

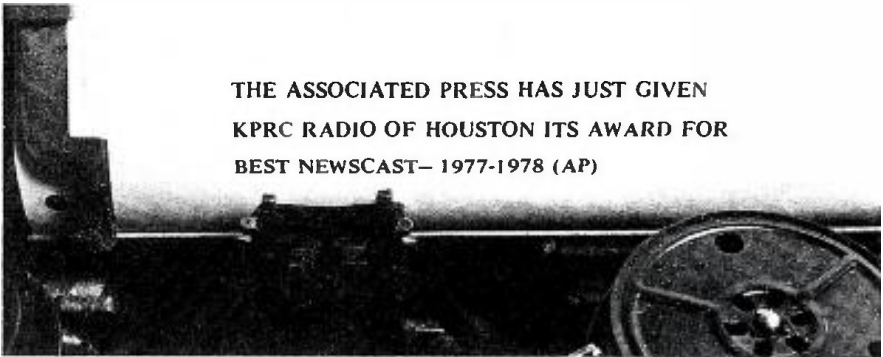
**The Communications Act of 1978:
No longer just a gleam in Van Deerlin's eye**

Broadcasting Jun 12

The newsworthy of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER



THE ASSOCIATED PRESS HAS JUST GIVEN
KPRC RADIO OF HOUSTON ITS AWARD FOR
BEST NEWSCAST— 1977-1978 (AP)



UNITED PRESS INTERNATIONAL HAS JUST
GIVEN KPRC RADIO OF HOUSTON ITS AWARD
FOR BEST NEWSCAST — 1977-1978 (UPI)

THAT'S NEWS IN ITSELF.

The Associated Press and the United Press International both gave KPRC their awards for the Best Newscast in Texas—1977-1978. Not that these are the first news awards we've won. After all, we're Houston's news radio station. We're telling people what's happening every day from 5:00 to 9:00 AM, from 12 noon to 1:00 PM and from 4:00 to 6:00 PM. And we have hourly updates of important stories. Over seven hours of news every broadcast day. But somehow these awards seem kind of special. It means the two best news services think the best news of the year was broadcast by just one station. That's quite a scoop.

KPRC NEWS RADIO HOUSTON 95

Represented by CBS Radio Spot Sales

WSOC NewsRadio 93 is in touch with Charlotte

WSOC NewsRadio is in touch with Charlotte, and we keep Charlotte in touch with the world. Our computerized voter projections kept our listeners "in touch" with the recent city, county and state election returns and accurately projected the winners in each contest. 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. The determination to keep Charlotte informed, together with the largest

staff of radio news professionals in the Carolinas, has won recognition from the News Directors of the Carolinas with the presentation of six first-place awards for excellence in news reporting. WSOC NewsRadio 93 is in touch with Charlotte. And Charlotte is in touch with us.

WSOC NewsRadio 93

Cox radio stations are represented by The Christal Company.

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia



ALL NEW!
FIRST RUN SYNDICATION

TIME-LIFE TELEVISION
presents



98 AMAZING HALF-HOURS

SPACE FANTASY
SERIALIZED ADVENTURES

Starring **TOM BAKER**

A BBC-TV PRODUCTION



**TIME LIFE
TELEVISION**

TIME & LIFE BUILDING
NEW YORK, N.Y. 10020

(212) 556-7783
(212) 556-7775
(212) 556-4344

ATLANTA
(404) 659-8050
CHICAGO
(312) 329-7835
LOS ANGELES
(213) 385-8151



Air Time International Announces The World Premiere of

THE UNKNOWN WAR

AT

THE NATIONAL ARCHIVES

WASHINGTON, D.C.

Distinguished Washingtonians, including members of Congress, the State and Defense Departments, the diplomatic community, as well as prominent historians and educators, will view the initial episode of this landmark television series at an invitational screening on September 7, 1978. They will see what over 150 million* people around the world will see starting this fall.

The Unknown War captures the human drama of the war between Nazi Germany and the Soviet Union. This war was different—bigger, more ferocious, more devastating. A single battle involved 7,000 tanks and 4,000,000 men. It obliterated hundreds of cities, laid waste thousands of square miles, cost 30,000,000 lives.

The scale and savagery of the conflict are captured in the combat footage of 20 one-hour programs, much of it seen for the first time in the West. The series brings to formidable life four years of high drama that until now have been lost to history.

*WNAC-TV, Boston; WLWT-TV, Cincinnati; WEWS-TV, Cleveland; KBMA-TV, Kansas City; KHJ-TV, Los Angeles; WHBQ-TV, Memphis; WOR-TV, New York; WOKR-TV, Rochester; KFMB-TV, San Diego and KRON-TV, San Francisco. Australia, Austria, Costa Rica, Ecuador, Guatemala, Hong Kong, Iran, Ireland, Kuwait, Malaysia, Nicaragua, Panama, Switzerland, Taiwan and West Germany.

CONSULT YOUR SALES REPRESENTATIVES FOR LOCAL MARKET AVAILABILITY.

Air Time International, Inc. is an



company

919 Third Avenue, New York, N.Y. 10022 (212) 371-4750

The Week in Brief

LID OFF REWRITE □ Van Deerlin unveils H.R. 13015, the proposed legislation to revamp the Communications Act. It calls for basement-to-attic changes. And there are some trade-offs. **PAGE 29.** The principal points of the bill



Announcement of the Communications Act of 1978 draws a large media crowd to the Rayburn House office building.

are summarized, along with the text of how Title IV deals with broadcasting. **PAGE 30.** Architects of the legislation explain their rationale. **PAGE 38.** What the reaction is in other parts of the communications world. **PAGE 40.**

RADIO IN THE HOUSE □ Speaker O'Neill agrees to an AP Radio request to allow tap on the chamber's mikes; broadcasts from the gallery will be barred. **PAGE 42.**

MEANWHILE, IN CINCINNATI □ The AP Broadcasters convention assesses the state of broadcast news with input from such as Elmer Lower, Keith Fuller and Jesse Jackson. **PAGE 44.**

FAIRNESS AND EQUAL TIME □ Proxmire's bill to repeal Section 315 runs into opposition from Geller during Hill hearing. **PAGE 46.**

BLACK EYES FOR '20/20' □ Criticism of the new news-magazine show is heavy, viewing is light. **PAGE 46.**

TUNING UP TRUMPETS □ Affiliates await their first glimpse of Fred Silverman as president of NBC. It'll come Sunday at a reception that precedes a busy two-day convention agenda in New York. **PAGE 51.**

ST. PAUL MESSAGE □ The BPA's biggest-ever convention gets under way in that half of Twin Cities. **PAGE 50.**

NONCOMMERCIALS □ The FCC wants to update its regulations to determine who can be a licensee in public broadcasting and how underwriting should be handled. It also moves to shift some FM allocations. **PAGE 50.**

ALL FOUR FLUNK □ The FCC review board turns thumbs down on the entire slate of applicants for the facilities of WNJR Newark, N.J. **PAGE 52.**

NO BUYER RETICENCE □ Network sales executives say that talk about agencies and advertisers hanging back for better deals is nonsense. **PAGE 54.**

EVEN BETTER □ McCann-Erickson's Coen revises his forecasts of media spending in 1978 and now predicts an over-all 12% increase to \$42.5 billion. **PAGE 54.**

CLUTTER □ The AAAA and ANA will meet June 21 with NAB executives to discuss complaints about time excesses under the TV code. **PAGE 54.**

CHILDREN TALK □ NAB's Washington conference draws people from all walks of life and with ideas about how TV has been or should be programming for young. **PAGE 56.**

DAYTIME EMMY AWARDS □ NBC got the "best," but ABC had the most. *Donahue* is the only syndicated program to win, picking up dual honors. **PAGE 57.**

HOME VCR'S □ JVC Corp. announces what may be a major step beyond first-generation home video recorders. Its new Vidstar will have stop-action, slow-motion and fast-action capabilities. **PAGE 58.**

COMSAT'S PRICE LIST □ It files new tariffs with the FCC: \$275 for first 10 minutes, \$10 for each addition. **PAGE 58.**

THEIR AMERICAN WAY □ Less than a year ago, two men came out of the Midwest to buy Mutual Broadcasting System for \$18 million. Then they agreed to buy WCFL Chicago for \$12 million. It means new horizons for Jay Van Andel and Richard Marvin DeVos, two high-school friends whose Amway Corp. epitomizes the skin-of-the-teeth entrepreneurial drive that built American capitalism. **PAGE 80.**

Index to departments

Broadcast Advertising... 54
Broadcast Journalism... 42

Business Briefly..... 10
Changing Hands..... 48
Closed Circuit..... 7
Datebook..... 15
Editorials..... 82

Equip & Engineering..... 58
Fates & Fortunes..... 59
For the Record..... 63
Media..... 46
Monday Memo..... 26

Playlist..... 62
Profile..... 80
Programming..... 56
Stock Index..... 78
Top of the Week..... 29

Tuning in together.



One in a series of paintings by Joseph Costeri depicting Taft Broadcasting Activities.

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.

TAFT
Broadcasting Company

Informing and entertaining the American family.

Closed Circuit[®]

Insider report: behind the scene, before the fact

A friend

If anyone is front-runner in competition to replace Commissioner Margita White on FCC, it may be Anne P. Jones ("Closed Circuit," May 29), now general counsel of Federal Home Loan Bank Board. She has known FCC Chairman Charles D. Ferris since they were students in Boston College Law School. (She graduated in 1961, year after Chairman Ferris.) And there are some in Washington who believe she has his endorsement for job—that, at minimum, Chairman Ferris urged White House to consider her as possibility.

Another apparent plus is that, although she is Republican, Democratic administration thought enough of Miss Jones to give her plum of general counsel's job in federal agency. She had served for number of years at Securities and Exchange Commission.

Double trouble

Release of new "Communications Act of 1978" by House Communications Subcommittee (page 29) presented National Association of Broadcasters with something of internal problem. NAB has been vociferously opposing any rewrite of Communications Act of 1934. Now it may have to walk twisting path. Radio would be all but deregulated by new act and would pay relatively small part of annual fees new act proposes. In NAB, radio members outnumber TV by more than eight to one.

Although TV interests are expected in general to oppose at least some major provisions of act, NAB may have trouble recruiting solid front. "How are you going to get radio to oppose this thing," said one NAB official, "when it gives radio the candy store?"

Price of success

One indication of UHF's rising popularity is mounting backlog of television station applications at FCC, all involving upper-band frequencies. Some 200 applications for new stations or for changes in existing ones are pending, including some filed in 1976. Officials say staff shortages at time of rising interest in UHF are part of reason. Where applications came in at rate of about 10 per year several years ago, they are now being filed at rate of up to 15 per month. Factors in upsurge of interest are religious broadcasters and pay television entrepreneurs.

Another reason given for backlog is, ironically, procedures that were adopted in July 1976 to speed up adjudicatory process. Substantial number of applicants are mutually exclusive—some 30 of the channels at issue are being sought by

about 80 of the applicants—and Broadcast Bureau staff finds itself faced with responsibilities that were given it in order to speed things along once case got to hearing.

Overheated market

Though chances of passage are unclear, proposed 10-station limit on multiple ownership in Communications Act overhaul is seen by station brokers as probable stimulus to already strong demand for station acquisitions. Legislation would grandfather existing ownerships that exceed 10-station level. Brokers figure grandfathering will spur buyers to get as close to present 21-station limit (seven each, AM, FM, TV) as possible before legislation can be enacted.

Not, brokers say, that demand needs new stimulus. Desirable stations are scarce—AM, FM and TV—so that market effect of any increased demand will be to drive already high prices still higher. Prices are "unbelievable" now, according to broker who said he sold FM station for \$240,000 eight years ago to owner who now is asking more than \$4 million for it.

Private stock

So tight was security against leaks of Communications Act rewrite before last Wednesday's release that not even members of House Communications Subcommittee, who long ago were clamoring for stake in bill, got to see it. One member's office reported it didn't even receive announcement of press briefing Wednesday morning until 3:30 p.m. day before, which, said staff member, "was a little bothersome." After introduction, subcommittee staff members spent long hours briefing members and their staffs, as well as Senate Communications Subcommittee chairman, Ernest Hollings (D-S.C.), and National Telecommunications and Information Agency director-designate, Henry Geller.

Paid up

Decision was made last week by ad hoc committee responsible for erection of headquarters of National Association of Broadcasters a decade ago to burn mortgage (literally) next Aug. 2. Among those to attend "in house" ceremony will be members of building committee plus executive committee of NAB.

Tenth anniversary of headquarters at Connecticut Avenue and N Street, N.W., in center of Washington's liveliest development, will be formally observed with appropriate ceremony next year—probably in February when officialdom, including Congress, will be in town.

Vance at bat

Media spokesmen who met in Washington last week with Secretary of State Cyrus Vance and his public affairs brass are convinced administration will go all-out in resisting Russia and Third World nations that espouse control of press and broadcast censorship. State spokesmen promised U.S. delegation to UNESCO at critical meeting next October in Paris would include at least one publisher (probably William Atwood, *Newsday*) and possibly one broadcaster (perhaps Arch Madsen of Bonneville).

At meeting with Mr. Vance were George Beebe, *Miami Herald*, chairman of World Press Freedom Committee; Leonard Marks, Washington attorney and former head of United States Information Agency; Vincent T. Wasilewski, president of National Association of Broadcasters; Stanley M. Swinton, AP, and Frank Tremaine, UPI.

Out and up

Robert Peyton, vice president and director of programing, Katz Agency, New York, is understood to have resigned to join Time-Life Television, New York, in top-level capacity later this month. His successor at Katz has not been named.

Swiss stake

Despite "conflict of interest" question raised by Justice Department, there's still hope that industry representatives will be on delegation to crucial World Administrative Radio Conference in Geneva next year ("Closed Circuit," March 27). Glen O. Robinson, former FCC commissioner who heads delegation, assured top echelon of National Association of Broadcasters at meeting last Wednesday that broadcasters, among others in private industry, would be invited but whether they would be on delegation or merely advisers is yet to be settled. In past, about 50% of delegation has been nongovernment, and Mr. Robinson, after consultation with State and Justice lawyers, is said to be optimistic.

U.S. is unique among nations signatory to International Telecommunications Union, because of fundamentally different structures. In other nations, communications are direct government functions and their experts are officials. Under U.S. system, communications are private—except for regulation and policy. But participants for ITU conferences have been selected for technological scholarship rather than to represent causes of private entities.

MCA TV/UNIVERSAL AND OPERATION PRIME TIME APPLAUD WHAT “THE BASTARD” DID.



**The prime-time overnights in the fortress
cities of New York, Los Angeles and Chicago
are in. Independents WPIX, KCOP*
and WGN-TV beat everything in sight!****

For stations it proved it's possible to compete head to head with the giants. And come out ahead.

For advertisers it opens up a vital new flow of high-rated prime time availabilities.

For reps it creates an explosion of first class spots on independents and a bonanza on affiliates.

Our first two rockets, "The Bastard" and "Testimony Of Two Men" lit up the sky. Next, Irwin Shaw's "Evening In Byzantium" and Howard Fast's "The Immigrants"—to be followed by a whole new world of local programming.

Local television's future has never looked brighter.

MCA TV

*All-time station record.

**NSI four-hour averages.
(Subject to survey limitations.)

Business Briefly

Radio only

U.S. Postal Service □ Postal Service plans seven-to-eight-week radio promotion beginning next week. Young & Rubicam, New York, will select spots in eight markets including Baltimore, Boston, Cleveland and Philadelphia. Target: men, 25-54.

Bristol-Myers □ Company features its Excedrin tablets in six-week radio buy starting in early July. Foote, Cone & Belding, New York, will seek spots in about 20 markets including Chicago, Houston, Los Angeles and Philadelphia. Target: women, 18-34.

Exxon □ Company launches five-week radio drive for its Qwip copier machines in early July. Creamer Lois/FSR, New York, will handle spots in 45 markets including Detroit, Miami, St. Louis and San Francisco. Target: men, 25-54.

Worth □ Perfume company highlights its Je Reviens perfume in four-week radio promotion starting in mid-August. Firestone & Associates, New York, will place spots in seven markets including Atlanta, Chicago and Los Angeles. Target: women, 25-49.

Bank of America □ Banking institution schedules three-week radio push beginning next week. Grey Advertising, Los Angeles, will place spots in California markets including San Diego and San Francisco. Target: adults, 18 and over.

LMDA □ Lincoln-Mercury Dealer's Association prepares three-week radio push to start late this month. Kenyon & Eckhardt, Dearborn, Mich., will buy spots in New York and Washington. Target: men, 18 and over.

General Motors Corp. □ Car manufacturer promotes its Pontiac division in two-week radio drive starting in

Rep appointments

- WACQ(AM)-WTTK(FM) Boston: Eastman Radio, New York.
- WAOK(AM) Atlanta and WGIV(AM) Charlotte, N.C.: Selcom Inc., New York.
- WKIX(AM)-WYYO(FM) Raleigh-Durham, N.C.: Blair Radio, New York.
- WLOQ(FM) Orlando, Fla.: Schutz & Co., New York.
- WROC(AM)-WPXY(FM) Rochester, N.Y.: Market 4 Radio, New York.
- KKXL(AM)-KKOQ(FM) Grand Forks, N.D.; KKRC(AM) Sioux Falls, S.D.; KBUN(AM)-KBHP(FM) Bemidji, Minn.; KSMM(AM) Shakopee, Minn., and WLOY(AM) Ladysmith, Wis.: Courtney Clifford Inc., Minneapolis.

DASH® (DELTA AIRLINES SPECIAL HANDLING) GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY.

Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. What's more, DASH serves 85 U.S. cities plus San Juan. Any package up to 90 inches, width + length + height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals. The charge for DASH shipments between any two of Delta's domestic cities is \$30. Rate is \$25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco. There is an extra

charge for pick-up and delivery. For pick-up and delivery, call 800-638-7333, toll free. (In Baltimore, call 269-6393). Special DASH airbill provides speedy documentation. Special DASH bag makes identification easy. DASH shipments are prepaid.

You may pay for your shipment with cash or approved credit or an acceptable major credit card. For full details on rates and shipping information call your nearest Delta air cargo representative.

DELTA IS READY WHEN YOU ARE®



mid-July. D'Arcy-MacManus & Masius, Troy, Mich., will seek spots in at least 31 markets including New York, Chicago, Miami and St. Louis. Target: adults, 25-54.

Buick □ Division of General Motors kicks off two-week radio campaign for its Buick car line beginning next week. McCann-Erickson, Troy, Mich., will buy spots in about 37 markets including Atlanta, Chicago, Milwaukee and New Orleans. Target: men, 25-54.

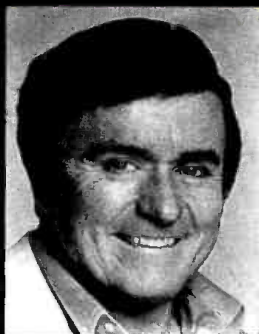
Anheuser-Busch □ Company is first to sign as participating sponsor for 1978 season in CBS Radio Network's coverage of 36 National Football League games. Budweiser beer will be advertised with four one-minute spots in each game. Agency for Anheuser-Busch is D'Arcy-MacManus & Masius, St. Louis.

TV only

Mars □ Candy manufacturer launches three-month TV campaign for its various candy bars beginning late this month. Ted Bates, New York, will select spots in 76 markets during early fringe time. Target: children, 6-11, teen-agers and women, 18-49.

Pabst □ Brewery slates three-month TV

 **THE MIKE
DOUGLAS SHOW
WILL ORIGINATE DAILY
FROM HOLLYWOOD
BEGINNING
IN SEPTEMBER.**



**EVEN MORE STARS. MORE FUN.
MORE EXCITEMENT. MORE SURPRISES.
DAY IN. DAY OUT. AS TELEVISION'S
WARMEST HOST BRINGS THE HOTTEST
VARIETY TALK SHOW TO THE
ENTERTAINMENT CAPITAL OF THE WORLD.**

90/60 minutes. Set to begin production at CBS Television City, September 11.



**GROUP W
PRODUCTIONS**

INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE NEW YORK 10016 (212) 983-5088



NEW BRITAIN HARTFORD

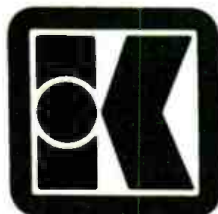
Changing for the better!

WHNB-TV is now WVIT.

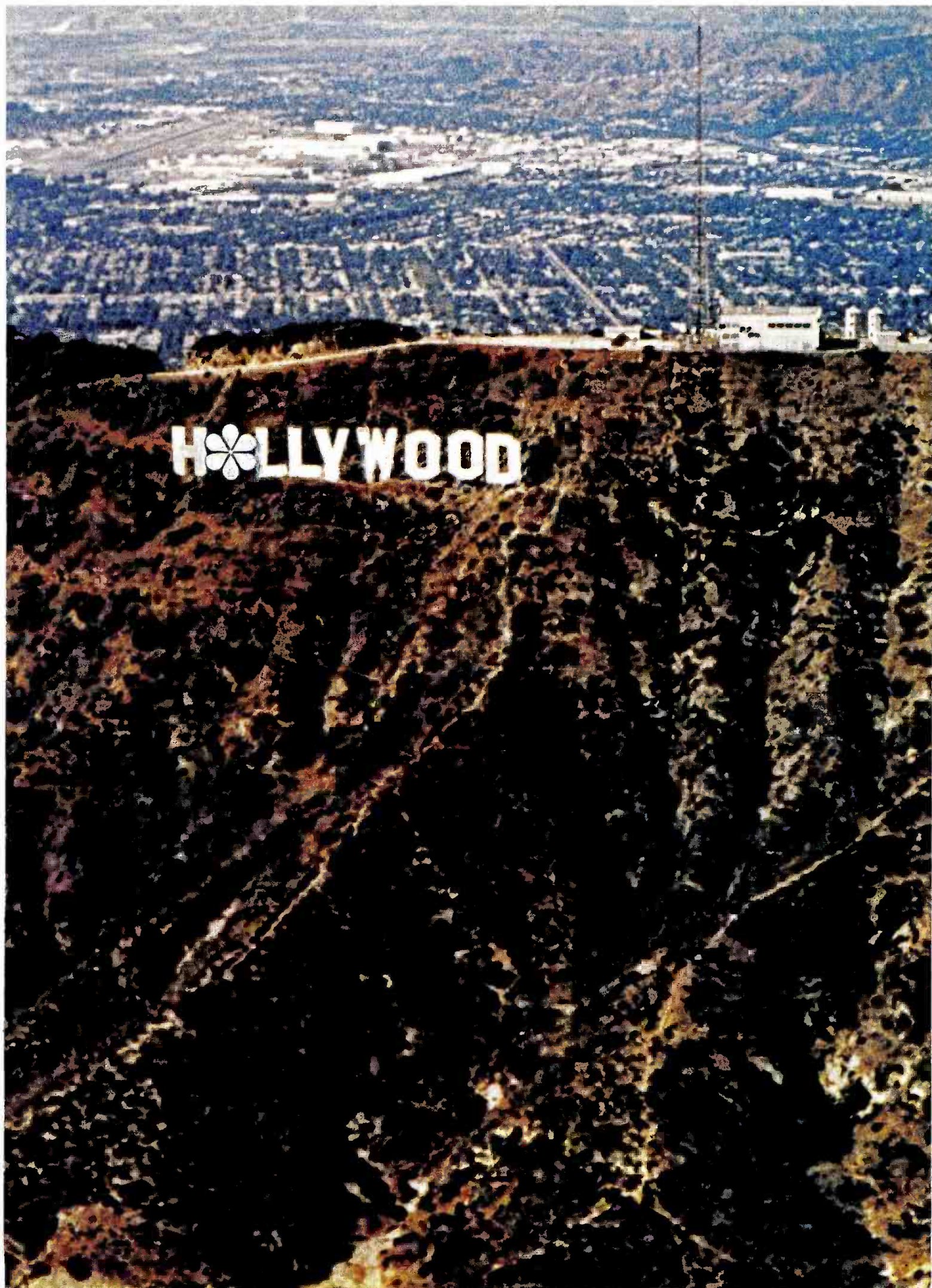
*We changed our name because we are changing
a lot of other things about our station.*

One of our changes is for the best:

*Katz Television Continental is now
national sales representative for WVIT.*



WVIT. Katz. The best.



promotion for its Pabst extra light beer starting next week. Kenyon & Eckhardt, Chicago, will arrange spots in about 100 markets during prime, news and sports time. Target: men, 18-49.

Andrea Raab □ Nail products company features its Nail Wand in 12-week TV promotion beginning late this month. A. Eicoff & Co. Chicago, will seek spots in six to eight markets during all day parts. Target: total women.

Stokely-Van Camp □ Food products group starts 11-week TV flight for its Instant Gatorade drink next week. Clinton E. Frank, Chicago, will schedule spots in eight markets during day, fringe and prime time. Target: women, 18-49.

Hill's □ Division of SCOA Industries begins 10-week TV push for its Hill's department stores starting in early July. Canton Advertising, Boston, will seek spots in 13 markets during all day parts. Target: women, 18-49.

Johnson & Johnson □ Company features its Band-Aid brand adhesive bandages in nine-week TV flight starting in early July. Young & Rubicam, New York, will purchase spots in four markets during fringe time. Target: women, 25-49.

Levitz □ Furniture retailer starts two-month TV flight this week. Lovett Advertising, Miami, will handle spots in 60 markets during day, fringe and prime time. Target: adults, 25-54.

Credit Systems □ Master Charge credit card gets two-month TV push beginning in early July. Mandabach & Simms, Chicago, will buy spots in Kansas City, Mo., and St. Louis during day and fringe time. Target: total women.

U.S. Soil □ Plant products manufacturer focuses on its plant food, Plantasia, in seven-week TV buy starting late this

month. Clinton E. Frank, Chicago, will place spots during day, fringe and prime time. Target: women, 18-49.

Whirlpool □ Home appliance manufacturer starts six-week TV buy next week. Lea Robert Smith, Atlanta, will buy spots in about 30 markets during day, fringe and prime access time. Target: adults, 18-49.

Hungry Bull □ Restaurant chain begins one-month TV drive in July. Ed Myrick, Charlotte, N.C., will seek spots in five markets during day, fringe and prime time. Target: total adults.

Maybelline □ Cosmetic company schedules four-week TV flight for its Great Lash mascara starting next week. Lake-Spiro-Shurman, Memphis, will place spots in 14 markets during day and fringe time, spending about \$186,000. Target: women, 18-34.

H.J. Heinz □ Food products group begins four-week TV campaign highlighting its steak sauce in early July. Ketchum, MacLeod & Grove, New York, will buy spots in 55 markets during early fringe time. Target: women, 18-49.

Pillsbury □ Food products group focuses on its Figurines diet bar in four-week TV push beginning next week. BBDO, New York, will select spots in about 20 markets during fringe time. Target: women, 25-64.

Ragold □ Company features its Velamints candy in four-week TV promotion beginning late this month. Don Tennant, Chicago, will place in 21 markets during fringe time. Target: adults, 18-49.

Allen Products □ Company features its Alpo Liv-A-Snaps dog food in four-week TV campaign beginning next week. Weightman Advertising, Philadelphia, will handle spots in 18 markets during day

Hot to trot. Approximately \$2 million in advertising, including \$1 million in television, has been allotted by a Brazilian firm to introduce in the U.S. a new line of athletic footwear and sports equipment over the next 12 months. The new Cobra line is supported by Cobec, a Brazilian international trading and warehousing company. Advertising for Cobra products will begin on television in September in markets in the East, spread to the West in the next two months and achieve national distribution by February 1979. Al Margino, president of NRP Advertising, New York, agency for Cobra, estimates the TV advertising will be in 40 to 50 markets once the national rollout is achieved.

and fringe time. Target: women, 25-64.

M.B. Walton □ Company arranges three-week TV push for its Roll-O-Matic mop beginning next week. A. Eicoff & Co., Chicago, will select spots in about 25 markets during all day parts. Target: total women.

Flav-O-Rich □ Company spotlights its ice cream in three-week TV promotion starting late this month. D'Arcy-MacManus & Masius, Atlanta, will buy spots in 25 Southeast markets during day and prime time. Target: adults, 25-54.

Nature Slim □ Reducing aid gets three-week TV promotion starting next week. Sumner Inc., Atlanta, will handle spots in 12 markets during day, fringe and prime time. Target: adults, 18-49.

Nells Famous Footwear □ Chain of retail shoe outlets places two-week spot-TV flight beginning next week. Stephan & Brady, Madison, Wis., will arrange spots in 11 markets during day, fringe and prime time. Target: women, 25-49.

Gino's □ Fast food chain starts two-week TV flight in early July. Weightman Advertising, Philadelphia, will buy spots in New York, Baltimore, Washington, Philadelphia and York-Lancaster-Harrisburg, Pa., during day and fringe time. Target: men and women, 18-34.

Sunn Classic Pictures □ Company features its film, "Bermuda Triangle," in two-week TV promotion beginning late this month. Siteman Brodhead Baltz, Los Angeles, will handle spots in at least five markets during fringe time. Target: adults, 18-49.

CBS Records □ Record company places two-week TV buy for its *Carol King* record beginning next week. Young & Rubicam, New York, will schedule spots in five markets during fringe time. Target: adults, 18-34.

Pennsylvania Lottery □ Lottery gets one-week TV promotion starting late this month. Lewis & Gilman, Philadelphia, will seek spots in six Pennsylvania markets during all day parts. Target: adults, 25-64.

BAR reports television-network sales as of May 21

ABC \$555,244,500 (36.4%) □ CBS \$511,078,400 (33.5%) □ NBC \$459,612,100 (30.1%)

Day parts	Total minutes week ended May 21	Total dollars week ended May 21	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	166	\$ 1,254,200	3,011	\$ 21,396,400	\$ 18,784,700	+13.9
Monday-Friday 10 a.m.-6 p.m.	1,040	16,994,100	20,303	329,855,100	301,962,900	+9.2
Saturday-Sunday Sign-on-6 p.m.	309	8,738,500	6,632	179,242,700	168,272,500	+6.5
Monday-Saturday 6 p.m.-7:30 p.m.	101	4,279,600	2,040	86,792,900	78,173,500	+11.0
Sunday 6 p.m.-7:30 p.m.	32	1,942,100	437	26,960,300	23,323,200	+15.6
Monday-Sunday 7:30 p.m.-11 p.m.	421	43,030,700	8,316	788,600,900	711,404,500	+10.9
Monday-Sunday 11 p.m.-Sign-off	228	5,262,800	4,329	93,086,700	92,004,400	+1.1
Total	2,287	\$81,502,000	45,068	\$1,525,935,000	\$1,393,925,500	+9.5

Source: Broadcast Advertisers Reports

Datebook[®]

■ indicates new or revised listing

This week

June 11-13—*New Jersey Broadcasters Association* annual convention. Representative Lionel Van Deerlin (D-Calif.) will speak. Resorts International hotel, Atlantic City.

June 11-14—*Electronic Industries Association/Consumer Electronics Group* 1978 International Summer Consumer Electronics Show. Chicago.

June 11-30—Tenth Institute for Religious Communications sponsored by the *Catholic Communications Foundation*. Loyola University, New Orleans.

June 12-13—Fourth annual New York cable television technical seminar, presented by *New York State Commission on Cable Television and State University of New York at Albany* in cooperation with *New York State Cable Television Association* and *Upstate New York chapter of Society of Cable Television Engineers*. Empire State Plaza Convention Center, Albany, N.Y.

June 12-14—*National Association of Broadcasters* meeting for presidents and executive directors of state broadcasters associations. Hyatt Regency hotel, Washington.

June 12-14—*California Community Television Association* annual meeting. Red Lion Motor Inn and Senator hotel, Sacramento, Calif.

June 13—*Radio Advertising Bureau* Idearama for radio salespeople. Howard Johnson's, Cincinnati.

June 13—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Jackson, Tenn.

June 13—*Radio Advertising Bureau* Idearama for radio salespeople. Red Lion Motor Inn, Spokane, Wash.

June 14—*Tennessee Association of Broadcasters* congressional breakfast. Washington.

June 13-17—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton, Los Angeles.

June 14—*Virginia Association of Broadcasters* meeting. Gary Worth, executive vice president, Mutual, will speak. Mariner Resort Inn, Virginia Beach, Va.

June 14—Hearing by *Senate Commerce Committee* on S-64, bill which deals with reducing radio frequency interference to consumer electronic equipment. Room 155, Russell Senate Office building, Washington.

June 15—*Radio Advertising Bureau* Idearama for radio salespeople. The Regency-Denver, Denver.

June 15—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton-Campus Inn, Knoxville, Tenn.

June 15—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn Conquistador, Youngstown, Ohio.

June 15-16—*Oregon Association of Broadcasters* spring conference. Salishan Lodge, Gleneden Beach, Ore.

June 15-17—*South Dakota Broadcasters Association* meeting. Holiday Inn, Mitchell, S.D.

June 16—*Massachusetts AP Broadcasters Association* 1978 awards banquet. Roger Allan, WRKO(AM) Boston, is host. Boxboro Sheraton.

June 16-18—Annual convention and awards banquet of *Chesapeake AP Broadcasters Association*. Hunt Valley Inn, Cockeysville, Md.

June 18—Meeting of *region nine of Radio Television News Directors Association*. DuPuy hotel, New Orleans.

June 17-20—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

June 18-19—*Oregon Cable Television Association* annual meeting. Kahneeta Resort, Warm Springs, Ore.

June 18-20—Annual meeting of *NBC-TV affiliates*. New York Hilton, New York.

Also in June

June 19—*Tennessee Association of Broadcasters* Emergency Broadcast System meeting. Holiday Inn-University Center, Knoxville, Tenn.

June 19-23—Workshop on community broadcasting and public access, sponsored by *Department of Communication Media, Bemidji State University*. Bemidji, Minn.

June 20—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, N.W., Columbia, S.C.

June 20—*Radio Advertising Bureau* Idearama for radio salespeople. Des Moines Hilton Inn, Des Moines, Iowa.

■ **June 20**—Joint luncheon of *Salt Lake Rotary Club, Salt Lake Area Chamber of Commerce and Utah Advertising Federation*. James E. Duffy, president, ABC Television Network, will speak. Hotel Utah, Salt Lake City.

June 20—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

June 20-22—*Armed Forces Communications and Electronics Association* 32d annual convention. Senator Harrison H. Schmitt (R-N.M.), member of Senate Communications Subcommittee, will deliver keynote luncheon speech. Sheraton Park hotel, Washington.

June 21—*Tennessee Association of Broadcasters* Emergency Broadcast System meeting. Hilton Airport Inn, Nashville, Tenn.

Major meetings

June 13-17—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton. Los Angeles.

June 17-20—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

June 18-20—Annual meeting of *NBC-TV affiliates*. St. New York Hilton, New York.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel. 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Oct. 28-Nov. 2—*National Association of Educational Broadcasters* annual convention. Sheraton Park hotel, Washington.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* 120th technical conference and equipment exhibit. Americana hotel, New

June 21-23—*Maryland-District of Columbia-Delaware Broadcasters Association* meeting. Sheraton Fountainebleau Inn and Spa, Ocean City, Md.

June 21-23—*National Broadcast Editorial Association*, eighth annual convention. Mayflower hotel, Washington.

June 21-24—*Florida Association of Broadcasters* 43rd annual convention. The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

June 22—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Fargo, N.D.

June 22—*Radio Advertising Bureau* Idearama for radio salespeople. The Hilton Inn, Greensboro, N.C.

June 22—*Radio Advertising Bureau* Idearama for radio salespeople. Philadelphia Marriott, Philadelphia.

June 22-23—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

June 22-24—*Wyoming Association of Broadcasters* annual convention. Holiday Inn, Cody, Wyo.

June 23—*Tennessee Association of Broadcasters* Emergency Broadcast System meeting. Holiday Inn, Holiday City, Memphis.

June 23-24—National meeting of *Radio Television News Directors Association of Canada*. Bayshore Inn, Vancouver, B.C. Contact: Elmer Harris, VOCM St. Johns, Newfoundland A1B 3P5.

June 23-24—Media workshop on news and the courts, sponsored by *California Judges Association, California Broadcasters Association and Western Newspaper Foundation*. University of California, Irvine.

June 23-24—*North Dakota Broadcasters Association* meeting. Badlands motel, Medora, N.D.

June 24-28—*Georgia Association of Broadcasters*

York.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

March 10-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas Future conferences: March 8-12, 1980, Nob Hill complex, San Francisco; Feb 13-18, 1981, New Orleans.

March 25-28, 1979—*National Association of Broadcasters* annual convention. Dallas Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

April 20-26, 1979—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

May 20-23, 1979—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

June 6-10, 1979—*Broadcasters Promotion Association* 24th annual seminar. Nashville.

Sept. 24, 1979—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunications Union*. Geneva.

convention. Speakers will include Dick Salant, president, CBS News; Win Elliot, CBS Sports, and Lillian Carter, Callaway Gardens, Ga.

June 25-26—*Montana Cable Television Association* annual meeting. Outlaw Inn, Kalispell, Mont.

June 25-28—*Public Broadcasting Service's* annual membership meeting. Fairmont hotel, Dallas.

June 25-30—*National Association of Broadcasters* joint board meeting, together with board of *Canadian Association of Broadcasters*. Hotel Toronto, Toronto.

June 27—*Radio Advertising Bureau* Idearama for radio salespeople. Arlington Park Hilton, Chicago.

June 28—Promotion and advertising clinic for *ABC-TV* stations. Century Plaza hotel, Los Angeles.

June 27—*Radio Advertising Bureau* Idearama for radio salespeople. Hospitality Motor Inns, Grand Rapids, Mich.

June 27—*Radio Advertising Bureau* Idearama for radio sales people. Red Lion Motor Inn, Portland, Ore.

June 27—*Radio Advertising Bureau* Idearama for radio salespeople. LaMansion hotel, San Antonio, Tex.

June 27—*Association of National Advertisers-Radio Advertising Bureau* radio workshop. Waldorf-Astoria, New York.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. The Hilton Inn, Dallas.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt House, Richmond, Va.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt House, Seattle.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. Ramada Inn, Toledo, Ohio.

July

July 5—FCC's new date for comments in its inquiry into the fairness doctrine and the public interest standards of the Communications Act. Old date was May

3. Replies are due Aug. 4 (BC Docket 78-60). FCC, Washington.

July 6-9—National Federation of Local Cable Programmers convention, jointly sponsored by the *University of Wisconsin-Extension Communications Program Unit*. Event will be partly funded by National Endowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Eilber, (606) 262-3566.

July 9-12—*New England Cable Television Association* convention. Wentworth by the Sea, Portsmouth, N.H.

July 10-14—Workshop on children's television for programmers and producers at affiliates of *CBS-TV*. CBS Broadcast Center, New York.

July 12-16—Combined *Colorado Broadcasters Association/Rocky Mountain Broadcasters Association* meeting. Manor Vail, Colo.

July 15-18—*Television Programmers Conference* 22nd annual meeting. Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMCC(TV) Lubbock, Tex.

July 16-18—*California Broadcasters Association* midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

July 16-19—*National Association of Farm Broadcasters* summer meeting. Fairmont hotel, San Francisco.

July 16-19—*New York State Broadcasters Association* 17th annual executive conference. Gideon Putnam hotel, Saratoga Springs, N.Y.

July 16-28—Eleventh management development seminar sponsored by *National Association of Broadcasters*. Harvard Business School, Boston. Information: Ron Irion, director of broadcast management, NAB, Washington.

July 18-19—*Wisconsin Broadcasters Association* summer meeting. Fox Hills Resort, Mishicott, Wis.

July 30-Aug. 5—Communications Center 1978, seminars and workshops sponsored by *American Baptist Churches, USA; Baptist Convention of Ontario*

and Quebec, and *Christian Church (Disciples of Christ)*. Keynoters will include Dr. George Gerbner, Annenberg School of Communications of the University of Pennsylvania, and Marshall McLuhan of the University of Toronto. Erindale College of the University of Toronto, Mississauga, Ont.

August

Aug. 3-9—*American Bar Association* annual convention Hilton hotel, New York.

Aug. 4-6—Minicourse for working journalists, presented by the journalism department at *Florida A&M University* in conjunction with *Florida Association of Broadcasters* and *United Press International*. Tallahassee, Fla.

Aug. 4-7—Second annual radio seminar on "Another Perspective: Alternative in Radio Journalism and Creative Culture. *Antioch College*, Yellow Springs, Ohio. Information: Sherick Novick, (513) 864-2022.

Aug. 10-11—*Arkansas Broadcasters Association* summer convention. Inn of the Ozarks Motel and Convention Center. Eureka Springs, Ark.

