand, is far more interested in the entertainment and commercial possibilities of teletext.

Independent television companies in Britain are interested in seeing Oracle pay for itself. Sponsorship of specific programs is forbidden in Britain, and, thus far, that rule has been extended to teletext pages as well. But, according to Oracle's deputy editor, Guy Rowston, commercial applications are possible. Oracle now has specific advertising pages that viewers can call up. Oracle has yet to develop a rate card for its 200-300 page magazine, however. "Advertising is very much in the experimental stage," Rowston said. "Within 12 months a rate card will be presented."

Technologically, the two British systems are identical. The signals are transmitted on vertical lines 17, 18, 330 and 331 of the 625-line PAL color television system. The data rate is 6.9375 microbits per second, transmitted at a rate of 100 rows per second. Each row contains 40 characters, and each page can handle up to 24 rows. Six colors may be used.

Across the channel in Paris and Lyons the French are experimenting with Antiope, a more sophisticated system that can be relayed over the air, by telephone lines or over FM radio subcarrier frequencies. It is distinguished from the British system, according to Jean Guillermin, director general of Telediffusion de France's engineering subsidiary, Sofratev, by its greater flexibility for future teletext applications. As described by its American consultant, Joe Rozen, president of the Palo Alto, Calif.-based Telegen Inc., Antiope is a software-oriented system that marks a full generation of development beyond the British services. Antiope has its roots dating back to 1972 when France's Center for the Study of Television and Telecommunications established a joint research center in Rennes to develop new technologies for both TDF and the national postal and telephone service (PTT). Antiope was developed from a data transmission service called Didon and was first displayed in 1974.

The system's greater technical sophistication can be seen clearly in three of its features: Antiope can operate as a teletext or as a viewdata service and is that much more flexible than the British over-the-air services. (KSL-TV, however, is modifying the Ceefax-Oracle system somewhat to allow for a form of interaction.) Antiope is asynchronous; that is, it is not tied to any particular lines of the television screen. And, unlike the British services, Antiope can be adapted to PAL, SECAM or NTSC television systems without modifications to the central transmitting equipment.

But compared to the British systems, Antiope is in its infancy. Although it is being used by French stockbrokers and is providing up to 80 pages of stock information, its major field test with 3,000 homes near Paris is not set until 1980. It will largely be a test of programming and not hardware, however. Microbrand Inc., New York, is experimenting with Antiope as a point-to-point communications system.

There is also some dispute surrounding the hardware costs of Antiope. The BBC's Morgan claimed that even in mass production, the Antiope decoders will cost nearly twice what the British units do. Guillermin, however, disputed that claim and argues that the costs will be similar.

And, indeed, they may be. France's PTT is now preparing to provide every telephone user in that country with an Antiope decoder. In 1981 the agency will commence a 10-year project to completely do away with printed telephone books and replace them with an Antiope directory. PTT believes that the short-term costs of supplying up to 14.7 million television receivers with decoders will easily outweigh the costs of providing printed telephone books and directory assistance operations. Such massive government support of a new technology should have significant effects on manufacturing and marketing costs.

Attention to U.S. developments in teletext has been centered in the back room of a small suite of offices at KSL-TV Salt Lake City. There Bonneville International's director of engineering, Bill Loveless, and his engineering assistant, college student Gary Robinson, are making communications history. Their cluttered cubicle, little larger than a closet, houses Robinson's drafting board, a jumbled mass of cannibalized electronic equipment, a computer keyboard and two unusual television receivers—a standard Zenith model and a specially developed Sony Trinitron on loan to the station.

Those two sets are equipped with small, four-by-six-inch microcircuit boards and keyboards much like hand calculators. With the touch of a button, those television sets are transformed to home information terminals.

After receiving special permission from the FCC last year to conduct teletext ex-
In black and white. The BBC has taken the electronic communications revolution full circle with these facsimile print-outs of Ceefax pages. The BBC-designed printer that produced such hard-copy versions of electronic teletext pages has not yet been made available to the public. BBC officials estimate the printers could eventually cost $600-800 and believe teletext could become a cheap, mass telex service.

Experiments, KSL-TV began operating its modified Ceefax-Oracle teletext system June 15, 1978. In its experimental stage, the teletext service is made up of 120 pages of information with each containing 20 lines of 31 characters. Bonneville has spent $200,000 in its experiments—including a $40,000 investment in a General Automation GA-16/440 minicomputer and a Tektonix R147 NTSC test signal generator, which, along with a standard electronic keyboard, make up all of the equipment necessary to provide an 800-page teletext service.

At present, programming is not of paramount concern to Bonneville, and, despite the uncanny ease of placing a page into the system, no regular updating of the pages is done. The pages that are present are merely examples of the types of information that a full-fledged teletext service could offer—indices, airline schedules, stock quotations, news wire items, recipes, restaurant listings and question-and-answer games. Sample advertising pages display crude graphic designs representing hamburgers, automobiles and even an ice cream sundae.

Those advertising pages represent the heart of the KSL-TV teletext plan—to provide a video service that will be free to users but paid for by advertising. Bonneville is especially intrigued by the possibilities of classified and retail advertising.

Arch Madsen, president of the corporation, deserves much of the credit for raising America's teletext consciousness. In 1976 he stopped in Britain to look at teletext there and returned to the U.S. "amazed that nothing was happening here." He set his engineering department on the problem and lobbied the FCC for permission to conduct the over-the-air tests. After more than a year of watching the progress of his firm's experiment, Madsen is convinced the time is ripe to get moving. He claims, in fact, that if the FCC would give its permission, KSL-TV could start a full-fledged service overnight.

Nor is he especially wedded to the Ceefax-Oracle version his station is using. "I don't care what label it bears," he said, as long as some kind of teletext service is approved. "Everything that a home needs in print, teletext can provide," he added while commenting on a recent visit to New York that made him acutely aware of the limitations of the current information media. It was late into the night, he said, before he could get a newspaper that showed that day's stock exchange transactions. Even in the age of so-called instant television news, much of the information needed for a daily life is "transmitted as we did 100 years ago."

"Teletext is a marvelous opportunity to open up a new age of information. It's amazing and wonderful," Madsen declared.

And even in the "crystal set" stage that teletext now occupies, Madsen is still convinced that the U.S. should move faster than it has moved in the field. "I don't think the experiment will ever be over, but we've learned enough to get started."

As one of Madsen's subordinates, Donald Gale, KSL-TV's director of public affairs, put it: "At some point we have to say this is as far as we're going to go. Otherwise, we'll wait until someone comes along and re-invents television on the vertical interval. We've got to commit somewhere along the line."

What the engineers and others at KSL-TV have learned is that teletext is another medium altogether—a service complementary to both video and print. The computer the station uses for its teletext service is capable of doing several things at once, and the station is planning to make use of it as the center for a teletext-based electronic newsroom.

Rather than composing on typewriters, news writers will write their stories on computer terminals much like those now used in many modern newspapers. The teletext computer will immediately transfer the writer's copy to the teleprompter in the news studio while transmitting the same image to homes. There, the viewer may elect to read the copy on a plain teletext page or to superimpose it on the regular television picture and create his own captioning.

Still other viewers may be watching any of the other channels, including ones the newscaster may suggest if viewers wish to read a more complete version of a particular story. In that application, the newscaster, reporting a late-breaking story, could suggest that viewers consult a specific teletext page to read the AP or UPI stories, which would be continuously updated. In news, teletext promises to free television journalism from the constraints of functioning as little more than the headline service its detractors have long accused it of being.

Advertising, too, promises to expand with teletext. Although advertisers have long feared that viewers would take commercial breaks to use their teletext service rather than to sit through advertisements, KSL-TV officials contend that teletext could enhance an advertiser's message. The example given is that of a local automobile dealer running a general advertisement and then telling viewers to consult a specific teletext page to see that day's specials. Similar advertising campaigns could be mounted by all sorts of local retailers—who have long avoided television advertising because of the prohibitively high cost of updating commercials.

Teletext promises to open newspapers' exclusive domain of classified advertising to broadcasters. Any service or item that can be sold in print can be sold in teletext at a price affordable even to individuals.

A complete 800-page teletext service such as KSL-TV's can contain as much information as a 24-page newspaper, and, unlike a newspaper, teletext pages can be changed in a matter of seconds.

Such advantages, or at least the promise of them, have not been lost on other U.S. corporations. CBS Inc. is conducting technical experiments at its owned station in St. Louis, comparing the British teletext system with the French.

CBS tests began March 23, and are currently in progress. Corporate officials stress that the tests are technical in nature, and CBS is not, for the present, considering the types of services that might be pro-
vided by a U.S. teletext system. The network has gone on record opposing the closed captioning proposals set out by PBS, the Department of Health, Education and Welfare and others, saying that teletext may prove to be a more efficient means of using the valuable and limited lines available in the vertical interval. Most advocates of teletext agree with CBS in that regard.

It has been estimated that CBS has spent $200,000 testing the teletex service. Preliminary results suggest that teletext may pose some problems with older sets. According to CBS's O'Connor, a controlled test was conducted as questionnaires sent to the entire KMOX-TV staff. The returned questionnaires indicated that 11% had observed some evidence of the presence of the teletext data signals during retrace on lines 13 and 14. Furthermore, local television service shops also reported complaints of interference. According to O'Connor, older tube-type sets appeared to experience the most problems.

A more complete technical evaluation is expected later this year. For now, "CBS feels that any U.S. teletext system should be based on sound technical standards that adequately reflect the differences that exist between the television environment in our country and in the other countries where teletext was developed," said O'Connor.

The results of the KSL-TV and KMOX-TV tests will be delivered to the EIA subcommittee reviewing the competing system and eventually to the FCC, which must make the final determination as to what, if any, teletext system will be used in this country.

There is a host of parties waiting in the wings to see what will happen next. Several U.S. equipment manufacturers—Texas Instruments, General Instrument, Zenith, RCA, North American Philips and others—are known to be working on the necessary transmission and reception equipment. Japan's Sony has a sophisticated television receiver equipped with an array of digital enhancement circuitry designed specifically with teletext in mind for loan to KSL-TV for its experiment. UPI and AP have expressed interest in joining the

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**Viewdata: another British invasion?**

Teletext's main competitor comes over the wire, but won't arrive here until next year in Florida, where Knight-Ridder will test it.

While television stations are investigating the potential of teletext, cable companies, publishers and telephone companies are exploring another British video technology—viewdata—which is delivered by wire. Pioneered by the British Post Office, which calls its service Prestel, viewdata will be its most expensive U.S. trial next year in Coral Gables, Fla., where Knight-Ridder Newspapers will be offering a variety of news, information and advertising services on a trial basis to more than 150 homes. GT&AE, the country's second largest telephone company, has acquired the exclusive U.S. rights to the Prestel system. AT&T, which years ago pioneered the concept of interactive television with its Picturephone service, is also known to be investigating the possibilities of viewdata.

Prestel began in September 1978 with a test launch to a restricted audience in London. A public preview with residential customers began in March, and full service in London, Birmingham and Norwich will start next month. Although only about 1,200 television sets in the country are now able to receive the Prestel service, the post office hopes that by the mid-1980's, 60% of the nation's telephone users will have access to the system.

The BPO collects for the service from both ends. First, it acts as a common carrier and sells pages on the system to "information providers" at a flat rate of $8,800, plus $8.80 per page used. (The information providers, in turn, charge users one cent per page—although some higher—to use the system.) The BPO also charges users for the telephone and computer time—slightly over six cents per minute during business hours and slightly over two cents per night. The post office encourages many of the information providers to offer their pages free to the public, and some, British Rail for example, do.

Several leading American firms are participating in the British Prestel. Pan Am uses the service to update its information for trans-Atlantic flights, and Reginald Watkins of the airline's sales office calls Prestel "an excellent advertising tool" that gets Pan Am much user response. Less enthusiastic, however, is R.A.
Beard, manager of international telecommunications for The New York Times Co., which will be ending its New York tourist information and news summary next month. He says market research has failed to convince headquarters that the company’s experiment should continue. “We couldn’t tell who was using our materials and in what way. We couldn’t even tell how many of the viewers were ourselves.”

Knight-Ridder uses Prestel to extol the sights of Miami as well as to tell the would-be Briton-in-Florida: “While you’re in Miami, you’ll enjoy reading The Miami Herald every day.” Harte-Hanks Communications displays a recipe for something it calls “Texas fruit cake.”

Among British information providers are banks, credit card companies, restaurants and hotel chains. The government also gets in on information on issues in Parliament. The system also allows for the direct selling of merchandise, which a user may order by pressing certain numbers on his home keyboard—which is compatible with Cexofax and Oracle decoders. (Viewdata customers can receive teletext, but teletext users cannot receive Prestel unless they are connected to the system.)

Link Resources Corp. of New York, a consulting firm, has prepared a series of major reports on viewdata and its potential in the United States. The firm’s first study, prepared in association with Britain’s Butler Cox & Partners Ltd., sells for $10,500. A second report on direct marketing sells for $3,000.

“The real potential for money making in this industry is with the person who has the information,” says Link’s manager of business development, Paul Storfer. “The threats to commercial broadcasters are far outweighed by the revenue opportunities in the complementary use of media.

It has been estimated that by the middle of the coming decade, viewdata could be a $500-million industry, and that by 1992 eight million American homes could be equipped to receive some sort of viewdata service with countless more getting teletext. Then, according to a report by Arthur D. Little Inc., the new information services could be a $5-billion industry.

An ABA mock supreme court argument on cameras in the courts is covered by journalists from a media pool room.

Mock trial covered with cameras at Dallas meeting; all goes well, but question remains: Will judges and lawyers have change of heart?

In a mock appellate court setting in the Dallas county courthouse, four lawyers were arguing the question of whether the mythical state of Sol should permit cameras and microphones in its courtrooms. And in one of the courtrooms in the building, a mock criminal trial was in progress. Each proceeding was being televised by a single minicam, the images and sound fed to pooling rooms, where local television stations had plugged in their equipment for their own coverage. No muss, no fuss: It was an example of what television technology and professionalism can do in 1979.

The demonstration, on Sunday, Aug. 12, was part of a cooperative venture, unprecedented in its scope and initiated by the American Bar Association, in which the ABA and media organizations, particularly the National Association of Broadcasters, the Radio-Television News Directors Association and the National Press Photographers Association, sought to educate ABA members on modern technology in the courts. Over the years the ABA has consistently voted against broadcast coverage.

When it was over, broadcast representatives and ABA officials expressed themselves as pleased. “We showed them what we wanted to show them,” said ABC’s Steve Tello, who had run the broadcast pool for the groundbreaking television coverage of the Zamora and Bundy trials in Miami. “Technically, we did very well,” said Marty Haag, news director of WFAA-TV Dallas, which provided most of the equipment and personnel to do the job (in the process winning considerable praise). Ernie Schultz, of KTVF-TV Oklahoma City, immediate past president of RTNDA, who served as executive producer for the technical aspects of the program, said of WFAA-TV, “They’re the real heroes”.

No one was claiming the demonstration had caused a shift in the position of the ABA, whose House of Delegates last February rejected a proposal to amend the ABA Code of Judicial Conduct and Criminal Justice Standards to permit limited use of electronic and photographic equipment in the courtroom. Steve Nevas, the NAB’s First Amendment adviser, who helped coordinate the media participation in the program, said, “We still have a lot of work to do in persuading the ABA.”

For technology—the ability of television camera operators to work unobtrusively—is not the only or possibly even the major obstacle. An example of the kind of concern that those favoring electronic and photographic coverage of the courts face was indicated by U.S. District Judge Patrick E. Higginbotham, of Dallas, who had presided at the mock criminal trial

TV in its Sunday best for ABA demonstration

WFAA-TV’s Marty Haag and NAB’s Steve Nevas, who helped set up the demonstration coverage of the ABA mock trials.

Journalism

Broadcasting Aug 20 1979

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(the defendant was a woman accused of conspiracy to harbor a fugitive). A cameraman and soundman had covered the proceedings from a point in the front row of the spectators' section (and had done a remarkable job, considering the limitations of single-camera coverage. The camera followed lawyers as they walked about the well of the court, zoomed in for close-ups and pulled back for long shots of the bench).

The trial "flowed about as normally as could be expected," Higginbotham said. "But the real question is not the obtrusiveness of the camera but the [expressed] fear in the [Supreme Court's] Estes decision of the impact on the participant." He meant the potentially intimidating effect felt by a witness already awed by the court's trappings. And that question, he said, is not answered in a moot court setting, which is "already an unreal situation. I have reservations about television in trial courts."

But the project would appear to have added to the pressure on the ABA to amend the provision in its code recommending that courts ban cameras and electronic coverage. Individual states are already moving out from under the ABA tent on the issue. Nine states have admitted cameras on a permanent basis, though with varying degrees of liberality (some, for instance, confining coverage to appellate court proceedings). Twelve states have experimented with broadcast coverage. Thirteen others are considering proposals to allow the coverage.

And while outgoing ABA President S. Shepherd Tate said the purpose of the project was to provide a basis for "an educated discussion of the advantages and disadvantages" of cameras and microphones in the courtroom, it seemed to provide as well the basis for another effort to change the ABA's position on the issue.

After the demonstration, Tate had this lawyerly comment: "I believe we put on an excellent demonstration of the advantages and disadvantages of cameras in the courtroom. I'm sure the many judges, lawyers and others who attended the program learned a great deal. The question remains as to the effect that media coverage will have on those participating in trials. This deserves and requires the continued thoughtful consideration of the bench and bar."

The House of Delegates vote in February (Broadcasting, Feb. 19) came as a surprise; the ABA board of governors, among other affected groups, had supported the proposal. Later, Tate, in a speech, expressed himself in favor of change, at least to the extent of coverage of appellate court proceedings. And it was Tate who early in the spring approached the NAB and RTNDA with the proposal that they provide a demonstration for ABA members, at their August meeting, of the broadcasters' ability to cover court proceedings unobtrusively.

It was not clear last week when the matter will be presented to the ABA again for decision. But key staff members were sug-
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The real world. While the American Bar Association ponders the possibility and propriety of allowing cameras in the courts, there remains the potential for judges to exclude the public and the press—with or without cameras—from pretrial and trial proceedings. In the Supreme Court's confusing Gannett v. DePasquale decision, that possibility was left open (Broadcasting, July 9).

Now the Richmond Newspapers Co., publisher of the News Leader and Times Dispatch, has gone to the Supreme Court with a case that a lawyer for the newspapers said "seeks in effect to clarify Gannett." The newspapers are attempting to overturn a decision by a Hanover county, Va., judge barring the press from a murder trial, an action upheld by the state supreme court.

gesting that, when it is, the forces favoring change will be better organized than they were in February. The new ABA president, Leonard Janotsky, is also believed to support a modification of the ABA's present position.

There was more to the program in Dallas than the televising of the two court proceedings. Norman Davis, area vice president of Post-Newsweek Stations, WPLG-TV Miami, presented a 20-minute tape, which was run repeatedly during the afternoon set aside for the project, on the history of cameras in the courtroom, from the newsreels of Lindbergh kidnapper Bruno Richard Hauptman in the 1930's to the mimicam coverage of Theodore Bundy (Broadcasting, July 16 et seq). Another courtroom contained samples of TV cameras that have been used over the years, from the ponderous RCA TK 41 color camera used for remote broadcasts in the late 1940's and early 1950's to the compact Ikegami HL 77 state-of-the-art color camera. One camera in the room was operating, giving ABA members passing through an opportunity to see how they look on television. And one courtroom was equipped with monitors to permit the lawyers and judges viewing the mock trial to see how it would appear to viewers at home.

It was, in large part, an effort to demystify television.

And all showed a great deal of effort (even to the not insignificant point of cameramen and soundmen appearing, in the clothes they wore, almost indistinguishable from the conservatively dressed ABA members. Because of the comments of ABA members in Atlanta in February regarding "tee shirts and sneakers" on the cameramen covering them when they were about to vote down the camera-in-the-courtroom proposal, the television technicians gave up their more customary casual attire for pin stripes and ties). What's more, it will not have been a one-shot effort. Tapes of at least the court proceedings are expected to be distributed to broadcaster and RTNDA state associations for use in lobbying their respective bar associations and courts.

Impressive as the technical demonstration was, the mock appellate proceeding—before the state supreme court of the state of Sol—provided the forum for what observers regarded as an illuminating display by the four lawyers of the major positions that have been taken on the issue. (And it was not a light burden the lawyers assumed in agreeing to participate; each filed a formal brief detailing his position. The briefs were later collected in a booklet, "Cameras in the Courtroom: A Presidential Showcase Program" that was distributed in Dallas.)

Floyd Abrams, of New York, a communications attorney who has argued a number of First Amendment cases in the U.S. Supreme Court, argued in favor of opening the courts to cameras. With television, he said, the viewers would be more fully informed regarding the judiciary system that serves them. The public would be "better able to scrutinize courts … and to choose and elect better judges."

Whitney North Seymour, of New York, a former president of the ABA and long a staunch opponent of electronic coverage of the courts, said that what Abrams is advocating "is the right of commercial television to have the privilege of going into courts with notorious trials and taking footage they want and showing a few minutes on the evening news, which is commercially sponsored. And that's a serious problem." As for the effect of television on trials, he predicted electronic coverage would generate improper public pressures on the judge and attorneys involved.

Robert E. Hanley, a Chicago lawyer and former chairman of the ABA litigation section, took a similar position—he warned that television, "an entertainment-oriented medium," would present sensationalized coverage of trials and, in the process, "destroy the integrity of the
Jurors would be pressured into returning guilty verdicts in criminal proceedings, he warned.

