Sept. 3, 1979

Job jumping in the world of journalism
Getting back to work in Washington

Broadcasting Sep 3
The newsweekly of broadcasting and allied arts

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The Gaylord Commitment

To make every station in the Gaylord Broadcasting Company one in which we can take pride.

Pride in quality programming that results in top ratings in the market it reaches.

Pride in its involvement in community affairs and public service in recognition of the responsibility it has to the audience it serves.

Pride in the professional people on its staff and the opportunities they have for advancement.

And finally, pride in being a part of a privately owned company which believes in the free-enterprise system and stands behind the commitment every Gaylord station has to the people who turn it on and to the advertisers it serves.

Edward L. Gaylord
Chairman-President

GAYLORD Broadcasting Company
One of America's largest privately owned broadcasting companies

KTVT Dallas/Ft. Worth □ WTVT Tampa/St. Petersburg □ KSTW-TV Seattle/Tacoma
KHTV Houston □ WUAB-TV Cleveland/Lorain □ WVUE-TV New Orleans □ WVTV Milwaukee
WKY Oklahoma City □ KYTE/KLLB Portland □ KRKE AM/FM Albuquerque
From the bizarre to the common place. Whatever's happening in the world... or to the world... The Associated Press has the resources and power to bring it home. Instantly.

And right now you have the opportunity to harness the full power of The Associated Press for your subscribers.


We never sleep. Our service is continually up-dated 24 hours a day. Our resources are inexhaustible with 113 offices in the United States and 60 bureaus abroad.

Two million people each hour of each day already enjoy the services of AP Newscable. Shouldn't your subscribers also have this opportunity?

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SEATTLE/TACOMA

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Broadcasting
September 3, 1979

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Jack Donahue
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DENVER, Colo. - With all the snow and rivers in Colorado, many residents did not fully recognize the state's developing water problem. While the population and economy have grown, the water supply has not. And much of the limited water supply flows out of state untouched because of water rights laws protecting states downstream.

Mardee McKinlay of KBT in Denver went to work to develop greater public awareness of the situation.

KBT is a former Combined Communications television station that is now part of the Gannett Broadcast Group. McKinlay produced several in-depth documentaries explaining the complexity of the problem. In one, “We Had Best Care,” a leading geographer told of the long-term effects on the land. McKinlay also interviewed cattlemen and farmers to explain the impact on people.

A follow-up documentary, “Western Slope Pressure Cooker,” reported how coal and oil shae development could put additional demands on the water supply. These documentaries, along with supporting news reports and editorials by Station KBT, alerted the people of Colorado. Water conservation efforts were improved and a lively debate over water and land management continues.

At Gannett, we support and encourage such efforts as those of Mardee McKinlay and Station KBT. They symbolize what we're most proud of: professional excellence in news coverage and a total commitment to strong, independent service to the community.

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

And so from Lansing to Louisville, from St. Thomas to San Diego, every Gannett newspaper, every television and radio station is free to express its own opinions. Each is free to serve the best interests of its own communities in its own way.
SMALL TO NBC □ The CBS newscaster turned Washington lobbyist goes back to journalism and his old boss Salant as he accepts a Silverman-Pieffer offer to head network news department. It's but the latest example of the free-agent world of news executives who move among the hotly competitive networks with ease and escalating salaries. PAGE 29.

BACK TO WORK □ The August slowdown is over and Washington goes back to business. The FCC has a series of special meetings in the next two months that will deal with items ranging from radio deregulation to UHF improvement, and Congress will again tackle the revision of the Communications Act. PAGE 31.

FAMILY FEUD □ An internecine squabble breaks out in the citizen-group movement as NCCB and NBMC take different tacks in dealing with the GE-Cox and Combined-Gannett mergers. PAGE 31.

NEWSROOM NOMADS □ What's one thing most news directors, like network news executives, have in common? They don't sit still. The nature of the business takes them, with a few exceptions, from one market to another. PAGE 35. A day in the life of one news director is tracked on PAGE 38.

READY FOR RTNDA □ The association's annual convention gets underway this week with an expected gathering of 750. The day-by-day agenda begins on PAGE 40 and a list of the 57 exhibitors starts on PAGE 42.

STILL THE ONE □ A combination of new shows, news shows and new time slots for old shows leads ABC to another weekly ratings win with a 16.1/30.5. PAGE 52.

BELABORING TV □ Upset over what it sees as an unfair portrayal of blue collar workers, the International Association of Machinists and Aerospace Workers contracts with a consulting firm to set up a television monitoring project. PAGE 54.

SATELLITE'S LATEST □ Two NCTA staffers—Bob Johnson and Vivian Goodier—announce the formation of Black Entertainment Television, a satellite-delivered progransing service for cable TV systems they hope will begin operation in January. PAGE 60.

WARC WORRIES □ As the international conference draws near, some in the U.S. delegation are concerned that political differences between the West and Third World nations may undermine U.S. goals in areas including satellite frequencies and orbits. PAGE 61.

CABLE, SOUTHERN STYLE □ The emphasis will be on programing sources as the Southern Cable TV Association meets this weekend in Atlanta for its annual convention. PAGE 68.

CONSISTENCY PLEASE □ RKO General, in filings with the FCC in the group's fight to keep its 16 radio and television stations, lists other corporate licensees that have sinned, but not been punished by the commission. PAGE 68.

LOOKING AHEAD □ Speculation on what trends the 1980's will bring in financial and regulatory areas will highlight the 19th annual Broadcast Financial Management Association in New York. PAGE 71.

SATISFIED WITH HIS STATION □ Curt Beckmann, news director of WCCO(AM) Minneapolis, and the president-elect of RTNDA, is one exception to the rule that news directors jump from job to job: He's been at WCCO since 1965. One of his ideas for his upcoming term will be an emphasis on continuing education for journalists, and that's reflected in the management training sessions included in the convention agenda for the first time this year. PAGE 97.
Grandfather's memories live with the old set, but today, radio's vitality is a part of everyone's daily life.

Radio is an important part of our life at Taft Broadcasting Company. Our radio stations continue to contribute both profit growth and important service to each of their communities.

People want entertainment and information, and that's our business. With radio and television stations, Hanna-Barbera Productions and themed amusement parks, we're in some of the best growth industries around.

For more information about our record breaking performance, drop a note on your letterhead to—Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

Informing and entertaining the American family.
Sunday punch
ABC-TV is betting on more than winning Sunday 8-8:30 with its much publicized move of powerhouse Mork and Mindy opposite CBS-TV's revamped Archie Bunker's Place. In long term, ABC is looking to establish comedy beachhead on Sunday, long in back pocket of CBS.

According to ABC Entertainment President Anthony D. (Tony) Thomopoulos, number-one network is using Mork as linchpin of new two-hour comedy block otherwise built of all new situation comedies. Comedy genre has been backbone of ABC's dominance elsewhere in week, and bid for Sunday looks like aggressive attempt to establish prime-time lead there. Early evening (7-8) opposite CBS's 60 Minutes and NBC-TV's Disney's Wonderful World is especially critical. "What we are doing is something we have not done before," Thomopoulos said, "and that is to try comedy at 7 to 8 and build a complete comedy block on Sunday."

Comments were made in preparation for first of three-part series of interviews with presidents of network entertainment divisions that Broadcasting will be running over next three issues. Thomopoulos will appear in issue of Sept. 10, Bob Daly of CBS on Sept. 17 and Mike Weinblatt of NBC on Sept. 24.

Greener field
Some of his associates say they were puzzled by Bill Smill's acceptance of offer to switch from CBS to presidency of NBC News (story page 29). He was considered front-runner for CBS News presidency when President Bill Leonard reaches mandatory retirement age in less than two years from now (April 1981), and friends were surprised he didn't hold still for takeover then of organization that for years has been regarded as number one in news. Others felt he saw NBC News presidency as bird in hand and opted not to take chance by waiting.

Colleagues tend to agree it was more than money that persuaded him to move, but by unofficial accounts, money is pretty good too. One knowledgeable source said it was "over $200,000" per year — and another said "over" meant it's closer to $300,000. Contract is believed to be for three years.

Still at it
National Telecommunications and Information Administration's Henry Geller, far from discouraged by icy reception his retransmission consent idea got at FCC, will come on even stronger in comments on issue to be filed on Sept. 17. NTIA will not only make argument that — contrary to views of commission lawyers — commission has authority to require cable systems to obtain consent from broadcasters or copyright owners before retransmitting their programs, it will also contend that commission has that responsibility.

NTIA will assert that if commission requires translators and broadcasters to obtain retransmission consent from stations originating programs they want to air — as it does — its failure to exercise that authority over cable, at least without explaining why, is arbitrary.

Political fallout
With President Carter increasingly confronted by factional tensions and need to do something to reverse sinking popularity, some observers see FCC as prospect for minority trade-offs.

Among possibilities: Suppose Chairman Charles D. Ferris goes to federal bench. Would polities dictate promotion of Tyrone Brown as first black FCC chairman? Or would administration bring in Jewish attorney to mend fences with another potent minority? In same vein, would lower-echelon White House aides prevail in naming of Latino to replace James H. Quello, Democrat, whose term ends next June 30? That wouldn't square with Italian-American support that Quello could invoke if he chose to go for reappointment.

Worldwide ENG
Television networks are reviving effort to get upcoming World Administrative Radio Conference to consider setting aside frequencies for international use in electronic journalism. Idea is to make it possible for television crew to cover event anywhere in world with ENG, send pictures back to transportable earth station and from there to satellite for relay to home base, without having to coordinate with domestic users of frequencies.

Proposal was rejected by FCC when networks originally offered it; agency's staff says frequencies aren't allocated in way to accommodate networks' request and that few nations will permit use of frequencies within their borders without coordination.

Now ABC and CBS have asked Glen O. Robinson, who heads U.S. delegation to WARC, for help. He expresses sympathy but sees no basis to overturn FCC's decision. Picture is not entirely bleak for broadcasters. Formal U.S. WARC proposals would permit use of transportable earth stations on frequencies allocated to fixed satellite service and would provide speedy coordination procedures.

Frequency shifts
Real-world tests of effects of moving AM stations 4 kHz up or down from present frequencies in possible compression of AM channel separations from 10 kHz to 9 are about to begin. Welo(AM) Tupelo, Miss., on 580 kHz, and KLAK(AM) Lakewood (Denver), Colo., on 1600 kHz, will be test stations, chosen for positions at opposite ends of AM spectrum and for wide spacing of towers in their directional antennas.

Tests are under supervision of National Telecommunications and Information Administration. FCC permission will be required, but NTIA Boulder, Colo., lab that is in charge, foresees no problem. Test of 4 kHz adjustment has already been made at WLBH(AM) Mattoon, Ill., by owner Ray Livesay, ardent advocate of 9 kHz proposal as means to get full-time operation for daytimers like his. He says it took 90 minutes to move his 1170 kHz station to 1174 and hour to move it down to 1166. No big expense involved.

Continents
Among regional broadcasting groups to be represented as observers at World Administrative Radio Conference beginning this month is one called North American National Broadcasters Association. It consists of networks in U.S. (ABC, CBS, NBC, and Corporation for Public Broadcasting, representing Public Broadcasting Service and National Public Radio) and Canada (CBC and CTV Television Network Ltd.), and came into being in February 1978. But it has been going about its business so quietly it has attracted virtually no attention. Its business is to provide means for U.S. and Canadian networks to deal with international problems affecting broadcasting (broadcasting unions but not individual networks are accorded official status at meetings of international bodies like International Telecommunication Union and UNESCO) and to deal with other regional broadcaster unions, such as the European Broadcasting Union, on matters of mutual interest.

Chairman of NANBA is Pierre Des Roches, executive vice president of CBC, and vice chairman is Don Meany, vice president of NBC News, Washington. Director is Spencer Moore, director of international relations of CBC. New NANBA may add another member. Mexico's Televisa has been invited to join.
We pay these scientists to make our production lines obsolete.

As soon as there's a better way to do something, the old way becomes obsolete.
And these scientists do nothing but design new and better ways for Western Electric to manufacture products for the Bell System. In the last two years, they and their colleagues at Western Electric's Engineering Research Center have helped cut costs by over $156 million.

They are a vital part of Western Electric's commitment to helping the Bell System keep the cost of communications service down, while keeping the quality up.

The Factory's Laboratory

The people at our Engineering Research Center work full time on manufacturing research. Over 50% of them are Ph.D's.

At home in the factory as well as the lab, they turn theoretical experiments into real savings. For example, while exploring ways to improve production of telephone circuit boards, they invented a totally new material with which to make the boards and a whole new way to mass-produce them.

Another breakthrough is already saving more than $2 million a year. It's a new soldering technique that makes 20,000 connections in less than 60 seconds.

The list of money-saving developments goes on. A new computer program that makes technical drawings in one-fourth the time of manual methods. An automatic system for sorting telephone parts by color. A process that measures the production of optical fiber 1000 times per second, keeping its diameter accurate within 30-millionths of an inch. And there's a new system that takes only 30 seconds to help align tiny integrated circuits that are 200 times thinner than the thinnest human hair.

These are just a few examples of what the Engineering Research Center does throughout all of Western Electric's manufacturing operations—developing new ideas in technology to improve telephone products and produce them at lower cost.

Anticipating the Future

Much of the work of the Engineering Research Center is designed to keep Western Electric ahead of technology, by anticipating what new processes will be needed for tomorrow's products.

It's a total and ongoing commitment. A commitment to provide you with the highest quality telephone service at the lowest possible cost.

Keeping your communications system the best in the world.

Western Electric

**Singapore Airlines** □ Four-week campaign starts Sept. 3 for air travel in Los Angeles and San Francisco with concentration on news programming. Agency: Cunningham & Walsh, Los Angeles. Target: men, 25-54.


**National Oats** □ Three-week campaign will begin Oct. 1 in about 25 markets.

**Agency:** Stern Walters/Earle Ludgin, Chicago. Target: women, 18-34.


**Pressman Toys** □ Four-week campaign starts in late October for Stackonomos

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**MUSIC PROGRAMMING FOR SALE**

The Tanner Musical Spectrum offers the broadcaster complete music programming and formatting for any station in any market. Name your need—Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

Announced or Unannounced...for automated or live-assist operations, the Tanner Musical Spectrum programming is good listening and most important, profitable. Call for a demonstration of the Tanner Musical Spectrum. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station...today!

---


**Ludens** □ Two-week campaign begins Oct. 1 for 5th Avenue candy bar in 26 markets.
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></th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>KHTV, Houston (7pm, M-F)</td>
<td>Up 33%</td>
<td>Up 33%</td>
</tr>
<tr>
<td>KPLR-TV, St. Louis (7pm, M-F)</td>
<td>Up 20%</td>
<td>Up 22%</td>
</tr>
<tr>
<td>WXIA-TV, Atlanta (4pm, M-F)</td>
<td>Up 25%</td>
<td>Up 20%</td>
</tr>
<tr>
<td>WFLA-TV, Tampa-St. P. (5pm, M-F)</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”
Opryland Productions is one of the largest video production houses east of the Mississippi. The company’s facilities have been used for shows as varied as "Nashville on the Road," "Big Ten Basketball," and "Dance in America."

David Hall, General Manager of Opryland Productions, has been using the Sony BVH-1000 video recorder for close to two years and two BVH-500 portable recorders for about six months.

"Sony one-inch equipment has expanded our capabilities considerably," says Hall. "With a BVH-500, we were able for the first time to get broadcast quality tape on a roller coaster for an upcoming special."

"We also took the BVH-500 on a ferris wheel and in a helicopter to tape 'Superstars at the Ohio State Fair.' It performed as well as they did."

"Now we're using Sony on almost all shows we tape in the field. The big advantages are portability and cost. Durability, too. Sony even bailed us out when we were taping a quad production and our equipment broke down. We used Sony to finish the job, then transferred the results to quad. The client was more than satisfied."

"And when the Dominican Republic asked us to tape the visit of Pope John Paul II, we couldn't have done it without our Sony video recorders," Hall adds. "Because they travel so well, we could get down there fast and do a professional job."

Of course, Sony makes a full line of one-inch broadcast equipment, all of it backed by state-of-the-art technology. We have video recorders, cameras, editors, and the BVT-2000 digital time base corrector.

For information, write Sony Broadcast, 9 West 57th Street, New York, N.Y. 10019. Or call us in New York at (212) 371-5800; in Chicago at (312) 792-3600; or in Los Angeles at (213) 537-4300.

Like David Hall at Opryland, you’ll be impressed. Even if your productions don’t have you going around in circles.
Weaknesses or clue. can be rationalized; then suddenly, the station is in trouble. That's why we keep decisions on our own market keeps decisions out of the personal opinion area. And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, the station is in trouble. When you finally realize it, the reaction is often panic, and hasty changes accelerate the decline.

When we study your audience in-depth every year, we know just what is going on, and we harass you to make sure you don't get careless, so that the corrective action you take will be productive. For other clients who are second, third or even fourth in their markets and heading for Number One, their ability to move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for gathering basic information about your own market keeps decisions out of the personal opinion area.

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

**McHugh and Hoffman, Inc.**

*The First in Communications Consulting*

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**Arkwright Insurance** Seven-week campaign will begin Sept. 17 in New York Boston, Chicago, Atlanta and San Francisco. Agency: Quinn & Johnson, Boston. Target: men, 35 and over.

**Gallo Salame** Six-week campaign starts in October for salamis in Los Angeles and San Francisco. Agency: Meyers, Muldoon & Ketchum, San Francisco. Target: adults 18-49.


**Commons Consulting**

**RADIO**

**Bar reports television network sales as of Aug. 12**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Aug. 12</th>
<th>Total dollars week ended Aug. 12</th>
<th>1979 total dollars year to date</th>
<th>1978 total dollars year to date</th>
<th>% change from 1978</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>178</td>
<td>$1,039,600</td>
<td>5,116</td>
<td>$38,102,300</td>
<td>$33,144,500 +15.0</td>
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<td>Sign-on-10 a.m.</td>
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<tr>
<td>Monday-Friday</td>
<td>1,019</td>
<td>$16,280,400</td>
<td>32,229</td>
<td>$558,404,000</td>
<td>$516,333,100 +8.1</td>
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<td>10 a.m.-6 p.m.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>318</td>
<td>$7,702,500</td>
<td>10,508</td>
<td>$283,060,100</td>
<td>$242,582,900 +16.7</td>
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<td>Sign-on-6 p.m.</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Monday-Monday</td>
<td>104</td>
<td>$3,706,400</td>
<td>3,149</td>
<td>$147,947,400</td>
<td>$131,439,500 +12.6</td>
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<td>6 p.m.-7:30 p.m.</td>
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<tr>
<td>Sunday</td>
<td>23</td>
<td>$807,700</td>
<td>773</td>
<td>$44,127,700</td>
<td>$37,345,800 +18.2</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
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<tr>
<td>Monday-Monday</td>
<td>420</td>
<td>$33,780,100</td>
<td>13,192</td>
<td>$1,344,734,700</td>
<td>$1,200,082,100 +12.1</td>
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<td>7:30 p.m.-11 p.m.</td>
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<td>Monday-Sunday</td>
<td>234</td>
<td>$5,998,000</td>
<td>7,518</td>
<td>$188,419,800</td>
<td>$152,334,400 +23.7</td>
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<td>2,294</td>
<td>$56,314,700</td>
<td>72,485</td>
<td>$2,604,796,000</td>
<td>$2,313,242,100 +12.6</td>
</tr>
</tbody>
</table>

**... as of Aug. 19**

**Barnes & Noble**

**RADIO AND TV**

**Elanco** Four-week campaign begins in early October for Trefflan cotton herbicide in 14 TV markets and about 40 radio markets. Spots are placed during farm programming. Agency: CMS & Z, Cedar Rapids, Iowa. Target: farmers.
Can you imagine a strong national defense without an adequate supply of steel?

Just how much should America count on overseas sources for steel? What happens if those sources are suddenly cut off—or if they suddenly decide they need their steel at home?

Last year steel imports reached an all-time record of 21.1 million tons. And unless we soon start expanding our domestic steelmaking capacity, that figure could reach 25 to 30 million tons a year by 1985. And America could find itself as dependent on foreign steel as it is on foreign oil.

What's needed to insure an adequate supply of domestic steel for America's national economy and national defense? Governmental policies that will allow the American steel industry to generate the additional funds needed to modernize and expand.

Bethlehem Steel Corporation, Bethlehem, PA 18016
Divining the diversity of the radio audience

The tremendous diversity of programming available at any moment on the radio dial is, I believe, a tremendous asset in an age that is dominated by a growing, increasingly affluent, increasingly well educated middle class. This middle class is using its affluence and its education, to develop its individuality, and a key area in which that individuality is demonstrated is in media habits. And radio offers the maximum opportunity to be a little different.

Psychologists, sociologists and the other people watchers have made us conscious of a number of strong psychological trends among American people today. At least two of them seem to have particular relevance—indeed, seem almost to be mirrored—in the way in which radio is developing today. I've mentioned the trend toward more individuality and how radio's great diversity fits it. And closely related, but subtly different, is the trend toward a greater need for personal identity. Not only are people insisting on their right to be different, they also insist on being recognized as individuals and they want their right to make a personal impact on the world around them.

And what medium fits this need any better than “listener radio” or “telephone talk radio”? In the East, immediately you can call hosts Bob Grant or Irv Homer— and their audience—just what you think about the the burning questions of the day. You personally can get Bernard Meltzer to solve your unique financial problem, get Win Moore’s advice on how to fix your one-of-a-kind 1939 Alfa Romeo, find out from Russ Miller whether the house you’re about to buy is a really good value or have Ralph Snodsmith prescribe special medication for the unheard-of blight that’s infecting your pet begonia. Or, on the interview/phone-in shows, you can direct your personal questions not just to the host or hostess but to a range of celebrities, from Ayn Rand to Dr. Herman Tarnower and his Scarsdale diet. How better than this can your identity be expressed?

And that is not all. Another notable trend today is in the growing demand for privacy. This is a reaction against a crowded and noisy world. People don’t want their financial affairs, their medical histories, their personal data, even their addresses traded among strangers. And with listener radio you can make your personal opinions heard or secure the personal advice you need, all without revealing your name to anyone other than the station producer—if that. How much more tenderly can your privacy be treated?

I recognize the impossibility of our absorbing or spending a great deal of time on the detailed profiles of all 7,500 commercial radio stations.

The research we now get from radio is good. And one of the reasons agencies and advertisers have rediscovered radio is a tribute to the work that the radio industry has been performing. For example, the Radio Advertising Bureau’s generic promotion of radio to the advertising community is especially important to the medium, because long before any station is added to a media schedule, the concept of using radio for a campaign has to be sold. We in the agencies are or should be the best salesmen for radio.

We are helped by the numbers research that radio provides. And, by and large, we have continued to buy radio by the numbers, the demographics that we obtain or the media provide. Perhaps my main point is that buying radio by the numbers is not enough. For the numbers alone do not do justice to radio’s audiences. They may even become self-defeating for the medium, which I’ve referred to as so suitably matching the many moods of America, the life-style medium.

If radio stations will give us profiles of listeners in terms of their thoughts, purposes and desires—and I know this is neither easy nor impossible, and it will take some time—then you will see even more use of the medium and even more creative advertising on radio.

Radio commercials reach out and touch someone. They call up images that are different in the mind of every listener. I may like the message or I may hate it. But either way, I am involved, personally involved, in the creative process of shaping the message.

Yes, sound is a medium that can demonstrate. It shows pictures of a product or a situation that the individual listener creates, personally and matches to his own life style, images and preconceptions. It has the vividness of a dream, but it can last and it can be called back every time a commercial is played.

It is with a lot of nostalgia that we regard and revere the not-so-long-ago golden age of radio. It is with admiration that we look at the success of the medium today. We respect the pervasive power of radio and, especially in this era of lifestyle marketing, its ability to deliver just the target audiences our clients need to reach.

We would like to know more about the way radio audiences think and feel, and this will help us use radio more often and more effectively to reach people one on one—as it was in the beginning—through this personal and highly creative medium of communication.
“Here in Washington, on-the-scene reporting is what we take for granted. . .

“Being where the news is happening means thinking ahead and staying mobile. We can say 'We were there' and our listeners know the difference.”

Merrilee Cox*

UPI Audio Washington—One of the best

*Shown interviewing Congressman Parren J. Mitchell (D-Md.)
AM allocations. FCC has initiated rulemaking that could result in addition of 125 or even more AM stations in clear and adjacent channels. Comments were filed second week in July; they mostly supported maintaining clear channels. Comments have been filed in pending proceeding for allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued last spring, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

AT&T rates. FCC has rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued last spring, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission also expects to permit ATS at AM directional and TV stations soon.

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from .1144 to 12 microseconds) for horizontal to give industry time to correct problem. Last June 7, FCC adopted notice of inquiry concerning transmission waveform standards. In view of changes in industry since rules were adopted in 1941 and 1953, FCC intends to examine whether competitive marketplace forces would serve the public interest or if there is need for continued FCC regulation. Comments are due Dec. 19, 1979, and replies on Feb. 19, 1980. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August and is working to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

Broadcasting in Congress. House of Representatives has been on live television feed since March (BROADCASTING, March 26), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN). Beaming proceedings in full to cable subscribers across country. Network news departments, having lost their battle to control feed, grudgingly say they will use pieces of it, but only during big events and with "super" that identifies material as being House-produced. In Senate, resolu-

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AM stereo. FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—Bell, Paul Findlay (R-Ill.), in advocating conversion of daytimers. National Telecommunications and Information Administration has proposed reducing AM spacing to 8 khz to create more radio channels, and FCC has adopted notice of inquiry on subject (BROADCASTING, June 25). Joint board of National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for AM, but without diminishing operation of existing full-time stations. Board of National Radio Broadcasters Association has called for industry-government committee to study 9 khz proposal. Comments on AM channel spacing are due Oct. 1.

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Dec. 18, 1978).

Antitrust/TV code. Department of Justice has filed suit against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availability (BROADCASTING, July 18).

Cable deregulation. FCC is embarked on course that may take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equities (BROADCASTING, May 7).

Carter use of broadcasting. President has held 51 televised press conferences since assuming office. But he has abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences, radio call-in shows and possibly other formats in which he hopes to turn around his political fortunes (BROADCASTING, Aug. 27).

Children's advertising. Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington in March. Next phase, if commission adopts recommendation of hearing judge Morton Needelman, is disputed-issues hearings. Schedule is tentative, pending achievement of commission quorum. FCC, meanwhile, has received reply comments in its inquiry into children's pro-

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) At end of March, Joseph Califano Jr., then secretary of health, education and welfare, announced initiation of program by ABC, NBC and Public Broadcasting Service to operate captioning project which will get under way early next year (BROADCASTING, March 26). ABC and NBC will eventually caption about five hours a week (mostly prime time) and PBS more than 10 hours. Sears, Roebuck & Co. will manufacture and distribute decoding equipment for home sets. Adapter for set will cost about $250, while 19-inch color set with built-in decoder will cost for about $500. CBS declined to participate, saying it is more interested in proceeding with its work with teletext process to provide not only captioning, but other information services as well (BROADCASTING, March 12).
Communications Act. Representative Lionel Van Deerlin has given up hopes of getting Communications Act rewrite, H.R. 3333, through Congress, and is instead pushing for passage of amendments to 1934 act (BROADCASTING, July 16, 23). New bill would replace Title II of Act, concentrating on common carrier and cable provisions. Dates for mark-up haven't been established. In Senate, two bills under consideration by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.). Staffs are expected to meet to resolve issues and work out legislative language, although no date has been set.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most existing crossownerships, disallowing future crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). None of 16 have either separated or been freed from divestiture order because of changed circumstances. Of seven remaining, six have waiver requests before FCC and one is asking commission to delay judgment on divestiture.

Crossownership (television broadcasting-cable television). FCC amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1978). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1978). In December 1978, court sent case back to commission at FCC's request. FCC's Cable Television Bureau is studying recommendations for further action.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission has tentatively voted to amend Form 595, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission abandoned salary-ranking idea, at least for present (BROADCASTING, Jan. 1). Final order, denying in part and granting in part petitions for reconsideration, was adopted in May (BROADCASTING, May 28). Commission has issued further notice of rulemaking to obtain comment on various options (BROADCASTING, May 28). Final order was adopted in May (BROADCASTING, May 28).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1978) and has enjoined National Association of Broadcasters from enforcing it.

License renewal legislation. FCC has adopted report and order providing for refund of fees in excess of $155 for radio and TV stations. Refund program began in June (BROADCASTING, June 25).

FMC quadrophonic. National Quadraphonic Radio Committee (NQR) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed over year ago (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early this year, and final comments have now been received (BROADCASTING, Jan. 15). Reply comments are due Aug. 10.

Format changes. FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensees and to regulation of marketplace. But this was contrary to several previous appeals-court decisions. U.S. Court of Appeals for District of Columbia reversed commission after most recent appeal was taken by citizen group (BROADCASTING, July 9), but commission has decided to continue fight; it will ask Supreme Court to review case (BROADCASTING, Aug. 27).

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978).
vate sphere, National Association of Broadcasters has raised about $9 million from networks and other broadcast organizations, its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (Broadcasting, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations.

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (Broadcasting, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (Broadcasting, March 12). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (Broadcasting, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (Broadcasting, April 23).


Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (Broadcasting, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees.

New deadline for comments is Oct. 15. Replies are due Nov. 30.

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (Broadcasting, Jan. 1). Commission has not yet acted, however, on proposal calling for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters. On June 12, the Georgia Institute of Technology presented a report to the commission recommending that the FCC stop regulating the day-to-day "how-to" technical aspects of broadcast station operations, and instead place more regulatory emphasis on the actual characteristics of the signal stations broadcast. The report was entitled "Broadcast Regulation Trade-Off Study" and was prepared under FCC contract.

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programing (Broadcasting, March 28, 1977) and Supreme Court has refused FCC request for review FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (Broadcasting, April 10). As industry, pay cable reaches 4.5 million subscribers (Broadcasting, May 28). There are four over-air pay TV stations currently (telecasting: WVTY Newark, N.J., WASC-TV Corona, Calif., WOR/TV Boston and KWW-TV Los Angeles.

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (Broadcasting, Aug. 20). Danielson bill is before Representative Robert

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Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings.

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (Broadcasting, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Membership of Public Broadcasting Service approved plan (Broadcasting, July 2) to create multiple program services under auspices of one system president and reduce size of board of directors. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (Broadcasting, Feb. 5).

Radio deregulation. Last October FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and General Counsel to revise existing scope of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct “major market experiment.” FCC staff has prepared notice of proposed rulemaking on matter. Commission plans to discuss matter at meeting this Thursday (Sept. 6).

Retransmission consent. Henry Geller, head of National Telecommunications and Information Administration, has proposed this idea to FCC as means of introducing marketplace factor into distant-signal importation equation. Cable systems would have to obtain permission of either originating station or copyright owner for signals that are brought in.

Shield legislation. Supreme Court’s ruling in Stanford Daily case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of New York Times reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (Broadcasting, Jan. 29). After Stanford Daily decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrant or subpoena against news media, including broadcasters (Broadcasting, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of Stanford Daily (Broadcasting, April 9). It underwent recent hearings in House (Broadcasting, May 28). Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with WSGX-TV (Broadcasting, Feb. 26). And court’s Herbert vs. CBS decision opens journalist’s thought processes to scrutiny in libel cases (Broadcasting, April 23).

UNF. FCC’s May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced is still outstanding (Broadcasting, June 2, 1975). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (Broadcasting, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (Broadcasting, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability and made plans for spending up to $610,000 on project (Broadcasting, Jan. 8). The task force report will be discussed at special commission meeting Sept. 11.

WARC. U.S. and 153 other member nations of International Telecommunications Union are in home stretch in developing national positions to present to World Administrative Radio Conference in 1979 in Geneva (Broadcasting, Dec. 11, 1978). U.S. delegation of 64 members representing government, industry and public interest groups is meeting every other Wednesday at State Department. WARC ’79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, starts Sept. 24. U.S. concern about gaining additional frequencies for HF broadcasting and for winning agreement for proposal for increasing satellite allocations, as well speculation about “politicalization” of conference by Third World countries has dominated advance discussion of conference.

WESH. FCC renewal of license for Cowles Communications’ WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (Broadcasting, Oct. 2, 1978). Court decision then threw into disarray commission’s policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission’s method of handling comparative renewal matters (Broadcasting, Jan. 22). Cowles and competitor arrived at out-of-court settlement (Broadcasting, May 21), but agreement was rejected by court (Broadcasting, July 25).
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This week
Sept. 5-7—Second International Fiber Optics and
Communications Exhibition. Hyatt Regency O'Hare,
Sept. 8-9—Radio-Video News Directors Associ-
ation international conference. RTNDA board will meet
Sept. 5 and 6. Caesar's Palace, Las Vegas.
Sept. 7-9—California and Far West regional con-
cference of Investigative Reporters and Editors. Dun-ley
hotel, San Mateo, Calif. Contact: Len Sellers, Journal-
ism Department, San Francisco State, (415) 469-1550.