Aug. 10-13—*National Federation of Community Broadcasters* national conference (for community-licensed radio stations). University of Cincinnati, Cincinnati. Information: Nan Rubin, (202) 232-0404.

Aug. 14-15—*National Cable Television Association* board meeting. Sun Valley, Idaho.

Aug. 17-20—*Idaho State Broadcasters Association* summer convention. Northshore, Coeur d'Alene, Idaho.

Aug. 18—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Mo.

Aug. 20-23—*National Association of Broadcasters* radio programming conference. Hyatt Regency hotel, Chicago.

Aug. 23—*Tennessee Association of Broadcasters* regional license renewal seminar. Hilton Airport Inn, Nashville.

Aug. 24-25—Third annual Chicano Film Festival, project of *Centre Video of Oblate College of the Southwest*. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

Aug. 24-27—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs, W.Va.

Aug. 25-27—National conference on public access cable television, sponsored by *Community Video Center of San Diego*. El Cortez hotel, San Diego. Information: Brian Owens, 520 E Street, Suite 901. San Diego. 92101; (714) 239-3393.

Aug. 27-29—*Illinois Broadcasters Association* annual convention. Continental Regency hotel, Peoria, Ill.

September

Sept. 6-10—National conference of *Information Film Producers of America*. Manor Vail Lodge, Vail, Colo.

Sept. 10-12—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

Sept. 10-12—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Kearney, Neb.

Sept. 12-14—Wescon/78 electronics show and convention. Convention Center, Los Angeles.

Sept. 13-16—*Michigan Association of Broadcasters* meeting. Hidden Valley, Mich.

Sept. 14-17—*Federal Communications Bar Association's* annual seminar. Homestead, Hot Springs, Va.

Sept. 15—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by *UNDA-USA*, Catholic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114; (216) 579-1633.

Sept. 15-16—Annual meeting of *Public Radio in Mid America*. WHA(AM) Madison, Wis., will be host

NATIONAL PTA ACTION CENTER RECOMMENDS KIDSWORLD



For More Information, Write or Phone
THE BEHRENS COMPANY, INC.
2451 BRICKELL AVENUE, MIAMI, FLORIDA 33129
(305) 854-4935

Trevira®, Woven into the Fabric of America, Helps Make

The Greenville-- Spartanburg-- Asheville Market 37th in the U.S.

Trevira® is the trade name for fibers made by Hoechst Fibers Industries, a division of American Hoechst Corp., in a 1.9 million sq. ft. facility in Spartanburg County. Its 2,200 employees produce polyester fibers which occupy pre-eminent positions in men's and women's apparel, home furnishings, and industrial applications. Their \$31 million annual salaries (1977) contribute significantly to

the economy of our market. HFI, a good neighbor, has invested nearly \$4 million in environmental controls. One imaginative manufacturing breakthrough, re-use of process steam, nets energy conservation worth about \$400,000 annually.

The WSPA-TV market is alive with modern plants making products for industry. Tourism, transportation and farming round out the dynamic picture which

features a labor force of 600,000. In our 29-county area of dominant influence are 510,700 households* effectively served by WSPA-TV.

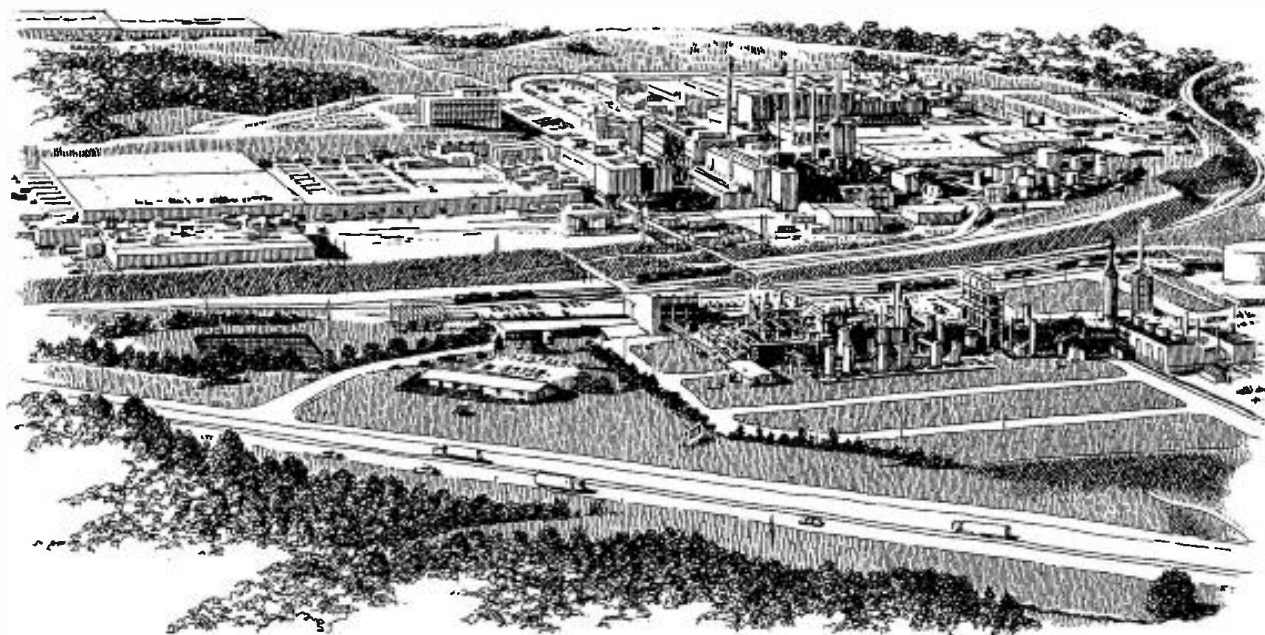
For availabilities, check our national reps.

WSPA-TV

Owned and Operated by
Spartan Radiocasting Company
Walter J. Brown, President
TV 7 • AM 95 • FM 98.9

CBS Affiliate in the Nation's 37th Market*
National Reps: H-R Television, Inc.

*Arbitron 1978



station. Wisconsin campus, Madison.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

■ **Sept. 18-20**—First national conference of action line writers and broadcasters under sponsorship of *Corning Glass Works*. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Corning, N.Y.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta.

■ **Sept. 21-22**—Consultation on "Communications and the Church," sponsored by *The Communications Commission, National Council of Churches*. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-N.Y.) and Dr. Paul Stevens, Radio and Television Commission, Southern Baptist Convention. The Interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University, New York City.

Sept. 22-24—*American Radio Relay League's* 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

Sept. 22-24—*Maine Association of Broadcasters* meeting. Samoset Rockport, Me.

Sept. 24-26—*CBS Radio Affiliates* board of directors meeting. Arizona Biltmore hotel, Phoenix.

Sept. 24-26—Southern Show of *Southern Cable Television Association*. Marriott motor hotel, Atlanta. Information: Otto Miller, SCTA, P.O. Box 465, Tuscaloosa, Ala. 35401.

Sept. 25-27—*Council of Better Business Bureaus* annual assembly. St. Francis hotel, San Francisco.

Sept. 25-29—Seventh International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute*

of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers. Wembley Conference Center, London.

Sept. 26-28—*CBS Radio Network Affiliates* convention. Arizona Biltmore hotel, Phoenix.

October

Oct. 1-3—Conference on "Instant Info: Survival Communications in a Changing World," sponsored by *International Association of Business Communicators district 6*. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

Oct. 1-3—*Pacific Northwest Cable Communications Association* convention. Outlaw inn, Kalispell, Mont.

Oct. 3-5—Third annual conference on communications satellites for public service users, sponsored by the *Public Service Satellite Consortium*. Washington Hilton hotel, Washington. Information: Polly Rash, PSSC, 4040 Sorrento Valley Blvd. San Diego, 92121.

Oct. 6-7—*Florida Association of Broadcasters* fall conference and management seminar. Tallahassee Hilton, Tallahassee, Fla.

■ **Oct. 11-13**—*Indiana Association of Broadcasters* fall meeting. Brown Country Inn, Nashville, Ind.

■ **Oct. 12-13**—Regional convention and equipment exhibit of *Pittsburgh chapter, Society of Broadcast Engineers*. Howard Johnson motor lodge, Monroeville, Pa.

Oct. 12-15—Annual national meeting of *Women In Communications Inc.* Detroit Plaza hotel, Detroit.

Oct. 12-15—*Missouri Broadcasters Association* fall meeting. Ramada Inn, Columbia, Mo.

■ **Oct. 15**—*North Carolina Association of Broadcasters* meeting. Radisson Plaza hotel, Charlotte, N.C.

Oct. 16-17—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

Oct. 17-19—*Texas Association of Broadcasters* meeting. Galeria Plaza, Houston.

Oct. 23-25—Fourth International Conference on Digital Satellite Communications, sponsored by *In-*

telsat, Teleglobe Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers. Montreal.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

■ **Oct. 25-27**—*National Broadcast Association for Community Affairs* annual meeting. Copley Plaza hotel, Boston. Information: Paul LaCamera, WCVB-TV Needham, Mass. 02192.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* convention. Americana hotel, New York.

November

■ **Nov. 6**—*Federal Trade Commission* hearing on children's advertising. San Francisco.

■ **Nov. 9-12**—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

■ **Nov. 20**—*Federal Trade Commission* hearing on children's advertising. Washington.

Nov. 26-30—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

■ **Nov. 30**—Presentation of annual Gabriel Awards of *UNDA-USA*. Bahi a Mar, South Padre Island, Tex.

December

■ **Dec. 4-5**—*National Cable Television Association* board meeting. Anaheim, Calif.

Dec. 5—*Advertising Research Foundation* Western conference. San Francisco.

■ **Dec. 6-8**—*Western Cable Television Show*. Disneyland hotel, Anaheim, Calif.

Dec. 12-14—*Midcon/78* electronics show and exhibit. Dallas Convention Center, Dallas.

May, 1978

**\$320,000
Loan Due 1985**

**West Shore
Broadcasting Company
Mechanicsburg, Pennsylvania**

The undersigned acted as advisor to and represented the above in the placement of this financing. This announcement appears as a matter of record only.



**Communications
Equity
Associates**

651 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

January 1979

Jan. 5-8—International Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center, Las Vegas.

■ **Jan. 14-21**—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

■ **Jan. 17-19**—First U.S./African Telecommunications Conference, sponsored by the *Electronics Industries Association's communications division*. Nairobi, Kenya.

■ **Jan. 19-20**—*Florida Association of Broadcasters* midwinter conference. Holiday Inn, Tampa International Airport, Tampa, Fla.

■ **Jan. 21-24**—*National Religious Broadcasters* 36th annual convention. Washington.

March 1979

March 8-12—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas.

March 25-28—*National Association of Broadcasters* annual convention. Dallas.

April 1979

April 2-5—*Electronic Industries Association* spring conference. Shoreham Americana hotel, Washington.

April 3—*Advertising Research Foundation* public affairs conference. Washington.

April 20-26—*MIPTV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

RAY MILLER



"I'm not in the broadcast news business, I'm in the news business," says the news director of KPRC, Houston, Texas.

"I don't subscribe to the theory that TV news is a special breed of news that ought to be tailored to what the audience wants. I'm not going to go that route.

"It goes back to the question of whether TV news is press or entertainment. I've always felt it was press. I have never used the word 'media.' To me it's phony, made-up jargon. I'm not in the broadcast news business. I'm in the news business.

"There are stories that ought to be done whether the public is clamoring for them or not. For example, at KPRC we maintain a full-time bureau in the state capital. Two reporters work for us full-time, and do nothing but report news from state government headquarters. I would hate to be called in to prove that I'm getting our money's worth from that bureau. I'm happy to say no one has ever asked me to prove it. But I would much rather explain why I do have a bureau than why I don't.

"Of course, TV stations should try to make difficult stories as uncomplicated and 'un-dull' as possible. It's not

easy. The selection of reporters is the key. We do pay some attention to cosmetics, but no one here was hired because of his or her looks. All of our people have journalistic credentials. They all write. No one is here just to read someone else's copy.

"I am opposed to 'happy talk' banter when it is overdone. When one of our people passes the camera on to another, it's all right to say something. And the new person can make a response, but we don't go any further than that. Happy talk shouldn't cut into air time.

"We use the new Eastman Ektachrome video news film high speed 7250 tungsten for all of our filmed night coverage. It's great. We did a series on hospitals and 7250 was an enormous help in filming a childbirth sequence in the delivery room. Even after we use filters to correct for the interior light, we still have enough exposure margin to stop down and get good depth.

"We don't do as many documentaries as I'd like to because they take so much time. However, we do have a weekly magazine on Texas. It's all on film. The people have to travel all over, and film cameras are more portable. A good film man like Bob Brandon can get results that I've never seen anyone duplicate any other way.

"We have no ambition to have a 'live' piece every evening. I think trying to do so is a mistake. It's like editorials. I believe in them; but if we tried to do an editorial every night, or every week, we'd wind up with some bad ones.

"I am most proud of the attitude our people have. I think our staff tries to do things a little better. I've tried to convey to the people working here that our objective is to be the best news operation in town. If it comes to a choice of being first or best, I want to be best."

In our publication, TELEK, broadcasters talk about their experiences, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write Eastman Kodak Company, Dept. 640, Rochester, New York 14650.



EASTMAN KODAK COMPANY

ATLANTA: 404/351-6510
CHICAGO: 312/654-5300
DALLAS: 214/351-3221
HOLLYWOOD: 213/464-6131
NEW YORK: 212/262-7100
ROCHESTER: 716/254-1300
SAN FRANCISCO: 415/776-6055
WASH., D.C.: 202/554-9300.

©Eastman Kodak Company, 1978



"Kodak... Official photographic consultant to the 1980 Olympic Winter Games."

Raiding the Highway Trust Fund is a Poor Energy Policy.

America is running out of gasoline. Our dependence on foreign sources continues to grow at an alarming rate. The balance of payments problem gets more serious each year.

America's business community as well as our friends overseas clamor for a strong, effective national energy policy.

In the face of these problems, special interest groups persist in their efforts to raid the Highway Trust Fund for uses other than its original intent: to complete the U.S. Interstate Highway System.

Putting aside the favorable safety and economic factors of the Interstate System, let's take a realistic look at how it contributes to a positive energy policy. It's as simple as this: completion of the Interstate Highway System will allow our cars and trucks to move across the country more efficiently. Fewer stops for traffic lights. Less congested areas to contend with. More direct routes to destinations. The end result: significantly less consumption of gasoline.

Now that's an energy savings America can't afford to give up.

The American motorist pays an average of \$38 a year into the Highway Trust Fund. Trucks which comprises 18.8% of the



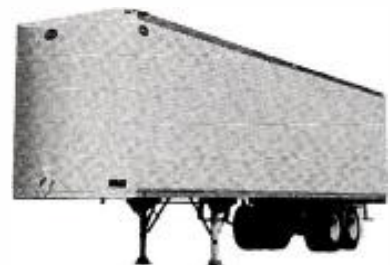
vehicles on the road, pay 41.8% of the taxes that go into the Fund. To divert money paid in good faith for more efficient highways and use it for local non-highway projects would be unfair to the millions of taxpayers from whom it was collected. And it would reduce a significant contribution to energy conservation.

Presented by Dorsey Trailers whose innovative engineering has produced a new design to reduce fuel consumption



**DORSEY TRAILERS
ELBA, ALABAMA**

A Subsidiary of The Dorsey Corporation



BMI LICENSES MOST OF AMERICA'S MUSIC AND THE HITS PLAYED ON RADIO.

Congratulations to these writers
of the 100 most performed songs in the
BMI repertoire during 1977.

Richie Adams
Donald J. Addrisi
Richard P. Addrisi
Adrienne Anderson
Stig Anderson (STIM)
Benny Andersson (STIM)
Jeff Barry

Peter Beckett (PRS)
William Bell
Peter Bellotte (GEMA)
Stephen Bishop
Don Black (PRS)
Otis Blackwell
Perry Botkin, Jr.
Roger Bowling
Lindsey Buckingham
Jimmy Buffett
Buddy Buie
Hal Bynum
Toy Caldwell
Eric Carmen
Harry Casey
Mike Chapman (PRS)
Nicky Chinn (PRS)
Roger Christian
John Ford Coley
Carol Connors
Bill Conti
Alice Cooper
John Crowley
Burton Cummings (PRO Canada)
Dean Daughtry
James Dean
Barry DeVorzon
David Dundas
Randy Edelman
Bobby Emmons
Nancy Farnsworth
Dick Feller
Richard Finch

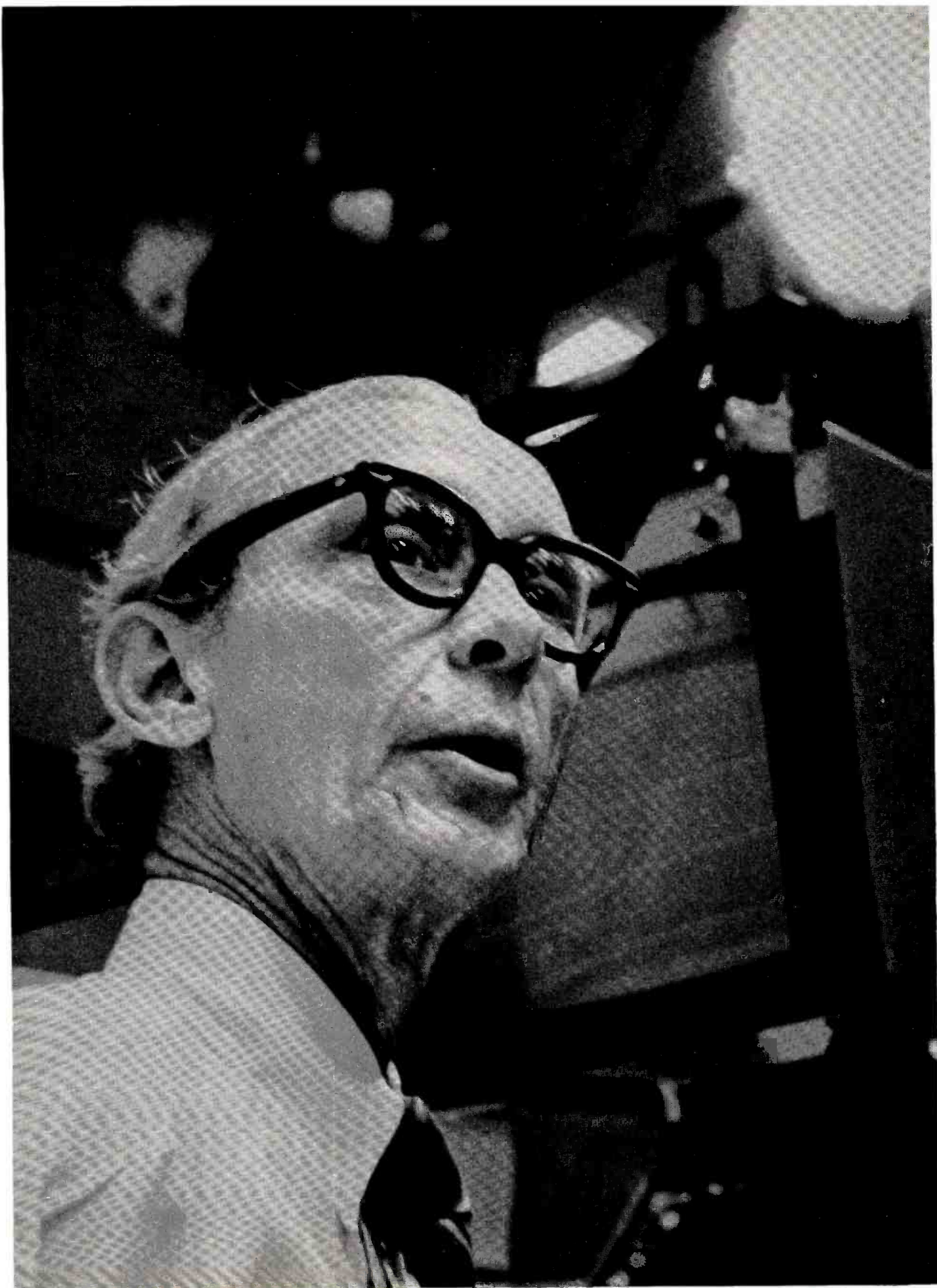
Kenny Gamble
Lee Garrett
Barry Gibb
Maurice Gibb
Robin Gibb (PRS)
Cary Gilbert
John Henry Glover, Jr.
Tom Gmeiner
Andrew Gold
Alan Gordon
Graham Gouldman (PRS)
Roger Greenaway (PRS)
John Greenebaum
Ellie Greenwich
Zane Grey
Daryl Hall
Johanna Hall
John Hall
Len Hanks
Lula Hardaway
George Harrison (PRS)
Jerry Hayes
Buddy Holly
Wayland Holyfield
Leon Huff
Arnold Ingram
Herbert Ivey
Gary Jackson
Mark James
H. Jamph

Phil Jarrell
David Jenkins
Will Jennings
Jimmy Jones
Richard Kerr (PRS)
Jim Krueger
Cory Lerios
Barbara Lewis
Kerry Livgren
Jeff Lynne (PRS)
Barry Manilow
Barry Mann
Layng Martine
Glenn Martin
Barry Mason (PRS)
Paul McCartney (PRS)
Bob McDill
Parker McGee
Christine McVie
Joe Melson
Charles Merenstein
Raynard Miner
James Mitchell, Jr.
Paul Mitchell
Chips Moman
Giorgio Moroder (SUISA)
Stevie Nicks
Robert Nix
Kenny Nolan
Roy Orbison

Shuggie Otis
Marty Panzer
Joe Perry
Ben Peters
Norman Petty
Vini Poncia
John Pritchard, Jr.
Eddie Rabbitt
Jerry Reed
Ayn Robbins
Rick Roberts
Carole Bayer Sager
Ed Sanford
Paul Simon
Carl Smith
Phil Spector
Cat Stevens (PRS)
Even Stevens
Ray Stevens
Al Stewart (PRS)
Eric Stewart (PRS)
Steven Stewart
Keni St. Lewis
Donna Summer
James Taylor
Sonny Throckmorton
Allen Toussaint
John Townsend
Steve Tyler
Bjorn Ulvaeus
Dick Wagner
Cynthia Weil
Maurice White
Benny Whitehead
Norman Whitfield
John Williams
Marvin Willis
Brian Wilson
Peter Wood
Terry Woodford



What the world expects from the
world's largest music licensing organization.



Books

"The Politics of Broadcast Regulation." Second edition. Erwin G. Krasnow and Lawrence D. Longley, St. Martin's Press, New York, \$5.95, paperbound. 213 pp.

Five years after publication of the first edition (BROADCASTING, Dec. 4, 1972) the authors have produced a second that recognizes and attempts to reflect what they regard as the enormous growth in broadcasting's size and impact and is aimed at keeping the reader current with the changes that have occurred in the politics of regulation.

The authors, who have kept in close and continuing contact with the subject matter—Mr. Krasnow is now general counsel of the National Association of Broadcasters and Mr. Longley teaches government at Lawrence University—have perceived over the years an increased role for citizen groups, the courts and the White House in the shaping of FCC policy. Indeed, the authors say that the ability of broadcasters and their allies in Congress to influence commission policy has been weakened by the involvement of the citizen groups and the courts in the process. "In effect," they say, "the politics of broadcast regulation have shifted from a simple tripartite system of industry, Congress and the commission to a more complex set of interrelationships which in-

clude the White House, the courts and citizen groups."

Besides updating their description of the roles of the major participants, the authors add a case study to the four in the first edition that served to illuminate the pressures brought to bear on commission policy-making—the allocation of 40 channels for the citizen band service. Among other things, the authors note, that action points up the questions surrounding the commission's ability to deal with rapid technological change. The four other actions discussed: the shift of FM from the 44 mhz range to the 98 mhz range in 1945; the development of the all-channel receiver bill of 1962 as a means of aiding UHF television, the failed effort in 1963 to adopt NAB commercial limits as a commission rule and the adoption in 1970 of a policy designed to aid license-renewal applicants faced with challenges at renewal time—a policy that was later overturned by the courts.

"Understanding Broadcasting," by Eugene S. Foster, Brooklyn College of the City University of New York. Addison-Wesley Publishing Co., Reading, Mass. 01867. 494 pp. \$13.98.

In 1974, an NBC librarian attempted to conserve shelf space by having a complete set of BROADCASTING, from the first volume in October 1931, transferred to microfilm. The author was offered the

originals and he says that motivated him to begin this book.

From this foundation and other contacts he had developed in almost 30 years of teaching, Mr. Foster compiled "Understanding Broadcasting."

In a sense, its thoroughness and orderliness belie the introductory claim of "a text for a one-semester course in broadcasting." It's more than that with complete chronologies and historical perspectives, glossaries, biographical sketches, texts of official pronouncements and legislation, bibliographies and even an index to BROADCASTING's "Special Reports" and "Perspectives on the News."

"The Mass Media: Aspen Institute Guide to Communication Industry Trends," by Christopher H. Sterling and Timothy R. Haight. Aspen Institute Publications, P.O. Box 1652 Palo Alto, Calif. 94302. 457 pp. \$11.95 (paperbound) and Praeger Publishers, New York, \$22 (clothbound).

This "guide" to communications industry trends contains the kind of statistical information that is useful to researchers, students, writers and anyone else interested in the development of any one of a number of communications industries. Want to know the answer to the increasingly popular question of how many radio, television or cable systems are owned by minorities? One of more than 300 tables provides the answer. Informa-



Allen Funt TAKES A REAR VIEW LOOK AT AMERICA

It's sad, but true, that the majority of Americans suffer from overweight and poor posture. If you don't believe it, all you have to do is look around you. Even better, look behind you, because you may be one of them.

This public service series focuses in on our tendency to neglect our health. But it does it in a motivating way — by drawing attention to our appearance.

And to host the spots is the most famous of candid interviewers, Allen Funt.

Preview material without cost or obligation. Run at your discretion.

FREE!

60 SECOND AND 30 SECOND SPOTS FOR TELEVISION AND RADIO

A SERIES OF PUBLIC SERVICE RADIO AND TELEVISION SPOTS DRAWING ATTENTION TO OVERWEIGHT AND POSTURAL HEALTH PROBLEMS

TO: American Chiropractic Association 78-2
2200 Grand Avenue / Des Moines, Iowa 50312

Please send me your new series of produced public service spots titled "A Rear View Look At America" for:

☐ Television (1-60 sec. and 1-30 sec. Filmed Spots)

☐ Radio (5-60 sec. and 5-30 sec. Taped Spots)

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

Station

Street Address

City

State

Zip

tion is available also on media conglomerates and on concentration of ownership in a variety of communications industries. And in many cases, the authors have traced the development of the industry segments under review over as many years as data are available, providing a historical tone to their work. The book, drawn from a variety of sources—government, business, trade publications, academic works and private correspondence—is divided into seven subject areas: growth of the media industries, ownership and control of the media industries, economics of the media industries, employment and training in the media industries, content trends in the media, size characteristic of media audiences and U.S. media industries abroad.

"Four Arguments for the Elimination of Television," by Jerry Mander. William Morrow & Co., New York. Paper, \$4.95, 371 pp.

Mr. Mander is a drop-out from the advertising business, a former partner in the Freeman, Mander & Gossage agency of San Francisco. Influenced by the counter-culture movement in that city, in the early 1970s he "began to realize a kind of hollowness" to his life, the agency was dissolved and Mr. Mander formed the nonprofit Public Interest Communications Office to help promote ecology and other causes. This book is the result of several

years' worth of ruminations about and some research into the adverse psychological and physiological effects of television on the individual and society—an adult version of "The Plug-in Drug."

Mr. Mander argues that television is unreformable because of those effects, which he believes derive not only from the development of TV as an advertising medium, but, more fundamentally, from the inherent qualities of the technology itself.

He writes, for example, that the mere process of watching TV—the mental exercise of constructing a coherent picture out of a series of luminous dots—puts the viewer in a semihypnotic state in which images are "planted" in the mind.

At the same time, he says, the technology of television makes it suitable for communicating only crude information, not the subtleties of say, a walk on the beach or a symphony concert. That, Mr. Mander believes, is the real reason why violent shows and slapstick comedy are so successful on TV—they simply come across more clearly.

Mr. Mander sees the sum of those effects as a breakdown of the individual's ability to distinguish between "real" reality and "television" reality, a condition which he dubs "sensory schizophrenia." Habitual viewers, he claims, are thus simultaneously alienated from nature and lured into a false sense of knowing the world.

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Edwin H. James, vice president.
Lee Taishoff, secretary.
Irving C. Miller, treasurer.

Broadcasting TELEVISION

The newsworthy of broadcasting and allied arts

Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater, (New York), chief correspondent.
Leonard Zeldenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Randall Moskop, associate editor.
Mark Miller, assistant editor.
J. David Crook, Kira Greene, staff writers.
James E. H. Burris, editorial assistant.
Pat Vance, secretary to the editor.

YEARBOOK □ SOURCEBOOK

John Mercurio, manager.
Joseph A. Esser, assistant editor.

ADVERTISING

David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
Peter V. O'Reilly, Southern sales manager (Washington).
Sally Stewart, classified advertising.
Doris Kelly, secretary.

CIRCULATION

Kwentin Keenan, circulation manager.
Kevin Thomson, subscription manager.
Sheila Chamberlain, Denise Endaivand.
Patricia Waldron, Bruce Weller.

PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.

BUREAUS

New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent (bureau chief).
Rocco Famighetti, senior editor.
Douglas Hill, Jay Rubin, staff writers.
Diane Burstein, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Priscilla K. Johnson, advertising assistants.

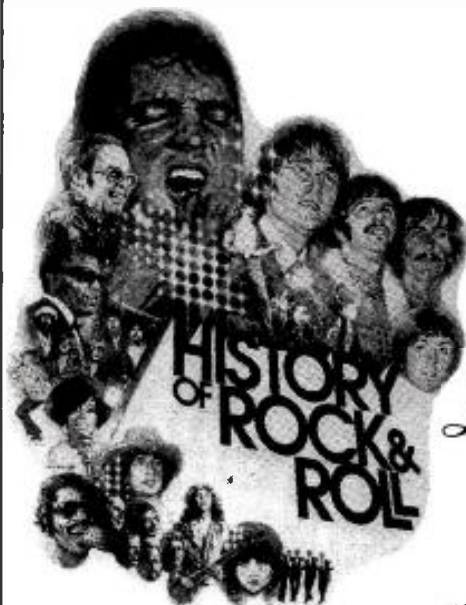
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933. *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ Reg. U.S. Patent Office. □ Copyright © 1978 by Broadcasting Publications Inc.

"The quality was excellent...in the true style of Drake-Chenault."

SCOTT KENYON, Program Director, KIMN-FM, DENVER



Act now to reserve availability in your market for the most spectacular radio program ever produced. Don't miss out. Call us today, toll free. 800-423-5084 (California and outside the continental United States, please call 213-883-7400.)

Drake-Chenault

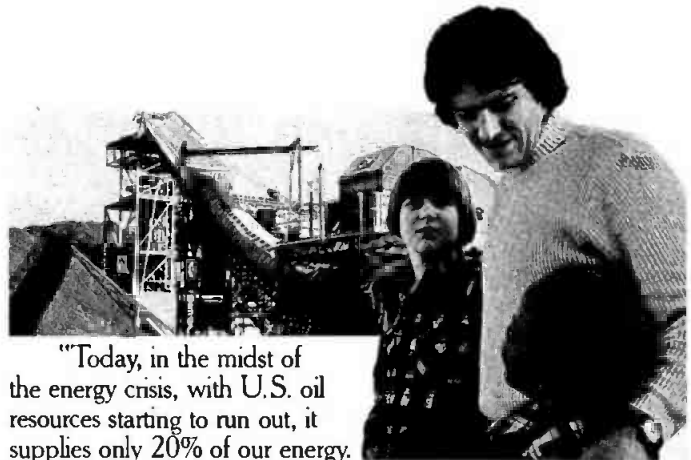
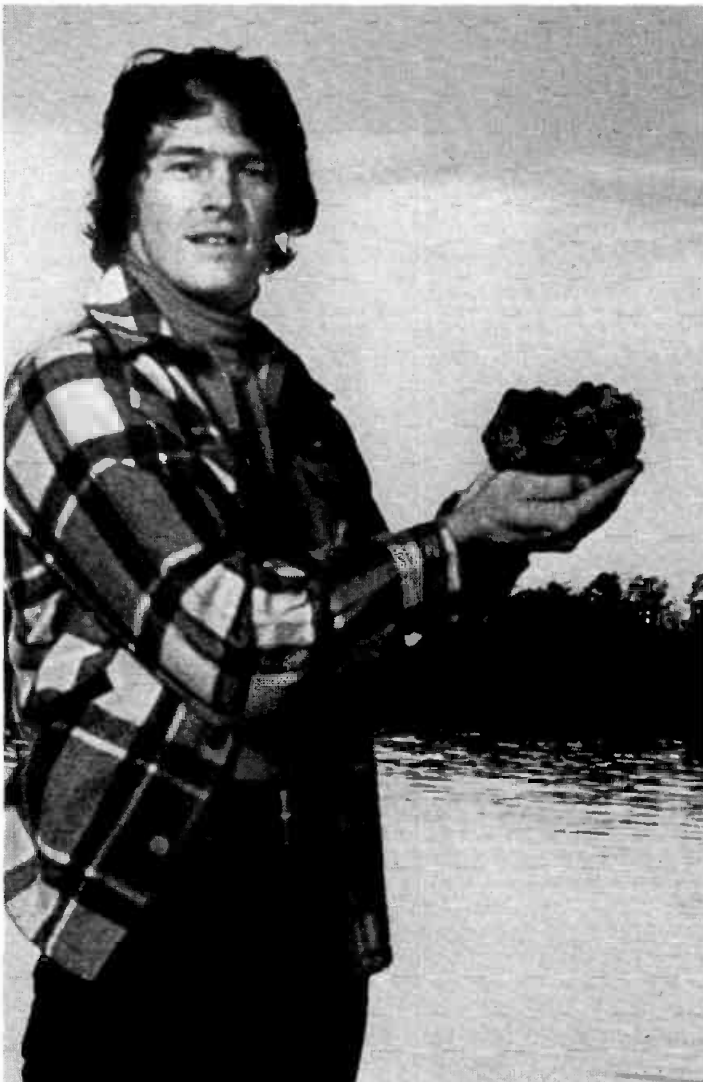
The History of Rock & Roll is written and produced by Drake-Chenault Enterprises, Inc., 8399 Topanga Canyon Blvd., Canoga Park, Calif. 91304 (213) 883-7400. ©1978 Drake-Chenault Enterprises, Inc. All Rights Reserved.

"What fuel could supply America's electricity for about 250 years?"

—David G. Roberts, Scientist

"Coal. America has one trillion tons of coal reserves in the ground. Enough energy to equal the oil reserves of the whole world.

"Coal is a tested, proven energy resource, and only a generation ago it was supplying 48% of our energy.



"Today, in the midst of the energy crisis, with U.S. oil resources starting to run out, it supplies only 20% of our energy.

"By tapping our vast reserves of coal, we can lessen our dependence on imported oil—a move that's in the best interest of all of us.

Electric companies are converting to coal.

"So, wherever feasible, electric companies are converting plants that run on oil and natural gas to coal. In this way, these precious fuels will last as long as possible—not only for transportation and heating, but for fertilizers, pharmaceuticals, and other useful applications.



"To meet the nation's rising power requirements, we will need 825 million tons of coal annually by 1985, as compared to half of that amount in 1975. Billions of dollars will be needed to get that coal out of the ground, to transport it, to create anti-pollution controls.

Coal can't do the job alone—we still need nuclear energy as a major source of electricity.

"Nuclear energy is the other proven source of electricity. For many sections of the country, it's the best and most economical source of power.

"But remember that in some sections of the country our electric power capacity is stretching thin."

The time to build power plants is now.

By 1988 America will need 40% more electricity just to supply all the new people and their jobs. New power plants—both coal and nuclear—are urgently needed and must be started at once to be ready in time. For facts on your energy options, just send in the coupon.

**Edison Electric Institute
for the electric companies**

Edison Electric Institute
P.O. Box 2491, General Post Office
New York, N.Y. 10001

Please send me free information about coal and the energy crisis.

Name _____

Address _____ Phone _____

City _____ State _____ Zip _____

Monday Memo[®]

A broadcast advertising commentary by V.E. Neatrour Jr., VP, Kendall Branded Lubricant Sales, Kendall Refining Co., Bradford, Pa.

Improved mileage for Kendall Oil with TV

You're Kendall Refining Co.—noted nationally for high performance motor oils and industry leadership. Your objective is deeper penetration into existing markets. You want a larger slice of the annual \$1-billion motor oil retail sales market.

You're selling the finest motor oil products in the industry because your emphasis is on refining technology and high performance motor oils. Even your competitors admit that.

It's been a good year. Shipments of Kendall motor oil increased during 1977 while the estimated U.S. domestic lubricating oil demand was static.

You're Kendall Oil—motor oil innovator—and you're not satisfied with the same traditional and conventional advertising the other motor oil refiners use. You and your agency—Grey Advertising—have worked out the most aggressive television campaign ever launched by Kendall.

A mixture of network and spot advertising this year will result in a grand total of two billion Kendall Oil impressions seen on television by buyers and users of motor oil.

You just can't turn to service stations as in the past. They no longer reach the majority of 60% of the nation's auto owners who now perform minor repair and maintenance on their own cars.

The 1977 "National Petroleum News Factbook" reports while the number of privately owned passenger cars jumped from 80 million to 113 million in the past decade, the number of service stations shrank by more than 32,000. It's getting harder to find a service station that will provide normal maintenance and oil changes.

But you're Kendall—and you've done your marketing homework in the competitive scramble for oil retailing market business. You know your priorities. You've got to follow the customer to where he buys his motor oil—to food stores, hardware stores, drug stores and convenience outlets where retailers have jumped on the motor oil retailing bandwagon.

You monitor industry media for confirmation. *Supermarketing* reports that \$80 million of motor oil sales took place in supermarkets in 1976. *Progressive Grocer* adds that 36% of all supermarkets now stock motor oils for consumer convenience as part of their one-stop shopping concept.

You learn that discount stores have taken a lion's share of the motor oil retail market—better than 51%—because motor



V.E. Neatrour Jr. is Kendall's vice president of branded sales. Prior to assuming his present position, Mr. Neatrour was general manager, Western marketing, for Kendall from 1972 to 1975. Previously, he was general manager of Kendall of Canada Ltd., and, during his 25 years with Kendall, he has held such positions as racing director and manager of sales development.

oils provide high turnover and healthy profits.

And finally, you learn that home and auto chains now almost have a 17% share of the billion-dollar motor oil retailing market. They cite 11 to 13 turns per year on motor oils. Those retailers use motor oils as traffic builders, too, to get the do-it-yourselfers for tie-in sales to mag wheels, car stereos, batteries and other automotive-related items.

You're Kendall Oil and your consumer research tells you that your biggest market lies in that new breed of Americans who are determined to do their own car care.

You also know there's been neglect by the oil industry of the customer's real needs. Your research also tells you that the biggest deterrent to changing one's oil is the difficulty encountered in disposing of the used oil. It's been a sloppy, dripping, oil-soiled job for the do-it-yourselfers.

But you're Kendall Oil and you've come up with a solution to combat that problem. You've designed the Kendall Dispos-A-Jug—a plastic four-quart container that serves as a receptacle for cleanly disposing of old oil.

The four-quart-sized container was selected because most cars have crankcase capacities of four or five quarts. Since one quart of used oil will be remaining in the old filter, do-it-yourselfers must dispose of four quarts of used oil at once. It's the right-sized container.

It gets off to fast acceptance by both retailers and traditional channels of distribution.

Imitators get into the act but you remain way in front.

You're riding the crest of the nation's remarkable do-it-yourself minor repair and maintenance work automobile owner's revolution. But you're still not satisfied. You deserve a larger portion of the motor oil market because you're the best friend the automobile owner has right now. Word-of-mouth isn't enough.

What are you going to do about it?

This year, you're going to spend five times as much on advertising—90% on network and spot television advertising—as you did during the past five years. Your advertising will reach all corners of the U.S. with new on-target selling commercials—including cars that "talk"—to appeal to the professional buyer as well as the do-it-yourselfer.

You'll reach the people who'll benefit most by your product and technology. You'll sponsor the 1978 ABC-TV sporting events such as the 62d running of the Indianapolis 500 and the Indy 500 time trials.

It's a terrific showcase for Kendall quality motor oil. Over 14 million racing fans will be watching your message.

Your advertising won't stop there. There's baseball's largest event in July—the All-Star Game, the National Football League's exhibition season and baseball's playoff games. Over 63 million Kendall customers will be viewing those events on the full ABC-TV network in prime time during Kendall's key selling period.