However, unlike Seymour, who would continue to bar cameras and microphones from appellate courts also, Handley would admit there. Handley expressed concern about cameras inducing appeals court judges to ask a great many questions of lawyers in oral arguments, thus eating into the generally tight time allotments for counsel.

Lee Loewinger, a former FCC commissioner now practicing law in Washington, occupied a position close to Abrams's. Television coverage, he said, would help the public guard against corruption of the judicial system. "The purpose of the press is not only to educate but to protect the public against judicial abuse," he said. However, he offered a proviso: "In the interests of individuals in personal privacy," he would permit individual witnesses, jurors, litigants and other participants the right to opt out of television or still-camera coverage.

WFAB-TV's leading role in providing the equipment—cameras, monitors, microphones, mixers and recorders—and the services of some 50 people in arranging and providing slick, professional coverage—seemed particularly appropriate. Seventeen years ago the station was prominently involved in the television coverage of the trial of Billie Sol Estes, whose conviction of swindling was later reversed by the U.S. Supreme Court, which deployed the presence of television lights and cameras at the trial. The high court charged that the television apparatus of the time subjected Estes to "a form of mental, if not physical, harassment."

On Sunday, a few well-dressed WFAB-TV technicians using top-of-the-line Ikegami HL-79 minicams covered the two court proceedings with available light. As for cables, they had disappeared down air conditioning ducts.

To some in Dallas, the changes that the cameras-in-the-courtroom project demonstrated gave substance to Abrams's opening remark: "I speak for a medium whose time has come."

G-men vs. Jaffe

Sam Jaffe, former correspondent for CBS and ABC, has been accused by the FBI of being "an agent of a foreign intelligence agency."

In papers filed in U.S. District Court in Washington, the FBI alleges that an unnamed intelligence agency regarded Jaffe as its agent, although he "may not have considered himself an agent."

Jaffe, however, who now does a Saturday morning talk show on WRC(AM) Washington, maintains that he is not now an agent of any foreign government, nor was he ever. He says he is baffled by the FBI's charges, and believes someone may be using him as a scapegoat for reasons he has yet to discover.

The FBI's charges were in reply to a suit filed by Jaffe under the Freedom of Information Act against the FBI and the CIA. According to Jaffe, the purpose of his suit was to learn whether he was unwittingly involved in any activities that were in the intelligence agencies' files.

Although the FBI's suit does not name any foreign intelligence agency specifically, Jaffe says the agency was referring to the KGB, the Soviet secret police. Jaffe said he did know a KGB official when serving as Moscow correspondent, but he was never a spy, as the FBI alleges. The CIA, he added, has said it has no evidence he was engaged in any sort of intelligence activities.

Jaffe expressed concern last week that his children and his wife had been hurt by the FBI's accusations, and he worried that his job at WRC(AM) may be in jeopardy, even though he has been told his status there has not changed. "If I'm guilt of allegations, then put me on trial," he said.

"But don't put out information like this to the public that makes me look like a spy. Let them prove their allegations."

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TVB raises its sights again for ’79

It now expects year to be up 15% over last year, and predicts that 1980 will ice that cake with another 18% jump in revenues.

Television business gets better all the time. The Television Bureau of Advertising has revised its projections of 1979 revenue growth upward, to 15%, and expects 1980 to add another 18% to this year’s record.

TVB President Roger D. Rice, disclosing the new projections, said that unlike the 1976 experience, when TV billings shot up by more than 27% after a modest 8.4% advance in 1975, growth since then has been “strong and steady.” This, he said, “gives advertisers and agencies a firmer basis for planning without any sudden surprises.”

TVB originally forecast 1979 television station revenue growth of 10%, consisting of 8% growth in national spot and 13% growth in local. But TVB time-sales surveys of stations, Rice said, show that during the first six months of 1979 local revenues were running 17% ahead of last year and spot was running 10% ahead, for a combined advance of 13%.

On this basis, and anticipating further gains, TVB’s new projection for 1979 is 15% growth in station revenues with local up 17% and spot up 12%.

He emphasized, however, that sales vary from market to market and station to station, and that TVB’s projections are averages.

TVB also surveyed its 23 station-rep members on their projections for 1980. Those averaged out to 17% growth for national spot. Against that background, Rice forecast a 24% rise in local sales and a 15% increase in network, for an over-all growth of 18%.

“Revenues will be spread more evenly in 1980, rather than bunched in the traditional second and fourth quarters,” he predicted.

Thus, he said, the winter Olympics in February will bring new advertising dollars into what is normally the lowest-billing quarter of the year, and the summer Olympics in July will strengthen the usually not-so-strong third quarter.

Rice said one large group whose stations are affiliated with ABC, which will carry the winter Olympics, had indicated to him that national spot and local sales in and around the winter games would represent 35% to 40% of the February billings of ABC affiliates.

Similarly, he said, some affiliates of NBC, which will carry the summer games, believe their Olympics revenues alone may be twice their 1979 July revenues.

Next year is also a presidential election year, and Rice said TVB also anticipates a strong rise in political spending. In 1976, the last presidential year, political business came to an estimated $8 million on the TV networks and $52 million in national spot and local, according to TVB’s estimates. In 1978, the nonnetwork portion of political spending by state and local candidates was estimated at $34 million.

For 1980, TVB foresees total network and nonnetwork TV political billings in the $100-million to $120-million range — a 66% to 100% increase over the 1976 level.

For all the increased billings he forecast for 1980, the TVB president said he did not expect that advertisers would have trouble finding good availabilities. Not only do the Olympics come in relatively slack quarters, he explained, but “advertisers are using a much greater variety of dayparts during more times of the year.”

“Statewide primaries being spread over several quarters will also help to even out the demand and alleviate the second- and fourth-quarter crunch,” he added.

Rice anticipated some increases in spot TV rates. “Like everybody else,” he said, “stations have inflation to contend with — inflation in program costs, inflation in salaries, inflation in everything.” But he said some stations probably would not raise rates and that he was confident those that did would be able to justify the increases. “Stations,” he said, “haven’t been raising their prices all that much.

Barris firm rings the bell again

Stock split next month; record sales, earnings in fiscal ’79

Chuck Barris Productions, of The Dating Game and The Gong Show fame, has announced the second two-for-one split of its stock within a year. The company’s board of directors also declared a quarterly cash dividend of 3 cents a share after the split, compared with the quarterly dividend of 3.75 cents authorized in January. The split and the dividend are effective Sept. 13 to shareholders of record Aug. 24.

The company’s chairman and president, Chuck Barris, said the board’s actions were tied to record revenues and earnings for the fiscal year ending May 31, 1979. Income for the year rose to $5,244,000 or $1.67 a share against $2,094,000 or 66 cents a share for the previous year. Revenues for 1979 were $31,501,000, up from $13,932,000 in 1978. According to Barris, the company expects revenues for the fiscal year ending May 31, 1980, to “exceed $35,000,000.

Meanwhile, the company reported a loss of $851,000 for the fourth quarter ending May 31. This occurred on a drop in revenue from $4,300,000 in 1978 to
$3,414,000. More significant, the loss reflects the company's accounting in that quarter of provision for taxes on income of $1,827,000. The previous year, the tax provision for the quarter was $621,000. The company's secretary and treasurer, C. Robin Scott, explained that the trebling of the tax provision followed the April 5, 1979, IRS final regulations for motion picture and television film and tapes. Scott said the finalized regulations take the position that variety and television game shows are topical and transitory in nature with no lasting entertainment value and therefore do not qualify for investment tax credits. Acting under the interim regulations, Chuck Barris Productions had claimed such credits, and had to account in the fourth quarter of fiscal 1979 for the benefits it had previously taken since 1973. Without that inflation of the tax figure, the company would have shown a profit for the quarter, according to Scott.

**BOOKNOTE**


Too often, time erodes the completeness of history. So it is fortunate that Sterling (Red) Quinlan puts down so much of ABC history in some detail.

The story of the company's lean years is replete with corporate power struggles and financial frustrations. Quinlan writes as an insider and an outsider. He was vice president and general manager of ABC's WBBK-TV, later WLS-TV Chicago, for 11 of his 17 years with the company. His resignation in 1964 is described as "the result of irreconcilable differences" with Ted Shaker, then in charge of the network's television stations (now president of Arbitron).

A subtitle to the book might be "The Leonard Goldenson Story," for he is portrayed as the constant force behind ABC's long uphill struggle. Quinlan describes him as the ultimate survivor, tough and shrewd as they come. And always, at the board chairman's side is Simon Siegel (now retired, but who has continued on the board of directors), "whose inscrutable countenance was really a mask to cover his sensitivity."

Goldenson's initial confrontation in the book is with Edward Noble, who had bought the ABC network after it was spun off by NBC under government order. Goldenson, then president of United Paramount Television, eventually succeeded in bringing about the ABC-UPT merger of 1953, although Noble came out ahead on practically everything he wanted, including the $25-million price tag. Even that was only a prelude to the long battle in Washington before the merger received government approval.

Quinlan's story of the ups and mostly downs of ABC offers many sequels of arm wrestling within the company, involving one-time President Robert Kintner; the head of the television network, Ollie Treyz; Treyz's successor, Tom Moore; Shaker, and many others.

Not all is the story of forces inside ABC: there were the takeover pressures from outside. Howard Hughes tried and failed in 1968. Industrialist Norton Simon tried and failed in 1964.

Quinlan tells that the one marriage that ABC wanted—with IT&T—wound up in the discard pile in January 1968, called off by IT&T's Harold Gence, At the time it was described as "two years down the drain," but later regarded as somewhat less of a disaster.

It is in the latter part of "Inside ABC" that the sunshine of success appears to break through with regularity as ABC's fortunes improve with programing dominance in TV, a turnabout with its four radio networks and greater strides in its diversification. That's when the names of Elton Rule, Fred Pierce, James Duffy, Roone Arledge and others fill the pages. And no small amount of the credit is given to Fred Silverman, who was rescued from CBS, according to Quinlan.

In his wind-up assessment, Quinlan feels that two principal problems confront ABC today. One concerns ABC's intensive desire to achieve leadership in news—"This remains ABC's last broadcast mountain to climb." The other concerns the effect of Silverman's defection to NBC has had on ABC.

Quinlan looks at the line of command at ABC that must carry on its successes, and offers this thought:

"Any assessment of ABC today should end, as it began, with one man, Leonard Goldenson. He is ABC, it is hard to think of ABC thriving without him, though of course it will."

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**Changing Hands**

- **KEMO-TV San Francisco:** Sold by Leon A. Crosby to Jim Gabbert for $9.85 million. Seller has no other broadcast interests. Buyer is selling off radio interests to devote resources to developing KEMO-TV. Gabbert has sold, subject to FCC approval, Kiaki-AM-KPGI-FM Honolulu and KIOI-AM-San Francisco (see below) and has put KIOI-FM San Francisco on block for $15 million, far in excess of $6.7-million record price for FM paid last April for KBPL-FM Denver (Broadcasting, April 19). KEMO-TV is independent on ch. 20 with 2,500 kw visual, 751 kw aural and antenna 1,270 feet above average terrain.

- **WHYN-AM-FM Springfield, Mass.:** Sold by Guy Gannett Publishing Co. to Affiliated Publications Inc. for $5.1 million ("In Brief," Aug. 13). Seller is publisher of four Maine newspapers and owns WGAN-AM.
FM-TV Portland, Me.; WINZ-AM-FM Miami Beach, Fla., and KSTT(AM) Davenport, Iowa-WXL-P-FM Moline, Ill. In addition, it has purchased, subject to FCC approval, KOFM(AM) Oklahoma City (BROADCASTING, Aug. 6). Jean Hawley is chairman; John R. Dimatteo is president. Buyer is publicly owned corporation; John I. Taylor is president. It publishes The Boston Globe and The North Adams (Mass.) Transcript and owns KRKA(AM)-KWT(AM) Sacramento, Calif.; KMPF-AM-FM Seattle; WFS(AM)-WMYD(AM) White Plains, N.Y., and WSAI-AM-FM Cincinnati. WHYN is on 560 kHz with 5 kw day and 1 kw night. WHYN is on 93.1 mhz with 10 kw and antenna 940 feet above average terrain.

**KQI(AM) San Francisco:** Sold by San Francisco Wireless Talking Machine Co. to Rene DeLarosa for $3 million. Seller is owned by Jim Gabbert, who is buying KEMO-TV San Francisco and selling off radio interests. (see above). Buyer is station manager of KEMO-TV and plans to make KQI San Francisco's first full-time Spanish AM. He has no other broadcast interests. KQI is on 1010 kHz with 10 kw day and 250 w night.

**WLV(AM) Fairfield, Ohio:** Sold by Broadcast Management of Ohio Inc. to HBC Inc. for $1.3 million. Seller is owned by Tom Greene and Joel Trope, who also own WCNW(AM) Fairfield and, along with Sam Frankel, WAB(AM) Albany, N.Y.; WNYT(AM) Manchester, Conn.; WRKR-AM-AM FM Racine, Wis., and WDB(AM)-WWL(AM)-FM Daytona Beach, Fla. Buyer is owned by Representative Cecil Hetefel (D-Hawaii) and family, who also own KOZ(AM) San Diego. WXKS-AM-FM Medford, Mass.; WIKS(AM)-FM Greenfield, Ind.; WLUP(AM) Chicago, and KGMD-TV Hilo, KGMY-TV Maui and KGMB(AM) Honolulu, all Hawaii. WLW is on 94.9 mhz with 50 kw and antenna 500 feet above average terrain. Broker: R.C. Crisler & Co.

**WNRS(AM) Saline and WQOB(AM) Ann Arbor, both Michigan:** Sold by Radio Ann Arbor Inc. to Lake America Communications for $1,235,000. Seller is owned by John B. Casciani, who has no other broadcast interests. Buyer is partnership of Thomas Merriman and Ernie Winn. Merriman is founder and former chairman of TM Programming and TM Productions of Dallas, both companies now owned by Shamrock Broadcasting. Winn, who has been general manager of TM Programming since 1971, will take over as general manager of stations upon closing. WNRS is 500 w daytimer on 1290 kHz. WQOB is on 102.9 mhz with 10 kw and antenna 175 feet above average terrain. Broker: Blackburn & Co.

**KIXI(AM)-KXPI(AM) Honolulu:** Sold by Pacific FM Inc. to John Parker and his wife, Kathleen, for $1.2 million. Seller is owned by Jim Gabbert, who is buying KEMO-TV San Francisco and selling off radio interests (see above). Buyers are also principal owners of KOWL(AM) South Lake Tahoe, Calif. KIXI is on 830 kHz with 10 kw full time. KXPI is on 93.9 mhz with 72 kw and antenna 1,215 feet below average terrain.

**WJMC-AM-FM Rice Lake, Wis.:** Sold by WJMC Inc. to Gazette Printing Co. for $1,075,000. Seller is Russell J. Brown, who has no other broadcast interests. Buyer is publisher of Janesville (Wis.) Gazette and owner of WCLD(AM)-WJVL(AM) Janesville and WBRK(AM)-FM West Bend, both Wisconsin; KJQQ-FM Dixon, Ill., and KJVL-AM-FM Huron, S.D. It is owned by Robert Bliss and family; M.W. Johnston is president. WJMC is on 1240 kHz with 1 kw day and 250 w night. WJMC-AM-FM is on 96.3 mhz with 100 kw and antenna 540 feet above average terrain. Broker: Richard A. Shaheen Inc.

**WKND(AM) Windsor, Conn.:** Sold by KND Corp. to Hartcom Inc. for $525,000. Seller is owned by Jerome Dawson, who also owns 100% of WADS(AM) Ansonia and 10% of WLSIF(AM) Willimantic, both Connecticut. WKND is being sold under FCC's distress sale policy; its license and that of WLSIF were designated for hearing after allegations of fraudulent billing and unauthorized transfer of control (BROADCASTING, May 21). According to attorney for Dawson, WXLs, principally owned by Dawson's son, Kenneth, will also be sold under distress sale policy. Buyer is owned by John F. Merchant, T. Gregory Teasley, John N. Catlett, Scott H. Robb, John J. Lawrence, James G. Harris, Richard Weaver-Bey and Gerard Peterson (10% each); Thomas L. Nadeau and Alan Neigher (5.7% each), and John D. Jessup (8.6%). Merchant, Teasley, Lawrence, Harris, Weaver-Bey and Peterson are black. Merchant is Stamford, Conn., lawyer; Neigher, Nadeau and Jessup are Bridgeport, Conn., lawyers. Teasley is real estate analyst and Peterson is manager for Aetna Life Insurance Co., Hartford, Conn. Harris is director of Hartford social services organization. Lawrence is Bridgeport physician. Jessup is Westport, Conn., high school teacher. Catlett is president of Citicom Corp., New York, communications services. Robb is former Washington attorney for NBC and president (no ownership) of WPH(AM)-WHVS(AM)-FM Hyde Park, N.Y. WKND is 500 w daytimer on 1480 kHz.

**WHIT-AM-FM Huntingdon, Ind.:** Sold by Williams County Broadcasting System Inc. to Huse Radio Inc. for $331,975. Seller is owned by Carl Shipley (50%) and J. William Middendorf and his wife, Isabelle (25% each). They also own WBN-AM-FM Bryan, Ohio, and WLM(AM) Three Rivers, Mich. Buyer is owned by Edwin R. Huse (70%) and his wife, Helen (30%). Huse is former president of WHK(AM)-WXO(AM) Jackson, Mich., and vice president (2.2% ownership interest) of those stations' owner, Patton Communications Inc., which also owns WMXP(AM) Midland, Mich.; WYX(AM) Sun Prairie, Wis., and KLNT(AM)-WKNQ(AM) Clinton, Iowa, WHIT
is 500 w daytimer on 1300 khz. WHLT-FM is on 103.1 mhz with 3 kw and antenna 91 feet above average terrain.

- Other proposed station sales include:
  - WXBQ(AM)-WQLT(FM) Florence, Ala.;
  - KHNR(FM) Paradise and KGZ(FM) San Luis Obispo, both Calif.;
  - KMKF(AM) Emmett and KOPF(AM) St. Maries, both Idaho;
  - KUF-AM-FM Garden City, Kan.;
  - WSHO(AM) New Orleans, and KFXI-AM-FM Liberty, Mo. (see "For the Record," page 52).

- Approved

  □ WTOC-AM-FM Savannah, Ga.: Sold by American Family Corp. to Bluegrass Broadcasting Co. for $1.25 million. Seller, which purchased WTOC-AM-FM-TV last October from Savannah Broadcasting Co. for $7.72 million, is spinning off radio stations to comply with FCC one-to-a-market rule. It also owns WYEA-TV Columbus, Ga.; WAPR-TV Huntsville, Ala., and KPXV-TV Cape Girardeau, Mo. John Amos is president and chairman. Buyer, wholly owned subsidiary of Kentucky Central Life Insurance Co., owns, through subsidiaries, WVLK-AM-FM and WKVT-TV Lexington, Ky.; WYAO-AM-FM Orlando, Fla., and WYOC(AM) Columbus, Ga. It recently sold WINM(AM) Louisville, Ky. (BROADCASTING, Aug. 6). H. Hart Hagan is president of Bluegrass. WTOC is on 1290 kw with 5 kw full time. WTOC-FM is on 94.1 mhz with 89 kw and antenna 1,320 feet above average terrain.

  □ WBSR(AM) Pensacola, Fla.: Sold by Mooney Broadcasting Corp. to H. D. (Bud) Neuwirth for $990,000. Seller is publicly owned corporation; George P. Mooney is president and principal owner. It also owns WERC(AM)-WXCT(AM) Birmingham, Ala.; WBYQ(AM) Hendersonville and WMAG(AM) Nashville, both Tenn., and WUNA(AM) San Juan, P.R. Mr. Neuwirth is one-time executive with Metromedia Inc. and owner of WFEA(AM) Manchester, N.H. WBSR is on 1450 kw with 1 kw day and 250 w night.

  □ WIPR(AM) Greenville, Miss.: Sold by WIPR Inc. to River Broadcasting Inc. for $500,000. Seller is owned by Bruce H. Gresham (70%) and John K. Gresham (30%), who have no other broadcast interests. Buyer is owned by George E. Pine and his son, George (25% each); James Elbin (20%); David P. Roussos and Wayne Rogers (7.95% each), and Peter Falk (9.1%). Pines own farm in Lake Village, Ark. Son is sales manager of McGavren-Guild, New York, radio representative. Rogers and Fark are TV and motion picture actors. Roussos is businessman in partnership with Rogers. Elbin is former vice president and general manager of WKEE-AM-FM. Billboard, W.Va., which was sold by its owner, Reeves Telecom (BROADCASTING, July 16). WIPR is on 1330 kw with 1 kw day and 500 w night.

- Other approved station sales include:
  - WBAA(AM) Bartow, Fla., and WANC-TV Asheville and WBBS(AM) Jacksonville, both North Carolina (see "For the Record," page 53).

**Broader base and expansion.** Heritage Communications, operator of 23 cable systems, two radio stations and display firm, has filed registration statement with Securities and Exchange Commission in connection with proposed combined primary and secondary offering of $3,482 million of common stock. Primary offering of 600,000 shares will be sold by company; other 339,462 will be from selling shareholders. In addition, Heritage will grant underwriters option to purchase another 93,466 shares to cover over-allotments. Heritage spokesman confirmed that company intends to use its share of net proceeds for development of cable TV franchise, possible future acquisitions and other capital expenditures. At present share price, Heritage portion of proceeds would be approximately $6 million. Largest selling shareholder is Levee! Co., El Paso, which is selling 260,000 of its 342,000 shares. Des Moines, Iowa-based Heritage has about 2.3 million common shares outstanding. Underwriting group will be managed by Blyth Eastman Dillon & Co. and R. G. Dickinson & Co.