Also in September
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. 11—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 newsmaker luncheon. Waldorf-Astoria hotel,
New York. Speaker: Representative Lionel Van Deerin
(D-Calif.)
Sept. 13-14—Eastern convention. National
Religious Broadcasters. Sheraton-Valley Forge hotel,
King of Prussia, Pa.
Sept. 13-14—Pittsburgh chapter of Society of
Broadcast Engineers regional convention and equip-
ment exhibit. Howard Johnson's Motor Lodge, Mon-
roeville, Pa.
Sept. 13-14—Media Lab '79. Eastern convention of
National Religious Broadcasters. Sheraton Valley
Forge hotel, Valley Forge, Pa.

Sept. 13-14—Mid-Atlantic council of the Ameri-
Can Association of Advertising Agencies seminar on
effects of government regulation on agency busi-
ness. Four Seasons hotel, Washington. Speakers include
Nina Cornell, FCC Office of Plans and Policy, and
Henry Gellet, head of National Telecommunications and In-
formation Administration.

Sept. 14—Deadline for reply comments in FCC in-
quiry on improvement of UHF television reception.
Sept. 14-16—Thirteenth annual South Dakota
Broadcasters Day. South Dakota State University
campus and Holiday Inn, Brookings.
Sept. 15—Deadline for entries in 14th annual Gabi-
el Awards of UNDA-USA for radio and TV programs that
creatively treat issues concerning human values. Infor-
Sept. 15—North Carolina chapter of American
Women in Radio and Television fall conference Uni-
versity of North Carolina, Chapel Hill. Speaker: Betty
Hudson, vice president of corporate projects, NBC.
Sept. 16-18—Nebraska Broadcasters Association
convention. Old Mill Holiday Inn, Omaha.
Sept. 18-19—Broadcast Financial Management As-
sociation's 19th annual conference. Waldorf-Astoria, New
York.

Sept. 17—Aging With Television conference spon-
sored by Anneberg School of Communications,
University of Pennsylvania. Hyatt Regency hotel, Wash-
ington.
Sept. 17—Deadline for receipt of entries in Atomic
Industry Forum's Forum Award competition. The award
honors nuclear energy reporting. Prizes are $1,000 each
in broadcast and print media. Information: Mary Ellen
Warren, AIF, (301) 584-9280.
Sept. 17-19—Society of Cable Television Engineers
regional technical meeting. Marriott Twin Bridges Na-
tional Airport, Arlington, Va.
Sept. 19-20—Regional meeting, Mutual Black Net-
work affiliates. Peachtree Plaza hotel, Atlanta.
Sept. 19-21—Annual broadcast symposium of
IEEE Broadcast, Cable and Consumer Electronics
Society, Washington hotel. Washington. Contact:
George Jacobs, (202) 254-6040.
Sept. 19-21—Forum '79, sponsored by Interna-
tional Telecommunication Union for telecommunica-
tion executives and investment bankers, Geneva.

Sept. 20—Hollywood Academy of Television Arts
and Sciences luncheon. Speaker: NBC Chairman
Jane Pfeiffer, Century Plaza hotel, Los Angeles.

Sept. 20-21—29th annual Broadcast Symposium
sponsored by IEEE Broadcast, Cable and Consumer
Electronics Society. Speakers include Julius Bar-
nathan, VP broadcast operations and engineering,

Sept. 20-21—Regional meeting. Washington Pla-
za hotel, Seattle.

Sept. 20-26—Telemor 79, world telecommunications
exhibition, sponsored by the International Telecommun-
ication Union, Palais des Expositions, Geneva.
U.S. pavilion will be hosted by Electronic Industries

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

Sept. 21-23—West central area conference of
American Women in Radio and Television. Clayton
House, Lincoln, Neb.

Sept. 24-Nov. 30—World Administrative Radio Con-
ference for U.S. and 153 other member countries of
International Telecommunication Union. Geneva Inter-
national Conference Center and ITU headquarters,
Geneva.

Sept. 25-26—Educational Uses of Cable TV Con-
ference, sponsored by University of Wisconsin-Exten-
sion, Madison.

Sept. 25-26—Annual meeting and election of new
officers of Public Radio in Mid-America. Inns of
Mackinac, Mackinac Island, Mich. Information: Ted
Eltcridge, KBIA(FM), 409 Jesse Hall, Columbia,
Mo. 65211, (314) 882-3431.

Sept. 26-28—Public Service Advertising Con-
ference, sponsored by International Advertising Asso-
ciation and The Advertising Council. Brussels,
Belgium. Information: IAA World Headquarters, 475
Fifth Avenue, New York 10017, (212) 681-1863.

Sept. 28-29—Fall meeting, Indiana Broadcasters
Association. Merrillville Holiday Inn.

Sept. 28-29—Pennsylvania Cable Television Associ-
ation annual fall meeting, Greentree Marriott, Pitts-
burgh.

Sept. 28-29—Fall meeting of Minnesota Broad-
casters Association. Holiday Inn, Fairmont. Guests in-
clude Senator Barry Goldwater (R-Ariz.) and Earl
Nightengale.

Sept. 28-29—Tennessee Association of Broad-
casters annual convention. Opryland hotel, Nashville.

Sept. 27—National Association of Broadcasters

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

Oct. 2-4 - Kentucky chapter of Society of Broadcast Engineers third annual State of the Art convention. Bluegrass Convention Center, Ramada Inn, Louisville.

Oct. 3 - Association of National Advertisers cooperative advertising workshop, St. Regis-Sheraton hotel, New York.


Oct. 4-6 - East-central area conference of American Women in Radio and Television. Hilton hotel, Columbus, Ohio.

Oct. 4-7 - National Black Media Coalition annual meeting. Mayflower hotel, Washington.

Oct. 5-7 - Fall conference, Florida Association of Broadcasters Thunderbird, Jacksonville.

Oct. 5-7 - Southern area conference of American Women in Radio and Television, Opryland hotel, Nashville.

Oct. 5-7 - Annual convention of Mutual Broadcasting affiliates. Washington Hilton.

Oct. 8-9 - North Carolina Association of Broadcasters fall meeting, Asheville, N.C.


Oct. 10-11 - Regional meeting, Mutual Black Network affiliates. Holiday Inn Downtown, Jackson, Miss.


Oct. 11-14 - American Film Institute National Conference on Film and Television. Sheraton Universal hotel, Universal City, Calif.


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Errata
“Fales & Fortunes” item on Alex Bonner, new VP-general manager of WYAY-AM, Memphis, appeared with incorrect picture Aug. 27, page 59. Correct photograph is reproduced here.

Wx/Kent, Ohio, is not owned by WxRadio as reported in Aug. 27 “Changing Hands.” Radio General Ltd. purchased station from Ohio Radio in April 1977 (Broadcasting, May 16, 1977).

November


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

Nov. 1-4 - Federal Communications Bar Association fall seminar. Coors Banquet hotel, San Juan, N.M.

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

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

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

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


Nov. 7-8 - Society of Cable Television Engineers conference, on cable and fiber optics. Doubletree Inn, Monterey, Calif.

Nov. 6-11 - National Association of Farm Broadcasters annual meeting. Crown Center hotel, Kansas City, Mo.


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"Will Industry Develop Energy-Efficient Technologies?"

Because Union Carbide's business depends on energy, our future growth depends in part on national policies that encourage new energy technologies. Since public attitudes help shape public policies, we commissioned a survey which included this question on industry's role in achieving greater energy efficiency:

"Is it your feeling that American industry will play a major role in developing methods to reduce the amount of energy it takes to produce the average product or do you feel that (it) will play only a minor role in this?"

Major role .......................... 65%
Minor role only ....................... 27%
Don't know .............................. 8%

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

Two-thirds say industry will play major role.

As the nation seeks ways to conserve energy by using it more efficiently, 2 out of 3 Americans feel U.S. industry will make a major contribution to the effort. Indeed, industry's energy conservation record to date is good, a fact acknowledged by the Department of Energy (DOE). Yet, in a separate question in the same survey, fewer than half the American public believe industry will do the job on its own.

Industry has made real progress.

Increasing energy prices since the early 1970's have given industry strong incentives to save energy—and to develop ways to use it more efficiently. And these incentives have produced results.

• U.S. industry now produces a unit of output with 18% less energy than in 1973.
• Petrochemical companies like Union Carbide have developed plastics and carbon fibers for auto parts to replace heavier materials previously used—making possible lighter-weight cars that use less gas. In 1978, the average new car contained 165 pounds of plastics—produced from less than 1% of overall U.S. petroleum usage. And that amount is expected to reach 350 pounds per car by 1985.
• Union Carbide has developed new energy-efficient technologies: Our new "H-process" produces low-density polyethylene with just one-fourth the energy of previous methods. And our new process for hardening metal parts can save enough natural gas each year to heat all the homes in a town the size of South Bend.
• Under a contract with DOE, Union Carbide has developed a low-cost silicon material for use in photovoltaic cells which convert sunlight into electricity.

Getting on with the job.

With higher costs and potential energy shortages, it is in Union Carbide's interest to continue to create new energy-efficient technologies. The job can be done better and faster by all of us if we answer the President's call to "join together in a great national effort to use American technology to give us energy security"—and if public policies provide positive support for this effort.

An important first step is to allow U.S. energy prices to reach world levels so that America no longer encourages inefficient use of energy resources. Realistic pricing fosters energy conservation and encourages development of both conventional and alternative energy resources.

Union Carbide already produces a pound of product with almost 20 percent less energy than we required in 1972, and by 1985 we are committed to achieving a 30 percent reduction over the 1972 base year. But even with conservation and more efficient energy utilization, our energy bill will still be more than $2 billion in 1979. The phased decontrol of crude oil prices now underway will clearly increase that amount. While we, like other consumers, don't welcome higher energy bills, we do see realistic energy pricing as a necessary step toward solving the nation's long-term energy problems.

This advertisement is part of a continuing series on public opinions 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-17, 270 Park Avenue, New York, New York 10017.
Collateral remembrance

Editor: Sydney M. Kaye, who died Aug. 27, was one of the most brilliant legal minds in the history of music licensing. But as chairman of Broadcast Music Inc. and an active member of the Broadcast Pioneers, he served as general counsel of the Broadcast Pioneers Educational Fund (the foundation that endows and governs the Broadcast Pioneers Library) from its inception in 1966. When the library board named him general counsel emeritus in 1977, Mr. Kaye (to quote him) stated that he had acted in the beginning as “a sort of conscripted counsel.” Yet he voluntarily gave of his genius to plan the new archive of broadcast history.

His colleagues and other recipients of his beneficence will remember his name and his deeds for many a year to come. —Wallace B. Dunlap, Westinghouse Broadcasting, president, Broadcast Pioneers Educational Fund, Washington.

No laughing matter

Editor: The cartoon drawn for Broadcasting by Jack Schmidt in the Aug. 20 issue is, in my opinion, in very poor taste.

The expressed view that an agricultural producer is a retarded hayseed incapable of an articulated response (living in a remote area of the world) is a totally invalid assumption and is void of humor. You may find it enlightening to learn that there are several hundred radio stations in this country that consider it a priority to program agricultural information to a very sophisticated demographic called “the American farmer.” If you found humor in the aforementioned cartoon, I would recommend that your pre-disposed prejudice be adjusted to become more cognizant of reality. —Gene Millard, general manager, KFEQ(AM) St. Joseph, Mo.

Gray panther

Editor: Perhaps because I am sensitive about age, couldn’t you have disagreed in your editorial (Broadcasting, Aug. 20) with Whitney North Seymour, a truly distinguished lawyer, without calling him an “aging eminence”? Would his position have been more attractive to you if he were 21 years old? —Richard S. Salant, vice chairman, NBC, New York.

Student aid

Editor: Congratulations on your Aug. 6 feature on local TV journalism in 1979. We enjoyed it very much but question an item on page 3 about KSDK-TV St. Louis having the only reporter in Marion, Ill., during a TWA skyjacking. In fact, the Williamson county airport was filled with reporters, including our WSIU-AM-TV reporters (students at Southern Illinois University, Carbondale). Our reporters shot film and ENG for our station, furnished two of the commercial networks with dubs, aided the KSDK-TV crew in getting its live report back to the big city, worked with other regional TV news crews, and furnished beeper to radio stations. Incidentally, our reporters won the Illinois UPI spot news award for their efforts. —W. Edward Brown, news director WSIU-AM-TV Carbondale, Ill.
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**CBS's Small jumps to NBC to head news**

He follows his old boss Salant in moving to network, which hopes this executive acquisition will stem the slide in Chancellor ratings.

NBC reached out to CBS last week and named William J. Small to lead NBC News in its drive to regain its fortunes.

Small, a veteran CBS News executive who has been CBS Inc.'s Washington vice president for the past 13 months, is expected to take up his new job as soon as he can wind up his old one, perhaps within two weeks. That would install him as NBC News president in time to celebrate his 53rd birthday on Sept. 20.

“It's a marvelous opportunity,” Small said last week. “There are great people there—some I know that I've worked with, a lot that I know by reputation. What I hope we can do is bring the best out of them.”

The new NBC News president will again be working with—and for—Richard S. Salant, who accepted the NBC vice chairmanship after mandatory-retirement rules forced him out of the CBS News presidency when he reached age 65 last April.

Small will replace Lester M. Crystal, whose imminent ouster had leaked the week before (Broadcasting, Aug. 27). Salant, to whom the NBC News president reports, and other top NBC officials had become convinced that NBC News's slide in the ratings—dipping behind ABC News several times—could not be reversed without a change in management.

Salant took pains to emphasize, however, that this was no reflection on Crystal, who he thought had been put into the presidency "prematurely." He said he had told Crystal that "it is my earnest hope" that he would remain with NBC News, "which would clearly benefit from his superior talent and ability." Small also had warm words for the man he will replace.

Of Small's selection, Salant said "he is the right man at the right time for the right place."

"We are committed to making news a much more important part of NBC's broadcast service in the 80's," said Salant. "We are in the process now of long-range planning toward that goal, and the leadership which Bill Small will provide is central to building the organization we need."

Free agency. Bill Small's imminent move from CBS to the presidency of NBC News reflects a growing trend among network news organizations to cast about among their rivals when they have executive holes of their own to fill. The traffic of high-ranking news executives from network to network has become almost as heavy as that of news directors from station to station (see story, page 35).

There's always been a certain amount of internetwork movement in on-air talent, on the theory that the benefits of such acquisitions are double-barreled, helpful to the acquirer, weakening to the loser. Now the same concept, or some variation of it, is being applied increasingly in the filling of executive and other off-camera positions.

The most conspicuous recent example, though not in this case acquired in a raid, is RICHARD S. SALANT. Forced by CBS retirement rules to give up the CBS News presidency when he reached age 65 last April, he promptly accepted an invitation to become vice chairman of NBC, where news is one of his major responsibilities.

RICHARD C. WALD dismissed as NBC president in 1977 in a disagreement with NBC's then president, Herbert Schlosser, returned briefly to newspapering, then was hired by ABC News, where he is senior vice president, ranking first behind President Roone Arledge.

A sampling of other internetwork shifts:

AV WESTIN, who used to be an executive producer at CBS News, went to ABC News and rose to the just-created post of vice president for program development (Broadcasting, Aug. 27).

GORDON MANNING, who was once the number-two man at CBS News, is now vice president for news planning at NBC News.

PAM HILL, who was director of the White Paper series at NBC News, moved to ABC News and became vice president for documentaries, her present post.

JEFF GRAINICK moved to ABC News from CBS News. He's now executive producer of ABC's World News Tonight and also vice president for special events.

RICK KAPLAN, who was producer on CBS Evening News, has moved to ABC News and is now senior producer of World News Tonight.

PAUL GREENBERG went from ABC News to CBS News, where he was executive producer of CBS Evening News, then moved to NBC News and is executive producer of NBC Nightly News.

ROBERT ISHADI NORTHSHIELD, long at NBC News, moved over to CBS News and is now executive producer of its Morning series.

ED FOLLY went from CBS News to NBC News, where he was on NBC Nightly News, then returned to CBS News, where he is vice president in charge of its Washington bureau.

ERNIE LEIBER went from CBS News to ABC News as a producer and is now back at CBS News as a senior producer.

JOAN RICHMAN was a producer of ABC News's old Reasoner Report. Now she's at CBS News as executive producer of weekend news programs.

Much of the traffic, as the sampling indicates, has flowed toward ABC News, which has vowed to build itself into a major force in broadcast journalism and is showing results in the ratings.

"Certainly the competitive pace has stepped up," a high-ranking news executive said last week. "There is no longer any reluctance to draw off skilled people from the competition. Many executives share the belief that it can only intensity."

"You don't do those things overnight, but I won't have a real feel until I get over there and talk to everyone."

He should get there, he said, "in a few weeks," depending in part on how quickly CBS picks his successor, "or how they want to work the transition. It'll be done gracefully—I'm not going to just march out the door." He will, however, meet with NBC affiliates at this week's Radio-Television News Directors Association convention in Las Vegas.

Salant said Small had indicated "that he'll be here in not more than two weeks." However, the vice chairman added, "he's got things, obviously, to wrap up, and I'm not going to press him."

CBS spokesmen said several candidates...
were under consideration for the Washington post and a decision would probably be made “soon.” With Congress in recess, a CBS source noted, “there’s no great pressure to name a successor immediately, but you don’t just let these things hang.”

Salant said he was “delighted that Bill and I will be working together again.” But he became touchy after repeated questions from newsmen about a purported statement earlier, when he joined NBC, that he would not “raid CBS.”

“I never said I wouldn’t raid CBS,” he declared. “I said I would not raid CBS News talent—and [Small] is neither. And I didn’t do it. This is one of those things that somebody is spreading around, and I don’t appreciate it.”

Small said the initial approach to him was made by NBC Chairman Jane Cahill Pfeiffer on Friday, Aug. 10. “She called me a couple of days earlier and asked me if I’d come up—she was on vacation up at Greenwich [Conn.].” and I went up. We had coffee in the morning and then Dick Salant joined us, and then Dick and I drove downtown and I met with [NBC President] Fred Silverman.”

His small gave his answer last Tuesday afternoon. “It’s a great opportunity,” he said, “and I’m just delighted to get back into news.”

Small said he will report to Salant and through him to Pfeiffer. “I hope to have a lot to do with Silverman, too,” he added, “but basically it’ll be to Dick.”

Together again: Bill Small today, and, at left, with Dick Salant in the old days at CBS.

At CBS News, Bill Leonard—Small’s predecessor in the CBS Washington vice presidency and Salant’s successor as president of CBS News—said of the appointment: “Bill Small is a good friend, an able journalist and a first-rate executive. We wish him good luck—within limits.”

Small joined CBS News in 1962 from the news director’s job at WHAS-TV Louisville, Ky. He has received numerous awards including the Paul White Memorial Award of the RTNDA. He is a past president of RTNDA and also of the Society of Professional Journalists, Sigma Delta Chi. He is also the author of two books that won Sigma Delta Chi Distinguished Service Awards for research in the field of journalism.

In Brief

Taft Broadcasting last week managed to fight off, at least temporarily, effort to force it to unravel its $15.5 million purchase of waac-TV Washington. On Wednesday, U.S. Court of Appeals in Washington, acting on pleadings filed by Washington Association for Television and Children, had directed FCC to order Taft and seller, Improvement Leasing Co., to undo consummation of transaction, which had followed promptly on commission’s 4-3 vote on Aug. 16 approving it. WATCH, which had opposed sale, contends that consummation in advance of written order is illegal. After flurry of pleadings, court on Friday reversed itself. Following suggestions of FCC, in its petition for reconsideration, court directed commission to act by Sept. 13 on motion WATCH had filed with it raising same illegal transfer-of-control issue. Court also directed parties to respond by Sept. 21 to WATCH’s petition to court for order directing commission to require parties to “rescind . . . premature transfer of control.” Among pleadings was one by Improvement Leasing tending to confirm speculation it would like to be free of contract with Taft in order to find another, and better, offer. Where Taft petitioned court for reconsideration, Improvement urged court to leave its order undisturbed. On basis of information now available to it, Improvement Leasing said it does not believe parties had necessary authority when they closed. And while Improvement Leasing said contract—which expired after consummation—will remain in effect until transfer-of-control issue is settled, it added that it “intends to exercise its right to terminate” contract if it is determined parties closed illegally. Pleading was signed by new counsel for Improvement—John Petti, former FCC general counsel, and Michael Finkelstein. Improvement Leasing formerly was represented by Pierson, Ball and Dowd.

Jerry Perenchio, whose National Subscription Television recently bought wnu-TV, Linden, N.J., with eye to STV operation, “categorically denied” press report that he offered $20 million for five-year contract for New York Yankees baseball coverage. Perenchio says he “never made an offer” and has “no intention of making an offer” Five-year contract was won by wpxt-TV New York, Yankee broadcaster for 29 years, outbidding “strongly contesting” Metromedia’s wnew-TV. Officials of both stations, including belief contract competition also involved wnu-TV, expressed pleasure that games were remaining on broadcast television. Yankee officials were unavailable for comment, while available spokespersons “didn’t know anything” about negotiation details. Some estimates put cost of wpxt-TV pact at $10 million, which station president Lev Pope said would be “greatest bargain in history” if accurate. He wouldn’t say what figure would be accurate.

DuPont Co., long-time big TV advertiser that lowered its television profile few years ago, announced plans to re-enter network TV with partial or full sponsorship of 10 to 12 specials in 1979-80 season ("Closed Circuit," Aug. 20). Company said it will use "quality specials with broad adult audience appeal" on all three networks, starting with three-hour Bob Hope China special on NBC Sept. 16.

Management refused to comment, saying it was policy not to discuss internal matters, but report last week in Arizona Republican said news personnel at kool-TV Phoenix had been called in by one by asked to sign document saying that if fired, dismissed or laid off, they wouldn’t seek job with other station in county. Staff members, report said, weren’t allowed to remove document from office, but were allowed phone call to lawyer to discuss it. Within "loyalty oath" contract was provision for raise in salary, Staff, apparently, was not happy about matter, and at least one is said to have quit as direct result of it. Speculation concerning reason for contract—which management would not even confirm existed—was that number of employees had left station for NBC affiliate kmr-TV Phoenix, with latest ratings back showing that in news, kmr-TV was even with kool-TV, which had for years dominated market.

ABC-TV said Friday that for second time its “Good Morning America” had passed NBC-TV’s “Today” in ratings for full week, Week of Aug. 20-24: GMA 3.9 average rating/share; Today 3.8/26; CBS Morning 1.8/17. Network said GMA’s first weekly win was in May.
Back to business in Washington

FCC has a full plate upcoming, including radio deregulation, in a series of special meetings; on the Hill, broadcasting moves to the back burner as energy and common carrier go up front.

For good or ill, the government in Washington is showing signs of coming back to life after the August vacation period. The FCC begins a busy fall schedule of special meetings this Thursday (Sept. 6) with a session on a subject of major interest to radio broadcasters—the deregulation of their service. And on Capitol Hill, proposed revisions of the Communications Act soon will again command the attention of the House and Senate Communications Subcommittees.

The commission's deregulation exercise involves two notices of inquiry and proposed rulemaking (BROADCASTING, July 30). One looks to the elimination of regulation of nonentertainment programming and the time devoted to commercials. It would repeal the processing standards against which the commission staff measures those aspects of radio broadcasters' performance at license-renewal time. The proposal would also eliminate formal ascertainment and program log-keeping.

That notice is expected to run into little difficulty at the commission meeting. The same cannot be said for the second draft notice, one that calls for comment on the proposed elimination of a host of intra-industry conduct rules and policies—among others, fraudulent billing, the use of coverage maps, misuse of ratings, joint sales practices, and use of a station's facilities to promote the owner's nonbroadcast business interests.

The proposal presents some legal problems. Staffers say it raises the question of whether the commission can ignore matters such as double billing, given the history of commission and court cases relating character considerations to the public interest determination that the commission is required to make in renewing licenses. Staffers say there is no easy answer.

Other items the commission will discuss in the next two months:

**Sept. 11:** The UHF Comparability Task Force report. The task force is scheduled to deliver the first of a three-part report to the commission. This section of the report will attempt to explain the technical handicaps of UHF television—and the economic viability of UHF stations as opposed to VHF. The next two phases will be evaluation of proposed technical improvements and formulation of alternatives for achieving better UHF reception.

**Sept. 18:** Children's television task force report. The report will deal with a study of how well broadcasters have complied with the commission's 1974 policy statement "clarifying" their responsibilities in programing and advertising aimed at children, and designed to nudge the industry to higher standards of performance in those areas.

**Sept. 25:** Subscription television and New Jersey TV. Regarding STV, the Broadcast Bureau staff will make recommendations on the possibility of a cut-off list for subscription television, and the possible modification of the one-to-a-community rule. On the second item, the commission will consider options for providing New Jersey with better VHF service. Options to be discussed: requiring a greater physical presence in the state (remote studios, for instance), presence of New York and Philadelphia stations, and a proposal by Chairman Charles Ferris that envisions shielding New Jersey from the signals of New York and Philadelphia stations and dropping in VHF allocations.

**Oct. 16:** Network inquiry preliminary report. The report will be the first in a series to be issued during Phase I of the network inquiry—a phase that will concentrate on describing and analyzing the network system and discussing the commission's responsibilities in connection with networks. Phase II will involve an examination of the prospects for new network entities.

Congress, meanwhile, picks up where it left off, with hopes of passing legislation.

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**Outlet Co. reported steep losses for second quarter and half ending July 31, due to poor performance of company's retailing operations.** Sales of $313,309,000 for half yielded net loss of $457,000 or $0.35 per share. Figures compare with last year's first-half earnings of $1,773,000 on sales of $129,671,000. Although second quarter showed net income of $960,000 on $69,329,000 in sales, company had $0.5 per share loss because preferred stock dividends exceeded net income. Outlet's chief executive, Bruce G. Sundlin, cited lower retail sales in June and July combined with markdowns and reduced inventories as cause of loss, while saying company's "broadcast division operations continued very strong." Broadcast unit reported income of $5,163,000 on sales of $11,960,000 in first quarter.

**Communications Satellite Corp., which startled telecommunications world with plan for its own satellite-to-home subscription television service (BROADCASTING, Aug. 6) is losing no time in explaining its plan to National Telecommunications and Information Administration. Joseph V. Charyk, president, will head group in two-hour presentation to Assistant Secretary of Commerce Henry Geller and his staff Sept. 5.

**Storer Broadcasting** has become first private broadcasting company to establish formal structure for aiding minority-group members who want to enter ranks of broadcast owners. Acting on approval of FCC and with license granted by Small Business Administration, Storer has created and the time devoted to commercials.

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**Representative Don Edwards (D-Calif.) took swipe at cigarette companies last week, claiming their ads should be toned down, in letter to head of Tobacco Institute, Horace Kornegay. Edwards said tobacco companies should not use models in ads, and should also stop using ads that suggest life with cigarettes is more glamorous. Edwards said he and 37 other congressmen were asking cigarette companies to change ads voluntarily, otherwise legislation may be in offing.

**California state senate** passed bill last Thursday designed essentially to deregulate rates of cable systems throughout state. Bill must await signature of Governor Jerry Brown before it becomes law.

**ABC-TV and NBC-TV** now say premiers of their new Saturday-morning children's schedules, set for Sept. 8, would be delayed for few weeks by strike, now settled, by Motion Picture Screen Cartoonists Local 839, International Alliance of Theatrical Stage Employees ("Minitoc") page 58). They will use "interim" schedules in meantime. ABC said its new schedule would premiere Sept. 22; NBC said it would announce date shortly. CBS-TV said most of its children's programming is from Filmation, not affected by strike, and that its new schedule would start Sept. 8 as planned.

**Two new services were to start Saturday (Sept. 1): AP's new APTV, 1,200-words-per-minute news service for television (BROADCASTING, June 11), was to commence operations with at least four stations on line—WFAA-TV Dallas, KIRO-TV Seattle, KSL-TV Salt Lake City and KMYV-TV Oklahoma City—and others, including WMAG-TV Chicago and KRON-TV San Francisco, signed to join shortly. And The Source, NBC Radio's new contemporary program network (BROADCASTING, Jan. 29, et seq.), was to step up to 24-hour service six days per week, 18 hours on Sundays.

**Radio Free Europe/Radio Liberty draws twice audience of other major western broadcasting services** in Hungary, Rumania, Poland, Czechoslovakia and Bulgaria, according to survey RFE/RL released last week. In those countries audience to all Western radio is between half and three-quarters of adult population. RFE/RL said survey was conducted by "independent public opinion and market research institutes" in West Europe and based on interviews with 7,000 travelers.
that would alter the Communications Act of 1934.

On the House side, the Communications Subcommittee still has not finished drafting its new bill, which will deal with common carrier and cable provisions. Representative Lionel Van Deerlin's (D-Calif.) plans for a rewrite of the Communications Act fell apart before recess (Broadcasting, July 16), and the chairman of the subcommittee plans to hold to his new course of pursuing common-carrier legislation.

Van Deerlin spent part of the August recess in China, where he got a close look at that country's broadcasting facilities. But now, back in Washington, Van Deerlin will leave broadcasting matters alone while he grapples with telephone issues. If broadcasting issues do resurface, they'll come from other members of the subcommittee, as Van Deerlin said he is still willing to entertain any amendments his colleagues care to offer.

Whether the broadcast provisions will ultimately be introduced is still a question. A lot will depend on time; Congress is knee deep in energy legislation, and there is already speculation that the Oct. 20 adjournment will have to be pushed back.

Van Deerlin has not yet worked out a schedule for proceeding with his new legislation, but he expects it to be firmed up some time this week.

Concurrent with a markup of the new bill will probably be FCC oversight hearings, which Van Deerlin announced he would be holding after a General Accounting Office report rapped the commission (Broadcasting, Aug. 6). Van Deerlin said last week there would probably not be enough time to finish the mark-up and then begin on the oversight hearings, so he'll try to proceed simultaneously.

Other hearings that can be expected on the Hill include an examination of the children's advertising issue. Van Deerlin, however, will not be part of this inquiry. It will instead be held by Representative James Scheuer (D-N.Y.), who has consulted Van Deerlin on the matter, but who will be conducting his own hearings.

Nothing definite has yet been set for the Senate either, at least on the Communications Act revision. What has been firmed up is a schedule for Federal Trade Commission oversight hearings by the Commerce Committee's Consumer Subcommittee, which takes a four-day look at the agency on Sept. 18-19 and 27-28. In addition, hearings will be held on the nomination of Patricia Bailey to fill the vacant FTC commissioner spot.

NBMC and NCCB head on separate courses, hope to get back together in their approaches to GE-Cox and Combined-Gannett combinations

The citizen movement in broadcasting is suffering through the shock of recognition that the interests of its various elements may sometimes be in conflict.

That truth emerged in the reaction of various groups to the two largest mergers in broadcasting history—Gannett-Combined Communications, approved by the FCC in June, and General Electric-Cox Broadcasting, which is yet to be scheduled for commission action.

The National Black Media Coalition, one of the oldest and most active groups in the 15-year-old citizen movement, backs both mergers; it has reached agreements with the various parties (the one with GE and Cox is expected to be executed this week) that NBMC regards as highly beneficial to blacks. The agreements envision increased black ownership of broadcast stations, increased public access to the media, programing commitments and affirmative action in hiring minorities.

But the National Citizens Committee for Broadcasting, part of the Ralph Nader public-interest grouping, is opposing both mergers, in part at least on First Amendment grounds; NCCB contends the mergers will result in the kind of concentration of control of mass media that will stifle diversity. As a result of the merger, Gannett now controls 12 radio and seven television stations and 98 newspapers. GE would emerge from absorption of Cox with 13 radio and five television stations.

As NCCB's executive director Sam Simon said, "We have somewhat different agendas."

For NBMC, the apparent conflict of interests was a particularly bitter blow. The coalition has long been represented by Citizens lawyers, and NBMC officials say they were not informed, let alone consulted, by Citizens before it filed the opposition to both mergers at the FCC.

NBMC Chairman Pluria Marshall, in a letter to Citizens and the five citizen groups opposing the GE-Cox merger, expressed anger at the failure of the groups to contact NBMC and seeks its opinion. In a separate letter to Citizens, Marshall said that, to avoid the appearance of conflict, NBMC would not be represented in future cases by Citizens.

The cases represent more conflicts among groups. Two groups—the Atlanta branch of National Association of Colored People and the American Civil Liberties Union of Georgia—are on the petition seeking reconsideration of the Gannett-CCC merger but have reached an agreement with GE under which they now support the Cox merger (Broadcasting, Aug. 27). NBMC, which Marshall says is painful to him, seems embarrassing to some of those who received his letter. NCCB's Simon said he had apologized to Marshall orally, and will do so in writing for failing to notify him of NCCB's plans.