Another wide range of television game shows from *\$100,000 Name That Tune*, *\$25,000 Pyramid*, *\$128,000 Question to All Star Anything Goes* and the *NFL Sports* series will add over 1.6 billion viewers via participation shows. *Sports Illustrated* full-page color advertisements and trade press advertisements also will tell the Kendall story.

You're Kendall—pledged to help the American motorist—and you're still not satisfied. What else are you going to do to earn the growing friendship of America's do-it-yourselfers?

You, Kendall Oil, will be wherever the people are—tractor pulls, national auto racing events, the marketplace and the media—especially television—because every drop of Kendall helps the nation run just a little bit better.



Getting a leg up on the competition!

WPIX New York City
 KCOP Los Angeles
 WFLD Chicago
 WKBS Philadelphia
 WLVI Boston
 KBHK San Francisco
 WKBD Detroit
 WDCA Washington, DC
 WUAB Cleveland
 KDNL St. Louis
 KRIV Houston
 WTCG Atlanta
 WTTV Indianapolis
 WKRC Cincinnati
 WRET Charlotte, NC
 WHBQ Memphis

WSPA Greenville
 Spartanburg
 Asheville
 WCHS Charleston
 Huntington
 WDRB Louisville
 WBRC Birmingham
 WKEF Dayton
 KSLA Shreveport
 Texarkana
 WPEC West Palm Beach
 WDEF Chattanooga
 WJHL Bristol
 Kingsport
 Johnson City
 WCTI Greenville
 New Bern
 Washington
 WAAY Huntsville
 Decatur
 Florence

WLTX Columbia, SC
 WBRZ Baton Rouge
 KDBC El Paso
 WJBF Augusta
 KMEG Sioux City
 WCSC Charleston, SC
 KTAC Lafayette, LA
 WKAB Montgomery
 KBMT Beaumont
 Port Arthur
 KVVU Las Vegas
 WJCL Savannah
 WEVU Ft. Myers
 WBTW Florence, SC
 WBBJ Jackson, TN
 WABG Greenwood
 Greenville

TANDEM
 PRODUCTIONS
 Distributed by
 P★I★T★S Films

1901 Avenue of the Stars
 Suite 666
 Los Angeles CA 90067
 (213) 553-3600

Man, is she rebuilt.



The Bionic Woman. Standing on her own bionic feats. Or with
The Six Million Dollar Man. Available this Fall. **MCA TV**

Top of the Week

And it is from the basement to the attic

Van Deerlin's rewrite legislation is introduced; it calls for almost total deregulation of radio, gives cable regulation over to states, lifts some restrictions on TV; but there are those 'trade-offs,' including spectrum license fees

The tightly sealed lid is off H.R. 13015—the Communications Act of 1978—and Lionel Van Deerlin has made good on his promise to make this draft rewrite of basic communications law a deregulator's dream.

The bill was unveiled last Wednesday in the House's Rayburn office building at a full-blown press conference by Mr. Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and the unit's ranking Republican, Lou Frey of Florida.

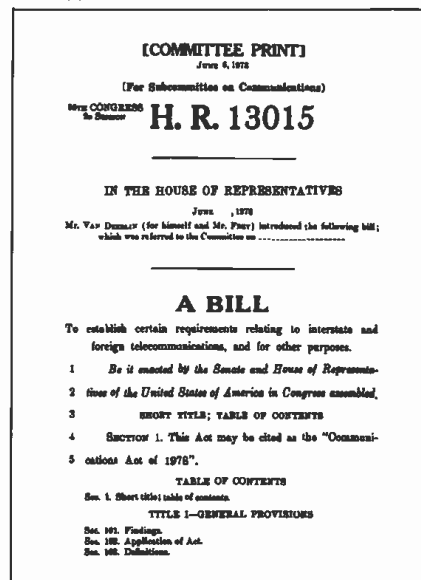
The finished product—20 months in the making and 217 pages long—showed there was no dissuading the subcommittee chairman and his staff from dropping into the bill their controversial "trade-offs" for reduced regulation of broadcasting. The license fee—formerly known as the spectrum use fee—for all users of the spectrum is a cornerstone.

Money derived from the fee collection would be divided four ways: It would pay all the bills of the Communications Regulatory Commission, the new name for an FCC with duties and budget cut back by as much as 25%. It would replace congressional appropriations and become the sole source of government support for a new public broadcasting programming entity, the Public Telecommunications Programming Endowment. And it would go into proposed new funds for the encouragement of minority ownership in broadcasting and for expanded telecommunications services to rural areas. The total price tag can only be guessed at this point, but one estimate placed it at from \$350 million to \$400 million.

There is another broadcasting trade-off: a reduction in the total number of stations a single entity can own from the present 21 (seven TV's, seven AM's and seven FM's) to 10 (five TV's, no more than



Van Deerlin



Frey

three of them in the top-50 markets, and a total of five radio stations). Ownership would also be restricted to one station (of any kind) per market. Present owners would be grandfathered under the present limits, but their holdings would dwindle if they lost or traded off any of their stations.

The bill provides that new station licenses, and existing ones that become available, would be allocated under a system of random selection among qualified applicants. There would be no more comparative hearings.

The good news for broadcasting is the bill's virtual deregulation of radio, and significant, but lesser, reduction of restrictions on TV. Radio would be given licenses for indefinite terms, subject to revocation only for technical violations. And it would be released from ascertainment, equal time and fairness doctrine requirements.

Mr. Van Deerlin said at the press conference that deregulation of radio is justified "on the well established ground that the number of radio stations in the United States is now equal to the number of weekly newspapers and that the scarcity element that existed at the time the 1934 act was written no longer applies."

Television, however, presented a different picture to him. "For television," he said, "we recognize that a scarcity factor does still exist."

For that reason, the bill retains a limit on the length of TV licenses, but extends it from the present three years to five. After 10 years, however, the bill provides that TV licenses would also shift to indefinite terms.

Television would also be released from ascertainment, but unlike radio, would be required to carry news, public affairs and locally produced programming throughout the broadcast day. TV would also be subject to something called an "equity principle"—a fairness doctrine without the required affirmative effort to cover controversial issues of public importance. But when it did cover controversial topics, a

To page 34

Also in this issue

At a glance □ The principal points of H.R. 13015. Pages 30-31.

In full text □ How Title IV deals with broadcasting. Pages 30-34.

The rationale □ Why they did what they did. Page 38.

The reaction □ What the world thinks about it. Page 40.

The principal broadcast-cable provisions of the Communications Act of 1978

- Radio deregulated. Indefinite license terms; revocation only for violation of technical rules.
- TV license terms extended from three to five years for next 10 years, becoming indefinite thereafter.
- License fee established for both broadcast and nonbroadcast users of spectrum. Proceeds go to "Telecommunications Fund," to support (1) federal regulation, (2) public broadcast programming, (3) minority ownership of stations, (4) rural telecommunications.

■ All federal regulation of cable TV abolished. State and local regulation would continue. Telephone companies permitted to compete in CATV.

■ All present multiple ownerships grandfathered. But in future it would be one AM, FM or TV to customer in individual markets. Overall limits would drop from seven to five stations in television and five in radio (counting AM and FM).

Title IV—Broadcasting Services

Part A—General Provisions

REQUIREMENT OF LICENSE

Sec. 411. (a) No person shall use or operate any equipment for the provision of broadcasting services or nonbroadcasting radio services, except in accordance with the provisions of this title and with a license granted under this title.

(b) (1) No person shall use or ship in interstate commerce, manufacture, or import for sale or resale to the public any device which fails to comply with rules prescribed by the Commission under this part

(2) A transportation common carrier, contract carrier, or freight forwarder shall not be subject to the provisions of paragraph (1) solely by reason of receiving or transporting any device specified in paragraph (1) in the ordinary course of its business as such a carrier or forwarder.

POWERS AND DUTIES OF COMMISSION

Sec. 412. In order to ensure the most efficient and diverse use of the electromagnetic frequency spectrum, the Commission—

(1) shall assign electromagnetic frequency spectrum and distribute licenses so as to ensure that each community in the United States, regardless of size, is provided with the maximum fulltime local television and radio broadcasting services and nonbroadcasting radio services;

(2) shall classify radio broadcasting stations;

(3) shall assign frequencies for each individual station, and determine the power which each station shall use and the time during which it may operate;

(4) shall study and provide for a more efficient system for assignment of the electromagnetic frequency spectrum;

(5) shall prescribe such rules as it considers necessary to prevent interference between stations;

(6) shall determine the location of classes of stations or individual stations;

(7) may establish areas or zones to be served by any station;

(8) shall prescribe rules relating to the design and use of various types of transmitting apparatus in order to minimize interference and to improve the quality of the transmissions from each station and from apparatus used by each station;

(9) shall prescribe rules governing the interference potential of equipment which shall apply to the manufacture, import, sale, offer for sale, shipment, or use of such equipment;

(10) may regulate the performance characteristics of television receivers which are shipped in interstate commerce, or are imported from any foreign nation into the United States, for sale or resale to the public;

(11) may inspect all radio installations associated with stations which are required to be licensed by any law or which are subject to the provisions of any law or any treaty or convention binding on the United States, to determine whether in construction, installation, and operation such installations conform to rules prescribed by the Commission, the provisions of any law, the terms of any treaty or convention binding on the United States, and the conditions of the license or other instrument of authorization under which such installations are constructed, installed, or operated;

(12) may designate call letters of all stations;

(13) may require publication of such call letters and of such other announcements and data as in the judgment of the Commission may be required for the efficient operation of stations; and

(14) shall prescribe such rules as may be necessary to carry out any international telecommunications treaty or convention, or regulations

annexed to any such treaty or convention, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party.

LICENSE FEE; TELECOMMUNICATIONS FUND

Sec. 413. (a) The Commission shall assess a license fee for all users of the electromagnetic frequency spectrum. Such fee shall take into account—

(1) the cost to the Commission of processing the license; and

(2) the scarcity value of the spectrum being assigned, except that the Commission may waive such factor in computing the fee if it determines that—

(A) such value is minimal;

(B) the user is a State or a political subdivision of a State;

(C) the user is a public telecommunications entity (as defined in section 612(13)); or

(D) the license is required by a treaty or provision of international law.

(b) (1) The Commission shall develop fee schedules setting forth costs and scarcity values not later than 1 year after the effective date of this Act, and shall use such schedules in assessing fees under subsection (c).

Before the establishment of the fee schedules required in this section, the Commission shall continue to assess fees under such fee schedules as are in effect on the date of the enactment of this Act.

(2) In establishing the fee schedules for television and radio broadcasting required in this section, the Commission shall—

(A) establish separate fee schedules for very high frequency television broadcasting, ultra-high frequency television broadcasting, amplitude modulation radio broadcasting, and frequency modulation radio broadcasting;

(B) calculate fees for television broadcasting which vary with the number of frequencies assigned to a market and the number of prime time television households in such market, and which take into account any technical disparity which may exist between very high frequency television broadcasting and ultra-high frequency television broadcasting and other factors which the Commission considers appropriate;

(C) calculate fees for radio broadcasting which vary with the power of the station and hours of operation, and which take into account market size, the number of frequencies assigned to a market, co-channel separation (where applicable), and other factors which the Commission considers appropriate.

(c) (1) The Commission shall assess the fees provided for in subsection (b) in amounts equal to the sum derived from the addition of the cost of processing the license involved and the applicable percentage of the scarcity value of the spectrum being assigned, as specified in paragraph (2).

(2) For the calendar year in which the initial fee schedules established by the Commission under subsection (b) (1) first take effect, 10 percent of the total scarcity value shall be used in deriving the sum specified in paragraph (1). The percentage of the scarcity value which shall be used in deriving such sum shall be increased in each calendar year following the first calendar year by adding 10 percent of the total scarcity value, until such percentage is equal to 100 percent of the scarcity value.

(d) (1) There is hereby established on the books of the Treasury of the United States a fund to be known as the Telecommunications Fund. All moneys received for fees under this section shall be accounted for by the Commission and paid into the fund. The fund shall be administered by the Secretary of the Treasury. There is hereby established in the fund the Public Telecommunications Programming Endowment Account for use in accordance with part B of title VI, the Rural Telecommunications Loan Account for use in accordance with section 708, and the Minority Ownership Loan Account for use in accordance with section 709.

(2) Moneys received into the fund shall be available in such amounts as

■ Choice among qualified applicants for unoccupied or vacated facilities to be determined by lot.

■ Fairness doctrine abolished entirely for radio. In television, it is replaced with "equity principle," which means same thing but without affirmative demand that stations report on controversial issues. If they do, they must do it "equitably."

■ Equal time requirement for political candidates abolished for radio. In television, abolished for President, Vice President, U.S. senator and all other offices elected statewide.

■ Federal Communications Commission replaced by Communications Regulatory Commission, with stipulation it regulate only "to the extent marketplace forces are deficient." Five members instead of seven, appointed for one 10-year term.

■ National Telecommunications and Information Administration replaced by National Telecommunications Agency—in executive branch but independent of Commerce Department, of which NTIA is now a part.

■ Corporation for Public Broadcasting replaced by private, nonprofit Public Telecommunications Programing Endowment to provide program grants.

■ Public broadcasters permitted to editorialize.

may be necessary to reimburse the general fund of the Treasury for amounts appropriated for use by the Commission in carrying out its functions under this Act. Moneys remaining in the fund after reimbursements are made in accordance with the preceding sentence shall be available for deposit into the Public Telecommunications Programming Endowment Account, the Rural Telecommunications Loan Account, and the Minority Ownership Loan Account, in amounts equal to fixed percentages established by the Congress through the passage of legislation which takes effect after the fee schedules required to be established by the Commission under subsection (b)(1) first take effect.

(3) The Commission shall submit an annual report to the Congress showing the fee schedules for the previous fiscal year and the amounts received from each particular class of user.

(e) For purposes of this section, the term "fund" means the Telecommunications Funds established in subsection (d)(1).

LICENSE REQUIREMENTS

Sec. 414. (a) The Commission, subject to the limitations of this title, shall grant to any applicant a license for the use or operation of any equipment for the provision of broadcasting services or nonbroadcasting radio services.

(b) No application for a license shall be granted by the Commission earlier than 30 days after issuance of public notice by the Commission with respect to the receipt of such application, unless such application involves—

(1) any minor amendment of an application to which this subsection is applicable; or

(2) any application for—

(A) a minor change in the facilities of an authorized broadcasting station;

(B) consent to an involuntary assignment or transfer under section 433 or to an assignment or transfer under such section which does not involve a change in ownership or control;

(C) any special or temporary authorization to permit interim operation as provided in section 416(c);

(D) extension of time to complete construction of authorized facilities;

(E) an authorization of facilities for remote pickups, studio links, and similar facilities for use in the operation of a broadcasting station; or

(F) a special temporary authorization for nonbroadcasting operation not to exceed 30 days, where no application for regular operation is contemplated to be filed, or not to exceed 60 days pending the filing of an application for such regular operation.

(c) In the case of any newly assigned frequency, or any frequency for which a license has been revoked or denied by the Commission, where there is more than one applicant for such frequency, then the Commission shall grant the license based on a system of random selection. The Commission shall establish such system not later than 6 months after the effective date of this Act.

GRANTS TO ALIENS OR FOREIGN CORPORATIONS

Sec. 415. (a) No broadcasting license, and no common carrier or aeronautical en route or aeronautical fixed radio station license, shall be granted to or held by—

(1) any alien or the representative of any alien;

(2) any corporation organized under the laws of any foreign government;

(3) any corporation of which any officer or director is an alien or of which more than 20 percent of the capital stock is owned of record or voted by aliens or their representatives, by a foreign government or its representatives, or by any corporation organized under the laws of a foreign nation; or

(4) any corporation directly or indirectly controlled by any other

corporation of which any officer or more than 25 percent of the directors are aliens, or of which more than 25 percent of the capital stock is owned of record or voted by aliens or their representatives, by a foreign government or its representatives, or by any corporation organized under the laws of a foreign nation; unless the Commission finds that the grant of such license is consistent with the purposes of this Act.

(b)(1) The Commission may issue authorizations, under such conditions and terms as it may prescribe, to permit an alien licensed by his government as an amateur radio operator to operate his amateur radio station licensed by his government in the United States, if there is in effect a bilateral agreement between the United States and the government of the alien for such operation on a reciprocal basis by United States amateur radio operators. Other provisions of this Act and of chapter 5 of title 5, United States Code, shall not be applicable to any request or application for or modification, suspension, or cancellation of any such authorization.

(2) For purposes of this subsection, the term "amateur radio station" means any radio station operated by a duly authorized person who is interested in radio technique solely with a personal aim and without pecuniary interest.

APPLICATIONS FOR LICENSES

Sec. 416. (a) All applications for licenses under this title, or for modifications or renewals of such licenses, shall set forth such facts as the Commission by rule may prescribe as to—

(1) the citizenship, character, and financial, technical, and other qualifications of the applicant to operate the station involved;

(2) the ownership and location of the proposed station and of any station with which it is proposed to communicate;

(3) the frequencies and the power desired to be used;

(4) the hours of the day or other periods of time during which it is proposed to operate the station;

(5) the purposes for which the station is to be used; and

(6) such other information as the Commission may require.

The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable the Commission to determine whether such original application should be granted or denied or such license revoked. Any such application or statement of fact shall be signed by the applicant or licensee, as the case may be.

(b) The Commission shall determine, in the case of each application filed with it, whether the granting of such application is consistent with the purposes of this Act. If the Commission, upon examination of such application and upon consideration of such other matters as the Commission may officially notice, shall find that the purposes of this Act would be served by the granting of the application, then the Commission shall grant the application.

(c) Notwithstanding any other requirements of this section, the Commission may, if—

(1) the grant of such application is otherwise authorized by law; and

(2) the Commission finds that there are extraordinary circumstances requiring emergency operation and that such operation would be consistent with the purposes of this Act, and that delay in the institution of such emergency operations would seriously prejudice the public interest;

grant a temporary authorization, accompanied by a statement of its reasons for such authorization, to permit such emergency operations for a period not exceeding 180 days. No temporary authorization shall have any force or effect following the period authorized by the Commission. If any such grant of a temporary authorization is made, the Commission shall give expeditious treatment to any timely filed petition to deny such

application and to any petition for rehearing of such grant.

(d) The Commission shall prescribe the form and content of each license provided for under this section. Each license shall contain, in addition to other provisions, a statement that—

(1) the license shall not vest in the licensee any right to operate a station nor any right in the use of frequencies designated in the license beyond the term of the license nor in any manner other than the manner authorized in the license; and

(2) neither the license nor the rights granted under the license may be assigned or otherwise transferred in violation of this Act.

REVOCATION OF LICENSES AND PERMITS

Sec. 417. (a) The Commission may, on its own motion or on the basis of a petition submitted to the Commission, revoke any license or construction permit—

(1) for false statements knowingly made either in the application or in any statement of fact which may be required under this Act;

(2) because of the existence of conditions which would have caused the Commission to refuse to grant a license or permit on an original application;

(3) for willful or repeated failure to operate substantially as set forth in the license or permit;

(4) for willful or repeated violation of, or willful or repeated failure to observe, any provision of this Act, or any rule of the Commission under this Act or under a treaty ratified by the United States;

(5) for violation of, or for failure to observe, any final cease and desist order issued by the Commission under this section; or

(6) for violation of section 1304, 1343, or 1464 of title 18, United States Code.

(b) If any person—

(1) has failed to operate substantially as set forth in a license or construction permit;

(2) has violated or failed to observe any of the provisions of this Act, or section 1304, 1343, or 1464 of title 18, United States Code; or

(3) has violated or failed to observe any rule of the Commission under this Act or under a treaty ratified by the United States; the Commission may order such person to cease and desist from such action.

(c) (1) Before revoking any license or construction permit under subsection (a), or issuing any cease and desist order under subsection (b), the Commission shall serve upon the licensee, permit holder, or other person involved an order to show cause why an order of revocation or a cease and desist order should not be issued.

(2) Any such order to show cause shall contain a statement of the matters with respect to which the Commission is inquiring and shall require the licensee, permit holder, or other person to appear before the Commission at a time and place stated in the order, but in no event less than 30 days after the receipt of such order, and give evidence upon the matter specified in the order. If an emergency is involved, the Commission may provide in the order for a shorter period.

(3) If, after conducting a hearing, the Commission determines that an order of revocation or a cease and desist order should issue, it shall issue such order, which shall include a statement of the findings of the Commission, and the grounds and reasons for such findings, and specify the effective date of the order. The Commission shall cause the order to be served on the licensee, permit holder, or other person involved.

(d) (1)(A) Any party in interest may file with the Commission a petition to revoke any license or construction permit. The petition shall contain specific allegations of fact sufficient to show that the petitioner is a party in interest and that grounds exist for such revocation. The petition shall be filed within a reasonable period after the petitioner has knowledge of the existence of such grounds.

(B) The Commission may, when appropriate, grant the petitioner a right of discovery regarding any matter which is not privileged under law or rules governing practice before Federal courts, and which is relevant to the granting or denial of the petition filed. The Commission shall allow the petitioner to use information acquired through such discovery to amend or supplement the petition during the 60-day period following such grant of discovery. Such period may be extended only for good cause shown.

(C) The petitioner shall serve a copy of such petition and any amendments to such petition on the licensee or permit holder. Any allegations of fact in the petition, except for those of which official notice may be taken, shall be supported by affidavit of any person with personal knowledge of such facts. The licensee or permit holder shall be given the opportunity to file a reply in which allegations of fact or denials of such

allegations shall similarly be supported by affidavit.

(2)(A) If the Commission finds, on the basis of the petition, the pleadings filed, or other matters of which it may officially notice, that there are no substantial and material questions of fact, the Commission shall take the action required by the evidence before it to either revoke the license or permit or to continue the license or permit in effect. In either case the Commission shall issue a concise statement of the reasons for its action which shall dispose of all substantial issues raised by the petition. If the Commission determines that the license or permit should be revoked, then the statement shall further include an order carrying out such revocation, and shall specify the effective date of the order. The Commission shall cause the order to be served on the licensee or permit holder.

(B) If a substantial and material question of fact is presented or if the Commission for any other reason is unable to take action without a hearing, it shall proceed as provided in paragraph (3). After a hearing under paragraph (3), the Commission shall issue a concise statement of reasons for its action which shall dispose of all substantial issues raised by the petition. If the Commission determines that the license or permit should be revoked, then the statement shall further include an order carrying out such revocation, and shall specify the effective date of the order. The Commission shall cause the order to be served on the licensee or permit holder.

(3)(A) If a substantial and material question of fact is presented or the Commission for any reason is unable to make the finding required in this section, it shall formally designate the license or construction permit for hearing and shall notify the licensee or permit holder and all other known parties in interest of such action, and the grounds and reasons for such action, specifying with particularity the matters in issue.

(B) When the Commission has so designated a license or permit for hearing, any party in interest who is not notified by the Commission of such action may acquire the status of a party to the proceeding by filing a petition for intervention, showing the basis for his interest, not more than 30 days after publication by the Commission of the hearing issues, or any substantial amendment to the hearing issues, in the Federal Register. Any hearing subsequently held upon such license or permit shall be a full hearing in which the licensee or permit holder and all other parties in interest shall be permitted to participate.

(e) In any case in which a hearing is conducted under this section, both the burden of proceeding with the introduction of evidence and the burden of proof shall be on the Commission, if it initiates the proceeding, or on the petitioner, if the proceeding is initiated by a petition to revoke a license or construction permit.

(f) All actions taken by the Commission under this section shall be completed not later than 90 days from the date upon which the last pleading was filed in the proceeding involved.

MODIFICATIONS

Sec. 418. (a) Any license or construction permit may be modified by the Commission for a limited time or for the duration of the original term granted, if the Commission finds that such action will aid in achieving compliance with the provisions of this Act or of any treaty ratified by the United States. No such order of modification shall become final until the licensee or permit holder is notified in writing of the proposed action and the grounds and reasons for such action, and is given reasonable opportunity, in no event less than 30 days, to show cause by public hearing, if requested, why such order of modification should not issue. Where an emergency is involved, the Commission may by order provide for a shorter period of notice.

(b) In any case in which a hearing is conducted under this section, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the Commission.

FILING OF INFORMATION

Sec. 419. (a) In order to expedite action in any proceeding involving licenses and construction permits, and in order to avoid needless expense to licensees and permit holders, the Commission shall not require any licensee or permit holder to file any information which previously has been furnished to the Commission or which is not directly material to the considerations to be resolved in the proceeding. The Commission may require the furnishing of any new or additional facts which it needs in order to make its findings.

(b) Pending any hearing and final decision in any proceeding specified in subsection (a), and also pending the disposition of any petition for rehearing under section 514, the Commission shall continue the license or construction permit involved in effect.

PROHIBITION OF CENSORSHIP

Sec. 420. Nothing in this Act shall be construed to give the Commission the power to censor or otherwise regulate the content of any transmission by any person using or operating any equipment for the provision of broadcasting services or nonbroadcasting radio services.

Part B—Broadcasting Services

LICENSE TERMS

Sec. 431. (a) The term of any license granted after the effective date of this Act for the operation of any radio broadcasting station shall be for an indefinite period of time, subject only to revocation as provided for in this title.

(b)(1) The term of any license granted after the date of the enactment of this Act for the operation of any television broadcasting station shall be no longer than 5 years and any such license may be revoked or denied as provided in this title. Upon the expiration of a television broadcasting station license, the licensee may reapply to the Commission for renewal of the license. The Commission may grant the renewal for a period not to exceed 5 years if the Commission finds that the purposes of this Act will be furthered by such renewal.

(2) At the end of the 10-year period following the effective date of this Act, the Commission shall grant or renew television broadcasting station licenses for an indefinite period of time, subject only to revocation as provided for in this title.

(c) The provisions of this section shall apply to any broadcasting station license granted before the date of the enactment of this Act beginning on the date on which such license is scheduled to expire.

CONSTRUCTION PERMITS

Sec. 432. No license shall be issued for the operation of any broadcasting station unless a permit for the construction of such station has been granted by the Commission and all construction has taken place under such a permit. The permit shall contain the date upon which the station is expected to be completed and in operation, and such other information as the Commission may by rule require. The permit shall be forfeited by the permit holder if the station is not completed for operation by the date specified in the permit, or within such additional time as the Commission may allow, unless such completion is prevented by causes which are not under the control of the permit holder.

ASSIGNMENT AND TRANSFER

Sec. 433. (a) No broadcasting station license or construction permit, or any rights under such license or permit, may be transferred, assigned, or disposed of in any manner, voluntarily or involuntarily, directly or indirectly, or by transfer of control of any corporation holding such license or permit, to any person except upon application to the Commission and upon a finding by the Commission that the purposes of this Act will be served by any such action. Any such application shall be disposed of as if the proposed transferee or assignee were making application under section 416 for the license or permit involved.

(b) The Commission, in acting on a proposed transfer, assignment, or disposal of a license or construction permit for a television broadcasting station, may consider whether the purposes of this Act will be served by the transfer, assignment, or disposal of the license or permit to a person other than the proposed transferee or assignee if an application for such license or permit has been properly filed under section 416.

SPECIAL REQUIREMENTS; EQUITY PRINCIPLE; ASCERTAINMENT

Sec. 434. (a) In addition to the provisions of section 416, the Commission shall by rule require television broadcasting station licensees to—

(1) provide news, public affairs, and locally produced programming (including news and public affairs) throughout the broadcast day; and

(2) treat controversial issues of public importance in an equitable manner.

(b) The Commission may not establish procedures to be followed by any broadcasting station licensee with regard to ascertaining the problems, needs, and interests of its service area.

CIVIL RIGHTS AND EQUAL EMPLOYMENT OPPORTUNITY PROVISIONS

Sec. 435. (a) Any person who is an applicant for a broadcasting station license or a construction permit, or who is a licensee or permit holder, shall notify the Commission of any final determination by any Federal, State, or other court, or by any Government agency or other public agency, of any violation by such applicant, licensee, or permit holder of any applicable civil rights or equal employment opportunity law. Such notification shall be made not later than 5 days after the date upon which the applicant, licensee, or permit holder receives notice of such final determination.

(b) The Commission shall consider any determination specified in subsection (a) in determining whether to grant, revoke, or deny a license or construction permit. The Commission shall not have any authority, other than the authority established in this section, to regulate applicants, licensees, or permit holders in order to ensure compliance with applicable civil rights or equal employment opportunity laws.

(c) The Commission shall, not later than 180 days after the effective date of this Act, enter into a written memorandum of understanding with the heads of appropriate Government agencies to provide for the exchange of information necessary to enable the Commission to discharge its responsibilities under this section.

FINANCIAL REPORTING

Sec. 436. The Commission shall by rule require each television broadcasting station licensee to file with the Commission such financial information as the Commission considers necessary to enable it to discharge its responsibilities under this Act. The Commission shall, not later than 180 days after the effective date of this Act, adopt a system of reporting designed to produce uniform data in connection with the filing of financial information under this section.

RENEWALS, PETITIONS TO DENY APPLICATIONS

Sec. 437. (a) In any case in which a television broadcasting station licensee submits an application to the Commission for the renewal of a license, the Commission may not consider any competing application for such license in determining whether to renew such license. If the Commission, acting in connection with a petition to deny the application, denies such application for a renewal, then the granting of such license shall be subject to the provisions of section 414(c) if there is more than one applicant for such license.

(b)(1) Any party in interest may file with the Commission a petition to deny any television broadcasting station license application (whether as originally filed or as amended) at any time before the date upon which the Commission grants such application without a hearing, or before the date of formal designation for a hearing with respect to such application, unless the Commission by rule specifies a shorter period in which to file such a petition. Such shorter period shall be—

(A) not less than 30 days following the issuance of public notice by the Commission of the acceptance for filing of such application or of any substantial amendment to such application; and

(B) reasonably related to the period in which the Commission normally would begin processing the application.

(2) The Commission may, when appropriate, grant a petitioner a right of discovery regarding any matter which is not privileged under laws or rules governing practice before Federal courts, and which is relevant to the granting or denial of the petition filed. The Commission shall allow the petitioner to use information acquired through such discovery to amend or supplement the petition during the 60-day period following such grant of discovery by the Commission. Such period may be extended by the Commission only for good cause shown.

(3) The petitioner shall serve a copy of such petition and any amendments to such petition on the applicant. The petition shall contain specific allegations of fact sufficient to show that the petitioner is a party in interest and that a grant of the application would be inconsistent with the purposes of this Act. Such allegations of fact shall, except for those of which official notice may be taken, be supported by affidavit of any person with personal knowledge of such facts. The applicant shall be given the opportunity to file a reply in which allegations of fact or denials of such allegations shall similarly be supported by affidavit.

(c) If the Commission finds, on the basis of a petition filed under subsection (b), the pleadings filed, or other matters which it may officially notice, that there are no substantial and material questions of fact, then the Commission shall take the action required by the evidence before it to

either grant or dismiss the petition. In either case the Commission shall issue a concise statement of the reasons for its action which shall dispose of all substantial issues raised by the petition. If a substantial and material question of fact is presented, or if the Commission for any other reason is unable to take action without a hearing, it shall proceed to hearing in accordance with section 417(d)(3). After such hearing, the Commission shall issue a concise statement of the reasons for its action which shall dispose of all substantial issues raised by the petition. In any proceeding under this section, the Commission shall limit its review to the relevant term of the license.

(d) In the case of any proceeding under this section, the Commission shall determine which party has the burden of proceeding with the introduction of evidence and the burden of proof.

(e) The Commission shall dispose of any proceeding under this section not later than 90 days after the date of filing of the last pleading in such proceeding.

ANNOUNCEMENT OF PAYMENT FOR BROADCASTS

Sec. 438. (a) (1) If a television broadcasting station licensee broadcasts any matter for which any moneys, services, or other valuable consideration is paid to or otherwise accepted by such licensee, then such licensee shall, as part of the broadcast, make an announcement that such matter is paid for, or furnished by, the person making such payment to such licensee.

(2) Nothing in this section shall preclude the Commission from requiring that an appropriate announcement shall be made at the time of a broadcast by a television broadcasting station, in the case of any political program, or any program involving the discussion of any controversial issue of public importance, for which any films, records, transcriptions, talent, scripts, or other material or service of any kind has been furnished, without charge or at a nominal charge, as an inducement for the broadcast of such program.

(3) Any service or property furnished without charge or at a nominal charge for use as part of, or in connection with, any matter broadcast by a television broadcasting station licensee shall not be considered a payment for purposes of this subsection, unless such service or property is furnished in consideration for an identification (as part of the matter broadcast) of any person, product, service, trademark, or brand name, and the nature of such identification is more extensive than an identification which is reasonably related to the use of such service or property in connection with the matter broadcast.

(b) In any case in which a report has been made to a television broadcasting station licensee, as required in section 546, of circumstances which would have required an announcement under this section had the moneys, services, or other valuable consideration been received by such licensee, an appropriate announcement shall be made by such licensee.

(c) Each television broadcasting station licensee shall exercise reasonable diligence to obtain from its employees, and from other persons with whom it deals directly in connection with any program or program matter for broadcast, information to enable such licensee to make the announcement required in this section.

EQUAL OPPORTUNITY FOR POLITICAL CANDIDATES

Sec. 439. (a) (1) (A) Subject to the provisions of subparagraph (B), if any television broadcasting station licensee permits any person who is a legally qualified candidate for public office to use any television broadcasting station operated by such licensee, then such licensee shall afford equal opportunities to all other such candidates for the office involved for the use of such station.

(B) The provisions of this section shall not apply in the case of candidates for the office of President, Vice President, or Senator, or for any other office for which a statewide election is held.

(2) Such television broadcasting station licensee shall have no control over the content or format of any material broadcast under the provisions of this section.

(b) The provisions of this section shall not be construed to impose any obligation or requirement upon any television broadcasting station licensee to allow the use of such station by a legally qualified candidate for public office.

(c) Any appearance by a legally qualified candidate for public office in any matter broadcast by a television broadcasting station licensee shall not be considered a use of the station involved within the meaning of this section by such candidate if such appearance occurs within the coverage of a news event. Nothing in this subsection shall be construed to relieve such television broadcasting station licensee from any requirement established by the Commission under section 434 in connection with the coverage and presentation of news.

RESTRICTIONS ON OWNERSHIP

Sec. 440. (a) (1) Subject to the provisions of paragraph (2), the Commission shall not approve any application of a television or radio broadcasting station licensee for a license to operate any television or radio broadcasting station if such station will be operated in the same market as any other station operated by such licensee at the time of such application.

(2) The provisions of paragraph (1) shall not apply in the case of an applicant for a license to operate a radio broadcasting station of a particular class if—

(A) the applicant is not operating any other radio broadcasting station of the same class in the same class in the same market at the time of the application; and

(B) the Commission determines that there are no other applicants for such license.

(b) (1) The Commission shall not approve any application for a radio broadcasting station license if the approval of such application would result in the applicant owning, operating, or otherwise controlling, directly or indirectly, more than 5 radio broadcasting stations.

(2) The Commission shall not approve any application for a television broadcasting station license if the approval of such application would result in the applicant owning, operating, or otherwise controlling, directly or indirectly, more than 5 television broadcasting stations, with more than 3 of such stations operating in any of the 50 largest markets in the United States, as determined by the Commission.

(c) Nothing in this section shall be construed to require divestiture by any licensee of any interest in any television or radio broadcasting station which is held by such licensee on the date of the enactment of this Act and which is not consistent with the provisions of this section, except that if such licensee assigns, transfers, or otherwise disposes of an interest in any television or radio broadcasting station, then such licensee may not acquire any interest in any additional television or radio broadcasting station if such acquisition would result in a violation of this section.

(d) The Commission shall take into account, in determining whether to grant a construction permit or whether to grant or renew a license for a television or radio broadcasting station, whether the applicant involved owns or controls, directly or indirectly, any other communications medium in the market served by such broadcasting station.

(e) The Commission may prescribe such rules as it considers necessary to carry out the provisions of this section and the purposes of this Act with regard to diversity of ownership of broadcasting stations and other communications media.

From page 29

TV station would have to do so in an "equitable manner."

TV would also have to continue adherence to the equal time law, with exemptions however, for candidates for President, Vice President, governor, U.S. senator or any other office requiring statewide ballot.

Overseeing this new regulatory framework would be the new Communications Regulatory Commission (CRC) with only five presidentially appointed commissioners, in contrast to the current FCC's

seven. With the proposed changes in broadcasting and other communications areas, "there will be less for the commission to do," Mr. Van Deerlin said, "and this may justify the reduction in numbers."

Besides reducing the present FCC by two commissioners, the bill presumably would also reduce it by one bureau—the Cable Bureau. The proposed legislation contemplates doing away entirely with federal regulation of cable television.

Under Title I of the bill's eight titles, the CRC would specifically be prohibited

from regulating "any intrastate telecommunications facility" that does not use spectrum in the direct distribution of its service to consumers.

"We think that cable has demonstrated the case for deregulation," Mr. Van Deerlin said at the press conference, "through the virtual bondage in which it was held for years by rulemaking, which the courts have since found was arbitrary and capricious."

Among the other major provisions is the creation of new National Telecommunications Agency, with principal responsibility

Magic MusicSM programming works.

The "sold out" sign proves it.

MERV
GRIFFIN
RADIO

newsradio 14

WPOP WIOF

magic 104

OH NO!

Oh, yes! On April 20th and 21st. . . less than two weeks after MagicSM 104 signed on. . . we sold out! Our thanks to those advertisers who signed on. . . and thanks to all of you who tuned in. Connecticut's totally unique adult combination buy -- Newsradio WPOP and W104 is a success. Just like Magic!

"Sold out!" How sweet the sound to the ears of a broadcaster. Especially when it comes just ten days after launching a new format.

But that's the story at Merv Griffin's WIOF, Hartford-Waterbury, when it became a Magic Music station. And it's the first "sold out" ever, according to Al Pellegrino, GM of WIOF and all-news WPOP, which are sold in combination.

As we've said, our original soft, contemporary vocal music programming continues to be the only one offering proven audience growth, proven audience quality, proven sales success and proven bottom-line results.

What are you waiting for? Call Phil Roberts today.



**GREATER MEDIA
SERVICES**

Turnpike Plaza
197 Highway 18
East Brunswick, NJ 08816
(201) 247-6161

SM: Magic alone, and in combination with other terms, such as Magic Music, Magic Radio, Magic [dial position], etc. are the exclusive Service Marks of Greater Media, Inc.

The drafters. The principal staff members of the House Communications Subcommittee who put together the proposed Communications Act of 1978 were: *Harry M. (Chip) Shooshan*, chief counsel—whose Hill experience on broadcasting and other communications matters goes back as far as 1967 when, while on the personal staff of the former subcommittee chairman, the late Torbert Macdonald (D-Mass.), he worked on the Public Broadcasting Act. Mr. Shooshan also contributed to the sports broadcasting antiblackout bill of 1973. He was named to his present post in 1974 and concentrated on the broadcasting and common carrier sections of the rewrite. *Howard Chernoff*, consultant and long-time associate of Lionel Van Deerlin—who as executive of *San Diego Journal* made Mr. Van Deerlin city editor on latter's return from World War II. Later Mr. Chernoff managed KFMB-AM-TV San Diego and was deputy director of old U.S. Information Agency under Lyndon Johnson. *Edwina Dowell*, staff counsel—a young attorney (University of Michigan law school) who joined the staff in August 1977 after two years with the Citizens Communication Center in Washington. Her assignment was broadcasting. *Karen Possner*, staff assistant—wrote the option paper on cable television and privacy. She, too, was on the Macdonald staff and holds a PhD in communications from the University of Iowa, was a re-

search associate at the Rand Corp. and served as an assistant to former FCC Commissioner Nicholas Johnson. *Carolyn Sachs*, staff assistant—joined staff after four years as policy development consultant with the New York Cable Television Commission. Miss Sachs worked on the public broadcasting portions of the new bill. *Ron Coleman*, minority counsel—specialized in international common carrier matters. *George (Toby) Harder*, minority counsel—was surrogate in the drafting process for subcommittee ranking Republican Lou Frey (Fla.). *Chuck Jackson*, staff engineer—engineering assistant to former FCC Commissioner Glen Robinson and special assistant to chief of Common Carrier Bureau, Mr. Jackson worked on spectrum issues in the bill. *Brian Moir*, counsel to full Commerce Committee—a former assistant corporate counsel for Tele-Communications Inc. and a former staff attorney for the FCC, worked on the sections of the bill relating to nonbroadcast radio services. *John Cimko*, assistant counsel, Office of the Legislative Counsel—worked on sections pertaining to FCC reform and administrative and judicial procedures.

The principal drafters of the new bill were Mr. Shooshan, Mr. Cimko and Mr. Coleman, a former bill writer in the Office of the Legislative Counsel. The staff will be retained for the extended hearings to be held.