**In Liberty, there is Cosmos strength.** Liberty Corp., Greenville, S.C., in reporting increased earnings in first six months of 1975 ("Weeks Worth," Aug. 6) credited its Cosmos Broadcasting Corp. with profits of $3,492,000, in that period. 9.3% over $3,194,000 earned year ago. Revenues of Cosmos in first half were $17,478,000, compared to $16,920,000 in same 1974 period.

**Any more?** LIN Broadcasting Corp., New York, reports its subsidiary, Mid-Texas Broadcasting Inc., has extended its tender offer to purchase all outstanding shares of Kingstip Communications Inc., Austin, Tex., at $18.35 per share (BROADCASTING, June 18) until Aug. 29. LIN said as result of tender offers through Aug., it will own about 98.8% of shares of Kingstip, which owns and operates KTVN2 Austin and KHFF-FM there.

**J-P shares.** Jefferson-Pilot Corp., said that it has authorized purchase of additional 500,000 of its own shares as they become available in open market. Shares, to be kept as treasury stock for general corporate uses, would be in addition to 553,049 of its own shares already purchased this year by Greensboro, N.C.-based company that has broadcast holdings.

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**Storer Broadcasting Company**

*has completed the sale of the assets of radio station*

**KTNQ**

Los Angeles, California

The undersigned represented the seller in this transaction.

**THE TED HEPBURN COMPANY**

Cincinnati, Ohio

**July 31, 1979**

**Broadcasting Aug 20 1979**

43
FCC veto power for President?

That's the idea of a proposal advanced by the ABA urging White House review of actions of regulatory agencies.

The FCC and Federal Trade Commission would be among the federal regulatory agencies to come under presidential review, and possibly veto, of their decisions, if an American Bar Association proposal is adopted.

The resolution, adopted by the ABA's policymaking House of Delegates during the ABA's annual convention in Dallas last week, "supports enactment of a statute authorizing the President to direct certain regulatory agencies, within and outside the executive branch, to consider or reconsider the issuance of critical regulations, within a specified time, and thereafter direct such agencies to modify or reverse their decisions concerning such regulations."

The proposal was drawn up by the ABA's Commission on Law and the Economy, which asserted there is a basic defect of the American regulatory system in the lack of an effective balancing process. The commission noted that the agencies' officials are "appointed rather than elected, specialist rather than generalist," and enjoy an independence from the political process that "weakens the national ability to make balancing choices, or to hold anyone accountable when choices are made badly or not at all."

"The proposed statute exempts the "money market functions of the Federal Reserve Board ..." and other non-economic regulatory issues, "e.g. the FCC's equal opportunity and fairness doctrines ...."

Any presidential review would require publication of an executive order in the Federal Register showing that findings of a specific agency action or inaction related to a critical regulation of major significance to the national interest and to the achievement of one or more statutory goals of the agency in question. In addition, there would be a 30-day public comment period.

A critical aspect of the proposal is that the President would exercise his balancing power on the advice of his immediate staff. There is a risk that decisions to intervene may be made on political considerations.

"The proposal states that since this authority would be used "sparingly," and for "truly critical" issues, it would not unduly burden the Presidency, and could provide an "important tool for effective and accountable government."

Another try at performer royalties

Williams resubmits Senate bill that would put top cost to stations at 1% of revenues for those earning more than $200,000 annually

Senator Harrison Williams (D-N.J.) has introduced legislation that would require broadcasters to pay royalties to performers, musicians and record companies.

In a statement inserted in the Congressional Record shortly before summer recess, Williams said his bill, S. 1552, should have "little, if any, impact on broadcasters' profit picture."

Under the proposal, the maximum royalty is one percent of the advertising receipts for a station with revenues of more than $200,000 a year. Stations with revenues between $100,000 and $200,000 would pay $750 a year; stations with revenues under $100,000 a year would pay $250, and stations with revenues under $25,000 would be exempt from royalties.

Similar proposals have received little support in the past, and have met strong opposition by broadcasters. Williams first introduced similar legislation in 1967 and has co-sponsored other bills since.

In his statement, Williams said the added expenses incurred from the legislation would be passed along to advertisers "who benefit from the enormous audiences that recorded music draws to radio."

One advantage of the bill, he said, is that American performers would for the first time be eligible to receive performance royalties from abroad. "Virtually every other nation in the Western world recognizes a performance right in sound recordings, yet the nation whose music dominates the world has no equivalent right," Williams said. "Enactment of this legislation would put the United States back in step with the rest of the world."

Co-sponsors of the bill are Senators Howar Baker (R-Tenn.), Bill Bradley (D-N.J.), Alan Cranston (D-Calif.), Jacob Javits (R-N.Y.), Howard Metzenbaum (D-Ohio) and Paul Sarbanes (D-Md.).

Ready to go

Las Vegas Valley meets FCC deadline with financial data that it says shows it is qualified to own KORK-TV

The FCC has removed all restrictions it had placed on its grant of Las Vegas Valley Broadcasting Co.'s application for KORK-TV Las Vegas, including the financial-qualifications issue that was the commission's strongest reason for not granting the application initially.

The FCC issued the order last Thursday, after a closed meeting when it was decided to remove all restrictions on the application, except that Las Vegas Valley be in business by Oct. 1. Las Vegas Valley had told the commission that it has sufficient financing to own and operate the station.

On Aug. 10, the commission ordered Las Vegas Valley to make a showing by close of business Aug. 15 that it had sufficient financing to go into business. KORK-TV's previous owner, Western Communications Inc. (part of the Donrey Media group), lost its license 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.
Las Vegas Valley. The court questioned the FCC’s holding that Las Vegas Valley was not financially qualified.

On Aug. 10, the FCC voted to adopt an order, which was drafted at a closed meeting and then circulated, to transfer operation of the channel 3 facility from Western to Las Vegas Valley. The order had three conditions:

- Las Vegas Valley was given the option of constructing a new facility or negotiating with Western to lease or buy the existing property.
- It was to make a showing by close of business Aug. 15 that it has sufficient financing to operate.
- The FCC was to consider whether Las Vegas Valley lacked candor in describing its financial condition during earlier proceedings.

In its filing with the commission last Wednesday, Las Vegas Valley stated that it has received a firm commitment of a loan of $2,500,000, which establishes its financial qualifications to construct the station. It also said “negotiations with Western seeking to purchase the facilities . . . and the lease of certain real estate are in progress. Valley is optimistic that they will be concluded successfully, but at present Valley cannot inform the commission which option ultimately will be elected.”

On the issue of lack of candor, both Las Vegas Valley and the FCC’s Broadcast Bureau had filed comments with the commission asking that the issue, raised initially by Western, be dropped. Las Vegas Valley stated that “Western was defending its license against the commission and against Valley. . . . As it developed Western’s perception was based on a misunderstanding of the facts.” The Broadcast Bureau agreed with Valley’s assertions.

**Judge blocks effort to ban ads for their possible effect on trials of damage suits**

Insurance company advertisements calling attention to monetary awards in accident cases may cause a problem for judges concerned about the fair-trial rights of a plaintiff in such a suit. But the ads are protected by the First Amendment.

U.S. District Court Judge W. Eugene Davis of the Lafayette-Opelousas Division of the Western District of Louisiana issued a ruling summarizing the holding of the Western to dismissing a suit by an attorney seeking an order blocking publication of ads he said would improperly influence jurors to award lower amounts in damages.

The attorney, William P. Rutledge, who represents personal injury claimants on a contingent-fee basis, said that by encouraging jurors to consider impermissible facts, the ads tamper with the jury system, prevent fair trials.

The liability insurance industry as a class was named as defendant.

**WHEREEVER YOU MAY ROAM, THERE’S NO PLACE LIKE HOME . . . FOR ACCIDENTS!**

You would think the majority of accidents occurs on the job, in hazardous occupations, in sports and athletics or on the streets and highways. Not so!

Believe it or not, the real hazard is that warm, comfortable, innocent-looking home.

20% of the back injury accidents occur in and around the home, not to mention all the cuts, bumps, bruises and fractures of heads and limbs.

This campaign brings attention to the hazards at the house and gives your audience important health safety tips.

HELP REDUCE HOME ACCIDENTS

FREE!

60 SECOND AND 30 SECOND SPOTS

TO: American Chiropractic Association
2000 Grand Avenue
Des Moines, Iowa 50312

Please send me copies of public service spots for:

☐ Television (One 60-sec. & one 30-sec. Filled Spots)
☐ Radio (Six 60-sec. & six 30-sec. Taped Spots)

I understand the spots will be sent without cost or obligation.

Public Service Director

Station

Street Address

City _______ State _______ Zip _______
Brown on minority owners and the FCC

FCC Commissioner Tyrone Brown last week rejected a call for the commission to drop the grandfathering provisions of its top 50 market policy to encourage minority ownership in broadcasting.

Brown admitted that the one-to-one customer approach for broadcast properties would increase the opportunities for minority ownership, but he said that was not likely to happen. "The agency over the years has taken the position of not breaking up what it considers to be vested interests," Brown said. "I've taken the approach of trying to make sure that we don't continue to add to vested interests, for example, by permitting waivers of our top 50 market policy or by permitting increased crossownership, and I find it hard enough to get six of my colleagues to go along with that position."

Brown's remarks came in response to a statement by Nolan Bowie of Citizens Communications Center, a public interest Washington-based law firm that has filed petitions with the commission for such organizations as the National Association for the Advancement of Colored People and the National Black Media Coalition, that the commission's multiple ownership policies are keeping minorities from making gains in the ownership ranks. The men were speaking on Black Reflections, a weekly program on WTTG-TV Washington.

Bowie rejected Brown's claim that money was the major problem facing minorities, saying that the commission's policies don't stimulate diversity or competition. But Brown countered by noting that policies such as the tax certificate could have a significant impact.

Brown added that the reason for government agencies stimulating minority growth is not to make a small group of entrepreneurs wealthy. Instead, he said, they were pursuing it because unless minorities make important management decisions and have an impact on the networks, "we'll never see the day when programming is reflective of minority needs."

More delegates. Seniors Ernest Hollings (D-S.C.) and Barry Goldwater (R-Ariz.) chairman and ranking Republican of Communications Subcommittee, have been added to list of congressional delegates to World Administrative Radio Conference that begins Sept. 24, joining Representatives Charles Rose (D-N.C.), Wyche Fowler (D-Ga.), Joseph McDade (R-Pa.) and Harold Hollenbeck (R-N.J.).

Network answer. ABC and NBC have responded to Senator Alan Cranston's (D-Calif.) request of networks for ideas on advertising aimed at children (Broadcasting, Aug. 13), with CBS reply still to come. According to staff member of subcommittee handling issue, however, no new information came from replies. Instead, ABC and NBC explained current code and issues raised in Federal Trade Commission inquiry, with no suggestions for new policy. Staff is still uncertain what will happen in future; Cranston has not indicated hearings are on his mind, and he has yet to be informed of responses received. In meantime, staff will continue to explore matter.

Done and done. FCC won't change its mind over decision to do away with cable certificates of compliance procedures. Commission has rejected petitions filed by citizen groups, 34 TV stations and National Association of Broadcasters to reconsider October 1978 ruling that systems have only to file registration statement detailing turn-on date, stations that are carried and EEO information, in separate cable action, commission announced it will issue periodic reports on number of cable-related complaints received at FCC as well as data on number of cable systems in operation.

Sentenced. James M. Quello, son of FCC commissioner, has been convicted of fraud and sentenced to four years in federal prison. Forty-year-old Quello pleaded guilty June 29 to charges of defrauding National Bank of Detroit in $17,000 business loan and using credit card under false name.

More time. RKO General Inc. has been given one-week reprieve in complying with FCC order asking RKO to address three character-qualifications issues relevant to its application for renewal and assignment of its WMA-C-TV Boston, Order was issued July 20 after closed commission meeting in which FCC found that RKO was not qualified to be licensee of WMA-C-TV. Issues grow principally out of admitted wrongdoing of RKO's parent, General Tire & Rubber Co. RKO was given 30 days to comply with request for additional pleadings, and subsequently asked for one-week extension of order to get affidavits needed. FCC granted request last week, RKO's reply is due Aug. 27.
‘Mork’ move has its first test; results mixed

Orkan beats out Archie Bunker, but not that badly; ‘L & S’ scores well in its new time slot as ABC wins the week of Aug. 5

In a week of more than usual programming experimentation, ABC-TV claimed the prime-time ratings prize for the seven days ended Aug. 12. The Nielsen score: ABC-TV, 15.9 rating and 31.7 share; CBS-TV, 14.7/29.1; NBC-TV 11.8/23.2.

ABC’s Mork and Mindy went head-to-head against CBS’s All in the Family for the first time and both sides found reasons to be pleased—CBS because Mork, though two share points ahead of Family, was down nine share points from its recent average; ABC both because the results indicated Family could be taken and because Mork was working off a weaker lead-in, Hardy Boys, while Family had 60 Minutes for a springboard.

Mork from Ork vs ... Family that night was a 90-minute special, and for its entire period it averaged five share points better than in the half hour that Mork was against it.

Who put the beer commercial next to the PSA for AA?

Don’t laugh. It could happen to you.

One way to avoid this and other disastrous situations is with a BCS radio traffic/billing system from Kaman. Our automated systems give you radio’s most sophisticated logging and rotation capabilities. The most comprehensive management reports available. The big processing needed for simultaneous AM/FM operation. And the editing features that allow last minute changes. Best of all, you can print reports right in your station so you’re not held up waiting for delivery from far away sites. Don’t settle for less.

Get complete details on how BCS systems by Kaman can productively and conveniently manage your traffic and billing. Send in the coupon below today, or call (303) 599-1601.

Kaman Sciences Corporation
P.O. Box 7463, 1500 Garden of the Gods Road, Colorado Springs, CO 80933

☐ Yes! Tell me more about cost-effective BCS radio traffic/billing systems.
☐ Have a consultant contact me.

Name/Title ________________________________
Company __________________________________
Address ___________________________________
City/State/Zip _____________________________
Phone (_____) _____________________________

Kaman Sciences Corporation Kaman Company
Our systems belong in your station.
Monitors

Keep it here. Local 839 of Motion Picture Screen Cartoonists struck three major Hollywood production companies last week in dispute centering on amount of cartoon work done overseas — primarily in Australia, Korea, Spain and Taiwan. Hanna-Barbera Productions, Ruby Spears Productions and PепПеFreieng Enterprises were struck by 1,200-member Hollywood local.

But it feels as if the seventies just started. RKO Radio and Drake-Chenault Enterprises have teamed to produce, package, syndicate and distribute The Top 100 of the 70's. Twelve-hour radio special will be produced by Dave Sholim and Ron Hummel of RKO. Syndication is being handled by D-C's Jim Keffer and RKO's Harvey Mednick.

Say it with roses. Viacom Enterprises President Willard Block was so pleased with news, he had bouquets of roses sent to each of his 700 employees. Viacom landed world distribution rights to 1980 Miss Universe Pageant. Company's 15-year handling of show was interrupted in 1978 and 1979 when Taft, HBO Program Sales held rights. Pageant promoters also granted Viacom rights to second special — Miss USA Pageant.

Crossownership. Gannett Broadcasting's KES-AM-FM Los Angeles will introduce KIIS, the Newspaper Sept. 13. New bimonthly paper will include life-style pieces as well as music and entertainment news. New commercial venture for disco-format stations will be edited by station's public affairs and publicity director, Meredith May. Ken Jones, KNX-TV Los Angeles reporter, is publisher.


And for pay. Columbia Pictures Pay Television has made six more films available to subscription market: "The China Syndrome" and "The Fifth Musketeer" (available Nov. 1); "Hanover Street," "The Revengers" and "Nightwing" (Dec. 1), and "Game of Death" (Feb. 1, 1980).

Satellite fever. Satori Productions, New York, and Satellite Syndicated Systems have begun all-day, nonstop disco music service. For one cent per subscriber per month, The Disco Network is available over subcarrier of Satcom 1, transponder 21, for use as new stereo FM channel or as background for data transmissions.

And something for long hairs too. National Classical Network will sub-lease FM stereo subcarrier from National Christian Network on Satcom 3, scheduled to go into orbit next December. Network will supply classical, Broadway, easy listening and big band music to cable systems free of charge. Network will offer advertising.

SIN again. Spanish International Network announced new Spanish-language pay cable service, Galavision. Starting Oct. 26. Galavision will transmit films, continuing dramas, sports and variety specials to cable systems via Satcom 1, transponder 18. Programming will be sent eight hours nightly Monday through Friday between 7 p.m. and 3 a.m. NYT and on Saturdays and Sundays for 15 hours each day starting at 3 p.m. NYT. All Galavision programming is produced in Spanish and imported from Mexico, Spain, Argentina, Venezuela and other Latin American countries.

ABC's Laverne and Shirley moved to Thursday at 8-8:30 and produced a winning 17.4/40. ABC also moved The Ropers behind Mork and Angie behind Laverne and Shirley for a temporary summer run. Ropers, against the second half-hour of the Family special, came in second with a 16.6/31. Angie held onto and expanded Laverne and Shirley's lead-in, pulling a 19.4/40 against the second half of CBS's Walnut, which had a 10.0/22 for the night, and the second half of NBC's UFO, which had an 8.7/19.

CBS offered two originals in the Wednesday 8-9 p.m. NYT block. Dorothy came in with a 10.3/23 and Hanging In with a 10.4/22. They placed third, behind Eight Is Enough on ABC (14.7/32) and Real People on NBC (11.7/25).

NBC offered an original, Runaways, at 8-9 p.m. Tuesday and pulled a 9.6/21. In the same time period ABC scored a clear first with Happy Days (16.6/38) and the second episode of Detective Story, a limited summer series (17.7/38), while a CBS News report pulled a 6.8/15.

ABC's Monday Night Baseball was the New York Yankees-Baltimore Orioles game that followed Yankee Captain Thurman Munson's funeral. It produced a 15.0/28, the second highest rating in the four-year history of Monday Night Baseball. (Highest rated was the Yankee game on July 24, 1978, when Yankee Manager Billy Martin was dismissed.)

Among the magazine shows, ABC News's 20/20 scored a 16.2/30 and NBC News's Prime Time Sunday came in with a 13.0/23, while CBS News's 60 Minutes continued to lead with 17.9/40.

ABC won Tuesday, Wednesday, Thursday and Saturday nights; CBS took the rest. CBS had all of the top five shows — Jeffersons, Alice, One Day at a Time, WKRP in Cincinnati and M*A*S*H — and, with Lou Grant placing ninth, six of the top 10. ABC's Charlie's Angels, Vega$, Three's Company and Barney Miller filled out the top 10.

Equal time for antinukes

Bolstered by a fairness-doctrine victory at the FCC, California energy groups are mounting a campaign to place alternative-energy spots on California stations that have carried Pacific Gas & Electric Co. ads promoting construction of power plants.

The FCC, on remand from the U.S. Court of Appeals, ruled last month that four California radio outlets violated the doctrine by refusing antinuclear-power spots after running ads promoting nuclear energy (Broadcasting, July 16). Now 11 San Francisco Bay Area groups, led by the Environmental Defense Fund and the Public Media Center, are attempting to place 30-second spots promoting alternative-energy sources with TV stations that carried the PG&E ads last fall.

Andy Schwartzman, of Washington's Media Access Project, which is working with the California groups, said that so far four stations have accepted the groups'
spots and negotiations with 16 others are in various stages of progress. One station has refused. Those that did not take them, he indicated, could be the subject of fairness complaints to the FCC. Schwartzman also indicated the groups would attempt to broaden their efforts to place the spots beyond California, either as PSA’s, or, where stations have carried utility spots promoting more power plants as fulfillment of fairness doctrine obligations.

NCCB sees drop in television violence

Citizen group says ABC has the most, CBS the least

A new survey by the National Citizens Committee for Broadcasting concludes that violence on television is on the decline.

The NCCB survey monitored prime time TV during May and concluded that ABC programing was the most violent, NBC’s was a close second, and CBS’s considerably the least. In series programing, NBC was found the worst offender, with seven of the 12 most violent shows. Of the 12 most violent movies, ABC was charged with seven.

Over-all, NCCB found a significant drop in violence from 1976—the first year it conducted the survey. For example, in 1976 there was an average of 190 acts of program violence each week, while the number this year dropped to 168. But even though there is less violence on TV, NCCB found those programs that contain violence have more violent incidents than similar shows did two years ago.

NCCB also ranked advertisers according to the amount of violent programing they sponsored, and found a change in buying behavior from the fall 1977 season. Of the 10 most violent advertisers in 1977, only Miller remains on the list. The latest survey found that the advertisers sponsoring the most violence included Chrysler, Hi C, Budweiser, Duracell and Mennen. Those sponsoring the least violence on TV included Nikon, Alberto-Culver, Perrier, Timex and Shulton Old Spice.

Latest CPB viewer profiles show increases in public awareness and viewing, especially among minority groups

A study commissioned by the Corporation for Public Broadcasting—the fourth in a series of annual national surveys—has found that public television is gaining in popularity among viewers 60 years old and older and with members of minority and ethnic groups.