What's more, Simon and Marshall make it clear they want to prevent a rift in the citizen movement. Simon said he is "confident" the differences can be ironed out, and Marshall's letter offers suggestions for bridging the gap.

"We're going to review all the agreements and see what's the next move in everyone's interest," Simon said. And he indicated NCCB might change its position in at least one of the cases. The matter might be left to the FCC to resolve, Simon said, or the NBMC might decide that the benefits of an agreement "outweigh the damaging effects on the First Amendment. It's a tough decision," he said. But not, perhaps, an impossible one. He said the Atlanta deal "is a hell of an agreement."

Eugene Guerraro, executive director of the Georgia ACLU, said the agreement—providing for public access facilities, equal employment opportunity and programing commitments, on top of the provisions of the GE-Cox merger providing for the spin-off of six stations to minorities and a foundation to train minorities and women interested in broadcasting as a career—persuaded the Atlanta groups there "was a substantial public dividend from the agreement we reached."

The Gannett-CCC merger promotes minority ownership only to the extent of the sale of Gannett's WHEC-TV Rochester to a group headed by Ragan Henry.

Marshall, however, contends that the sum of the oppositions filed in furtherance of the goal of media diversification—"a goal we all share"—was to provide opposition to the goals of minority ownership, media access and affirmative action.

"What's suggested," he says, "is a clearer delineation of the various groups as opposed to ease concerns about the concentration of media control issue without wiping out the gains he feels the agreements represent."

For instance, he suggests that the Gannett petition be recast as a petition for clarification. He says it should be made clear that the commission's approval of the merger was based on the grounds that the spinoff of WHEC-TV to a minority group and the NBMC agreement make it unique. Thus it would not necessarily serve as a precedent for subsequent mergers.

Beyond those cases, Marshall would seek policy to slow down major transactions. He said the groups should urge the commission to adopt the practice of designating for hearing all proposed transactions with a value of more than $50 million (or some other threshold figure)."

"I think it's a fair compromise," he said. Marshall also suggests a procedure for avoiding future conflicts among the groups. "We should all agree," he said, "that when the next merger comes down the pike, we should all hold a 'war council' meeting before anybody makes a move."

TOP OF THE WEEK
Located at KTVW transmitter facility South Mountain Park, Phoenix, Arizona.
2 million watts ERP Arizona's most powerful television station.
WSOC NewsRadio 93 is in touch with Charlotte, and we keep Charlotte in touch with the world. Our computerized voter projections will keep our listeners in touch with the upcoming county and state election returns. When Charlotte was torn in controversy over the location of a proposed belt road, NewsRadio 93 stayed in touch with the area's only live coverage of the public hearings, keeping listeners up-to-date as the southern route was approved. WSOC's determination to keep Charlotte informed, underscored by the largest staff of radio news professionals in the Carolinas, consistently earns recognition for excellence in news reporting. WSOC NewsRadio 93 is in touch with Charlotte. And Charlotte is in touch with us.
“How have you been? I haven't seen you in a couple of years. You still at that station in Detroit?”

“Hope, I left there in '77 right after the November books. I worked in Cleveland for six months, but they put in a new general manager. In June ’78, I headed out to Seattle. Things looked pretty good for a while—until they hired the consultant. I'm in Atlanta now.”

Nomads of the newsroom

Somewhere in Las Vegas this week a conversation much like the one above will go on. The nation’s radio and television news directors will be meeting there, and it's a sure bet that more than a few of them will be coming from stations and cities other than those from which they came last year. It is also a sure bet that by the next meeting of the Radio-Television News Directors Association more than a third of all television news directors and almost half of all those from radio stations will have changed jobs. By the 1981 RTDNA convention, two-thirds of today's television news directors will have moved elsewhere while three-fourths of radio's will be working at different stations.

News directors, as one said, have become the “Ping-Pong balls” of broadcasting. Especially in television, as local news has been transformed from a profit-draining activity to a high-profit center, news directors have become more and more susceptible to the vagaries of general managers, corporate front offices and their own career ladder-climbing. Some news directors are forced out; others move on their own. But it is an axiom of the profession that most news directors do not stay in their positions very long.

According to a 1977 RTDNA survey, the tenure of news directors has been shortening throughout the 1970's. In 1972, for example, median length of time at one television station was 3.3 years. By 1976, however, the figure had dropped to 2.4 years. For radio news directors, the drop was even greater: 2.9 years in 1972 versus 1.9 in 1976.

That same survey found that 34% of television news directors had been in their present jobs less than one year while another 30% had held their positions for less than three years. Forty-four percent of radio news directors held their jobs for a year or less, and another 29% had been in their current offices less than three years.

On the opposite end of the scale, only 5% of radio news directors held the same position for longer than 10 years, as did 10% of the television news directors.

The greatest turnover was in large markets (250,000 to one million). The radio news directors in those cities had typically been on the job for 1.3 years, two years less than in 1972. Television news directors in large markets had been in their present positions a median of 2.5 years, a year and a half less than their counterparts in 1972.

“The figures point to more and more stations where news directors hardly get settled in before they are on their way out,” said Vernon Stone, chairman of RTDNA's research committee.

“There's a rule of thumb in this business,” explained KNXT-TV Los Angeles's Jay Feldman, “that a general manager gets two news directors, and each news director gets two sets of talent before he gets fired. I'm only on my second set of talent.”

Others agree with that assessment but prefer to draw an analogy between the role of the station news director and that of a major league baseball manager. “Billy Martin and I have a great deal in common,” said Tom Becherer, who was hired as news director of WLKY-TV Louisville, Ky., last June. News directors, like baseball managers, are required to balance the demands of talent with the goals of management. Often, Becherer explained, the two collide at the news director's desk.

Becherer's own circuitous route to the banks of the Ohio river reflects the volatility of the profession. He held his first news director's job at WHJ-TV Baltimore in 1971. In July 1974, he moved to the larger Detroit market and took over at WWJ-AM-TV there. “I was canned in 1977,” he said, and he moved back to Baltimore with WBAL-TV. He remained there two years before moving to the smaller market of Louisville.

Becherer is growing increasingly aware that news directing is a young man's job. “Old war horses have a tough time,” he said. “I just turned 40, but in five years

Becherer: alive and well in Louisville.
I'm going to have a tough time."

He is especially concerned, as are others, about what the moves and the ups and downs of the job do to a news director's family and his personal life. Becherer mentioned his 9-year-old son who has lived in five different places. "Is he going to have a place to call home? That's the part that bothers me."

Dick Graf, news director of WNAC-TV Boston, is another who has done the circuit. After 10 years in newspapers, he joined NBC News. At one point he was news director of WNBC-TV New York, one of the plum positions in the business. In 1972 he became managing editor of non-commercial WNET(TV) New York's The 51st State. In 1973-74, he was vice president and news director of Television News Inc., an independent news service, which he left after a change in management. Graf moved to WJBK Detroit after that and stayed there until 1977 when he moved to WNAC-TV for the first time. In 1978, he was offered and accepted the news directorship of WBBM-TV Chicago (the CBS-owned station that Feldman left to join KNXT, another CBS O&O).

"I probably made a mistake in taking the CBS offer," Graf said. "News directors tend to jump around a little too often." He was there a year, when Boston again lured him with the promise of teaching at one of the colleges there. That fell through, however, and Graf, who is 50 and divorced, was offered his old job at WNAC-TV. Graf, like many news directors, expressed the hope that the Boston job will remain his for a long time. "I have moved once or twice too often," he said.

But the challenge of taking a faltering news operation and making a go of it is an attraction that few news directors seem to be able to resist. "If you've turned a station around, you're hot property," Graf said.

Ralph Renick, vice president for television news for Wometco Broadcasting and news director of its WTVJ(TV) Miami, qualifies as an exception to what he called the "Mayflower moving-van syndrome" of the business. He has held his job since 1950, and his group is well known for not shifting news directors overly often. Renick also anchors his station's programs, and that, too, sets him apart from most of his major-market colleagues. "It has become a nomadic profession these days," Renick, a past president of RTNDA, said. "And outside of being an air traffic controller, it has about the most stress."

That element of job stress stems, at least in part, from the singular nature of the job. As Paul Davis, the outgoing RTNDA president and news director of WCIA-TV Champaign, Ill., pointed out, news directors tend to be newsmen who, by accident of promotion, become managers without management training. "Most of the people I know came up through the ranks," said Davis, and have had little opportunity to learn how to run departments.

That same 1977 survey included several questions on the problems faced by news directors. The most time-consuming job problems faced by news directors actually had very little to do with the news business. Economic and budgetary problems were said to be "major" by 48% of the television news directors and 44% of the radio managers. They were listed as "minor" problems by 42% and 35%, respectively. Also among the top three problems cited by the news directors questioned were equipment and maintaining a qualified staff. In contrast, toward the bottom of the list were such things as subpoenas, the fairness doctrine and Section 315 of the Communications Act. None but the top three was cited by the news directors as significant.

Reflecting these concerns, RTNDA will be sponsoring a full day of management training sessions at this week's convention. Getting those included on the agenda was largely Davis's doing.

As staffs and budgets have increased, the managerial pressures on news directors have increased accordingly. Concurrent with the growth in news departments has been the growth in top management's interest in news. It has become "the primary raison d'etre of television stations," said Davis. "The news department used to be as critical as the sales department. Now local programs are produced that do not come from news departments. 'There are fewer and fewer Bozo the Clowns and more informational programs,'" he said.

And with that increased importance of news comes, to use Renick's phrase, "the damn ratings problem" and the bane of many news directors—consultants. Harold Baker, now an executive producer with Florida Public Television in Tallahassee, was a news director who left Harte-Hanks Communications' WTLV(TV) Jacksonville, Fla., when the consultants came in. "Some of us are old fashioned and like to put on news," said Baker. "Has any news director ever signed a contract with a consultant?"

Consultants, wrongly or rightly, have long been accused of responsibility for many of the shortcomings critics have seen in television news. "Happy talk" is a far cry from The New York Times, and many news directors, especially those with roots in print, see the consultants as advocates of showmanship over journalism.

Baker, another past president of RTNDA, was almost livid on the subject. He called news consultants the "number-one enemy" of news directors and under their influence "so much emphasis has been placed on the ratings that we're running into the same syndrome as the networks."

"Shortly after a consultant comes in, a news director is out on the beach looking for a job," he said. Would he want a job at a commercial station? "Not unless the consultant suggests it," Baker said.

At least one news consultant is painfully aware of the image he and his fellows have with the nation's news directors. Arnold Reymer, president of Reymer-Gersin of Southfield, Mich., conceded there is a "natural tendency" among some news directors to look on consultants as adversaries. "News directors are scapegoated," he said. "If there's a problem, they're an easy target." Has he ever recommended that a news director be let go? "Something like that comes out of a joint decision by the general manager and the consultant," Reymer said.

Obviously, Reymer feels he provides a much needed service to the stations he deals with. "We feel we understand how the viewer thinks. Often a news department ends up talking only to itself," he said. "It comes down to a partnership between a station, the consultant, the news director and his staff. Our approach is one of "Let's work together with the news director and have a give-and-take relationship."

One of Reymer's happy clients is
Join us for breakfast and briefing

Breakfast is served...
Thursday, September 6
Majestium Room, Caesars Palace
Las Vegas, Nevada
7:30 A.M. to 8:30 A.M.

A background briefing by Jim Anderson, UPI Audio State Department correspondent, will add some special spice to your meal.

The rest of the time, you'll find us at the UPI Booth #18, RTNDA, Caesars Palace. Come see all that's new and exciting!
Stewart Dan, news director of Taft Broadcasting's WGR-TV Buffalo, N.Y. "The consultant is another voice for us to hear," he said, "but let me get an opinion from... But we are the ones who are going to make the decision. To say that we're know-it-alls is ridiculous. We haven't done everything they've suggested. I run the news department. They advise." That, Dan suggested, is really the essence of a good relationship between a station and an outside consulting firm. "We keep remembering they are our consultants and that's all. They didn't come here to tear us up."

With their concerns centering on ratings or staff problems or their own job security, few news directors get around to talking about why they are in the business in the first place. What's so great about the job? "As the sand shifts to the bottom of the hour glass, I ask myself that more and more," said Becherer. "But there's a news guy underneath it all. What I do is really important. It really doesn't matter whether I'm doing it in Detroit or Baltimore or Louisville."

Supposedly hard-crusted newsroom wax sentimental when they talk about the rush, the good feelings, they get from their jobs. "It does rain hell with your family," said Graf, "but I have no regrets about being a professional newsman. Every day you get the chance to tell somebody the truth."

There are, of course, the financial advantages of the job, as well as the prestige and status that go with heading a station's news operations. There is even the chance to advance up the corporate ladder as have general managers Ed Joyce of WBBM-TV Chicago, Van Gordon Sauter of KNXT(TV) and Pat Polillo of KPIX(TV) San Francisco.

And the pay isn't bad either. According to a 1978 RTNDA survey, the median income for television news directors in the top-50 markets was $500 a week—more than $26,000 a year. Radio directors in major markets had median income of $430 weekly—over $22,000. TV salaries in the larger markets can range in the $50,000-$60,000 area.

Still, the high turnover of news directors clearly is a problem in the profession. Moving jobs denies a news director the chance to develop the personal attachment to a city that is necessary for quality news reporting. It's a double bind. The best news directors clearly want to move up in the world, to take on new challenges and to make more money in bigger markets. Station management just as clearly wants the best newsmen possible and has little need for the news director whose personal goals are in conflict with those of the station or the group. "Maybe as we mature as an industry, that will change. Maybe we just need to grow up," Becherer said. "Coming to Louisville, I could stay here. Am I going to? Who knows?"

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A day in a news director's life

What exactly does a news director do? A lot depends on who the news director is and where he has to do it, but it's safe to say that a successful news director has to do much more than Lou Grant did at the Mary Tyler Moore Show's mythical WJM-TV Minneapolis and must be considerably more aware of what he has done in the world than Les Newman of WKRP in Cincinnati. Some news directors act as managing editors of their news programs while some sit atop large news organizations and function more as editors-in-chief. Some double as news anchors while others wind up in the news room banging out copy or editing tape.

On Aug. 15, Broadcasting spent the day with Jay Feldman, 32-year-old news director of CBS-owned KNXT(TV) Los Angeles. Heading a staff of 150 and producing three hours of local news daily, Feldman hardly qualifies as a "typical" news director, but he doesn't approach the job typically either. He leaves much of the day-to-day business of presentning the news to executive producer Johnathan Rodgers, managing editor Karl Nething and manager of news administration Nancy Platt Jacoby, and acts instead as the chief editorial officer of a major metropolitan news gathering organization.

Feldman's work day began that Wednesday at 9:45 a.m. as Rodgers was conducting the morning news budget session in Feldman's office. Feldman took no part in the meeting, explaining that "when I watch the broadcast, I don't want to know what their problems are. I want to watch the show like a viewer."

By 10:05 the budget meeting had broken up, and Feldman sat down at the conference table to go over the three pages he had made on the previous afternoon's broadcast. He was unhappy with the tone of Tuesday's show, which he felt was excessively theatrical, and said: "The tone's important, but I think we went a little overboard yesterday." Fleming and Rodgers told him that they might have a problem with a report being filed by reporter David Lopez about a murder confession a suspect was reported to have made to some fellow prisoners.

At 10:30 Feldman made his morning tour of the huge KNXT newsroom. By 10:45 he was back in his office answering the morning's telephone calls and talking with General Manager Van Gordon Sauter.

At 11:30 he went to the office of Jim Collier, a station publicist, to review an ad page the station had just had to run in a bilingual magazine aimed at the Spanish-speaking community of Los Angeles. "I think it would be nice to do it in Spanish," Feldman said of the ad.

That done, Feldman went back to his office to interview Mary Hart, a former Miss South Dakota and the producer-host of an Oklahoma City talk show who had come to

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When Paul Harvey Comments America Listens...
“Any company that can help broadcasters get the news on the air with more speed, accuracy, and lower cost is more than a computer company!”

“A broadcasting newsroom is a chaotic place — deadlines, production, editing all combine to put pressure on news management and keep it there.

“That’s why Station Business Systems put its vast experience and resources as the leading supplier of broadcasting computer systems into the development of NEWSCOM®, the Newsroom Computer System.

“NEWSCOM puts a video terminal at each desk instead of a typewriter. Terminals can ‘talk’ to one another, can recall stories from electronic archives, allow easy editing, and can print the copy or put it right up on a prompter screen error-free. Story updates can be made right now!

“NEWSCOM will be publicly shown for the first time at this year’s RTNDA meeting in Las Vegas. I can tell you that in all my years as a news director and broadcast journalist, NEWSCOM is the broadcasting journalism tool that will change the industry. Be sure and see it in Las Vegas, or call 800-243-5300 or (collect) 203-622-2400 for details. Station Business Systems, 600 West Putnam Avenue, Greenwich, CT 06830.”

STATION BUSINESS SYSTEMS
a division of CONTROL DATA CORPORATION
MORE THAN A COMPUTER COMPANY
Los Angeles to find a news job. Feldman explained to her that he had no openings, but he told her he would review her audition tape. She left by 12:10, and Feldman called Bill Booth, a publicist for the Los Angeles Police Department. Booth was out to lunch.

Feldman then began playing portions of a special 10-part investigative series being prepared by producer Jim Kennedy and Mike Parker. The series, which has yet to run, and which Broadcasting agreed not to describe, deals with an "extremely sensitive subject" that, if handled improperly, Feldman said could have serious fairness doctrine complications for the station. Feldman had already sent parts of the series back for reworking. He was looking, he said, for an "emotional balance" in the piece. "I just don't want to run the story if it's not fair," he said. "There's more of a chance now that I'll run it than the last time I saw it. I think he's on the right track. I think he should continue."

At 12:50 another reporter, Pat O'Brien, came into Feldman's office to give an update on a feature he was preparing for that day's telecast. It was a story on a rock concert at Woodstock, N.Y., held 10 years ago that week. Rodgers and yet another reporter, Krista Bradford, came in. Feldman and Rodgers discussed the 10-part investigative series. Rodgers said he wanted to run it before the November sweeps. "My feeling is when it gets done, we run it," said Feldman.

Just before lunch, which he took at a Japanese restaurant across Sunset Boulevard from the station, Feldman stepped into the KNXT executive office to say hello to promotion manager Phyllis Kirk Bush and to talk with Sauter about contract negotiations with one of his reporters. "I need money if any money comes available," said Feldman to the general manager. Of the reporter, Sauter said, "Tell him I raise is effective Sept. 1."

After he returned from lunch at 2:35, Feldman went back into the newsroom. A voice boomed from a loud speaker: "Andy Young has just asked Carter to accept his resignation." That would become the lead for the 4:30 edition. A local story would lead at 5, however.

Back in his office, Feldman again called Booth at LAPD, who had a story about gangs throwing rocks at automobiles and then stealing from the motorists. A reporter's agent called about contract negotiations.

At 3:35, Fleming received a call from Lopez, the reporter with the confession story. Rogers, Fleming and Feldman went to the news director's office to talk with Lopez. Feldman consulted a blue loose-leaf notebook: CBS Television Stations News Standards. "It's against CBS policy to report confessions unless a public official reports them," Feldman said to Lopez, except when an issue of "public policy" may be served.

Lopez pleaded for the story. "What are we accomplishing besides getting a beat on everybody else?" asked Feldman. The reporter explained that a suspected murderer had confessed—even bragged about—the killing of four fellow inmates, who, Lopez had learned, would be called to testify. "If I were you," Feldman said, "I would not read this story in such a way as to indicate that the confessions actually took place. I would not like to be the one crying 'Extra. Alca has confessed.'" The wording of Lopez's story was reworked and Feldman, finally satisfied, said, "Book it."

Feldman took another quick jaunt through the newsroom at 3:57, and was back in his office at 4:10 on the phone again. The 4:30 edition with anchor Connie Chung led with the Young story. Nancy Jacoby, executive producer of the weekend news, came in to discuss a problem with the Saturday show.

At 5, Feldman sat before the three-set bank of monitors in his office and watched KNXT's news on all of them. Taking copious notes on his yellow legal pad, Feldman was especially disturbed that relief anchor Linda Douglass was stumbling over some of her words. At the commercial break, he stepped into the studio to tell her. Then, it was back to his office and the television sets.

He watched and wrote continually through the 5 o'clock edition and into the 6. By 6:45, several from the newsroom had wandered into Feldman's office. The office became a lounge for the producers and others in the newsroom. Fleming came in and began going over Thursday's assignment sheets. At 7, Feldman went to see Sauter again to discuss some personal business. After that, he spoke with Chung about a story she was working on. At 8, he was heading out the door to the parking lot and home.

Vegas luminaries

Las Vegas and Caesar's Palace may have their own ideas when it comes to who's a star and who's not, but even the desert oasis may sit up and take notice this week when the Radio-Television News Directors Association trots out its stable of VIP's. The 34th annual convention of the nation's news directors gets under way on Wednesday (Sept. 5), and making appearances before the 750 expected to be on hand are Walter Cronkite, Howard K. Smith, John Chancellor, NBC Vice Chairman Richard Salant, CBS News President Bill Leonard and a host of others from broadcasting, politics and business. Sammy Davis Jr., who will be appearing at the hotel this week, just might not have a chance. All the competition follows in the complete agenda:

Wednesday, Sept. 5

Board of directors meets. 9:30 a.m.-4 p.m. Imperium West.
Registration. 1-9 p.m. South registration desk.
Reception. 6:30-8 p.m. Colosseum Duotus and Trestus.

Thursday, Sept. 6

Exhibits open. 7:30 a.m.-3:30 p.m. Colosseum Quattour, Quince and Foyer.
Continental breakfast with exhibitors.
The Twin Cities can generate double the news you'd get in one town this size. And for the best coverage, the channel they turn to is Channel 4.

Our reputation for quality broadcast journalism has spanned 30 years with unparalleled excellence in the Minneapolis/St. Paul marketplace. Our news broadcasts have expanded to include, morning, noon, 5 PM, 5:30 PM, 6 PM, 10 PM, all night news, weather and sports plus news updates throughout the day.

Our equipment has kept pace with the latest technological advances incorporating color weather radar, an outstate weather reporting network, the market's first color weather satellite recorder, and the first live reports from a helicopter.

Our dedication to continuous improvement has brought us the reward of continuing good results. More people in the Twin Cities area rely on Channel 4 for their news programming than any other station. And we're going to keep it that way.

Awards are the best way to be recognized for your efforts. And we've collected our share of them. We're the only TV station in the market to win the coveted Peabody Award twice. Other national honors have fallen our way as well, including numerous Sigma Delta Chi Awards, Alfred I. duPont Columbia Awards, awards from national and regional News Director Associations and awards from the National Mental Health Association. In 1979 we were awarded the International RTNDA Edward R. Murrow Award plus the Sigma Delta Chi Award for public service.

These ratings and the awards over 30 years have prodded us to increase our efforts; to continually better our programming for our public. They rely on us. And we take that very seriously.

Our affiliation with CBS is something we can also celebrate. They've been with us for all of our 30 years. And the relationship has been strong and prosperous.

WCCO TV, Channel 4 in the Twin Cities. Giving two completely different towns one completely professional brand of news coverage.

*ARB rating July 1979. Ratings subject to limitations. A CBS AFFILIATE. Represented by TeleRep
Exhibits open. 7:30 a.m.-12:30 p.m. Colosseum Duotus and Trestus. Tentatively scheduled to accommodate unfinished business.

Exhibits reception. 11:30 a.m.-12:30 p.m. Colosseum Quattor, Quince and Foyet.


Three concurrent sessions. 2:30-3 p.m.
"Stress Thrives in the Newsroom. Colosseum Trestus. Repeat of morning session."
"How To Manage Yourself."
"Managing the Union Newsroom."

Affiliates meetings. 4-5 p.m. CBS, Majestium East; NBC, Majestium West; ABC, Atrium; AP Radio, Imperium East; UPI Audio, Imperium West; Mutual, Romulus and Remus.

Paul White banquet. 8 p.m. Colosseum Quince, Sextus and Septem. Presentation of Michele Clark Award: John Hart, NBC, and Walter Cronkite, CBS. Presentation of Paul White Award: Ernie Schultz, xtvnTv Oklahoma City. Paul White address: Richard S. Saltan, NBC.

In the exhibit halls
Besides the speeches and workshop sessions, and the other attractions of Las Vegas, RTNDA delegates will also be lured by purveyors of news-oriented hardware and services. A listing of those companies, and their booth locations, follows.

Alcare Communications 27
American Farm Bureau Federation 4
AP 57

Basys Inc. 7
News Fury electronic editing system for broadcast newsrooms. **Staff:** Peter Kostad, Ed Grudzien.

Bell Helicopter 82

Broadcast News Service 40B
Bureau of the Census 4
You call Mike Segel.
If you live outside of Washington, dial 800-424-8897.
You can reach him toll free any time—days, nights and weekends.
Mike will give you fast, accurate answers to your questions about electric power.
When you have the time, he can line up news sources, supply you with pictures or film clips and put you in contact with electric energy specialists.
He can also provide research assistance for you anywhere in the nation.
He has industry statistics and comprehensive backgrounders on major energy topics.
He'll tackle any electric energy questions you've got.
And he's waiting for your call.

Call toll free 800-424-8897. Edison Electric Institute Information Service
Visit us in person at the RTNDA Convention, Booth #10, in Las Vegas, September 6-8.
Seven ways an agency hero

Be shrewd, reach 18-34 year old men

1st Way: You can offer a sports-starved client a franchise position on top-quality major sports programming at low cost. The kind of franchise other advertisers spend megabucks for. Including over 50 NCAA major football games and nearly 200 key NCAA basketball games, plus top-notch professional golf and tennis. That's the kind of programming we'll be telecasting nationally every day of the week.

2nd Way: You'll be offering him tremendous efficiency against the young, upscale market, including those elusive 18-34's. And we guarantee 4.5 million high-income cable households right from the start. (Ask us for the new Nielsen demographic study which is now available.)

3rd Way: You can give him real frequency. He can reach those young males several times a day, every day.

4th Way: You can offer him sponsorship. We're offering 1/8 and 1/16 sponsorships of major NCAA events. Scatter plans are also available.

5th Way: You can promise your client an absence of clutter. There'll be an average of only 5 minutes of commercial announcements per hour.

6th Way: You'll give him a chance to be an innovative leader in the explosive trend to cable - by '81, over thirty percent of all
you can be starting 9/7/79.

on the new ESPN Total-Sports Network.

TV homes will be receiving cable.

7th Way: You’ll be offering him a vehicle that’s a proven success, already purchased by Anheuser-Busch and other alert advertisers.

ESPN, the Entertainment and Sports Programming Network, a subsidiary of Getty Oil, will start telecasting all sports, all the time, nationally on 9/7/79. If you’d like to learn more about what we can do for you and your client, call Bob Chamberlain at 203-584-8427 today. You can bet we’ll be hearing from your opposite number in the other agency.

If you’ve got the spots, we’ve got the sports.
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<th>Company</th>
<th>Pages</th>
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<tr>
<td>Capital Broadcast News</td>
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<tr>
<td>Daily satellite news feed of local interest items from Washington,* live and taped satellite pool feed for national political conventions in 1980,* regular radio news feeds of local and state interest items,* Washington bureau coverage for local radio and TV stations. <strong>Staff:</strong> Doug Terry, Carol Kadushin, Peter Brewer, Janet Reagan, Al Kay.</td>
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<td><strong>Central Weather Service</strong></td>
<td>40A</td>
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<td>Live or taped radio weather reports, radar and weather maps for TV stations, specialty weather reports, around-the-clock teletypewriter or verbal weather update service. <strong>Staff:</strong> Earl S. Finckle, Roger Skolnik.</td>
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<td><strong>Cetec Vega</strong></td>
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<td>Wireless microphone systems.</td>
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<td><strong>Champion International</strong></td>
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<td><strong>Chyron Tele-systems</strong></td>
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<td>Electronic graphics generator with election reporting system. <strong>Staff:</strong> Richard Boyd, David Buckner, John Starosky, Will McClain, Steve Mason.</td>
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<td><strong>Cinema Products</strong></td>
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<td>MNC-71CP ENG/EFP video camera, CP-16R reflex 16 mm single/double sound camera, CP CO-AF digital remote control system for ENG/EFP cameras.* <strong>Staff:</strong> Don Dunbar, Wayne Welchel, Susan Lewis.</td>
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<td><strong>Commodity Quotations</strong></td>
<td>39A</td>
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<td>Sportsticker in-progress and final sports score and bulletin wire service. <strong>Staff:</strong> Philip M. Hogan, Mary W. Hogan, Corwin White.</td>
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<td><strong>Compro</strong></td>
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<td><strong>Country Traveler news inserts series.</strong> <strong>Staff:</strong> Kim Anderson, Andy Johnston.</td>
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<td><strong>Computer Image</strong></td>
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<td>Animated weather forecasts, animated news graphics. <strong>Staff:</strong> Pete Freyshlag, Hal Abbott, Ron Shaw, Shari Noyce, Jack Fiman.</td>
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<td>Conoco</td>
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<td><strong>Convergence Corp.</strong></td>
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<tr>
<td>ECS-102 insert editing system, ECS-103 multi-source editing system and accessories. <strong>Staff:</strong> Frank Logan, Doug Tao.</td>
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<td><strong>Dyna-Metrics</strong></td>
<td>21-22</td>
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<tr>
<td>Design, construction and installation of TV news sets. <strong>Staff:</strong> John Peterson, A.G. Thomas, Paul Wittman, Frank Cardamone.</td>
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Broadcasting Sep 3 1979
Always carry the best.
Vipro Syndication

Paul Harvey Comments, Celebrity Profile with Dick Maurice, Tax Tips with Barry Steiner, Perspectives on Personal Power. Staff: Donald Frehe, Thomas Edinger, Howard Christensen, Pat Kelly, Gary Grecco, Dick Maurice, Terry Lynn.

Vital Industries

Squeezezoom TV digital effects units, switchers.

Weatherman

Color computer remote radar system,* 16-color graphics generator and map overlay system. Staff: William V. Smith, Robert D. Muehliner, Edward C. Anderson, Harvey Chichester, Steve Kavouras.

Weatherscan International

Computerized weather services for TV and radio. Staff: Ross Dixon, Fred Norman, Marvin McInnis, Judy Skinner.

CBS's latest Western

Network launches regional edition of 'Evening News'; things go well technically, but ratings could be better

Television journalism entered a new era last week as CBS News premiered a new Western edition of its CBS Evening News for its viewers in six Pacific time zone states (BROADCASTING, July 23). Last Monday's debut marked the first time in the history of network television that program content has been tailored to a specific geographical audience as well as the first time that a network news program seen on the West Coast has differed from that seen in the rest of the country.

Viewers in Alaska, Hawaii, Washington, Oregon, Nevada and California saw on last Monday's program six and a half minutes of programming not viewed elsewhere in the country as well as a different version of the network's lead story. And, although Walter Cronkite was on vacation last week and Roger Mudd manned the New York desk, Westerners were introduced to a new face at the anchor desk—that of CBS Correspondent Terry Drinkwater. The new feed originated from the CBS News bureau in the basement of CBS Television City in Hollywood.

CBS News President Bill Leonard said last week that the new show was "at least two-thirds as good as it could be" and added he felt that the news organization had performed well in overcoming the "difficult technical and editorial process" of producing the program. "I think it worked pretty well," he said.

The lead story of last Monday's telecast was devoted to the conflict at New York's John F. Kennedy airport surrounding the departure of Russian ballerina Lyudmila Vlasova. It led the Eastern feed as well. But Western viewers saw a two-and-one-half-minute segment that was about 25% new.

A report about a Los Angeles bus strike, which also appeared on the network feed, was lengthened by the Los Angeles desk. A network report on an Oklahoma City teachers strike was deleted in the West, and two reports—one on seal killing in Alaska and another on U.S. fishing boats encountering trouble off the coast of Canada—were added. A report on a prison uprising in Las Vegas ran in both editions, however.

According to Leonard, the network encountered only "cosmetic problems" in integrating the two programs and there were "not any real editorial decision problems." (During dry runs over the previous weeks the show was closed circuit to CBS News in New York for review there.)

Goodman: what price news success?

Journalism's emergence as a profit center for broadcasters brought with it a potential threat to its professionalism, Julian Goodman, retired chairman of NBC and a former executive vice president of NBC News, told the AP Broadcasters of Kentucky Aug. 25 at Louisville.

He also said, in answer to a question and referring to "erosion of the First Amendment" through a series of recent Supreme Court decisions, that he thought one reason President Nixon appointed Warren Burger chief justice was that they "felt the same way" about the press. "Maybe," he added, "Mr. Nixon had the last laugh on us, after all."