At the unveiling. L to r: Edwina Dowell, staff counsel; Charles (Chuck) Jackson, staff engineer; Carolyn Sachs, staff assistant; Representative Martin Russo (D-Ill.); Karen Possner, staff assistant; Harry M. (Chip)

Shooshan, chief counsel; Mr. Van Deerlin; Mr. Frey; Ronald Coleman, minority counsel, and George (Toby) Harder, minority counsel. They appeared in Room 2322 of the Rayburn House Office Building.

over spectrum allocation, development of national telecommunications policy and representation of the United States in international telecommunications forums. Designed as an independent policy-making arm of the executive branch, it would replace the National Telecommunications and Information Administration now in the Commerce Department.

The bill would also abolish the Corporation for Public Broadcasting and establish in its place a private nonprofit corporation to be called the Public Telecommunications Programing Endowment, whose single purpose would be to provide grants for public broadcasting program production and acquisition.

The new legislation was hailed by its two sponsors as a major blow for progress in communications. Its thrust, Mr. Van Deerlin said, "is to put the burden on established technologies to show not that their interests will be damaged by the introduction of new technologies, but that the public interest will somehow be impaired."

"This act doesn't look backward," added Mr. Frey, "It looks forward. It has the flexibility we need to go into the 21st century."

They said it is also a stab at reducing bureaucratic red tape. The proposed legislative deletion of ascertainment requirements for broadcasters is a case in point, Mr. Frey said. "Look, if a station is good, it's going to do ascertainment [any way]. If a station is going to . . . know the community it's in, it's going to have to know its problems. It's going to have to know the people."

"And that's the bottom line of what we're doing. The good stations are going to make it. . . . We're just making it easier on them. And we're taking away the government regulations that in so many cases hold them back."

Mr. Van Deerlin spoke in a similar vein: "I recognize," he said, "that a great deal of the present cost of regulation to licensees is the cost of maintaining attorneys. Maybe this will be appealing to licensees who will have a more fruitful expenditure of their money than just spending it on lawyers."

Some in Mr. Van Deerlin's standing-room-only audience Wednesday, which included the executive committee of and new board members of the National Association of Broadcasters, presumably would not agree with his hopeful assessment.

NAB has fought tooth and nail all suggestions of a license fee such as the one that emerged.

Details of the fee would be left to the commission, but Mr. Van Deerlin plans to offer a model schedule for broadcasting within the next few weeks. Under the bill it would, in reality, be four schedules—one each for VHF, UHF, AM and FM—based on the cost of processing the license and the scarcity value of the spectrum. In television, the fees would vary according to the number of frequencies in the market, the number of prime-time television households, and technical disparities between VHF and UHF.

For radio, they would vary according to the power of the station and hours of operation, market size, number of frequencies in the market and co-channel separation, where applicable. The fees for both radio and TV would be phased in by 10% a year over a 10-year period.

What that all means in simpler terms, Mr. Van Deerlin said, is that "quite clearly a VHF station in a major market has a greater value than a UHF station or even a VHF in a different kind of market." And TV, it seems would bear the lion's share of the costs. "It would be my expect-



Summertime... when the learning is easy.

When June busts out all over, kids do too, and it's three months till classes start up again. So to protect children from summertime mental cobwebs, the Kalamazoo, Michigan, School Board distributes free books filled with learning games to help vacationing students retain what they learned during the past year. The books have the memorable titles of Frackle Shackle and Sunshine '78. Now in its fifth successful year, the book give-away program has proven that participating students need far less reviewing in the fall semester before moving ahead to acquire new knowledge and skills.

The Fetzer radio and television stations, WKZO and WKZO-TV, in Kalamazoo, have been actively supporting the program since its inception both on the air and by providing colorful tote bags for the books. The bags are bright reminders that reading is fun. And they're handy little carry-alls for summertime souvenirs.

Helping schools provide rewarding learning experiences is part of the Fetzer tradition of total community involvement.



The Fetzer Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

tation," Mr. Van Deerlin added, "that almost all radio stations would have hardly any scarcity value in most markets today, and that values of licenses assessed against them should probably be no more than to cover the costs of regulation."

In a later conversation, Mr. Van Deerlin agreed that \$350-\$400 million is about what would be needed to support the commission and other recipients of the fee, but said he did not find the figure excessive. "They're dealing in a lot of money [in broadcasting]," he said. "What is that, 4% of their revenues?"

While substituting the random selection process for the current comparative hearing process that contestants for a station license go through, the Van Deerlin-Frey measure would retain the petition to deny process for those with complaints against television stations. The bill authorizes the commission to determine who has the burden of proof in the proceeding and to grant the right of discovery to the petitioner, and mandates that the commission rule on the petition within 90 days of the last pleading filed.

In other provisions for broadcasting, the bill:

- Prohibits the commission from censoring or in any way regulating programing content. For radio, this means the commission cannot involve itself in proposed format changes.

- Orders the commission to assign spectrum "so as to ensure that each community in the United States, regardless of size, is provided with maximum fulltime

local television and radio broadcasting services..." According to subcommittee chief counsel Harry M. (Chip) Shooshan, there is implicit in this provision a direction that the commission reconsider its clear channel radio rule "to expand opportunities for daytime broadcasters."

- Allows the commission to consider parties other than the proposed buyer in a station transfer.

- Restricts the commission's EEO enforcement authority to acting on the findings of other agencies with equal employment opportunity enforcement authority. If a station owner or applicant is found in violation of civil rights or EEO laws, it must notify the CRC, which then must act to grant, deny or revoke a license. The commission is not authorized to promulgate EEO enforcement rules of its own.

In the same section of the bill, Title IV, procedures are laid out for the licensing and regulation of nonbroadcast radio services, which are provided 10-year licenses.

Under Title II, the bill lays out the design of the CRC with five commissioners serving single 10-year terms, picked on the basis of their education, experience or training and "in a manner which assures that the composition of the commission reflects a balance among professional backgrounds which are pertinent to the field of telecommunications."

The commission chairman would be designated by the President with either house of Congress able to disapprove the choice within 60 days of the submission of the nomination.

A special Office of Consumer Assistance would be established by the bill to promote the consumer interest in all commission proceedings.

Title II also establishes conflict-of-interest rules restraining commissioners and high-level employees from owning interests in regulated communications companies. It also prohibits commissioners and top employees from representing interests before the commission for one year after leaving the commission, if they depart before completing 10 years of service.

It also establishes procedures whereby commissioners and supervisory staffers must publicly disclose any ex parte contacts made during adjudicatory and rulemaking proceedings.

The public broadcasting section of the bill, Title VI, attempts to resolve the long running dispute between the existing CPB and Public Broadcasting Service by making it clear exactly who will be in charge of developing programing for public broadcasting. The proposed replacement for CPB, the Public Telecommunications Programing Endowment, with a nine-member presidentially appointed board of directors, would make grants to public telecommunications entities, program producers and educational institutions for production and acquisition of programing, but would not be permitted to operate any telecommunications facility or network or to actually produce or distribute programs.

Any organization operating an interconnection system, as PBS does now, would also be prohibited from producing or ac-

The why and wherefores of H.R. 13015

Some may call it madness, but there was method behind the Communications Act of 1978; Van Deerlin and Shooshan, two of the principal architects, think it sufficient to the day

When House Communications Subcommittee Chairman Lionel Van Deerlin announced in 1976 that his subcommittee planned to revamp the Communications Act, he said his guiding light would be protecting the public's stake in the nation's communications system. But during the 20-month period his rewrite was incubating he saw mostly the sparks from interests with their own axes to grind including the broadcasters, whose opposition, he said, could kill his bill.

In reflections last Thursday, the subcommittee chairman and his chief counsel, Harry M. (Chip) Shooshan, expressed pleasure in a final product Mr. Van Deerlin thinks serves two ends—protecting the interests of consumers while not endangering the vested interests of broadcasters.

The compromises are evident. The reduction in the limits on station ownership, for instance, is an attempt to deal with a growing concern about concentra-

tion of ownership in the media—while at the same time making more stations available to new owners, including minorities, Mr. Shooshan said.

But the provision carries no sting for current broadcast owners, because they would not be forced to give up what they have. The goal is more diversity in the long run, "but we're not going to take anybody's property away in order to achieve it," Mr. Van Deerlin said.

Radio presented an easy problem to the drafters. They decided that there is no scarcity there, hence little ground for regulating it. Television, on the other hand, is different, Mr. Van Deerlin believes. He said there is far more demand for access to TV than there are TV stations, and probably always will be. But he sees that as no reason to strap TV with such needless rules as ascertainment.

The subcommittee chairman can see why broadcasters, for selfish reasons, would be delighted to be freed from the formal ascertainment requirement, but believes there is a public good to be gained as well. If broadcasters have to spend less on paperwork, then perhaps they'll spend more on local programing. "You may do the best job in the country on ascertainment, but what does it have to do with the

things on the air?" he said.

Television still faces restraints in the new bill but by any reading comes away with less of the commission's weight on its shoulders. And that plus total radio deregulation would be an impossible package to try to sell a Congress like the present one, the subcommittee chairman said. "Obviously commercial broadcasting is not going to get the kind of license relief they were looking for five or six years ago," Mr. Van Deerlin said, "without some arrangement to provide for a full range of tastes."

The arrangement he came up with to offset the benefits to broadcasting was the license fee, seen by Mr. Van Deerlin and Mr. Shooshan as a simple economic solution to a number of complicated problems. They see the fee as a source of funds for building telecommunications systems that will pipe a full complement of network, independent and public broadcasting TV programing to rural communities where television is deficient and where cable systems have been reluctant to build because of high costs. They see it as a source of funds to stimulate minority ownership in broadcasting, in answer to minorities' complaints of white dominance of the airwaves. (Mr. Van Deerlin estimates that those two funds together would cost about \$100 million a year.)

They see it, too, as a way to truly insul-

quiring programs or scheduling programs for distribution to public broadcasting stations.

The bill provides that half the endowment's available funds would be passed directly to public broadcasting stations as unrestricted grants for programing. The endowment is not permitted to accept gifts for the support of particular programs. "We would hope through this means eventually to reduce what bothers all of us in the gradual intrusion of commercial advertising interests on the channels which were intended to be noncommercial broadcasting," Mr. Van Deerlin commented.

Under the bill, the new National Telecommunications Agency would be responsible for distributing funds for the construction and improvement of public broadcasting facilities. Radio is guaranteed 25% of those funds. That agency would also fund public broadcasting interconnection facilities.

The bill provides future funding for the public broadcasting activities: \$200 million authorizations for 1980 through 1983 for the endowment; and authorizations of \$75 million for facilities and \$25 million for interconnection facilities for 1980 through 1983. All would be under a two-year advance funding scheme.

The other provisions of the public broadcasting section parallel those of the public broadcasting authorization bill already passed this year by the House Commerce Committee, including: enforcement of equal employment opportunity in

public broadcasting, limitation on the salaries of officers and employees of the endowment, mandatory open meetings and the establishment of community advisory boards at stations that receive federal funds.

The NTA, laid out in Title VII of the bill, has among its responsibilities the administration of the funds in the minority ownership and rural telecommunications programs. Both programs are set up to provide loans for up to 30 years (limited to 50% of the cost of purchase or construction of a broadcast station, in the case of the minority ownership fund) and both are authorized to receive appropriations from Congress in 1980: \$10 million for the rural telecommunications program and \$2 million for the minority broadcasting program.

NTA is authorized \$17.5 million annually from 1980 through 1983, with an additional \$2.5 million each of those years for studies on spectrum allocation.

Mr. Van Deerlin characterized the common carrier section of the bill, Title III, as establishing another "forward thrust" for competition. The section calls for a maximum feasible reliance on marketplace forces in telephone service and establishes a Universal Service Compensation Fund, money from which is to be used to maintain telephone rates at affordable levels for consumers. The money would come from access charges levied on any entity that operates an intercity telecommunications service or a facility that is connected with local exchange switching facilities.

The common carrier section also would lift a ban on AT&T being involved in other nonregulated telecommunications services, which presumably include broadband video services now carried by cable television. But it would force AT&T to divest itself of its equipment manufacturing subsidiary, Western Electric, within three years, if the company is still involved in monopoly services.

Among the bill's other common carrier provisions:

- Descriptions of the commission's and the Communications Satellite Corp.'s role in international common carrier field.

- The establishment of fines of up to \$10,000 for violations of the act.

- A direction that trials for offenses under the act shall take place in the district in which they are committed.

In his remarks at the press conference, Mr. Van Deerlin made clear that he doesn't expect the bill to sail through Congress without amendments. It "is only a starting point," he said. "There'll be long hearings and there'll be full opportunity for expression of all viewpoints before anything becomes law."

Under the timetable he laid out, the subcommittee will try to complete six weeks of hearings before the adjournment of Congress this year, four weeks, if all goes well, before the August recess. Then the stage will be set for subcommittee mark-up early in the next Congress, and perhaps clearance by the full House "before the heat of summer," he said.



Shooshan (I) and Van Deerlin.

doesn't shy away from the term now. Broadcasting deregulation and the license fee don't stand by themselves in the bill, he said. "They're trade-offs," and if one gets deleted from the bill, he indicated, the other probably will, too.

There are other such trade-offs in the bill—one involving cable television, for instance. Cable would be totally freed from federal regulation (its name does not even appear in the bill), meaning that it would also be totally freed from signal restrictions that grew up to protect broadcast signals. But the legislation would also repeal the pole-attachment bill that was signed into law this year, a bill for which cable fought hard to get the federal government to regulate what they considered exorbitant pole-attachment fees.

As a plus for the public interest, Mr. Van Deerlin sees the freeing of cable from federal regulation as a way of increasing the number of cable channels and thereby increasing community access.

Messrs. Van Deerlin and Shooshan offered these further rationales:

- The name of the FCC was changed as a symbolic gesture to indicate a clean break with the past (the name, Communications Regulatory Commission, took only 10 minutes to think up and is attributed to counsel Ron Coleman).

- Not so symbolic was the deliberate omission from the bill of any reference to

ate federally funded public broadcasting programing from government control. Under the bill the fee would pay the entire government share for public broadcasting programing; there would be no more appropriations from Congress.

The notion should be pleasing to those who are dissatisfied with what the networks are programing, Mr. Van Deerlin added. "People who find TV service inadequate

are going to be drawing on the profits of commercial broadcasting to support the alternative."

And the fee would pay for the cost of regulation. All that, in the view of Messrs. Van Deerlin and Shooshan, will be accomplished at no expense to the taxpayer.

After his heated exchanges with the National Association of Broadcasters over the notion of trade-offs, Mr. Van Deerlin

regulation based on the "public interest, convenience and necessity," which is the pillar holding up broadcasting regulation in the present Communications Act. Mr. Shooshan said the bill, in its effort to fulfill the public interest, speaks for itself. He said Mr. Van Deerlin, feeling that much of what's bad in communications regulation can be traced to the FCC's trying to interpret that phrase, decided not to invite any further misinterpretation of Congress's intentions.

■ There is no significance to the 10-station limit to broadcast station ownership in the bill. It is an arbitrary number, Mr. Van Deerlin said, adding that "10 stations are enough for broadcasters to prosper."

■ The reason television stations will have to wait 10 years before earning the same indefinite license terms as radio is that it will take that long before they will be paying the full license fee.

Mr. Van Deerlin and Mr. Shooshan said they can both be counted on to be fixtures throughout the time it takes to get the new bill through both houses of Congress. Mr. Van Deerlin expressing confidence that the process can be completed in just two years. At his press conference Wednesday the congressman joked that he had a commitment to his wife to retire at the age of 66 after one more term. But he indicated Thursday that if it takes another term beyond that, he will stay.

At first blush: no panic in the industry street

Reactions of key establishment figures is surprisingly calm; citizen group figures register only real alarm; Senate side not yet convinced; all parties are taking the bill seriously

With at least one exception, early reactions to the Communications Act rewrite last week were balanced: Nearly everyone could find elements both good and bad, from his standpoint. There was also some wonderment (as in, "they really *did* produce a rewrite").

But no one was laughing, which was consoling to House Communications Subcommittee Chairman Lionel Van Deerlin. "I've been involved before in things that were important, but in which I couldn't get anyone else to agree were important," he said. Clearly, people were taking this document seriously.

As usually happens in a situation like this, off-the-record reactions tended to be more blunt than the public pronouncements. In a discussion of the bill's total deregulation of cable television, one

broadcaster in Washington wondered "why in hell should they get a ticket to heaven?" And of the proposed repeal of the fairness doctrine, said one, "That's not going to get through Congress in your lifetime or mine."

The on-the-record statements of both business and citizen groups were enough to give credence to Mr. Van Deerlin's introductory comment that "this is only a starting point." The battle lines are forming for many fights to come.

In introducing the measure, Mr. Van Deerlin expressed optimism that it will be received well in the Senate. He and staff members briefed Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, but failed Wednesday to make a sale on the spot. Mr. Hollings, who has said repeatedly that he thinks it makes more sense to deal with specific communications issues as problems arise, repeated that sentiment to BROADCASTING Friday. The bill "starts us in the right direction," he said, but indicated that politically it would probably make more sense for his subcommittee to "take it up in parts."

Without setting specific dates, the Van Deerlin subcommittee staff has laid out hearings on the measure in July and August. Under their plan, the subcommittee will take up separate issues in this order: FCC restructuring common car-

In Brief



Silverman as he arrived at NBC Friday (l); Segelstein



Fred Silverman, his four-month exile ended, began work as president of NBC Friday with all-day series of meetings that was to end with welcoming cocktail party that night. His first official action: appointing his friend and neighbor **Irwin Segelstein** to newly created position of executive vice president, broadcasting. NBC sources say title translates to number two man, with responsibilities of helping coordinate day-to-day operations with heads of company's various divisions. (Mr. Segelstein, who worked with Mr. Silverman at CBS, had been head of NBC programming until he was replaced by Paul Klein last October and named executive vice president of program planning.) "Irwin has had top-level broadcasting experience," Mr. Silverman said, "has run a large record company [CBS Records, from 1973 to 1976] is a very quick study and is going to be a great help to me. In addition, I know that he will help me speed up the decision-making process, make it easier for people inside and outside NBC to get quick answers and in general help NBC operate more efficiently." Mr. Silverman was planning to tape **closed circuit talk**

over weekend to be fed to NBC-TV affiliates today (June 12). During brief encounter with reporters outside his new office Friday Mr. Silverman said that NBC was in "**very good shape**" and that he does not envision major housecleaning among current employees. Mr. Silverman arrived about 7:45 a.m., was met by Kenneth W. Bilby, RCA executive vice president for corporate affairs, went in to see RCA President Edgar H. Griffiths, man who hired him, later was escorted to NBC floors. At lunch with top executives he was heard to remark "**the most important thing at NBC is NBC News.**"

□

Senate Appropriations Subcommittee approved \$65.5 million budget for Federal Trade Commission—\$700,000 less than requested—and, at insistence of Senator Lowell Weicker (R-Conn.), adopted provision indicating that it was "**clearly concerned**" about **commission's children's advertising inquiry**. Senator Weicker said provision leaves FTC "free to exercise its judgment" in its inquiry and that provision contained "no language that prevents them from doing a study" of children's advertising issue. Subcommittee's action **reduced FTC's request** for 66 new staff positions and \$2.8 million **by 25%**—to 50 jobs and \$2.1 million. One FTC staffer expressed some pleasure with subcommittee's action, said its position was "much more flexible" than one taken by House Appropriations Committee—which denied request for new staff (BROADCASTING, May 29). **Last year, same Senate subcommittee told FTC** that it "shared the commission's growing concern" with children's television and encouraged it to consider implementing "viable program in this critical area."

□

NBC lawyer Donald Zachary was **jailed for contempt** in Los Angeles last Thursday for refusing to let U.S. District Judge Manuel Real preview program NBC-TV was to—and did—broadcast that night, **but he was freed** by three-judge appellate court panel after NBC argued that allowing judge to see program in advance would amount to **prior restraint** contrary to First Amendment. Stanley Goldblum, former head of Equity Funding Corp., one of number of company officials sentenced to prison in fraud case, had asked Judge Real to prevent showing of *Billion-Dollar Bubble*, fictionalized account of case, on grounds it might hurt his chances for parole. Judge Real said he couldn't decide without

riers, broadcasting, public broadcasting and, finally, the proposed National Telecommunications Agency.

Among initial reactions:

Vincent Wasilewski, *president, National Association of Broadcasters*. "We're already on record relative to the fee proposal. Until our board directs us to the contrary, we'll still be opposed to it." He said that broadcasting and other industries have done a good job under the present Communications Act, and that "Any changes in the basic statutory scheme proposed through legislation must be carefully weighed before adoption."

The Rev. Everett C. Parker, *director of the United Church of Christ Office of Communication*. "The committee's proposals are a disgrace. They intend a bigger giveaway of public rights and property than Teapot Dome. They will perpetuate entrenched monopolies in violation of the principle that the airwaves belong to the people. No minority owners can hope to break in under the proposed system of perpetual ownership of stations."

Bill Leonard, *Washington vice president, CBS*. The rewrite bill "is more encouraging as a total document than the tone that was set by the staff a year and a half ago [in the options papers]," which Mr. Leonard understood to be considering scrapping the entire broadcasting system. He called the bill a "sincere effort to get at

some of the problems" in communications, and said insofar as it attempts to "let broadcasters do their thing," it is to be applauded. But the proposed license fee presents "grave problems," he said. "Once you go down that road it [puts] the government's hand in your pocket.... That may be better than the government's hand in your head."

Robert L. Schmidt, *president, National Cable Television Association*. He applauded the proposed deregulation of cable at the federal level, but called for congressional guidance "to assure that regulations dismantled on the federal level would not be reassembled on the state level." Mr. Schmidt also expressed concern that the bill would allow the telephone company, "the world's largest and most profitable monopoly," to enter the cable business.

James H. Quello, *FCC commissioner*. "I agree with most of the far-reaching and visionary provisions of the new act with its drastic revision of the FCC as it is organized today. The new act represents a courageous, much-needed, initial proposal with great potential benefits for the public interest."

Joseph Fogarty, *FCC commissioner*. "I've felt we should, as well as we can, supplant regulation with competition." But if Congress wants to do this, "It must make a public interest finding. A record

has to be developed."

Ernie Schultz, *president of the Radio Television News Directors Association*. He praised the proposed deregulation of radio, but with a reservation about the possible economic impact of the license fee on broadcast newsroom budgets. He condemned the "equity principle" that would apply to television coverage of controversial issues.

Abe Voron, *executive vice president for government affairs, National Radio Broadcasters Association*. While reserving comment on possibly troublesome features such as the license fee, Mr. Voron expressed enthusiasm for the near-total deregulation of radio. "A victory of itself is a separation of radio and TV" in the bill, he added. "We think that's a victory [even] if nothing else happens."

Nicholas Johnson, *former FCC commissioner and chairman of the National Citizens Committee for Broadcasting*. The bill's attempt to open up broadcasting to marketplace competition "presupposed a marketplace," Mr. Johnson told subcommittee counsel Harry M. (Chip) Shooshan. "But you can't have a marketplace if you have an unregulated monopoly." He would prefer, rather than a marketplace "allocated out to vested interests," a broadcast system where airtime is shared among everyone who wants broadcasting stations.

seeing film. When Mr. Zachary refused, he ordered him jailed and two attorneys for Time-Life Television—which is distributing BBC film—to remain in courtroom until film was produced. Appellate panel's ruling freed them, too, and terminated Goldblum injunction proceeding. NBC carried film as scheduled at 10-11 p.m. NYT.

WLUP(FM) Chicago has been sold by L&P Broadcasting Corp. to Heftel Broadcasting for \$3 million. Seller is owned by Phil Chess, who has no other broadcast interests. Buyer is group owner principally owned by Representative Cecil Heftel (D-Hawaii) and his wife, Joyce.

Michigan Television Network has signed letter of intent to sell ch. 29 **WOTV-TV Traverse City, Mich.**, to Panax Corp. (John B. McGoff) for \$2.2 million. Broker: R.C. Crisler & Co.

Sale of North Dakota Broadcasting Corp.'s **KXJB-TV Valley City** (Fargo) to Central Minnesota Television Corp. has been **renegotiated for about \$6 million**. Original \$3.2 million deal (BROADCASTING, Sept. 26, 1977) was for only 80% of station. New arrangement calls for 100% transfer plus microwave relay system between Minneapolis and Fargo. Sale is being contested, however, by KTHI-TV Fargo on grounds involving possible regional concentration of media. (Buyer owns KCMT-TV Alexandria, Minn., 100 miles from Fargo.)

NBC has **toned down audience claim** for *Holocaust* miniseries. Preliminary estimate was that 120 million people watched some or all of it; second look puts audience at **107 million**.

All-Industry TV Stations Music License Committee has reached agreements for **extensions of present ASCAP and BMI licenses** to avoid risk of infringement by stations while negotiations on new contracts continue. ASCAP extended three months from July 1. BMI extended six months from July 1.

Twentieth Century Fox Film Corp. has petitioned FCC to require **Chris-Craft** to state whether it intends to take over film company. Twentieth Century, noting that Chris-Craft has acquired 8.7% of its stock,

also asked commission to prevent Chris-Craft from voting those shares unless it demonstrates it intends to be passive investor only. Unless Chris-Craft offers such assurances, 20th said, it is impeded in efforts to purchase additional VHF stations. Together, two companies own five, FCC maximum.

Julian Goodman, NBC chairman, last week asked congressional leaders to initiate legislation that would "remedy" what he called "**unfortunate and unwise**" decision of **Supreme Court** authorizing police to search for criminal evidence on premises occupied by innocent third parties (BROADCASTING, June 5).

Frank Price, who resigned two weeks ago as president of Universal Television, Los Angeles, but remained as VP and director of parent MCA Inc., resigned those posts last week. Speculation was that Mr. Price may join Columbia Pictures as head of worldwide production, succeeding Dan Melnick, new president of company (BROADCASTING, June 5).

Perry B. Bascom, former VP-general manager of WNBC(AM) New York and earlier president of Radio Advertising Representatives, New York, named marketing sales executive of Television Bureau of Advertising.

Martyn S. Weinberg, manager of business affairs for Taft Broadcasting's Broadcast Group (stations), named to new post of VP, finance, of Taft's West Coast Group (Hanna-Barbera and other TV and motion-picture production and distribution organizations). **Raymond S. Rajewski**, business affairs director of Field Communications, succeeds him at Broadcast Group. **Earl Beall**, VP and general manager of Taft's WDAF(AM)-KYYS(FM) Kansas City, Mo., becomes VP and general manager of its WDAF-TV Kansas City and is succeeded by **J. David Martin**, general sales manager of Taft's WKRC(AM)-WKRC(FM) Cincinnati. **Tom Connolly**, local sales manager of WKRC, succeeds Mr. Martin. Changes set in motion under succession, announced last fall, in which **Ro Grignon**, VP and general manager of WDAF-TV, would become executive VP of Taft's television group (and **Carl J. Wagner** would become executive VP of radio group) upon retirement this month of **John L. McClay** as executive VP of Broadcast Group (BROADCASTING, Oct. 24, 1977).

Radio gets to pick up House, not cover it

O'Neill agrees to AP Radio request to allow tap on body's microphones; broadcasts are barred from gallery

House Speaker Thomas P. (Tip) O'Neill (D-Mass.) announced last week that as of today (Monday) the House's public address system would be opened to broadcasters for radio coverage of floor activities. But some broadcasters, most notably National Public Radio, were less than enthusiastic about the new development.

Mr. O'Neill made his announcement last Thursday at a news conference where he said that accredited news media will be allowed to connect with the House microphone system that picks up all proceedings in the chamber. The Speaker's move was prompted in large measure by a request for the feeds from AP Radio, which had informed Mr. O'Neill that it was at the same time willing to go along with a prohibition against news personnel broadcasting live from the House chamber.

NPR President Frank Mankiewicz quickly fired off a statement calling that restriction similar to "asking correspondents to broadcast a basketball game from closed-circuit pictures only of backboards and nothing more. You can tell when a basket has been scored, but not by whom or how."

Mr. Mankiewicz said "The step taken today, to permit people to listen to the House public address system, will help in news summaries, but it effectively forecloses the possibility of live broadcasting by radio and television."

A meeting of personnel from 11 groups including the ABC, CBS and NBC radio networks, NPR, AP, UPI and the Radio Television News Directors Association, was held last Friday in Washington. With the exception of AP, the groups were displeased with the lack of broadcaster control of the feed and planned to draft a letter this week to Speaker O'Neill telling him so.

According to AP Radio's managing editor in Washington, Ed DeFontaine, the news service will present a "brief segment" of the House's opening ceremonies today. As of late last week, however, the logistics for the coverage had yet to be worked out.

Don Budd, director of Mutual Radio News, said that news organization intends to carry the feeds although it does not "have any plans at the moment" for special handling. He said the new feed was "not really a big deal to us," but that Mutual would use it as part of its regular coverage of the House's activities.

According to a letter from Speaker O'Neill to the members of the House, the

new coverage will be allowed for an "indefinite trial period." By that, the Speaker said, he meant that if the members complain about the new system, "we will look into the complaints."

Mr. O'Neill also said television coverage is "still down the line" but he expects it to begin not later than next year. It is still to be determined whether a television system would be operated by news organizations or by House personnel—as is the new radio system.

A spokesman for the Speaker, Gary Hymel, said that the decision to bar broadcasts from the gallery was made "because we wanted to treat everyone equally" and to open coverage to all news media from inside the chamber would likely prove disruptive to floor activities.

The House resolution authorizing radio broadcast coverage forbids the use of the broadcasts by members for political purposes and bars the news organizations from having direct sponsorship of materials taken from the feed.

Assessing the state of broadcast news

AP Broadcasters hear Lower call for longer network news, Fuller warn of problems covering the Third World and Jackson urge better coverage of blacks

A new plea for longer newscasts on the TV networks was issued by Elmer Lower, retired ABC vice president, at the AP Broadcasters' eighth annual convention June 1-3 in Cincinnati (BROADCASTING, June 5).

Mr. Lower, accepting APB's Robert Eunson Award for distinguished service to journalism, said that with 65% of Americans crediting TV as their principal source of news, the TV networks have an obligation to inform at greater length.

"My greatest disappointment in 25 years," he told some 400 broadcast executives at the convention, "was that all three networks did not extend their early-opening news to an hour two years ago."

Mr. Lower, a former president of ABC News, now teaching broadcast journalism, recalled that the networks' attempts had been blocked by their affiliates. The networks, he said, must develop a financial formula for one-hour newscasts that stations can accept.

"The 10 biggest stations affiliated with each network must bite the bullet," he asserted. "When they agree to an hour of network news, all the rest will go along."

Keith Fuller, president and general manager of Associated Press, voiced concern over the growing trend among Third World and other nations to deny Western journalists access to information. The "journalist's world," he said, has shrunk so much that reporters abroad now have free access to less than half the world's land mass and population.

Mr. Fuller urged broadcasters to help

fight the theory that emerging nations need to manage incoming and outgoing news to protect their own development.

Mr. Fuller's concerns were echoed the next day in a panel session that included Daniel W. Kops of Kops-Monahan Communications, a member of the U.S. Commission on UNESCO and also a former APB president; Sig Mickelson, vice chairman of Radio Free Europe/Radio Liberty; George Beebe of the *Miami Herald*, chairman of the World Press Freedom Committee; Leon Davico, director of the office of public information for UNESCO, and APB President-elect Ralph Renick of WTVJ(TV) Miami.

An access problem closer to home—gaining access for microphones and cameras to courtrooms and legislatures—engaged a meeting of representatives of state AP broadcaster groups at the outset of the convention. This meeting also heard Jack Gennaro of WFHR(AM) Wisconsin Rapids, Wis., who presided, urge state groups to set up freedom of information committees if they have not already done so.

Civil rights leader Jesse Jackson told the convention that broadcasters must be alert to attacks on press freedom. At the same time he contended that the news media have lost credibility with black people by misrepresenting them in many ways.

Television, he said, has portrayed blacks as less intelligent and more violent than they are. The news media, he said, will retain their credibility to the same extent that they accurately and fairly inform the public.

"Right now," he said, "as far as black people are concerned, [the news media have] been weighed and found wanting."

Other convention sessions ranged across a variety of topics, from how to sell news to broadcasting's effects on sports.

The sports panel produced some disagreement when Will Grimsley, an AP special correspondent, equated the broadcast sports reporter's role with that of a sports promoter. "We are not promoters," replied Chet Simmons, president of NBC Sports.

Panelists discussing the sale of newscasts were less argumentative. They tended to agree with Charles Wright of WBYS(AM) Canton, Ill., that the one thing that makes a station stand out is an outstanding news department. His station, Mr. Wright said, takes in more than \$10,000 a month from the sale of advertising on newscasts.

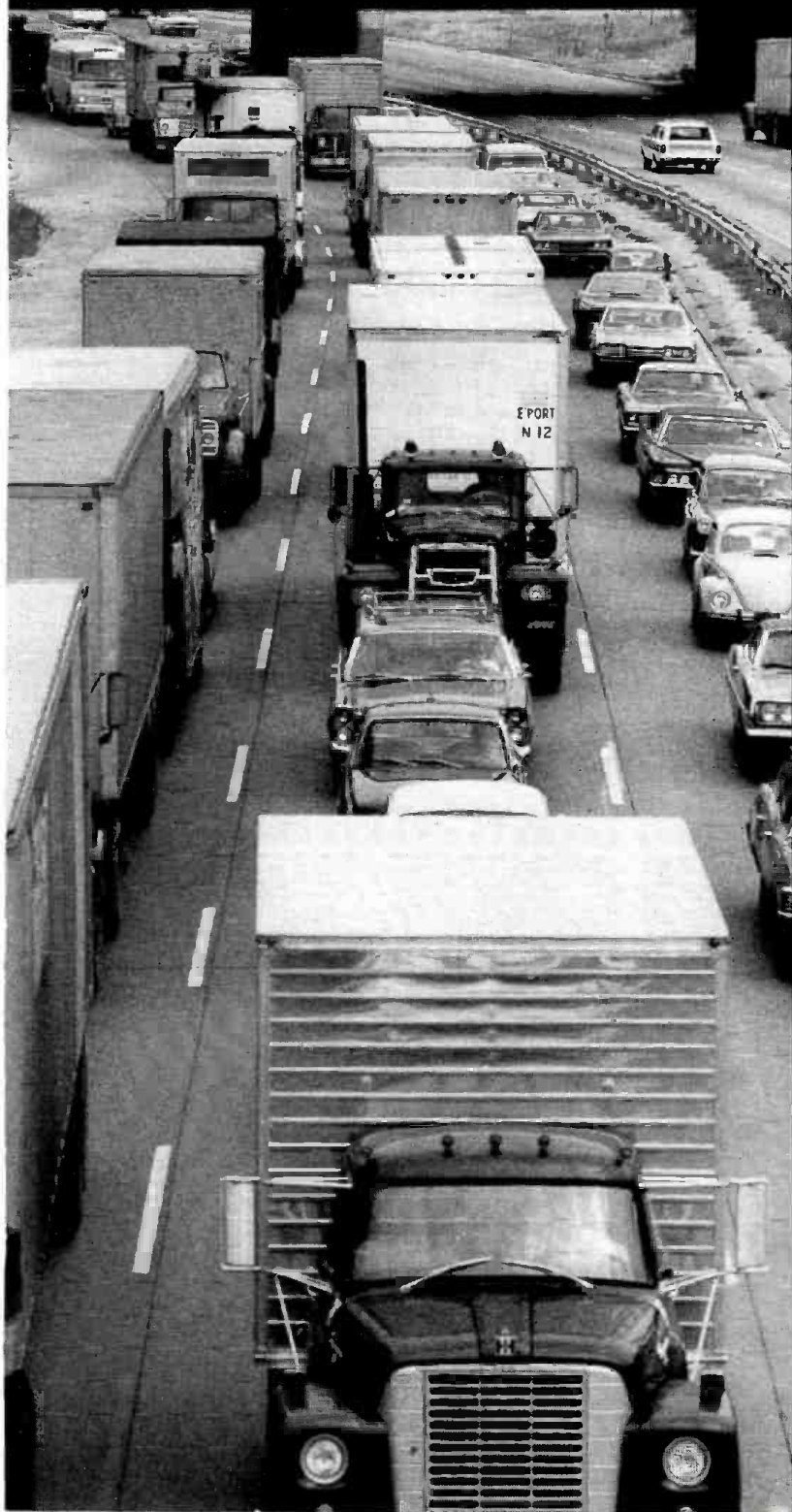
AP Radio the next to go to the air

News service is filing for permission to test satellite transmission to 25 stations, with rest of affiliates hoped to be hooked up by late 1979

The Associated Press will file with the FCC by Thursday (June 15) for experimental transmission of AP Radio's audio

Myth:

Truck traffic can move only on the highways.



Fact:

More than two million truckloads moved by railway last year.

Piggybacking—the movement of truck trailers or containers by rail—is the fastest-growing part of the railroad business. It set a new record in 1977 and it's now our second-largest source of traffic—next to coal.

The piggyback concept has come of age. Better yet, it has generated a wealth of innovations and improvements. Containerized cargo destined for foreign countries now moves across America by rail. New designs in flatcars are saving fuel and increasing loads. Truck trailers that actually ride either roads or rails with two separate sets of wheels are being tested.

This is good news for the railroads, but it's better news for the consumer and the nation. Many piggyback trains move their cargo with about half the fuel that would be required by trucks to move the same goods.

Usually there's a cost saving in piggyback shipments, too, with the advantage of fast, long-distance travel and expedited door-to-door delivery service.

Because these truckloads travel on the railroads, not the highways, the motoring public enjoys a greater degree of safety and less congestion, while damage to the highway system is reduced.

Not all trucks can move by train, but thousands more are doing so every year. And the ones that do aren't leaving potholes in your favorite road.

Association of American Railroads,
American Railroads Building,
Washington, D.C. 20036

Surprise:

We've been working
on the railroad.

news reports by communications satellite to 25 stations, starting this fall, David L. Bowen, AP vice president and director of communications, told the AP Broadcasters convention last week.

Roy Steinfort, AP vice president and director of broadcast services, said that if the tests prove satisfactory and other elements of the program go as predicted, full-scale satellite transmission could begin by late 1979. The tests are expected to take about six months.

Mr. Steinfort and Mr. Bowen said the 25 stations being selected were those in areas around the country that are most likely to experience interference. These are being chosen, they said, to test the reception and quality of the transmissions under "worst case" conditions.

The experiment will use both Western Union and RCA satellites, Mr. Bowen reported. He listed Harris Corp., Farinon Electric, California Microwave and Hughes Aircraft as earth-station manufacturers providing terminals for the tests.

"AP wants to use a satellite to deliver its audio news report to you because the signal from space will be better and cheaper," Mr. Bowen told the broadcasters.

AP in three on the hour

Three-minute hourly summaries will replace the present five-minute summaries on the AP broadcast wire in the near future, the AP Broadcasters performance committee announced at APB's convention.

Tom O'Brien of ABC News, chairman of the performance committee, said the change will provide wire time for more station and regional stories. The summaries will clear the wire before the top of the hour, according to Jerry Trapp, general

broadcast news editor. In addition, he said, four-item spot summaries—slightly longer than now—will be sent hourly by 20 minutes past the hour.

Members will be alerted before the changes take place, Mr. Trapp said.

Ed DeFontaine, AP Radio managing editor, reported that Jerry Smith of AP Radio's sports staff has been assigned to affiliate relations and will write sales-oriented monthly newsletters for managers of stations served by AP Radio.

He also announced that AP Radio's hourly newscasts would be extended to a 24-hour basis effective last Monday (June 5). Previously no newscasts were fed from 3 a.m. to 5 a.m. Mondays, when line testing was done.

AP's favorite stations

Four radio stations chosen for outstanding membership cooperation in 1977 from AP (BROADCASTING, April 24) were formally presented their awards at the AP Broadcasters convention June 1-3.

KIUL(AM) Garden City, Kan., won the over-all cooperation award. WNEG(AM) Toccoa, Ga., received the spot news award for its coverage of a dam break that killed 39 persons. KOBE(AM) Las Cruces, N.M., was given the award for member enterprise for helping to disclose the background of a state official. WRBQ(FM) Tampa, Fla., received the weekend news coverage award; it contributed 1,065 stories to the AP report—357 of them on weekends.

The awards were presented by Keith Fuller, AP president, and John Salisbury of KXL(AM) Portland, Ore., an APB board member, who said the winners were chosen from 100 nominations received from 44 states.