The survey, done by Statistical Research Inc. during January 1979, covered the level of awareness of public television and public radio among adults, the level of viewing and listening, reasons for listening to public radio and reactions to on-air fund-raising by public television and radio stations.

The first report in the series, “Public Television Awareness and Viewing,” shows that awareness of the local public television channel has increased from 89% in 1977 to 92% in 1979, and reports of viewing public television at least once have increased from 64% to 68%.

The second report, “Public Television On-Air Fund Raising,” shows that the public has a generally positive reaction to on-air fund raising, but for those who had seen on-air appeals before, there was an increase in negative comments about the procedure.

Report number three, “Public Radio Awareness, Listening and On-Air Fund Raising,” showed a decline in positive attitudes toward on-air fund raising for public radio, with almost no rise in public radio awareness.

The final report, “Methodology,” included a sample questionnaire, which was used in conducting the 1,046 interviews for the survey, along with study procedures.

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COMMUNICATIONS AND INFORMATION HANDLING

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Broadcasting Aug 20 1979

49
It's a bird, it's a plane, it's Mozart

NPR broadcast of symphony from Austria is first stereo transmission from overseas sent via satellite to U.S.

If all went according to plan, the broadcast of Mozart's "The Magic Flute," which is scheduled to be heard yesterday (Aug. 19) over most NPR member stations, was the first live stereo broadcast to originate outside the United States and an illustration of the increasing use of satellites.

The major portion of the four-hour program was a live production of Mozart's work performed by the Vienna Philharmonic and the Vienna State Opera Chorus during the Salzburg Festival, an annual celebration of music in the Austrian city where Mozart was born. Through an extensive network of land lines, satellites and uplinks and downlinks to two continents, the program was offered live in mono to all NPR member stations over NPR's regular land lines and in full 15 khz stereo via satellite to a select 60, co-located with PBS stations.

The program was produced by WGBH(FM) Boston and funded by a consortium of four noncommercial stations—WGBH, KUSC-FM Los Angeles, WNMC(FM) New York and WUCF(FM) Cincinnati—and the six stations of Minnesota Public Radio.

According to Wesley Horner, who produced the program for WGBH, the live portion was originated by Austrian Radio, which offered its broadcast to all members of the European Broadcasting Union, which includes NPR. From Salzburg, the signal was carried by land lines to an uplink in Raisting, Germany, near Munich, where it was bounced off an Intelsat satellite over the Atlantic to a downlink outside New York. From New York the signal was sent via AT&T land lines to WGBH where the pre-recorded material was added and the entire program was sent along land lines to Washington for distribution to the individual stations.

In Washington, two programs were in effect, created—one monaural and one stereophonic. The mono program was fed on to the regular NPR land-line network with its 5 khz frequency response and made available to the over 200 members of NPR. The stereo program was "piggybacked" on the video signal of PBS's Westar satellite network. To receive the signal, then, a station had to run a line to the earth station of a cooperating PBS station.

Horner estimated the cost of the production and its distribution as $28,000—$13,000 for production, supplied by the consortium and $15,000 in transmission costs, picked up by NPR.

Moving on 9 khz

The FCC has formed a task force to look into the question of 9 khz spacing in the AM broadcast band. The task force will provide information that can be used in arriving at a United States position on channel spacing at the upcoming Region 2 conference of the International Telecommunications Union. Region 2 includes North and South America.

FCC rules currently specify that AM broadcast stations must operate on 107 AM broadcast channels, spaced in successive steps of 10 khz, starting with 540 khz and continuing through 1600 khz. Because of the increasing demand for additional full-time facilities—and not enough channels to meet the request—interest in increasing the number of AM channels has been growing. And one method of increasing the channels would be to reduce the spacing from 10 khz to 9 khz.

Many other countries already use 9 khz spacing as a result of the 1974-75 broadcast conference of Regions 1 and 3. Part of the task force's mandate is to study why Regions 1 and 3 changed to the 9 khz spacing and what implementation problems they faced.

The task force will also explore the potential costs and technical problems of instituting the reduced spacing. Some of the questions it will be looking at are whether such a new rule will be economically viable for new stations, and how it would affect consumers.

The group will also review any comments filed (they are due Oct 1).

Two-way for Texas. Stacey Communications Corp. awarded cable franchise for Portland, Tex., in late July will wire town with two-way cable communications system of TOCOCOM Inc., Irving, Tex. System, which within next six years will pass 10,000 homes, will use TOCOCOM's III A package, providing regular cable programming, optional 24-hour fire, theft and medical emergency alarms, pay TV and necessary flexibility for adding on more services in future.

RSVR. VINDOLAND. Bryan, Ohio, will turn on solar power plant Aug. 29 and has sent out invitations to event. Government-funded solar cell array will provide most of the power for transmitter of daytime station and some power for studio equipment (BROADCASTING, July 9). According to Bob Beasley, station's commercial manager, invitations have gone out to number of local, state and national dignitaries including President Carter, who has not yet replied. What if it rains? "It's not going to rain on solar dedication day," Beasley says emphatically.

Wisconsin winner. N.E.W. Media, joint venture of American Television and Communications Corp. and number of local investors, has been awarded cable franchise for Green Bay, Wis. New franchise will pass more than 30,000 homes when 300-mile system is completed. First subscriber should be hooked up by mid-1980. In addition to local channels, planned services of system include WTV-Chicago and WCOR-Atlanta, two religious channels, five community access channels and two optional pay cable channels—Home Box Office and Take Two from HBO.

When a sundial isn't enough. LaBarge Inc. is offering Satellite Controlled Clock that is not really a clock at all, but receiver of time signal put on satellite by National Bureau of Standards. St. Louis manufacturer of clock says time on digital display is accurate to within 30-50 microseconds of coordinated universal time. By using more than one clock, broadcasters can synchronize computers and switching equipment in radio and TV networks.

Wait a minute. Before consumers put together inexpensive, earth-station kits such as those shown at Satellite Private Terminal Seminar last week in Arcadia, Okla., it might be a good idea to look at current FCC regulations. FCC says unauthorized (by sender) reception of satellite signal carries fines of up to $10,000 or imprisonment for up to one year or both. And it is unlikely backyard builder will get developmental license to operate earth station. Those licenses are granted only to those who can prove they are developing new techniques or performing scientific research.
### Contemporary

<table>
<thead>
<tr>
<th>Last week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 1</td>
<td>My Sharona □ The Knack.</td>
<td>Capitol</td>
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<tr>
<td>2</td>
<td>Good Times □ Chic</td>
<td>Atlantic</td>
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<tr>
<td>4</td>
<td>Who's In Love□ Dr. Hook</td>
<td>Capitol</td>
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<tr>
<td>3</td>
<td>Main Event □ Barbra Streisand</td>
<td>Columbia</td>
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<tr>
<td>2</td>
<td>Bad Girls □ Donna Summer</td>
<td>Casablanca</td>
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<tr>
<td>8</td>
<td>You Can't Change That □ Raydio</td>
<td>Arista</td>
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<td>7</td>
<td>Sad Eyes □ Robert John</td>
<td>EMI/America</td>
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<tr>
<td>16</td>
<td>After The Love Has Gone □ Earth, Wind &amp; Fire</td>
<td>Columbia</td>
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<tr>
<td>9</td>
<td>Gold □ John Stewart</td>
<td>Elektra</td>
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<tr>
<td>10</td>
<td>You're Really Out With Him □ Joe Jackson</td>
<td>A&amp;M</td>
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<tr>
<td>11</td>
<td>Lead Me On □ Maxine Nightingale</td>
<td>Windsong</td>
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<tr>
<td>12</td>
<td>What Cha Gonna Do □ Stephanie Mills</td>
<td>20th Century</td>
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<tr>
<td>13</td>
<td>Makin' It □ David Naughton</td>
<td>RSO</td>
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<tr>
<td>8</td>
<td>Ring My Bell □ Anita Ward</td>
<td>TK</td>
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<tr>
<td>15</td>
<td>Mama Can't Buy You Love □ Eton John</td>
<td>MCA</td>
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<tr>
<td>16</td>
<td>Let's Go □ Cars</td>
<td>Elektra</td>
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<tr>
<td>17</td>
<td>I Was Made For Lovin' You □ Kiss</td>
<td>Casablanca</td>
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<tr>
<td>18</td>
<td>Hot Stuff □ Donna Summer</td>
<td>Casablanca</td>
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<td>19</td>
<td>I Want You To Want Me □ Cheap Trick</td>
<td>Epic</td>
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<td>20</td>
<td>Lonesome Lover □ Little River Band</td>
<td>Capitol</td>
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<tr>
<td>21</td>
<td>I'll Never Love This Way Again □ Dionne Warwick</td>
<td>Arista</td>
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<tr>
<td>22</td>
<td>Don't Bring Me Down □ Electric Light Orchestra</td>
<td>Jet</td>
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<td>23</td>
<td>Goodbye Stranger □ Supertramp</td>
<td>A&amp;M</td>
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<td>24</td>
<td>Driver's Seat □ Swift 'n the Tears</td>
<td>Atlantic</td>
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<td>25</td>
<td>Heaven Must Have Sent You □ Bonnie Pointer</td>
<td>Motown</td>
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<tr>
<td>26</td>
<td>I Do Love You □ G.G.</td>
<td>Arista</td>
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<td>27</td>
<td>Bad Case Of Lovin' You □ Robert Palmer</td>
<td>Island</td>
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<td>28</td>
<td>Suspicion □ Eddie Rabbit</td>
<td>Elektra</td>
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<td>29</td>
<td>Sail On □ Commodores</td>
<td>Motown</td>
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<tr>
<td>30</td>
<td>Rise □ Herb Alpert</td>
<td>A&amp;M</td>
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<tr>
<td>31</td>
<td>Hot Summer Nights □ Night</td>
<td>Planet</td>
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<tr>
<td>32</td>
<td>Pop Musik □ M</td>
<td>Sire</td>
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<td>33</td>
<td>Get It Right Next Time □ Gerry Rafferty</td>
<td>United Artists</td>
</tr>
<tr>
<td>34</td>
<td>Cruel To Be Kind □ Nick Lowe</td>
<td>Columbia</td>
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<tr>
<td>35</td>
<td>Shine a Little Love □ Electric Light Orchestra</td>
<td>Jet</td>
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<tr>
<td>36</td>
<td>Logical Song □ Supertramp</td>
<td>A&amp;M</td>
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<tr>
<td>37</td>
<td>Ain't No Stoppin' □ McFadden &amp; Whitehead</td>
<td>Phila. Intl.</td>
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<tr>
<td>38</td>
<td>Born To Be Alive □ Patrick Hernandez</td>
<td>Columbia</td>
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<tr>
<td>39</td>
<td>She Believes In Me □ Kenny Rogers</td>
<td>United Artists</td>
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<tr>
<td>40</td>
<td>Ain't That A Shame □ Cheap Trick</td>
<td>Epic</td>
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<tr>
<td>41</td>
<td>Where Were You When I Was Falling In Love □ Lobo</td>
<td>MCA</td>
</tr>
<tr>
<td>43</td>
<td>Shadows In The Moonlight □ Anne Murray</td>
<td>Capitol</td>
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<tr>
<td>44</td>
<td>Different Worlds □ Maureen McGovern</td>
<td>Warner Bros.</td>
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<tr>
<td>45</td>
<td>Boss □ Diane Ross</td>
<td>Motown</td>
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<tr>
<td>46</td>
<td>Oh, Weil □ Rockets</td>
<td>RSO</td>
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<td>47</td>
<td>Romeos □ Moon Martin</td>
<td>Capitol</td>
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<tr>
<td>48</td>
<td>Lovin' Touchin' Squeezin' □ Journey</td>
<td>Columbia</td>
</tr>
<tr>
<td>49</td>
<td>Spooky □ Atlanta Rhythm Section</td>
<td>Polydor</td>
</tr>
</tbody>
</table>

### Country

<table>
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<tr>
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<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>Til I Can Make It On My Own □ Rogers &amp; West</td>
<td>U.A.</td>
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<tr>
<td>2</td>
<td>Devil Went Down To Georgia □ Charlie Daniels Band</td>
<td>Epic</td>
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<tr>
<td>3</td>
<td>I May Never Get To Heaven □ Conway Twitty</td>
<td>MCA</td>
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<tr>
<td>4</td>
<td>You're My Jamaica □ Charley Pride</td>
<td>MCA</td>
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<tr>
<td>5</td>
<td>Only Way To Say Good Morning □ Ray Price</td>
<td>Monument</td>
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<td>6</td>
<td>Pick The Wildwood Flower □ Gene Watson</td>
<td>Capitol</td>
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<tr>
<td>7</td>
<td>Family Tradition □ Hank Williams Jr.</td>
<td>Elektra</td>
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<td>8</td>
<td>Coca-Cola Cowboy □ Mel Tillis</td>
<td>MCA</td>
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<tr>
<td>9</td>
<td>You're The Only One □ Dolly Parton</td>
<td>RCA</td>
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<tr>
<td>10</td>
<td>All Around Cowboy □ Marty Robbins</td>
<td>Columbia</td>
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<td>11</td>
<td>No One Else In The World □ Tommy Wynette</td>
<td>Epic</td>
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<tr>
<td>12</td>
<td>Heartbreak Hotel □ Nelson/Russell</td>
<td>Columbia</td>
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<td>13</td>
<td>Barstool Mountain □ Moe Bandy</td>
<td>Columbia</td>
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<tr>
<td>14</td>
<td>Stay With Me □ Dave &amp; Sugar</td>
<td>RCA</td>
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<tr>
<td>15</td>
<td>Save The Last Dance □ Emmylou Harris</td>
<td>Warner Bros.</td>
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<tr>
<td>16</td>
<td>I Love How You Love Me □ Lynn Anderson</td>
<td>Columbia</td>
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<td>17</td>
<td>Suspicion □ Eddie Rabbit</td>
<td>Elektra</td>
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<td>18</td>
<td>(Ghost) Riders In The Sky □ Johnny Cash</td>
<td>Columbia</td>
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<tr>
<td>19</td>
<td>Don't Let Me Cross Over □ Jim Reeves</td>
<td>RCA</td>
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<tr>
<td>20</td>
<td>Your Kisses Will □ Crystal Gayle</td>
<td>United Artists</td>
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<tr>
<td>21</td>
<td>Here We Are Again □ Statler Bros.</td>
<td>Mercury</td>
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<tr>
<td>22</td>
<td>Shadows In The Moonlight □ Anne Murray</td>
<td>Capitol</td>
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<td>23</td>
<td>Liberated Woman □ John Wesley Payne</td>
<td>MCA</td>
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<td>24</td>
<td>Amand@ □ Waylon Jennings</td>
<td>RCA</td>
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<tr>
<td>25</td>
<td>Fools For Each Other □ Johnny Rodriguez</td>
<td>Epic</td>
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New heights. The Oak Ridge Boys' 'Dream On' (MCA) is not just the latest in a string of hit records for one of country music's hottest quartets. "Oak Ridge Boys have added a dimension to their sound," comments Reggie Davis, music director at WHN/AM Mobile, Ala. "They're headed in a direction that will appeal to everyone, and the mixing, harmony, contents and production of the record are all excellent. It has a really dynamic feeling." Instant acclaim. Barbara Mandrell's newest single, 'Foolin' by a Feeling' (MCA), is drawing a great deal of request action at stations playing it. "It's taking off like crazy," reports Earl Morgan, program director at WWRT AM Rochester, N.Y. "And it's also a great programing mix record." Ed Salamon, program director at WHN/AM New York, describes it as Mandrell's "best piece of product yet. Because of her following here, we added it out of the box." He says the single is already in the station's top 20. Into his own. Bob Mitchell, music director at KXCI/San Bernardino, Calif., describes Ronnie McDowell's new single, 'Love Me Now' (Epic), as, "a smash." Mitchell adds that the record tied last week with a 4.2 out of 5 rating in call-out research with Ronnie Milas's 'In No Time At All' (RCA). And Ron West, music director at KSON/San Diego, comments that McDowell "is trying to get away from his image as an Elvis-impersonator, and this demonstrates that he's developed his own style."
New Stations

AM application
- Taft, Calif.—Mann Broadcasting Co. seeks 103.9 mhz, 3 kw, HAAT: —115 ft. Address: PO, Box WW, Taft 93268. Estimated construction cost $165,836; first quarter operating cost $31,725; revenue $100,000. Format: easy listening. Principals: David F. Gureckis (32.61%) and seven others. Gureckis is pressman for Nashua Corp., paper converters in Nashua, N.H. None have other broadcast interests. Ann. Aug. 6.

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FM applications
- Burlington, Iowa—Hensley Broadcasting Inc. seeks 93.5 mhz, 2.4 kw, HAAT: 328 ft. Address: 1212 South Shore Dr., Clear Lake, Iowa 50428. Estimated construction cost $70,697; first quarter operating cost $16,500; revenue $200,000. Format: variety. Principals: Darryl Hensley (60%) and four others. Hensley is also 50% owner of Machatier Broadcasting Co., licensee of KZEE-FM Clear Lake. Ann. Aug. 6.


For the Record

As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 6 through Aug. 10.

**Abbreviations:** ALJ—Administrative Law Judge, alt.—alternative, ant.—antenna, aux.—auxiliary, CH—critical hours, CP—construction permit, D-day—DA—directional antenna, Doc.—Document, ERP—effective radiated power, freq.—frequency, HAAT—height of antenna above average terrain, kHz—kilohertz, kw—kilowatts, MEOV—maximum expected operation value, mhz—megahertz, mod.—modification, N—night, PAA—press sunrise service authority, SL—studio location, SH—specified hours, TL—transmitter location, trans.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w.—waits, *—non-commercial.

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E. Wegner, Mark B. Vittert and Elliot H. Stein Jr. (33-173% each). Wegner is Boise, Idaho, industrial health consultant; Vittert is St. Louis real estate pro-
tor. Stein is New York investor. None has other broad-

KOFE(AM) St. Marys, Idaho (1490 kHz, 1 kw-D, 250 w-N)—Seeks assignment of license from St. Joe Radio to K C Corp. for $125,000. Seller is owned equa-
ly by Dianne J. Bare, Benjamin F. Bush and Robert E. Rousso. Seller has other broad-
cast interests. Buyer is owned by Barbara Kellogg (75%) and Orville W. Case Jr. (25%). Kellogg is Los Angeles wholesale furniture manufacturer. Case until June was Honolulu real estate consultant. Neither has other broad-

WHTL-AM-FM Huntington, Ind. (AM: 1300 kHz, 500 w-D, FM: 103.1 mh, 3 kw; D) Seeks assignment of license from Williams County Broadcasting System Inc. to Huse Radio Inc. for $331,875. Seller is owned by Carl L. Shipley (50%) and William Middendorf and his wife, Isabelle (25% each). They also own WNO-M-AM Flynn, Ohio, and WLKM(AM) Three Rivers, Mich. Buyer is owned by Edwin R. Huse (70%) and his wife, Helen (30%). Huse is former president of WKHM(AM-WJOX(AM) Jackson, Mich., and vice president (2.2% interest) of station's parent, Patrick Communications Inc., which also owns WMPX(AM) Midland, Mich., WXE(AM) Sun Prairie, Wis., and KLINT(AM-WKNQ(AM) Clinton, Iowa. Ann. Aug. 1.

KBUF-AM-FM Garden City, Kan., (AM: 1500 kHz, 97.3 mh-D, FM: 105.7 mh, 11 kw; D)—Seeks assignment of license from Midwest Radio Co. to Robert E. In-
grid Broadcast Properties for $405,000 plus $45,000 for agreement not to compete. Seller is owned by William Van Hom Smith, Roland Belcher and Dwight E. LeClerc, none of whom has other broadcast in-


KFX(AM-FM Liberty, Mo. (AM: 1140 kHz, 500 w-
D, FM: 106.5 mh, 100 kw)—Seeks assignment of license from Strauss Broadcasting Corp. to Southwest Radio Enterprises Inc. for $1,540,000. Seller is owned by Leonard H. Strauss and his wife, Marilyn, who have no other broadcast interests. Buyer is wholly owned subsidiary of Southwest Florida Enterprises Inc., Fort Myers, Fla., owner and operator of dog racing track and department store. It is principally owned by estate of Theodore Hechi. Ann. Aug. 9.

WLW(AM) Cincinnati—WLWS(AM) Hamilton, Ohio (AM: 700, 50 w-U; FM: 96.5, 50 kw)—Seeks assignment of license to WLW Radio Inc. and WLW Radio of Hamilton Inc., respectively, to Mariner Communications Co. for $17 million. Seller, prin-

Actions

WBAR(AM) Barrow, Fla. (1460 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license from D-Bar Radio Inc. to WBAR Radio Inc. for $135,000. Seller is principally owned by Harold Cook and John S. O’Dell, who purchased station in 1977 for $130,000. They were granted waiver of “three-year rule” on

grounds that station has been financial drain. They also own KASQ-AM-FM Minden, La. Buyer is owned by J. R. Livesay, Shirley Harrington and James R. Livesay II (20% each), and Robert E. Adams (63%) and his wife, Marilyn (7%). Livesay and his son, James, and Harrington also own WLBI-AM-FM Mattoon, Ill.; WHOAM-FM Clinton, Ill., and WERT-AM-FM Van Wert, Ohio. Adams is business consultant with various real estate interests. He has no other broadcast interests. (BAL790404FC). Action July 27.