The danger in broadcast journalism's financial success, Goodman said, is greed—though he did not use that word. "Success always has its camp followers," he said, "its consultants and improvement artists whose theme is 'think how much more you could make if only...'

"Therein lies a potential threat, in my mind, to news professionalism that made television news such a valuable commodity in the first place. That professionalism must never be sacrificed for the sake of a quick buck..."

"I'm not yet stuffy enough to think all news should be dull, but I do know that a solid base of professional competence outweighs the ability to poke an elbow in the ribs of the weatherman.

"It doesn't take much talent to specify that news should be brief and interesting, that some news is unsavory and that people who deliver news should be as attractive as possible. But that's not all there is, and some of the best news people are not the most attractive."

"If, indeed, the mass of news programs in the U.S.—both local and national—proceed to follow their consulting pipers toward higher rating points with that goal alone in mind, they will find that the path leads but to the sea."

Goodman said NBC News Correspondent David Brinkley "may have started all this back in 1956" by being "not only the first [newsmen] to say anything even remotely irreverent on television, but very possibly the first one to smile."

But before Brinkley did that, he stressed, "he was a competent, able and experienced reporter and writer—qualifications I somehow feel have not always been prerequisite for the brightly suited, unisex-coiffed newswoman who giggle the news at me."
How important is a National Energy Policy? Close your eyes and imagine a future by candlelight.

At the moment, America does not have a long-range National Energy Policy. And there are a number of forces in Washington and across the land struggling mightily against each other. The militant environmentalists want to sacrifice progress to save the earth. Consumer groups want the best buy for their money. And the energy industry wants to make a reasonable profit. Are we so far apart that we can't meet on a common ground?

For several years, the AMAX Coal Company has been calling for a National Energy Policy that would provide a clear cut plan of action the majority can agree on so we may proceed. Proceed we must. The longer we squabble in meetings, hearings, the media and halls of Congress—the dimmer our chances for an energy independent future.

Yes, AMAX Coal has a vested interest. A vested interest in America. We need a meaningful National Energy Policy now. A policy for the development of all fuels. Fuels that will power our future.

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OCTOBER 1, 1979
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A new dimension in sound. It’s called Life.
The RKO Radio Network, giving young Americans
an edge on their new decade. A fresh approach to news...
the personal impact of global events. Demographic
features on issues and trends...programmed to
touch and inform. Entertainment specials to bring
music stars and super novas down to earth.

Previews at the NAB in St. Louis.
No doldrums for ABC this summer

Network takes another week in the ratings as some new shows and new time slots turn in winning performances

With the 1978-79 season waning, ABC-TV continued its mastery of the prime-time ratings in the week ended Aug. 26. The Nielsen score: ABC, 16.1 average rating and 30.5 share; CBS, 15.2 and 28.7; NBC-TV, 12.9 and 24.5.

ABC's Mork and Mindy made it three wins out of three head-to-head starts against CBS's All in the Family, pulling a 17.2 rating/34 share against Family's 14.5/29.

ABC was also heartened by the sampling of the two-hour pilot for its new Hart to Hart series got in the Saturday 9-11 p.m. NYT period: a 20.3/39 against a 14.2/27 for a repeat of the movie "Rio Lobo" on CBS and a 12.3/25 for the Pittsburgh/Dallas exhibition football game on NBC.

CBS must have been less heartened by the results of a CBS News pilot, Inside Yesterday, that had been billed as a possible series about "unreported, little reported or incorrectly reported aspects of recent history" (Broadcasting, Aug. 6). It got a 12.2/24 in the Tuesday 10:30-11 period against the last half of an ABC Starsky and Hutch repeat that averaged 16.1/30 and the windup of an NBC two-hour Big Event: "Something Big" repeat that pulled a 12.6/23.

ABC's Fantasy Island turned in a second lackluster performance in its second appearance in the Friday 8-9 period it will occupy this fall. Fantasy produced a 9.7/21, behind both Diff'rent Strokes (13.5/30) and a Facts of Life original (15.0/31) on NBC and Incredible Hulk (12.1/26) on CBS.

Laverne and Shirley, however, continued to do well in its move to ABC's Thursday 8-8:30 spot, scoring 16.2/34, and Angie immediately following had a 16.0/31. They again outdid CBS's Waltons (13.8/27) and NBC's Project UFO (8.7/17).

Among the news magazines, ABC News's 20/20 on Thursday at 10 outrated CBS News's 60 Minutes on Sunday at 7. The ABC News entry had an 18.4/33 to rank 14th for the week. The CBS News entry had a 16.8/39 and ranked 22d. NBC News's Prime Time Sunday, on Sunday at 10-11, continued to lag, turning in a 12.0/21.

ABC won Tuesday, Wednesday, Thursday and Saturday, while CBS won Monday and Sunday and NBC won Friday.

Repeats again dominated the top of the list and originals the bottom. The top five shows, all repeats, were WKRK in Cincinnati (CBS); M*A*S*H (CBS); Three's Company (ABC); Charlie's Angels (ABC) and Taxi (ABC). The bottom five, in ascending order, were a live special, Track and Field: The 1979 World Cup (ABC); Hanging In, an original (CBS); a Hardy Boys repeat (ABC); Runaways, an original (NBC), and The 416th, an original special (CBS.)

Programing

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Belaboring TV

Machinists union plans to monitor television programming for signs that workers don’t get fair shake

Does television portray the American worker as an Archie Bunker type? William W. Winpisinger, president of the International Association of Machinists and Aerospace Workers, thinks so and “intends to do something about it.”

Winpisinger last week announced a nationwide television monitoring project that calls for training at least 500 full-time union representatives in governmental regulation of television. They in turn are to recruit other union members and their families to monitor a wide spectrum of television activities, ranging from local news reporting to network programming (“In Brief,” Aug. 27).

During a press conference in Washington last Monday, Winpisinger spoke about what he feels is the “bum rap” given the American worker by television programmers. “One of the top priorities in my administration in the IAM,” he said, “is to improve what I perceive to be a lousy image of union leaders and union members in particular, and American blue collar workers in general ... Many of those elements of our society—union, religious groups, minorities—have not been portrayed fairly on TV. And, as a consequence, these institutions and groups, which have played major roles in the growth of this great nation, are now suffering from sagging images, reduced effectiveness and no growth.”

Winpisinger cited television reporting of union negotiations as an example of unfair representation. “We’ll get on the news all right, if there’s a strike. We’ll definitely make it if there’s some picket line violence, regardless of who causes it ... But rarely, if ever, do we get air time explaining the positive economic impact that a good strong union contract has on the entire community, not just the workers who are covered by it,” he said.

To implement this project, IAM has signed a $100,000 contract with William M. Young & Associates, an Oak Park, Ill., consulting firm (see below).

The IAM project calls for monitors to complete a tabulation sheet that will show their perceptions of television treatment of a number of issues, including health care, energy, foreign trade, tax reform, and housing. The monitoring process, including training, should take about four months. IAM hopes, with results expected next May.

When the results are completed—and Winpisinger concedes his perceptions may be wrong—the union president said IAM plans a “nationwide action program to achieve what we consider to be broadcast parity for American working men and women.” Winpisinger said the “action” will include boycotts of products and services and petitions to the FCC to deny stations’ license renewals. “We will do whatever we have to do to get a fair and honest view of the American worker,” he concluded.

Point man for TV protesters

William Young, who handled PTA campaign against violence, is consultant to IAM, hopes to sign up other groups

William M. Young has a hunch that “television will be the battleground of the 80’s as colleges were the battlegrounds of the 60’s,” and he intends to be in the thick of the fight.

Young, head of his own firm, William M. Young & Associates, in Oak Park, Ill., believes that television has become a political medium and that individuals and groups must learn how to use it effectively to put forth their point of view.

Young’s major focus at this time is on what he calls the “doctrine of program parity,” which he has stated as: “The broadcasting schedule of television stations must include the diverse needs of the various constituent groups

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inherent in a pluralistic, democratic society. To accomplish this end, broadcasters must give attention to differing points of view as well as be concerned with character portrayal. Programming parity should be used as an extension of the fairness doctrine and equal time provisions of the FCC regulations. Programming parity is programatically an expanding concept, not a restricting one, and applies to the content of the entire broadcast day. Implementation of program parity is fundamentally the responsibility of the licensee of the television station.

Young, who has a PhD in education from Temple University in Philadelphia, is not new to the field of media advocacy. His first effort at “program parity” was his work on behalf of the Parent Teachers Association’s crusade against televised violence. His most recent effort, and what he considers “just the tip of an iceberg,” is his $100,000 contract with the International Association of Machinists and Aerospace Workers to implement a nationwide television monitoring campaign to see whether the American worker is given a “fair shake” by the medium.

“Corporations have worked with consumer groups in trying to understand their needs, etc.,” he said. But Young does not see willingness in the broadcast industry to cooperate “in the same terms.”

Young does not see his five-year-old agency as just a business organization. “We would not work with anyone whose views were not congruent with ours,” he said. “We are not out to make money; we participate in activities we consider to be societally valuable."

He has been negotiating with several other trade and union groups on a program similar to IAM’s and is currently developing a curriculum on “electronic literacy.” The curriculum, developed for the PTA, teaches children how to be effective television viewers and will be introduced in schools around the country this fall. It is being funded by a number of companies, including CBS and NBC.

Young’s criticism and study of television is not limited to this country’s medium. He has exchanged ideas with groups in Britain, West Germany, Canada, Sweden and Australia. Most recently, he was invited, he said, to Sweden for three weeks by the government there to study the Swedish system, which is state controlled.

**Mutual makes its move in Chicago**

Mutual Broadcasting System’s first owned radio station, WCFL (AM) Chicago, last Monday began broadcasting a new format, which it calls “Lifestyle.” Combining features of talk and news radio, “Lifestyle” attempts to fight tune-out by changing the topic of conversation at least once every 12 minutes.

Mutual/CFL, as station owners want it to be known, surrounds national and local news, presented on the half hour, with information about everyday living, especially as it pertains to the Chicago area. Topics such as child psychology, travel, nutrition, money management, government, computer technology and leisure activities are touched on once a day in 15-minute interviews between station hosts and local professional people.

Station general manager Orrin McDaniels says the difference between talk radio and “Lifestyle” is in the product itself. “While talk radio can spend an hour or two on one subject, we cover four subjects each hour.” McDaniels says the station presently has a group of 16 local professionals being interviewed daily or every week.
WGBH engineers talk about the Ikegami HK-312
Eight Ikegami HK-312 studio color cameras are in service at WGBH, Boston, some dating back to October 1977 — long enough for intelligence on their performance. From recent interviews with key WGBH people, read these excerpts.

**Pops without noise**
*Tom Keller, Director of Engineering:*

"The HK-312s have such high sensitivity that we were able to reduce significantly our light levels at the Boston Pops and Symphony telecasts. Yet, despite the major light reduction, we experienced no visible noise with the HK-312s… With their remarkable reliability record, we can depend on 6 cameras for 6-camera coverage, and not 7 for 6 as in the past. After all, you can’t stop a live orchestra performance for a retake if you’ve lost a camera."

**2 IRE, but a complaint**
*Ken Hori, Senior Engineer for Advanced Development:*

"We tested several camera makes for RFI within a quarter-mile of a 50 KW radio transmitter. The HK-312 measured 2 IRE, whereas most others were in the 5 to 7 IRE area, and some as high as 20 IRE…. For symphony remotes we’d need 2 to 5 hours for warm-up, but nowadays we’re set up in less than an hour… We like its straightforward design — example, its truly high signal-to-noise ratio as compared to other cameras that resort to reduced bandwidth to attain a comparable ratio but wind up delivering noise too…"

We did get one complaint from the maintenance crew. They said that because they rarely found the problem of a down HK-312, they would never get to know the HK-312 well enough to fix it.

**Washouts and dropouts**
*Bill Fairweather, Video Control Engineer:*

"During a lighting seminar staged here by Imetro Florentino Associates, an actor in a normally lighted scene held up a sheet of white paper with printing on it to show loss of detail in the case of more than 60 percent tv white reflectance. The HK-312, however, was able to retain enough detail for the printing to be readable on the monitor.

Next came a demonstration of the dangers of too much or too little light on a chroma-key background. The HK-312 held the key to such a low light level on the blank background that the lecturer grinned and said, “I guess WGBH has pretty good cameras!” and went on to the next subject."

The HK-312 is the camera that met WGBH criteria for performance, stability, and reliability. They also have HL-53s, high-performance portable cameras that interface with HK-312 CCUs and can operate portably with their own CCUs.

Adapters for triax cable, using digital techniques, make their cameras remote-usable at nearly a mile from base stations, yet easily revertible to multicore cable whenever needed.

In daily use, their HK-312s and HL-53s are interfaced with microprocessor-computer control units that automatically cycle them through all set-up adjustments, including black-and-white balance, flare and gamma correction, video gain, and eight registration functions; then recheck all those adjustments — all within 45 seconds. The cameras can also operate independently of the set-up computers, a feature that is an Ikegami exclusive.

If all of this suggests that the HK-312 is probably the best studio/field color camera in the industry, consider this: camera, set-up computer, and triax adaptor are not only operational, they are deliverable. For details or a demonstration, contact Ikegami Electronics (USA) Inc., 37 Brook Ave., Maywood, NJ 07607, (201) 368-9171 / West Coast: 19164 Van Ness Ave., Torrance, CA 90501, (213) 328-2814 / Southwest: 330 North Belt East, Houston TX 77060, (713) 445-0100.
Pennsylvania's cable classroom

University and state's systems work together to expand educational set-up; courses for credit will be provided

Officials at Pennsylvania State University are to sign an agreement Tuesday (Sept. 4) with a group of Pennsylvania CATV operators that calls for expansion of the university's experimental educational cable service throughout the state.

The service, Pennarama, has been making college courses available to cable subscribers in the Scranton-Wilkes-Barre area of Pennsylvania since 1976. With the help of the cable operators who have formed a nonprofit corporation—Pennsylvania Educational Communications Systems—Penn State hopes to create a microwave network that will carry Pennarama to each of the 1.2 million cable households in Pennsylvania within the next couple of years.

Under the agreement, funding for the construction of the microwave facilities will come from PECS and the lectures and course materials will continue to be supplied by the university. According to Joe Bennett, a spokesman for the university, the service will expand slowly—system by system. The first system to join Scranton-Wilkes Barre will be one in Stroudsburg, which should be turned on some time near the end of the year, Bennett said.

Pennarama offers credit and noncredit courses through the university's school of Continuing Education. The lectures can be viewed by any subscriber, but to receive credit from the university or to take full advantage of the noncredit courses, it is necessary to pay tuition, Bennett said.

With the tuition, the student receives supplementary printed material from the university and grading and teacher evaluation. Tuition will be roughly that of a regular Penn State student.

Typical of the schedule of courses Pennarama has and will be offering is the one for the upcoming fall semester, which will include seven courses—two credit and five noncredit. Each lesson is shown 15 times every week.

C of C hits the air. It's Your Business, syndicated half-hour weekly program under auspices of Chamber of Commerce of U.S., kicks off Sept. 8 on 73 TV stations, with three national sponsors sold (out of five 30-second spots) and with three and a half minutes available for local sale. National accounts are Amway Corp., Anheuser-Busch and Lochtite Corp. (adhesives and sealants). Kara Small is moderator; Bob Mead, ex-CBS and White House staff, producer. Frequent appearances will be made by Dr. Richard L. Lesher, chamber president, in confrontation with prominent speakers on pros and cons of economic and political issues.

JDL versus Redgrave. Jewish Defense League announced plans to hold demonstration Sept. 16 outside CBS Television City, Hollywood, to protest casting of British actress Vanessa Redgrave in upcoming made-for-television film, "Playing for Time." JDL says it will also hold demonstration at Redgrave's London home. Actress, who has voiced support for Palestinians, has been cast as half-Jewish concentration camp survivor.

Here's another one. Twentieth Century-Fox Television has teamed with Metromedia Television to produce pilot for T.H.E. Hospital half-hour comedy series designed for syndication in late night. Dick Woolen, Metromedia's vice president for programming, said last week that new show is only in pilot stage and that Metromedia hasn't yet committed for run of show. T.H.E. Hospital could be picked up to run after another Metromedia buy of same genre—Columbia Pictures Television's new L.A.T.E.R. ("Monitor," June 4). Woolen, for one, is convinced that in late night comedy is only way to go: "I'd rather have a T.H.E. Hospital than a Peyton Place. "Show centers on "comedic conflict between the young and the old in local hospitals, the late-breaking stories, 'It features "romantic moments with beautiful nurses in hospital bedrooms" as well as "tense moments with patients in operating rooms."" Series is brainchild of producer David Lawrence and will be made under this Castle Combe Productions banner for 20th and Metromedia. Title comes from hypochondriac benefactor of hospital, Theodore Hope Edwards.

Meanwhile, back at the O & O's. Group W Productions is making another go at it. Despite failure last season of Every Day, Group W is still looking for daytime success to go with its long-running Mike Douglas Show. And NBC Television Stations division is providing seed money and advice. Starting production last week, Group W has committed to hour pilot for possible syndicated series next year. Tentatively titled This Afternoon, program features actor Gary Collins in studio with audience, guests and others from "fascinating people categories." Pat Mitchell will be on road with interviews and features. Neither Group W nor NBC is wedded to working title, however, and it's safe bet that it will be changed. Syndication would demand greater daypart flexibility.

Back to the salt mines. That cartoonists strike in Hollywood ("Monitor," Aug. 20) has been settled. Motion Picture Screen Cartoonists local 839 signed letters of agreement with Hanna-Barbera Productions and DePatie-Freleng Studios which prohibit studios from sending animation work abroad without union permission. Similar agreement was reached earlier with Ruby-Spears Productions. Ten-day strike threatened to stymie children's programming production at NBC-TV and ABC-TV, but problems have been averted.

One down, one to go. National Association of Broadcast Engineers and Technicians ordered members to strike 16 Los Angeles television commercial producers Friday (Aug. 31), when NABET contract was due to expire.

Something for the kiddies. NBC-TV has announced "interim Saturday morning schedule" effective Sept. 8 and "continuing until further notice": The Daffy Duck Show (8-9 NYT); The New Fred and Barney Show (9-9:30); The Jetsons (9:30-10); The Globetrotters/ Dynamutt Hour (10-11); Flash Gordon (11-11:30); Godzilla (11:30-12); Johnny Quest (12-12:30), and Hong Kong Phooey (12:30-1).

Not just for the kiddies. United Artists Television is stressing adult appeal of "sophisticated Pink Panther" in pitches for prime-time access play. Originally Saturday morning animated fare on ABC-TV, Panther is being offered in 24 half-hour package with original child-oriented material (kiddies etc.) reportedly deleted. Among early takers: WDIV-TV Detroit; WJKE-TV Pittsburgh; WPLG-TV Miami and WKA-TV Atlanta.

And you think you have trouble getting air time. Republican National Committee went to Los Angeles Public Affairs Broadcast Group and asked, in effect, "How do we compete with Jimmy Carter for broadcast time?" PABG, which is headed by Mark Bragg, formerly with CBS News, came up with On Balance—series of five 60-second radio features and one 15-minute program weekday giving Republican side of political issues. Syndicated format precludes treatment of late-breaking stories, however. Shows started airing Aug 1 with RNC Chairman William Brock doing oratorical honors.
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ADDA CORPORATION
Program service aims for blacks by satellite

NCTA's Johnson starts up network that hopes to provide two hours a week of programing to cable

Hoping to lure advertisers with the $70-billion buying power of America's black population, a new cable programing service was born last week with the goal of providing advertiser-supported programing to black communities.

Dubbed Black Entertainment Television, the new service, starting some time next January, will initially provide two weekly hours of programing with predominantly black appeal to cable systems via satellite.

Bob Johnson, founder of the new company, said the service would allow advertisers to reach "a specific audience with a specific consumption pattern."

The announcement of the company's formation was made at the Washington offices of the National Cable Television Association, where Johnson has worked as a lobbyist since 1976. Another of NCTA's lobbyists, Vivian Goodier, will assist Johnson in the endeavor as vice president, affiliate relations. Johnson and Goodier will continue in their roles at NCTA until Oct. 31 when they leave to head the new company full time.

Because the company is in its early stages, Johnson was vague about where the programing for the new service would be coming from and exactly what it would be. He was, however, specific in describing the nature of the programing. He said it will include films that feature blacks in leading or dominant roles and other programing that "addresses itself in fact or fiction to black experiences and life styles."

Johnson also mentioned the football games of black colleges such as Grambling and Howard University and black plays such as "For Colored Girls When Rainbows Aren't Enuf" as possible programing.

Johnson said that he is also considering a talk show that would emanate from a Washington hotel and feature black entertainers. Johnson also hopes that BET will provide an outlet for independent film-makers.

The only definite commitment Johnson has received thus far comes from United Artists, which has agreed to provide BET with a number of films. Johnson declined to say what films UA was making available.

BET will be transmitted over Satcom 1, transponder 9, subleased from UA-Columbia Cable. UA-Columbia uses the transponder to supply cable sports programing through its Madison Square Garden Network. Since BET is being sent by satellite, Johnson said it will reach 4.5 million homes—the number hooked up to cable systems with earth stations.

Although only 500,000 of the 4.5 million households are black, Johnson feels that the number of black households that will have access to the programing will increase dramatically over the next few years as major urban areas are wired.

He also expects that BET will benefit from a significant white audience. "Both the programing and the advertising will have a tremendous crossover appeal," Johnson said.

Johnson admits that "nobody has taken a nose count" of how many people would watch BET, but he is confident there will be enough to make the venture financially viable. He also said that in the beginning—before the service has proved itself—he hopes that advertisers will look beyond the numbers to "qualitative factors." He said advertisers should see BET as an opportunity to get in on the ground floor of a service with great potential and contribute to diversity of television.

Prior to joining NCTA, Johnson served as press secretary to Delegate Walter E. Fauntroy (D-D.C.). He has also worked for the Washington Urban League and the Corporation for Public Broadcasting.

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As the international conference draws near, many in the U.S. delegation are concerned that political differences between the West and Third World nations may undermine U.S. efforts in important technological areas.

U.S. officials who originally hoped to settle technical differences at the forthcoming World Administrative Radio Conference on purely technical grounds are beginning to brace themselves for harsh political encounters, especially with emerging nations. The change in attitude was made clear last week at a conference where the prospects of a politicizing of WARC, which begins Sept. 24 in Geneva, were openly discussed.

Glen O. Robinson, the former FCC commissioner who heads the U.S. WARC delegation with the rank of ambassador, said the international assembly "will be 

Continues on page 62
characterized by a mixture of technical and political issues as never before" and indicated that the U.S. may suffer some important setbacks.

But he and others who appeared at a conference at Rutgers University, New Brunswick, N.J., sponsored by the school's Journalism Resources Institute, said that the U.S. strategy for dealing with the politics of WARC involves more than the technical arguments the U.S. experts can marshal and extends beyond the WARC agenda.

The kind of problem the U.S. faces in Geneva was indicated by Robinson when he noted that Third World countries—notably India and Yugoslavia—probably will introduce resolutions for subsequent planning conferences to deal with high frequency and fixed-satellite services. Generally, the U.S. opposes so-called a priori planning—under which frequencies and, in the case of satellite services, orbital slots are reserved for countries regardless of need. Such planning, U.S. and other Western experts say, is wasteful of spectrum and freezes technology at a given point in its development.

The proposal for a fixed-satellite planning conference particularly is understood to be gaining a substantial number of Third World adherents.

But, although Robinson said the U.S. "wouldn't like" a plan, he was not hard-nosed on the subject. He expressed the hope that any plan proposed—none has yet been offered in any detail—is "as open-ended as possible, so that we can consider technology as it develops and the plan doesn't become obsolete every year." The U.S., he said, could participate in such a plan.

Others on the panel expressed optimism about the conference's over-all results. Kalman Schaeffer, foreign affairs adviser to the FCC, said that in a WARC-related trip to Baghdad last month, he had responded to a question from his hosts by saying he is "optimistic regarding WARC if the countries propose to listen and engage in an exchange of views." And George A. Dalley, deputy assistant secretary of state for international organizations, said after the conference he, too, is optimistic. The U.S. technical expertise, he said, will be a formidable weapon.

But the issues usually referred to as political are not susceptible to technical arguments. They involve demands by developing countries (which will outnumber developed countries at WARC) for what has been included in a paper by a Tunisian diplomat under the heading, "New World Information Order," a call for a redress of what is seen as an imbalance in the international information system between developed and developing nations. It involves requests for greater access to the spectrum as well as proposals for a "balanced" flow of information among developed and developing nations, rather than the "free flow" of information the U.S. insists on.

That concern was manifested in a year-long debate in UNESCO over a mass media declaration that led last November to the unanimous endorsement of a compromise declaration. The compromise asserted the need to establish "a new equilibrium and greater reciprocity in the flow of information" among developing and developed nations (Broadcasting, Nov. 27, 1978).

The compromise was not entirely satisfactory to U.S. media representatives,
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even though it omitted references, included an earlier draft to government controls over the media. U.S. government officials, however, regarded it as a victory.

The U.S. success was credited in part at least to an offer by the privately financed World Press Freedom Committee to aid Third World countries in improving professional training in broadcasting and journalism. And a multipronged program of help to Third World countries in developing their communications systems as part of an over-all political counteroffensive emerged from the conference last week as an element in the U.S. strategy to take some of the steam out of the drive by Third World countries for a New World Information Order at WARC, UNESCO and other international forums.

Although Robinson said that the U.S. “can’t buy its way through the conference,” he also said that “underlying all the debate over the New World Information Order is the perception by the developing countries that they’ve been shortchanged vis-a-vis developed countries . . . One way to redress the imbalance is to redress the means of distribution.”

And the State Department’s Dalley said, “It is time to stop reacting and to begin acting to foster our ideas and our convictions.” The key question, he said, is “how American values and American technological prowess can accommodate the communications requirements of our increasingly diverse world.”

He noted that the U.S. has already taken some initiatives. It proposed resolutions adopted by UNESCO calling for the creation of an International Commission for the Study of Communications Problems, which is to suggest measures aimed at leading to the establishment of a “more just and effective world information order” and directing the director general of UNESCO to call a conference on the institutional arrangements needed to provide for consultation on communication development activities and plans.

And the rhetoric, Dalley suggested, should not all be one-sided. He said the U.S. should make it clear that the New World Information Order as advanced by some “militant” spokesmen is not acceptable; rather, that the creation of a “more just and effective world information order must be an evolutionary process requiring the cooperation of both the first and second worlds, as well as the third.”

And Roland Homét, director of policy planning, International Communication Agency, said that the remedy for an imbalance is “more communications, not less.” But, he said, “the great question is how to unlock the public purse for that purpose.”

For thus far, public assistance has been slight. The Agency for International Development last year provided only $24 million, enough only for demonstrations in a half-dozen developing countries of the use that could be made of satellites to provide communications in rural areas. The World Bank, which might seem to be a potential source of funds for Third World countries, “looks on communications as a second-stage luxury,” Homét said. Communications is not regarded as the kind of human need World Bank funds are intended to meet.

Amidst the talk of using aid and rhetoric to persuade the Third World countries as to the rightness of U.S. positions, Robinson and Daniel Kops, of WAVZ(AM)-WKCH(FM), New Haven, Conn., offered words of caution.

“The real problem,” Robinson said, “is credibility. Do we speak with enough credibility on this? Developing countries believe our figures [in supporting technical arguments]. But they also believe we can manipulate figures any way we want.”

And Kops, the National Association of Broadcasters representative to UNESCO, said U.S. officials should review the aid promises already made. Did we fulfill what we promised? The Third World will consider this.”

Sun beams to radio beams. It rained on solar dedication day but cleared up just in time for ceremonies leading up to turning on of W9ONM Bryan, Ohio’s solar power array (above). At precisely 2:06 p.m. last Wednesday Representative Delbert Latta (R-Ohio) threw switch and station’s AM transmitter began receiving its energy from one-third-acre array of solar cells and batteries charged by array (Broadcastings, July 9). Since argument remained cloudy, it was necessary to supplement direct power coming from array with power from batteries charged day before. Final cost tabulations for project were in: w9no paid $350,000 for site preparation and building to house control room and Department of Energy paid $300,000—$250,000 for array and $50,000 for ancillary equipment. Massachusetts Institute of Technology designed and installed system.

But no cigar. Cuba has joined 102 other countries using interitel global satellite communications network. According to Gavin Trevitt, spokesman for Intelsat. Cuba has signed up for time to be used in 130 separate telecasts, presumably to report two-week activities of Conference of Nonaligned Nations that opened in Havana last Monday to rest of world.

Appreciation of depreciation. National Association of Broadcasters and Broadcast Financial Management Association urged Office of Industrial Economics of Treasury Department to retain present schedules of depreciation of broadcast equipment, which have been in effect for last 17 years, and keep it separate from other communications industries—telephone and cable. Groups, in letter to OIE, said that in broadcasting new equipment decisions are sometimes made on competitive basis, “not merely on the basis of technological obsolescence” and therefore, should have separate classification.

Piece of the Rockwell. Those who attend National Radio Broadcasters Association convention will be able to take a close look at Rockwell International/ Collins 531G-3, new 25 kw FM transmitter. Rockwell says new transmitter offering superior audio and operating efficiency to predecessor, will be on display at October convention.

Competition is active too. Harris Corp. signed $1.7 million deal to provide batch of broadcast equipment to University of Chile in Santiago. Deal includes BT-18H2 color TV transmitter, VT-1300H2 TV transmitter and TC-80 color camera.
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Cable, Southern style

Atlanta convention will focus on programming choices, feature interview with congressmen in Washington via satellite

Organizers of the Southern Cable TV Association’s annual convention, slated for the Atlanta Hilton this weekend, are changing emphasis. Instead of concentrating on hardware as has been the custom, this year’s convention will focus on programming.

As the association’s president, Bill Ryan, put it: “The convention “has traditionally been concerned with the plumbing, but this year we’re more interested in what’s in the pipeline.”

The programming theme will be reflected throughout the four days of the convention—from Saturday when early registrants may attend an Atlanta Braves baseball game as the guest of Ted Turner, who owns not only the Braves but also superstation WTBS(TV) Atlanta and the incipient Cable News Network, to the wrap-up Tuesday morning when FCC Chairman Charles Ferris and a number of congressmen and senators will answer questions put to them by members of the trade and general press.

The heart of the convention will be Monday. Four sequential seminars will be held on advertising on cable, cable sports programming, future cable programming and finding the right programing mix. The last seminar of the day will examine new and competitive technology. The Society of Cable Television Engineers has scheduled two speeches—“Small Business Computers and CATV System Tests” and “A Common Sense Approach to Converter Repair and Maintenance”—concurrent with the morning seminars.

The day’s activities will be interrupted for lunch and the presentation of the ACE Awards by Tom Wheeler, president of the National Cable Television Association, and a speech by Representative Charles Rose (D-N.C.). Comedian Rodney Dangerfield will provide the entertainment following a banquet that evening.

The first full day of the convention, Sunday, will be highlighted by a “Supermarket of Cable Programming,” Ryan said, that he hopes representatives from all program suppliers will be on hand to promote their products. An exhibit area for equipment manufacturers will also be opened.

The Tuesday press conference will be conducted via satellite. In a Washington studio will be Senator Barry Goldwater (R-Ariz.), ranking Republican on the Communications Subcommittee, and Representatives Lionel Van Deerlin (D-Calif.) and James Collins (R-Tex.) chairman and ranking Republican, respectively, of the House Communications Subcommittee, and Chairman Ferris. They will answer questions posed by reporters in Atlanta.

Showtime moves out

Showtime Entertainment, the pay-cable service jointly owned by Viacom International and Teleprompter, has begun regionalizing its 800,000-subscriber operation.

Showtime this week will open a Dallas office; an Atlanta office is slated for Oct. 1, with Chicago and New York following in November. Showtime, with headquarters in New York, launched its first regional office, in San Francisco, in early July.

Supervising the offices, which are said to represent expanded affiliate marketing support as well as field sales representatives, are regional managers Carroll Wood (Dallas); Bob Mason (Atlanta); Pat Grotto (Chicago); Art Gusow (New York), and Curt Bennett (San Francisco).
**Changing Hands**

**PROPOSED**

- **WHLY(AM)** Leesburg, Fla.: Sold by Bernard Kaplan (42.53%); his wife, Norma (42.48%), and James Shipley (14.99%) to General Communicorp Inc. for $1,380,000, plus $30,000 for consultancy agreement. Seller also owns **WMX(AM)** Kissimmee, Fla. Buyer is owned by Robert G. Herpe, who also owns **WOMN(AM)** Hamden and **WPLR(AM)** New Haven, both Connecticut. WHLY is on 106.7 mhz with 50 kw and antenna 210 feet above average terrain.