Trying to reverse court's open sesame on nation's newsrooms

Two more bills were introduced in Congress last week to reverse the Supreme Court's ruling that police need only a warrant to search a newsroom (BROADCASTING, June 5). Senators Robert Dole (R-Kan.) and Birch Bayh (D-Ind.) introduced separate bills that would have the same effect: Police could not obtain such warrants without first giving the subject of the proposed search a chance to contest it in an adversary court hearing.

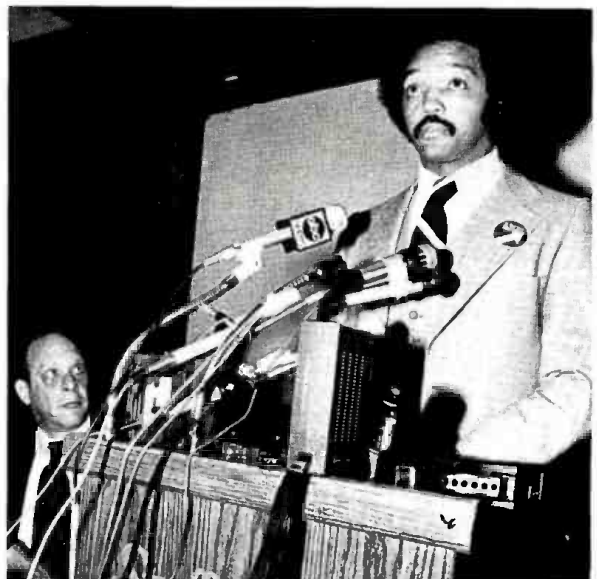
In both bills, the hearings would be waived if the police could convince a court that (1) the subject of the search is committing a crime, or (2) there is "reasonable evidence" that the subject of the search, on learning of the search, would destroy the material the police seek.

Both Senators Dole and Bayh would extend the protection to the personal papers of individuals, not just news organizations. Said Senator Bayh, who is chairman of the Judiciary Subcommittee on the Constitution, "It is one of the strengths of our Constitution that it provides so many safeguards to insure fair treatment and due process for those persons suspected of crimes, but I also strongly believe that when there is absolutely no reason to suspect a particular citizen is in any way implicated in criminal activity, that citizen's right to privacy in his or her home or business should be strictly adhered to by the government."

Their bills follow on the heels of a similar measure offered two weeks ago in the House by Robert Drinan (D-Mass.). The Drinan measure, however, is aimed specifically at the press.



Headliners. Among the leading lights at the AP Broadcasters convention in Cincinnati were (at left) Elmer Lower, retired ABC news and corporate affairs vice president who was given the Robert E. Unson award (presented by Tom Frawley [r] Washington vice president of Cox Broad-



casting and a past president of APB). Rev. Jesse Jackson of PUSH (People United to Save Humanity), was one of the principal speakers; he is pictured (at right) with APB President Walt Rubens of KOBE(AM) Las Cruces, N.M.

We are pleased to announce
a new
Mobil Showcase Presentation

Edward the King

The story of a man—born to be king—who waited nearly 60 years to reign less than a decade. Deprived of a role in state affairs, he plunged into a whirl of private affairs and gave his name to an age and a people.

A spectacular 13-week series of one-hour plays dramatizes the life of Edward the Seventh, one of England's most popular and colorful monarchs. The series portrays Edward from his birth in 1841 through his death in 1910. His affairs were notorious. His spirit was grand. He took the monarchy out of the palace and not only captured the affection of his people, but delighted all of Europe. He is remembered as "Edward the Peacemaker" and not forgotten as the "Playboy King."

Edward the King is a revealing and fascinating dramatization of a family—a royal family—linked by marriage to virtually all the courts of Europe and of their loves, hates, intrigues, tragedies and human weaknesses and strengths.

It is the story of a great age and its remarkable personalities: Benjamin Disraeli, W. E. Gladstone, Lord Randolph Churchill, Lillie Langtry, The Duchess of Warwick and many, many more.

Faithful to historical detail, much of the series is filmed on location in royal palaces and residencies and the glittering panorama of life in the royal circles provides a lavish backdrop for this magnificent production.

This new Mobil Showcase presentation, produced by ITC Entertainment, will be placed in major markets and will be supported with the same promotional effort that has made *Between the Wars*, *When Havoc Struck*, and *Ten Who Dared* such Mobil Showcase triumphs.

Edward the King will go on the air early in 1979. If you are a top-50 station executive interested in this new Mobil Showcase presentation, we suggest you contact Stan Moger at SFM in New York.

Mobil®

1978 Mobil Corporation

'20/20' gets both eyes blackened

Critics heap scorn on Arledge's news magazine show, viewers stay away—12.4 rating, 22 share

Poor ratings and a devastatingly negative critical reaction greeted last Tuesday's premiere of *20/20*, the long-aborning news magazine show from ABC News.

Airing at 10 p.m. NYT, behind ABC's powerful *Happy Days-Laverne and Shirley-Three's Company-Carter Country* block, *20/20* came in with a 12.4 rating and a 22 share against no appreciable competition from the other networks.

But the reviews had to hurt more than the ratings, which were not expected to go much higher than a 25 or so share anyway. Many called the drubbing *20/20* received the most brutal they had ever seen accorded any program, and as such a major embarrassment for the fledgling news regime of ABC News and Sports President Roone Arledge.

"The top 40 radio of TV news," wrote Tom Shales of the *Washington Post*, "an animated smudge on the great lens of television and probably the trashiest stab at candy-cane journalism yet made by a TV network." John O'Connor of the *New York Times* was no more kind. "Television is nothing if not unpredictable," he wrote. "Just as David Frost's new *Headliners* series on NBC looked certain to cop this year's citation for Most Pointless Program, along comes ABC's *20/20* and all bets are off. In addition to being the most pointless, the new ABC News magazine is dizzily absurd." (Mr. Frost's *Headliners*, incidentally, also scored only a 22 share in its premiere outing six days before *20/20*'s.)

Critics were hard pressed to find anything they liked about *20/20*. Generally, they objected to the program's pacing and to its choice and handling of subject matter. The show started with co-anchors Robert Hughes and Harold Hayes introducing themselves with thumbnail biographies, then proceeded to a lightning-fast review of some of the week's news events. That segment concluded with a list of the week's best-selling novel, best-selling record, most-watched television show and most admired "jock" (in this case, Mike Ivie of the San Francisco Giants).

Next up was Geraldo Rivera with a long investigative report on "the dark side of greyhound racing"—the use of wild jackrabbits as live bait for training the dogs. Then, in another lengthy segment, comedian Flip Wilson, with no interviewer visible or audible, tearfully described how he had spanked his daughter. Sander Vanocur reported on the likelihood that terrorists could build their own atomic bombs, and later contributed, with correspondents Dave Marash and Sylvia Chase,



20/20 hosts Hughes (l) and Hayes.

to an examination of the personal side of California's Governor Jerry Brown (Mr. Marash asked Mr. Brown's sister if the governor was "wierd"). That led into a brief interview with the governor himself, conducted by Messrs. Hayes and Hughes, taped via satellite earlier in the evening as the results from the California state primary were coming in. Finally, correspondent Sam Donaldson interviewed Senator Ted Kennedy as they stood near Robert F. Kennedy's gravesite on the anniversary of his assassination.

Interspersed between these major segments were several short features, including "Words," a vocabulary primer that offered spellings, definitions and pronunciations of "arcane" and "exegesis"—and an animated clay figure of a melancholy Jimmie Carter singing along to the Ray Charles recording of "Georgia on My Mind."

20/20's parting shot was a take-off of Walter Cronkite's customary closing of the *CBS Evening News*. Another animated clay figure—this one of Mr. Cronkite—delivered his "and that's the way it is" line, carefully folded his news copy into a paper airplane and let it fly.

Primary debates in Illinois and Calif. to be broadcast

With the primary season already here, can the debate season be far behind? Not in Illinois and California at least. The Illinois Public Broadcasting Network announced last week that it will televise four debates between Republican Governor James R. Thompson and his Democratic challenger, Michael J. Bakalis, the state's comptroller.

In California, the League of Women Voters has made arrangements with Governor Jerry Brown (D) and his Republican challenger, Evelle Younger (selected in a primary last week). The California debates will be paid for, in part, by grants from the John and Mary R. Markle Foundation and from Fluor Corp.

The Thompson-Bakalis debates, also being sponsored by the league, will begin tomorrow night (June 13) from the studios of noncommercial WTTW(TV) Chicago. The topic will be the state budget and fiscal policy. Later debates will originate at WSIU(TV) Carbondale, WTVP(TV) Peoria and again from WTTW. They will be transmitted to the other stations of the network via satellite.

Proxmire finds himself at odds with Carter's man on fairness and equal time

His bill to repeal 315 is subject of hearing, but administration spokesman says piecemeal tack is wrong; Ferris also opposes

Senator William Proxmire (D-Wis.) last week was given another shot at moving along his bill (S.22) aimed at freeing broadcasters from the reach of the fairness doctrine and the equal time law as well as other political broadcasting regulations. But chances for any movement did not seem bright following a hearing Wednesday morning before the Senate Communications Subcommittee: The bill turned out to have a new opponent—the Carter administration.

The hearing produced testimony from broadcasters and others who support the measure as one that would place them on a par with the print media in terms of First Amendment rights, and from citizen group types and one broadcaster—Westinghouse Broadcasting Co.'s Donald McGannon—who oppose it. Their testimony had a familiar ring. But the Carter administration produced a new wrinkle. As expressed by Henry Geller, assistant secretary-designate of the Department of Commerce for communications and information, the administration's position is that the fairness doctrine is only one of a number of inter-related aspects of the "public trustee concept" of regulation, and that all should be dealt with "in a comprehensive manner." Congress should not attempt to "whittle away at the problem piecemeal," he said.

What's more, he said the vehicle for such an over-all examination is at hand—the Communications Act rewrite project of the House Communications Subcommittee (page 29). The subcommittee last week released its proposed Communications Act of 1978 (HR 13105), and Mr. Geller indicated the administration will express its views as to the long-term solution to the basic problems raised by the trustee/fairness scheme in responding to the subcommittee's proposals.

What policy would substitute for the present one in which broadcasters serve as public trustees? Mr. Geller noted that payment for use of the spectrum has been proposed—that there have been suggestions that broadcasters pay a fee into a local fund that could be used "for public broadcasting and for access purposes in the community, including the training and presentation of programming by significant minority groups." The proposed Communications Act contains such a proposal.

Mr. Geller's was not the only sign of sig-



During and before. In top photo, Senator Proxmire testifies in behalf of his bill to abolish the fairness doctrine and equal time. He didn't get much back-up, however, from these other two men: Henry Geller, assistant secretary-designate of the National Telecommunications and Information Administration in the Commerce Department (l) and Charles Ferris, chairman of the FCC.

nificant opposition evident at the hearing. Senator Ernest F. Hollings (D-S.C.), chairman of the panel, made it clear he felt the fairness doctrine served a useful purpose. Indeed, he credits it with helping him secure his Senate seat.

"The fairness doctrine got ole Fritz up here to the U.S. Senate," he said. Under the fairness doctrine, even with newspapers in his area opposed to him, he said, "I can get on television and have my say." (In the past, Senator Hollings has credited the equal time law with helping him become governor of South Carolina, in 1959.)

And when Senator Proxmire contended that the spectrum scarcity argument no longer justified government regulation of programming—that there are far more broadcast stations than newspapers—Senator Hollings noted that the states of Delaware, which has no television station, and New Jersey, which has no VHF outlets, and minority groups, which own only a handful of television stations, do not believe that there is an abundance of stations.

Senator Proxmire made the argument he has made many times before and since he introduced the bill he has dubbed "the First Amendment Clarification Act" in 1975. Essentially, it is that governmental controls such as the fairness doctrine and the equal-time law deprive broadcasting—"the preferred source of news for 76% of the American people"—of the same First Amendment rights as those enjoyed by the print media.

Senator Proxmire gained some support from Chairman Charles D. Ferris of the FCC, but not much. (In any case, Chairman Ferris said he was not stating the commission's official position, since the

agency has not yet formulated a position on the Proxmire bill.) Mr. Ferris said, as he has on a number of occasions in the past, that he favors moving toward deregulation of program content to the extent technology providing for increased diversity of voices makes possible.

And he said, "We may have reached that point in the evolution of radio." He noted that commercial FM is becoming increasingly successful and that there is a growing demand for noncommercial FM outlets. Accordingly, he said, Congress may soon make the judgment that "public trustee" regulation of radio programming, including the fairness doctrine, should be replaced with "a less restrictive market-oriented framework that still yields a public dividend for the privilege of using the public spectrum." In other words, as he has indicated in the past, some kind of fee would be required.

However, Chairman Ferris does not believe the time has arrived for lifting the public trustee status from television. And although he would not await "the ultimate development of the video medium" before addressing the question of content regulation of television programming, he said, "we should discuss these issues on a more comprehensive basis than S 22, and with a real expectation that a basic shift in the public trustee regulatory framework in the television field may be on a different track than in radio."

As for the equal time law, Chairman Ferris is not prepared to go as far as the commission went last year in suggesting the exemption of presidential and vice presidential candidates from that law in both general and primary elections. Chairman Ferris said that "the impact of broadcasting" on the electoral process is so sig-

nificant that he is not certain he would abandon "the basic protection" the law affords, given "the administrative flexibility" available to the commission to allow broadcast debates. That was a reference to the FCC ruling, upheld by the courts, that political debates are exempt from the equal-time law as spot news.

Beyond Senator Proxmire and Messrs. Ferris and Geller, the subcommittee took testimony from nine persons with a direct stake in the fate of the Proxmire bill.

They were Bill Leonard, of CBS, a member of the National Association of Broadcasters television board and First Amendment Committee; Herbert W. Hobler, of WHWH(AM) Princeton, N.J., chairman of NAB's First Amendment Committee, and Ernest J. Schultz Jr., president of the Radio Television News Directors Association, all expressing support for the bill, as members of a panel. As Mr. Leonard put it, he was "unhappy that it is necessary for those of my trade to beg, so far with no real success, for what should automatically and unquestionably be accepted"—full First Amendment rights for broadcast journalists.

Their position was supported, in a statement for the record, by Julian Goodman, chairman of NBC, and by two additional witnesses, Dr. Carl McIntire, the fundamentalist preacher whose *20th Century Reformation Hour* is heard on several hundred stations, and the Rev. Jim Nichols, formerly of KUPY(AM) Puyallup, Wash. They related personal,



Linda La Plant
Vice President/Manager
New York

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

adverse experiences with the fairness doctrine.

Dr. McIntire's Faith Theological Seminary lost its licenses for WXUR-AM-FM Media, Pa., after a renewal hearing in which the stations were charged, among other things, with violating the fairness doctrine. KUPY(AM), formerly KAYE, has been in a renewal hearing since 1969. The fairness doctrine figures in that proceeding also.

The opponents of the bill who participated in the panel were Mr. McGannon, Reed Irvine, chairman of Accuracy in Media, and Dr. Ralph Jennings, deputy director of the Office of Communication of the United Church of Christ. They contended not only that the doctrine is no burden but that, as Mr. McGannon said, "the doctrine is an essential ingredient of a broadcaster's obligation to the public which he serves."

Those pro and con statements were not the only ones having a familiar ring. Mr. Geller, while saying that solutions to the "basic problems" raised by the public trustee concept of regulation would require time, offered some "interim" measures that would "alleviate" the strains caused by implementation of the doctrine. Most had already been offered to and rejected by the commission. And the author of several was Mr. Geller himself. For instance, he suggested implementing the fairness doctrine requirement that broadcasters devote a reasonable amount of time to public issues by adopting time percentage guidelines in television as to what

constitutes substantial service or by requiring broadcasters to list annually the 10 issues they chose for most coverage in the prior year. And as for the requirement that broadcasters treat issues fairly, Mr. Geller suggested, as he has in the past, that the commission consider a broadcaster's fairness performance only at renewal time, and then only to determine if a flagrant pattern of violation had occurred.

And in what seemed a modification of an idea advanced by the Committee for Open Media, he suggested that the commission encourage broadcasters to afford public access as a means of meeting fairness obligations.

Changing Hands

Announced

The following station sales were announced last week, subject to FCC approval:

■ **WLFI-TV Lafayette-Kokomo, Ind.:** Sold by RJN Broadcasting Inc. to The Wooster Republican Printing Co. for \$2,972,248. Seller is owned by Richard F. Shively (93.1%) and his brother, Harold O. (6.9%). Richard Shively is president and stockholder of KNOP-TV North Platte, Neb. Buyer is owned by family of R.E. Dix. It publishes six newspapers in Ohio and one in Kentucky and owns WTBO(AM)-WKGO(FM) Cumberland, Md.; WWST-AM-FM Wooster, Ohio, and WRAD-AM-FM Radford, Va. WLFI-TV is CBS affiliate on chan-

nel 18 with 1,490 kw visual, 298 kw aural and antenna 778 feet above average terrain.

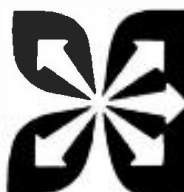
■ **KADX(FM) Denver, Colo.:** Sold by Columbine Broadcasting Co. to Belvoir Broadcasting Inc. for \$800,000 plus \$100,000 covenant not to compete. Seller is owned by Kenneth B. Lange, Walter C. Emery, Peter Smythe, Norman V. Konrad, Jordan M. Iserman and Edward A. Jersin. None has other broadcast interests. Buyer is owned by Welcome Radio Inc. which also owns WSLR(AM) Akron, Ohio; KTLK(AM) Denver and recently sold WOKO(AM) Albany, N.Y. Harrison M. Fuerst is principal owner and president. KADX is on 105.1 mhz with 100 kw and antenna 175 feet above average terrain.

■ **WFSO(AM) Pinellas Park (St. Petersburg), Fla.:** Sold by Pinellas Radio Corp. to International Broadcasters Inc. for \$675,000. Seller is owned by Dan L. Johnson and his son, Elwyn. Dan Johnson is applicant for FM at Safety Harbor, Fla. Buyer is owned (33.3% each) by Michael Spears, program director of KFRC(AM) San Francisco; William H. Bungeroth Jr., sales manager for KFRC, and Paul A. Bilzerian, former assistant treasurer of Crown-Zellerbach Corp. WFSO is on 570 khz with 500 w full time. Broker: Reggie Martin.

■ **WCHO-AM-FM Washington Court House, Ohio:** Sold by Court House Broadcasting to Community Service Radio Inc. for \$350,000. Seller is principally owned by W.N. Nungesser, president and general manager, who has no other broadcast interests. Buyer is principally owned by David C. Keister who owns WCBK-AM-FM Martinsville, Ind. WCHO is 500 w daytimer on 1250 khz. WHCO-FM is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn and Co.

■ **WKVT-AM-FM Brattleboro, Vt.:** Sold by Radio Brattleboro Inc. to Webster Broadcast Group Inc. for \$300,000. Seller is owned by David E. Parnigoni, who also owns WCNX(AM) Middletown, Conn. Buyer is owned by Donald V. Webster, owner of Vermont hair-cutting franchise; Donald M. Boardman, realtor; Robert M. Foley, realtor; Stratton H. Lines, restaurateur; Walter F. Meyer, toy manufacturer; David B. Stackpole, attorney; Alan F. and Harlan Sylvester, brothers and attorneys and Paul E. Shields and Richard J. Fleming (5.56% each), partners in Brattleboro real estate firm. None has other broadcast interests. WKVT is on 1490 khz with 1 kw day, 250 w night. WKVT-FM is on 92.7 mhz with 4 kw and antenna 712 feet above average terrain.

■ **WBBT(AM) Lyons, Ga.:** Sold by Toombs County Broadcasting Co. to WBBT Inc. for \$200,000. Seller is owned by Joseph C. Duggan, who has no other broadcast interests. Buyer is equally owned by Howard Williamson of Eatonton, Ga., Charles W. McCall, Lyons bank officer, and James A. Johnson, Lyons bank executive, insurance company owner and automotive parts distributor. Mr. Williamson owns ad-



**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

WIDE OPEN WEST FM \$130,000 FM

Fully automated mid-dial position FM/Stereo station located near the great Northwest in about the prettiest valley you will ever see.

This ripe-for-development facility is perfect for a sales-oriented owner operation—away from the big city bustle, yet within easy access. All equipment near-new and well-maintained. 29% down and easy terms makes this a prime opportunity.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

6/12/78

vertising agency and is manager and 10% owner of WXPQ(AM) Eatonton, Ga. WBBT is 1 kw daytimer on 1340 khz.

■ KYDE(AM) Pine Bluff, Ark.: Sold by KPBA Inc. to Smith, Davis and Shields Inc. for \$200,000 (not \$325,000 as reported in "Changing Hands" May 29). Broker: John Mitchell and Associates.

■ Other station sales announced last week include: KMXN-TV Albuquerque, N.M.; KERC(AM) Eastland, Tex., and KERB(AM) Kermit, Tex. (see page 63).

Approved

The following station sales were approved last week by the FCC:

■ Wwco(AM) Waterbury, Conn.: Sold by Winnepeg Corp. to Mercury Broadcasting for \$587,500. Seller is owned by Peter M. Marcus and his mother, Muriel. Mr. Marcus is applicant for new FM in Tucson, Ariz. Buyer is owned by Joseph B. Somerset, radio consultant; David A. Swiger, New York manufacturer; Susan W. Workman, housewife (30% each), and Thomas G. Baxter, (10%), general manager of WNCL(AM)-WTYD(FM) New London, Conn. Mercury owns WNCL(AM)-WTYD(FM). Wwco is on 1240 khz with 1 kw day and 250 w night.

■ Other station sales approved last week include: WABF(AM) Fairhope, Ala.; WDCQ(AM) Hamden, Conn.; WQTK(AM) Parsippany-Troy Hills, N.J.; KPRB(AM) Redmond, Ore.; KVRA(AM)-KVRF(FM) Vermillion, S.D., and KSUZ(AM) Port Neches, Tex. (see page 64).

FCC trying to set guidelines for ex parte

Inquiry is adopted; interim procedures are also established

Faced with conflicting court opinions on the subject, the FCC last week took steps toward "muddling" through to firm procedures for dealing with ex parte contacts during informal rulemaking proceedings. It initiated an inquiry into the subject and, in the meantime, adopted interim procedures that would, essentially, require public disclosure of ex parte contacts.

The interim procedures—on which comment is being sought in the inquiry—have two goals, General Counsel Robert Bruce said: to assure the commissioners of continued input from outside sources and, at the same time, to assure the kind of disclosure that would permit comment from opposing sides.

The commission's approach, based on a recommendation of the Administrative Conference of the United States, would require disclosure of the subject matter of oral contacts between participants in rulemakings and commissioners or mem-

bers of their individual staff or the commission's staff. The rules already require the filing of written communications.

As described in the notice, participants in rulemakings would submit in advance at the time of a meeting with a commission official a memorandum of the subjects to be discussed. This would be filed in the docket of the proceeding. If the discussion ranged beyond the stated subject matter, either the commission official or the visitor would prepare a second memorandum for the docket.

The commission's dilemma in fashioning ex parte procedures grew out of the opinion of a panel of the U.S. Court of Appeals in Washington in the pay cable case, in March 1977. The court, noting the extensive ex parte contacts reported in the proceeding, said all such contacts in rulemakings should be banned. Previously, the ex parte rules generally applied only to adjudicatory proceedings and a limited class of rulemakings.

Three months later, however, another panel of the court, in the Action for Children's Television case, said such a blanket prohibition is contrary to the Administrative Procedure Act and the Government in the Sunshine Act.

The commission's action last week, Mr. Bruce said, is part of an effort "to muddle through" to proper conduct of informal rulemakings.

The message in St. Paul for the BPA

Convention is biggest ever; Jankowski urges that medium tell its own story better

If the sum of the Broadcasters Promotion Association seminar is equal to its parts, there was organizational strength being displayed both on and off the official agenda as activity commenced last week at the Radisson-St. Paul.

Even before the 80-odd BPA speakers and panelists began sharing their ideas with a record number of registrants, 33 independent television broadcasters had gathered for sessions of their own. CBS-TV affiliated promoters also went early for a regional meeting, the first time the network has scheduled a gathering to coincide with the BPA.

When the convention began Wednesday night (June 7), public television representation was up from seven last year to 37 this year, and for the first time, PTV had its own workshops (four on the convention agenda). BPA hospitality suites also totaled to a record number, with more than two dozen. And by the close of the first

- *Negotiations*
- *Appraisals*
- *Radio*
- *T.V.*
- *Newspapers*
- *CATV*
- *Financing*

(703) 821-2552

**Cecil L.
Richards,**
inc.
media brokers

*Suite 408, 7700 Leesburg Pike
Falls Church, Va. 22043*

MAJOR MARKET

**Undeveloped FM
\$2,000,000**

**A Confidential Service to
Owners and Qualified Buyers**

convention working day, paid registration numbered 569, up from 428 a year earlier.

The first keynote to address the BPA was Gene Jankowski, president of the CBS/Broadcast Group, who encouraged promoters to beef up their research and technological knowledge because, he said, as competition increases, promoters "will have an increasingly larger role to play in the success" of their stations.

Mr. Jankowski's major charge, however, concerned "institutional" promotion. We have been hiding our light under the proverbial bushel," he said. "We have been on the defensive, often timidly reacting to problems . . .

"We broadcasters are often looked upon as some sort of evil incarnate. To some degree, that's our fault—for not telling our story and telling it well."

Lawrence Grossman, president of the Public Broadcasting Service and another keynote speaker, later disagreed with Mr. Jankowski's assessment. "It is not in the communication but in the content," he said, that criticism originates.

While admitting that "television has become a major scapegoat of our time" and that people should be "sceptical about hysterical and [critical] claims," Mr. Grossman emphasized that television could be doing a better job. He said that TV is "too important to be as second class" in its programming "as it is today." However, he did stress that quality does exist today, and to those who would say, for example, that television is creating a passive generation, he noted that the dissidents of the late 60's were raised with the medium.

BPA workshops were in full swing by last Friday, and one that had been expected to attract a considerable amount of attention featured a standing-room-only crowd to hear the three chief promoters at the commercial networks: John T. Curry, vice president, advertising, ABC-TV; George Shaver, vice president, advertising and creative services, NBC-TV, and Steve Sohmer, vice president, advertising and promotion, CBS-TV, who critiqued various print and on-air promotions.

All suggested basic philosophies for promotions. Mr. Curry urged the "simplest, fastest, and most direct approach." Mr. Shaver said all promotions should be questioned as to whether the viewer's "reaction is going to be 'so what?'" Mr. Sohmer noted that readers and viewers will ask: "What's in it for me?"

More specific advice offered from Mr. Curry: Always completely identify your station at the end of a spot, for ratings purposes, because with cable penetration "you can't assume people know where they're looking." From Mr. Shaver: "Try to sell one thing at a time." From Mr. Sohmer: Be careful of reverse (white on black) print ads; studies show they can turn off readers.

Surprisingly, some of the on-air promotions that were best received by the audience of local promoters were those that the three networks authorities disliked. They explained that creativity has its place, but not when it detracts from the goal of a straightforward message.

FCC moves to overhaul rules for noncommercial radio and TV

It wants to update regulations to determine who can be licensee in public broadcasting, how underwriting and solicitation should be handled and whether FM allocations should be shifted

After 25 years of regulating noncommercial educational broadcasting, the FCC last week moved to reshape regulatory policies for the medium to bring them in tune with real-world conditions ("Closed Circuit," June 5).

In a series of 7-to-0 votes, the commission:

- Issued a notice of inquiry aimed at helping it establish standards for determining who is eligible for a noncommercial license.

- Asked for comment in a rulemaking proceeding that would change the rules governing underwriting announcements and solicitation of funds.

- Acted to improve engineering standards by proposing a new table of allocations for educational FM assignments, requiring 10 w stations that do not increase their power to move to other frequencies, and setting a minimum, 36-hour-per-week operating schedule for FM noncommercial stations. The order in that proceeding also opens the door to sharing of noncommercial radio frequencies.

- Proposed extending most of the ownership limits now applicable only to commercial licensees to noncommercial licensees as well.

The commission staff, in presenting the package of items to the commission last week, noted the changes that have overtaken noncommercial broadcasting, particularly in the years since adoption of the Public Broadcasting Act of 1967. Where "educational" stations once aired mainly educational programming, "public" broadcasting stations increasingly are broadening the focus of the type of programming they present.

What's more, the staff noted that federal grants have fostered the construction of new noncommercial stations and the expansion of existing ones, and that "there has been a tremendous increase" in the demand for noncommercial broadcast facilities.

Because of the increase in the number and variety of parties seeking noncommercial licenses, the commission has become convinced that its existing eligibility standards—restricting noncommercial licenses to "educational organizations" for use in furthering an educational program—are not adequate. For one thing, the current rules do not define what is meant by an "educational" organization or program.

The inquiry seeks comment on five

alternative standards, including one that would open the reserved channels to any group the Internal Revenue Service defines as nonprofit.

The rulemaking dealing with underwriting and solicitation is designed to balance what the commission says is the need for underwriting and other fund-raising activities in educational broadcasting with the commission's responsibility to insure that those stations operate on a noncommercial basis.

For instance, the proposed rule would limit over-the-air auction broadcasts to 10 days in a calendar year, with no more than 50% of any single day's programming devoted to auction activity, and permit underwriting announcements in programs of more than 75 minutes to be aired at the beginning and end of the program and at "a natural break in programming as close to the hour as feasible" instead of on the hour.

The actions taken to improve engineering standards are a response to the increasing demand for noncommercial frequencies and what the commission regards as a resulting need for more efficient spectrum management.

The Corporation for Public Broadcasting proposed a table of educational FM assignments in the 20 channels reserved for noncommercial stations, as well as suggesting a change in the classes of stations and the facilities available to each. The power and antenna height for the stations would be broken down into three categories for each of three classes of stations. The proposals, based on existing assignments, are being offered for comment.

The commission dealt with the 10 w stations, which are considered inefficient users of the spectrum, in a final order. It requires the stations either to boost power at least to 100 w or to move to the commercial part of the FM band, on a secondary basis, or to a new FM channel 200 (87.9 mhz), which has been created but which can be used only in a limited number of areas. If neither of these options proves feasible, the stations will be required to move to the educational frequency where they are least likely to block assignment of a new channel.

The 36-hour weekly minimum was the commission's answer to concern over the fact some noncommercial FM's operate only a few hours during the day. And if a station wants to avoid the possibility of being required to share time with another licensee, it would have to operate a minimum of 12 hours a day every day of the year.

The proposal to apply the commercial multiple-ownership rules to noncommercial broadcasting is now exempt from such regulation in further recognition of the growing demand for noncommercial licenses. The rulemaking proposes a prospective ban on common ownership of stations in the same service in the same area—a duopoly rule—and a limit on ownership by a single entity of seven FM and seven television (no more than five of them VHF) stations, whether commercial or noncommercial.

Something extra for NBC-TV affiliates on Father's Day

Fred Silverman, the man upon whom they pin hopes for a resurgence, is to be introduced to them at a June 18 reception, prelude to a jammed two-day agenda at stations' annual convention

Some 680 executives of the 216 NBC-affiliated TV stations, a record turnout, are expected in New York this weekend for the opening of their annual convention—and their first glimpse of Fred Silverman as NBC president.

That first glimpse will come for them—and for many NBC executives as well—Sunday evening (June 18) at a reception given by Mr. Silverman and NBC Chairman Julian Goodman.

Mr. Silverman, named president and chief executive last January but delayed in taking office until last Friday, the day after his ABC contract ran out, is expected to give them their first look at his goals and philosophies in a speech at the Monday luncheon—a speech that his competitors may be awaiting as expectantly as the affiliates and the rest of NBC management.

The next day's luncheon will be addressed by Edgar H. Griffiths, president of RCA, NBC's parent company, the man who hired Mr. Silverman away from ABC. Mr. Griffiths, who like Mr. Silverman is known to most affiliates only by reputation, is expected to tell them that he and they have the same objective in mind—first place in the network competition—and that Mr. Silverman has his and RCA's full backing in that quest.

The rest of the two-day meeting will consist of more conventional convention fare, centering on program presentations.

The business sessions will open Monday morning with welcomes from NBC-TV President Robert E. Mulholland and affiliate relations Vice President Donald J. Mercer. There'll be presentations led by Michael Brockman, vice president in charge of daytime programming; Woody Fraser, executive producer of the new midday *People to People* hour, the live, female-oriented Monday-Friday talk and discussion series that starts July 24 with Jack Linkletter as host; Lester Crystal, president of NBC News, and NBC Sports' president, Chet Simmons, and executive producer, Don Ohlmeyer.

A look at NBC-TV's plans for advertising and promoting the 1978-79 fall schedule will also be provided at the Monday-morning session by George Shaver, vice president, advertising and creative services.

The affiliates will meet privately Monday afternoon.

A two-hour musical comedy will be the centerpiece for NBC's presentation of its



Peer praise. The Washington Area Broadcasters Association presented its second annual Honored Prophet award last week to John W. Kluge, president and chairman of Metromedia Inc. (second from right), "for his excellence as a broadcaster, businessman and citizen." Also present were (l to r): Susan Breakfield, vice president and general manager of Metromedia's WASHFIM Washington; Thomas Cookerly, WABA chairman and president and general manager, WJLA-TV Washington, and Mark Evans, former ambassador to Finland and Metromedia vice president.

new prime-time schedule to the affiliates Monday evening. The musical-comedy device was used by NBC at last year's convention and was rated impressive by most affiliates. This year's, entitled "Give the Station a Break," was conceived and produced by Richard Golden, NBC-TV vice president, marketing, who also produced last year's revue, and is being staged and directed by Donald Driver, a former Tony award nominee.

Tuesday morning will be given over to a closed meeting between affiliates and NBC management, and after Mr. Griffiths's luncheon speech a series of program screenings will wind up the convention. The usual "closing" banquet will be held Monday evening following the musical-comedy presentation of the new schedule.

Except for the musical comedy, which will be staged at New York's City Center, all meetings will be held at the New York Hilton hotel.

Court takes a look at two key FCC cases

Appeals involve Cowles's WESH-TV and Geller program percentage, could change FCC policy if commission is overruled

A three-judge panel of the U.S. Court of Appeals in Washington last week heard arguments in two FCC cases where reversal of the commission in either could have a major impact on its license-renewal policy.

One case involves the appeal by Central Florida Enterprises Inc. of the commission decision in July 1976 renewing Cowles Communications Inc.'s license for WESH-TV Daytona Beach, Fla., and denying Central Florida's competing applica-

tion (BROADCASTING July 5, 1976).

A major issue is the commission's "clarification" of its order renewing the license. The commission, in an order issued in January 1977, said that when it described Cowles's performance as "superior," it did not mean "exceptional when compared to other broadcast stations" but, rather, "solid" service that is



John Wilson
Vice President/Manager
Atlanta

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

"favorable and substantially above" a level of mediocrity that might "just minimally warrant" renewal (BROADCASTING, Jan. 10, 1977).

Conceivably, the court could decide the case on other grounds. The judges quizzed the commission's attorney, Daniel M. Armstrong, extensively on other matters, including whether the commission adequately considered testimony regarding allegations of mail fraud on the part of five Cowles subsidiaries.

The other case involves the commission's rejection in April 1977 of a proposal that it adopt program percentages as guidelines for determining when a licensee's performance is substantial enough to warrant giving it an advantage in the event of a challenge at renewal time by a competing applicant. The proposal, which would apply to news, public affairs and local programming, had been advanced by Henry Geller, the former FCC general counsel who is awaiting Senate confirmation as assistant secretary of commerce in charge of the new National Telecommunications and Information Administration. The commission's rejection was appealed by the Citizens Communications Center.

Both cases were heard by the same panel of judges—Spottswood W. Robinson III, Malcolm W. Wilkey and Thomas A. Flannery, who is a district judge for the District of Columbia.

FCC review board turns thumbs down on all applicants for WNJR Newark

All said to be involved in one way or another in alleged broadcast of numbers tips; ruling goes against initial decision

The drawn-out effort to find a new permanent licensee for the facilities of WNJR(AM) Newark, N.J., last week seemed almost as far from a conclusion as ever. The FCC review board ruled that all four applicants for the facility are unqualified to be a station licensee.

The problem was the illegal numbers lottery information that allegedly was broadcast by the station while it was being operated on an interim basis by three of the applicants—Community Group for North Jersey Radio Inc., Sound Radio Inc. and Fidelity Voices Inc.—as 1430 Associates. The fourth applicant—Gilbert Broadcasting Corp.—was said to be involved in the misconduct through one of its principals, who was staff announcer for most of the programs that were said to have carried the lottery information.

The WNJR case has been dragging on since May 1969, when the commission denied Continental Broadcasting's application for renewal of license for the station, which operates on 1430 khz with 5 kw full time, on grounds of misrepresentation, fraud, logging falsification and other violations.

The initial interim operator was the city of Newark. Later, an applicants' group, WNJR Radio Co. took over. But the commission denied its application to continue as interim operator on the ground that not all applicants were being given an equal opportunity to participate. That paved the way for 1430 Associates.

The review board's decision—which itself is subject to review by the commission—overturns the opinion of Chief Administrative Law Judge Chester F. Naumowicz Jr. His was the second initial decision issued in the case and—like the first by Administrative Law Judge Ernest Nash, who later retired—it favored Sound Radio (BROADCASTING, Sept. 12, 1977). After the Nash decision, the review board had sent the case back for further hearing as a result of charges that the station had broadcast lottery information in religious broadcasts conducted by ministers on Sunday mornings.

Judge Naumowicz held that Community was not financially qualified and he accorded Sound Radio and Fidelity Voices comparative demerits because of "improper religious programming." But he said the demerits were not of such magnitude to warrant changing Judge Nash's rankings of the applicants.

The review board's disagreement with Judge Naumowicz turned to a large extent on whether the interim operators could have been expected to be aware that numbers tips were being given. The ministers, for instance, were said to have used the term "blessings" to refer to "numbers."

The review board said Judge Naumowicz erred when he held, based on his own lack of understanding of the language that was used, that the interim operators could not have been expected to understand what was being communicated. The board said it was clear the material was understood by a substantial segment of the listening audience. It also noted that the broadcasts occurred after the commission refused to renew the license of WOOK(AM) Washington (BROADCASTING, Sept. 15, 1975) because of the similar broadcast of numbers tips on religious programs.

The board also disagreed with Judge Naumowicz on the issue of Herman Amis, vice president, director and stockholder of Gilbert Broadcasting who had served as staff announcer for the Sunday morning programs involved. The board held that the evidence showed that Mr. Amis understood what the ministers were doing and that he had not fulfilled his duty to inform his supervisors in plain terms of the unlawful nature of the programs.

Not only did the board hold that Gilbert Broadcasting must bear the burden of Mr. Amis's misconduct, it also noted that Gilbert had taped the programs because of

WE ARE NO SUBSTITUTE FOR GOOD, LOCAL PUBLIC AFFAIRS . . .

. . . and it's no substitute for us.

Obviously, we can't cover your strictly local issues. That's your responsibility. Our job is to cover the pressing national issues so you're free to do a better job locally. Nearly 200 leading stations think we do our job very well . . . and their listeners think so, too. If you'd like to hear the reasons, send for our demo. We'll make you sound like you accept no substitutes.



Box 48911/Los Angeles, California 90048

Producers & distributors of: In Depth, In Brief, Consumer Chronicles, From A to Z, For Your Good Health, In Style, and The Vocal Opposition.

their illegal character and yet said nothing to its principal, Mr. Amis, who was involved as program announcer.

In attempting to catch the interim operators in misconduct, the board said, Gilbert made itself a party to that misconduct through Mr. Amis. And that, the board added, "was the most offensive behavior revealed by the record in this case."

Review board members Leonidas Emerson, Sylvia Kessler and Daniel Ohlbaum participated in the decision, but only Mr. Emerson voted for the opinion as presented. Ms. Kessler concurred in part and dissented in part, and Mr. Ohlbaum concurred in the opinion.

Skimming the cream of executive compensation

A BFM survey looks at the perks and supplements to paychecks at broadcasting companies in various markets in the country

Nearly seven broadcasting companies out of 10 provide some sort of pension plan for their executives, 95% provide some sort of group life insurance, 51% contribute toward special work-related educational courses and 16% have some form of a dental-care program—that newcomer among executive fringe benefits.

These are among the findings of a nationwide survey of executive salaries and perquisites conducted for the Broadcast Financial Management Association. The study covered the top 10 executive positions at 232 broadcasting companies, ranging from single-station firms to group operators and networks, and from small to large markets.

Among the findings, BFM officials said, was that comparable positions are better paid on the West and East Coasts than in other sections of the country. Even so, they added, the lag in the so-called Sun Belt is less than has been popularly supposed.