WBSR(AM Pensacola, Fla. (1450 kHz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Mooney Broadcasting Corp. to H. D. (Bud) Neurith for $990,000. Seller is publicly owned corporation; George M. Mooney is president and prin-
cipal owner. It also owns WERC(AM-WKXX(AM) Birmingham, Ala.; WBYQ(AM) Hendersonville and WMAK(AM) Nashville, both Ten- nessee, and WUNA(AM) San Juan, P.R. Neurith is one-time ex-
ective with Metromedia Inc. and owner of WFEA(AM) Manchester, N.H. (BAL790503FX). Ac-
tion Aug. 6.

WTOC-AM-FM Savannah, Ga. (AM: 1290 kHz, 5 kw; FM: 94.1 mh, 89 kw)—Broadcast Bureau granted assignment of licenses from American Family Corp. to Bluegrass Broadcasting Co. for $1.25 million. Seller, which purchased WTOC-AM-FM-TV last October from Savannah Broadcasting Co. for $7.72 million, is spinning off radio stations to comply with FCC one-to-
one deal rule. It also owns WYEA-TV Columbus, Ga., WAFF(TV) Huntsville, Ala., and KFVS-TV Cape Girardeau, Mo. John Amos is president and chairman. Buyer, wholly owned subsidiary of Kentucky Central Life Insurance Co., owns, through subsidiaries, WVLK-AM-FM and WKYT-TV, Lexington, Ky.; WHOK-AM-Orlando, Fla., and WVOIC(AM) Co-


WIPR(AM) Greenville, Miss. (1330 kHz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from WIPJ Inc. to River Broadcast Inc. for $350,000. Seller is owned by Bruce H. Gresham (70%) and John K. Gresham (30%). They have no other broadcast interests. Buyer is owned by George E. Pine and his son, George (25% each); James Eblin (25%); David P. Rousso and Wayne Rogers (7.9% each); and Peter Falk (9.1%). Rogers and Falk are TV and movie actors. Rousso is business partner of Rogers. Eblin is owner with other broadcast interests. He is former vice president and general manager of WKEE-AM-FM Huntington, W. Va. (BAL790644HK). Action July 31.

WANC-TV Ashevi lle, N.C. (ch. 21) —Broadcast Bureau granted assignment of license from WISE-TV Inc. to Pappas Telecasting Inc. for $200,000. Seller is principally owned by Meredith S. Thoms (64.75%) and her daughter, Matallan (32.83%). They also owned WEA(AM) Arlington, Va.; WKLM(AM) Wimington and WCOG(AM) Greenboro, both North Carolina. Buyer is wholly owned by Harry J. Pap-

pas, who also owns KMPH-TV Tulare, Calif., and has applied for new VHF at Omaha, Neb. (BALT790607KE). Action July 27.

WBSBS(AM) Jacksonville, N.C. (1290 kHz, 1 kw-
D)—Broadcast Bureau transferred control from Sun Broadcasting Inc. from David A. Mankowski (100%) to new owner (none before; after none). Consideration: $434,750. Seller, who was granted waiver of three-year rule, has no other broadcast interests. Buyer is owned by Ray-
mond W. Frawley (90%) and Carl D. Chapman (10%). Frawley is in Fayetteville, Tenn., attorney. Chapman is announcer at WBSBS. (BTC790521EE). Action July 27.

Facilities Changes

AM applications

WCRL(AM) Oneonta, Ala. —Seeks CP to increase power to 2.5 kw; install new trans. Ann. Aug. 6.


WNIA(AM) Deep Eddy, N.Y. —Seeks CP to in-

FM applications

KIQO(FM) Atlascadero, Calif. —Seeks mod of CP to in-
crease ERP: 5.6 kw (H&V); HAAT: 1401 ft. (H&V); make changes in ant. sys; specify SL: one mile N. of 14350 Atlascadero Rd., Atlascadero, Ann. Aug. 6.

KLEL(AM) San Jose, Calif. —Seeks CP to in-

WCYAM(AM) Cynthiana, Ky. —Seeks CP to change BMI HAS JUST MOVED ITS STAND

320 West 57th Street
New York, NY 10019 (212) 586-2000

Broadcasting Aug 20 1979
53
Summary of broadcasting

FCC tabulations as of June 30

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>Commercial FM</th>
<th>Educational FM</th>
<th>Total Radio</th>
</tr>
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<tbody>
<tr>
<td>LPFM</td>
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<tr>
<td>2559</td>
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<td>8637</td>
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<td>11</td>
<td>8655</td>
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</tbody>
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**TV Translators**

- VHF: 514 1 2 517 8 525
- UHF: 216 0 4 220 58 278

**Special temporary authorization**

**Includes off licenses**

<table>
<thead>
<tr>
<th>Announcements made in time slots included in programs and/or immediately before/after them</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALJ David L. Krushka granted joint request by petitioners, ordered that KLOC is authorized to renumber its antenna for its legitimate and reasonably incurred expenses not to exceed $7,500; dismissed pending motion to enjoin issues against Leejon; dismissed Leejon's application with prejudice, granted KLOC's application and terminated proceeding. Action Aug. 8.</td>
</tr>
<tr>
<td>ALJ Edward Luton cancelled procedure schedule adopted at Aug. 2 conference and set procedural dates including evidentiary hearing for Oct. 30 at location to be announced. Action Aug. 3.</td>
</tr>
<tr>
<td>PWOE(AM) Greenfield, Mass. (Poei's Seat Broadcasting Co. and Greenvalley Broadcasting Co.) FM Proceedings: (BC Docs. 79-54-55) - ALJ James J. Cullen Jr. by two separate actions, granted petition by Poei's Seat and amended section II of its application to show that on June 24 filed application to modify CP for WPOE(AM). Greenfield; granted petition by Green Valley and amended its application by bank letter directed at meeting financial qualifications issue and information concerning past broadcast employment of its principals as well as change in address of principal. Action Aug. 6.</td>
</tr>
<tr>
<td>Boonville, Mo.-Big Country of Missouri Inc. requests amendment FM table of assignments to assign 105.5 mhz to Warrensburg, Mo. (RM-3412). Ann. Aug. 3.</td>
</tr>
<tr>
<td>Ticonderoga, N.Y.-Moisinger Communications Inc. requests amendment FM table of assignments to assign 103.9 mhz to Ticonderoga. (RM-3418). Ann. Aug. 3.</td>
</tr>
<tr>
<td>Russell, Pa.-God's Station Inc. requests amendment FM table of assignments as follows: Warren, Pa.-92.3 mhz and 103.1 mhz, Kane, Pa.-103.9 mhz, Bradford, Pa.-98.3 mhz. (RM-3419). Ann. Aug. 3.</td>
</tr>
<tr>
<td>Washington, D.C.-Carson Valley Broadcasters Inc. requests amendment FM table of assignments to assign 103.3 mhz in lieu of 98.3 mhz at Sparks, Nev. assign 98.1 mhz to Minden-Gardnerville, Nev. (RM-3415). Ann. Aug. 3.</td>
</tr>
</tbody>
</table>
Actions


- Millington, Md.—Broadcast Bureau denied petition by WCTR Inc. to assign 100.9 mhz to Millington as its first FM assignment, because assignment would result in a spacing of 3.84 mhz to station WCSC-FM Wildwood, N.J. (by Memorandum Opinion and Order). Action Aug. 6.


- Joplin, Mont.—Broadcast Bureau, in response to petition by East Butte Television Club Inc. to assign television chs. 46 and 52 to Joplin, assigned ch. 48 and 54 because ch. 52 would be short-spaced to a Canadian assignment, effective Sept. 20. (RM-3285). Action Aug. 6.


Petition


Translators

Actions

- K319A Paxton, Colo.—Broadcast Bureau granted Region 1 Translator Association CP for new UHF TV translator station on ch. 53, to rebroadcast programs of KRM-A TV Denver (BPTV-780929IQ). Action June 29.

- K319AB Julesburg, Colo.—Broadcast Bureau granted Region 1 Translator Association CP for new UHF TV translator station on ch. 31 to rebroadcast programs of KWGN-TV Denver (BPTV-780929IC). Action June 29.

- K319C Julesburg, Colo.—Broadcast Bureau granted Region 1 Translator Association CP for new UHF TV translator station on ch. 35 to rebroadcast programs of KWMT-TV Denver (BPTV-780929IF). Action June 29.


- K40AB Richfield, Monroe & Elsinore Area, Utah—Broadcast Bureau granted CP for new UHF TV translator station on ch. 40 to rebroadcast programs of KSTU-TV Salt lake City (BPTV-7812111H). Action June 5.

- K60QJ Superior, Wyo.—Broadcast Bureau granted Superior Community TV CP for new VHF TV translator station on channel 6 to rebroadcast programs of KSTL-TV Salt Lake City (BPTV-5962). Action March 26.

- K909H Clark and Rural Area, Wyo.—Broadcast Bureau granted Park County CP for new VHF TV translator station on ch. 9, to rebroadcast programs of KURL-TV Billings, Mont. (BPTV-7812061B). Action June 29.

- K13QA Clark and Rural Area, Wyo.—Broadcast Bureau granted Park County CP for new VHF TV translator station on ch. 13 to rebroadcast programs of KVQ-TV Billings, Mont. Action June 29.

- KJ3FF Koosharem, Wyo.—Broadcast Bureau granted Sevier County CP for new VHF TV translator station on ch. 3 to rebroadcast programs of KSTU-TV Salt Lake City (BPTV-7812111G). Action June 29.

Complaints

Total of 2,001 complaints from public was received by FCC in June, decrease of 12,339 from May. Other comments and inquiries for June totaled 1,820. Decrease of 874 from previous month. FCC sent 1,260 letters in response to these comments, inquiries and complaints. Ann. Aug. 6.

Call Letters

Applications

- New All's

  WKRP Paulding, Ohio
  WECEV Middletown, Ohio
  WXOL Midway Broadcasting Corp., Cicero, Ill.

- New FM's

  KGTI Peninsula Communications Inc., North Bergen, NJ
  WCEW Cleveland, Ohio
  WPKB Cleveland, Ohio

- Existing AM's

  KGJF KKTT Los Angeles
  WRSG WOGA Sylvestre, Ga.
  WKLO WPWN Danville, Ky.
  WCZV WDEE Detroit
  KADI KKOJ Clayton, Mo.
  WSTJ WTWN St. Johnsbury, Vt.

- Existing FM's

  KLF WQTE Oakdale, Cali.
  KSGN KLKE Riverside, Cali.
  WCBR-FM WBZF Richmond, Ky.
  WOR-FM WKXO New York
  KENR KELI Bellingham, Wash.

- Existing TV's

  WAAT WCMC-TV, New York

- Grants

  Call Assigned to

  KQAC Caddo Broadcasting Co., Glenwood, Ark.

- New All's

  KEVA Pampa Broadcasters Inc., Pampa, Tex.
  KIBL San Angelo Broadcasters, San Angelo, Tex.
  KSNT-FM Snyder Broadcasters, Snyder, Tex.

- WANO WSFS Loretto, Pa.
  WQH NI WMEE Fort Wayne, Ind.

- Existing FM's

  WWGQ-FM WBFS-GM Gridley, Conn.
  KZJR KJW-LF Lawrence, Kan.
  KFXR KMRC-FM Morgan City, La.
  WMCH KBBF St. Paul, Minn.
  WKEF-FM Beatrice, Neb.
  KLTE KFBN Oklahoma City

- Existing TV's

  WHTV WHTV-TV Meridian, Miss.
CLASSIFIED ADVERTISING

RADIO

HELP WANTED MANAGEMENT

Midwestern Broadcasting is expanding into the northeastern region. We need experienced salespeople, a sales manager, and general manager. EEO/AA/Am Fam/Minority. Write: Dick Wohse, 18100 Bridge Road, Fort Wayne, IN 46804. Ask for L. J. Lamb, General Manager 419—255-1470.

WXZ (Z-105) Toledo needs a top salesperson. Take your 4-5 years sales experience... - couple it with your abilities as a leader and give some direction and growth to the sister FM of WOHO. EEO-Affirmative Action. Call Lew Decker, WOHO-AM/FM, Toledo 419—255-1470.

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

East Texas Market of 15,000 seeking General Manager for AM/FM operation. Must be strong sales, and MUST be community oriented. Excellent salary/incentive package for the right man/woman, with a strong track record. If you're ready to make a permanent move to one of Texas' most beautiful and fast growing areas, send complete resume to: William L. Walling, B202 Brantl, Houston, TX 77087. 713—941-3509 after 6 p.m.

Ready to step up? Here is an excellent opportunity with expanding broadcast group that needs a selling G.M. for new acquisition in highly competitive market. Send resume to Command Broadcast Group, Box 511, Beacon, NY 12508. 914—831-8000. E.O.E.

General Manager—Daytime within 50 miles of N.Y.C. Dynamic market—looking for dynamic general manager—track record—excellent opportunity Box H-18.


General Manager to grow with young public radio station and maintain existing high standards. Inherent a talented staff dedicated to broadcasting excellence. Must have good management skills, development abilities, and a flair for promotions. Send resume and tape if applicable. Contact: Marilyn S. Garnet, PO Box 529, Laurinburg, NC 28352. 919—276-2911. E.O.E. Employee.

WVMS-FM Disco 106 needs experienced salespeople—excellent commissions. Resume to Box 487, Fredericksburg, VA 22401. S. Croix 00840.

Sales Manager, community oriented and active community participating. RA Welch/RA/trained. Who can sell and will, who can recruit, teach, motivate sales staff to sell more, sell more, sell, sell! Does it in a professional, creative, and friendly manner. Send resume and tape if applicable. Contact: Marilyn S. Garnet, PO Box 529, Laurinburg, NC 28352. 919—276-2911. E.O.E. Employee.

Building new sales team. Expanding broadcast group offers great opportunity to grow in a highly competitive top 100 market. Let's talk. Send resume to Command Broadcast Group, Box 511, Beacon, NY 12508. 914—831-8000. E.O.E.

Excellent account list awaits radio salesperson with one year or more experience. Business is fantastic in Rock Springs, Wyo. Because of the energy boom and your personable wit with C.P.B. and NPR. Send resume and list of three references to: Gordon Edsberg, President: KSKA; PO Box 1900; Anchorage, AK 99510. Closing date August 24.

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 creative local sales force and maintain steady personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box H-58.

General Manager for AM Stations. Group ownership has two openings in larger markets. This could be your step up. Must have managed before with a good track record. Salary open with profit sharing. Send full resume, salary history and references. Must be available for interview in New York City Box H-98.

Manager Wanted for AM-FM station in Central Ohio to build and coordinate an effective sales force. Should be a proven sales person, creative, promotion minded and a leader by example. Send Resume to Box H-119.

Aggressive sales-oriented person to manage small-market AM/FM combo in Michigan's beautiful upper peninsula. Station is on the upswing with lots of growth potential. Excellent opportunity, with ownership percentage for right person. Equal opportunity employer. T. L. Laidlaw, KNDR Radio, Langdon, ND 58254. 701—256-2146.

Assistant Director of Grants Development. Responsible for assisting the Director in research, coordination, writing and presentation of WHA Radio and television production programs to potential funding agencies. Major responsibilities include: research and analysis of funding sources; proposal writing; client contact and presentation of selected proposals. Must have administrative and research detail; fund raising coordination system; department liaison activities; asst in radio citizen support activities, fundraising and coordinating the activities of the Director. Bachelor's degree required. Master's in business or arts administration preferred; knowledge and experience in public broadcasting and demonstrated proposal writing experience. For $14,000. Completed application deadline September 4, 1979. Write for application and details: Ronald C. Borstein, Director, WHA Radio and Television, 821 University Avenue, Madison, WI 53706. An equal opportunity/affirmative action employer.


Sales Manager: Small market, 5 salesmen plus copy department. Well running machine. Need solid aggressive motivator: We have the tools... we have the foundation. Help our expanding AM/FM go to higher heights. Contact: Bill M. Walling, 317—659-3338.

HUMBLED WANTED SALES

2 Positions: Sales Manager and Sales person N.W. fulltime and an effective Drive time size multiple station market. ARB sweeps show 80% weekly cure. Sales Manager: Salary plus percentage of gross. Sales Person: Existing account list over $10,000,000. Move up 20% on commission on collection. Experienced only E.O.E. Send resume to Box G-146.

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

ANNOUNCERS

Immediate Opening for experienced announcer that can run a bright pleasant and tight country music show, required to do production for automated rock FM. No phone calls please! Send tape and resume to Sherry Fults, WBOY, Westside, VA 24378.

Experienced, take charge Morning Announcer for MOR station. Good voice and deliver a must. Tape and resume to Gary James, Radio Station, WARE, 50 South Street, Ware, MA 01080.

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 Mr. Santelli, 415—755-2478.


Modern Country announcer with easy style, good production, 2 years experience, Competitive market. Good opening. Send resume to: N.P.R., Box 1900, St. Louis, MO 63166.


Immediate Opening for experienced announcer that can run a bright pleasant and tight country music show, required to do production for automated rock FM. No phone calls please! Send tape and resume to Sherry Fults, WBOY, Westside, VA 24378.

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HELP WANTED: ANOUNCERS CONTINUED

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

Announcer needed for C/W format. Some production included. Sales possibility if desired. Send us a voice check and resume to Les Woodlee, WKDE, PO Box 512, Altavista, VA.

We're Cleaning Home... immediate openings for contemporary and country "personalities" for our station. Call for details 717-748-3970... EEO employer.

 Experienced announcer familiar with automation and strong in production needed for 100,000 watt FM in northern Wisconsin. Tape and resume to Roger Ut- nehmer, PO Box 310, Amigo, WI 54409.

Announcer—good communication skills and produc- tion. Contemporary FM, resume. Tom Ken- nedy, WSEA, PO Box 111, Georgetown, DE 19947, EOE.

Beautiful Music FM, highly rated North Central medium sized market. Opening for experienced an- nouncer/producer, chief engineer. Send resume and references to: Program Director, WGGR Radio, 325 Lake Avenue South, Suite 605, Duluth, MN 55802; An equal opportunity employer.

WSKE, Everett, Pennsylvania, 1000 watts daytime, Modern Country, accounting accomplishments for morning personality. No beginners, please. Call Shotty King... 814-652-2600, Opening September.

Indiana-Ohio group owner needs hard working dedicated announcer for one of our small market sta- tions. Come grow with us! EOE. Send resume, salary requested and any thing else we should know to Box H-117.

Small Market MOR/Top 40 station in thriving com- munity seeks experienced announcer with good pro- duction skills. Send tapes and resumes to Teresa La- manca, WPKE, Box 2200, Pikeville, KY 41501.

One of North Carolina's best radio stations cur- rently has opening morning drive and eight shifts. College town of 50,000. Send resume to Box H-124.

Monterey, Calif.—operations mgr. for highly rated AM. Must be very sharp on detail. Airshift 10 a.m.-2 p.m. and production. Resume and tape to: Charlie Powers, Box 68, Moraga, CA 94556. EOE/MF.

HELP WANTED: TECHNICAL

Chief Engineer: 10 kw directional AM, 50 kw FM with automation. Strong maintenance, digital and rf background required. Salary approximately 24k, de- pending on experience. Contact David Gleason, Manager WUFT/WENT, GPO Box 71398, San Juan, PR 00938, Include full resume and references. An Equal Opportunity Employer.

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 seeks Mini/Midwest engineer strong in audio, with some RF background, to help design and build new studio-office complex (with seven con- trol rooms and studios), and remain as Chief Audio Engineer. Excellent opportunity to evaluate, specify, de- sign and construct audio equipment to ensure high 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.

Chief Engineer for growing broadcast group (AM/ FM) located in the Sunbelt. Automation, proofs, direc- tionals. Excellent benefits. Send Resume. EOE. Chief Engineer, 2521 Atlantic Ave, 104.pot., Personel Box 529, LaGrange, GA 30240.

Southern 50,000 Watt AM-Directional and 50,000 watt FM needs chief engineer. Only experi- enced need apply. EOE. Resume with monetary require- ment to Box H-50.

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

Ambitious, audio oriented, all-weather, air checking, Chief, for successful, full-featured Class C, in the prosperous Sunbelt. A good career opportunity with a small but growing company. Start 12K. Send brief resume to Box H-57.

First class Engineer for Medium size Market... Ex- perience required. KFAI FM, Automation of FCC Rules and Regulations. John King, 333 E. Church St., Urban, OH 43078.

Chief Engineer needed for new 100,000 watt public station. Will be responsible for all technical aspects of engineering, including, maintenance on transmitter, microwave, studio equipment and automation system. Will assure compliance with all FCC requirements. 1st phone, B.A. in electronics and two years full-time experience required. Additional experience may substitute for degree. Experience in remote recording technique involving high quality music performance very helpful. One month vacation. Send resume to David M. Horning, General Manager, KHCC-FM, 1300 North Plum, Hutchinson, KS 67501.

Chief Engineer needed part time to maintain transmitter and studio equipment. Must have FCC 1st class license. Wkener Station WTMTR, Camden, NJ 08099—962-8000.

KOY, Phoenix, needs an assistant chief engineer with FCC first class license. The person we are in- terested in needs to have a solid background in radio. Must be quality conscious, self-starter; and have work- ing knowledge of state-of-the-art technology. Ex- cellent opportunity for the right person. Southern Broadcasting Company is an equal opportunity employer. Send full resume, references, and minimum salary requirements to: Roger Johnson, KNOY, 840 N. Central Ave., Phoenix, AZ 85004. No phone calls please.