- **KLCO(AM)** Poteau, Okla.: Sold by LeFlorence County Broadcasting Co. to Collins Broadcasting Corp. for $775,000. Seller is owned by R. B. Bell and his wife, Bernice, who have no other broadcast interests. Buyer is owned by Roy D. Collins, former general manager at **KKOL(AM)** Fort Worth, Tex., who has no other broadcast interests. KLCO is on 1280 kw with 1 kw day. KLCO-AM is on 97.9 mhz with 100 kw and antenna 2,000 feet above average terrain. Broker: R. D. Hanna Co. (formerly Holt Corp. West).

- **WKUL(AM)** Cullman, Ala.: Sold by Cullman Broadcasting Co. to The Jonathan Christian Corp. for $325,000. Seller is owned by Hudson C. Millar Jr. and family, who also own **WIRA(AM)**-**WQVV(AM)** Fort Pierce, Fla. Buyer is principally owned by Robert Haa (56.2%). WKUL general manager. WKUL is on 1340 kw with 1 kw day and 250 w night.

- **KWPR(AM)** Claremore, Okla.: Sold by Green Country Broadcasting Inc. to Warren Broadcasting Inc. for $300,000. Seller is owned by Jack T. Marshall and Gale Welch (34.21% each), Bob C. Roden (26.44%) and Leon Shearhart (51.14%). None has other broadcast interests. Buyer is owned by Roy L. Warren and his wife, Billie, who have no other broadcast interests. KWPR is 500 w daytimer on 1270 kw.

- Other proposed station sales include: **KIDN(AM)** Pueblo, Colo.; **WWAM(AM)** Clarion, Pa., and **WJMI(AM)** Rice Lake, Wis. (see "For the Record," page 76).

**APPROVED**

- **WJIO(AM)** Philadelphia: Sold by Que Broadcasting Co. to Outlet Co. for $6,425,000, including $500,000 for agreement not to compete and $425,000 for real estate. Seller is owned by Richard Butera (54%) and Sidney Brozman (46%). They have no other broadcast interests. Buyer is publicly traded owner of department stores, three AM stations, two FM's and four TV's. In addition, it has purchased, subject to FCC approval, **WQRS-FM** Detroit (BROADCASTING, May 28) and **KQFY-TV** Sacramento, Calif. (BROADCASTING, July 9). Bruce Sundlun is president and chief executive officer. WJIO is on 102.1 mhz with 27 kw and antenna 650 feet above average terrain.

- **KEYE(AM)** Fresno, Calif.: Sold by Stereo Broadcasting Corp. to Sunbelt Communications Ltd. for $2.5 million plus $216,000 for agreement not to compete. Seller is owned by Richard A. Ingraham (66%) and other Groupown synergies (FM) Lebanon, Ore. Ingraham also is principal in group applying for new AM in Clovis, Calif. Buyer is owned by C.T. Robinson, William C. Moyes, Michael B. Hesser and Robert Magruder. It owns **KQEO(AM)**-**KZZX(AM)**-**KSPZ(AM)** Colorado Springs, The Research Group, market research firm, and has sold, subject to FCC approval, **KSLY(AM)** San Luis Obispo, Calif. (BROADCASTING, July 30). KEYE is on 93.7 mhz with 68 kw and antenna 1,950 feet above average terrain.

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RKO pleads with the FCC for consistent policy

Sins of other parent corporations haven't fallen on their licensee children, it argues; Boston buyers on its side

RKO General Inc., faced with the possible loss of its 16 radio and television stations on a character qualification issue, last week added three volumes of material to its argument that it merits the FCC's continued trust as a broadcast licensee.

And among the hundreds of pages is an argument for fair and equal treatment. For RKO, whose problems relate principally to a history of wrongdoing on the part of its parent, General Tire & Rubber Co., points out that General Tire is not alone—in the corporate world or even that part of it occupied by broadcast station owners—in the kind of trouble it finds itself.

RKO lists other companies that control or own substantial interests in more than 100 broadcast stations that, RKO says, have made disclosures to the Securities and Exchange Commission of "questionable payments." And since the FCC has renewed the licenses of some of those companies after disclosure of their activities, RKO says, "disqualification of RKO for similar activities engaged in by the parent would be arbitrary."


RKO noted that for Westinghouse, at least, "the questionable payments" resulted in the criminal conviction of the company and the imposition of heavy fines. Furthermore, RKO said, the more than 500 companies making such disclosures also include at least eight that are regulated by the FCC as common carriers—AT&T, Cities Service Co., Fairchild Industries Inc., General Telephone & Electronics Corp., IT&T, Loews Theaters Inc., Rockwell International Corp. and United Brands Co. (TRT Telecommunications).

"Principal at issue in the proceeding that involves the renewal application for RKO's WNAC-TV Boston is the report of a committee of the General Tire board that outlined six years (1971-76) of bribery of officials of foreign governments and illegal political contributions. The report was prepared in response to a consent decree issued by the SEC, which had charged General Tire and its president, M.G. O'Neil, with a variety of illegal acts in the U.S. and abroad."

The RKO pleading was part of a batch of new material the FCC requested of the seven parties involved after the commission found itself unable, following an oral argument in the case in July, to conclude whether or not RKO merited renewal of the WNAC-TV license (Broadcasting, July 23).

RKO was joined in separate briefs by three allies in arguing that the record warrants renewal. Two of the allies are Community Broadcasting of Boston and The Dudley Station Corp., former competitors with RKO for the channel 7 facility that have now merged themselves into New England Television Corp. (the third ally) to buy the station from RKO for $54 million.

On the other side are two applicants for other RKO stations—Fidelity Television Inc., which lost at the commission in a bid to displace RKO as licensee of KFTH-TV Los Angeles but remains in the running because that decision hinges on one resolution of the Boston case, and Multi-State Communications Inc., which is competing for the frequency on which RKO's WOR-TV New York operates.

The commission's Broadcast Bureau came down somewhere in the middle. It is critical of RKO and says the findings "must weigh heavily on RKO's comparative qualifications." But since it did not contend that the record calls for RKO's disqualification as a licensee—"the findings may not rise to the level of criminality"—that would warrant denial of renewal—it's pleading will probably be welcomed by RKO. An adverse finding by

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Why now? The National Association of Broadcasters has compiled a fact sheet on the NAB code that questions why the Justice Department has, "out of the blue," filed an antitrust suit against the television code. The fact sheet asserts that Justice has been kept informed, from the code's inception, about NAB's plans for its application. NAB's informed the Justice Department of the code and asked for Justice's views on it with respect to antitrust ramifications. Subsequent to that meeting, and additional correspondence between the two outlining the code's provisions, the assistant attorney general of the antitrust division (later an FCC commissioner), Lee Loewinger, sent a letter to NAB stating "we are sympathetic to the ends which you are trying to achieve in elevating the level of broadcast programing and commercials to comport with the standards of good taste and ethical conduct set forth in the code... Such goals would appear to be both commendable and in the public interest.

There were two additional requests from Justice for information from the NAB, one in 1965 and another in 1968, after the department received revised editions of the code, but there was no mention in those requests of the code's commercial limitation policies, on which the suit focuses.

"Throughout the past 18 years there was not one indication from the Justice Department that there was anything objectionable in the code until the sudden and still unexplained filing of this case," NAB said.

Broadcasting Sep 3 1979
600 MILLION PEOPLE MAY SEE THIS FILM.

MILLIONS OF OTHERS WILL NEVER HAVE THE CHANCE.

Freedom is the right to choose. It's the priceless ingredient that makes life more than just the act of existing. And yet freedom is a fragile thing. It must be nurtured and protected, for the price of liberty is eternal vigilance.

Now, there is a new public service TV film on the subject of our free way of life. Available to you on free-loan, it's called "LIVES." When you broadcast "LIVES," you and your viewers will meet five fascinating people from our country and its allies—part of the 600 million citizens who live in 15 countries of the Atlantic Alliance. They're people who love and cherish freedom. And they make "LIVES" a memorable film.

It's been said that, while freedom is dangerous, it's the safest thing we have. So true. Just ask the millions in the world who don't have it.

Narrated by Alexander Scourby
27 ½ minutes/16mm/sound & color

LIVES

presented by the North Atlantic Treaty Organization

Please reserve a print of "LIVES" for me.

[ ] playdate
[ ] alternate playdate

Name ____________________________
Title ____________________________
Station __________________________
Address __________________________
City __________________ State ________ Zip ______

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5000 Park Street North
St. Petersburg, Florida 33709
the commission on the character qualification issue as a result of General Tire's activities could, commission officials say, place all of RKO's licenses in jeopardy, and confront the company with a possible monetary loss estimated by an RKO lawyer at $500 million.

RKO and its allies argued, essentially, that the sins of the parent should not be visited upon the child. They contend that commission policy since 1951 has been not to disqualify a renewal applicant as the result of nonbroadcast activities—even to the extent, in the early 1960's, of renewing the licenses of Westinghouse and General Electric companies and some broadcast officers had been found guilty of price fixing. "There must be a nexus between the misconduct and predicted future broadcast operations," RKO said, and in its case, there is none. It said that although Thomas F. O'Neil, the chairman of General Tire, is also the chairman of RKO, the evidence shows "that RKO operates its broadcasting operations virtually autonomously and separately from GTR." It said O'Neil has "no active role in GTR's operations."

Thus, RKO said, "disqualifying RKO could only be punishment for GTR's activities. The catastrophic effect upon RKO of such punitive action, impacting not only upon WNAC-TV but also on RKO's 15 other stations, would make that punishment unconscionable."

Fidelity and Multi-State see things differently. They said—as did the Broadcast Bureau—that the cases cited in defense of absolving RKO of the nonbroadcast activities of its parents involve facts that set them apart from the RKO case. Among other things, they note that in the Westinghouse and General Electric cases, for instances, top management was not involved as it was in the General Tire case.

And although General Tire has not been convicted of a criminal violation, Fidelity and Multi-State come down hard on the findings contained in the report of the committee of the General Tire board. In Fidelity's view, "The nonbroadcast and the broadcast-related misconduct of General Tire and RKO amount to the most massive and reprehensible record of business immorality ever presented to the commission."

The broadcast-related activities referred to by Fidelity include what it calls "misuse of barter assets" and "understatement of broadcast income" to the commission. Questions had been raised about RKO's inability to account for about half of some $22 million involved in barter and trade-out accounts in the 1971-76 period. The committee report said the discrepancy involved "potential impropriety" but offered no evidence of any. And RKO said affidavits of present and former senior officials as well as other documentation demonstrated that barter deals had never been used to "launder" money or for other illegal purposes. Furthermore, it said a further search of the records indicates that it will be able to document virtually all of the barter consideration.

As for the inaccuracies in its financial reporting to the FCC, RKO said they were the result of mistakes that were not deliberate and had "no material effect on RKO's profit figures or share of total revenues."

The proposed sale of WNAC-TV to NETV, which is at stake in the case, is attractive to the commission because of NETV's substantial black participation. And Community, in its proposed conclusions of law, suggests that the sale would comport "with the intent of the commission's distress sale policy," which is aimed at achieving the commission's goal of increasing minority ownerships in broadcasting. For while the $54 million purchase price represented a fair market price when it was negotiated last year (Broadcasting, Aug. 28, 1978), Community said, "it is now substantially less than the potential value of WNAC-TV, particularly to a multiple-station owner."

Connecticut conflict
State public utility division wants hearings to review its grant of cable franchise

 Acting on a complaint filed by the Connecticut Office of the Consumer Counsel, that state's Division of Public Utility Control has decided to hold public hearings to review its grant of CATV franchises for systems in Hartford and Meriden to the Los Angeles-based Times-Mirror Co. The hearings would investigate "concentration of media" issues alleged to arise from the Times-Mirror's proposed acquisition of the Hartford Courant.

A division spokesperson said there is no law or regulation specifically prohibiting ownership of both newspaper and CATV operations in the same area of the state. However, in at least one previous case, the division is on record as stating that such combinations "do not appear to be in the public interest."

Moreover, the issue was broached during last year's hearings that led to the awarding of the franchises to Times-Mirror. The company was asked if it owned or "contemplated owning" newspapers in the immediate area of the cable systems, and answered in the negative. At that time, Times-Mirror owned two Connecticut newspapers, The Advocate in Stamford and The Greenwich Time in Greenwich.

Recognizing the absence of specific legislation, the state regulatory agency is hoping that the hearings, for which no date has yet been set, will help it "clarify the terms" it has been using, such as "media concentration." For the present, Times-Mirror has "decided not to comment" on the matter.
BFM looks ahead

Workshops and speeches on broadcasting in the next decade from financial and regulatory angles will highlight conference

A full day's examination of "Broadcasting in the 1980's"—from the standpoints of economics, technology and federal involvement—will mark the 19th annual conference of the Broadcast Financial Management Association, to be held Sept. 16-19 at the Waldorf-Astoria hotel in New York.

More than 1,000 members, spouses, exhibitors and guests are expected to attend the conference. Principal luncheon speakers will be Thomas Bolger, president of WMTV(TV) Madison, Wis., and joint board chairman of the National Association of Broadcasters, on Monday, Sept. 17; economist Elliot Janeway on Tuesday and NBC News correspondent Edwin Newman on Wednesday.

Joel Stern, president of Chase Financial Policy, a subsidiary of Chase Manhattan Bank; William Suter, vice president of Merrill Lynch, Pierce, Fenner & Smith, and Henry Geller, assistant secretary for commerce and information and director of the National Telecommunications and Information Administration, are among other major speakers.

The symposium on the 1980's will occupy Monday's sessions and will come in three parts.

General moderator for the technology session opening the day will be Vern Pointer, vice president of broadcast operations and engineering, ABC, New York. The session will be broken into several segments. One will deal with VHF-UHF TV transmission and studio and ENG developments, with Michael Fisher of ABC engineering as speaker. Another will cover AM-FM, clear channel, AM stereo and new frequencies, with Mark Roth, vice president and general attorney of ABC Radio, speaking. A third segment will treat cable system expansion, pay cable and STV, with Arno W. Mueller, Storer Broadcasting's vice president for finance and cable TV, as speaker.

Still another technology segment will center on satellites, product distribution and satellite-to-home TV, with Ken Ledick, audio/visual manager of Scientific Atlanta, as speaker. Another will deal with teleext/viewdata services and closed captioning, with John Ball, director of engineering, Public Broadcasting Service, as speaker. And one will center on TV program sources and distribution in the 80's with Ed Bleier, executive vice president of Warner Bros. Television, as speaker.

Merrill Lynch's Bill Suter will be general moderator for the economic session, also on Monday morning. Dr. David Blank, CBS vice president and chief economist, will discuss advertising expenditures shares. The likely effects of new technology on broadcasting will be examined by a panel composed of Hal Vogel of Merrill Lynch; William Donnelly, vice president of Young & Rubicam, and Kenneth Gorman, senior vice president of Viacom.

NTIA's Henry Geller will be among the speakers at the session, Monday afternoon, on federal involvement. This session will explore Communications Act revisions, the current license-renewal atmosphere, the Federal Trade Commission and program content regulation.

Chase Financial Policy's Joel Stern will open Tuesday sessions with a speech on "Earnings Per Share Don't Count.

Workshops will cover a wide range of subjects including credit and collections, internal controls, data processing, insurance, cash management, union relations, ratings and demographics, the new Bankruptcy Act, return-on-investment analysis, music licensing, long-range capital planning and financing and co-op advertising.

BFM, formed in 1961, now has more than 1,000 members who represent nearly 450 broadcasting companies owning approximately 4,000 radio and television stations. The members are the top financial people and general managers of the broadcasting companies. BFM's subsidiary, BCA-Credit Information Inc., provides a credit-information service to some 550 subscribing broadcast stations and their national sales representatives.

Gene R. Anderson of Forward Communications, Wausau, Wis., is BFM chairman, and Joseph J. McCabe of KPLR-TV St. Louis is president.

RAB honors 'breakthroughs'

Winners of Radio Advertising Bureau's "local sales breakthrough awards" for outstanding achievements in local radio sell-
ing were announced by RAB last week. The winners:

Markets with population of 5,000 or less: Dennis Blair, KCVL(AM) Colville, Wash. (first prize); Dianne Gavitt, WMB(M) West Branch, Mich. (second).

Markets 5,000-25,000: Pat Garvey, KGCL(AM) Miami, Okla. (first); Robert Silver, WYBG(AM) Massena, N.Y. (second), and Susan Showers, KVNY(AM) Yankton, S.D. (third).


Markets 100,000-500,000: Peter Schmidt and Neil Rouda, WNB(AM) Binghamton, N.Y. (first); Joe Mason, WLEE(AM) Richmond, Va. (second), and Walter Graham, WNXL(AM) Norwalk, Conn., Dino Corbin, KHS(LAM) Chico, Calif., and Dave Rusk, KLMS(AM) Lincoln, Neb. (tied for third).

Markets 500,000 and over: Carol Highsmith, WMAL(AM) Washington (first); Barbara Levenson, WINZ(AM) Miami (second) and Keith King, WJR-FM Detroit (third).

Contestants were asked to document a specific sales breakthrough with a report on the background of the account and the sales strategy that made the sale. Judges were Norman Goldsmith, president of Radio Marketing Concepts, a sales and marketing consulting firm based in Warrenton, Va.; Jonne Murphy, president of Jonne Murphy & Co., a firm based in White Plains, N.Y., that works with radio stations on marketing and media proposals, and Forrest H. Patton, president of Patton Communications, Houston, which has been retained by RAB to conduct its forthcoming sales schools.

Brookville in bankruptcy

A petition for reorganization under Chapter 11 of the Federal Bankruptcy Act has been filed in New York by four direct marketing companies headed by Jerome Shapiro and including Brookville Marketing, which spent more than $5 million in spot TV last year.

Brookville, which sells books, records and miscellaneous items directly to consumers, listed assets of $1.109 million and liabilities of $1.530 million. Creditors are said to include TV stations and business publications.

Other companies involved in the action are T.V.M. Inc., a mail-order distributor, with assets of $470,000 and liabilities of $535,000; ANJE Enterprises, a warehouse facility, with assets of $208,000 and liabilities of $204,000, and Greybar Advertising, a house agency, with assets of $1,084,000 and liabilities of $915,000.

Madison Ave. meets Pennsylvania Ave.

AAA plans Washington conference to raise consciousness of members about government regulation

Congress returns to Washington this week, and hot on its heels will be the advertising community, which convenes next week to discuss the impact of government regulation on the industry.

The American Association of Advertising Agencies will be in town Sept. 12-14 for its first National Washington Seminar, exploring everything from Congress to the regulatory agencies.

According to Gerard Graniero, staff executive of AAA, a survey of members two years ago revealed that high among their priorities was a need for a better understanding of the relationship of advertising to the government. The seminar was arranged, Graniero said, to help educate agency people on how government regulates the advertising business, and to discuss what steps are being taken to work with government.

Approximately 100 top executives from both large and small agencies are expected at the seminar, but Graniero said the focus will be directed toward the smaller shops, with panelists emphasizing why they need to be involved in this area.

Congressional speakers will include Representatives Jack Kemp (R-N.Y.) and Elliot Levitas (D-Ga.). A session on the Communications Act will feature staff members from both the House and Senate Commerce Committees.

Graniero said one session that particularly excited the 4A's was scheduled for Friday morning, "Advertising Advertising," which would preview spots designed to educate the American public to the positive role advertising plays. This campaign, he added, is designed to help change the negative image many Americans have about the business.

Petty big on computers

Petty Television announced last week that it had completed arrangements with Mini-Pak Inc., a computer service, that "will effectively meet all current and projected data-processing requirements for sales in Petty offices and represented stations."

Petty said the first phase, scheduled for this fall, will provide "significantly enhanced" in-house avails-preparation and research systems, a contracting system, sales management reports and analyses and financial data-processing capabilities.

By the end of this year or early in 1980, the announcement continued, avails-preparation and research systems will be available to all Petty-represented stations. Petty will also support two-way communications between sales offices and stations, effectively replacing current TWX procedures. The final phase, Petty said, will fully automate the process of order entry, order confirmation and production of a final electronic contract. This is slated for mid-1980.

Divide and conquer

Telesrep has announced plans for a "major" increase in personnel and for splitting into two sales teams in eight more offices, in order to "maintain its superior ratios of sales managers and account executives per station" after adding five stations to its client list in recent weeks.

By Dec. 1, Telesrep said, the firm will have 225 employees in 14 sales offices, a personnel gain of 33% since January. Telesrep now has three sales teams in New York and Chicago and two in Los Angeles and will split the expanded staffs into two teams in Detroit, Atlanta, St. Louis, San Francisco, Boston, Philadelphia, Dallas and Minneapolis. Five recent additions bring the Telesrep list to 22 stations.
<table>
<thead>
<tr>
<th>Last week</th>
<th>Title □ Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>My Sharona □ The Knack</td>
<td>Capitol</td>
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<td>2</td>
<td>After the Love Has Gone □ Earth, Wind &amp; Fire</td>
<td>Columbia</td>
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<tr>
<td>3</td>
<td>Good Times □ Chic</td>
<td>Atlantic</td>
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<td>4</td>
<td>Sad Eyes □ Robert John</td>
<td>EMI/America</td>
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<td>5</td>
<td>Lead Me On □ Maxine Nightingale</td>
<td>Windsong</td>
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<td>6</td>
<td>When You're In Love □ Dr. Hook</td>
<td>Capitol</td>
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<td>7</td>
<td>Main Event □ Barbra Streisand</td>
<td>Columbia</td>
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<tr>
<td>8</td>
<td>Devil Went Down To Georgia □ Charlie Daniels Band</td>
<td>Epic</td>
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<td>9</td>
<td>Bad Girls □ Summer</td>
<td>Motown</td>
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<tr>
<td>10</td>
<td>I'll Never Love This Way Again □ Donna Warwicke</td>
<td>Arista</td>
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<td>11</td>
<td>Rise □ Herb Alpert</td>
<td>A&amp;M</td>
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<tr>
<td>12</td>
<td>Lonesome Lover □ Little River Band</td>
<td>Capitol</td>
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<td>13</td>
<td>Don't Stop Till You Get Enough □ Michael Jackson</td>
<td>Epic</td>
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<tr>
<td>14</td>
<td>Let's Go □ Cars</td>
<td>Elektra</td>
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<tr>
<td>15</td>
<td>Don't Bring Me Down □ Electric Light Orchestra</td>
<td>Epic</td>
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<tr>
<td>16</td>
<td>What Cha Gonna Do □ Stephanie Mills</td>
<td>20th Century</td>
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<tr>
<td>17</td>
<td>You Can't Change That □ Raydio</td>
<td>Arista</td>
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<tr>
<td>18</td>
<td>Makin' It □ Iris Summer</td>
<td>RSO</td>
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<td>19</td>
<td>Heaven Must Have Sent You □ Bonnie Pointer</td>
<td>Motown</td>
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<td>20</td>
<td>Spooky □ Atlanta Rhythm Section</td>
<td>Polydor</td>
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<td>21</td>
<td>Sail On □ Commodores</td>
<td>Motown</td>
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<tr>
<td>22</td>
<td>I Do Love You □ Q.O</td>
<td>Arista</td>
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<td>23</td>
<td>I Was Made For Lovin' You □ Kiss</td>
<td>Casablanca</td>
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<td>24</td>
<td>Driver's Seat □ Sniff 'n the Tears</td>
<td>A&amp;M</td>
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<tr>
<td>25</td>
<td>Goodbye Stranger □ Supertramp</td>
<td>Capitol</td>
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<tr>
<td>26</td>
<td>Mama Can't Buy You Love □ Elton John</td>
<td>MCA</td>
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<td>27</td>
<td>Bad Case Of Lovin' You □ Robert Palmer</td>
<td>Island</td>
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<tr>
<td>28</td>
<td>Get It Right Next Time □ Gerry Rafferty</td>
<td>United Artists</td>
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<tr>
<td>29</td>
<td>Cruel To Be Kind □ Nick Lowe</td>
<td>Columbia</td>
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<tr>
<td>30</td>
<td>Pop Muzik □ M</td>
<td>Site</td>
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<tr>
<td>31</td>
<td>Suspicion's □ Eddie Rabbitt</td>
<td>Elektra</td>
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<tr>
<td>32</td>
<td>Hot Summer Nights □ Night</td>
<td>Planet</td>
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<td>33</td>
<td>Born To Be Alive □ Patrick Hernandez</td>
<td>Columbia</td>
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<tr>
<td>34</td>
<td>Boss □ Diana Ross</td>
<td>Motown</td>
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<td>35</td>
<td>Gold □ John Stewart</td>
<td>RSO</td>
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<tr>
<td>36</td>
<td>Different Worlds □ Maureen McGovern</td>
<td>Warner Bros.</td>
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<td>37</td>
<td>Dirty White Boy □ Foreigner</td>
<td>Swan Song</td>
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<td>38</td>
<td>Lovin' Touches □ Squeezebox □ Journey</td>
<td>Capitol</td>
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<tr>
<td>39</td>
<td>Dim All The Lights □ Donna Summer</td>
<td>Casablanca</td>
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<tr>
<td>40</td>
<td>Rolen't □ Moon Martin</td>
<td>Capitol</td>
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<tr>
<td>41</td>
<td>Is She Really Going Out With Him □ Joe Jackson</td>
<td>A&amp;M</td>
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<tr>
<td>42</td>
<td>Depending On You □ Doobie Brothers</td>
<td>Warner Bros.</td>
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<tr>
<td>43</td>
<td>Firecracker □ Mass Production</td>
<td>Collition</td>
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<td>44</td>
<td>Ain't That A Shame □ Cheap Trick</td>
<td>Epic</td>
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<tr>
<td>45</td>
<td>Where Were You When I Was Falling In Love □ Lobo</td>
<td>MCA</td>
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<tr>
<td>46</td>
<td>Good Girls Don't □ The Knack</td>
<td>Capitol</td>
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<tr>
<td>47</td>
<td>Turn Out The Lights □ Teddy Pendergrass</td>
<td>Phila. Int.</td>
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<tr>
<td>48</td>
<td>Hot Stuff □ Donna Summer</td>
<td>Casablanca</td>
</tr>
<tr>
<td>49</td>
<td>Get a Move On □ Eddie Money</td>
<td>Columbia</td>
</tr>
<tr>
<td>50</td>
<td>I've Never Been In Love □ Suzi Quatro</td>
<td>RSO</td>
</tr>
</tbody>
</table>

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

Encore. Since it entered "Playlist" four weeks ago, Gerry Rafferty's latest single, Get It Right Next Time (United Artists), has climbed steadily to its present position at 28. "It's a good morning song," says Roslyn Schwartz, music director at WUIDI West Palm Beach, Fla. "It's not irritating and it has a jazz flavor." Ken Warren, program director at WUDP Dayton, Ohio, describes the record as having "a very sophisticated sound that works well on any format. It's a sound that goes over well with the kind of listener we're interested in. Radio stations are looking for more music with this kind of complexity." Bulls-eye. Accruing a number of new adds last week was Wings' newest single, Around The Mountain (Columbia). Program directors already playing it report an early, favorable response to the single, which Warren describes as, "the best Wins has done since With A Little Luck in 1977." Bill Thomas, program director at WBAR Richmond, Va., reports: "It's a very strong adult request record. It's mellow, laid-back and has an interesting electronic track." Among stations adding Wings last week were WRJY Seattle, WJYS Charlotte, N.C., and KWSW St. Paul. Long shot. Blue Oyster Cult stands to increase its following with In Thee (Columbia), which many program directors describe as the group's most commercial single to date. Palmer Stewart, program director at KBSI Reno, describes the single as medium-tempo, very listenable and having "that sound of a hit!"
As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 20 through Aug. 24.


New Stations

AM applications
- Trenton, Utah — Bear River Broadcasting Co. seeks 1470 kHz, 5 kw-D. Address: 466 W. 2nd, North Logan, Utah 84321. Estimated construction cost $52,500 first year operating cost $24,000, revenue $36,000. Format: country/MOR. Principals: Glueck G. Meinerz (60%), wife Marie (35%) and daughter Darla Merrill Clark (5%). Merrill is cattle rancher in Logan.
- The family owned KBLW-AM/Logan is announced to remain on the air until July 20. They have no other broadcast interests. Ann. Aug. 23.

FM applications
- Winslow, Ariz. — KWVS Investors seeks 95.1 mhz, 66.6 kw, HAAT: 102 ft. Address: Ste. 1830, First Nat'l Bank Plaza, Phoenix 85003. Estimated construction cost $75,499; first quarter operating cost $14,250. Format: MOR. Principals: Aubrey Gerald Van Syoc Jr. and Harold Webster Wales, each 50%. Van Syoc is president of Interface Communications Corp./Pro Mark Enterprises and Wales is partner in law firm, both in Phoenix. They have no other broadcast interests. Ann. Aug. 23.
- Tallulah, La. — Sco-Kim Inc. seeks 104.9 mhz, 3 kw, HAAT: 194 ft. Address: PO Box 1360 Tallulah 71282. Estimated construction cost $15,450 first quarter operating cost $2,535; revenue $36,000. Format: Standard Pop/Country. Principals: Chris C. Kim Jr. and wife Valerie, 100%. Sco-Kim is also licensee of KTLD(AM) Tallulah. Chris Kim is general manager of KTLD(AM) and wife Valerie is member of Tallulah School Board. The Kimbells have no other broadcast interests. Ann. Aug. 23.
- Cadiz, Ohio — Carroll-Harrison Broadcasting, Inc. seeks 107.3 mhz, 3 kw, HAAT: 299.5 ft. Address: Rt. 2, East Sandusky Ave., Bellefontaine, Ohio 43311. Estimated construction cost $57,422; first year operating cost $56,942; revenue $200,000. Format: pop/variety. Principals: Robert S. Tripplett (48%) and eight others. Tripplett is general manager and engineer of Tripplett Broadcasting Co. in Bellefontaine. He has no other broadcast interests, nor do other stockholders. Ann. Aug. 23.
- McConnelsville, Ohio — William A. & Janice E. Brackney seeks 100.9 mhz, 1.8 kw. HAAT: 401.8 ft. Address: c/o Wendell Tripplett, Rt. 2, E. Sandusky Ave., Bellefontaine, Ohio. Estimated construction cost $58,623; first year operating cost $56,942; revenue $100,000. Format: pop. Principals: William and Janice Brackney. 50% each. William is insurance agent and forest improvement specialist in Carroll County, and Janice is bookkeeper in Cambridge, both Ohio. Ann. Aug. 23.
- Brownwood, Tex. — Multi-Media Ministries Inc. seeks 99.3 mhz, .7 kw, HAAT: 114 ft. Address: 114 Center Ave., PO Box 602, Brownwood 76801. Estimated construction cost $65,422; first year operating cost $3360, Format: Religious. Principals: Herbert Ray Williams, David Joel Fair and Marion Lamar Bishop (1/3 each). Williams is a grocery distributor, and Bishop is managing partner of plastics manufacturing firm, all in Brownwood. They have no other broadcast interests. Ann. Aug. 23.

TV applications
- Omaha — Omaha TV Inc. seeks ch. 15; ERP 2630 kw (m), 1590 kw vis., 240 kw aural, HAAT: 1040 ft.; antenna height above ground 958 ft. Address: c/o John P. Ford Esq., 800 1st National Center, Omaha 68102. Estimated construction cost $1,350,000 first operating cost $301,000, revenue $630,000. Legal counsel Reed Miller Esq., Arnold & Porter Washington. Consulting engineer A.D. Ring & Assoc, Washington. Principals: Bernice Stephens Dood (15%) and 12 others. Dood is executive director of Omaha Opportunities Industrialization Center, skill training firm in Omaha. He has no other broadcast interests. Ann. Aug. 16.
- Omaha — "220 Television Inc. seeks ch. 15; ERP 5000 kw (m), 3707 kw (H) vis., 371 kw aural, HAAT 1320 ft.; antenna height above ground 1366 ft. Address: 4915 Lindell Blvd., St. Louis 63108. Estimated construction cost $3,743,734 first quarter operating cost $388,533. Legal counsel Harold E. Procter, St. Louis; consulting engineer James W. Gensley. Principals: Koplar Enterprises, Inc., holding company; Harold Koplar, St. Louis businessman, is president and 48.7% owner. 220 Television is licensee of KPLR-TV St. Louis, and applicant for TV station in Des Moines, Iowa. Koplar has no other broadcast interests. Ann. Aug. 15.