For example, the study found that radio station managers on the two coasts are paid salaries averaging \$38,000 a year, 11% higher than those in the south Atlantic region, 8% more than those in the north central region and 5% more than those in the south central region. Similar regional distinctions were reported for television executives. Not surprisingly, the highest paid executives were those in television, and the larger the market and the greater the station revenue, the more the salary and fringe benefits received.

Each of the 10 executive positions reported at least some instances of receiving all four executive perks surveyed: bonuses, stock options, club memberships and company automobiles. Some 60% of all the station managers and general managers reported they received bonuses during the past year—as compared with only 7% of program managers. "Only the owners did better in this area than station managers," BFM reported. (The average

bonus for station managers was 31% of salary.)

Three out of four companies (77%) said they offered cost-of-living raises and 86% said they gave merit raises. The latter ranged between 5% and 10% in 82% of the cases.

The executive positions covered in the study are chief broadcast corporate operating officer; chief broadcast corporate financial officer; general/station manager; chief station accounting or business financial manager/controller; office or accounting manager; general sales manager; program manager; chief engineer or technical supervisor; news director, and promotion/community affairs manager. The report compares salary levels by market region, by market size and by station revenue, showing radio and television figures separately.

The study was conducted by the Harker Organization, a management consulting firm based in Wakefield, Mass. It was done on a confidential basis so that competing stations would not know how much an individual employee was being paid at another station.

The 232 companies in the survey are receiving free copies of the report. Other BFM members may buy it for \$50.

'How to' workshops fill AWRT's agenda

American Women in Radio and Television opens its 27th annual convention tomorrow (June 13) in Los Angeles. The five-day conference is expected to draw more than 700 attendees to a string of workshops and speeches addressing a variety of subjects from "How to Interview and Be Interviewed" to "How to Syndicate a Radio or Television Show" to "The Equal Rights Amendment ... the Light that Must Not Fail."

Sam Donaldson, White House correspondent for ABC News, will deliver the keynote address Thursday, when most of the convention activities are scheduled to get under way. Other principal speakers will include Hal Kanter, executive producer for Warner Bros. Television; Marlo Thomas, actress and producer; Don Oliver, NBC News, and Gary Deeb, television critic for the *Chicago Tribune*. Workshops include:

■ "Public Relations: Rights and Wrongs." Among the participants in this Thursday session are Myrlie Evers, director of community affairs for Atlantic Richfield Co.; Carolyn Walden, associate vice president, radio/TV, Carl Byoir & Associates, New York; Henry Rieger, vice president, corporate information, West Coast, NBC, and Pat Penny, owner of Pat Penny Public Relations, Los Angeles.

■ "How to Interview and Be Interviewed." As the name of their subject implies, the panelists will talk about this basic journalism craft from both sides. The panel includes Treasa Drury, a radio com-

mentator and print journalist; Tichi Wilkerson Miles, editor-in-chief and publisher of *The Hollywood Reporter*, and Edye Rome, who owns a publicity firm in Beverly Hills, Calif. As with the other Thursday morning sessions, this one will be repeated in the afternoon.

■ "Ratings—How They Affect Your Job and What You Watch." This Friday session features Carroll C. Carter, Southwest vice president, A. C. Nielsen Co., and Robert T. Hall, director of research and sales development, KABC(AM) Los Angeles.

Also on Friday, Marlo Thomas will address a general session on AWRT's role in the movement to pass the ERA. Other panelists include AWRT's chairman, Mary Elle Hunter; Elizabeth Snyder, president of her own Los Angeles campaign management firm, and Catherine East, first vice president of the National Women's Party.

The Thursday general session is entitled "In a Free Press Society—Is Broadcast Journalism Meeting the Challenge?" Mr. Oliver and Mr. Deeb will participate in that discussion along with Sheila Weidenfeld, press secretary to former First Lady Betty Ford, and Peter Herford, director of affiliate liaison for CBS News and the former producer of that network's *60 Minutes*. Elmer Lower, retired vice president for corporate affairs for ABC, will serve as moderator of the general session.



Donn Winther
Vice President/Manager
Chicago

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

No real lag in network sales, say the salesmen

Agencies, advertisers aren't hanging back for better deals, report Blackmore, Shaw, Isacson; marketing plans for millions are ready for final approval; rates to be about 10% higher

"All this talk about hanging back is nonsense."

So said Robert Blackmore, vice president of sales for NBC-TV, in responding to the predictions of advertising agency executives that buying for the 1978-79 season will be a more leisurely and more negotiable proposition than in past years.

And Mr. Blackmore's counterparts at the other networks—James Shaw at ABC-TV and Paul Isacson at CBS-TV—agreed. All said the proof of a healthy buying season, as far as the networks are concerned, is in the millions of dollars' worth of marketing plans sitting on their desks waiting for final approval from the agencies. "We're beyond looking at shoes," said Mr. Shaw. "Now we're trying to find a size that fits."

Mr. Shaw said ABC has about 25-30 "working plans" being drawn up which he expected to have started turning into solid sales by late last week and into this week (Ralston, Menley & James Chrysler and Singer already have committed, he said). Both Mr. Blackmore and Mr. Isacson said their networks have \$100 million-\$150 million in sales lined up, and they, too, were looking for buying to begin in earnest late last week. That timetable represents a slight delay in the initiation of the buying process, they acknowledged, but the lag was seen more as a continuation of a pattern of consistently slower starts over the last few years than of a real turnabout in the marketplace. "The calendar has been changing for some time now," Mr. Shaw said, "but it's about to burst forth into the next area [actual buying]."

Agency executives and Wall Street analysts have generally cited the turmoil in prime time scheduling, increases in network prices and uncertainty about the economy as major reasons for a more tentative market. But, perhaps not surprisingly, the networks are convinced that none of those fears should, or will, affect sales.

The promise is that scheduling will be less turbulent next season. But even if it isn't, one salesman said, hanging back won't guarantee any more certainty, and it probably will guarantee fewer choices at higher prices. "It would just mean the world's biggest scatter market in August," he said. Today's prices, on the other hand, have generally been held in the range of a

10% increase over last year's, the network salesmen said, which they believe is reasonable. (An ABC spokesman pegged his network's average price for a 30-second spot in prime time at \$60,000, and the other networks should come in at about 10% below that if rates stay in line with the differences in ratings averages.)

As for uncertainty about the economy, there seems to be little evidence that the networks are worried. "The feeling I get," said one seller, "is that the agencies have more money, and they're going to spend it."

The two-year, \$100 million American Home Products buy on NBC is seen as one reflection of that confidence. Paradoxically, so is ABC's rejection of that buy. As reported, ABC sources said the network declined to bid on the two-year package because it felt there will be no trouble selling the second year at higher prices when the time comes. Another reason cited was the likelihood that the program schedule may look radically different in a year's time, thus necessitating a troublesome amount of renegotiating.

NBC's Mr. Blackmore responded that the contract with AHP has a "sizable" price increase built in for the second year. He also said that the variety of products marketed by the company (Dristan, Infrarub, Anacin and Preparation H, to name a few) leaves both advertiser and network the flexibility to work out mutually acceptable packages in a variety of shows in a variety of day parts. As it stands, the AHP buy is about 60% in prime time and 30% in daytime, with the remainder in news. Olympics and political convention placements are also factored in (BROADCASTING, June 5).

M-E's Coen ups earlier estimates for media spending

Over-all budgets will jump 12% and radio-TV will rise the same

McCann-Erickson media forecaster Robert J. Coen said last week that advertising spending in 1978, including broadcasting, is even higher than he had expected six months ago.

Mr. Coen, vice president and director of media research for McCann, in his semi-annual media estimates, said last week that advertising volume in the U.S. this year will increase by 12% to \$42.5 billion, instead of by the 10.9% he had estimated last December. He had predicted earlier that national broadcast would rise by 11% but now believes it will wind up with a 12% increase to about \$7.2 billion.

He also projected that national television would climb by more than 12% to \$6.4 billion this year and national radio by 9% to \$765 million. Mr. Coen calculated that spot TV would grow by almost 13% and network television slightly above 11%. Of the national media, he singled out mag-

azines as the fastest-growing, with a 16% boost to \$2.5 billion.

He said network TV would show the highest price increase in 1978, up 12% over 1977; followed by magazines and newspapers, up 9% each; spot TV, up 8%, and radio and outdoor, both up 7%.

Mr. Coen said that advertisers are more selective today in choosing media, adding magazines have been "experiencing rapid growth and we're seeing some dollars that might have gone to network television now being channeled into spot TV because of better buys." He said that "no one is about to desert television, but in light of the price increases in recent years, advertisers certainly are thinking twice about the efficiency and effectiveness of their ad dollars."

Beyond 1978, Mr. Coen continued, the momentum in advertising growth will extend into 1979 when it will be renewed by the upcoming 1980 Olympics and election year activity. He said advertising growth will at least keep pace with the economy through 1980.

AAAA, ANA will meet TV code board over clutter study

Agency leaders, backed by advertisers, will take their case for stiffer enforcement of limits on "clutter" to leaders of the National Association of Broadcasters TV code board in a meeting set for June 21 in New York.

The meeting is an outgrowth of a monitoring project conducted by an American Association of Advertising Agencies committee, which reportedly found that the code's limits on "non-program" time were exceeded in close to 50% of the periods measured (BROADCASTING, May 29).

Results of the monitoring study have not been released, but Code Authority officials say if it's the same one that had been shown to them, it contains "a lot of shortcomings," is based on wrong definitions in some cases and in general does not jibe with the results of monitoring the Code Authority was doing about the same time.

In any case, Robert Rich of KBJR-TV Duluth, Minn., chairman of the TV code board, and Michael Kievman of Cox Broadcasting, chairman of a code board committee conducting its own review of the time standards, invited the AAAA group to discuss their complaints. The invitation was said to have been broadened subsequently to include a delegation from the Association of National Advertisers, which for years has been protesting clutter.

Howard Eaton of Ogilvy & Mather is chairman of the AAAA committee, and Peter Spengler of Bristol-Myers heads the ANA group. Mr. Spengler warned three months ago that "we have reason to believe that the code board is seriously considering liberalizing its standards" to change, for example, the way promotional

announcements for movies are counted as "program" or "nonprogram" material (BROADCASTING, March 6).

Just what may come out of the June 21 meeting was not clear last week. A code source said the idea was "to give them a fair hearing," after which "the time-standards committee will meet, probably this summer, to continue its review." That review, according to code authorities, may be completed in time for presentation to the full TV code board at its meeting next fall.

Big food chains ante up more for local TV

TVB puts increase at 28% in first quarter that finds Safeway still leading the way

The top 15 food chains in local television spent 28% more with stations in the first quarter of this year than in last year's first quarter, according to the Television Bureau of Advertising. The TVB report was based on estimates compiled by Broadcast Advertisers Reports.

TVB put the total this year at \$22,611,300, as compared with \$17,710,100 a year ago. Safeway led the first-quarter list both years, and in 1978 boosted its local TV spending 41% to \$4,791,400. Nine of the 15 spent more than \$1 million, up from six last year. Three reduced their spending by 2% to 16%, while the others increased their outlays by 5% to 165%.

	Jan.-March '77	Jan.-March '78	% Change
1. Safeway	\$3,402,700	\$4,791,400	+ 41
2. A & P	1,288,500	2,479,400	+ 92
3. Winn-Dixie	2,234,500	2,355,000	+ 5
4. Kroger	1,812,700	2,182,700	+ 20
5. Alpha Beta	2,225,000	1,878,000	- 16
6. Acme/Super Saver	1,342,600	1,627,000	+ 21
7. Jewel	737,600	1,157,200	+ 57
8. Vin's	856,500	1,150,100	+ 34
9. Lucky	627,700	1,018,500	+ 62
10. Pantry Pride/Penn Fruit	768,300	737,200	- 4
11. Publix	534,100	720,800	+ 35
12. Shop Rite	697,800	683,500	- 2
13. Ralph's	560,900	622,200	+ 11
14. Albertson's	230,900	612,900	+ 165
15. IGA	390,300	595,400	+ 53
TOTAL	\$17,710,100	\$22,611,300	+ 28

Musical management chairs at Katz Television

As part of a widespread realignment of management responsibilities at Katz Television to take effect on Sept. 1, Victor R. Ferrante, vice president, Midwest region, Chicago, has been named senior vice president, operations, New York, and Richard A. Goldstein, vice president and general manager of Katz American Television New York, becomes senior vice president, sales.

Mr. Ferrante and Mr. Goldstein will report to both Frank J. McCann, president of Katz Television Continental, and David S. Abbey, president of Katz American

Television. Mr. Ferrante and Mr. Goldstein will have interdivisional responsibilities.

Mr. Ferrante will coordinate all administrative functions for both the American and Continental divisions. Mr. Goldstein will be responsible for over-all coordination of sales techniques and sales practices for both divisions.

In other top changes, Gerald J. Jones, vice president, West Coast, Los Angeles, takes on additional responsibility as vice president, station and industry relations for the 11 Western states; James E. Beloyianis, vice president and sales manager of Katz American White sales team, New York, and Edward Papazian, regional vice president for the Continental Division in New York, were named general sales managers of the American and Continental divisions, respectively.

Larry G. Shrum, regional vice president in Atlanta, was named regional vice president, Midwest, Chicago, replacing Mr. Ferrante. In turn, Len Graziano, vice president and sales manager of Katz American's Blue sales team in New York, will move to Atlanta as regional vice president there. Joel Segall, sales manager for Katz Television Continental, Los Angeles, will remain in that city as regional vice president—West Coast.

SQUAD: yardstick for media buyers

New service headed by Richfield can provide street prices for spot time in large markets

Approximately 60 advertising agencies have signed for a new monthly research service that provides average going prices for spot television time in the top 51 markets for each of six dayparts.

The service, Spot Quotations & Data (SQUAD), New York, is headed by Marvin Richfield, who has been a media executive at Young & Rubicam, BBDO, Revlon and Max Factor and a salesman at WPIX(TV) New York. The service is available to advertising agencies, which pay \$780 a year for 12 monthly reports.

The SQUAD reports are compiled from cost figures from cooperating advertising agencies representing about 12% of the nation's spot TV billings. Cost data is fed into a computer to ascertain average costs. These figures are correlated with average Nielsen and Arbitron figures to arrive at the average cost per household rating point (CPP) for a 30-second spot for conventional buys (excluding barter and run-of-station advertising). The report includes, as of a specific date, estimated CPP for the current month and for the next two months.

Mr. Richfield said there are sources that supply last year's spot TV prices but none that deals with current or future prices. He added that "SQUAD gives media professionals a yardstick against which they can measure their own buys."

The average prices for prime time are

for network-affiliated stations only, but for other dayparts, the prices include all stations in a market.

Mr. Richfield has in development a similar report aimed at television stations.

The "street prices" per household rating point for prime time 30-second spots in the top 10 markets (affiliated stations) in May (as of April 27) and April (March 27) were, respectively: New York, \$369 and \$341; Los Angeles, \$297 and \$290; Chicago, \$175 and \$160; Philadelphia, \$168 and \$166; San Francisco, \$166 and \$160; Boston, \$135 and \$135; Detroit, \$91 and \$90; Washington, \$90 and \$90; Cleveland, \$76 and \$72, and Pittsburgh, \$70 and \$66.

Took away their gusto

Schlitz Brewing has tapped J. Walter Thompson and Benton & Bowles to replace Leo Burnett on an estimated \$23 million of business. Thompson's Chicago office landed the lucrative \$20-million Schlitz beer account and B&B's New York office the \$3 million Schlitz malt liquor business, both formerly handled by Burnett out of Chicago. The company's new products still are unassigned. The beer and malt liquor are advertised virtually entirely in broadcast. Other agencies in the final round of bidding were Cunningham & Walsh, agency for Old Milwaukee and Schlitz Light; Ted Bates & Co., and BBDO, all New York, and Gardner Advertising, St. Louis.



Andy Rainey, Vice President
Research/Sales Promotion Director
New York

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

Children's TV goes to Washington

NAB conference draws people from all walks of TV life to discuss what's good, bad and ahead maybe

The National Association of Broadcasters' children's television programing conference drew 240 people from television stations, the networks, advertising agencies and community groups to Washington last week for two days of largely congenial discussion.

Although the conference concentrated its attention on exchanges of ideas for children's program content—which nearly everyone agreed has gotten a lot better in the last decade—discussion turned occasionally to the children's TV controversies that are increasingly attracting Washington's attention. Kathryn Broman, Springfield (Mass.) Television Corp., chairman of the NAB TV board, opened the meeting by condemning the Federal Trade Commission for creating "new areas of uncertainty and pessimism in the broadcast medium." The FTC's proposed trade rule restricting television advertising aimed at children discriminates against television among all media and is a threat



At the NAB children's programing conference. NAB television board chairman Kathryn Broman (upper left) meets one of Paul Ritts's puppets, who entertained at the Monday luncheon. Paul Ritts is at right. Upper right, four seasoned viewers give their criticisms of children's fare. Left to right they are Monica Brissett, daughter of NAB lobbyist Belva Brissett, Austin Forbord, Katie Sells and Carolyn Jones. At lower left, Sally Williams of the Committee on

**Financing
available
for
Mergers or
Acquisition**

**SAGE
CAPITAL CORP.**

**Specialists in TV
and Radio Loans**

write or call:

New York: 420 Lex. Ave. N.Y.C. 10017
(212) 682-6558

Miami: 2040 N.E. 163 St., North Miami
Beach, Florida 33162
(305) 944-7600

Denver: 2480 W. 26th Ave. Building B,
Suite 260, Denver, Colorado
80211 (303) 458-8800

to the free press, she said.

Mrs. Broman also predicted that the FCC will take action in the area of children's television soon, perhaps issuing notices of inquiry and rulemaking incorporating proposals from Action for Children's Television and the Council on Children, Media and Merchandising, two citizen groups that seek stricter regulation of broadcasters to improve programs and commercials that children view. Broadcasters, most of whom are "concerned parents," Mrs. Broman said, continue to oppose those proposals. Better the matters should be resolved "through the process of evolution and self-regulation" and not "revolution and government fiat," she said.

One of a few people at the NAB program who would disagree with Mrs. Broman's benevolent view of children's television was Sally Williams, executive director of the San Francisco-based Committee on Children's Television, who complained that too much of the programing made specifically for children is "the run-of-the-mill cartoon that doesn't have any artistic value." Ms. Williams said television should contain as much diversity as a library, a notion that bothered NAB Assistant General Counsel Brenda Fox, who would agree only that TV is a "library of fiction with some nonfiction thrown in." Television is basically an entertainment medium, which accounts for the abun-

dance of animated programs, in themselves not a bad thing, she said.

Ms. Fox also disputed Ms. Williams's contention that broadcasters are not in close enough touch with their communities and that broadcasting should be responsible for children whose parents do not supervise their TV-watching habits. TV, she said, is not "a babysitter for the nation's children."

■ Dr. George Gerbner, who guides the University of Pennsylvania's Annenberg School of Communications' periodic research profiles of TV violence, said he thinks the networks have turned violence counts into "another ratings game," which is a "potentially trivial result" of his and others' research. Dr. Gerbner said that despite the lowered percentages of actual acts of violence in recent television seasons, his surveys continue to show that people who watch television heavily still are more afraid to leave their homes at night than people who don't. The sheer numbers may have changed slightly. Dr. Gerbner, appearing on a panel with another violence researcher, Roger Wagner of BI Associates, also defended his practice of counting as violent acts natural disasters and accidental deaths. If someone in a TV program dies from choking on an apple, it is still violence, he said, because some writer deliberately had that character killed.

■ Dr. Nicholas Van Dyck, executive



Children's Television (center) and NAB assistant general counsel Brenda Fox calmly disagree over what children's programing should be. Bill Monroe of NBC's *Meet the Press* moderates. And at lower right, two TV violence researchers, Dr. George Gerbner of the Annenberg School of Communications (center) and Roger Wagner of Bi Associates, contrast their methods, again with Mr. Monroe in the moderator's chair.

director of the National Council for Children and Television, discussed a pending bill in Congress that emanates from a study done by his council that looks to the creation of a federally funded endowment for children's television.

Gene Mater, vice president and assistant to the president of the CBS/Broadcast Group, attacked the suggestion saying "I do not believe that government belongs in the business of funding of programing for children or anyone else." Children's programing has gone through "quantum changes in the last six to eight years," he said, "without the injection of government money."

Mr. Van Dyck said that the bill, which was introduced by Senator John Heinz (R-Pa.), takes care to insulate the funding from government control over program decisions. He added that the funds are also to go only to the production of children's programs that broadcasters agree to air.

But Mr. Mater stuck to his position. "A source of funding is a source of control," he said.

■ FCC Commissioner Abbott Washburn, answering a question from a conference attendee, said he finds reports that some stations regularly exceed their NAB-approved commercial time limits "really very distressing." He suggested that the FCC "will have to do some monitoring of its own" to enforce the guidelines.

NBC gets 'best' daytime Emmys; ABC gets most

NBC-TV programs picked up the glamour trophies for best actress, best actor, best drama and best game show in the fifth annual daytime Emmy awards competition last week. But ABC-TV shows ended up with the most awards over-all—seven, to NBC's nine, CBS's six and the Public Broadcasting Service's two.

Syndicated programs won five awards, two of which went to Multimedia Production's *Donahue*, for best talk show and best talk show host or hostess. ABC scored heavily in the children's program categories, sweeping all but the outstanding children's entertainment series, which went to CBS's *Captain Kangaroo*.

The awards were presented by the National Academy of Television Arts and Sciences during ceremonies in New York last Wednesday (June 7). Following is a list of the winners:

□ Outstanding daytime drama series: *Days of Our Lives* (NBC); executive producers: Betty Corday and Wesley Kenny; producer: Jack Herzberg.

□ Outstanding game or audience participation show: *Hollywood Squares* (NBC); executive producers: Merrill Heatter and

Bob Quigley; producer: Jay Redack.

□ Outstanding talk, service or variety series: *Donahue* (syndicated); executive producer: Richard Mincer; producer: Patricia McMillen.

□ Outstanding actor in a daytime drama series: James Pritchett, *The Doctors* (NBC); role: Dr. Matt Powers.

□ Outstanding actress in a daytime drama series: Laurie Heineman, *Another World* (NBC); role: Charlene Frame Matthews.

□ Outstanding host or hostess in a game or audience participation show: Richard Dawson, *Family Feud* (ABC).

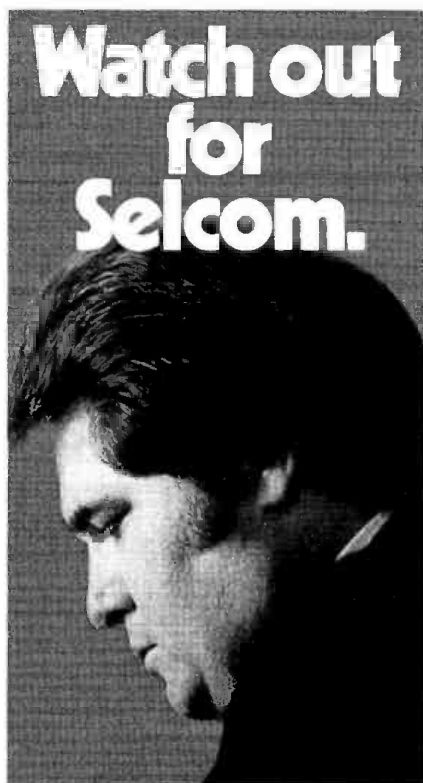
□ Outstanding host or hostess in a talk, service or variety series: Phil Donahue, *Donahue* (syndicated).

□ Outstanding individual director for a daytime drama series, for a single episode: Richard Dunlap, *The Young and The Restless* (CBS), March 3, 1978.

□ Outstanding individual director for a daytime game or audience participation show, for a single episode: Mike Garguilo, *The \$20,000 Pyramid* (ABC), June 20, 1977.

□ Outstanding individual director for a variety program, for a single episode: Martin Haig Mackey, *Over Easy* (PBS), March 20, 1978.

□ Outstanding writing for a daytime drama series, for a single episode of a series or for the entire series: Claire



Bill Smither, Senior Vice President
Director West Coast Operations
Los Angeles

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

Labine, Paul Avila Mayer, Mary Munisteri, Allan Leicht, Judith Pinsker, *Ryan's Hope* (ABC).

□ Outstanding children's entertainment special: "Hewitt's Just Different," *ABC Afterschool Special* (ABC); executive producer: Daniel Wilson; producer: Fran Sears.

□ Outstanding children's entertainment series: *Captain Kangaroo* (CBS); producer: Jim Hirschfeld.

□ Outstanding children's informational series: *Animals Animals Animals* (ABC); executive producer: Lester Cooper; producer: Peter Weinberg.

□ Outstanding children's information special: "Very Good Friends," *ABC Afterschool Special* (ABC); producer: Martin Tahse.

□ Outstanding children's instructional series: *Schoolhouse Rock* (ABC); executive producer: Tom Yohe; producer: Radford Stone and George Newall.

□ Special classification of outstanding program achievement: *Live From Lincoln Center*: recital of tenor Luciano Pavarotti from the Met (PBS); executive producer: John Goberman.

□ Outstanding achievement in coverage of special events: *The Great English Garden Party—Peter Ustinov Looks at 100 Years of Wimbledon* (NBC); producers: Ken Ashton, Allison Hawkes and Pamela Moncur.

□ Outstanding individual achievement in children's programming—performing: Tom Aldredge (role: William Shakespeare), *Henry Winkler Meets William Shakespeare* (CBS).

□ Writing: Jan Hartman, writer, "Hewitt's Just Different," *ABC Weekend Specials*; David Wolf, writer, "The Magic Hat" (syndicated), *Unicorn Tales*.

□ Lighting director: Tony DiGirolamo, lighting director: *Henry Winkler Meets William Shakespeare* (CBS).

□ Film editing: Vince Humphrey, film editor, "Very Goods Friends," *ABC Afterschool Special*; Bonnie Karrin, film editor, "Big Apple Birthday," *Unicorn Tales* (syndicated).

□ Cinematography: Brianne Murphy, cinematographer, "Five Finger Discount," *Special Treat* (NBC).

□ Costume design: Connie Wexler, costume designer, *Search For Tomorrow* (CBS).

□ Technical direction: Steve Cunningham, technical director; Hector Ramirez, cameraman; Sheldon Mooney, cameraman; Martin Wagner, cameraman; Dave Finch, cameraman, *After Hours: Singin', Swingin' & All That Jazz* (CBS).

□ Lighting direction: David M. Clark, lighting director, *The Mike Douglas Show*, New York remotes (syndicated).

□ Video tape editing: Joyce Tamara Grossman, video tape editor, *Family Feud*, Valentine's Day special (CBS).

□ Performing: Carolee Campbell, performer, *This Is My Son* (NBC); Douglass Watson, narrator, *Continuing Creation* (NBC).

□ Cinematography: Joseph Vadala, cinematographer *Continuing Creations* (NBC).

Equipment & Engineering

JVC advances state of the art in home VCR's

Next month it begins marketing a machine—higher-priced—with slow-motion, stop-motion and fast-forward capabilities

In what may be a major step beyond first-generation home video recorders, JVC Corp. announced last week a new Vidstar consumer VCR with stop-action, slow-motion and fast-action capabilities.

Priced at \$1,335, about \$300 more than models now on the market, the Vidstar HR-3600 is to be available in July. It comes with a remote control switch that cues the still-frame mode when the machine is playing back, and the pause mode when it is recording (for editing out commercials and other unwanted material). Company executives said last week that the still frame can be held for as long as 15 minutes without degradation of the picture or of the tape. They also said that the picture and the audio remain decipherable in the fast-forward mode because of the digital technology used to achieve it. In slow motion the tape speed is variable, while the fast-action speed is twice normal.

JVC's recorders conform to the VHS format that JVC originally developed and then shared with its half-parent, Matsushita Electric (BROADCASTING, Oct. 24, 1977). But whereas Matsushita adapted the VHS technology to accept both two-hour and four-hour playing modes—a capability cited as one of its major competitive advantages over Sony's two-hour Betamax format—JVC has resolutely remained with the two-hour-only system in its Vidstar machines. The reason for that, according to a JVC spokesman, is that the stop-frame, fast-action and slow-motion capabilities are far more difficult to achieve on the split video track required for both

two-hour and four-hour playing times. JVC opted for the extra features, and also plans, the spokesman said, to introduce a three-hour Vidstar tape in the not-to-distant future.

But it is apparently unlikely that other VHS format recorders, including those marketed by RCA, Sylvania, Magnavox, Panasonic and other American companies, will be able to share the multiple-speed and stop action advantages, at least as developed by JVC.

JVC also announced last week that it plans to introduce a portable VCR for consumers, which the company's spokesman said may be the first such portable on the market when it becomes available late this summer. Price for the 21-pound recorder, with a one-hour rechargeable battery pack, was set at \$1,180. A new portable color camera will be available as a companion feature with the portable deck, JVC said. It weighs about seven pounds and is to sell for \$1,475.

New price list from Comsat

It files new tariffs with FCC: \$275 for first 10 minutes, \$10 for each additional

The rate-case settlement reached by the FCC and the Communications Satellite Corp. resulted last week in a Comsat tariff filing that provides for substantial reductions in rates for international communications satellite channels.

The new rates, which become effective Aug. 10 unless Comsat is permitted to make them effective earlier, apply to U.S. international common carrier customers for voice, data and video services through satellites of the worldwide Intelsat system.

Television rates, which now range from \$414 to \$725 for the first 10 minutes of video and accompanying audio, will now be priced at \$275 to all points. The additional per-minute charges—which now range from \$11.40 to \$20.50—will be lowered to \$10.

The settlement of the rate case, which dragged on for 13 years, calls on Comsat to reduce its charges by 48% and to refund to its customers some \$100 million (BROADCASTING, May 15).

However, the question of the extent to which ultimate users of the international satellite service—television networks, for instance,—benefit from the new rates is yet to be determined. The commission will permit the international common carriers—Comsat's customers—to show why all or part of the reduction should not be passed on to the ultimate user.

Comsat President Joseph V. Charyk, meanwhile, took an optimistic view of the slash in rates. "It is my hope these lower rates to our carrier customers, when coupled with a reduction of their rates to the viewing public, will produce a significant stimulus to the growth of international satellite traffic."



JVC's new units: HR-3600 (top) and the portable VHS.

Fates & Fortunes

Media

Thomas F. Hartman, general sales manager, WJRT-TV Flint, Mich., appointed VP-general manager. He succeeds **William E. Wuerch**,



Hartman



Wuerch

who is now VP-general manager of WPRI-TV Providence, R.I. (BROADCASTING, June 5). Both are Knight-Ridder stations.



King

David G. King, station manager, WGAN-TV Portland, Me., named general manager.

James C. Kelly, VP and director of sales, WOR(AM) New York, named VP, Strauss Communications, New York, licensee of WMCA(AM) there.

Joel Samuelsohn, general sales manager, WDVR(FM) Philadelphia, joins WRCP(AM)-WSNI(FM) there as general manager.

Frank Scott, general manager of NBC's WRC(AM)-WKYS(FM) Washington, named VP and general manager.

Robert A. Manning, general manager, WGAC(AM) Augusta, Ga., appointed executive VP of Beasley Broadcast Group, owner of sta-



Manning



Backus

tion. He will be based in Goldsboro, N.C., headquarters. **Bruce Backus**, general sales manager, WGAC, succeeds Mr. Manning.

Dennis W. Rumsey, assistant manager, WLKM-AM-FM Three Rivers, Mich., named general manager. He succeeds **Kent L. Colby**, who joins KPRK(AM) Livingston, Mont., as general manager.

Pleas Gleeson, with National Aeronautics and Space Administration, joins KICO(AM) El Centro, Calif., as VP and general manager. He is brother of station's president, Willard Gleeson.

F. R. (Dick) Lee, general sales manager, WIRE(AM) Indianapolis, named to newly created position of station manager, WIRE-WXTZ(FM).

Michael C. Schaefer, general sales manager, WSEN-AM-FM Baldwinsville, N.Y., named station manager.

Richard L. Brehm, assistant manager, WATS(AM) Sayre, Pa., and co-owned WAVR(FM) Waverly, N.Y., named station manager.

Kim Petersen, news director, WGO(AM) New Orleans, named director of operations.

Lorraine Kizer, air personality, KRST-FM Albuquerque, N.M., joins noncommercial KNUM(FM) there as operations manager.



Brissette

Paul A. Brissette Jr., executive VP and general manager, WECT-TV Wilmington, N.C., named president and chief operating officer of Atlantic Telecasting Corp., licensee of station.

As part of series of promotions at WPIX Inc., New York, and its stations, **Gerard Mulderig**, VP, sales, WPIX(TV)

New York, appointed senior VP, sales; **Gerard Puccio** sales manager, promoted to VP, sales, and **Jane Perlman**, research director, appointed VP. **Yvonne Stewart**, VP of personnel, named to additional posts of secretary of WPIX Inc. and secretary of subsidiary Connecticut Broadcasting Co., operator of WICC(AM) Bridgeport, Conn. **Paul Freas**, controller, named VP and controller and elected to corporation's board of directors. **Rosemary Arata**, chief accountant of WPIX Inc., named assistant controller.

Alma Madsen, assistant to president, Bonneville International Corp., group broadcaster with headquarters in Salt Lake City, named to additional duties as VP of women's affairs. **Jean M. Bishop**, in charge of corporation's personnel, named assistant VP-personnel.

Josephine Renola, assistant secretary of corporation, The Outlet Co., Providence, R. I., named secretary.

Broadcast Advertising

William F. Donnelly, VP, BBDO, New York, named VP, media and research, for BBDO's Minneapolis office.

J. Robert Saxon, VP-creative director, McCann-Erickson, Atlanta, joins D'Arcy-MacManus & Masius, San Francisco, as VP and executive creative director. **Thomas F. Kutsko Jr.**, head of quality controlled services division, Maritz Inc., St. Louis, joins DM&M there as research account executive.

Richard K. Thomas, national director of advertising, public relations and sales promotion, motorized products division, Yamaha International Corp., Los Angeles, named VP and general manager of Victor King Associates, Virginia Beach, Va., advertising-agency subsidiary of Christian Broadcasting Network.

Nina Dansky, account executive, Rosenfeld, Sirowitz & Lawson, New York, named to same post, Waring & LaRosa there.

Marsha Davis Fields, freelance business manager, Ogilvy & Mather, New York, joins McDonald & Little, Atlanta, as director of broadcast business.

Audrey Weiss, executive, programing, Katz Agency, New York, joins Adam Young, Los Angeles, as account executive. **Rick Schwartz**, account executive, Tele-Rep, New York, joins Adam Young, New York, sales staff.

Ana Batton, media buyer, Media Corp. of America, New York, and **Gary Epstein**, account executive, sales, NBC, New York, join Bernard Howard & Co., New York, as account executives.

Anne Gotz, formerly with Arnold & Co., Boston, as assistant media director, returns to



Barbara Crooks
Vice President/Manager
Dallas

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

Honored. Marion Stephenson, vice president of radio and industry relations for NBC Radio, was presented with the Woman of the Year award by the New York chapter of the American Women in Radio and Television. She was the first woman vice president at NBC.

agency in same capacity.

Stu Flanders, general manager, WFEA(AM) Manchester, N.H., joins Weston Advertising there as account executive.

Helen Wilkerson, media director, Cranford/Johnson/Hunt & Associates, Little Rock, Ark., agency, appointed to new position of director of special media services. **Jouette Travis**, media systems specialist, named media director.

Larry Tompkins, account executive, NBC-TV Spot Sales, New York, named manager, Eastern sales, NBC Television Stations Division, New York.

Patricia A. Henry, manager of coverage and marketing for radio, CBS/Broadcast Group, New York, named manager of rating services for radio. **Virginia Weber**, manager, exempt compensation, personnel department, CBS/Broadcast Group, New York, named manager, business administration, CBS Television Network Sales there.

Greg Holder, regional salesman, KAAL(TV) Austin, Minn., named sales manager.

Tom Baker, general sales manager, WGMS-AM-FM Washington, given additional duties as assistant general manager.

Jim de Castro, retail account executive, KSFO(AM) San Francisco, named national sales manager.

David M. Kfause, account executive, WSEN-AM-FM Baldwinsville, N.Y., named general sales manager.

George Stoltz, account executive, KOIT(FM) San Francisco, named assistant sales manager.

Suzanne Hansmire, account executive, Contract Interiors, Detroit, joins WITS(AM) Boston in same capacity.

Paul Coen, graduate, Bemidji (Minn.) State University, joins KQWB-AM-FM Fargo, N.D., as regional sales representative.

Richard A. Charnack, regional account executive, WAXY(AM) Fort Lauderdale, Fla., named regional sales manager.

Jim Gross, account executive, WMMM-FM Arlington Heights, Ill., joins WFYR(FM) Chicago in same capacity.

Named to sales staff, WQDR(FM) Raleigh, N.C.: **Sally Tiede**, administrative assistant; **Winslow Stillman**, graduate, Duke University, and **Martin Seligson**, from WKBO(AM) Garner, N.C.

Lynn Anderson, sales manager, Metro Radio Sales, Los Angeles, named VP.

Georgia Breza, manager, research and sales development, ABC Television Spot Sales, New York, named director of planning and administration.

Programing

N. Neil Kuvlin, VP-director of programing, WXIA-TV Atlanta, named director of programing, WABC-TV New York. He succeeds Seymour Horowitz who was named VP-programing for ABC-Owned TV Stations there (BROADCASTING, April 3).

Larry Fordslick, manager, program administration, WPIX(TV) New York, joins KNXT(TV) Los Angeles, as director of programing.

Paul Teare, assistant music director, WGMS-AM-FM Washington, named program director.

Ron Dennington, operations-program director, KZZY(FM) San Antonio, Tex., joins KONO(AM) there as program director.

Gary Havens, air personality and promotion director, WIRE(AM) Indianapolis, named program director succeeding **Bill Robinson**, who resigns that post to devote more time to his position as president and general manager of Musicworks Inc., radio syndication firm in Indianapolis. Mr. Robinson will remain as WIRE air personality.

Chris Carey, air personality, KRKE-AM-FM Albuquerque, N.M., named program director.

Jim Kidd, VP and general manager, CJSS(AM) Cornwall, Ont., joins CKEY(AM) Toronto as program manager.

Jorge Infante, president, Programex Communications Inc., Chicago, joins WOJO(FM) there as program director for Spanish-language station.

Wayne Larrivee, sports announcer, KSTT(AM) Davenport, Iowa, joins KCMO(AM) Kansas City, Mo., as sports director and play-by-play voice of Kansas City Chiefs football.

Larry White, executive VP in charge of worldwide production, Columbia Pictures Television, named president. Mr. White is former VP-pro-



White



Horowitz

grams, NBC Television Network. **Norman Horowitz**, senior VP, Columbia Pictures Television Distribution, named president.

Thom Mount, VP, production, Universal Pictures, New York, named executive VP.

News and Public Affairs

Jim Laurie, Tokyo correspondent, NBC News, joins ABC News as Hong Kong correspondent. Assignments in ABC News documentary unit: **Richard Richter**, senior producer, *ABC Evening News*, New York, joins unit in same capacity; **Steve Singer**, producer and writer, CBS News, New York, named producer; **Tom Priestley**, director of documentary films, NBC News, New York, named series director, and **William Sherman**, assistant metropolitan editor and chief investigative reporter, *New York Daily News*, joins unit as investigative reporter.

Art Kent, news director, WHC-TV Pittsburgh, named bureau chief, NBC News there. Network regional news bureau opens July 1. **Michael Mosher**, manager, Athens bureau, NBC News, named news producer, Cairo, with responsibility for Middle East production. **Steve Mallory**, reporter for NBC's KNBC(TV) Los Angeles, becomes NBC News correspondent based in Beirut, Lebanon. **Joel Marie Blumenthal**, administrator, operations, NBC News election unit, appointed director.

Maureen Bunyan, correspondent and weekend anchor, WTOP-TV Washington, named co-anchor of 6 p.m. news with Gordon Peterson. **J. C. Hayward**, anchor, 5:30 p.m. news, continues in that position and joins Mr. Peterson as co-anchor of 11 p.m. news. **Susan King**, correspondent, named weekend anchor.

Delores Handy, from WJLA-TV Washington, joins WTTG(TV) there as anchor and reporter.

Mike Cohen, news producer, WANE-TV Fort Wayne, Ind., named news director.

Ed Clancy, newsman, WGSO(AM) New Orleans, named news director.

C. Christian Schmidt, news assignment editor, WWL-TV New Orleans, named news director, WCMH-TV Columbus, Ohio.

Jack Bowe, news and public affairs director, WSBT-AM-FM-TV South Bend, Ind., joins KHAS-TV Hastings, Neb., as news director.