Chief Engineer, Group Owned 5kw DA-2 Duluth, MN. Just have a great background and FCC First Class. Send salary requirements and resume to Steven Teteret, Box 2983, Fargo, ND 58108.

If you're a good engineer who likes Southern small town living and don't need a whole lot of money this AM-FM combo with a congenial staff and lots of equipment including automation needs help. Double in sales or announcing and you can do better. If you're capable, send resume. Box H-112.

Chief Engineer of AM/FM operations in one of the most beautiful locations in California, the Napa Valley. 45 miles from San Francisco, sunny 325 days a year. Strong on maintenance, studio and transmitter care. Excellent salary and good benefits. Thomas Young, KVON, PO Box 2250, Napa, CA 94558. 707—252-1440.

Chief Engineer, directional AM-automated Class C- FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary require- ments. Box H-90.

HELP WANTED NEWS

Expanding broadcast group building strong local news department for new acquisition. Need news director and reporters. Resume and tape to Command Broadcast Group, Box 511, Beacbn, NY 12508. 914—831-8000. EOE.

Program Manager for Seattle Beautiful Music Stat- ion. Experience with Beautiful Music a must. Salary from $18,000 commensurate with ability. EOE. Send resumes, salary requirements to General Manager, KBKD, PO Box 11335, Tacoma, WA 98411.

Production Expert: with programming experience, also airshift. Tape and resume to Doug Matthews, GM, WFRF Radio, Box 150, Roanoke, VA 24002, no calls, EOE.

SITUATIONS WANTED: MANAGEMENT

General Manager, heavy experience, documented success with local, regional and national accounts. Ex- ceptional skills in organization, administration, pro- gramming, sales, promotion. General Manager, who's a former publisher. Contact for more details. Box 415, St. Louis, MO 63135.

WPXN is expanding its news staff, and invites applic- ations from minorities. WPXN is an equal oppor- tunity employer. WPXN Radio, 201 Humboldt St., Rochester, NY 14610.

KFYE (84) Fresno wants experienced News Direc- tor for 68,000 watt adult rock FM. Strong voice, ability to 1) dig for hard local news, 2) deliver it in an exciting format, 3) teach others how to do the same. Tapes, resumes, salary requirements to Mike Beirak, PO, 555 Fresno Tower House, 93721.

All News Radio Station has opening for talk show host/ser with previous experience. An equal oppor- tunity employer. Send resume to Box H-125.


Newsperson: Experienced, Dominate local news operation. CBS affiliated. Good salary and benefits. Resume and tape to News Director, WSOY-AM/FM, Box 2250, Decatur, IL 62526, EOE.


All-News Radio Station has opening for sports director. Daily two-way-talk show. Send air check and resume to Personnel Director, WSOC, Box 34665, Charlotte, NC 28234. An Equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS


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. Tape and resume to Command Broadcast Group, Box 511, Beacbn, NY 12508. 914—831-8000. EOE.

Program Manager for Seattle Beautiful Music Stat- ion. Experience with Beautiful Music a must. Salary from $18,000 commensurate with ability. EOE. Send inquiries to General Manager; KBKD, PO Box 11335, Tacoma, WA 98411.

Production Expert: with programming experience, also airshift. Tape and resume to Doug Matthews, GM, WFRF Radio, Box 150, Roanoke, VA 24002, no calls, EOE.

SITUATIONS WANTED: SALES

Sales Manager, west coast small or medium market, FM or fulltime AM. Management, sales, program- ming background. Available on two week notice. 408— 684-8349.
VERSATILE ALR PERSONALITY.

Attention! Tact Charles Robinson 312-0037.

AWARD-WINNING NEWSCASTER includes major market background, installation, recognition, appearance, market adult communicator-announcer-talk personality with ultimate weekend disco format-D.J. Desiring hard work, long hours, and dedication. Have news director background. Looking for long term position. Will consider all offers...prefer Florida or Texas. Box H-126.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Whatever Happened to creative radio? Family man with five years experience with two, with exchange in progressive midwestern area. Experience in production, copywriting, automation, promotion, and all other aspects of radio. Many character voices. Let's make money together. Box 763-4065.

MATURE 16-year pro, with experience in all phases of sales and operations, looking for small-medium market position. Would like to get back into programming and operations. Ready to go now if you can offer good money and benefits. Call Mike Troy at 808-355-7866.

PROVEN COMMUNICATOR wants AOR Program Director-station air. Hungry to make us both winners in your market. BS Broadcaster, 24 years experience. Call Fred 914-354-1036 after 5.

EXPERIENCED all phases, especially news, talk shows, special events, play-by-play, programming, production, copy particularly interested in writing. Desire southeastern New England. Box H-93.

VERSATILE AIR PERSONALITY, 3rd Class License. Resume and audition tapes available. Creative and full of pep, 1974 Al R. Koob, 4717 S. Green- wood, Chicago, IL 60615. 312-538-8129.


EXPERIENCED D.J. tight board, good news, commercials and production, will go anywhere, now Box H-84.


News Announcer will put best foot forward to see that your audience is fulfilled, can sing, contact Dane Quinn, 7601 Lomas NE, Albuquerque NM 87110. Occupying apartment number 42.

End your ppb search, 3 years experience 4 major spots, radio, TV, and two air shift sales production. Relocate anywhere immediately. 3rd endorsed. Mitch 212-594-5824.

More than ten years experience as metro & major market adult communicator-announcer-talk show host, some TV experience there saes and gen. management experience successfully running small market stations experienced in all play-by-play, excellent appearance, voice, experience, references, and for the past ten years, accomplished personnel specialist in State Dept. with excellent governmental track record. Still employed, but family decision made to re-enter broadcast field. Either metro or major talk show host, morning adult host, or play-by-play or color. B.A., 40 years old, family and disabled veteran, but does not affect performance. Active in community and definitely non-drinker. It’s worth it to you to drop a line—area considered—salary open & negotiable—Box H-107.

SITUATIONS WANTED TECHNICAL


Chief or Assistant. Fully experienced first phone technician. Capable, mature, family, references. Box H-94.

Professional broadcast engineer seeks opportuni- ty in broadcast or production. Excellent com- standby—Company job. Major market background, high power and DAs, well versed in technical considerations of engineering West or Southwest. Box H-118.

SITUATIONS WANTED NEWS


Do you want a great sportscaster with experience? Medium market or college ppp? Call me! 516-781-0037. Larry.


Take-Charge News Director now recognized as the leader in the market. Seeking a Sam to help market seeks career in management. College grad with 4 years experience. Tony Bruscasto 313-987-7408.

News Director/Consultant. 10 years exp. Let me whip your news dept into shape. 313-681-6788 or 322-246-1121 (messages).

RELIABLE, sharp Female Journalist desires news reporting position. Has 5 yrs in Jour., 1978; Radio news writing/reporting/announcing experience; Technical TV experience; proficient tape editor; FCC First Class License; Member of Professional Journalists of America; Specialized; References. Please contact K. L. Curry, PO Box 37, College Park, MD 20740.

I love small market news. If you have a commitment to do news right, current operations director can build department with hard work, long hours, and dedication. Have news director background. Looking for long term position. Will consider all offers...prefer Florida or Texas. Box H-126.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

HELP WANTED TECHNICAL

Operation and Maintenance Technician. Experience with quad, ACR’s, MCR switches, film and studio cameras. First class radio telephone license required. Excellent salary and benefits. Equal opportunity employer. Send resume to Box H-14.

Assistant Chief Engineer for television. Immediate opening. Progressive medium market station seeks experienced assistant chief engineer with knowledge of ACR-35, RCA TK-4876/26C and Sony E.N.G. RCA Trammitelor experience also helpful. Pleasant surroundings in energy developmental area. Contact Jack Davis, Chief Engineer, KFTR-TV, Box 1738, Bismarck, ND 58501.

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 404-634-1094 or Mattapan Tape Associates, 1733 Clifton Road, Alh, GA 30329.

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

Experienced Television Engineer with FCC 1st Class License—varied duties—Heavy maintenance—temporary or permanent. EOE. Phone Phil Linn, 915—584-3121.

Assistant Chief Engineer (Lansing/Jackson, Michigan) Must be strong in maintenance. Some management experience helpful. Medium size Michigan station equipped with latest state of the art RCA, Sony, Hitach equipment. Has enjoyed excellent opportunities, experience. Is seeking an excellent company benefit package. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Studio Maintenance Technician, experienced on 3 major studios & ENG cameras. Equal Opportunity Employer. Send resume to WBOY-TV, PO Box 1590, Clarksburg, WV 26301.

Chief Engineer. For new UHF-TV Channel 56, Anchorage, Calif. Need known-it-all, hands-on chief, to make final selection of equipment & start construction. Send resume, references, salary requirements to Box H-122.

Maintenance/Tape Engineer for University of Arizona public broadcasting stations KUAT-TV/AM/FM. Responsibilities include daily maintenance work, equipment installation and technical services support of videotape editing, First class FCC license, three years tape work experience. Excellent salary, benefits. University benefits, good climate. Salary $17,500. Send resume to Assistant Director for Technical Services, Media and Communications, University of Arizona, Tucson 85721. The University of Arizona is an equal opportunity-affirmative action employer.

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on "1" and "4", solid state, low-DC bias plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

Washington, D.C.—Broadcast Management Consultant seeks experienced broadcast engineer to inven- tory, assess and appraise technical facilities. Familiarity with AM, FM and TV facilities is essential. This is an excellent opportunity for someone with a First Phone and 3-5 years experience in broadcast operations who is ready to move up. Call Jim Bond 202-966-3196. EOE M/F.

IMMEDIATE OPENING for broadcast sales representa- tive for ABC station. Must have experience in market seeking an aggressive, experienced individual with solid sales background. Sales management experience desired. An equal opportunity employer. Must have excellent track record from all sales areas. Submit resume and starting salary requirements in confidence to Box H-102.

Top Ten Market Group Owned Network Affiliate seeking National Sales Manager: Must have minimum three years of experience selling new accounts. An equal opportunity. Please list minimum compensation requirements. Send resume to: Box H-108.

TELEVISION

HELP WANTED MANAGEMENT

Executive Producer Major PBS affiliate seeks creative, self-starter, responsible for the development of new and innovative program ideas for studio and remote production. Requires strong background in production and directing preferably in a major market. Salary commensurate with experience. Send resume in confidence to Personnel Manager, PO Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

General Television Manager for Upper Midwest group owner, who needs to be responsible for four TV stations. Must have considerable experience in broadcast management. Equal Opportunity Employer. Send Resume to H-104.

HELP WANTED SALES

EXPERIENCED TV SELLER. Account executive who is strong self starter, career minded and service oriented. Great growth potential with ABC affiliate in growing southern market. Good company benefits. Equal Opportunity Employer. Send resume to Box H-68.

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 starter. All replies will be held in confidence. Please send resume to Box H-78.
WALB-TV has immediate opening for anchor/reporter. All ENG station. Send resume and tape, apply in person or call Jennifer Sanders, Assistant Director, 706-778-3241. Equal Opportunity Employer. 3/7/81.


Licensed Engineer—Reading, PA. First class license/technical school or experience desired. Be in on ground floor construction new UHF station. An Equal Opportunity Employer. Contact GM VTVE, Box 3248, Reading, PA 19604 (215-372-8981).

Chief Engineer—Gulf Coast network VHF station looking for hands on chief with broad knowledge and experience in all aspects of the art equipment. Top salary and fringe benefits for the right individual. Car furnished. Relocation expenses. Send resume to Al Smith, KWS-TV, PO Box 1488, Lake Charles, LA 70602 EOE.

First Phone Operator for master control and production switching or studio maintenance. Ideal living conditions, next to ocean, in the heart of the redwoods. Top phone 707-431-1072 or send resume to Don Pope, Chief Engineer, KEM-TV, PO Box 3E, Eureka, CA 95501.

Chief Engineer—Reading, PA. First class license. Supervise personnel and construction all phases new UHF/39 VHF station. Three to five years experience in VHF station. Gianfranco, WORF-TV, 128 Kishwaukee St., Rockford, IL 61104.

Television Chief Engineer: For so to be improved Mid-Atlantic network station. Ideal candidate for technical operation of second group station. Must know TV station construction. EOE. Reply Box H-110.

Assistant Engineer: Main duties, Studio Maintenance Supervisor for Gulf Coast VHF TV Station. Must be experienced and energetic. Salary $32,500 + car. Box H-115.

HELP WANTED NEWS

Sports Director—Previous broadcast experience required. Solid newsman of University of Arizona is an equal opportunity/affirmative action employer. Contact Chuck Wohlwend, Manager of Broadcasting, 1111 E. Second Street, Tucson, AZ 85721.

Broadcast Technicians. Established public television station moving to new color facility West Virginia University and WWVU-TV has vacancies for technicinans experienced in master control and studio maintenance—and operation, all phases of transmitter and/or microwave transmission systems. Send resume of qualifications and salary history to: Jack Podrzewski, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/ Affirmative Action Employer M/F.

WALB-TV has immediate opening for anchor/reporter. All ENG station. Send resume and tape, apply in person or call Jennifer Sanders, Assistant Director, 706-778-3241. Equal Opportunity Employer. 3/7/81.

News Anchor. Good growth opportunity with new independent news operation. Prefer some ENG experience. EOE. Send resume and references to Gen. Manager, WGTK-TV, 128 Kishwaukee St., Rockford, IL 61104.

TV News Reporter—2 years field experience, Bachelor Journalism, ENG. Resume/Tape to Bert Roselle, WJKS-TV, Box 17000, Jacksonville, FL 32216, EOE.

Sports Director—Two years TV Sports Anchor work and BA or BS in Broadcast Journalism minimum requirements. Must be able to shoot and edit ENG. Verbal and written skills, excellent air delivery are necessary. Disregard our market size. We are looking for the best. Send tape and resume before phone call. Immediate need. We are a company with a commitment to aggressively sell female and minority applicants. Equal Opportunity Employer. Send tape and resume to Bob Walker, News Director, WINK-FM-TV, PO Box 1080, Fort Myers, FL 33902.

Managing editor needed for committed news opera- tion in S.E. Need strong news judgement and ability to direct award winning staff. E.O.E. Send resume-salary requirements to Box H-98.

Sports Director—2 years experience, ENG, report- ing, and anchoring. Resume/Tape to Bert Roselle, WJKS-TV, Box 17000, Jacksonville, FL 32216, EOE.

Sports Director—Midwest. Emphasis on local coverage. Air work, appearance and personality must be top-notch. Box H-105.


Assignment Editor. We need an aggressive person familiar with a fast paced news format who knows film and ENG and who can help our reporters to cover news from the viewers' point of view. We're an outstanding network affiliate in the upper midwest with a complete dedication to news. An Equal Opportunity Employer. Come join us.

Weatherperson for three station network in central and western North Dakota. Well equipped operation including remote color radar. Prefer applicant also able to do stories on environmental and science subjects. Must have opportunity/opportun- ity to do short/long term assignments. Reply: Dewey Heggen, News Director, PO Box 1738, Bismarck, ND 58501.

Weather/Environmental Reporter. We are looking for the broadcaster from the area. Top first class midwest news operation with color radar. No beginners, no comedians. Box H-109.

News Co-Anchor: Midwest UHF Network Station seeks experienced co-anchor to join exception female counterpart for six and ten PM newscasts. Must have present production and advertising experience. Applicants should have writing background and willingness to put forth the effort for continued news growth within the market. Please send resume listing experience, references, and salary requirements to Dr. L. Strader, Station Manager, KSTB-TV, Box 2700, Topkea, KS 66601, 913-552-4000. An equal opportunity employer.

Television news, experienced writer-reporter Must be articulate, aggressive and fast worker, with genuine news savvy. Major market Midwest station. Need full resume and present salary level. E.O.E. Box H-114.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news operations including ENG. If you can produce a highly visible fast pace newscast and are a good writer who can also supervise scripts, we want you. Send resume and tape to Allen Jones, PO Box 2009, Durham, NC 27702.

HELP WANTED PROGRAMMING/PRODUCTION, OTHERS

Reporters, Anchors, Hosts, Do you love producing stories about people and working outdoors with mini- mums? We're a top ten nightly feature magazine and we produce product news on sparkles. E.O.E. Resume to Box H-92.
HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Producer-Director-Writer, for TV and other A/V presentations for university media operation. B.A. required. Experience in mass media and ability to develop new program ideas with faculty members and has a thorough knowledge of media production processes with at least three years similar experience in an active media organization. Approximately starting salary $14,000-$16,000. Send resume before September 1, 1979 to TV Services, University of Wisconsin-Milwaukee, PO Box 1913, Milwaukee, WI 53201. Equal Employment Opportunity (IME). Affirmative Action Employer.

Creative Services Director. A Northeast network affiliate is accepting applications for creative services director in television radio. Must be creative, well-organized with strong media. Must be experienced in television and radio production, newspaper advertising. Must have proven ability to produce TV and Radio on the air. Send resume to Box H-76.

Executive Producer to conceive, design, produce state-wide public TV programs. Must provide leadership and coordination of eight Ohio Educational Television stations in making major programs for Ohio's dupplex interconnection system. Headquarters in Columbus with extensive travel. Excellent salary to $25,000 with annual depending on credentials. Position term: October 1, 1979, through September 30, 1980, renewable to September 30, 1982. Send full resume, references, credentials to Duane Tubbs, WBGS-TV, Bowling Green, OH 44010. Applications must be received no later than September 7, 1979. Equal Opportunity Employer.

Producer-Director-Strong generalist for PTV public and cultural affairs programs. Studio, remote, ENG experience necessary. Writing skills desirable. On-air ability a plus but not required. B.A. and at least three years directing, one year producing experience required. Send resume, references to Frank Watson, Station Manager, PO Box 1060, Fort Myers, FL 33902.

Promotion Manager, KAKE-TV, the Wichita ABC affiliate, is seeking applications from exceptional individual in the area of broadcast management. Position will provide broad experience in both local and national promotions. Responsibilities include sales, news and general promotion. Requires college degree and at least three years in management. Excellent opportunity. Send resume to Frank Watson, Station Manager, PO Box 1060, Fort Myers, FL 33902.

SITUATION WANTED MANAGEMENT

Financial member of broadcasting division management team available. NYC area preferred Box H-95.

SITUATION WANTED TECHNICAL

TV Transmitter Supervisor/Maintenance Engineer. 26 years experience, over 14 years experience with broadcasting. Excellent background. Send resume and letter. 

SITUATION WANTED NEWS

News Reporter—Asian-American anxious to relocate to medium-to-major market. Distinctive style, excellent appearance. Background in broadcast and print. Delton Tannaka, 1655 Makalohi St., No. 1506, Honolulu, HI 96814. 808-941-0172.

Sports reporter seeks medium or even small market position. 29 years experience. Know E.G. Been away from South Calif. for 6 years. Have B.A. degree, Paul Sherry 707-584-9481.

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

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 Hills, Stelma, AL 36701.

Top reporter in 50's market, advised to move up, 26, nine years of broadcasting experience, masters degree in journalism, need a challenge. Box H-52.


Chief Photographer. 18 yrs in Top 50 market. $30,000 salary. Box H-77.


Weather and Anchor-Reporter. Top-25, seeks similar slot or full time anchor position. Tony 203-469-3439.


SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

B.A. from Denison, Russian speaking, seek radio PD, position, TV assignment editor; TV or radio promotion/sales, or spot with any medium planning Olympic coverage in Moscow. In 1980. PD. experience, some TV experience. Available immediately. Box H-89.

CABLE

HELP WANTED TECHNICAL

Chief Engineer needed for local origination cable operation. Must have experience with Sony 34"/IVC VTRs, Hitachi cameras, and good knowledge of studio operations and equipment. Excellent compensation program for sales professionals who can handle a first-rate line in northwest and southwest telephones. Telephone Andy McClure 805-584-7688.

HELP WANTED ANNONCERS


HELP WANTED TECHNICAL

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

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Producer/Director: Immediate opening for individual to head creative direction of 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 and Research Foundation, the capital of Saudi Arabia. The Hospital is a 250 bed referral medical center with over 2000 employees from all over the world. The hospital is a "hands on" staff-student-study situation. Interested, qualified candidates should submit a letter, curriculum vitae, salary requirements, and three current references to: The King Faisal Specialist Hospital and Research Foundation, Hospital Corporation International, One Park Plaza, Nashville, TN 37203. 1-800-251-2561, 1-800-342-2110 In Tenn. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Assistant Professor-Television, to teach three courses in area of expertise, from among the following: regulation, media criticism, production analysis, societal impact, or a graduate seminar. Full resume and names of at least three professional references by October 1st to H. Eugene Dyvig, Depl. Executive, Office, Radio-Television Program, Carrier Building, University of Illinois Urbana, Urbana, IL 61801. A three-year renewable contract. Salary competitive. Applications received after this date will be considered only if the position remains open.

Mass Communications Department-Opening for an assistant professor in strong undergraduate/beginning graduate program, starting no later than September 1980. Three to four years professional media experience; minimum three years university teaching experience; Ph.D. in Mass Communications. Interest and experience in media research, international communications, supervision, teaching and advising desirable. Rank and salary ($51,000 plus) determined by experience and qualifications. Application with resume by October 15, 1979 to: Dr. Emory L. Sasse, Chairman, Department of Mass Communications, 468 University, University of South Florida, Tampa, FL 33620. The University of South Florida is an affirmative action equal opportunity institution. All prospective candidates should be informed that, in accordance with Florida's "Sunshine amendment to the State Constitution", their dossiers are a matter of public record and are available, upon request, to its residents.