FM actions
- "Sonora, Calif. — Broadcast Bureau granted Sonora Union High School Board of Trustees 91.5 mhz., .01 kw, P.O. address: 430 North Washington Street, Sonora, Calif. 95370. Estimated construction cost $11.
Here's Bart McLendon's all new Fantasy Park II. The "outdoor live" concert you program from 6 Friday evening 'til midnight Sunday. Fantasy Park I built audience counts in over 90 markets. Fantasy Park Chapter II can bring thousands of new listeners to sample your sound. So unbelievably genuine that when you hear it yourself you'll think you're stretched on a blanket in the park and be reaching for a corkscrew. Now reach for the 'phone and call David Tyler or Keith Lee collect today at William B. Tanner Company, Inc. (901) 320-4340, Memphis, Tennessee. Do it now before it's sold in your market.
George A. Powstenko. Principals:
KQTZ Hobart, Okla.; KGOK
Minn.; licenses:
licenses:
300
875; (Price includes postage
(international subscribers)
Payment
enclosed
Signature (required)
Title /Position
Please send
300
875
Prices GD
Canadian
cost
Price Includes GST
Form of Payment
Written
Money Order
Payment
Check/Cheque
Bill me
Send to
2462
WEXA
Clarence, Okla. (1270 khz, 1
500 W)—Seeks assignment of license from
Clarence Broadcasting Inc. for $700,000. Buyer
is owned by Richard D. Gilbert (10%) and
other interests. Buyer is principally owned
by Stephen Gilbert, president. No other

AM licences
The following new AM stations have been
granted licenses:
KXQR Clovis, Calif. KMMZ Greybull, Wy.

FM licences
The following new FM stations have been
granted licenses:
WTUG-FM Tuscaloosa, Ala.; KWTX Barstow,
Calif.; *KVPR Fresno, Calif.; KMTY Merced, Calif.;
*KQED San Francisco; *WPHB Middlefield, Conn.;
KJOT Boise, Idaho; KSLS Liberal, Kan.; KLKC-FM
Ponca, Kan.; KJWM Farmersville, La.; KWLP Jesup,
La.; *WBSN-FM New Orleans; WWUN Batesville,
Miss.; WEXA Eupora, Miss.; WTXI Ripley, Miss.;
KSDZ Gordon, Neb.; *WJWK Jamestown, N.Y.;
KQZT Hobart, Okla.; KGOK Pauls Valley, Okla.;
KUMA Pendleton, Ore.; *WFTG Lancaster, Pa.;
KKT Greenville, Tex.; KTLR-FM Terrell, Texas;
KABE Orem, Utah. and *KUHS Roosevelt, Utah.

Ownership Changes
Applications

WLCY-FM Metropolis, Ill. (1050 kHz, 1 kW)
WLCY-FM” a radio station licensed to Play
Teen Broadcasting of Metropolis, Ill., to
increase daytime power from 500 to 990
watts, and nighttime power from 1000
watts to 1100 watts. The station's call letters
will be changed to “WMCL” to reflect the

WJMC-FM Rock Springs, Wyo. (1590 kHz, 1
W)—Seeks assignment of license from
Western States Broadcasting Inc. for
$900,000. Seller is owned by Robert J. Wilkins
(49%), Lee P. Wilkins (25%) and other interests.
Buyer is principally owned by James A. Wilkins
(20%) and the Wilkins family, which also own
WJMC-FM. No other broadcast interests.

WRCF-FM Cape Coral, Fla. (103.9 MHz, 3 kW)—
Broadcasts a radio station licensed to
Memories of the Sea Inc. for $1.3
million to increase broadcast power from
200 watts to 6200 watts, and increase
fees that will be paid to the Federal
Communications Commission. (BAPL9708203)
Action Aug. 20.

WBCN-FM Boston, Mass. (92.5 MHz, 3 kW)
WBCN-FM” a radio station licensed to
Broadcasting Inc., to increase broadcast
power from 1000 watts to 2200 watts, and
increase the fees that will be paid to the
Federal Communications Commission. (BAPL9708202)
Action Aug. 20.

WBRM-FM Boston, Mass. (96.3 MHz, 3 kW)
WBRM-FM” a radio station licensed to
Broadcasting Inc., to increase broadcast
power from 1000 watts to 2200 watts, and
increase the fees that will be paid to the
Federal Communications Commission. (BAPL9708202)
Action Aug. 20.

WBRM-FM Boston, Mass. (96.3 MHz, 3 kW)
WBRM-FM” a radio station licensed to
Broadcasting Inc., to increase broadcast
power from 1000 watts to 2200 watts, and
increase the fees that will be paid to the
Federal Communications Commission. (BAPL9708202)
Action Aug. 20.

WBRM-FM Boston, Mass. (96.3 MHz, 3 kW)
WBRM-FM” a radio station licensed to
Broadcasting Inc., to increase broadcast
power from 1000 watts to 2200 watts, and
increase the fees that will be paid to the
Federal Communications Commission. (BAPL9708202)
Action Aug. 20.
In Contest

Procedural Rulings

- WESH-TV Daytona Beach, Fla. (Cowlies Broadcasting Inc. and Central Florida Enterprises Inc.) TV Proceeding: (Docs. 19168, 1970) — Acting Chief, Opinion and Reviews, granted petition by Cowles and amended its application to reflect that on June 20 Tampa Tribune filed charge of discrimination” with Equal Employment Opportunity Commission against WESH-TV alleging discrimination on basis of sex, which has been referred for mediation and trial. Action Aug. 16.

- Greenfield, Mass. (Poet’s Seat Broadcasting Inc. and Green Valley Broadcasting Co.) FM Proceeding: (Docs. 79-933) — AL James K. Cullen Jr. by two separate actions, denied motion to enjoin filed by Poet’s Seat, and ordered that record is closed, and set Sept. 25 for submission of proposed findings of fact and conclusions of law and Oct. 12 for replies. Actions Aug. 17.

- WL(BAM)-WMZK-FM Detroit (Booth American Co.) Revocation Proceeding: (Doc. 79-173) — ALJ Thomas B. Fitzpatrick on informal request of Booth and with concurrence of Broadcast Bureau, continued prehearing conference from Sept. 5 to Sept. 7 at 10 a.m. Action Aug. 30.


- KGMG-TV Albuquerque, N.M. (New Mexico Broadcasting Corp.) Renewal Proceeding: (Doc. 20540) — Acting Chief, Opinion & Reviews, accepted amendment to renewal application to reflect that KGMG-TV has received from Equal Employment Opportunity Commission, Albuquerque, notice of “Charge of Employment Discrimination” against New Mexico Broadcasting Corp. dated June 15, 1979, filed by James R. Berrizas. Action Aug. 16.

- Portland and Beaverton, Ore. (Portland Communications Corporation et al.) FM Proceeding: (Docs. 79-200-03) — ALJ David Kraushaar designated ALJ Edward Lunow as presiding judge, scheduling prehearing conference for Sept. 7 at 9 a.m. and hearing for Nov. 8 at 10 a.m. in Wash., Action Aug. 16.

Designated for Hearing

- Windsor, N.C. — Broadcast Bureau designated for hearing, in consolidated proceeding, mutually exclusive applications of Bel Inc. (FL), Stevens and Cashie Valley Broadcasters Inc., for new FM station on 97.7 mhz at Windsor to determine effect of Stevens’ community leader survey on his basic and/or comparative qualifications in FCC proceeding, and to determine whether Cashie is financially qualified to be FCC licensee, and to determine which, if either, of applications should be granted; dismissed as moot petition by Stevens to dismiss or reject Cashie’s application; and granted petition by Cashie and accepted amendments (Docs. 79-209-10). Action Aug. 9.


- Broadcast Bureau, on commission’s own motion, extended indefinitely dates for filing comments and reply/comments in matter of changes in rules relating to noncommercial educational FM broadcast stations (Docket 20735). Action Aug. 17.

Call Letters

Applications

Call Sought by

New AM’s

WRTT — Tolland County Broadcasting Inc., Vernon, Conn.

WGOX — RA-AD of Spring City, Spring City, Tenn.

New FM’s

KSJF — Radio Bilbue Inc. Fresno, Calif.


KFMR — Carson Communications, Stockton, Calif.


GSK — Big Sky Co., Chadron, Neb.

Existing AM’s

KVRD — KVIO Cottonwood, Ariz.

KZLA — KPOL Los Angeles

WIMG — WTNJ Ewing, N.J.

WWXI — WWHP-553 Park, N.Y.

Existing FM’s

WJJB — WHVS Hyde Park, N.Y.

WSM — WKJ-FM Saratoga Springs, N.Y.


WLJY — WDLB-FM Marshall, Wis.

WMAD — WYXE Sun Prairie, Wis.

Existing TV’s

WTVG — WSPF-TV Toledo, Ohio

Grants

Call Assigned to

New AM’s

WPPK — Mid-Way Radio, Dora, Ala.


New FM’s

*KHUM — Grand View-Opinion Educational Broadcasting, Denver

*KUCB-FM — Center for Study and Application of Black Theology, Des Moines, Iowa

*WHFR — Henry Ford Community College, Dearborn, Mich.


*WWNJ — Drew University, Madison, N.J.

*WCEW — Charleston County Public Schools, Charleston, S.C.

*KQV — Spinduzzy Pubcom, Corpus Christi, Tex.

WWCO — Berryville Media Group, Berryville, Va.


New TV’s

*KSRE — Praise Public Television Inc., Milton, N.D.

Existing AM’s

WRXX — WPNO Auburn, Me.

WCCC — WYSG Jackson, Miss.

WORB — WBAS Burlington-Graham, N.D.

Existing FM’s

KMAN — KREB Hinesville, La.

WTGV-AM — WMCC-FM Sanctuary, Mich.

WQED — WACM Freeland, Pa.

*KNON — KCCH Dallas

WRKR — WRKR-FM Racine, Wis.

Existing TV’s

KSDK — KSDT-TV St. Louis

Fines

Oxnard, Calif. — Cable Television Bureau ordered Oxnard Cablevision Inc. to forfeit $1,500 for willful or repeated violation of the rules, in that it initiated use of frequency within 108-136 mhz band after Jan. 1, 1978, and continued such use more than four months without having provided required advance notice to FCC (CA0396). Action Aug. 17.

Translators

Actions


- K0901 Le Che and Whawep Marina Area, both Arizona — Broadcast Bureau granted Lake Powell Antennavision Inc. CP for new VHF TV translator station on ch. 9 to rebroadcast the programs of KUTV-TV Salt Lake City (BPTV5982). Action July 10.

- K11PA Le Che and Whawep Marina Area, both Ariz. — Broadcast Bureau granted Lake Powell Antenna- nvision Inc. CP for new VHF TV translator station on ch. 11 to rebroadcast programs of KTVX-TV Salt Lake City (BPTV5983). Action July 10.
Professional Cards

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Washington, D.C. 20005
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CONSULTING RADIO ENGINEERS
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Washington, D.C. 20006
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1925 N. Lynn St., Arlington, VA 22209
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(703) 589-0500
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Services
Classified Advertising

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

RADIO
HELP WANTED MANAGEMENT

Midwestern Broadcasting is expanding into the northeastern region. We need experienced salespeople, a sales manager, and general manager. EEO Affirmative Action Coordinator: Lew Dickey, WCHO/WXED-Toledo 419-255-1470.

WXED (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 WCHO EEO-Affirmative Action. Call J. Richard Lamb, General Manager 419-255-1470.

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

Sales Manager Community-oriented and active community participating, RB/Welsh either trained, who can sell and will, teach, motivate sales staff, strong on both on-air promotions, product in merchandising, saturations, short and long term contracts, remotes, Great potential—growth area—great market. Great signal. Great bucks for the great GM, a proven winner. Resume references Box 8-4.


New future top-rated contemporary FM near San Francisco needs self-starters. KMFR, 1145 Willofa, Stockton, CA 95207.

Augusta, Georgia new adult contemporary needs two sales people. Gary Morse, WZKZ, 404-738-9118 or 502-854-1217.

Very successful Sea Florida station seeking highly qualified experienced sales manager. Must have radio sales background. Equal opportunity employer. Send resume to Box H-130.

Beaumont, Nation’s No. 1 growth market and 5th ranked Texas Metro. Opportunity for professional to earn $30,000 plus first year with No. 1 list and move up in established group. Guaranteed salary and draw against commissions. John Wilson, Box 6067, Beaumont, TX 77071-422-2410.

WVIS-DM/Disney 106 needs experienced salespeople for expansion. Resumes to 487, Frederickst, St. Croix 00840.

California. Sales Manager—medium market—highly motivated MOS, Beautiful growth area. Successful local sales record. Must be self-motivated. EOE/MF Send resume to Box 8-39.

Sales Professional needed by prestige medium market powerhouse. If qualified, could be GSM. Good list, draw benefits. Resume to Ed Mund, Box 1151, Bay City, MI 48706.

Medium to small media market sales person … Here’s your chance to move up if you have a good management track record. We would like you to come to Sun City El Paso, Texas, and help us grow profitably. Salary and override, first year potential $25,000 to $40,000 to right person. Contact Garrett Huston, General Manager, K.RS, Area Code 915-533-8211.

Southern California Market. AM/FM Sales Manager. Group is seeking an exciting, down to earth, results oriented person to help sharpen the skills and determination of our fine sales staff in a growth market of 750,000 pop. We are looking for a natural motivator, leader, and teacher who is not easily satisfied, and who has high standards of performance, business, and personal conduct. A crack local salesperson has proven it, wants to continue in it, and is ready to share their skill and enthusiasm with others. A person who works well with programming and top management. You can make a great deal of money by continuing much work to the continuing growth of this business-oriented community and to the development of our salespeople and our stations. EOE. Please send resumes to Box I-43.

General Manager—Leader needed for C&W in booming Virginia college town. Equal Opportunity Employer, Box I-7.

HELP WANTED SALES

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

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Excellent List Available for aggressive pros in growing group. Ground floor opportunity leading to management and equity. Tom Joyner, PO Box 87, Petersburg, VA 23803, EOE.


AM-FM Midatlantic region’s veteran salesperson seeks new challenge or area. Contact existing list plus growing potential. EOE. Resumes to Box I-82.

God’s Country U.S.A. has career opportunity with La Croose’s leading stations. Want to interview bright, problem solver on the way up, strong on creativity with ability to write and sell innovative copy. Reply now. Contact for recent college grad with commercial selling experience or 1-2 years small market selling, excellent sales records. Live in the Number one small city, tremendous growth going on, superior earnings. Contact Bill Mann, Sales Manager, WIZM, La Crosse, WI a Midwest family Station. EOE.

HELP WANTED ANNOUNCERS

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

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

Yellowstone National Park needs experienced announcer. Must have proven winner. Resume, references to Box 8-13.

California small market radio, diversified format. Opening for well-rounded experienced announcer. Send tape (must include news) and resume to: Ross Hunter, WJMA, Box 271, Orange, CA 92860. EOE.

New FM in small market Virginia resort now interview announcers. Contact Randy Swingle 703-743-6551. EOE.

A very successful radio station in South Florida has an experienced announcer. Minimum is encouraged to apply. Equal opportunity employer. Send resume to Box H-131.

Announcer for modern country format. Experienced should send aircheck and resume to J. William Poste, WFLS-AM, FM Box 597, Fredericksburg, VA 22401. E.O.E.

Wanted, A full-time announcer for an adult contemporary radio station. Previous experience necessary. Good voice and bright delivery essential. Send a tape and resume to: Station Manager, WARY Radio, PO Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Announcer wanted. Good voice, must do some news and production. Nice college town. Send tape and resume to WIEZ, PO Box 308, Oneonta, NY 13820.

Small market Rocky Mountain FM/AM station looking for good announcers. Can you handle morning show? No smokers. No phone calls. Like the mountains? Tape and resume to KMTN-FM, Box 927, Jackson Hole, WY 83001.

Adult Contemporary, N.W. New Jersey Mid tempo at top. Personality needed. Live day shift; nighttime pro-duction required. No phone calls. Send tape and resume to RD, WRNJ, PO Box 1000, Hackettstown NJ 07840.

1979 Broadcasting 79
HELP WANTED ANNOUNCERS CONTINUED

One of our announcers has been hired as Operations Manager by another station, creating an opening for you to announce who can communicate with the listener on a one-to-one basis and sound warm and enthusiastic while doing it. The person we hire will know how to run automation equipment and a live board and know production and news. You want to be part of a winning team at Denver's beautiful music stations and enjoy one of the great family living areas. Good pay, good work conditions, stability and a chance to work with one of the finest staffs in the country send your tape and resume to Lee Stewart, Program Director, KOSI AM/FM, PO Box 99, Augusta, CO 80040. An Equal Opportunity Employer, M/F.

WBBO, Cumberland, ME needs evening air personality to send tape and resume to Rod Dormire, Operations Manager, Box 1644, 21502, EOE.

Midday Personality needed for one of the Midwest's most listened to rockers. You must have something to say, no time & temp, crazy yet intelligent. Good pay for area, excellent corporation with many benefits. Tape and resumes to: Eric Forx, WOW Radio, 11128 John Gatti Blvd., Omaha, NE 68137. E.O.E.

100,000 watt top 40 FM openings for Jocks with good production skills. We have over one million people in our coverage area. If you're an enterentian, send tape and resume (no phone calls). Automation experience a plus. Send resume and tape to WQLT FM, PO Box 932, Florence, AL 35630, EOE/M/F.


Unless you're damn good and want a challenge in contemporary radio, mad no further Competitive market demands excellence in mid-day and afternoon drive personalities. Excellent salary and fringe benefits in group owned medium market. Equal Opportunity Employer: Box 1-96.

Need now. Announcer with some commercial experience to join our professional staff. Adult contemporary format. Room to grow. Send tape and resume to: Ken Riggle, WTON, PO Box 1085, Staunton, VA 24401. EOE.

HELP WANTED TECHNICAL

South Eastern 50,000 Watt AM-Direcional and 50,000 watt FM needs chief engineer. Only experienced need apply. EOE. Resume with monetary requirements to Box H-50.

Engineer/Announcer—1st Class Station in scenic panhandle area. New KEVI AM-FM, PO Box 151, Waukon, Iowa 52172 or call 319-568-3476.

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

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

Assistant Chief, experienced AM/FM/SCA. Resume only WSBQ, 4949 West Belmont, Chicago, IL 60641.

Broadcast Engineer: Chief Engineer for combination AM/FM in one of the Southwest's fastest growing and most pleasant markets. Must have first phone and degrees in electronic communications. Good experience in comparable experience. Applications are especially desired from women and members of minority groups. Excellent salary and benefits with one of Texas' most respected broadcasting organizations. Call Bob Woodman 512-573-9171, KVJ and FM 95, Victoria. Equal opportunity employer M/F.

We've got first-phones. Now we need a person who knows how to fill them and sell all kinds of commercial radio broadcasting and audio gear, for a fast growing station that's doing big things in a small Oregon community. Send resume due to moving distance. EOE. For interview, call Mr. Smith, 503-882-8833.

Chief Engineer wanted for WRAP Norfolk, Virginia's only DISCO station. First Class License and at least 3 years experience preferred due to moving distance. Reply with resume to Box 1-36F.

Chief Engineer: 50KW Directional AM, 100KW FM. Pacific Northwest. Must have Chief Engineer experience with strong maintenance/audio/transmitter background—energy and ambition essential. Salary approximately $50K depending on experience. EOE. Send resume and photo to Box I-36.

Chief Engineer, or assistant ready to move up having knowledge in automation, AM & FM, along with expertise in maintenance and FCC regulations. We will give you a great position, future, and guaranteed sunshine in Southwest Florida. E.O.E. Resume to Box I-17.

Chief Engineer, Live Stereo FM, N.E. Metro, STL. Send salary requirements, technical abilities. Telephone number. EOE, Box I-20.

PE with AM-FM-TV experience for Eastern Coastline firm. Send resume, salary requirement. Box I-11.

Chief Engineer wanted: for 50 KW, DAZ. 5 years experience. Sales, Service and/or technical advisor, digital remote control, microwave, and strong on studio maintenance. Send resume, references & salary requirements to Box 123, Cypress Gardens, FL 33880. An Equal Opportunity Employer.

Chief engineer who can also handle AOR board shift in small market Rocky Mountain resort area. 48 KW FM. No smokers. Like the mountains? Tape and resume to KMTN-AM, Box 927, Jackson Hole, WY 83001.

HELP WANTED NEWS

Newsperson needed by highly rated "Beautiful Music" station. Morning news, public affairs programs and editors included in responsibilities. Must have solid experience, excellent writing skills and mature voice. Equal Opportunity Employer. Tape & resume to WSSR, BX 961, West Side Station, Worcester, MA 01602.

Anchor/reporter sought for heavy news and adult contemporary combo in Pennsylvania's third largest market. Strong on-air to replace female staffer on five member department. CBS affiliate. Send resume and tape to: Tom Londre, News Director, WEST/WLEV, Box 81, Easton, PA 18042.

South Georgia fulltime CBS affiliate needs local news director/gather to write, edit and report local news. Experience necessary but recent broadcast journalism graduate may be considered. You'll join a dynamic staff in a progressive college community of 20,000. Send tape and resume to Al Cohen, WTHE/WTIP PO Box 968, Tifton, 31794.

Metro New York suburban station with strong news and information mix. We seek experienced reporter/anchor. Ability to gather, write and deliver professionally; strong news background essential. Tape, Resume to Kevin O'Keefe, News Director, WVIP Radio Cicero, Mt. Kisco, NY 10549, EOE-M/F.

Full-time news person in beautiful Rocky Mountain resort community. No big story, just covering the mountains. Tape and resume to KMTN-AM, Box 927, Jackson Hole, WY 83001.

WGH News, Norfolk, is looking for an on-air news reporter with outstanding news gathering, writing and reporting capabilities. Experience a must. Minimum requirements: $10-15K, $3-5K, 600+ dial-up lines, WGH News, Box 9347, Hampton, VA 23670. EOE M/F.

Drive Time Anchor for Centemp AM, dominant news operation in market. Looking for rare combination of those three qualities: voice, writing and news judgment. Write, edit, gather, link good stories. A life style, not a job. No nights, no weekends. Must have a strong background in news and some experience in political, government, automotive, etc. Tape and resume to Tom Lennox, News Director, WREC, PO Box 10804, Birmingham, AL 35202.

Dominant Northeast Ohio Regional 5KW AM seeks news director. Strong on-air skills, management background and 3-5 years experience. Resumes to John Nagy, WBKN, Youngstown, OH 44501. An Equal Opportunity Employer, M/F.

New FM in small market Virginia resort now interviewing newspeople. Contact Randy Swingle 703-743-6551, EOE.

Expanding news department needs news person to write, produce and deliver (not read) local news. Must be highly motivated self-starter, competitive. Help us develop this department. Send tape, resume, salary and requirements to WATN, Box 1240, Watertown, NY 13601.


Rounasville Radio, Orlando (WLOF/WBJW) is looking for professional, personable newspeople for upcoming opening. Experience preferred. Please send tape, resume and salary requirements to: Alan Gardiner, PO Box 1574, Orlando, FL 32806—EOE—Minority applicants encouraged.

Top station seeks combo broadcast journalist/sports p-b-p person, with at least two years experience in all phases of radio news and sports. If you want to further your career and have the qualifications, we're the right place. Tape and resume to News Director, WCTC, Box 100, New Brunswick, NJ 08903. Prefer applicants from Northeast.

Newsperson: tapes/resumes from beginners being accepted. Looking for street reporting abilities and some studio experience. Send tape to NOB/KXBS Radio, Box 876, Savannah, GA 31402 912—887-1529, EOE.

Newsperson: Experienced, Dominate Local News. Good Salary WQX-FM, Box 357, Grenada, MS E.O.E.

News Director, public radio station on Turtle Mountain Indian Reservation. BA and 1 year's full-time broadcast experience required. Salary $10,000-11,000. Send tape and resume to: Theophilus Poole for KMTX, Inc., Box 1625, New York, NY 10020.

Colorado AM/FM wants early morning anchor and reporter: Good voice and gathering ability a must. Contact: Tom Lundrken, KREM AM/FM PO Box 798, Grand Junction, CO 81502.

Lead and direct 4 person news staff. Major commitment to NASCAR and Colorado Golden Eagles. Good NT entering politics. Stability, experience, and dedication required. $12,1500 starting salary. WDDO/WDDW, Marion, IL E.O.E.

Immediate opening—morning anchor. We need an experienced broadcast journalist with background in public affairs. We're an award winning station offering opportunity and the chance to be creative. Send salary requirements, tape, and resume to: John Price, News Director, 1015 Main Street, Wheeling, WV 26003, EOE.

News Editor with an interest & flair for sports. Must do AM, drive, writing for news & sports and do air sports, excellent opportunity for aggressive individual. Send resume and tape, send to: WOHO/205 Broadcast House, Toledo, OH 43616.

Sunny Southwest Florida is looking for an experienced News Director possessing professional news voice, excellent writing skills, and play-by-play sports casting background plus. E.O.E. Resume and salary requirements to Box I-16.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Advertising and Promotion Director — WQMS AM/FM/WQX Radio, Washington, D.C. has immediate opening for aggressive, energetic professional with experience in radio promotion and merchandising; knowledge of radio sales area; creative writing experience; stable, responsible, knows market trends, attracts industry; salary plus incentives. Send resumes only to Personnel Administrator, WQMS AM/FM, 11300 Rockville Pike, Rockville, MD 20852, EOE, M/F/CHVets.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

WKBW Radio, Buffalo, a Capital Cities Station, is in need of an all night air personality. We're looking for a reliable, mature, pro. Some news required. No calls please. Send tape, resume, and salary requirements to Sandy Beach, Program Director, WKBW Radio, 685 Delaware Avenue, Buffalo, NY 14209. An equal opportu-
nity employer.

Major station in major market seeks Traffic/Con-
tinuity person. Must be familiar with computerized traffic system. Responsibility for operation of Traffic and Continuity Departments and Coordination of com-
puter work with various departments. If qualified, write Box I-66.

Operations/Program Manager: must have man-
agerial abilities with full understanding of program-
ing. Must have good pipes for news and production only. Send resume and letter to Jim Courante, WLKE, 609 Home Ave., Waupun, WI 53963.

Program Director needed for Pennsylvania Powerhouse AM. We need an innovative leader who knows how to get and hold an audience with Adult Contemporary programming. Air shift negotiable. Good compensation package available. Send your resume, references and salary requirements. We are an equal opportu-
nity employer. MF, Box H-152.

SITUATIONS WANTED MANAGEMENT

General Manager, heavy experience, documented success record with group giant, small stations. Ex-
ceptional skills in organization, administration, pro-

Experienced salesmanager and general manager seeks: Successful track record. Midwest prefer-
ed. Box H-182.

35 year old professional with excellent administra-
tive, production, and sales background. If you are able to offer a good present and an excellent future I am offer-
ing my skills, talent and loyalty Bachelor and Master Degrees. Box I-23.

General Manager: When I apply to be a GM in New-
york, I want the turnaround of your station on my resume. So far it shows quadrupled billing of my list in Seattle; program experience with Group W; news with Post-Newsweek/awards, programming work seeks. Let me show you the world, and I can lead, too. Dave Marshall, 816 First Avenue North, Seattle, WA 98109, 206 — 283-5257.

GM has $100,000 to invest + best track record in broadcasting, Reply H-158.

General Manager: 27 years radio, last 17 as general manager. Small and large market background. Suc-
cessful track record. Desire relocation West, or West Coast. Motivator organizer, administrator, Strong sales, programming. Box I-53.


General Manager: top broadcaster wishes relo-
cation. I am an accomplished general manager. Ex-
perienced, mature radio veteran who loves challenge. Box I-67.

Financial Member of broadcast division manage-
tment team available. NYC area preferred. Box H-95.

SITUATIONS WANTED

Personality, dedicated, dependable hard-worker, creative D.J. Please voice, third, will relocate. Im-
mediately seeking Top 40, RB or Disco station. Con-
tact Charles Robinson 312 — 787-8220, 346-8429.

Experienced D.J. tight board, good news, commer-
cials and production, will go anywhere, now Box H-64.

Male, D.J. 20, disciplined, ambitious, 3rd Phone, hardworker, dependable R, or Disco Format. Resume. And Tape available. Will relocate immediately. Call or Write Gethmus Lavender, 312 — 324-3926, 6551 South Ingleside, Chicago, IL 60637.

HELP WANTED NEWS

News Announcer, Female, 3rd, Mature. Dependable hardworker; will relocate. Write or call for resume and lage. Rochelle Estrada A.S., 312-767-9417, 2146 N. Dayton, Apt. 204, Chicago, IL 60614.

Hispanic announcer with five years experience in Top 15 market. University graduate and bilingual. Box H-137.

Attractive, deep voiced, former major market female news director seeking mid-day afternoon drive job in southwest. Excellent writing skills, have done reporting. Tape available. Reply to "Name Withheld" 1317 Ga. Federal Savings Bldg., Atlanta, GA 30303.

I’ve seen the error of my ways. Ex-radio news direc-
tor now in TV, wants out of the little box. Imaginative, professional, expensive. Prefer Midwest or East, medium size, adult format. Box I-38.

Award winning TV reporter/writer from top-notch sunbelt market has relocated in Metro New York City and seeks positions in radio or TV news, imaginative, resourceful, and hard working. Call 914 — 949-5104.

Available immediately — Award-winning News Director. Six years experience in radio news and sports. Peter Jaroff, General Delivery, Amagansett, NY 11930 516 — 267-3691.

Super sportscaster available. Excellent P.B. skills, interviews, some telephonettalk. Award win-
ing, experienced, degree. Box I-49.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Successful, talented, creative, and intelligent AOR-top tracks programmer with winning ways wants to get it together for you with sound, image, and prom-

PD ready to move up. Offering leadership & talent, sales, production, & promotion background. Degree, community involvement. Box I-47.

Looking for a company that needs my skills in pro-
gramming and administration and offers future ad-
ancement for hard work and quality performance. 16 years experience, including sports, play-by-play with a major university, very good music show, and excellent talk. Bachelor and Master Degrees. Box I-26.

Major market production Announcer, top references, 15 year professional to settle with security. Talk money in first reply please. Box I-51.

PERSONALITY D.J., Programmer and salesmis-
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Major market production Announcer, top references, 15 year professional to settle with security. Talk money in first reply please. Box I-51.

PERSONALITY D.J., Programmer and salesmis-

HELP WANTED NEWS

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

Executive Director of Regional Network Position is with group operating executive responsible to Board of Governors for the administration of network services to 32 public television stations. Duties include im-
plementation of board goals and objectives, personnel hiring and evaluation, budget development and con-
trol, project creation and management, representation of regional views on PTV issues at regional and na-
tional levels of governance, administrative program activities in-
cluding acquisition and distribution. Applicants should have broad experience in public broadcasting administration including fundraising, development and operations or equivalent experience. Position available September 17, 1979. Salary competitive. Resumes and letters of interest to Screening Committee, Pacific Mountain Network, Suite 170B, 2480 West 25th Avenue, Denver, CO 80211. An EOC/MF employer.

TELEVISION

HELP WANTED MANAGEMENT

General Television Manager for Upper Midwest group owner. Would be responsible for four TV sta-
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Executive Director of Regional Network Position is with group operating executive responsible to Board of Governors for the administration of network services to 32 public television stations. Duties include im-
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HELP WANTED MANAGEMENT
CONTINUED

Northern Michigan University, a fully accredited state college dedicated to excellence in education and research, seeks a Planning Director. The Planning Director would be responsible for overseeing the development of comprehensive plans for the institution's academic, research, and physical facilities. This is a 12-month, full-time, exempt position with a salary range of $35,000 to $40,000. The University offers an excellent benefits package. Send resume and salary requirements to: Dr. John Smith, Chair, Search Committee, Northern Michigan University, Marquette, MI 49855.

HELP WANTED SALES

Local Sales Manager, Top 20 Group-owned ABC Affiliate. This position offers an excellent opportunity to work with a strong local TV sales force and to manage a six-person local sales department. The successful candidate will have a proven track record of sales success and the ability to supervise and motivate a talented team. The position is based in a beautiful resort city, with a population of over 50,000. Please send resume and salary requirements to: Box 142.

Local Sales Manager, for leading station in (ABC) market, requires a proven sales professional. The successful candidate will be responsible for developing and implementing sales strategies to achieve revenue goals. This position offers an excellent opportunity for career growth and advancement. Please send resume and salary requirements to: Box 142.

HELP WANTED TECHNICAL

Chief Engineer, for new UHF-TV Channel 58, Anaheim, Calif. Need to know it all, hands-on chief, to make final selection of equipment & start construction. Send resume, references, salary requirements to: Box 142.

WANTED:
Competent VTR & Switching maintenance Engineer for growing, aggressive SE TV market. Experience required: minimum of 4 years hands-on maintenance experience with RCA and Grass Valley equipment. Knowledge of digital and computer technology preferred. Send resumes to: Harold Johnson, Chief Engineer, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

Electronic technician for maintenance positions in Downtown Los Angeles and in resort city, major city. Applicant should have experience in N&W & VTR, 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

Maintenance Technicians and Board Operators, FCC 1st required. Experience w/Ouad, 3/4" helpful but will train. Experience w/Durham, WQRF-TV, 128 Kishwaukee St., Rockford, IL 61014 or call at 815-987-9350.