Kathy Kerchner, anchor-reporter, KMJ-TV Fresno, Calif., named to same post, KTAR-TV Mesa, Ariz. (Phoenix). **Tim Ryan**, reporter, KPHO-TV Phoenix, named to same position at KTAR-TV. **Rick Armstrong** and **Joe Klimovitz**, photographers, and **Brent Gunts**, director, WBAL-TV Baltimore, all named to same posts at

GRAB THEM BY THE EAR

If you're a believer in the power of radio to motivate, then you should be promoting your station's sound with sound! So far, over 250 agencies and buying services nationwide have called Radiochek to audition tapes of subscribing stations at no charge over our WATS line.

For information on how you can grab the ears of buyers at Ayer, Esty, DDB, NH&S WRG, O&M, D'Arcy, FC&B, JWT and other Radiochek callers, call us during Chicago business hours. Your prospects already have.

radiochek
the sound library
800-621-6944 (312-642-5965)

KTAR-TV. **Robb Penney**, news artist, KUTV(TV) Salt Lake City, and **Jack Allison**, producer, KTVX(TV) Salt Lake City, named to same positions at KTAR-TV.

Steve Okino, producer, KPX(TV) San Francisco, joins KNXT(TV) Los Angeles as news producer. **Jim Mitchell**, general assignment reporter, KFWB(AM) Los Angeles, joins KNXT as reporter.

Alma Newsom, weekend news anchor and reporter, KHOU-TV Houston, resigns.

Melvin E. Miller, assistant director of news and programming, WEEI(AM) Boston, named director of news and programming.

Frank Laseter, operations manager, WQDR(FM) Raleigh, N.C., named director of news and public affairs.

Charles Perkins, graduate, Columbia Graduate School of Journalism, New York, named news director, WCAS(AM) Cambridge, Mass. **Matthew Schaffer**, WCAS news anchor-reporter, named public affairs director.

Thomas N. Spaight, chief engineer-assistant VP, KRNA(FM) Iowa City, named to additional position of news director.

Stan Bunger, news reporter-announcer, KRKC(AM) King City, Calif., joins KVML(AM) Sonoma, Calif., as news director.

Dave Kranz, public affairs director, KALZ-FM Berkeley, Calif., joins KFIV(FM) Modesto, Calif., as news director.

Frances Austin, reporter, noncommercial KUNM(FM) Albuquerque, N.M., named news anchor.

Jack McKenna, weathercaster/anchor, WDIO-TV Duluth, Minn., joins KGUN-TV Tucson, Ariz., as weathercaster.

Eunice Beckwith, producer, KSD-TV St. Louis, named director of community affairs.

James F. Smith, Associated Press representative for six New England states with headquarters in Boston, named to newly created position of senior broadcast executive.

T. David Luther, WBTM(AM) Danville, Va., elected president of Virginia Associated Press Broadcasters. **Thom Gerretsen**, WDLB-AM-FM Marshfield, Wis., elected president of Wisconsin Associated Press Broadcasters. **Rod Hemphill**, WKIS(AM) Orlando, Fla., elected president, Florida Associated Press Broadcasters; **Ken Taylor**, WINZ(AM) Miami, elected executive VP; **Victor Hogstrom**, noncommercial WSRE(TV) Pensacola, elected VP for television; **Denise Galtner**, WHOO(AM) Orlando, elected VP for radio. **Bob Barth**, KVSF(AM) Santa Fe, elected president, New Mexico Associated Press Broadcasters. **Ed Hyman**, KRRR(AM) Ruidoso, elected VP.

Promotion and PR

Harold (Hal) Bender, administrator, special event publicity, NBC, since 1975, named manager, national publicity, responsible for supervising department's contact unit and photographic staff.

Janie Culos, director of press and publicity, WTTG(TV) Washington, named senior producer serving promotion department. **Gene Lyons**, producer, named director of press.

Ted Garcia, manager of audience promotion, KMOX-TV St. Louis, appointed manager of ad-

vertising. **Scott Hunker**, head of promotion, WMT-TV Cedar Rapids, Iowa, succeeds Mr. Garcia.

Cynthia Rogoff, music director, WWSW(AM) Pittsburgh and assistant music director, co-owned WPEZ(FM) there, named promotion director, WPEZ.

Mary Schweitzer, from Kelley Advertising, Buffalo, N.Y., named promotion and production director, WSEN-AM-FM Baldwinsville, N.Y.

Peter Cubra, development consultant, named development and promotions director, non-commercial KUNM(FM) Albuquerque, N.M.

Gerald M. Goldberg, senior VP, Richard Weiner Inc., New York public relations agency, named executive VP.

Equipment and Engineering



Boyd

Joseph A. Boyd, president, Harris Corp., Cleveland, elected chief executive officer. He succeeds **Richard B. Tullis**, who continues as board chairman and chairman of executive committee.

David E. Acker, VP of Andersen Laboratories Inc., Bloomfield, Conn., and of its Microtime Inc. subsidiary there, also named general manager of Microtime.

Allied

Gerald A. Troxell, regional sales director, WRAL-TV Raleigh, N.C., joins Arbitron, New York, as Eastern television station sales manager.

Loren R. Hollembaek, director of marketing for Universal Guardian Corp., Iselin, N.J., consumer finance firm, and earlier director of sales promotion for CBS Radio, New York, named assistant to president of Radio Advertising Bureau.

Claire Blondi Jarvis, editor, National Association of Broadcasters Code Authority *Code News*, named assistant manager of code's Washington office.

Bruce E. Fohr, senior research associate, radio division, Frank N. Magid Associates, Marion, Iowa, named division's director of research.

James A. Brown, VP, Mediassociates, Beverly Hills, Calif., broadcast consulting firm, appointed associate professor of broadcasting at University of Southern California, Los Angeles. He will continue as VP of Mediassociates.

Kevin Linagen, air personality, WJIB-FM Boston, and director of admissions, Northeast Broadcasting School there, named school's director. He will concentrate on student placement.

The Rev. Dr. Everett C. Parker, director of United Church of Christ Office of Communication, received honorary doctor of humane letters degree from Fordham University, New York, at ceremonies May 28. **Alan Alda**, star of CBS-TV's *M*A*S*H*, received honorary doctorate of fine arts and delivered commencement address.

Deaths

Herb Berg, 57, general manager, WLVA(AM) Lynchburg, Va., died May 20 of heart attack while playing golf. He began his radio career as announcer in Miami and later served as VP-commercial manager for WAYS(AM) Charlotte, N.C. Before joining WLVA in 1977, Mr. Berg was general manager of WKDW(AM)-WSGM(FM) Staunton, Va. He also had been professional musician with CBS Orchestra, Charlie Spivak and Tommy Dorsey. He is survived by his wife, June, one son and one daughter.

Philip Zoppl, 63, general manager, WACE(AM) Chicopee, Mass., since 1970, died there June 4. Cause of death not yet determined. Survivors include wife, Adeline; son, James, and daughter, Nancy.

Donald W. Levenson, 58, president of Wheeling Antenna Co., Wheeling, W.Va., died of heart attack at Wheeling hospital June 4. Mr. Levenson founded company in 1952. In 1969 he developed measurement technique for CATV systems known as "summation sweep." Survivors include his wife, Ethyl, and two sons.

Edwin Dyke, 60, telecommunications consultant, died June 5 of cancer at his home in Great Falls, Va. Mr. Dyke worked in troposcatter and microwave relay system design. He held engineering management positions with such firms as Melpar, Motorola, Page Communications and Collins Radio. Since 1965, he operated and managed his own consulting firm, Radio Science Co. He is survived by his wife, Joan, one daughter and one son.



Jim Forrer
Vice President/Manager
Detroit

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

The Broadcasting PlaylistTM Jun 12

Contemporary

Last This week week	Title □ Artist	Label
1 1	<i>Shadow Dancing</i> □ Andy Gibb.....	RSO
2 2	<i>Too Much, Too Little</i> ... □ Mathis & Williams.....	Columbia
4 3	<i>You're the One That I Want</i> □ Travolta/Newton-John..	RSO
3 4	<i>With a Little Luck</i> □ Wings.....	Capitol
5 5	<i>Feels So Good</i> □ Chuck Mangione.....	A&M
8 6	<i>It's a Heartache</i> □ Bonnie Tyler.....	RCA
11 7	<i>Baker Street</i> □ Gerry Rafferty.....	United Artists
7 8	<i>Dance With Me</i> □ Peter Brown.....	Drive
14 9	<i>Use Ta Be My Girl</i> □ O'Jays.....	Phila. Intl.
17 10	<i>You Belong to Me</i> □ Carly Simon.....	Elektra
12 11	<i>Baby Hold On</i> □ Eddie Money.....	Columbia
16 12	<i>Two Out of Three Ain't Bad</i> □ Meatloaf.....	Epic
6 13	<i>The Closer I Get to You</i> □ R. Flack & D. Hathaway..	Atlantic
13 14	<i>Imaginary Lover</i> □ Atlanta Rhythm Section.....	Polydor
10 15	<i>On Broadway</i> □ George Benson.....	Warner Bros.
20 16	<i>The Groove Line</i> □ Heatwave.....	Epic
22 17	<i>Because the Night</i> □ Patti Smith.....	Arista
23 18	<i>Love is Like Oxygen</i> □ Sweet.....	Capitol
19 19	<i>Still the Same</i> □ Bob Seger.....	Capitol
26 20	<i>Take a Chance on Me</i> □ Abba.....	Atlantic
— 21	<i>Boogie Oogie Oogie</i> □ A Taste of Honey.....	Capitol
— 22	<i>Shame</i> □ Evelyn "Champagne" King.....	RCA
18 23	<i>Disco Inferno</i> □ Tramps.....	Atlantic
21 24	<i>Bluer Than Blue</i> □ Michael Johnson.....	EMI America
37 25	<i>Miss You</i> □ Rolling Stones.....	Atlantic
9 26	<i>Night Fever</i> □ Bee Gees.....	RSO
32 27	<i>Copacabana</i> □ Barry Manilow.....	Arista
41 28	<i>Last Dance</i> □ Donna Summer.....	Casablanca
44 29	<i>Every Kinda People</i> □ Robert Palmer.....	Island
24 30	<i>Count on Me</i> □ Jefferson Starship.....	Grunty/RCA
28 31	<i>Only the Good Die Young</i> □ Billy Joel.....	Columbia
— 32	<i>King Tut</i> □ Steve Martin.....	Warner Bros.
34 33	<i>Even Now</i> □ Barry Manilow.....	Arista
40 34	<i>Runaway</i> □ Jefferson Starship.....	Grunty/RCA
25 35	<i>If I Can't Have You</i> □ Yvonne Elliman.....	RSO
30 36	<i>This Time I'm in It for Love</i> □ Player.....	RSO
29 37	<i>You're the Love</i> □ Seals and Crofts.....	Warner Bros.
35 38	<i>Grease</i> □ Frankie Valli.....	RSO
47 39	<i>Wonderful Tonight</i> □ Eric Clapton.....	RSO
43 40	<i>I Was Only Joking</i> □ Rod Stewart.....	Warner Bros.
46 41	<i>Heartless</i> □ Heart.....	Mushroom
39 42	<i>Almost Summer</i> □ Celebration.....	MCA
33 43	<i>Deacon Blues</i> □ Steely Dan.....	ABC
— 44	<i>Life's Been Good</i> □ Joe Walsh.....	Asylum
15 45	<i>Can't Smile Without You</i> □ Barry Manilow.....	Arista
27 46	<i>Dust in the Wind</i> □ Kansas.....	Kirshner
31 47	<i>Jack and Jill</i> □ Raydio.....	Arista
— 48	<i>Love Will Find a Way</i> □ Pablo Cruise.....	A&M
— 49	<i>Three Times a Lady</i> □ Commodores.....	Motown
— 50	<i>Can We Still be Friends</i> □ Todd Rundgren.....	Bearsville

Playback

She's bubbling. Evelyn "Champagne" King makes her "Playlist" debut at 22 this week with *Shame* (RCA). "It's big on the disco circuit," says Stu Bryer of WICH(AM) Norwich, Conn. "Sales have been so phenomenal that it's getting radio attention." In New York, WXLQ(FM) is playing it, as is WABC(AM), where music director Sonia Jones made the add on the basis of sales reports. **The good life.** Joe Walsh's *Life's Been Good* (Asylum) bolts to 44. The single, which is on his *But Seriously Folks* LP as well as the *FM* (movie) soundtrack has "lots of changes; it's both a rocker and a ballad," says Frank Ragan of KOEO(AM) Albuquerque, N.M. **New twist.** Jackson Browne is back with a strong follow-up to *Running on Empty* (Elektra/Asylum). It's a new twist to the old Maurice Williams and the Zodiacs's song, *Stay*. "It's an oldie," says Randy Kellogg of WOTW(AM) Latrobe, Pa., "but Jackson Browne listeners will think it's new... it's fresh." The single is from Mr. Browne's live album but some stations—such as KOWB(FM) Fargo, N.D., and KTLK(AM) Denver—are playing the album cut instead; it includes both *Stay* and *The Load Out*. **Rapid response.** Toby Beau's *My Angel Baby* (RCA) "will go great guns," says Jack Star of KHFI(FM) Austin, Tex. "It's a cross between adult contemporary, top 40 and MOR." The single attracted "immediate phones, the quickest of anything in two months," says Kris Favor of KEW(AM) Topeka, Kan., "and the callers knew the name of the group and the song, which means they got into it quickly." **Perfect picture.** Kew's Mr. Favor is also hot on the new Kansas single, *Portrait (He Knew)* (Kirshner). "It's not at all like *Dust in the Wind*... It's very rock 'n' roll with an orchestrated kind of sound to it. Normally, Kansas doesn't have a beat, per se, but this one does."

Country

Last This week week	Title □ Artist	Label
1 1	<i>Night Time Magic</i> □ Larry Gatlin.....	Monument
13 2	<i>Do You Know You are My Sunshine</i> □ Statler Bros.....	Mercury
9 3	<i>No, No, No</i> □ Rex Allen Jr.....	Warner Bros.
17 4	<i>It Only Hurts for a Little While</i> □ Margo Smith.....	Warner Bros.
11 5	<i>I'm Gonna Love You Anyway</i> □ Cristy Lane.....	L.S.
7 6	<i>Georgia on My Mind</i> □ Willie Nelson.....	Columbia
5 7	<i>I'll be True to You</i> □ Oak Ridge Boys.....	ABC
12 8	<i>Cowboys Don't Get Lucky</i> □ Gene Watson.....	Capitol
10 9	<i>Gotta Quit Looking at You Baby</i> □ Dave & Sugar.....	RCA
6 10	<i>Red Wine and Blue Memories</i> □ Joe Stampley.....	Epic
2 11	<i>Always on a Mountain</i> □ Merle Haggard.....	MCA
8 12	<i>Putting in Overtime at Home</i> □ Charlie Rich.....	UA
3 13	<i>She Can Put Her Shoes</i> ... □ Johnny Duncan.....	Columbia
4 14	<i>Two More Bottles of Wine</i> □ Emmylou Harris.....	Warner Bros.
18 15	<i>I Believe in You</i> □ Mel Tillis.....	MCA
— 16	<i>It's a Heartache</i> □ Bonnie Tyler.....	RCA
15 17	<i>It's All Wrong But It's All Right</i> □ Dolly Parton.....	RCA
14 18	<i>I Can't Wait Any Longer</i> □ Bill Anderson.....	MCA
20 19	<i>Slow & Easy</i> □ Randy Barlow.....	Republic
19 20	<i>I'd Like to See Jesus...</i> □ Tammy Wynette.....	Epic
16 21	<i>If You Can Touch Her at All</i> □ Willie Nelson.....	RCA
— 22	<i>Love or Something Like It</i> □ Kenny Rogers.....	UA
23 23	<i>I've Got to Go</i> □ Billie Jo Spears.....	UA
21 24	<i>Softly as I Leave You</i> □ Elvis Presley.....	RCA
— 25	<i>Ain't No Good Chain Gang</i> □ Cash & Jennings.....	Columbia

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 The Pulse Inc. 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.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period May 30 through June 2.

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

New Stations

TV applications

■ Santa Ana, Calif.—Saddleback Broadcasting Inc. seeks ch. 40; ERP 2637 kw vis., 528 kw aur., HAAT 2980 ft.; ant. height above ground 203 ft. Address: 270 Newport Center Dr., Newport Beach, 92660. Estimated construction cost \$2,025,000; first-year operating cost \$1,516,500; revenue \$1.2 million. Legal counsel Seymour M. Chase, Washington; consulting engineer Lohnes and Culver. Principals: Malcolm C. Klein (20%), John Virtue, George Argyros, Jack Hamilton, Keith Methvin, Harry Rinker (13.3% each) and three others. Mr. Kline has extensive broadcast experience, most recently as sales rep for Multimedia programming. Ann. May 25.

■ Clearwater, Fla.—Bay Broadcasting Corp. seeks ch. 22 (for STV); ERP 4581 kw vis., 492 kw aur., HAAT 1435 ft.; ant. height above ground 1454 ft. Address: 4705 W. Comanche Ave., Tampa 33614. Estimated construction cost \$3,375,000; first-year operating cost \$607,000; revenue \$800,000. Legal counsel Seymour Chase, Washington; consulting engineer Raymond Rohrer. Principals: Samuel J. Blum, James W. Cole (47% each) and six others with 1% each. Messrs. Blum and Cole are partners in Florida automotive radio distributor and airplane leasing firm. Neither has other broadcast interests. Ann. May 25.

■ Louisville, Ky.—World Broadcasting Network Inc. seeks ch. 21; ERP 1400 kw vis., 140 kw aur., HAAT 1002 ft.; ant. height above ground 670 ft. Address: 3198 Dupin Ave., Louisville 40219. Estimated construction cost \$520,350; first-year operating cost \$197,800; revenue \$718,150. Legal counsel James A. Gammon, Washington; consulting engineer Clarence E. Henson. Applicant is nonstock, nonprofit corporation; Robert W. Rodgers, president. Mr. Rodgers was account executive and producer for WJMM(FM) Versailles, Ky. Ann. May 25.

■ Grand Rapids, Mich.—Good News Broadcasting Inc. seeks ch. 17; ERP 240 kw vis., 47.9 kw aur., HAAT 542 ft.; ant. height above ground 499 ft. Address: c/o Stewart P. Noordyk, 1055 28th St. SW, Wyoming, Mich. 49509. Estimated construction cost \$123,447; first-year operating cost \$85,000; revenue \$75,000. Consulting engineer: John W. Seymour. Principals: Stuart P. Noordyk (51%), his wife, Helene (21%), and three others. Mr. Noordyk owns WSHN-AM-FM Fremont, Mich. and WYGR(AM) Wyoming, Mich. Ann. May 25.

■ Portland, Ore.—Broadcast Associates Inc. seeks ch. 24; ERP 4,887 kw vis., 525 kw aur., HAAT 1739 ft.; ant. height above ground 1,739 ft. Address: 900 Town

& Country Rd., Orange, Calif. 92668. Estimated construction cost \$2,853,000; first-year operating cost \$533,000; revenue \$700,000. Legal counsel Seymour Chase, Washington; consulting engineer Raymond Rohrer. Principals: John R. Sibley, D.D.S. and his wife Carol; Lester Taylor, D.D.S. and wife, Annette; Gary Graham and wife, Dianna; and Paul Denver, D.D.S. and his wife Darlene all own equal (12.5%) shares. None has other broadcast interests. Ann. May 25.

■ Portland, Ore.—Natl. Subscription TV for Portland Inc. seeks ch. 24 (for STV); ERP 2178 kw vis., 1644 kw aur., HAAT 1753 ft.; ant. height above ground 1049 ft. Address: c/o A. J. Perenchio, 1901- Ave. of Stars, Los Angeles, Calif. 90067. Estimated construction cost N/A; first-year operating cost W/A; revenue N/A. Legal counsel Glaser, Fletcher and Johnson, Washington; consulting engineer Julius Cohen. Applicant is owned (100%) by Andrew J. Perenchio who owns 50% of Oak Broadcasting Systems Inc. which owns KBSC-TV Corona, Calif., has option to buy WNJU-TV Linden, N.Y. He owns (100%) Chartwell Communications, which owns 49% of National Subscription Television Inc. with Oak owning remainder. NSTV is franchisee for KBSC-TV and WXON-TV Detroit; Mr. Perenchio is president. He is chairman of board of Tandem Productions Inc./TAT Communications, movie and TV production. Ann. May 25.

■ Reading, Pa.—Reading Broadcasting Inc. seeks ch. 51; ERP 1824 kw vis., 1384 kw aur., ant. height above ground 150 ft. Address: c/o Henry N. Aurandt, 1406 Durwood Dr., Reading 19609. Estimated construction cost \$1,340,483; first-year operating cost \$584,000; revenue \$525,000. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer George A. Powstenko. Principals: Henry N. Aurandt, M.D. and his wife, Helen (25%), Robert A. Denby, M.D. (10%) and 19 others. None has other broadcast interests. Ann. May 30.

■ Huntington, W. Va. (Ashland, Ky.)—Tri-State Family Television Inc. seeks ch. 61; ERP 802 kw vis., 80.2 kw aur., HAAT 407 ft.; ant. height above ground 282 ft. Address: c/o Larry Perry, Box 461, Oak Ridge, Tenn. Estimated construction cost \$5,000; first-year operating cost \$127,000; revenue \$222,872. Legal counsel Larry Perry, Oak Ridge, Tenn.; consulting engineer Scott Baxter & Associates. Applicant is non-profit, nonstock Corporation; John Alley, pastor of baptist church in Proctorville, Ohio; president. Ann. May 30.

FM applications

■ Van Buren, Ark.—Van Buren Community Service Broadcasters Inc. seeks 102.3 mhz, 3 kw, HAAT 300 ft. Address: 714 Main St., Van Buren 72956. Estimated construction cost \$53,208; first-year operating cost \$38,700; revenue \$91,908. Format: MOR, religious. Principals: James E. Neely (21%), his wife, Patricia (20%); Billy D. Venable (21%) and his wife, Carolyn (20%) and James E. Carter (18%). Mr. Neeley is involved in construction industry, his wife is teacher. Mr. Venable is retail druggist, his wife also teacher. Mr. Carter owns Power Sound, Arkansas, radio programming service. Ann. May 19.

■ *Charleston, S.C.—Charleston County Public Schools seeks 90.9 mhz, Address: P.O. Box 2218, Charleston 29402. First-year operating cost \$1,000 or less. Format: variety. Applicant is public school system. Ann. May 19.

AM actions

■ Clovis, Calif.—Returned as unacceptable for filing application of Calif. Sierra Corp. for CP for new AM. Action May 16.

■ Bottineau, ND—Returned as unacceptable for filing application by Turtle Mountain Broadcasters Inc. for new AM. Action May 15.

■ Clarksville, Tenn.—Returned as unacceptable for filing application of Two Rivers Broadcasting for new unlimited time AM. Action May 15.

■ Alamo, Tenn.—Returned as unacceptable for filing application by Crockett Broadcasting Corp. for CP for new AM. Action May 15.

Ownership Changes

Applications

■ KADX(FM) Denver, Colo. (FM: 105.1 mhz, 100 kw)—Seeks assignment of license from Columbine Broadcasting Co. to Belvoir Broadcasting Inc. for \$800,000 plus \$100,000 covenant not to compete. Seller: owned by Kenneth B. Lange, Walter C. Emery, Peter D. Smythe, Norman V. Konrad, Jordan M. Iserman and Edward A. Jersin. None has other broadcast interests. Buyer: owned by Welcome Radio Inc. which owns WSLR(AM) Akron, Ohio; KTLK(AM) Denver and recently sold WOKO(AM) Albany, N.Y. Harrison M. Fuerst is principal owner, president. Ann. May 25.

■ WBBT(AM) Lyons, Ga. (AM: 1340 khz, 1 kw-D)—Seeks assignment of license from Toombs County Broadcasting Co. to WBBT Inc. for \$200,000. Seller: owned (100%) by Joseph C. Duggan. Buyer is equally owned by Howard Williamson, Charles W. McCall and James A. Johnson, all of Georgia. Mr. Williamson

Watch out for Selcom.



Lynn Picadio
Vice President/Manager
San Francisco

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

owns advertising agency, is manager and 10% owner of WXPQ(AM) Eatonton, Ga.

■ **WVDJ(AM)** Hackensack, N.J. (AM: 970 khz, 5 kw-U)—Seeks assignment of license from Pacific and Southern Co. to Palmer Broadcasting Corp. for \$4 million. Seller: wholly owned by Combined Communications Corp. owner of six other AM's, six FM's and five TV's. Buyer is 100% owned by Kenneth E. Palmer of Denver, Colo. Mr. Palmer is currently involved in financial investments, has had extensive broadcast experience as manager and executive for numerous stations. Ann. May 25.

■ **KMXN-TV** Albuquerque, N.M. (ch. 23)—Seeks transfer of control of Spanish TV of New Mexico Inc. from Clarence Holgerson (52% before; none after) to Eddie Pena (none before; 52% after). Consideration: \$4,971. Principals: Mr. Pena is majority stockholder in two New Mexico CATV systems. Ann. May 19.

■ **KERC(AM)** Eastland, Tex. (AM: 1590 khz, 500w-D)—Seeks assignment of license from Eastland County Broadcasting Co. to Carmette Broadcasting Inc. for \$150,000. Seller: owned by James W. Staggs (74%) and L. D. Irving (26%). Neither has other broadcast interests. Buyer: equally owned by Joe E. Willis, Robert Rachug, Charles E. Maddux, E.F. Abercrombie and Marlin Maddoux. Mr. Willis owns 20% of KOLJ(AM) Quanah, Tex.; Mr. Rachug is Clifton, Tex. grocer; Mr. Maddux owns KEFC(FM) Waco, Tex.; Mr. Abercrombie owns Houston construction company and Mr. Maddoux is minister. Ann. May 25.

■ **KERB(AM)** Kermit, Tex. (AM: 600 khz, 1 kw-D)—Seeks transfer of control of KERB Broadcasting Inc. from Floyd Shelton (60% before; none after) to Ken Welsh (40% before; 100% after). Consideration: \$130,000. Principals: Mr. Shelton is selling his interest in station to Mr. Welsh, vice president and general manager of station for last 10 years. Ann. May 25.

■ **WKVT-AM-FM** Brattleboro, Vt. (AM: 1490 khz, 1 kw-D, 250w-N; FM: 92.7 mhz, 4 kw, CP)—Seeks assignment of license from Radio Brattleboro Inc. to Webster Broadcast Group Inc. for \$300,000. Seller: owned (100%) by David E. Parnigoni who also owns WCNX(AM) Middletown, Conn. Buyer: owned by Donald V. Webster, owner of Vermont hair-cutting franchise; David M. Boardman, Vermont realtor and insurance company owner; Robert M. Foley, realtor; Stratton H. Lines, restaurant owner; Walter F. Meyer, toy manufacturer, David B. Starkpole, attorney; Alan F. Sylvester and his brother Harlan, attorneys. Each owns 11.1%, two others own 5.56%. None has other broadcast interests. Ann. May 25.

Grants

■ **WABF(AM)** Fairhope, Ala. (AM: 1220 khz, 1 kw-D)—Broadcast Bureau granted Eastern Shore Broadcasters Inc. assignment of licensee to BEE CEE Broadcasting Inc. for \$129,000. Seller: jointly owned by J. Russell and Bettie F. Kilgore, (married) who have no other broadcast interests. Buyer: Robert A. Clark (45%), John R. Hallstrom, Richard Pearson and Patricia A. Magner (15% each), Mr. and Mrs. R. La Van Clark (10%). Robert Clark is director and 15% stockholder in Hallstrom Communications, licensee of KWNT(AM) Davenport, Ohio and has had extensive broadcast ownership and experience. Mr.

FCC tabulations as of April 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	6	24	4,525	43	4,568
Commercial FM	2,975	1	65	3,041	114	3,155
Educational FM	920	0	31	951	76	1,027
Total Radio	8,390	7	120	8,517	233	8,750
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	243	3	14	260	7	267
VHF	93	1	8	102	4	106
UHF	150	2	6	158	3	161
Total TV	6	4	16	986	63	1,049
FM Translators	214	0	0	214	74	288
TV Translators	3,506	0	0	3,506	437	3,943
UHF	1,097	0	0	1,097	252	1,349
VHF	2,409	0	0	2,409	185	2,594

*Special temporary authorization

**Includes off-air licenses

Hallstrom is currently director and 45% stockholder of Hallstrom Communications, and Keowa Broadcasting, licensee of KIMI(AM) Keokuk, Iowa, as well as having broadcast interests in the past. Mr. Pearson is 15% owner of Hallstrom, partner in Illinois funeral home. Miss Magner is trustee for Kelan and Kian Putbrese's stock in licensees of following stations: WIHN(AM) Bloomington, Ill., KWNT(AM) Davenport, Iowa, KJER-AM-FM Dover, Ohio. R. La Van Clark and his wife (parents of Robert A.) have no other broadcast holdings. Action May 30.

■ **KBSA(TV)** Guasti, Calif. (ch. 46)—Broadcast Bureau dismissed application of Broadcasting Service of America for assignment of license to Buena Vista Broadcasting Corp. Action May 31.

■ **WDCQ(AM)** Hamden, Conn. (1120 khz, 1 kw-D, DA)—Broadcast Bureau granted assignment of license from Southern New England Broadcasting Corp. to General Broadcasting Corp. for \$175,000. Seller: principally owned by H. Theodore Quale who has no other broadcast interests. Buyer: 100% owned by General Communicorp licensee of WPLR(FM) New Haven, Conn. Action May 24.

■ **WWCO(AM)** Waterbury, Conn. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Winnepeg Corp. from Peter M. Marcus and Muriel B. Marcus (100% before; none after) to Mercury Broadcasting Corp. (none before; 100% after). Consideration: \$587,500. Sellers: Peter M. is son of Muriel B. Marcus. He has application for new FM in Tucson and Marcuses are selling so he is free to devote time to said FM. Buyer is owned by Joseph B. Somers (30%), David A. Swiger (30%), Susan W. Workman (30%) and Thomas G. Baxter (10%). Mr. Somers is radio consultant, Mr. Swiger is New York manufacturer, Mr. Baxter is general manager of WNLC(AM)-WTYD(FM) New London, Conn. Mercury is licensee of those stations. Action May 31.

■ **WQTK(AM)** Parsippany—Troy Hills, N.J. (1310 khz, 1 kw-D, DA)—Broadcast Bureau granted assignment of license from Sound of America to Radio 13

Inc. for \$275,000. Seller: 40% owned by Oscar T. Grann, 40% by D. Michael Brandewie and 20% by Daniel Hamilton, who also own WSER(AM) Elkton, Md. Buyer: (26%) by Roy Schwartz and 11 others, none of whom has other broadcast ownership. (Mr. Schwartz owned 15% of WOWW(AM) until 1973.) Action May 30.

■ **KPRB(AM)** Redmond, Ore. (1240 khz, 1 kw-D 250 w-N)—Broadcast Bureau granted transfer of control of Big Sky Broadcasters from Ronald E. Post (90% before; none after) to BBS Communications (none before; 100% after). Consideration: \$70,000. BBS is buying 10% and irrevocable option to purchase remaining shares within 10 days of FCC approval of transfer. Mr. Post has no other broadcast interests. BBS is 51% owned by William A. Moller, general manager of KPRB. None of BBS's stockholders has other broadcast interests. Action May 24.

■ **WAIM(AM)-TV-WCAC(FM)** Anderson, S.C. (AM: 1230 khz, 1 kw-D, 250w-N; FM: 101.1 mhz, 6.4 kw; TV ch. 40)—Broadcast Bureau granted assignment of license from Wilton E. Hall to Frank L. Outlaw II for \$850,000. Seller is past retirement age and selling for health reasons. Buyer: owns and/or operates 94 supermarkets in S.C., N.C. and Ga.—Bi-Lo Inc; chain— which he recently agreed to sell in merger to AHOLD, N.V., Dutch firm, for \$35 per share (assignee owns 67,600 shares) and has various South Carolina business interests. Action May 31.

■ **KVRA(AM)-KVRF(FM)** Vermillion, S.D. (AM: 1570 khz, 500 w-D; FM: 102.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Siouxland Broadcasting Inc. to Viking Communications Ltd. for \$180,000. Seller: R. E. Macy owns 87% of company stock, is vice president. Doyle Ritter and his wife Mary are minority stockholders. Mr. Ritter is president of Siouxland, which has no other broadcast holdings. Buyer: Charles W. Halverson, president/treasurer, owns 60% of stock. Gerald F. Guth, vice-president/secretary, owns remaining 40%. Mr. Halverson, a real estate developer, has worked as news director for several Wisconsin radio stations. Action May 31.

■ **KSUZ(AM)** Port Neches, Tex. (1150 khz, 500 w-D, DA)—Broadcast Bureau granted assignment of license from L&R Broadcasting Corp. to David Livingstone Missionary Foundation for \$200,000. Seller: is principally owned by Lester J. Ledet, president, who has no other broadcast interests. Buyer: is nonstock, nonprofit corporation. Billy James Hargis, president, is Tulsa, Okla. evangelist. Action May 31.

Facilities Changes

TV actions

■ The FCC's Broadcast Bureau took the following actions on dates shown:

■ **WXIA-TV** Atlanta, Ga.—Granted license covering changes. Action May 31.

■ ***KGTF(TV)** Agana, Guam—Granted CP to change type ant., decrease ant. height; change trans. Action May 24.

■ **WABI-TV** Bangor, Maine—Granted authority to

Please send

Broadcasting

The newsworthy of broadcasting and allied arts

Name Position

Company

☐ Business Address
☐ Home Address

City State Zip

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue. pr print old address including zip code. Please allow two weeks for processing.

Subscriber Service

☐ 3 years \$90

☐ 2 years \$65

☐ 1 year \$35

(Canadian and other international subscriptions add \$12 per year)

☐ 1978 Cable Sourcebook \$20.00 (If payment with order: \$15.00)

☐ 1978 Yearbook \$37.50 (If payment with order: \$32.50)

☐ Payment enclosed
☐ Bill me

operate trans. by remote control. Action May 31.

■ WILX-TV Onondaga, Mich.—Granted CP to change ERP to vis.; change type trans. type ant.; and make changes in ant. structure (increase height). Action May 31.

■ KRTV-TV, Great Falls, Mont.—Granted license covering changes. Action May 31.

■ WPIX-TV New York—Granted CP to replace expired CP for changes. Action May 31.

■ WGGG-TV Greenville, S.C.—Granted mod. of permit to change ERP to vis., type ant. and ant. height. Action May 15.

■ KFDM-TV Beaumont, Tex.—Granted authority to operate trans. by remote control. Action May 31.

■ KPRC-TV Houston, Tex.—Granted authority to operate trans. by remote control. Action May 31.

■ *WCVE(TV) Richmond, Va.—Granted license covering changes.

AM actions

■ KAAT Denver, Colo.—Denied request for reconsideration and returned amended application to change city of license from Denver to Aurora and to add nighttime hours of operation. Action May 15.

■ WLOD Pompano Beach, Fla.—Granted CP to add nighttime power with 500w, increase daytime power with 2.5 kw, install DA, change hours of operation to U; change TL, SL and type trans. Action May 24.

■ WTKY Tompkinsville, Ky.—Granted CP to increase power to 2.5 kw and change type trans. Action May 23.

■ KYJC Medford, Ore.—Returned as unacceptable for filing application for to increase power, change frequency and change TL. Action May 15.

■ WFEC Harrisburg, Pa.—Granted mod. of permit for extension of completion date for changes to Nov. 8. Action May 17.

■ WYXI Athens, Tenn.—Granted CP to increase power to 2.5 kw and change type trans. Action May 23.

■ KKYN Plainview, Tex.—Granted CP to add nighttime power, increase daytime power; install DA, change hours of operation to U; change ant., TL and type trans. Action April 28.

FM actions

■ WBLX-FM, Mobile, Ala.—Granted mod. of permit to change TL, ant. and make changes in ant. systems. Action May 30.

■ KIQO-FM Atascadero, Calif.—Granted mod. of permit for extension of completion date for new station to Sept. 30. Action May 30.

■ KDIG-FM Lake Arrowhead, Calif.—Granted mod. of permit to operate trans. by remote control. Action May 30.

■ *WIUM, Macomb, Ill.—Granted CP to install new ant., change ERP and add remote control. Action May 18.

■ WBWB-FM, Bloomington, Ind.—Granted mod. of permit to change TL, SL, ant. and TPO. Action May 30.

■ *KWIT Sioux City, Iowa—Granted mod. of CP to change trans., ant. and make changes in ant. system. Action May 18.

■ Jeffersonton, Ky. (Publicast Communications Inc.)—Granted mod. of permit to change SL for new FM. Action May 30.

■ WVBK Framingham, Mass.—Granted CP to install new aux. trans. and ant.; change TPO and ant. height and add remote control. Action May 18.

■ WDRQ-FM, Detroit, Mich.—Granted mod. of license covering change in SL. Action May 31.

■ WLKX-FM Forest Lake, Minn.—Granted mod. of permit to change SL and operate trans. by remote control. Action May 30.

■ KFMG-FM, Albuquerque, N.M.—Granted mod. of permit for extension of completion date for new station to Nov. 24. Action May 31.

■ WSHS Albany, N.Y.—Granted CP to install new trans. and new ant.; change TPO, ERP and ant. height; add remote control. Action May 30.

■ WOOO Statesville, N.C.—Granted CP to change TPO and ant. height and add remote control. Action May 18.

■ WSBA-FM, York, Pa.—Granted CP to install new trans. and ant., change ant. system. Action May 18.

■ WZAR-FM, Ponce, P.R.—Granted mod. of permit to change trans. ant. and TPO and replace transmission line. Action May 31.

■ WPJS Orangeburg, S.C.—Granted CP to install new aux. trans. and aux. ant. Action May 18.

■ WWWZ Summerville, S.C.—Granted CP to install new ant.; change TPO. Action May 18.

■ KNUE Tyler, Tex.—Granted mod. of CP to change ant., transmission line; change TPO and ant. height. Action May 18.

Procedural rulings

■ Joplin, Mo. (Gilmore Broadcasting Corp. (KDOE-TV)) **Renewal proceeding:** (Docs. BC-78-81-83)—ALJ John H. Conlin scheduled further prehearing conference for Sep. 7; continued June 13 hearing without date. Action May 23.

■ Dallas, Tex. (Research Educational Foundation Inc. (*KVTT(FM))) **Renewal proceeding:** (Doc. BC-78-48)—ALJ Walter C. Miller continued hearing from June 26 to Sept. 12.

■ Virginia Beach, Va. (Va. Seashore Broadcasting Corp.) **FM proceeding:** (Doc. 19096)—ALJ Lenore G. Ehrig granted petition to enlarge issues; set certain procedural dates and set hearing for Oct. 3. Action May 23.

Petition to deny

■ WLTH(AM) Gary, Ind.—Storer Broadcasting petitioned to deny nighttime directional operation. Received May 24.

Other actions

■ FCC affirmed approval of exchange of frequencies between two Honolulu stations—KPOI(AM) owned by Communico Oceanic Corporation, and KHVH(AM) owned by KHVH, Inc. Action May 31.

■ FCC dismissed petition by Chrysostom Corporation proposing reservation of television Channel 14 in lieu

of Channel 6 for noncommercial educational use in Casper, Wyo. Action May 25.

Allocations

Actions

■ Seaford, Del.—Broadcast Bureau has proposed assigning television ch. 64 for noncommercial educational use and deleting reservation on Channel *38 there. Proposal is in response to petition by John R. Powley. Action May 31.

■ Rexburg, Idaho—Broadcast Bureau has assigned 98.3 mhz as community's second FM. Action resulted from petition by Don Ellis, licensee of KRXX(AM) there. Action May 31.

Fines

■ WKXO(AM) Berea, Ky.—Notified of apparent liability of \$500 for repeated operation of station with antenna input power greater than 105 percent of the authorized power during PSA. Action May 22.

■ WMET(FM), Washington—Notified of apparent liability of \$200 for repeated failure to maintain operating logs. Action May 22.

Complaints

■ Total of 3,245 broadcasting complaints was received in April, decrease of 822 from March. Other comments

Watch out for Selcom.