Mass Communications Department-Opening for an associate professor in strong undergraduate/beginning graduate program, starting no later than September 1980. Prefer minimum four years professional media experience; minimum five years university teaching experience; Ph.D. in Mass Communications. Interest and experience in media research, communications theory, international communications, and graduate teaching and advising desirable. Rank and salary ($51,000 plus) determined by experience and qualifications. Application with resume by October 15, 1979 to: Dr. Emory L. Sasse, Chairman, Department of Mass Communications, 468 University, University of South Florida, Tampa, FL 33620. The University of South Florida is an affirmative action equal opportunity institution. All prospective candidates should be informed that, in accordance with Florida's "Sunshine amendment to the State Constitution", their dossiers are a matter of public record and are available, upon request, to its residents.

WANTED TO BUY EQUIPMENT

Wanted 250, 500, 1,000 and 5,000 watt AM FM transmitters, Guarantee Radio Supply Corp. 1314 Ithurbide Street, Laredo, TX 78040, Manuel Flores 512-733-3331.

Wanted 20 KW FM stereo transmitter; maximum 3 years Collins or Harris experience. Radio Equipment Sales, Inc., 1205 Prospect, Suite 510, Des Moines, Iowa 50327: Tel. 714-459-3691.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, lenses, cameras, VTRs, color sync equipment. Contact Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271)

FOR SALE EQUIPMENT

FOR SALE EQUIPMENT CONTINUED


RCA TP-7 Slide Projectors: Very good condition. S4,000.

Collins MW-408D Microwaves: 7 Ghz, one audio channel, 2, 230V, 90% new. Ampex 1200A VTRs; loaded with options $26,000 ea.

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

GE PE-350 Color Cameras: Excellent condition, 3 Available. S8,000 ea.

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

$12K UHF Transmitter: Ideal for new station, good condition. S14,000.

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

RCA TP66 Film Projector: Good condition S10,000.

GE PE 240 Film Camera: Excellent condition $8,000.

RCA-CTAL-10 AL VHF Television Transmitter: Channel 6, many spares, $8,000.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation, In CA call 404—324-1271.


5 KW AM Collins 820E-1, used one yr. with 125% positive peak option. Factory tuned, tested and warranted. Large savings, M. Cooper 215—379-6585.


Complete UHF Transmitting Plant RCA transmitter and circuitry circularized antenna on channel 19. 209 — 529-2024.


Hughes 300 helicopter: Narco Com 11A, King KT 78A, heater, oil model stopes, dual controls, third seat, luggage container... even a CB radio. New upholstery, new alumigrip paint, new plexiglass. All components mid or mid lime. Exceptionally well maintained aircraft. Call Homer Lane for details. 602—257-1234.


COMEDY

Free sample of radio's most popular humor service! OUNERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funniest Hundreds renewed! Freebie! Contemporary Comedy. 5604-B Twinning, Dallas, TX 75227.


Phantastic, Phunnies ... introductory month's 400 one-liners ... $2.00! 1434-B Stratford Drive, Kent, Ohio 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly. Write (on letterhead) for sample. Galaxy, Box 20053-B, Long Beach, CA 90801, 213—438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 156 E. Superior St, Chicago, IL 60611, call collect 312—944-3700.

Custom, client jingles in one week, PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215—525-9873.


Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on low-priced LP's! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

PSSSST... You get Free Station ID's plus great jingles at unbelievable prices. Believe it!! MusAD Media Productions, Department B1, 112 17th Street, Knoxville, TN 37916. Call 615—546-8006.

20 reel disco gold library $300. Two track record with 25 Hertz tones. Studio West, 1702 N. Main, Santa Ana, CA 92706. 714—972-2810.

Cheeseburger radios. S612/100 Sample S1095. Los Altos Moso. Co. 399 Main Street, Los Altos, CA 94022.

INSTRUCTION


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 33577. 813—955-6922.

San Francisco, FCC License, 3 weeks 9/479. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 812 Howard St, San Francisco. 94105. 415—392-0194.

RADIO

Help Wanted Management

SALES MANAGER
Small market, 5 salesmen plus copy department. Well running machine. Need solid aggressive motivator. We have the tools ... we have the foundation. Help our expanding AM/ FM go to higher heights. Contact: Vern Kaspas, 317-659-3336.

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 Kigin, Minnesota Public Radio, Box A, 400 Sibley St, St. Paul MN 55101 AA/EOE

HELP WANTED ANNOUNCERS

TALK SHOW PERSONALITY
50,000 watt major radio station in Midwest looking to add additional Talk Host to current staff. Send resume to Box Number H-113.

An equal opportunity employer.

SPORTS ANNOUNCER

for medium sized radio and television market in northeast. Excellent opportunity for creative sports story reporting, weekend sports anchor work, and play-by-play Must be experienced, dependable, have writing ability and work well with people. Send resume and videotape to Dean McCarthy Harrington Rigter & Parsons, Inc. 280 Park Avenue, New York, NY 10017.

An equal opportunity employer.

TELEVISION

Help Wanted News

KBTV 9 DENVER

A station of the Gannett Broadcasting Group, an ABC affiliate and number one in Colorado is seeking a local television salesperson. Must have minimum 2 years television sales experience. Research oriented, management potential and ability to call on agency as well as direct accounts.

Call Larry Deutsch, Vice President, Local Sales Manager 303—825-5288.
TV BROADCAST TECHNICIANS

Established public television station moving to new color facility. West Virginia University and WWVU-TV has vacancies for technicians experienced in master control and studio maintenance and operations, or all phases of transmitter and/or microwave transmission systems. Send resume of qualifications and salary history to:

Jack Podolszwa
Personnel Officer
West Virginia University
Morgantown, WV 26506

An Equal Opportunity/Affirmative Action Employer M/F

ENGINEERING MANAGEMENT

★ Network Studio Operations
The Technical Manager is involved in the production of video taped shows from pre-production meetings through final taping. Responsibilities include selecting engineering crews, setting schedules, satisfying the creative needs of the production company, and maintaining control over engineering costs.

★ Local Station Operations
The Technical Facilities Manager is responsible for the operations and maintenance of all equipment in the news technical operations center for the local station.

★ Audio/Video Systems Engineer
Position involves designing, creating and planning engineering installations for television and associated technical equipment, and facilities for use in network and local station broadcasting operations. Requires BSEE or equivalent experience, knowledgeable in state-of-the-art broadcasting techniques and equipment, plus background in engineering supervision preferred in manager position.

If you are interested in any of the above positions, please send resume in confidence to:

Mike Sweet
4151 Prospect Avenue
Los Angeles, CA 90027

Equal Opportunity Employer M/F

TELEVISION BROADCAST TECHNICIAN

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Fringe benefits include Insurance and Pension Plan. Salary to $22,900 depending on experience. Send resume to Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212.

Equal Opportunity Employer M/F

CHYRON/VIDEFONT OPERATOR

Miami TV station. Must have a working knowledge of electronic graphics & studio camera operations for TV broadcasting. Send resume to Manager of Employment, PO. Box 010787, Miami, Fla. 33101.

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WRC-TV, NBC's Washington, D.C. owned station, has (2) immediate staff openings for people fully experienced in the operation and maintenance of State-of-the-Art Broadcast Microwave and RF equipment. FCC 1st class license required.

We offer superior salaries with fully paid benefits. (These are NABET-represented positions). Our work tours are based on a 40-hour, 5-day week and you must be available for any type of shift work, including weekends.

To apply you may call (202) 686-5786 between 10AM-12noon or send a detailed resume to Mr. Al Levin, WRC-TV, 4001 Nebraska Avenue, NW, Washington, D.C. 20016. We are an equal opportunity employer and invite response from minority and female applicants.

WRC-TV 4

Help Wanted Programing, Production, Others

CREATIVE SERVICES DIRECTOR

A Northeast network affiliate is accepting applications for creative services director in television radio. Must be creative, well-organized with a knowledge of all media. Must be experienced in television and radio production, newspaper advertising. Must have proven ability to produce TV and radio on-the-air promos, write news releases, produce sales pamphlets and brochures. Excellent salary and benefits. Send resume to Box H-47.

An Equal Opportunity Employer
Help Wanted Programing, Production, Others Continued

TELEVISION DIRECTOR

Major Northeast VHF station looking for professional director with 3-5 years experience. Must be able to direct with creative flair, produce quality commercials, promos, etc. and lead production crew. Ability to switch using the latest video switcher a must. Want a goal oriented individual looking for a chance to move up. Producing ability a plus. Position open in early Fall 1979.

Send resume and salary requirement to Box H-105 by August 24th. We are an Equal Opportunity Employer.

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Director Of Advertising

T.V. Distribution

The entertainment division of this Fortune 100 corporation, headquartered in New York City, seeks an advertising professional with successful experience in the planning and implementing of sales promotions and advertising campaigns for the sale of programming to domestic and international TV markets as well as the home video marketplace.

The candidate selected for this position will have wide ranging responsibilities that include:

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Malrite Broadcasting is an equal opportunity employer.

Television Director, major market PTV station seeking creative professional to plan, stage, telewrite, and post produce for weekly magazine format. Minimum qualifications: BA or equivalent experience in broadcasting, demonstrative ability directing music, drama, interview, panels, news, with three years experience as full time broadcast television director with verifiable credits. Contact: John Conney, KCTS-9, 4045 Brooklyn Avenue NE, Seattle, WA 98105. (206) 845-1803. Deadline August 31, 1979.

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- Fulltimer. N.W. Coastal. $400,000.
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000.
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000.
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$250,000. Good terms.
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county population. $300,000. Terms.
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- N. Central Texas. Daytimer. $400,000.

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NJ Daytime AM  650K Medium
VA Daytime AM  425K Medium
NC Daytime AM  225K Small
GA Daytime AM  385K Small
TX Daytime AM  630K Medium
LA Daytime AM  450K Small
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PA Daytime AM  350K Medium
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Rates: Classified listings (non-display) Help Wanted: 70c per word, $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word, $5.00 weekly minimum. All other classifications: 80c per word, $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

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Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Broadcasting Aug 20 1979

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Richard G. Rakovan, VP-general manager, WPRO-AM-FM Providence, R.I., joins Outlet Co. there as senior VP of its radio station group.

Edward Quinn, general sales manager of Journal Co.'s WTMJ-TV Milwaukee, appointed VP-general manager of KSHO-TV Las Vegas, which Journal Co. will own following Aug. 28 closing.

Mark Conrad, manager of WCCB-TV Charlotte, N.C., joins WFMY-TV Greensboro, N.C., as VP-general manager, succeeding Charles Whitehurst (see page 69).

Harold Calvin, general manager, WKRK(AM) Cincinnati, named VP.

Richard Beach, program manager, WSBK-TV Boston, named operations manager.

Barry Sims, general sales manager, WKOX(AM) Framingham, Mass., named VP-general manager.

Miklos B. Korodi, VP and general manager of Warner Cable Corp.'s Qube system in Columbus, Ohio, named senior VP of new business development, New York. He is succeeded by Larry Wangberg, who has been VP of marketing in Columbus.

Donald W. Miles, news director, WRUF-AM-FM Gainesville, Fla., and assistant professor of broadcasting, University of Florida, Gainesville, joins WFXF-AM-FM Starkke, Fla., as general manager.

Ann Maynard Gray, VP and treasurer of ABC Inc., named to new post of VP, corporate planning, and treasurer, assuming additional responsibility for corporate budget policies and programs.

Alan Chunka, controller and assistant treasurer, Cox Broadcasting Corp., Atlanta, elected VP-treasurer. John Boyette, assistant controller, and Robert Gartin, manager of internal audit, elected assistant treasurers. John Rouse Jr., broadcast division controller, assumes additional duties as assistant treasurer. Lynda Stewart, director of communications, assumes additional duties as assistant secretary. Elaine Boryk, assistant controller, elected controller.

Robert V. Romberg, VP, affirmative action and employment, NBC, New York, named VP personnel administration.


Bob Payton, program director, KELP(AM) El Paso, Tex., named station manager.

Dennis Slinkard, in business department, KFVS-TV Cape Girardeau, Mo., named business manager.

Mike Conly, senior VP-director of research, Frank N. Magid Associates, Marion, Iowa, joins Harte-Hanks Communications, San Antonio, Tex., as director of marketing, research and finance for television group, which includes four television stations.

Elissa L. Lebeck, VP research, Television Stations Division, Corinthian Broadcasting Corp., New York, named VP marketing services for corporation.

Jack Crumpler, in sales, WYET-TV Columbus, Ga., named general sales manager.

Bob Fish, Eastern sales manager, RKO Radio Sales, New York, named national sales manager of co-owned WOR(AM) there.


David Pearlman, from New York office of Radio Advertising Representatives, joins KFBS(AM) Los Angeles as sales manager.

Three new account executives named at KHJ-TV Los Angeles: Shelley Adrian, account executive, KnxT(TV) there; Carol Lima, office manager, KHJ-TV, and Michael Douglass, national sales manager, KFBR(AM)-KELA(FM) there.

Mickey Seymour, account executive MMT Sales, named account executive, KCOT-TV Los Angeles.

Diane Simons, account executive, WGMS-AM-FM Washington, joins WR(AM) there as retail sales manager.

Larry Cook, on sales staff of WSPA-TV Spartanburg, S.C., named Spartanburg sales manager.

Cindy Marcum, formerly with special products division of Nabisco Inc., joins KDNL-TV St. Louis as account executive.

Terry Reddy, account executive, Rector-Duncan Advertising, Austin, Tex., and Jack Reed, from KCMN-TV Temple, Tex., join KMOL-TV San Antonio.

"The person you describe is the person I'll deliver" Joe Sullivan

"Finding a first-rate executive isn't enough. "You want the right one. "Right for your company. Right for you. "I understand your needs. I relate them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person.

"I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting.

"You get an effective, knowledgeable, professional search. And you get exactly the person you’re looking for."

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1270 Avenue of the Americas New York, New York 10020 (212) 765-3330
Antonio, Tex., as account executives.

Murry Ferris, account executive, KMGK-TV Kansas City, Mo., joins WDAF-TV there in same capacity.


Elizabeth Young, local sales manager, KDKB-FM Mesa, Ariz., assumes additional duties as local sales manager for co-owned KDQ(AM) there.

Thomas Gavin, former sales manager, wspk(AM) Springfield, Mass., joins wpxi(AM)-WPXJ(FM) Rochester, N.Y., as sales manager.

Anna DiGregorio, secretary to station manager of KPTV-TV Portland, Ore., named local account executive.


Shannon Coury, from KTAM-AM-FM San Rafael, Calif., joins KUOT(FM) San Francisco as sales representative.

Ron Carter, student, Washington State University, joins sales staff of WPIL(AM) Seattle.

Paul Yovino, formerly with wwe-AM-FM Boston, and Jon Van Hoogenstyn, from wpur-AM-FM Portland, Me., join WLWK-AM-FM Providence, R.I., as account executives.


Gary Brahl, writer, DM&M, St. Louis, named associate creative director.

Bill Vogel, principal and senior VP of Hall & Levine Advertising, Los Angeles, joins Cunningham & Walsh, Los Angeles, as VP-general manager. John LaPick, senior VP-creative director, Benton & Bowles, Los Angeles, joins C&W as creative director.

G. Robert Holman, executive VP and general manager of New York office of McCann-Erickson, and Stephen M. Left, executive VP and director of media services of M-E, have resigned, effective six months from Aug. 13. Holman will become principal, member of board of directors, executive VP and chief operating officer of Backer & Spielvogel Inc., New York, and Left will become major principals, member of board of directors, executive VP and director of media services for B&S, newly formed agency which recently acquired M-E's Miller Brewing Co. account, whose billings are estimated at $85 million (Broadcasting, Aug. 13).

Allan Buterak, senior VP-creative manager of Doyle Dane Bernbach Inc., New York, appointed executive VP-creative director of DDB Group Two, agency unit that handles accounts for clients with modest budgets.

Richard Busoiglio, VP, TV program director, Cunningham & Walsh, New York, appointed VP and associate director of network programming department, BBDO, New York.

Michael Rich, promotion director of Sport magazine, named VP-corporate development, Compton Advertising, New York. Maria Falconetti, advertising research manager with R.J. Reynolds Tobacco Co., joins Compton as associate director of research.


David McConnaughey, Michel Weinsteins and Peter Hall, account executives at Kenyon & Eckhardt Advertising, New York, named account supervisors.

Bob Buratto, senior buyer, McCaffrey & McCall, New York, named broadcast supervisor.

Philip Davis, research supervisor, Needham, Harper & Steers, Chicago, named associate research director.

Barry Berlin, media director, Stiefel/Raymond Advertising, New York, named VP.

Peter Murray, VP and general sales manager of Storer Television Sales, New York, named executive VP.

Alan S. Elkin, Midwest sales manager of Field Spot Sales, Chicago, named national sales manager, based in New York. He succeeds Bob Roganti who was named president of company (Broadcasting, Aug. 6). Jack Arslanian, Chicago sales manager, succeeds Elkin as Midwest sales manager. Michael Garza, sales manager in Detroit, named account executive, based in Chicago. Robert L. Putrino, sales manager of Field Communications' wkdd-TV Detroit, named sales manager, based in Detroit, for Field Spot Sales.

Phil Flanagan, from Tyrol & Flanagan, specializing in media planning and co-op development for Connecticut retailers, joins Television Marketing Associates, division of TeleRep, New York, as director of marketing for group II.

Marvin Shapiro, director of sales for CBS-owned KNXT(TV) Los Angeles, named account executive, West Coast sales, CBS Television Network Sales.


H. Tom Durr, account executive, wamx-TX Atlanta, named to sales staff of Atlanta office of HR Television. Frank Hughley, account executive, Field Communications, New York, appointed to sales staff of HR Television, New York, White Division. Christine Pfieffer, sales research director, Field Spot Sales, New York, named manager of HR’s Television One research division.

Ellen Glantz Tucker, research analyst, Kaiz Television, New York, joins sales staff of Metro TV Sales there.

Barbara Ann Zeiger, manager of public relations for Television Bureau of Advertising, New York, appointed director of member services, succeeding John Strohman, who is retiring from TVB after 22 years.

Arnold Levy, supervisor of network research, New Yorker, New York, and Janet Therrien, secretary to VP, director of radio research, Kaiz Radio, named research analysts for Kaiz Radio, New York.

New officers, Detroit Radio Advertising Group: Bill Kunkel, wqcm(FM), president; Gene Bolven, wxyx(AM), treasurer, and Joe Kelly, ABC Radio, secretary.

Programing


Sandy Lieberson, VP-European production, Twentieth Century-Fox, appointed president of Twentieth Century-Fox Productions. Ashley Boone, senior VP-domestic marketing and distribution, appointed president of Twentieth Century-Fox Distribution and Marketing. Both are newly created divisions of Fox.

Marilyn Olin, director of children's programs, East Coast, ABC Entertainment, New York, named VP-children's programs, with expanded responsibilities for all children's programming.

Arnold Shapiro, director of program development, Golden West Television, Los Angeles, named VP-motion pictures for television and special projects, TAT Communications Co., there.

Stanley Moldow, director, special projects and technical services, Taft, H-B International, Los Angeles, named VP operations.

Allan (Scotty) Connel, VP-sports operations, NBC, New York, joins Entertainment and Programming Network, Plainville, Conn., as senior VP of operations and production.

Ted Nathanson, producer-director, NBC Sports, New York, appointed coordinating producer of coverage of 1979 National Football League season. Pamela Spriggs, manager of sales presentations, NBC Television Stations division, New York, named director of sports research.

Chet Collier, chairman of board of Group W Productions until 1977, becomes consultant to BBI Communications, new subsidiary of Boston Broadcasters Inc. He will assist company in development and promoting new programming for commercial and cable television. Howard Fineinstein, manager of market development for CBS's Columbia House division, New York, joins BBI as assistant for corporate development.

Jim Tuveron Jr., manager of California peninsula office of International Television Productions, and formerly with Group W's WKBW TV Boston, rejoins company as Western division sales representative for Group W Productions Television Syndication Center, Hollywood.

Joan Hertzog, in management training program, Viacom Enterprises, New York, named sales representative, syndication.
News and Public Affairs

Charles Whitehurst, president and general manager of Har-tee-Hanks station WMYT-TV Greensboro, N.C., named director of news and information development for television group of Har-tee-Hanks, which includes WMYT-TV, KENY-TV San Anton-io, Tex., WTLY-TV) Jacksonville, Fla., and KYTV-TV Springfield, Mo.

Paul Steinele, news director, WIXT(TV) Syracuse, N.Y., joins KING-TV Seattle in same capacity.

Phil Mueller, news director, KSL(AM) Salt Lake City, named news director for co-owned KSL-TV there.

David Choate, bureau chief for NBC's Southeast news operations, rejoins WCKT(TV) Miami as news director. He had been with WCFT 18 years until joining NBC last March.


Richard Worden, former news editor of Clarksville (Tenn.) Leaf-Chronicle, joins wdpf-TV Chattanooga as news director.

J. Michael Shain, newsman, KFVS-TV Cape Girardeau, Mo., named news and public affairs director.

Bob Fulton, reporter and weather forecaster, WBOY-TV Clarksburg, W.Va., named news director.

Jim Cairo, producer, WOIC-TV Charlotte, N.C., joins WBSH-TV Fort Myers, Fla., as news and public affairs administrator.

Richard Hunt, news director, WLOF(AM)-WBJW-WM Orlando, Fla., joins WRC(AM) Cincinnati in same capacity.