Maintenance Engineer, minimum 5 years' in-depth studio maintenance experience. Experience desirable. Top 20 ABC affiliate on Florida's beautiful suncoast. Write or call Director of Engineering, WTSPTV, PO Box 2000, St. Petersburg, FL 33733-813-577-1010.

Nashville opportunity for licensed, experienced television studio equipment maintenance engineer, transmitter experience a bonus. Master control operation experience with first phones also open. C.E. 615-385-1717.

Chief Engineer—Gulf Coast network affiliate seeking an experienced and growing station. Must have experience with state-of-the-art equipment. Excellent benefit package. Send resume to: Al Smith, KPLC-TV, PO Box 1488, Lake Charles, LA 70602 EOE.

Mobile unit engineers—Tel-Fax, Inc., an established and growing company, seek highly qualified mobile unit engineers. Duties will include maintenance and operation of equipment including VHF and UHF VTR, cameras, ENG VTR, ENG cameras, HS-100, GVG switchers, etc. Send resume to: Greg Symonovich, Tel-Fax, Inc., 4654 Airport Road, Bat. PA 18014.

TV Broadcast Technicians. Established public television station moving to new color facility. West Virginia University and WUVU-TV has vacancies for technicians experienced in master control and studio maintenance and operations, or all phases of transmit- ting and receiving microwave systems. Send resume of qualifications and salary history to: Jack Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26508. An Equal Opportunity Employer M/F.

Dallas—Maintenance Engineer for TV Production Facility. Hands on experience with AV-1, VTR-2000, Norelco & RCA cameras. Send resume and requirements to: Jimmie Fortner, MCI Productions, 2500 Far- rington, Dallas, TX 75207.

Assistant Chief Engineer for major market east coast independent to responsible for studio production and remote operations. Should have five years operation and maintenance experience and well schooled in electronics. Please send resume to: WPLH, Inc., 5001 Wynnefield Ave., Philadelphia, PA 19131.

Master Control Room Operator for top independent. Must have knowledge of all equipment required to work on air operation. Minimum 1 year experience in control room situation. First Class FCC License required. Send resumes to: Charles Mooney, 225 W. Washington St., Champaign, IL 61820.
HELP WANTED NEWS CONTINUED

WALB-TV has immediate opening for anchor/report. All ENG station. Send resume and tape, apply in person, or call Jerry Canady, N.D., 1709 Stuart Ave., Albany, GA 31720, 912-899-5554.

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

Weather/Environment Reporter for Northern California NBC affiliate. Requires a minimum of one year professional experience and a college degree in meteorology, geology, or related science. Must have excellent writing skills, be skilled in writing ENG scripts, and able to present weather information on camera. Must have experience in shooting, editing, and packaging news reports. Must have strong communication skills. EOE. Send resume and references to Dan Adams, KHS-TV, PO Box 488, Chico, CA 95927.

Co-Anchor Nightly News on KMVT Television, a progressive news station in southern Idaho "Gateway to Sun Valley." Salary negotiable... Call immediately 288-733-1280, David Denault—News Director.

10:00 PM Producer: Must be able to write and produce 10:00 PM newscast with intimate knowledge of national and international affairs. Substitute technical director. Must also be able to edit both film and 35mm videocassette. Bachelor's degree and one year producing experience required. Salary: $12,000-$14,000. Contact: KTVX News Director, 801—972-1776. An Equal Opportunity Employer.

Reporters: A medium market station in the West looking for creative weather presentation. Personality and some writing experience required. Excellent opportunity for experienced, articulate meteorologist who can demonstrate effective, articulate on-camera presence. Good pay & benefits. Resumes to Box H-93.

Meteorologist: We need a meteorologist who can communicate, has prior television experience and can make weather come alive. Rush resume and tape to WILX-TV. Equal Opportunity Employer. Write...Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Reporters/Photographers: Professional journalist with at least two years experience in television or radio news. Good production techniques essential. Rush resume, tape and writing samples to WILX-TV. Equal Opportunity Employer: Write...Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Top Forty Market Station in Southeast has opening for executive news producer. An Equal Opportunity Employer. Send resume Box I-45.

We're looking for an experienced digger for a news department moving in the direction of more investigative and investigative pieces. Good delivery and packaging ability and important, but not enough. EOE. If you think you can consistently put together strong stories, send resume and salary requirements to Box 1-48.

Strong market station on the Gulf Coast needs an experienced ENG photographer. EOE. Salary and resume requirements to Box 1-50.

Help Wanted: Producer for 6 & 10 p.m. newscasts. Must be experienced and have strong writing and oral presentation skills. Send resume and video tape to: WABY-TV, 115 South Jefferson Street, Green Bay, WI 54301. Equal Opportunity Employer.

News Director for NBC affiliate 63rd market. Previous news management experience preferred. Must have reputation for professional and productive leadership abilities. Send resume with references to: General Manager, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308. An Equal Opportunity Employer.

Feature Reporter. Can you travel our huge coverage area producing stories that interest people who do interesting things? I'm looking for an experienced television feature reporter to step into the shoes of our present Feature Director. This is a chance to make his dream of becoming a Hollywood cinematographer. No beginners please. An Equal Opportunity Employer. Box I-65.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Public Affairs Producer: Tired of that daily news routine? Long for something to get your teeth into? Check into an opportunity to come aboard with a growing Network Television Affiliate! We need a new staff member to: 1. Improve produces that are sensitive to public needs. 2. Produce features that are educational, informative and entertaining. 3. Develop programming concepts that are concise and educational. Send resume and tape and salary requirements to WHRO, Personnel Department, Public Television and Radio, 5390 Hampton Boulevard, Norfolk, VA 23508. (Tapes will be returned.) Deadline for applications September 12, 1979. Equal Opportunity Employer.

Experienced Producer/Director needed to direct the number one news operation in Philadelphia. Must also have a production flair that will attract the attention of the Eastern Pennsylvania area. Send resume and salary requirements to WPVI-TV, Box 880, Philadelphia, PA 19151. An equal opportunity employer.

Director for KUSD-TV and the South Dakota Public Television Network. Responsible for directing studio and remote productions. Must have knowledge and experience in all phases of television production, including directing, producing and editing. Experience with audio, lighting and set design. Minimum of two years experience and college degree or an equivalent combination of training and experience required. Send resume and salary requirements to: USD Personnel Dept., University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Cinemato/Editor/EPF: Position at a broadcast and instructional center will function as a senior, creative member of an interrelated film and television production unit. Requires at least 15 years experience in film and video production. Excellent benefits, salary to upper teens. Send credentials and work samples by September 30 to David Watkins, Assoc. Dir. Media Services, 27-279 Hall, Cornell University, Ithaca, NY 14853. All samples will be returned. An Equal Opportunity/Affirmative Action Employer.

Broadcasting Sep 3 1979

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HELP WANTED PROGRAMMING, PRODUCTIONS, OTHERS CONTINUED

Graphic Artist (final filing 9/14/79)—KCRE-AM and KCFM-FM in commercial art, strong in illustration and demonstrated skills in the areas of design, layout, typesetting and photography Previous TV experience preferred, samples required. Must, join union. Tel: Larry Viera, Personnel Director, KCRE-AM, 310-10th St., Sacramento, CA 95816, 914-444-7300 EOE.

Producer/Director: Two years experience in producing and directing public affairs programs, news programs and sport commercials. Equal Opportunity Employer. Write J., Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Promotion Director needed for eastern top 50 TV. Write and produce strong promos and coordinate multimedia ad campaigns with agency. We need an idea person, FEO employee. Please send resume to Box H-148.

Producer/Director for PTV Station. Responsible for producing programs for Channel 49 Studio, Fairfield, Conn. and statewide network. Demonstrated competence in the development and production of programming concepts, scripting, casting, and directing for multicamera live studio telecasts to single camera field production. Knowledge of Connecticut geography and ability to cultivate relationships within surrounding creative community essential. EEO, Affirmative Action Employer. Send resumes by Sept. 7 to Mary Sullivan, GPTV 24 Summit St., Hartford, CT 06106.

Director of Program Scheduling and Operations. Plans, experiences and supervises TV Programmin- Department. Includes program acquisition, traffic operations and serving as-on-air talent. B.A. re- quired, M.A. preferred. Minimum 3 years TV experi- ence, PTV programming experience desirable. Send resumes to: WXXI Personnel Department, PO Box 21, Rochester, NY 14601. EOE.

Television Production: One year studio production. Three quarter inch tape, field and editing experience helpful. EEO Opportunity Employer. Write: J., Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Segment Producer—for our upcoming magazine show “Prime-time”. Must be creative, well organized and able to develop new program ideas to become a member of this team. Strong journalism and produc- tion skills are required and prior experience with advertisements a plus. Please send resume to Fran Reyes-Acosta, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an Equal Opportunity Employer.

Promotion—Public Affairs Director: So. Cal. Small Market TV Station seeks creative responsible person with advertising, promotion, and public relations ability for multiple responsibilities. Bilingual (Eng-Spanish) preferred. Salary negotiable. Send resume to Steve Sato, Prog. Dir., KCET-CH, 9 Th, PO Box 29, El Centro, CA 92243. Equal Opportunity Employer. M/F. Minorities and women encouraged to apply.

TV Promotion Manager: Our station is built around promotion. We thrive on it, respect it, and need a department head who can deliver it. Good staff. Good facilities. Top location in a strong market. Equal Opportunity Employer. M/F. Send resume and samples of work you're proud of to Box I-3.

SITUATION WANTED MANAGEMENT

General Manager: with outstanding credentials! Television 24 years; Radio 13 years; Broadcasting 35 years, including Management 19 years. Now 49. Thoughtful of all aspects: creative, ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. in small, medium and large markets, overcome overwhelming obstacles to win. Management of satellite rapid-cost projects; produced spectacular sales and profits, plus prestige. Very Competitive! Quality leader in industry. Ac- customed to full responsibility. At accelerated pace, produces outstanding ratings, sales, profits and prestige! Now arranging weekend-interviews. Box I-12.

Vastly over-qualified hence available. Need g.m., sales mgmt or street-fighter-Radio or TV? Team player Excellent credentials, Paul C. Louttes, 355 Monden Center Rd., Pittsfield, MA 01201, 618-586-8434.

SITUATIONS WANTED TECHNICAL

TV-FM-AM...Field Engineering service, 20 years experience. Installation—maintenance—system design—survey and critique—interim maintenance of chief engineer. Phone Bruce Singleton 813— 858-2899.

Major market professional, formerly with network, desires stable ID, editing, or production position with station or production house. Family man with First Phone and excellent references. Box H-139.

Fully employed in top 10 prefers small or medium sunbelt market with future. AM/FM as well as TV. 1st Phone with radiors. Box I-15.

SITUATIONS WANTED NEWS

Reporter-Lawyer, B.S. M.S. Columbia Journalism, prime interest legal-police beat. Also can cover consumer, political, energy and medical issues. Presently at PBS station, liberal experience. Dan Dobson, 1034 Summit St., Paul, MN 55105 612—292-9143 (Answerphone)

Hispanic newsman with five years experience in Top 25 market. University graduate and bilingual. Box H-137.

News Director/Anchor at midwest affiliate looking for move east to medium market. Good track record, attitude. Box I-52.


Former TV Reporter wishing to get back into news. Looking for western situation only good Background. Please reply Box I-29.

Creative, Male, Black. Seeking TV and Radio re- porting opportunities. MS Columbia Journalism. 9 years broadcast experience, Radio reporter Extensive T-V film experience, Film/ENG editing and writing skills. Radio and TV audition tapes and personal inter- view on request. Reply Box I-40.

Put snap in your sports department. Enthusiastic pro available immediately. 3 years commercial experience, write and produce for radio, TV and movie trailer, radio TV degree. For Tape and resume write 2951 Canterbury Rd., Westlake, OH 44145 or call Rob Allan at 216-871-8086.


Award winning TV reporter writer from top-notch sunbelt market has relocated in Metro New York City and seeks positions in radio or TV news. Imaginative, resourceful, and hard working. Call 914—949-5104.

Say qualified minorities are hard to find? Say no more. Anchor/Producer/Reporter seeks challenge. A strong, tireless and more. Say this team. Strong, tireless and more. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Young, aggressive network researcher and writer seeking college news director seeking associ- ate producer or newswriter position. Call Andy 212— 830-6594.


Meteorologist with successful experience in radio and television seeks new location. AMS Seals, experi- enced with radar background in consulting. Box I-63.

SITUATIONS WANTED PRODUCTION, PRODUCTION AND OTHERS

Young, Creative Pro desires advertising/promotion manager position. Medium or small market. Don Cohen, 517—393-7009.

Director-Switcher-220 hours plus professional news directing. Editing of quad, cassette. Remotes, camera, on-air ability Seeks: Continued directing of news, sports entertainment. Future goal—Program Director Age, 22. Box I-22.

Talented Director/Producer with 10+ years expe- rience looking for new opportunity with greater ad- vancement and more challenges. Box I-32.

Experienced lawyer, author who has been a regu- lar guest on radio and television in major market for years. Also talks for television interview format. Can send tapes. Box I-2.

Chief Production Photographer for top twenty affiliate seeks to relocate. Single/double system film and tape skills with strong background as writer/pro- ducer. Box I-18.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Ceteo Broadcast Group seeks regional managers for two key U.S. sales territories. We're looking for ex- perienced men or women to sell our fine radio prod- ucts and systems: System 7000 program automation, network, telecommand, and IMPEQ’s top-of-the-line com- pensation program for sales professionals who can handle a first-quality line in midwest and northeast districts. Telephone Andy McClure 805-684-7688.

Director of Corporate Personnel for Capitol Broadcasting Company Inc. To be responsible for the establishment and administration of all corporate per- sonnel programs and activities. Capitol Broadcasting Company Inc. includes a TV station, three radio sta- tions, a newspaper, a radio network and a background music division. Minimum of three (3) years experience in all areas of personnel administra- tion in company with 200-400 employees preferred. Send resume to Personnel, PO Box 12000, Raleigh, NC 27605. EOE, M/F.

HELP WANTED SALES

Business oriented, successful salesperson with Sept crop experience and a weekly newspaper above his income level. This is a straight commission oppor- tunity involving substantial dollar amounts. We'll train in brokerage. Chapman Company, Inc. 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED ANNONCERS

If your between jobs in the MD, D.C. area and look- ing for temporary employment—call us at 301— 585-3314.

HELP WANTED PROGRAMMING, PRODUCTION AND OTHERS

NSN Program Coordinator for the Public Service Satellite Consortium, a national non-profit member- ship organization providing telecommunications serv- ices to public service organizations. PSSC is looking for a creative, enthusiastic individual to coordinate in- novative applications of telecommunications. Respon- sibilities include planning, developing, and coordinat- ing delivery and distribution of programs and services. Applicants should have administrative experience, knowledge and experience in development, market- ing, and telecommunications desirable. Advanced de- gree desired. Submit resume with salary history by November 17, 1979 to the Program Coordinator National Satellite Net- work, Public Service Satellite Consortium, 1560 L St. Street, N.W., Suite 907, Washington, D.C. 20036. An Equal Opportunity Employee.

HELP WANTED INSTRUCTION

HELP WANTED INSTRUCTION
CONTINUED

Dean, College of Public Programs: Qualifications: (1) High school or the equivalent. (2) Ability to provide leadership for interdisciplinary development. (3) Ability to communicate to the University and the community the purpose and directions of the College of Public Programs. Salary: Open—dependent on qualifications and experience. Application Deadline: October 31, 1978. Application Procedure: Application consists of a letter expressing interest in the position, a resume and names and addresses of three to five references to be sent directly to: Dr. Robert O. Hirsch, Chair, Search Committee for Dean, Public Programs, c/o Provost Office, Arizona State University, Tempe, AZ 85281.

INFORMATION
For the FCC first class license
Interest.

Dean, College of Public Programs: Qualifications: (1) High school or the equivalent. (2) Ability to provide leadership for interdisciplinary development. (3) Ability to communicate to the University and the community the purpose and directions of the College of Public Programs. Salary: Open—dependent on qualifications and experience. Application Deadline: October 31, 1978. Application Procedure: Application consists of a letter expressing interest in the position, a resume and names and addresses of three to five references to be sent directly to: Dr. Robert O. Hirsch, Chair, Search Committee for Dean, Public Programs, c/o Provost Office, Arizona State University, Tempe, AZ 85281. Information: Arizona State University is located in Tempe adjacent to Phoenix, the State Capitol. The University consists of ten colleges, associate divisions and schools with a total enrollment of over 35,000. The newly created College of Public Programs is comprised of the Departments of Communication, Criminal Justice, Journalism/Telecommunication, Leisure Studies, and Public Affairs. Although recently brought together in a new college, these are established academic units with growing enrollments and commitments to excellence. Degrees offered in the College include the Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science and Master of Public Administration. There are 60 full-time faculty, 2,245 undergraduate students and 415 graduate students in the College. Applications from minorities and women are encouraged.

WANTED TO BUY EQUIPMENT

Wanting


RCA TR-4 VTR’s: Hi-band, new heads $16,000 ea. Collins MW-4000 Microwave: 7 Ghz, audio channel, 2 available, $4,500 ea.

RCA TP-8 VTR’s: Oldie but goodie, $1,500 ea.

AMEX 1200A VTR’s: loaded with options $24,000 ea.

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

RCA TP-8 VTR’s: Oldie but goodie, $1,500 ea.

AMEX VPR 7800 VTR’s: 1” Totmal, 5 available, $1,000 ea.

Marconi Marc VII Color Cameras: Pedestals, very good condition, $6,000 ea.

GE PE-350 Color Cameras: Inhensers, lens, good condition, $7,000 ea.

RCA TR-50 Hi-Band VTR’S: CAVEC and DOC 1 with editor, $22,500 ea.

GE 12KUH UHF Transmitter: With Channel 14 antenna, $18,000.

RCA 20A Film Camera: Good condition, TP 15, available, $12,000.

RCA TP6S Film Projectors: Optical and magnetic sound $10,000 ea.

GE PE 3100 Film Camera: Automatic gain and blanking $8,000.

RCA TT-10 AL VHF Television Transmitter: low band VHF, $35,000 ea.

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.

WE ARE THE NORTHEAST’S SMARTEST STATION
Immediate need for professional announcing personality capable of news, production and play-by-play. Excellent salary commensurate with ability. EOE. Tape and resume to WOXU/WMX, Box 1991, New Bedford, MA 02740.

Help Wanted News

SPORTTALK HOST
Excellent opportunity for aggressive, positive person who loves and brether sports. Tapes and resumes to Jeff Ryder, PO Box 62000, Columbus, OH 43215. No calls, please. EOE:

Cheap Radio Thrill! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamic tracks on 4 low-priced LPs! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

Adult Contemporary Library, $25.00 per reit. 25 reits 50%, 50 reits 75%, 75 reits 100%, 100 reits 150% of regular retail. Two track stereo 25 heret tones, Studio West, 1702 N. Main, Santa Ana, CA 92706. 714—972-2610.

INSTRUCTION


REI teaches electronics for the FCC first class license. Over; 90% of our student’s pass their exams. Classes begin September 10 and October 22. Student rooms at the school, 11 N. Pineapple Ave, Sarasota, FL 33577, 813—555-6922.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twenty week teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213—379-4461.

RADIO

Help Wanted Announcers

GOING LIVE COUNTRY DEC. 1st
Need PD, announcers with strong, adult voice, and top production. Start 13,000 to 18,000 with excellent fringe. Töp company in the Business, Ohio, send resume to: Preter Midwest Applicants.

Box I-72.

Morning Drive Air Personality

50,000 watt WGY in Schenectady, New York
Candidate should possess:
- 2-3 years of medium/major market radio experience
- ability to communicate with entertaining relevance
- willingness to participate in station sponsored events
- enjoy working with one-to-one professional management

Send resume and recent aircheck to: Michael Neit Program Manager, WGY, 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer.

JOIN THE NORTHEAST’S SMARTEST RADIO TEAM

Immediate need for professional announcing personality capable of news, production and play-by-play. Excellent salary commensurate with ability. EOE. Tape and resume to WOXU/WMX, Box 1991, New Bedford, MA 02740.

Help Wanted News

Broadcasting Sep 3 1979 85
UNUSUAL OPPORTUNITY FOR TV GENERAL MANAGER NETWORK AFFILIATE

Major group with VHF outlet in market rank 40-50 seeking G.M. Salary open. Excellent benefits. Must have minimum 10-years experience in middle/high level management, preferably three years prior experience general manager. Equal Opportunity Employer. Send complete resume to Box I-27.

DIRECTOR OF FILM OPERATIONS FOR MAJOR PUBLIC TELEVISION PRODUCTION CENTER

Responsibilities include business-oriented management of film services area; supervision of post-production film facilities; knowledge of editing and sound mixing practices; liaison with outside laboratories and services; and collaboration with producers in setting budgetary, technical, and logistical requirements. Excellent salary and benefits. Send resume and cover letter to: Personnel Department (A-5), WGBH Educational Foundation, 123 Western Avenue, Boston, MA 02134. WGBH is an Equal Opportunity Employer.

Co-Anchors

New Jersey Nightly News seeks anchors for its Trenton and Newark bureaus. Unique state-wide program now in its second year. Broadcast both on WNET/thirteen and New Jersey Public TV. Anchors also are principal reporters for nightly mini-docs and special segments. Applicants should have anchor and field reporting experience—strong writing and interviewing skills. Send cassettes to:

Herb Bloom
Executive Producer
New Jersey Nightly News
1573 Parkside Avenue
Trenton, NJ 08638
E.O.E.

Help Wanted Programing, Production, Others

Creative Promotion Executive

We're looking for a person with television ad/promo experience who is ready to become a department head in a group-owned station in a top 20 Sunbelt market. If you have imagination, creativity and television station experience including on-air, sales promotion, print and press, here is a challenging position with excellent growth opportunity in a stimulating work environment. Salary range: $17,000-$20,000. Send resume to Box I-72. All replies will be held in confidence. Be prepared to show samples at interview.

We know you're out there somewhere.

You're stuck. You're second in command of a medium market television station promotion department and your boss is either too young or too bright to knock over.

Or you're the program/promotion director at a small station under a management that's just emerging from the dark ages. Or you've got some similar related experience and you want someone to compensate you for your brilliance. We've been hired by a television station in a top 50 market to find you. Now, you'll be working for a midwestern, group-owned station that contemplates a network switch and wants you to manage it. Or you want to make between $20,000 and $25,000 rush your resume, salary history, and samples of your best work (which we'll return) directly to us. We'll take it from there.

Robert P. Rimes
Consultant to Broadcasters
1555 Honeyhill Terrace
El Cajon, California 92020
(714) 448-4618
This client is an Equal Opportunity Employer M/F

IMMEDIATE OPENING

For experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit, and air television and radio news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Success is potential; will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to news director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls please. An equal opportunity employer.
Help Wanted News Continued

KTEW TV
is expanding its news staff. Immediate openings for two reporters and one ENG photographer. All replies should include VTR samples of work. Mail to: News Director, KTEW, RC, Box 2, Tulsa, OK 74133. An equal opportunity employer.

PRODUCER/DIRECTOR...
Must have 3 to 5 years directing experience with heavy emphasis on news. Must have a thorough knowledge of switching and be familiar with all phases of control room and studio operations and state of the art equipment. EOE. Contact Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202, 716-645-6100.

INVESTIGATIVE/CONSUMER REPORTER
Top-rated South Fla. TV station looking for reporter to handle investigative & consumer reports. Must be sharp, aggressive & an excellent writer. Good on-air appearance. Exp'd only please. Good salary & benefits. Send resume & salary history to: Box L-57. Equal Opportunity Employer M/F.

Situations Wanted Management

PROMOTION PROBLEMS?
I've achieved nationally recognized success building an aggressive promotion department from scratch at my medium market network affiliate and ratings prove it. Now I'm looking for the opportunity to do the same in a larger market!

Box L-13

Situations Wanted Technical

Videotape Editor/Technician

ALLIED FIELDS Help Wanted Sales

-IMMEDIATE NEED-

Help Wanted Sales Continued

Sales Manager
Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states. Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person. Starting compensation based on experience and ability. Outstanding company benefits. Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe
Director of Sales and Marketing
Broadcasting Publications Inc.
1735 DeSales St., NW
Washington, DC 20036

Public Notice

TOWN OF WELLFLEET
Applications for Community Antenna Television Licenses
Applications for Community Antenna Television Licenses will be received at the Office of the Selectmen, Town Hall, Main Street, Wellfleet, MA 02667 on or before November 20, 1979. All applications shall be on a form prescribed by the commission and must be accompanied by the prescribed fee.

Benson R. Moore, Chm.
George S. Elias, Jr.
Howard R. Dyetman
Wellfleet Board of Selectmen
Licensing Authority
8/20/79

INVITATION FOR A CABLE TELEVISION FRANCHISE
The TOWNSHIP OF RADNOR, Delaware County, Pennsylvania, (population 30,000) is seeking applications for a non-exclusive cable television and communications system franchise. For information and application forms contact:

Township Manager
Municipal Building
301 Ivan Avenue
Wayne, Pa. 19087

The deadline for receiving applications is October 31, 1979. All applications shall be accompanied by a non-refundable filing fee of $350.

Consultants

Bankers Trust Company, a $28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

• Mergers
• Acquisitions
• Divestitures
• Private Placements
• ESOT's
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• Management Consulting

Minimum transaction level $2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.
For Sale Stations

- **AM-FM** in Kentucky, $360,000. Terms.
- **Daytime** AM, R.E. No down payment, $330,000.
- **100,000 Watt Stereo S.E. Metro area, $80,000.**
- **South Alaska, Includes Real Estate, $200,000, Terms.**
- **Fulltimer, Large metro area, R.E. Indiana, $2,000,000, Terms.**
- **FM in Western Oklahoma, $280,000.**
- **Fulltimer, N.W. Coastal, $400,000.**
- **Powerful Fulltimer, N. Maine, $450,000.**
- **Daytimer, Mass.; Large Metro, $850,000.**
- **Fulltimer, Dominant Metro, TX $1,000,000.**
- **Daytimer, Million + Pop. In coverage area.**
- **1 kw AM in Southern Ga. Real Estate, $250,000. Good terms.**
- **Southern Arizona. Fulltimer, Good county population. $380,000. Terms.**
- **S. California, Spanish. $520,000.**
- **N. Central Texas. Daytimer, $400,000.**

Let us list your station, Confidential!

**BUSINESS BROKER ASSOCIATES**

**615-756-7835** 24 HOURS
Fates & Fortunes

Media

Dr. Leo L. Beranek, president and founding director of WCBS-TV Boston and parent company, Boston Broadcasters Inc., retires Sept. 30.

Robert M. Bennett, executive VP and general manager of WCBS-TV and BBI, succeeds Beranek as president, effective Oct. 1. Bennett will also serve as president of subsidiary of BBI, BBI Communications, involved in syndication and development of programs. Beranek will serve as BBI chairman-elect of board until March 1980, when Judge Matthew Brown retires, and Beranek becomes chairman.

Milton Malitz, president of Malrite Broadcasting Co., Cleveland, licensee of four AM, four FM, two television and two cable television systems, elected chairman and chief executive officer. Carl Hirsch, executive VP, elected president and chief operating officer.

Frank Curtis, VP-sales, WTRF-TV Wheeling, W. Va., named executive VP and assistant general manager of WTRF-FM-TV.

Tim Sullivan, VP-general manager, KHJ(AM) Los Angeles, joins KHTZ(FM) there as general manager.

William Stakelin, VP-general manager, WHOO-AM-FM Orlando, Fla., named executive VP of parent company, Bluegrass Broadcasting Co. W. Max Reil, VP-general manager of WINN(AM) Louisville, Ky., formerly owned by Bluegrass, succeeds Stakelin at WHOO.

Robert Bofficechio, general sales manager, KJQ(FM) Los Angeles, assumes additional duties as assistant general manager.


Stuart Cohen, VP-general manager of WYBE(FM) Buffalo, N.Y., named to same position with co-owned WPOG-AM-FM Norfolk, Va. Pete Vincelette, general sales manager, WLKQ-AM-FM Providence, R.I., named general manager of co-owned WYHE.

Jim Devan, sales manager, WATL-TV Atlanta, joins Georgia Network Inc., Atlanta, as executive VP. Rod Humphill, news director of Florida Network, Orlando, named operations manager (Florida and Georgia Networks are co-owned).


W. Boyd Rooney Jr., assistant general manager-operations, noncommercial KUON-TV Lincoln, Neb., joins noncommercial KUAT-AM-FM-TV Tuscon, Ariz., as general manager.

Jim Doyle, station manager, WLAM(AM)-WWAV(FM) Lewiston, Me., joins WCHI(AM) Portland, Me., as general manager.

Roy Lamberton, from KGOU(FM) Norman, Okla., joins WZCL(FM) East Moline, Ill., as general manager.

Edward Hardy, sales manager, KLZ(AM) Denver, named station manager.

Bill Stukaloff, national sales manager, KGMS(AM)-KSFM(FM) Sacramento, Calif., named station manager.

John Baziotes, director of accounting, RCA, New York, named VP-finance, NBC.

Jeffrey Ruthizer, VP in charge of labor relations for RKO General’s radio, television and soft drink bottling divisions, New York, named VP in charge of labor relations for RKO General Inc.

Edward Frank, director of program research, NBC Research, New York, named director of program and advertising research.

Robert Corraro, sales manager, Jerrold Electronics Corp., joins Continental Cablevision as VP-general manager of its suburban Chicago operations.

Jon Cooper, executive director of Pacific Mountain Network, joins noncommercial KNME-TV Albuquerque, N.M., as station manager.

John E. Beck, operations-instructional services coordinator, noncommercial KCMW-FM Warrensburg, Mo., named station manager.

Allan M. Frost, director of labor relations, Korvettes store chain, New York, named associate director of labor relations, based in New York, for Metromedia Inc., Secaucus, N.J.

Carolyn Chambers, VP-treasurer, Liberty Communications, cable television operator in Eugene, Ore., elected executive VP.

Betty Campbell Madden, in corporate secretary’s office, Meredith Corp., Des Moines, Iowa, elected assistant secretary of company.

Ken Karaszewicz, controller, WOWO(AM) Fort Wayne, Ind., joins WIND(AM) Chicago in same capacity.

Patricia Jones, auction coordinator, non-commercial WNEO-TV and co-owned WBBN-FM, all Buffalo, N.Y., named assistant director of development.

New regional directors, National Radio Broadcasters Association: Bob Herpe, WQMN(AM)-WPLR(FM) New Haven, Conn., region on; Bernie Mann, WOXM(AM)-WGLD(AM)-WUSD(AM)-WHEAD(AM)- WNEO-TV and co-owned WBBN-FM, all Buffalo, N.Y., named assistant director of development.

Executive Search and Recruitment
1270 Avenue of the Americas
New York, New York 10020
(212) 765-3330

"The person you describe is the one 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."

Broadcasting Sep 3 1979

Advertising

William C. Thompson Jr., senior VP, J. Walter Thompson Co., New York, named executive VP and will assume worldwide responsibility for Eastern Kodak account.

Jay B. Schoenfeld, senior VP and director of media planning for McCann-Erickson, New York, joins Backer & Spielvogel, new agency formed earlier this year by two former executives of McCann and its parent, Interpublic Group of Companies: William M. Backer and Carl Spielvogel. Schoenfeld will be senior VP and media director of B&S. Move is effective Sept. 5.

William M. Weilbacher, vice chairman of Dancer Fitzgerald Sample, New York, has resigned because, according to Chairman Stuart B. Upson, “we have been unable to agree on a suitable role for him to play in DFS’s future.” Upson said he was “extremely sorry” that Weilbacher, vice chairman since 1974, “has made this decision. He is a true professional and we shall miss him.”

Ernest A. Jones, chairman, international, D’Arcy-MacManus & Masius, Bloomfield Hills, Mich., named chairman of executive committee (worldwide). He will head committee that makes policy and management decisions in worldwide operation of D&M.&

Nathaniel Doughty, VP-managing director of marketing services group, and Joseph Harte, VP-management supervisor, N W Ayer ABH International, New York, elected senior VP’s. Elected VP’s: Michael Concannon and Henry Hartwell III, account supervisors; Roos Behrendt, group creative director; Rene Kuyper and Susan Pratgever, creative supervisors, and Beth Gordon and Anthony Machiedo, associate directors.

Len Fogge, account supervisor, Grey Advertising, New York, named VP.

James Polizzi, account supervisor, Benton & Bowles, New York, joins Cunningham & Walsh there in same capacity.

Mike McGarry, executive VP of Brand Advertising, Chicago, joins Barkley & Evergreen as VP and general manager of newly opened Chicago office.

Bob Taylor, former senior VP-creative group head, McDonald & Little, Atlanta, joins Flemister & Burkhart there as VP-creative director.

Michael Robinson, associate research director, Tatham-Laird & Kudner, Chicago, named director of research. Alison Embree, assistant account executive, named account executive.

Helene Hollander, account executive in Chicago office of Field Spot Sales, named sales manager of Chicago office, succeeding Jack Arslanian, earlier named Midwest sales manager (Broadcasting, Aug. 20).

Frank Polansky, account executive, NBC Spot TV Sales, New York, joins sales staff of Katz American Television, New York.

Bill Tynan, account executive, Harrington, Righter & Parsons, Chicago, transfers to New York office. Dana Potts, sales assistant in Chicago, named account executive.

Gerard T. Farrell, associate director of programming, Katz Television, New York, joins HR Television there as director of programming.

Christine Pfeiffer, sales research director, Field Spot Sales, New York, joins HR Television there as manager of company’s television one research division. Frank Hughley, account executive for Field Communications in New York, joins white division of HR Television there. H. Tom Durr, account executive, WAXN-TV Atlanta, joins sales staff of HR Television in Atlanta.

Arthur Benjamin, with MMT national spot sales, named East Coast VP, Admarketing Inc., Los Angeles. He will be based in New York.

Eliot Kiezman, VP-general sales manager of Hart-Hanks’s KENS-TV San Antonio, Tex., assumes additional duties as director of sales for Hart-Hanks Television Group, which includes four stations.

Jerry Heilman, local sales manager, WTMJ-TV Milwaukee, named general sales manager, succeeding Edward Quinn (Broadcasting, Aug. 20).

William Murdoch, assistant to president, sales and promotion, KSL-TV Salt Lake City, named VP-television sales and promotion.

Don Carper, account executive, ABC-TV Spot Sales, New York, named retail sales manager of co-owned KABC-TV Los Angeles.

Don Cena, local sales manager, KIRT(AM)-KKEG(FM) Los Angeles, named general sales manager. Jeff Johnson, assistant local sales manager, succeeds Cena.

Gregory Strausser, account executive with St. Louis office of Blair Television, joins KSDK-TV there as national sales manager, succeeding Gary Chapman, now general manager, WTVI(AM) Providence, R.I. (Broadcasting, Aug. 27).

Bob Mahlman, general sales manager, KCTV-TV San Diego, joins KNTV(AM) San Jose, Calif., in same capacity.


Don Nell, station manager, KLAATY(AM) West Monroe, La., joins WCBL-TV Columbus, Miss., as sales manager.

John Van Der Veer, account executive, WTECTV Albany, N.Y., named regional sales manager.

Charles Cady, senior account executive, KFOH(FM) Los Angeles, named assistant general sales manager.

James Collina, in sales department of WCOM-AM Columbia, S.C., named general sales manager.

Ed Burke, formerly with KWS(T)M Los Angeles, named retail sales director for KNAC(FM) Long Beach, Calif.

Mickey Sambor, account executive, MMT Sales, joins KCOH(TV) Los Angeles as account executive.

Betty Lou Holloway, co-producer of public affairs program, WXON(TV) Detroit, named account executive.

J. Richard Bradley, account executive, AdVantage Magazine, Nashville, joins WATE-TV Knoxville, Tenn., as account executive.

Jeffri Cardell, account executive, WYON(AM)-WOC(FM) Chicago, joins WIND(AM) there in same capacity.

Tony Buss, district manager for MOIS Computer Services in Boston area, named account executive for WZAM(AM) Boston.


Sue Podschatwitz, in sales capacity with KFIS-AM-FM Kansas City, Mo., joins KEZI(FM) there as account executive.

Patti Andrea Shepard, part-time clerk and assistant in program department of WATL(AM) Atlanta, joins staff full time as network coordinator in sales department.


New officers, Association of Broadcasting Executives of Texas: Dusty Black, KBOX(AM)-KMEZ(FM) Dallas, president; Ron Bergamo, WFAA-T Dallas, VP; Larry Neubrand, Neubrand Co., secretary, and Mary Lee Kilgore, KCBN Advertising and Public Relations, treasurer.

Programming

Eddie Foy III, director of casting, ABC Entertainment, joins NBC Entertainment, Los Angeles, as VP-casting. Bill closer, manager, current drama programs, NBC Entertainment, named director of current drama programs.

Michael Klein, manager, comedy and variety programs, West Coast, NBC Entertainment, named director of current comedy programs.

Michele Brustein, associate, dramatic development, NBC Entertainment, named manager, current drama programs.

Peter Roth, director of children’s programs, West Coast, ABC Entertainment, named director, current dramatic series. ABC Entertainment, Los Angeles. Ellen Endo, editor with ABC-TV’s broadcast standards and practices department, named program executive, current comedy series, ABC Entertainment.

Herbert J. Mendelsohn, senior VP marketing, ABC Leisure Attractions, named VP mar-
marketing services, ABC Video Enterprises, new unit created to develop and market programming for new media. He’ll also continue in Leisure Attractions role.

Diane Obright Collins, sports operations supervisor, ABC Sports, New York, named coordinator of program planning, ABC’s Wide World of Sports.

Robert Breakstone, budget controller for ABC’s weekly news magazine, 20/20, 2020, named production administrator, East Coast, ABC-TV.


Fifi LeFevre, former sports director, WKBW-TV Buffalo, New York, joins WKBW(AM) Atlantic City, N.J., as network director.

Pat Rogers, station manager and program director, WTAE(AM) Pittsburgh, Tenn., joins WSFM(AM) Atlanta as announcer.

Gary Sparber, sports director, WNDM(AM) Detroit, named coanchor.

Candido Grose, from noncommercial WCAL-AM-FM Northfield, Minn., and Armand Ross Holker, from noncommercial WKY(FM) Lexington, Ky., join WGNU(FM) Cinncinati as announcers-producers.

Arlen Ury, former media coordinator, JS&A, Northbrook, Ill., direct-mail advertiser, opens Allen B. Ury Productions in Chicago specializing in humor-oriented radio syndication packages and broadcast advertising.

News and Public Affairs

Frank Anthony, news director, WOR-TV New York, named VP.


News department shifts at KIRO-TV Seattle: John Lippman, former news director of KSTW-TV Seattle, Wash., most recently as state travel director, Department of Commerce and Economic Development.

Andy Brigham, news director, WVTM(AM) Syracuse, N.Y., joins WXXI(AM) Rochester, N.Y., as news manager.

Larry Kenney, from WHAM(AM) New York, joins WYNY(FM) there as morning personality.

Jerry G. Bishop, host of morning program on KFBM-TV San Diego, assumes additional duties as afternoon personality on KCBQ(AM) there.


Larry Gregory, creative services director, WREX-TV Charlotte, N.C., named production manager.

Ralph Hidpa, play-by-play announcer for Kansas City Chiefs football team, joins WEXE-TV Pittsburgh, Va., as sports director.

Jack LeFevre, former sports director, WCRB-TV Charlotte, N.C., joins WXII-TV Winston-Salem, N.C., as sports director.

Terry Grose, as personalit,y KTWO(AM) Casper, Wyo., named program director.

Pat Rogers, station manager and program director, WTAE(AM) Pittsburgh, Tenn., joins WSFM(AM) Atlanta as announcer.

Gary Sparber, sports director, WNDM(AM) Detroit, named coanchor.

Candido Grose, from noncommercial WCAL-AM-FM Northfield, Minn., and Armand Ross Holker, from noncommercial WKY(FM) Lexington, Ky., join WGNU(FM) Cinncinati as announcers-producers.

Arlen Ury, former media coordinator, JS&A, Northbrook, Ill., direct-mail advertiser, opens Allen B. Ury Productions in Chicago specializing in humor-oriented radio syndication packages and broadcast advertising.

Dayton, Ohio, as news director.

Barbara Danahy, co-anchor and producer of 5 p.m. news, KSD-TV St. Louis, named assistant news director.

Bob Phillips, news director and anchor, WBOY-TV Clarksburg, W.Va., joins WDTV(AM) Weston, W.Va., in same capacity. John Pozza, reporter, WOOW-TV Huntington, W.Va., joins WDTV as 11 p.m. anchor and producer.

Robert Houck, news anchor and writer, WCAU(AM) Philadelphia, joins WGEN(AM) there as news director.

Bruce Bartley, morning anchor, WRNG(AM) Atlanta, named news director.

Bruce Burkhardt, from WBKB-TV Montgomery, Ala., joins WKBW-TV Buffalo, N.Y., as assignment editor. David Watson, from WPFT-TV Birmingham, joins WBCB-TV as reporter.

Barbara Estep, reporter, KTRK-TV Houston, named additional duties as 5 p.m. co-anchor.

Mary Kroencke, weather reporter, KDKD-TV Colorado Springs, named, and 10 p.m. co-anchor, Cliff Nicholson, reporter and producer from KOB-AM Albuquerque, N.M., succeeds Kroencke. Saisha Pagani, general assignment reporter and weekend anchor, KDKD-TV, named anchor for Good Morning Colorado program. Patrick Madden, from KOB-AM, joins as weekend anchor Bruce Burke.- Callum, news director, KYCU-TV Cheyenne, Wyo., and Sandy Valdejo, reporter and morning anchor, KMCC(TV) Lubbock, Tex., join KDKO-TV as general assignment reporters.

Carol Erickson, weekend anchor and weekday general assignment reporter, KYW-TV Philadelphia, named 3:30 p.m. weekday field anchor, and continues as general assignment reporter.

Kent Dana, weekend anchor, Kool-TV Phoenix, joins KPHX-TV Mesa (Phoenix), Ariz., as 6 and 10 p.m. co-anchor.

Mary Armantrout, midday anchor and producer, WSHB-TV Daytona Beach, Fla., assumes additional duties as co-anchor of evening news.

Debbie Wright, reporter, WTVN-TV Des Moines, Iowa, Marty Salt, news director, WTAI(AM) Melbourne, Fla., and Janet Gauss, reporter, WIKR-TV Providence, R.I., join WSHB as reporters. Rebecca Randall, reporter and morning anchor, named associate producer, WTVN-TV, joins as news director.

Jim Blue, anchor-producer, WNDU-TV South Bend, Ind., and Heather Harden, host and producer of Midday Show, WFRV-TV Green Bay, Wis., named co-anchors of 5 p.m. news on WFRV. Bill Austin, weathercaster, KTRC-TV Austin, Tex., joins WFRV in same capacity.

Charlotte Scott, general assignment reporter, WFTL-TV Jacksonville, Fla., named field anchor for 6 and 11 p.m. newscasts.

Don Carson, weathercaster, WFLA-TV Tampa, Fla., joins WFTL(AM) Detroit in same capacity.

Rob Fledge, news director and anchor, KABI-TV Aberdeen, S.D., joins WWNY(AM) Watertown, N.Y., as reporter.

Mildred Reese McNeil, news producer, WFMJ-TV New Haven, Conn., joins WXIT-TV New Britain, Conn., in same capacity.

Scott Latham, New York metropolitan editor,
UI, named New York-New Jersey editor. Sam Rosen, with UPI Audio, New York, named sports director. Fred Parker, with UPI, named general executive for metropolitan New York, succeeding Thomas Cunningham, retired. Stephen Hagey, bureau manager for UPI in Knoxville, Tenn., named regional executive for Georgia and South Carolina, based in Atlanta.

Bill Lord, reporter, KING-TV Seattle, joins KTUU-TV Salt Lake City as host for documentary program.

Terry Tucker, public affairs director, WPFW-AM-FM Fredericksburg, Va., joins WLEX-TV Petersburg, Va., as weekend weather reporter.

Lonnina Christensen, traffic director, WRUO-FM Saul St. Marie, Mich., named programing and public affairs coordinator. Pat Cronkite, switcher-director, named chief director.

Cindy Prather, independent film producer in North Carolina, joins WXTV(WF) Winston-Salem, N.C., as public affairs coordinator.

Valerie Callaway, community affairs assistant, WISH-TV Indianapolis, joins WTHR(TV) there as public service coordinator. Kent Luhhuhn, from WTWOTV Terre Haute, Ind., joins WTHR as news photographer.

Mary Norton, formerly with Baltimore bureau of UPI, joins WMAR-TV Baltimore as news writer. Leatha Alcamo, former chief photographer, WWSV-TV Harrisonburg, Va., joins WMAR-TV as news photographer.

Vickie Jenkins, news director, KRTV(FM) Tucson, Ariz., joins KYXK(FM) San Francisco as morning drive reporter.

Promotion and PR

Rick Scarry, program director, KGHL-AM-FM Los Angeles, joins KMAT(FM) there as director of advertising, promotion and special projects.

Jeanne Whitworth, assistant to regional VP of CBS Radio in St. Louis, named director of information services for CBS-owned KMIX(AM) St. Louis.

Linnea Crowe, formerly with KGK(AM) Cedar Rapids, Iowa, joins KSTP-TV St. Paul as promotion manager.

Audrey Hall, on-air promotion manager, WTHR(TV) Indianapolis, named manager of advertising and promotion. Patty Gazy, production assistant, named coordinator of on-air promotion.

Cynthia Stewart Neely, director of public relations and promotion, WREX-TV Charlotte, N.C., named creative services director.

Pat Kavanagh, broadcast manager, Rich's Inc., Atlanta, joins WATE-TV Knoxville, Tenn., as promotion director.

Eric Pearson, chief director, WGQ(TV) Saul St. Marie, Mich., named director of creative services. Kathy Greene, production assistant, named assistant director of creative services.

Mary Chase, assistant to president, Liberty Communications, cable television operator in Eugene, Ore., named manager of corporate communications.

Rick Olson, from news department of WCCO-FM Minneapolis, joins Rainbolt & Brown Public Relations, Edina, Minn., as account manager.

Technology

Ralph E. Green, director of engineering, CBS Radio, New York, named VP-engineering.

Stephen William Schulte, director of broadcasting and operations, Showtime, New York, named VP of broadcast operations and engineering.

Thomas Kackmeister, marketing research specialist, product programs and research, in motion picture and audio-visual markets division of Eastman Kodak, Rochester, N.Y., named coordinator of marketing planning.

David Speed, domestic marketing manager for satellite communications division, Scientific Atlanta, Atlanta, named digital communications marketing manager.

Dan Lippman, district manager, Phillips Test & Measuring Instruments, Garden Grove, Calif., named sales manager-manufacturers representatives, Frank Bostrom, senior salesman in Garden Grove office, named district manager.


Allied Fields

Charlotte Reid, former member of House of Representatives and FCC commissioner, elected member of board of directors of Motorola Inc., Schaumburg, Ill.

Nivette Vicens, state broadcasting association coordinator, TVAC (Television for All Children), Los Angeles, named director, broadcast relations.

Eric H. Gebhardt, actor who appears widely in commercials, named secretary and member of board of Broadcast Center, St. Louis, nonprofit broadcast training organization. He is son of William H. Gebhardt, center's president.


Deaths

Samuel I. Newhouse, 84, owner, with his family, of Newhouse Broadcasting Corp. and a major chain of U.S. newspapers, died Aug. 29 at Doctors hospital in New York following stroke. Newhouse empire included 31 newspapers, seven magazines, five television stations, five radio stations and 20 cable systems. (Newhouse has sold its TV stations to Times Mirror for $82,380,000, subject to FCC approval [BROADCASTING, Dec. 11, 1978]). Newhouse rose from boyhood poverty in career that began as publisher at 16. In 1977 he turned over day-to-day operations to his brothers, Theodore and Norman, and his sons, S.I. Jr. and Donald.


Kaye created the blueprint for BMI in 1939 when broadcasters' negotiations with the American Society of Composers, Authors and Publishers appeared stalemated. He opened BMI on Feb. 1, 1940, negotiated contracts, hired staff and organized a catalogue of music licensed by BMI that dominated the airwaves during the months in 1940 when broadcasters were without ASCAP licenses. BMI, credited with the "democratization of American music," currently represents more than 55,000 music writers and publishers and has reciprocal agreements with 39 societies around the world.

In 1941 he represented a group of leading broadcasters in successfully opposing an FCC proposal to prohibit newspapers from owning radio stations. But he remained the chief executive of BMI until 1947 and later was chairman until he retired to become chairman emeritus in 1975.

During those years he was also active as a partner in the New York law firm of Rosenman, Goldmark, Colin & Kaye, providing legal counsel to many corporations and prominent individuals. Earlier he had handled much of the legal work of CBS and also represented the National Association of Broadcasters in congressional copyright hearings. In the mid-1940s he was counsel to a broadcaster committee opposing an American Federation of Musicians plan—later barred by legislation—to set up quotas for hiring of musicians by broadcasting stations.

In recent years his sight failed and health weakened, but he remained "of counsel" to his old law firm, now Rosenman, Colin, Freund, Lewis & Cohen. His wife, the former Muriel Gray, whom he married in 1940, died two years ago. There are no immediate survivors.
**Stock Index**

### Broadcasting

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<th>Percent Change in Week</th>
<th>P/E Ratio</th>
<th>Market Capitalization (100,000)</th>
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<tr>
<td>ABC</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Capital Cities</td>
<td>45</td>
<td>45</td>
<td>-8.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>54</td>
<td>54</td>
<td>+1.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KNX</td>
<td>9/14</td>
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<tr>
<td>GNP</td>
<td>12/18</td>
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<td>-1.5</td>
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<td>ABC</td>
<td>20</td>
<td>20</td>
<td>-1.3</td>
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<td>OWL</td>
<td>15</td>
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<td>Metromedia</td>
<td>71/8</td>
<td>71/8</td>
<td>-0.4</td>
<td></td>
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<tr>
<td>Mooney</td>
<td>11/4</td>
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<td>-0.2</td>
<td></td>
<td></td>
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<tr>
<td>Scripps-Howard</td>
<td>48</td>
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<td>-0.7</td>
<td></td>
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<tr>
<td>NTA</td>
<td>35/4</td>
<td>35/4</td>
<td>-0.1</td>
<td></td>
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<tr>
<td>33/8</td>
<td>33/8</td>
<td>33/8</td>
<td>-0.1</td>
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</table>

**Broadcasting with Other Major Interests**

- Adams-Russell: 20 1/2
- Affiliated Publs: 28
- American Family: 12 1/2
- John Blair: 23 1/2
- Charter Co.: 7 1/8
- Chris-Craft: 20 3/8
- Coca-Cola New York: 6 3/4
- Combined Comm.: 15 1/2
- Compo: 25 1/4
- Dun & Bradstreet: 39 3/8
- Fairchild Ind: 33
- Fuga: 13 3/4
- Gannett Co.: 44 5/8
- General Tire: 22
- Gray Comm.: 28
- Harte-Hanks: 24 3/8
- Heritage Comm: 9 3/4
- Jefferson-Pilot: 36 1/2
- Marvin Josephson: 17 1/4
- Tele-Communications: 11 3/4
- Knight-Ridder: 24 3/4
- Lee Enterprises: 23 7/8
- Liberty: 36 3/4
- McGraw-Hill: 27
- Media General: 27 1/8
- Meredith: 32 5/8
- Multimedia: 31 1/2
- New York Times Co.: 25 3/4
- Outlet Co.: 22 3/4
- Post Corp.: 23 5/8
- Reeves Telecon: 4 3/4
- Sendling: 25 3/4
- Tech Operations: 11 1/4
- Times Mirror Co.: 35 3/8
- Turner Broadcasting*: 11
- Washington Post: 24 3/4
- Wometco: 22 5/8

### Cablecasting

<table>
<thead>
<tr>
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<th>Market Capitalization (100,000)</th>
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<tbody>
<tr>
<td>Acton Corp.</td>
<td>11 5/8</td>
<td>10 5/8</td>
<td>+1.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amico+</td>
<td>6</td>
<td>6</td>
<td>-4.1</td>
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<tr>
<td>Athens Comm.</td>
<td>6 1/4</td>
<td>6 1/4</td>
<td>+1.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Burnup &amp; Sims</td>
<td>7 1/8</td>
<td>6 5/8</td>
<td>+1.1</td>
<td></td>
<td></td>
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<tr>
<td>Cable Info.*</td>
<td>8</td>
<td>8</td>
<td>+1.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comsat*</td>
<td>19</td>
<td>19 1/4</td>
<td>-0.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entron*</td>
<td>5</td>
<td>5</td>
<td>-1.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Instrument*</td>
<td>42 5/8</td>
<td>43 1/2</td>
<td>+1.1</td>
<td></td>
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</tr>
<tr>
<td>Genave Corp.</td>
<td>21 1/2</td>
<td>20</td>
<td>+1.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tele-Communications*</td>
<td>22</td>
<td>22</td>
<td>+1.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teleprompter</td>
<td>18 1/4</td>
<td>17 1/4</td>
<td>+1.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texscan*</td>
<td>4 3/4</td>
<td>4 3/4</td>
<td>+1.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Inc.</td>
<td>45 5/8</td>
<td>45 1/4</td>
<td>+1.0</td>
<td></td>
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</tr>
<tr>
<td>UA-Columbia Cable*</td>
<td>29</td>
<td>29</td>
<td>-2.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>United Cable TV</td>
<td>35 3/8</td>
<td>35 1/2</td>
<td>+1.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Viacom*</td>
<td>33 1/8</td>
<td>33 1/8</td>
<td>+1.0</td>
<td></td>
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</tr>
</tbody>
</table>

**Electronic & Manufacturing**

- AEL Industries: 7 1/4
- Amperex: 18
- Arrin Industries: 14 1/8
- CCA Electronics*: 1
- Cencor: 48
- Conrac: 28
- Continental: 22
- Contec: 31/8
- Convex: 36 3/8
- Digital: 5 1/4
- Electrolux: 36 3/4
- Flexovit: 33 1/4
- Gates: 42 1/2
- General Electric: 53
- Harris Corp: 31 5/8
- Hartel Industries: 6 3/4
- Isomet: 6 3/4
- J & P Video Corp.*: 12 1/4
- Microdyne: 20 1/4
- M & A Comm. Inc.: 26 1/2
- SMC: 58
- Motorola: 48 3/4
- N. American Phillips: 31 1/2
- Oak Industries: 30
- Oronox: 7 1/8
- RCA: 25 5/8
- Rockwell Intl: 41 1/8
- ASC Industries: 3
- Scientific-Atlanta: 33
- Sony Corp: 8 1/2
- Tektronix: 56 3/8
- Telemation: 1 3/4
- Textron: 36 3/4
- Varian Associates: 21 1/4
- Westinghouse: 22 5/8
- Zenith: 13 3/8

**Service**

- BBDU Inc.: 34
- Compact Video: 9 3/8
- Comsat: 42 7/8
- Doyle Dane Bernbach: 20 1/2
- File & Build: 27 1/4
- Grey Advertising: 37
- Interpublic Group: 30
- MCI Communications: 6
- Movielab: 5 1/8
- AMP Video: 8 15/8
- A. C. Nielsen: 24
- Ogilvy & Mather: 22 1/4
- Pacific Communications: 47 3/8
- W. Taylor Thompson: 27 3/8
- Western Union: 21 20 7/8

**Standard & Poor's 400 Industrial Average**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>3/4</td>
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<td>1/2</td>
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</tbody>
</table>

Notes: A-American Stock Exchange, M-Midwest, N-New York, P-Pacific. O-over the counter bid price shown, supplied by Sheason, Hayden, Stone, 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 25 cents.
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 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.

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre- emptions by other breaking news developments.
Curt Beckmann and the new news director

Contrary to the image of the radio or television station news director, Curtis Beckmann hasn’t moved around very much. A native of Minnesota, the 37-year-old who takes over the reins of the Radio-Television News Directors Association this week has spent all of this decade as news director of WCCO(AM) Minneapolis. In fact, that’s the only station at which Beckmann has ever worked—starting in 1965 as a summer replacement on the news staff and moving into his current position in January 1971. Ask him how he has managed to stay put in a field in which seniority often can be measured in months rather than years, and Beckmann answers with enthusiasm enough to make any WCCO publicist proud:

“This is an unusual radio station. This is a very good place to work. It’s one of the greatest radio stations in the country. I think a lot of it is owed to the living conditions of the Twin Cities. It’s just a very good place to be.”

Beckmann first entered the doors of WCCO while still a University of Minnesota student. Writing a paper on station editorializing, Beckmann went to interview the then news director of WCCO, Jim Bormann. After the interview, Beckmann recalls, Bormann “asked me what I was doing for the summer, and if I’d like to audition for a summer replacement’s job. Well, it didn’t take me long to answer.”

That first summer, Beckmann did a little of everything in the newsroom and was hired back the next summer. In January 1967, while still in school, Beckmann worked part-time for the station and joined the staff full-time upon graduation.

But Beckmann’s attachment to his station and his childhood home doesn’t mean that he is out of touch with what may be going on in the rest of the world. His personal interest in remaining current with modern thought and trends is likely to be carried over to his policies as the new RTNDA president. It’s a pet syllogism of his, Beckmann explains, that broadcast journalists should devote a significant portion of their energies each year to academic work—any kind of course study.

“Broadcast news people,” Beckmann says, “cannot afford not to stay in touch with what is new. My utopia for a broadcast journalist is a person who is required by his profession to earn so many credits per year of education.”

That is not, Beckmann stresses, a plea for any sort of formal licensing procedure for radio and television news people. It is, however, a plea for a kind of professional accreditation, not formal, but as a means of allowing for peer recognition. “The profession ought to demand of its members a continuing education,” he says.

Although his position at WCCO requires considerably more than a routine eight hours a day, Beckmann has from time to time managed to further his own education while working. Last fall, for instance, he studied law at a local college, and for five years before that he taught a communications course. “I was forced into a learning situation,” he says of the latter experience.

Beckmann’s concern with seeing broadcast journalists continuing their training extends especially into one area of news directors’ jobs for which he believes few have been adequately prepared. As news departments have grown in size and stature at local stations, more and more news directors have entered a realm for which few have been appropriately trained—management. “We excel as journalists,” says Beckmann in describing broadcast journalism’s own version of the Peter Principle, “and then we are made managers. We may or may not have the skills to manage.”

If for no other reason, that is why Beckmann is especially pleased with the new management training sessions that will be featured during this week’s RTNDA convention. Those sessions will “address the specific needs of news directors and teach them skills that they probably do not have,” he hopes.

The nature of the RTNDA presidency is such that the office holder inevitably must serve as the public spokesman for the members. Today, when many print as well as broadcast journalists feel that the First Amendment protects them apart from other groups are in jeopardy, that role as spokesman is all the more important. But Beckmann appears far more concerned with the nuts and bolts of RTNDA membership then with the large issues of press freedom. Beckmann does not shy from the great debates, but his approach to them is less rhetorical than technical.

One such issue is broadcast coverage of courtrooms. For the next RTNDA convention, Beckmann is already making plans for a special seminar on the law— an effort to acquaint news directors with some of the intricacies of the legal world. “We have to ask ourselves really how well prepared are we to go into the court and report,” he explains.

“We have to teach news directors more about energy or more about business or more about government,” Beckmann says.

As a result, perhaps, of his personal emphasis on education, Beckmann maintains a mildly philosophical approach to reporting the news. Too, because his entire professional life has been spent with one station in one city, he has a firm idea of how WCCO should serve its audience of listeners—who come from a large area of the upper Midwest. “We are a regional medium, and we make news judgments accordingly,” he says.

But Beckmann’s philosophy of journalism goes beyond that. While teaching radio and broadcast journalism at Normandale Community College in nearby Bloomington, Minn., Beckmann says he went through a number of the standard textbook definitions of news that journalism students learn. Not one seemed quite to fit, so Beckmann put several of them together and came up with one he feels just may sum up the nature of the news reporting:

“News is reports of events or opinions which are significant to a great number of people. The greatest news stories are those reports of opinions or events which are of the greatest significance to the greatest number of people.”

Early warning

The 4-to-3 division of votes on the FCC, as tested in such decisive cases as the approval of Taft’s acquisition of WDCA-TV Washington (Broadcasting, Aug. 20), emphasizes the grave importance of the next appointment of a commissioner. James Quello’s term expires next June 30. If he retires or fails of reappointment, Jimmy Carter could give Chairman Charles D. Ferris the fourth vote he has so far been denied and set the commission off on a spree of destructive regulation.

The solid minority, Ferris, Joseph Fogarty and Tyrone Brown, has repeatedly demonstrated an urge to dismantle broadcasting, making littles out of bigs and littlers out of littles by whatever means possible. One more vote could wreck the broadcasting structure—all, of course, in the name of public service and other good works such as dividing the wreckage among favored newcomers.

The last objective, it must be assumed, is also sought by at least some of the Hispanic interests that have been clamoring for representation on the FCC (“Closed Circuit,” Aug. 6). If a Quello vacancy does occur and Carter defers to the political call of Spanish-speaking voters, he will have to choose carefully unless he wishes to assume responsibility for breaking up the American broadcasting system and to endure the outburst of public outrage that would ensue.

Broadcasters and other important people—voters all—hope that Quello will decide to stay and make a fight for reappointment. His continued presence would lend stability to an agency that could easily fall under the Ferris clique’s unchallenged control with a more pliable occupant in the Quello office. Maybe that is too much to hope, considering the current instability in the White House itself. But if there is to be any hope at all, the White House must be educated to the gravity of its next choice of FCC commissioner long before that choice is made.

Nature of the beast

Considerable space is devoted in this issue to the shortening tenures that seem to be the rule among broadcast news executives these days. The job insecurity that has been widely publicized as the common lot of on-air talent is spreading beyond the studio. Upper ranks in journalism management are turning as slippery as the chairs that anchors occupy.

There is of course a reason: competition. The fierce rivalry for audience attention may be deployed by the news director who has just been done in by the latest rating book. It is, however, the salutary cause of the enormous expansion of staff, time and resources in television news and radio’s diversification into various informational services.

Charles Seib, the Washington Post’s ombudsman, noted in a recent column that the only daily journalism competition to be found now in most communities of the United States is among the broadcast stations. In the old days when newspaper competition was less the exception than the rule, somewhat similar conditions—on an infinitely lower economic scale, to be sure—obtained among newspapermen. The peripatetic reporter who moved from paper to paper and town to town 50 years ago has his counterpart among some broadcast journalists of the 1970’s. Stations may be the scene of talent raids nowadays. It was rival papers that bid up the price of journalism stars in former generations.

As in any competition where rewards are high and success is impermanent, broadcast journalism is subject to excess and abuse. The temptation to sensationalize is hard to resist when a rating gap is closing. Human sacrifices may be made unnecessarily when corporate headquarters turn querulous.

Still, the evidence suggests that journalism improves with competition, that the system contains its own corrective forces. “Happy talk” which threatened to remove most of the substance from television news on more than a few stations not many years ago is disappearing. Stations are turning to investigative reports on subjects of demonstrable consequence. The transition was forced by the audience.

If the news director’s future is less predictable than the average bank cashier’s, it is because both the offices and occupants are different. The betting here is that despite the current volatility in their chosen craft, most news directors worthy of the title will survive, as the many who will be in attendance this week at the Radio-Television News Directors Association annual meeting have survived and prospered.

Worth remembering

Over almost half a century, Sydney M. Kaye, who died last week at the age of 79, contributed in varied, valuable and often fundamental ways to the well-being of broadcasters and broadcasting.

An eminent copyright authority and attorney, he was perhaps best known as a founder and for 21 years chairman of Broadcast Music Inc., which broke the monopoly that was wielded—often ruthlessly in those days—by the American Society of Composers, Authors and Publishers. He represented broadcasters in fighting down an FCC proposal to ban newspaper ownership of radio stations, and he represented them again in fighting off a union plan to impose quotas for the hiring of musicians at all broadcasting stations. (In the radio-newspaper case, incidentally, lawyers are also in his debt for establishing the right of cross-examination in FCC proceedings.) He was also adviser and unofficial counsel to the Broadcast Pioneers and its Broadcasters Foundation.

It would be most appropriate, it seems to us, for some organization—perhaps the Broadcast Pioneers, which is undergoing rejuvenation—to create an annual Sydney M. Kaye Award to honor excellence in one of the several fields that held his interest, whether broadcasting, music or communications law. Indeed, considering how much he gave, it would be inappropriate not to establish a permanent memorial.

“I’d rather not have to tell you this...”
Stuhring up the past.

The Stuhr Museum of the Prairie Pioneer in Grand Island, Nebraska, is the home of scores of artifacts from Nebraska's past. And recently, it was the site of a big, old-fashioned celebration put on by KOLN-TV/KGIN-TV.

Station personalities, dressed in pioneer costumes, attracted quite a crowd and entertained them with songs and skits. It was a good day for the stations and it was a great day for the museum. Over 5,000 people passed through the gates. The museum's executive director later said the museum "wouldn't have the support that it does now" had it not been for the support of Nebraska's Fetzer stations.

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