Bruce Jakubowski, anchor and reporter, WCC(AM)-WLBW(AM) Champaign, Ill., named news director.

Brian Kendall, general assignment reporter, WDSU-TV New Orleans, named managing editor.

Scott Hooper, afternoon news editor, WMB(AM) Beverly, Mass., named director of news and public affairs.

Mark Sander Wolin, general assignment and investigative reporter, WCKT(TV) Miami, joins WLS-AM Chicago as general assignment reporter.

Jim Claber, with WLS(TV) named head of consumer action unit.

Gail Wustrup, reporter, KLAS-TV Las Vegas, named weekend anchor.

Steve Douglas, anchor, WLWT(TV) Cincinnati, has resigned. Succeeding him on temporary basis is Scott Osborne, NBC News correspon-dent who is on sabbatical leave to write book.

Dean Phillips, producer and co-anchor, KFBB-TV Great Falls, Mont., joins WNTC-TV Green-ville, N.C., as 6 and 11 p.m. anchor.

Monty Sallsbury, producer-director, WBKB-TV

Detroit, joins KSD-TV St. Louis as executive news producer. Pam Koupal, news producer, KOMO-TV Kansas City, Mo., joins KSD-TV as producer of 5 p.m. report.

Philip Witt, weekend anchor and producer, KCCI-TV Des Moines, Iowa, joins WDAF-TV Kan-sas City, Mo., as weekend co-anchor. Jeff Sims-mons, anchor and reporter, WNTC-TV Green-ville, N.C., joins WDAF-TV as general assignment reporter.

Cynthia Garza, formerly with KTRC-TV Austin, Tex., joins KTXR-TV Houston as public affairs director.

Bill Quell, formerly with WTVY(TV) Evansville, Ind., as reporter and weekend anchor, joins newscast team of WZZM-TV Grand Rapids, Mich.

John Raftery, from WTVY(TV) Youngstown, Ohio, and Debbie Daahan, assistant news director, WUSU-TV Bluefield, W. Va., join WTVY Columbus, Ohio, as reporters. Jeanie Lau-ber, freelance entertainment writer, joins WTVY as life-style reporter.

Denny Brand, from WRE-TV Evansville, Ind., joins WTVY(TV) Youngstown, Ohio, as general assignment reporter.

Vince Hill, from WWD(AM) Philadelphia, joins KW(AM) there as anchor, writer and reporter.

John Comas, program director, WHTY(TV) Winston-Salem, N.C., named assistant general manager in charge of community affairs.

Norma Brizzi, from WCHS-TV Charleston, W. Va., and Charlotte Scott, from WGAN-TV Port-land, Me., join WTLY(TV) Jacksonville, Fla., as general assignment reporters. Mike Newsome, from WBS-TV Atlanta, joins WTLY as chief photographer. Jonee Anne, from WXTV-Atlanta, joins WTLY as cameraman.

John Sablon, producer and reporter, WBS-TV Hartford, Conn., joins WTVY(TV) New Britain, Conn., as reporter.

Ron Metz, formerly with WBFK(AM) Baltimore, joins WOAO(AM) there as morning anchor.

Mark Hyman, reporter, KKKX(AM) San Jose, Calif., named morning anchor. Mike Sugar-man, from KKS-AM-FM Los Angeles, joins KKKX as field reporter.

W. Michael Hamilton, from community rela-tions office of Seattle City Light, joins KOMO-TV there as night assignment editor. Kathryn Ann Linwood, production assistant, named producer of 11 p.m. newscasts. Margaret Ann Bowman, news film librarian, named produc-tion assistant.

Christopher Graham, Midwest corre-spondent for UPI Audio, named business edi-tor for UPI Broadcast Services.

Charles Smithgall III, VP of Chattanooga Cable Television, joins Cable News Network, Atlanta, as sales post.
director of video promotion, PBS, named creative director.

Robert B. Schwartz, director of public information, Communications Satellite Corp., Washington, elected VP-public affairs.

Robert Schettino, formerly with local sales and loan institution, named public relations director, Mission Cable TV, San Diego.

Dave Gross, member of creative services department of KCAU-TV Sioux City, Iowa, named assistant director of creative services.

Marvin Gellman, from Burson-Marsteller, New York, joins Ries & Geltzer, New York public relations agency, as manager of account services, responsible for Sony Industries and Sony Video Products Co.

Maria Norris, feature writer, The Register newspaper, Santa Ana, Calif., joins Greg Smith & Associates there as public relations account executive.

Technology

James Fischer, VP-technical operations, Warner Cable, New York, named VP-technical development and planning.

Bob Burns, in technical position with WTM-AM-FM-TV Cedar Rapids, Iowa, named chief engineer.

Warren Bottorf, assistant chief engineer, WTVY-TV Dothan, Ala., joins KFKS-TV Cape Girardeau, Mo., as chief engineer.

James Milliken, from American Television and Communications, joins American Cablesystems of Virginia, Chilhowie, Va., as chief engineer for regional operations, responsible for 13 cable systems.

Donald Edelman, in cable television division of RMS Electronics, Bronx, N.Y., elected executive VP.

Jack Calaway, VP-Engineering, Vidtronics, Hollywood, named VP-research and development.

Robert Switzer, Western sales manager, McMartin Industries, Omaha, named director of domestic sales. Thomas Butler, Eastern sales manager, named director of international sales.

Paul E. Welcome, regional manager, General Dynamics Ltd., Los Angeles, named technical services manager, E&O Systems Ltd., Santa Clara, Calif.

Edward Goossens, Midwest regional sales manager, Oak Technologx, named regional sales manager, based in Huntington Beach, Calif. James Wells, regional sales manager for Ohio Valley territory, based in Cincinnati, succeeds Goossens. Richard Strabel, sales engineer for Midwest sales office, succeeds Wells. Wayne Neumann, sales administrator and account manager, Oak Switch division, Crystal Lake, Ill., named sales engineer in Oak's Southwestern sales office, Richardson, Tex.

George Schiagarelli, factory service manager, Philips Electronic Instruments, Mahwah, N.J., named oscilloscope manufacturing manager for PEI subsidiary, Philips Test & Measuring Instruments. Peter Kucharik, former senior industrial engineer, PEI, named quality control manager for U.S. manufacturing operation of PTMI.


Gordon Clark, formerly with Audio-techniques, joins Martin Audio/Video Corp., New York, as technical manager. William Dexter, assistant manager of parts department of Martin, joins company's Pro Audio sales department.

Richard Borlini, system manager, Tocom, Irving, Tex., named regional manager of technical services for company's Florida network of two-way cable and security systems.


Gary Blake Jordan, from Ford Aerospace, joins California Microwave, Sunnyvale, Calif., as international marketing manager of satellite communications division.

Ronald A. Fuller, marketing manager, Northwest Sound Inc., Portland, Ore., joins RTS Systems Assn., North Hollywood, with responsibility for setting up both domestic and international sales organizations for equipment manufacturing subsidiary of Compact Video Systems Inc.

Appointments, Eastman Kodak, Rochester, N.Y.: David Biehn, coordinator, marketing research, professional and finishing markets division, named marketing director, professional and finishing products. C. Harold Gaffin, director of marketing planning, graphics markets division, named marketing director, graphics markets division; L. Lee Horschman, director of program sales development, business systems markets division, named marketing director, micrographics-information technology products, and John Zeman, district sales manager, motion picture and audiovisual markets division, Hollywood, named marketing director, motion picture and audio visual products.

William Ebell, senior sales engineer, Ampex, joins A. F. Associates, Northvale, N.J., as national sales manager.

William Curtis, video products marketing manager, Mincon division of 3M Co., joins Consolidated Video Systems, Sunnyvale, Calif., as product manager for time base correctors.


Allied Fields

Steven A. Bell, of WLBV-TV Boston and Alvin G. Flanagan of Gannett Broadcasting, Denver, named to represent National Association of Broadcasters on board of Broadcast Rating Council. Alfred M. Masini of Teletech, New York, named to represent Station Representatives Association on board. Dr. Ernest Kurnow, professor of business statistics at New York University, named statistical consultant to BRC, succeeding Dr. Martin Frankel, who has become consultant to Arbitron. W. Lawrence Patrick, NAB research director, elected assistant treasurer of BRC.

Wayne Stacey, former director of technical planning and analysis branch of Canadian Radio-Television and Telecommunications Commission, joins Canadian Association of Broadcasters, Ottawa, as director of new government and public policy division. Pierre Nadeau, policy advisor to vice chairman of broadcasting for CRTC, joins CAB as assistant director in new division. Gerry Acton, with CAB, named director of member services and industry relations division.

Joe Cardinale, Jamesstown, N.Y., councilman and administrative director of county development agency, joins Keith W. Horton Co., media broker based in Elmira, N.Y., and will be based in Venice, Fla.


Tom Petersen, VP-news, KWWL-AM-TV and co-owned KFMW(FM) Waterloo, Iowa, joins Reymer & Gersin Associates, media consulting and research, Oak Park, Mich., as manager of consulting services.

Anne Pomax-Addison, director of international affairs division, noncommercial WNET(TV) New York, forms own business as international communications representative and consultant: Anne Pomax-Addison, International, 767 Fifth Ave., New York; (212) 753-6646.


Richard M. Hardin, retiring president of WBU(before)-WBUF(WF) Trenton, N.J., honored by Southeastern University of New Orleans with honorary degree of doctor of humane letters.

Deaths

Sidney H. Guber, 50, VP-business affairs, SESAC Inc., New York, died of cancer at his home in Jericho, N.Y., Aug. 12. He had been with music-licensing firm for 27 years. Surviving are his wife, Elaine; three daughters and son.


Claude L. Parker, 60, retired Broadcast Service field representative for RCA Service Co., Des Plaines, Ill., died of cancer Aug. 6 in Houston. He installed and serviced UHF transmitting equipment for RCA, and had worked for company 26 years. Survivors include his wife, three sons and three daughters.

Ken Henderson, 45, regional manager for Ampex Corp., Bogota, Columbia, died of stroke July 27 in Bogota. Survivors include his wife, Marigail, and four daughters.
<table>
<thead>
<tr>
<th>Exchange and Company</th>
<th>Closing Wed. Aug. 15</th>
<th>Closing Wed. Aug. 8</th>
<th>Net Change in Week</th>
<th>Percent Change in Week</th>
<th>P/E Ratio</th>
<th>Market Capitalization (in $1,000's)</th>
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**Notes:** A Stock Exchange: A, B, C, D, E, N, S, W, X, O, X. O-P over the counter (bid price shown, supplied by Leb, Rhodes Hombler Inc., Washington). P/E ratios based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. +Traded at less than 12.50. **8

**Broadcasting Aug 20 1979**
Added Attractions

In addition to its across-the-board coverage of the week's news—freshly reorganized to incorporate such "superdepartments" as The Media, Business, Programming, 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:

Sep 3  In advance of the RTNDA convention, a special report on the high hazard responsibility of the local news director.

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 500 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.

You Belong in Broadcasting® Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
Knowing the rules of the game: CBS's Smith

At one time or another, Frank Smith has commanded a variety of CBS battalions. For 11 years he headed network television sales. Then he was made operational resources vice president of the CBS/Broadcast Group, responsible for human resources, technical resources, advertising design and research. Then came the tennis matches that CBS Sports promoted as winner take all when in fact they were not and, as the newspapers put it, CBS Sports suddenly needed a Mr. Clean. Frank Smith got the call. He was named acting president of CBS Sports in March 1978 and president the following August.

Of all his CBS jobs, it seems clear that he is getting more fun out of this one. It isn't necessarily the easiest. The operational resources vice presidency, being concerned primarily with long-term planning, "was the only nonpressure job I ever had in my life," he says, and he would have liked to have a little more time in it, "because most people don't have the opportunity in this business to have the time to think about things." But he was needed in Sports, and he went where he was needed.

He had made his reputation in sales, which friends consider anomalous because, as one puts it, "he has none of the attributes of a salesman—he's quiet, not talkative, not glib. But he is very shrewd in figuring out sales strategy." Which may help to account for the rise in CBS-TV sales volume from about $250 million a year when he became sales vice president to more than $1 billion a year when he left.

He says he doesn't find running the sports division much different from running the sales department; in both places, the job is chiefly administration. "But," he adds, "I think this is a lot more exciting than sales, because we're sort of the last bastion of live television. I think live television is a lot more exciting than—well, than dead television. You don't have a second chance and you're under that pressure—I think that's a very satisfying element, when you're finished.

He may be putting in longer work weeks now than he used to, despite a heart attack that sidelined him for a couple of months last fall. He's usually in his office around 9:30 a.m. and normally doesn't leave till around 8 at night. And he often works weekends.

A good part of his work—he considers it a very good part—is attending events that CBS Sports covers. "I don't attend as many as I'd like to," he says, "but I probably attend more than I should. I'd like to


go to everything—I just can't afford the time. But I think it's important that I be there whenever I can be, because it gives me a good opportunity to see how the people are really doing, and they have a greater tendency to tell me what their problems are."

Smith usually sits in the mobile van where the heart of the action is, but he says that "I try not to bother anybody—I'm not going to be boy producer." He does have to make some tough decisions there sometimes, as at the final round of Bing Crosby golf tournament leading into CBS-TV's presentation of the blockbuster movie, "Rocky." Late in the day, the tournament developed a three-way tie. "I was sitting there watching those three guys coming down the 18th fairway and saying, 'You can't do this to me,' " he recalls. But they did. "I made a decision I wouldn't ask anybody who works for me to make," he says, "and that was that we were going off the air. We told the people we would come back at 11:30 with coverage of the play-off—which we did."

CBS Sports presents 400 to 450 hours of programing a year. "The amount of sports on the air has just about doubled in the last 10 years," Smith says, and he thinks the upper limit may not yet have been reached. "I think it'll settle for a while, but in the long haul I think it won't get any less and will probably have a tendency to grow. Where it may grow is another question. Prime time is a possibility in the long run, he says, but "at the moment I think only professional football and championship boxing can really make it in prime time."

Smith won't say how much revenue sports brings in for CBS, but he does say that CBS isn't losing money on any sport. He warns, however, that rights costs are getting "absolutely out of control."

"The problem, he says, is simple enough: 'There's one guy out there with something that three people want, and they go round and round and bid it up—we're just bidding it up for one another.' And the answer, he says, is to stop bidding if the asking prices get too high—a step that says CBS has taken "many times" and undoubtedly will take again.

Smith got his start toward where he is now by an indirect route but with a methodical approach. Son of an eminent advertising man, he wanted to get into advertising. After graduating "rather fast"—in two and a half years—from New York University with a major in marketing, he talked with a number of business leaders about what he wanted to do and what they thought he should do. "Then I had a third question," he recalls. "I asked each one: 'What would you do today if you were starting out?' They all kept coming back with variations of the same answer. Some would say television but more would say they'd get into some business that's new, dynamic and growing where you wouldn't have to wait for people to die or be fired or retire before you could get ahead. I'd say, 'Like what?,' and they'd say computers or television or whatever. So I backtracked and decided to get into televisions. Which he did at CBS in 1951, starting as a $35-a-week shipping clerk.

The only real change in his life style since his heart attack has been that he's stopped smoking. He says he never kept count but on occasion could easily have been a four-packs-a-day man. And he tries now to get in an hour of supervised exercise—rowing, treadmill, bicycle, situps, punching bag—each day. He looks fit and says he feels great. As friends say, he's not a talkative man, but on those subjects he can be eloquent, condemning the "filthy, dirty habit" and praising the beauties of exercise. He can also see a lighter side. Pointing out that his heart attack came while he was on vacation, he observes: "Shows I can't handle vacations."
Editorials

Openings...
The demonstration of courtroom coverage by broadcast journalists before the American Bar Association must be counted a success if only for its having happened. It exists now as a record to dispute the claim that the presence of broadcasting people and paraphernalia necessarily demeans any scene.

The demonstration proved that modern equipment in the hands of well-trained and well-mannered crews will cause no disruption in the courts. That effectively deprives the antitelevision lawyers of one of their most serviceable arguments.

It does not, however, stop such aging eminences as Whitney North Seymour, a past president of the ABA, from invoking other demons. As reported elsewhere in this issue, Seymour, in one of the proceedings that was televised, deplored the prospect that future trial coverage might appear in "sponsored" newscasts, as if so remote an association with advertising would somehow sully the bar.

The diehards such as Seymour will go on inventing irrelevant reasons to justify their stand. Despite them, there is already progress in the many states that have permanently or experimentally let broadcasting into the courtroom. The progress will be enhanced by the performance in Dallas.

... And closings
If there is reason to believe that broadcasters are making headway in their long struggle to take their equipment into the courts, all journalists are encountering new obstacles in basic court coverage. In the short time since the U.S. Supreme Court on July 2 upheld the denial of Gannett's petition to cover a pretrial hearing that had been closed, courtroom doors have been slamming all over the country.

The Reporters Committee for Freedom of the Press has counted 39 criminal cases in which motions have been made to close proceedings to the press. In 21, the motions have been granted. Of the 21, five were trials, the others pretrial proceedings.

In one of his infrequent interviews, Chief Justice Warren E. Burger was quoted by the Gannett news service as saying that judges who bar the press from trials are misreading the Supreme Court's opinion ("In Brief," Aug. 13). The chief justice asserted, as he had in a concurring opinion in the case, that the order permitting exclusion of the press applied only to pretrial hearings. What Burger didn't say to the Gannett reporter was that he alone among the nine judges felt it imperative to emphasize that point.

The fact is, as has been noted repeatedly, that the vast majority of criminal cases are settled in pretrial proceedings. If the trend that seems to be developing continues, most criminal cases will be won and lost out of the public eye. Not exactly what the founding fathers had in mind.

Boss rule?
On instructions from the chairman of the Senate Communications Subcommittee, the General Accounting Office spent 10 months studying the FCC and recoiling at what it saw. In its report (Broadcasting, Aug. 6), the GAO was about as critical of the FCC as one agency of government is ever apt to be in speaking of another. In the GAO view, the FCC is demoralized, inefficient and slow.

Broadcasters could have told GAO that at the start. They would not, however, agree with all of the GAO's recommendations for change. The proposal with which they would be in least agree-

ment was one that had been anticipated ("Closed Circuit," July 2): to give the FCC chairman statutory authority to run the agency single-handedly.

When serious students of the FCC and its history came upon that part of the GAO report, they had the feeling that this was a rerun they had seen before, in many seasons. Over decades, when the FCC has been put under study by either the executive or legislative branch, the investigators have often concluded that tidier management—in the form of a strong executive at the top—would be desirable. The idea has invariably failed to attract the necessary congressional approval, and for good reason. The function of the FCC as a maker of regulatory policy as well as enforcer of the regulations it legislates can only be corrupted if the chairman is given sole power to hire and fire staff, oversee general administration and budget, and manipulate commission agendas.

Under one-man rule, the other six commissioners could effectively be neutralized and the chairman left to carry out his own desires or those of the President who appointed him. The process, in an early stage and without legislative approval, is already discernible under the incumbent chairman, who has managed to plant his own appointees in every important staff job and to override many wishes of his colleagues.

Giving the chairman his head would be the surest way to liberate the FCC from congressional oversight and turn it into a creature of the White House.

Elected to what?
These are dog days in Washington with Congress and most government agencies in hiatus. That could be the reason the Washington Star last Monday gave Nick Johnson a four-column headline over a byline piece extolling the coalitions and the fronts to defeat H.R. 3333, the Communications Act rewrite that had been given the coup de grace weeks earlier in committee.

Former FCC Commissioner Johnson made much of the Van Deerlin rewrite proposal to delete the "public interest" criterion, an even earlier casualty in the bill. Broadcasters, he opined, run on their records, like elected public officials, for renewal of existing three-year licenses.

He should know. He failed to get reappointment to the FCC in 1973. Then he went home to Iowa to take a flier at the Democratic nomination for the House. He was defeated in the primary by a 26-year-old neophyte, who spent only $10,500 in his campaign against Johnson's $31,000.

We wonder, who "elected" Johnson to do what he's doing? The Star stated that Johnson "now chairs the National Communications Lobby" in Washington. It is a self-appointive post.

"When they told me I'd be on field assignment, I pictured it as being a little more glamorous than this."
Microdyne introduces the X24 — a new frequency synthesized 24-channel TVR receiver.

The X24 provides the frequency agility required to accommodate those rapid changes in satellite programming assignments. Simplified controls eliminate the need for skilled operators and Microdyne's unique threshold extension circuitry (patent pending) pulls in those low-level signals too weak for other receivers to handle.

You'll never miss the start of a program because of the wrong polarization or a forgotten cable connection. An internal coax switch automatically selects the properly polarized antenna feed when any one of the 24 channels is selected. Changing channels is accomplished manually using front panel controls or remotely via a BCD input.

The X24 is easy on the budget. Is a super performer, readily interfaces with any existing system and can be supplied separately or as part of Microdyne's SATRO five meter terminal.

If you have TV programming up there that you need down here, give us a call at 904/687-4633.

Microdyne Corporation, 471 Oak Road, Ocala, Florida 32672
“It’s so basic, so family oriented and so delightful...this one is bound to be tops in ratings.”

—VARIETY

"CIRCUS"

A top new music-variety series for Fall access schedules!
Each exciting half hour is vibrantly alive with the pop-disco singing and dancing of two multi-talented young performers, Cal Dodd and Sherisse Laurence, and their celebrity guest stars. Split-screen, slow-mo, closeups and instant replay lend stunning visual effects.

Call now for 24 half hours from Viacom