Bill McHale
Executive Vice President
New York

Selcom, Inc., Radio Representatives

1221 Avenue of the Americas New York, N.Y. 10020 (212) 730-0202

Call letters

Applications

Call Sought by

Existing TV	
WDIV	WWJ-TV Detroit
New AM's	
WSJP	Jackson Purchase Broadcasting, Murray, Ky.
WNPC	Newport Broadcasting, Newport, Tenn.
WWBB	Boone Broadcasting, Madison, W. Va.
Existing AM's	
KQIQ	KLAN Lemoore, Calif.
KMMA	KIDO Boise, Idaho
WDGS	WREY New Albany, Ind.
WSOX	WOCB West Yarmouth, Mass.
KKOJ	KADI Clayton, Mo.
WBIO	WQTK Parsippany, N.J.
KDLF	KSUZ Port Neches, Tex.
New FM's	
*KSKA	Aurora Community Broadcasting, Anchorage, Alaska
KFIO	KLOA Radio, Ridgecrest, Calif.
KNFR-FM	KIDO Broadcasters, Boise, Idaho
*WJWK	Jamestown Community College, Jamestown, N.Y.
WBJZ	Great Dane Broadcasting, Olean, N.Y.
KIHR-FM	Columbia Gorge Broadcasters, Hood River, Ore.
*WMSS	Middletown School District, Middletown, Pa.
*WCVY	Coventry Public Schools, Coventry, R.I.
KORN	KORN Palace Broadcasting, Mitchell, S.D.
WTNE-FM	Trentone, Trenton, Tenn.
KBGG-FM	Big Country Radio, Merkel, Tex.
*KCRU	Listeners Community Radio of Utah, Salt Lake City
Existing FM's	
KHYE	KHSJ-FM Hemet, Calif.
WWFM	WSMJ Greenfield, Ind.
WEPA-FM	WKEA Eupora, Miss.
KCMQ	KTGC Columbia, Mo.
WOQI	WPAB-FM Ponce, PR.

Grants

Call	Assigned to
New TV	
KTOO-TV	Capital Community Broadcasting, Juneau, Alaska
Existing AM's	
KDIG	KBON San Bernardino, Calif.
KKRC	KISD Sioux Falls, S.D.
WKSD	WWHY Huntington, W. Va.
New FM's	
*KSCU	Santa Clara College, Santa Clara, Calif.
*WERB	Board of Education, Berlin, Conn.
*WLVN	Stand, Derby, Conn.
WHLG	H.L.G. Jensen Beach, Fla.
KWJM	Union Broadcasting, Farmerville, La.
*KMOJ	Center for Communication and Development, Minneapolis
KLDN	Eldon Broadcasting, Eldon, Mo.
KEMM-FM	Webster County Broadcasting, Marshfield, Mo.
*WVMC	Mansfield Christian School, Mansfield, Ohio
KTUF	S.S.S. Broadcasting, Terrell Hills, Tex.
Existing FM's	
KRFM	KBAS Lake Havasu City, Ariz.
KTOT	KTOT-FM Big Bear Lake, Calif.
KBON	KDIG Lake Arrowhead, Calif.
WXIK	WOHS-FM Shelby, N.C.
WOKV	WYCH Hamilton, Ohio
WRR	WRR-FM Dallas, Tex.
WRIO	WRAD-FM Radford, Va.

and inquiries for April totaled 1,952, decrease of 1,292 from previous month. Commission sent 1,403 letters in response. Ann. May 30.

Cable

Applications

- Following operators of CATV systems requested certificates of compliance. Announced by FCC May 30:
- Elizabeth City Video, for Elizabeth City and Pasquotank county, both North Carolina (CAC-12649, 50); changes.
- Tower Cablevision, for Worthington, Ky. (CAC-12756); changes.
- Ross Brothers Cable, for Luzerne, Pa. (CAC-11723); existing operation.
- Uvalde Television Cable, for Uvalde, Tex. (CAC-12234); changes.
- Annapolis CATV, for Annapolis, Md. (CAC-12785); changes.
- South Florida Cable Television, for Collier, Fla. (CAC-12800); changes.
- American Cablevision of Carolina, for Spencer, N.C. (CAC-12832); commence operation.
- Carolina TV Cable, for New Bern, N.C. (CAC-12832); changes.
- General Electric Cablevision, for Petal, Lamar Park and Hattiesburg, all Mississippi (CAC-12838-40).
- Chinco Properties, for Chincoteague Island, Va. (CAC-12841); existing operation.
- Potomac Valley Television, for Mineral, Hampshire and Hardy, all West Virginia (CAC-12842-4); existing operation.
- Armstrong Utilities, for Austintown, Ohio (CAC-12845); commence operation.
- Suburban Cablevision, for Montclair and Springfield, both N.J. (CAC-12846-7); commence operation.
- Kings Bay Cable Vision, for Kingsland, Ga. (CAC-12848); commence operation.
- Daniels Cablevision, for Round Rock, Tex. (CAC-12849); commence operation.
- Marvin Parvino, for Daingerfield, Lone Star, Hughes Springs and Naples, all Tex. (CAC-12850-3); commence operation.
- M Two PDC, for Eielson Air Force Base, Ark. (CAC-12854); commence operation.
- Delaware County Cable TV, for Darby, Pa. (CAC-12855); commence operation.
- American Cablevision of Waterloo, for Waterloo, Iowa (CAC-12856); commence operation.
- Multipoint Telecommunications, for Steamboat, Virginia Foothills, New Washoe City, Old Washoe City and Pleasant Valley, all Nevada (CAC-12858-62); commence operation.
- Lumberjack Cable, for North Tonawanda, N.Y. (CAC-12863); commence operation.
- Sullivan Cable Systems, for McLeansboro, Ill. (CAC-12864); commence operation.
- Mulberry CATV, for Mulberry, Ark. (CAC-12865); commence operation.
- Telvue Cable Alabama, for Vestavia Hills, Hoover and Jefferson, all Alabama (CAC-12866-8); changes.
- Braxton Cablevision, for Gassaway and Sutton, both W. Va. (CAC-12869, 70); existing operation.
- Western TV Cable for Weston and Jané Lew, both W. Va. (CAC-12871, 2); existing operation.
- CATV Leonardtown, for St. Marys, Md. (CAC-12873); existing operation.
- Mountain Cablevision, for Summersville, W. Va. (CAC-12874); existing operation.

Certification actions

- The following operators of CATV systems were granted certificates of compliance by FCC. Announced June 1.
- Sonic Cable TV, for Arroyo Grande, Calif. (CAC-09799); General Electric Cablevision, for Petal, Lamar

Park and Hattiesburg, all Mississippi (CAC-10041-3); Teleprompter of Reno, for Reno, Nev. (CAC-10750); Cable TV, for South Centre and Mifflinville, both Pennsylvania (CAC-10928, 33); Carson Cable TV, for Carson, Calif. (CAC-11625); Santa Fe Cablevision, for Santa Fe, N.M. (CAC-11687); Nelsonville TV Cable, for Chauncey, Ohio (CAC-11902); Cox Cablevision, for Warrenton, Ore. (CAC-12141); Satellite Systems, for Madison, Ala. (CAC-12159); National Video Systems, for Dover and Berkeley, both New Jersey (CAC-12170, 1); New Braunfels Cable, for New Braunfels, Tex. (CAC-12281); Teleprompter, for Liberal, Kan. (CAC-12387); Coastal Cable, for North Myrtle Beach and Atlantic Beach, both South Carolina (CAC-12434, 5); Cable TV, for Briar Creek, Pa. (CAC-10917); Cambria TV Distribution, for Hastings, Pa. (CAC-11239); Midwest Radio-TV, for Rice Lake, Wis. (CAC-10917); See More TV, for Georgetown, Ill. (CAC-10919); American Cablevision, for North Cleveland, Tex. (CAC-12451); Wilderness Cable, for Winfield, Eleanor and Poca, all West Virginia (CAC-12513-5); Crockett Cable for Costa Costa, Calif. (CAC-10850); Television Signal, for San Francisco (CAC-10851); Bettervision Systems, for Mannington, W. Va. (CAC-11918); Storer Cable TV, for Dana Point and San Juan Capistrano, both Calif. (CAC-12495, 6); Community Telecommunications, for Helena, Mont. (CAC-12501, 2); Storer Cable TV of Florida, for Sarasota, Fla. (CAC-12509); Warner Cable of Kinsport, for Scott, Va. (CAC-12523); General Electric Cablevision, for Tracy and San Joaquin, both California (CAC-10046, 7); Lynchburg Cablevision, for Lynchburg, Va. (CAC-10233); Leavenworth Cable TV, for Leavenworth, Kan. (CAC-10742); Community Cablevision, for Newport Beach and Irvine, both California (CAC-10751, 2); West Alabama TV Cable, for Winfield, Fayette and Hamilton, all Alabama (CAC-10841-3); Clear Vision TV, for Union City, Tenn. (CAC-10971); See More TV, for Westville, Catlin and Belgium, all Illinois (CAC-11031, 3, 4); Rolla Cable Systems, for Rolla, Mo. (CAC-11032); Sierra Video, for Three Rivers, Calif. (CAC-11083); WGN Electronic Systems, for California City, Calif. (CAC-11124); TV Cable of Winimac, for Winamac, Ind. (CAC-11266); TV Cable of Rensselaer, for Rensselaer, Ind. (CAC-11268).

Services

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

dataworld inc
Technical broadcast data base
Engineering computations
FCC actions "flag" service
1302 18th St., N.W., Suite 502
Washington, D. C. 20036
(202) 296-4790

CHLADEK & ASSOCIATES
Cable Origination/Access/M.D.S.
(212) 475-1550
110 East 23rd St.,
New York, N.Y. 10010

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
2990 Telesar Ct., Suite 405
(703) 560-6800
Falls Church, Va. 22042
Member AFCE

LOHNES & CULVER
Consulting Engineers
1156 15th St. N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCE

SILLIMAN, MOFFET & KOWALSKI
Washington, D.C. Area
8701 Ga. Ave., Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
1925 N. Lynn St., Arlington, VA 22209
JOHN A. MOFFET, P.E.
(703) 841-0500
Member AFCE

**STEEL, ANDRUS
& ASSOCIATES**
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
Member AFCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 400
1730 M St., N.W., 659-3707
Washington, D.C. 20036
Member AFCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.-80206
(303) 333-5562
DENVER, COLORADO
Member AFCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 (AC 713) 632-2821

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
3525 N. Stone Way
Seattle, Washington 98103
(206) 633-2885
Member AFCE

**MIDWEST ENGINEERING
ASSOCIATES**
Consulting Engineers
6934 A N. University
Peoria, Illinois 61614
(309) 692-4233
Member AFCE

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications.
Inspections, Supervision of Erection
7601 BURFORD DRIVE McLEAN, VA 22101
Tel (703) 358-9504
Member AFCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS
75218
Computer Aided, Design & Allocation Studies
Field Engineering,
Aerial Radiation Measurements
(214) 321-9140

**Satellite Telecom
Services, Inc.**
Management and Engineering
Consulting Services
2971 Flowers Rd. So.
Atlanta, Ga. 30341
404-455-8369

KESSLER ASSOCIATES
Consulting Engineers
AM-FM-TV-Microwave Systems
1511 N.W. Sixth Street
Gainesville, Florida 32601
(904) 376-3157 • (904) 373-5225

**D. L. MARKLEY
& Associates, Inc.**
CONSULTING ENGINEERS
3101B W. Harmon Hwy.
Peoria, Illinois 61604
309/673-7511
Member AFCE

RADIO ENGINEERING CO.
PO Box 2352 Palos Verdes Ca 90274
CONSULTANTS
ALLOCATIONS, INSTALLATIONS, FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
NORWOOD J. PATTERSON
(213) 541-7379
Serving Broadcasters over 35 years

**JOHN FX. BROWNE
& ASSOCIATES, INC.**
CONSULTING ENGINEERS
1901 Pennsylvania Ave., NW
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel (313) 642-6226 (202) 293-2020
Member AFCE

**WILLIAM B. CARR
& ASSOCIATES, INC.**
DALLAS/FORT WORTH
GLENN B. CALLISON
15745 Terrace Lawn Circle,
Dallas, Texas 75240, 214/233-6034
WILLIAM B. CARR, P.E.
1805 Hardgrove Lane,
Burleson, Texas 76028, 817/295-1181
MEMBER AFCE

E.M.R. ENGINEERING, INC.
P.O. BOX 766, CHANNELVIEW, TEX 77530
(713) 452-6147
CONSULTING ENGINEERS
COMMUNICATION SYSTEMS,
ALLOCATIONS, BROADCAST SYSTEMS &
MICRO-WAVE SYSTEMS
FRED L. ZELLNER

DON'T BE A STRANGER
To Broadcasting's 157,000* Readers
Display your Professional or Service
Card here it will be seen by the deci-
sion making station owners and man-
agers, chief engineers and technicians,
applicants for AM-FM-TV and buyers of
broadcasting services
*1977 Readership Survey showing 44
readers per copy

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Station Manager for successful small market Rocky Mountain AM/FM. Must have growth record and sales leadership. Only the best of references considered. Sound growth newspaper and radio company. Send details, salary requirements to Box F-172.

General manager/play-by-play sports announcer needed for fulltime WOIO-AM, 20 miles south of Philadelphia in the heart of Delaware County. Good pay and benefits for experienced pro. Phone John Haggard 215-459-1602 between 4 PM and 6 PM Mon-Fri.

Wanted: person to be general manager and part owner; no capital investment. You must have guts, motivation, perseverance and be willing to make sacrifices. Send resume to P.O. Box 624, Mid-City, Dayton, OH 45402.

Excellent opportunity with stock options available for sales-oriented GM. WUUN-FM, Marquette, MI.

Exceptional opportunity for ethical, sales oriented General Manager at 5,000 watt Daytimer located in Southeastern state capital. Liberal salary, profit sharing and ownership participation. EOE M/F. Please supply full details in strict confidence to Box G-31.

General Manager for AM/FM in Upper Midwest. Must be marketing oriented and strong in administration. Good motivator. Salary plus percentage of cash flow and possible stock ownership. Send resume and salary requirements to Box G-40.

Opening for general manager in the state of Ohio for a group owned small market FM station. Salary commensurate with experience with profit incentives. Send detailed resume to Box G-62.

Sales Manager. Exciting Nation's Capitol. Excellent opportunity for outstanding salesperson ready to move up. Equal Opportunity Employer. Box G-86.

If You're an aggressive Sales Manager who is ready to move up to a challenging GM's job with no top-end compensation limit, then send us your resume. We operate winning stations in San Antonio, Tulsa, Beaumont-Port Arthur, and El Paso. It's the best compensation plan in the Southwest. Check us out. John W. Barger, Vice President, Clear Channel Communications, Inc., 1031 Navarro, San Antonio, TX 78205. EOE. M/F.

Station Manager. Public FM station. Academic rank of Instructor. Master's required. Minimum of 5 yrs. upper management experience in Public Radio, including a thorough familiarity with current FCC, CPB, & NPR licensing and operational procedures. Experience in directing and integrating student staff into station operations desirable; teaching experience in radio production, programming, and performance useful. Send resume and tape by June 15, 1978, to Donald L. McConkey, Head, Department of Communication Arts, James Madison University, Harrisonburg, VA 22801. EOE.

Comptroller: Business Manager— Major entertainment-oriented company with subsidiaries in Wheeling, WV seeks Business Manager. Duties will include preparing budgets, P&L reports, supervising bookkeeping department, etc. Accounting degree and three-five years experience required. We are looking for a conscientious individual who has a firm knowledge of accounting principles and the ability to apply them to the realities of business. Reply in confidence to: J. Ross Felton, Screen Gems Radio Stations, 1015 Main Street, Wheeling, WV 26003. No phone calls please. Women and minorities are encouraged to apply. An Equal Opportunity Employer.

HELP WANTED SALES

92-FM has an opening in sales. A.O.R. format station consulted by Burkhardt/Abrams. Aggressive, creative, responsible people apply: WYXE 92-FM, P.O. Box 3470, Madison, WI 53704. 608-256-0092. Direct inquiries to Carl Como.

Excellent career opportunity for bright problem solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Mid-West Family group seeks eager sales person on the way up to till openings in two of our markets. We'd like to interview outstanding recent grads and sales people with 1, 2 years experience, excellent records. All management and stockholders drawn from within our group. Phil Fisher, Box 2059, Madison, WI 53701 EOE.

California Daytimer seeks Sales Manager who can and will sell, build, train, and motivate a sales staff. A proven Sales Manager with a successful history of promotions and merchandising and long term contracts, one who is presently employed and delivering but seeks change and challenge, for a community oriented, community participating station. Compensation: negotiable. Box G-22.

Experienced Radio-time Salesperson for full power FM located in a Texas medium market. Only experienced proven salespeople need apply. Right person could move into management. Equal Opportunity Employer. Send complete resume to Box G-60.

Here's the deal. Sell days and do top production nights while you're babysitting the automation. Experience in both required. Southeastern small market station in competitive market. Send resume. Box G-89.

Experienced Radio Salesperson. Active list offered in excellent Midwest community. Send resume to Manager, KSCJ Box 1379, Sioux City, IA 51102. An Equal Opportunity Employer.

Experienced Radio Sales Person. Must be aggressive, professional, and money-motivated. Prefer multi-station market experience. Tremendous opportunity for the right person. Call or write Denny Mathis, KLYX FM/AM, 224 S. Main, Sioux Falls, SD 57102. EOE.

Aggressive, experienced salesperson for Long Island area—AM-FM operations in excellent market—managerial opportunity, WHLI—Box 219, Hempstead, NY 11550. Equal opportunity employer.

A Number One Rated "ARB" station wants an aggressive sales person with at least 3 years Radio selling experience, immediately. Contact, Sales Manager, WAXX/WAY, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Virginia daytime Modern Country music station needs aggressive self-starter who can handle part-time airshift and some production. Excellent list. Send resume, earning requirements and tape to WPED, P.O. Box 8, Crozet, VA 22932. EOE.

If you're a good Radio Sales Person, and want to make \$35,000 in 1979 and can't do it where you are, then send us your resume. We operate winning stations in San Antonio, Tulsa, Beaumont-Port Arthur and El Paso. Here's a chance to make money with no top-end limit, plus management opportunity. If you're good, check us out. John W. Barger, Vice President, Clear Channel Communications Inc., 1031 Navarro, San Antonio, TX 78205. E.O.E. M/F.

The exciting world of Omaha/Council Bluffs radio awaits you. One of Omaha's fastest growing radio stations wants you. If you have professional sales experience, preferably in the field of radio advertising and are interested in a real opportunity with an equal opportunity employer, contact, Glenn Valentine, KYNN Radio, 3615 Dodge, Omaha, NE 68131, 402-342-8282.

Sales position at prosperous small market station in West Texas. E-O-E. Resume to Box 1230, Levelland, TX 79336. Phone 806-984-3134.

Sales/General Management: New AM in 250,000 market, adjacent to Calif. coast. We'll expect selling in daytime hours, management chores afterwards and weekends. We'll strongly reward the man or woman who embraces this working philosophy, has done it, and can succeed in it. North American Media, 547 Mission Vineyard Road, San Juan Bautista, CA 95045.

Salesperson Wanted— take over established account list, send resume to General Manager, WSGO, Box 144, Oswego, NY 13126. EOE.

HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

Wanted Now... three announcers to do board work and production at Wyoming station. First ticket a must. Box F-160.

WLKW, Providence, one of nation's leading Beautiful Music stations, seeks tapes and resumes immediately from experienced staff announcers. Must have moderate to heavy voice with friendly one-to-one delivery. Salary open. Send to Tony Rizzini, Program Manager, WLKW, 1185 North Main Street, Providence, RI 02904. E.O.E. No phone calls.

Still Looking for experienced 7 to midnight announcer who can communicate in a highly competitive market. We are ARB No. 1 12+ and 18+ and want to stay that way. Here's your chance to join an excellent staff. Send tape and resume to Joe London, WMOH, 220 High Street, Hamilton, OH 45011. EOE.

Immediate opening for experienced air personality. Possible sales. New progressive country WDZD-FM on North Carolina coast. 919-754-8171.

Position open for experienced announcer/sales, news/sales, sports sales. Must be able to write, copy, produce own spec spots, and client's copy. Box G-21.

Announcer/Engineer... Combo 1st. Phone, experienced. Exceptional Modern Country daytimer located in beautiful Central Virginia. Send tape, resume, salary requirements to Box 8, Crozet, VA 22932.

Losing air personality to Major Market. Need versatile professional for immediate opening. Cont/MOR format. Above average salary for personality with good radio background. Join 25 other professionals in well established community minded organization. One of Virginia's foremost stations since 1935. Send tape and complete resume to: PD, WWSA Radio, Box 752, Harrisonburg, VA 22801. A/A and EOE.

Illinois: WSMI Litchfield has immediate announcer opening due to a promotion to account executive.

Need Strong Voice, conversational news delivery to co-anchor and produce 2 hour morning radio news block. Also must enjoy production and have excellent operations skills. Send resume and tape to: Dave Rose, KRDO AM & FM Radio, P.O. Box 1457, Colorado Springs, CO 80901. Equal Opportunity Employer.

Program Director to double as cerebral morning personality. Subtle sense of humor. Must be able to write. Must have broad range of interests and strong educational background. Some knowledge of Spanish preferred. Unique bilingual MOR format. Write GM, Radio Station WOSO, Old San Juan, Puerto Rico 00901.

First day shift opening in several years. Staff Announcer needed for non-automated Beautiful Music Station. Immediate. Must have good commercial production skills and mature, mellow sound. E.O.E. Tape & resume to WSRS, West Side Station, Worcester, MA 01602.

Morning person for K-ONE Radio, Reno, Nevada's modern country giant. Immediate opening. Good salary, talent fees available, fringe benefits. Martin Flynn, PO Box 1928, Reno, NV 89505. 702-329-9261. EOE.

Top-Rated Midwest Small Market opening for air shift. Good salary, desire Midwest college grad with Third Endorsed. No ego-trippers, want career-oriented professional, light board, resumes only. EOE. Box G-37.

Announcer with First Class License for Country Music Directional AM station in the South. Interested in a country music personality with a ticket—not an engineer; no maintenance required. Equal opportunity Employer. Send resume to Box G-45.

HELP WANTED ANNOUNCERS CONTINUED

Help Wanted ... Air personality to serve as news director and talk show host. Must be well read and capable of discussing issues without agitation. Minimum 5 years broadcast experience. Mid-Atlantic medium market. Excellent benefit plan. Salary negotiable for right person. Resume first letter. Box G-42.

Morning Air Personality needed for a community-minded, Adult, Contemporary AM station located by the sea in New England. Are you witty, charming, lovable. We're looking for stability. Must relocate and be a part of our community. Production skills essential. Equal Opportunity Employer, Box G-61.

KTLC—Tender Lovin' County—needs one announcer/production type. Call Dick Ryall, 208—733-3381, or send tape and resume at once. KTLC, Box 65, Twin Falls, ID 83301. EOE/MF

Immediate opening for super-relatable, contemporary, quick-witted air personality to move to legendary radio station in America's finest city. Please rush tape and resume to Loren Owens, P.D., KIMN, Denver, CO 80214. KIMN is An Equal Opportunity Employer.

Applicants for future openings at top rated beautiful music station. Mature voice and warm, friendly delivery required. Tape, resume and salary requirement to: Randy Anson, KBEZ, Box 970 Tulsa, OK 74101.

Experienced announcer with FCC First Class license. Duties include on-the-air announcing shift, announcing style suitable to MOR format, including authoritative news delivery; commercial production and recording; and assisting chief engineer in technical maintenance. Send tape and resume to WGBR Radio, P.O. Box 207, Goldsboro, NC 27530. An equal opportunity employer.

Country Music personality for fast growing 83rd market. Experienced only. Send tapes, resume and salary requirements to Dave Hogan, WJCW, P.O. Box W, Johnson City, TN 37601.

Strong afternoon announcer needed. Tops in production, for mature, veteran staff at North Carolina small market station with Contemporary format. Send tape and resume to Danny Hester, P.O. Box 1056, Lumberton, NC 28358.

Beautiful Music Annr/Copywriter for major FM. Warm, friendly, & exper.? Tape & Copy to Dave Doolittle, WHOM, Poland Spring, Me 04274.

HELP WANTED TECHNICAL

Chief Engineer for Arkansas directional facility. Excellent location, friendly personnel. Looking for a Chief who enjoys good compensation, has pride in his work, and is looking for a management that appreciates a dedicated Chief Engineer. Equal Opportunity Employer M/F. Reply, sending resume and starting salary requirements to Box F-143.

First class engineer for Idaho AM/FM. Good growth opportunity for one who wants to get ahead. Send references and salary requirements to Box F-173.

Engineer-Announcer combination for 5 Kw DT AM, 3 mhz, FM, possible automation, maintenance. Some air work. Good small town living in Deep South. Call Collect, Fred Vice 1—601—773-3481.

Maryland AM and FM stations need chief engineer, strong and maintenance, good working conditions. Call or write WASA/WHOG, Box 97, Havre de Grace, MD 21078; 301—939-0800.

Combo person—Air shift & engineering. Beautiful new facility in Upstate New York. Call Joseph Sabatino, WKOL, 518—843-1570. An EOE Employer.

KSWM/KELE, Aurora, Missouri needs Chief Engineer. Call Ray Lacey, 417—878-4131. EOE/MF

Chief Engineer. Live in beautiful Coastal North Carolina. Excellent livability. Located on large river. AM Directional and FM Stereo. Automation experience. Microwave maintenance. FM is powerhouse in Eastern NC. Send resume and salary requirements to Bob Frowlin, WITN AM-FM, P.O. Box 793, Washington, NC 27889, 919—946-2162.

Chief needed immediately for 50 KW-AM. Directional Nights. Must be good transmitter and audio engineer. Reply with resume, references, and salary requirements to: C. F. Harper, P.O. Box 11920, Reno, NV 89510. EOE.

Immediate Opening. Chief Engineer for WINR, Binghamton, New York. Must have experience D.A. and Proofs. Excellent opportunity. Send resume to Command Broadcasting Group, Box 511, Beacon, NY 12508, 914—831-1260. Attention: Al Lessner.

Maintenance Technician needed by KPBS-FM. Must be able to install, maintain and repair studio stereo equipment. First phone required. \$14,208—\$17,088. Request application from Employment Office, San Diego State University, San Diego, CA 92182, 714—286-5836. San Diego State University is an Equal Opportunity/Affirmative Action/Title IX Employer.

HELP WANTED NEWS

Heavy Local News oriented AM-FM needs experienced, mature news person. Resume and audition to Duane Hamann, Box 1446, Mason City, IA.

Morning News: Authoritative delivery, conversational writing. Experienced only. Tape, resume, first letter. Contact: Tom Collier, KCRG, 501 Second Avenue S.E., Cedar Rapids, IA 52401. EOE.

Public radio station needs aggressive, experienced News & Public Affairs Director. Looking for creative person who is strong on feature reporting. 3d phone required, M.A. preferred. Send resume and tape to Bruce Smith, General Manager, WKMS-FM, P.O. Box 3227 University Station, Murray, KY 42071. Job available July 1, 1978. An Equal Opportunity Employer.

South Florida Station needs experienced newscaster to be news director. Must be go-getter who wants to meet other media and enjoys news reporting and some investigative reporting. Send resume, tape and salary requirements to Randolph H. Millar, WOVV, Ft. Pierce, FL 33450. We Are An Equal Opportunity Employer.

Wanted—News Director for growing two person New York local news operation. Strong writer. Great working atmosphere and morning hours. Joe Amato, WWLE, 240 Hudson St., Cornwall, NY 12520.

Newsperson for heavily news oriented Northeast AM & FM. Sports background helpful but not necessary. Must be able to dig, write and air news intelligently. Reply to Box G-77.

News Director ... S. E. Wisconsin. Top AM-FM. Strong voice and some experience preferred. Tape and resume. George Baumann, WLKE-WGGQ, 609 Home Avenue, Waupun WI 53983, 414—324-4442.

Responsible news person who can gather, write and air strong local news. Competitive college market that listens closely. Tape, resume, writing samples to C. Williams, KWNO, Box 466, Winona, MN 55987. Salary negotiable.

Anchor-Reporter for fast growing 83rd market. Experienced only. Send tape, resume and salary requirements to "Red" Pitcher, WJCW, P.O. Box W, Johnson City, TN 37601.

Experienced News Person wanted to cover stories, write and air them. Send tape and resume to Gary James, P.D., WARE Radio, Ware, MA 01082.

News Director. Good opportunity for seasoned professional. Must have the ability to direct and motivate small staff in total involvement effort. Outstanding facilities. Large highly professional and congenial staff. Highly desirable family lifestyle. \$12,000, or better start. Send tape ... local writing samples ... resume to Dudley Waller, KEBE/KOOI Radio, Box 1648, Jacksonville, TX 75766. Phone 214—586-2527. Equal Opportunity Employer.

Director of News. Public Affairs, Sports for Alabama chain station building news organization. Need experienced broadcast journalist who can lead, administer, build and grow with us. Apply by June 21; will screen for interviews. Send full resume, references, samples of news copy and news air check to J. B. Falt, Jr., President, Falt Broadcasting Co., Inc., c/o WFIX, Box 7, Huntsville, AL 35804.

Opening for News Producer for an NPR/CPB, University radio station, 50,000 watts. BA in Communications required. Substantial experience in radio news highly desirable. Send resume, audition tape, and other supporting data to Harold S. Baker, Box 3, Middle Tennessee State University, Murfreesboro, TN 37132. Application deadline: July 15, 1978. Salary negotiable. An equal opportunity M/F employer.

News Reporter for Alaska Public FM Station. Gather, write, and report news stories; assist in development of local-area oriented news and public affairs programming. \$11-13,000 D.O.E. Applications must be received by June 30, and must include a statement explaining your concept of "community broadcasting," writing samples, and audition tape. EEO employer. Applications to: News Director, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

Special Projects Producer for Alaska Public FM Station. Develop, research, write, and produce radio features and programs of a news, public affairs, or documentary nature, especially addressing those subjects identified as community "problem areas," i.e., alcoholism, drug abuse, etc. \$12-14,000 D.O.E. Applications must be received by June 30, and must include a statement explaining your concept of "community broadcasting," writing samples, and audition tape. EEO employer. Applications to: Manager, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

Sixty station statewide radio network needs solid investigative reporter, self-starter, experience in political coverage preferred. No rookies. Tape and resume to Missouri Network Inc. 217 E. McCarty, Jefferson City, MO 65101.

We need a heavyweight to do morning news in our newly created department. Should have one to two years news experience. Journalism degree preferred, but not required. Salary range: twelve to fifteen thousand dollars. Contact: Jan Thomas, News Director, KFYR Radio, Box 1738, Bismarck, ND 58501. Phone: 701—223-0900.

Newsperson/Announcer. Good writing, good voice. Immediate opening six person AM/FM news department. Contact Scott Witt, WHUD, Peekskill, NY 914—737-1124 E.O.E.

News person to gather, write and report everything in our small market. May soon head the two person department. Open now, or will wait for right person. No tapes, no calls, just resume or other particulars. EOE. WKAM, Box 497, Goshen, IN 46526.

News Director Wanted for 5KW news leader in Missouri market of 16,000. Experience, references, resume, and personal interview required. Box F-140.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Aggressive organization located in a dynamic Upper Midwest city has a unique opening for a Program Director. Salary commensurate with ability to produce. Long days. Excellent fringe benefits. Equal Opportunity Employer. Resume to: Box G-14.

KDKB FM/AM, Phoenix, wants the best AOR "Superstars" Program Director. Must handle a six day air shift, be a good motivator, and a promotional whiz. Prefer a proven "Superstar". M/F EOE. Starting compensation—\$20,000 annually, health ins., great weather, and a chance to direct a 100,000 watt success story. Send tape and resume to Eric Hauenstein, KDKB, P.O. Box 4227, Mesa, AZ 85201.

Tropical Rio Grande Valley of Texas. Medium market. Expanding radio group is looking for Program Director/Production Manager with possible sales potential. Retirement area, average temperature 75°, no state income tax, walking distance to Mexico, 30 minutes to South Padre Island Beach, newly remodeled FM station (automated). Get out of the "Rat Race". Send resume and tape to Operations Manager, 1918 East Elizabeth, Brownsville, TX 78520. Area 512—541-3151.

Continuity—production-announcing. Imaginative, creative. Medium-West-Midwest Market. EOE. Write Box G-44.

Program Director/Announcer with excellent production skills for New England MOR station. Send resume, salary requirements. Box G-85.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Operations manager needed to supervise live staff at one of our maximum power beautiful music FM's. Must have programming/operations and production experience. Great growth opportunity with expanding Southeastern group broadcaster. Box G-75.

Production Assistant for Alaska Public FM Station. Write copy, assist in program and spot production, assist, instruct, and coordinate station volunteers in use of production facilities. \$11-13,000 D.O.E. Applications must be received by June 30, and must include a statement explaining your concept of "community broadcasting," writing samples, and audition tape. EEO employer. Applications to: Program Coordinator, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

Opening for Operations Coordinator for an NPR/CPB, University radio station, 50,000 watts. BA degree in Communications required. Strong emphasis on engineering and production work desired. Send resume, audition tape, and other supporting data to Harold S. Baker, Box 3, Middle Tennessee State University, Murfreesboro, TN 37132. Application deadline: July 15, 1978. Salary negotiable. An equal opportunity M/F employer.

KDKB, Arizona's leading AOR station, needs creative Production Manager July 1. Six day week, three airshifts, occasional fill-in, ability to write selling copy and having outstanding production skills. Able to work with clients and sales people. Resume and tape, including spots you've written, to Eric Hauenstein, KDKB, P.O. Box 4227, Mesa (Phoenix), AZ 85201. EOE M/F, absolutely no phone calls.

Production Person Wanted. 50,000 watt KLOK in San Jose, CA needs a good production person for immediate position. Male or female send tapes and resume to Bill Weaver, KLOK Radio, P.O. Box 21248 San Jose, CA 95151.

Faculty Position, fall 1978 teach Broadcasting and Communications—Direct operation of Public Radio Station. Resume to Dr. Thomas Kaska, Wilkes College, Wilkes-Barre, Pa 18703. EOE.

SITUATIONS WANTED MANAGEMENT

Aggressive, Determined, hard-working Account Executive, seven years Top Ten Market experience seeks Sales Management opportunity. Box F-111.

Manager of Major Market public radio with 29 years in industry desires position as manager, program or news director in warmer climates due to wife's health. Box F-133.

Broadcast Executive, including former ownership. AM FM CATV, Sales, Programming, Acquisition, Finance. Available Now. Box F-153.

Broadcast Executive 18 years proven performance in Radio and TV sales and management. Seeking position in top 100 market. Prefer Midwest or Southeast. Box G-10.

Seasoned professional available as manager and/or sales manager. Small to medium market, Virginia to Florida. Strong on sales, copy, programming, authoritative news voice. Can wear several hats, one at a time or in combination. Respected in industry, none of the usual hang-ups, best references. Box G-17.

Att: Florida Stations: General Manager of Pacific West Coast station wants to relocate as GM of Florida station. Veteran manager with highly successful record. Currently running lucrative operations. Motivating leader, organizer, and winner. I turn it around. 110% effort. Equity potential welcomed. Box G-36.

SITUATIONS WANTED SALES

Proven Announcer (Numbers) wants streets. I.U. grad with recommendations & smarts. Box G-56.

Broadcaster with 20 plus years experience desires active account list with leading station. Box G-70.

SITUATIONS WANTED ANNOUNCERS

Eager broadcasting school grad with "live" experience and 3rd. Available immediately anywhere. 507—437-6681, Ext. 50.

Announcer is looking for his first break. Recently graduated from Syracuse University's Newhouse School of Public Communications. Third endorsed. Ambitious, willing and able to learn. Willing to travel. Call or Write David Lyon (Jr) 75 Ten Acre Rd. New Britain, CT 06052. Phone 203—225-0223.

June Graduate: Broadcast Journalism, commercial production, sales experience, tight board. Will move anywhere and do anything. Three years experience. Third Endorsed. Jay Harris, 219 Mercer Apt. 29-c, Bowling Green, OH 43402. 419—352-3750.

Looking for Mornings: Adult Contemporary. Community and station more important than market. Ten years experience, excellent ratings, references. Call 800—824-5136 Ext. M2166 (Calif. 800—852-7631) anytime for return call.

Multi-Media High-Achiever seeks post as announcer/host/producer with creative FM or AM station in large market. Former writer/correspondent/editor for TIME, Sports Illustrated, PEOPLE. CBS reporter. Radio news producer. Award-winning war correspondent. Book credits. Twenty yrs. European experience. Best references. Currently producing new television talkshow for CBS affiliate. Box G-20.

Intelligent, mildly insane jock with 2 years experience in small market seeks to move up. Will relocate. Write Box G-30.

Presently Morning Personality, Production Pro. Seeking advancement to long-term potential situation in Illinois or Wisconsin. 1st Ticket, experienced. Reply in confidence to Box G-38.

Experienced Music Director. Top forty, knowledge of music research, first phone. Box G-55.

Seasoned Pro seeks challenge: Your Programming/Announcing situation. Currently Top Ten Market. Enclose details, please! Box G-68.

Major Market Air Personality seeks on-air PD position in either Top 40 or AC. Four Years with present major chain station, former Music Director, production, interviews, music expert. I can work well with and motivate your staff. Ready today. 304—628-2733. Box G-74.

Ready Now! 1st phone, some experience. Texas and surrounding states. Mary Savage, P.O. Box 38414, Dallas, TX 75238. 214—271-3891.

Attention Small or Medium Markets. "Educated" news voice, good interpretation, fine tuned delivery, excellent writer, DJ skills, theatre experience, broadcast trained—also sales marketing background. Michael Paul, 786 Brighton Ave. Staten Island, NY 10301. 212—448-4156.

Parttimer, knows CW Format, Broadcast trained, some experience. Seeks full time position: will work graveyard shift. T. W. McGowan 804—486-6249.

Situation Wanted: Top 40/MOR Jock. Good voice. 3rd phone with endorsement. Extensive news and production background. Will work days, nights, weekends. Will relocate. Contact: Mark Levy, 53 Wingate Rd., Valley Stream, NY 11581, 516—791-6823.

Attention Dallas area. Experienced Radio, TV announcer/personality. Good public relations type. Theatrical background. First ticket. Mature, sober, references. Personal interview, please. Jack Parker 214—386-6713.

Modern County Personality with charm & wit. First phone, 20 years experience. Seeks Florida. 513—253-5727.

3 years experience, DJ, sales, super production, copywriting, tight board, creative, 3rd. endorsed. Prefer Top 40 MOR. Single. Must move to improve. Jeff Monterey 918—423-1400, or Box 848 McAlester, OK 74501.

Vacation Relief Baltimore Washington area. 3rd class Engineer, News, jock. H. J. Wood, 1636 Kenyon St., N.W. 20010. Resume only. 202—265-5734.

Third Endorsed Pro—eight years experience with contemporary formats. Good references. Prefer Pa., NJ or Delaware, but will consider other offers. Contact—Robert Federal 215—744-5729.

Personality seeks Adult Contemp. Medium to Large Market desired. If you're looking for a communicator, I'm looking for you. Call Ron, 316—227-6821.

Experienced, enthusiastic personality wants to make your station a winner, seeks Top 40, AOR or MOR. Good production, news. 3rd Endorsed. East Coast preferred. Gary 301—355-9049.

Midnight to 6 show wanted. Tight, very dependable. 5 years experience, third. Mike 1-904-255-6950.

Male 23 3rd. Endorsed. D.J., broadcasting school grad. Doni Reed, 626 W. Waveland, Chicago IL 60613 312—248-5087.

Fully experienced DJ, newscaster, good at talk shows, sports events. Call 213—874-7236.

SITUATIONS WANTED TECHNICAL

Competent Chief seeks responsible management. 300 wk. Submit expectations and employee turnover record to Box G-43.

Vacations replacement Announcer, Chief Engineer Available. Fly me! (Summer only unless South). Mature, skilled, corrective-maintenance troubleshooter. Proofs, patterns, rules, renewals. Walt MacTammany 305—721-1539.

First Phone broadcast experience, sound systems, light repair, also relief announcer, news writer, Relocate immediately. Kenneth Bak, R.D. 1, Newtown, PA 18940. 215—968-5605.

Miami chief, experienced all phases (AM/FM/DAs) ready for a new challenge. Box G-47.

SITUATIONS WANTED NEWS

Not just another pretty voice. Former ND with metro experience wants back in the saddle again. College, too. Write Box G-65.

Experienced newsman with excellent writing and reporting skills seeks larger-market challenge in West. Stable family man with excellent references. Box G-73.

Serious about news. UNC Graduate. Available for anywhere. Stringer experience. 3rd endorsed. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210, 704—525-1477.

Jockey. Sports Interest. Automation. 10 years experience. 3rd class license. Prefer NE or SW. Extremely dependable. B. Lather 400 Dewey St. Michigan City, IN 46360.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

First phone professional seeks organization striving for new heights in both income and listenership. If you want to reach your peak, I'm your top forty Program Director. Box G-16.

Sports Director—Morning Man looking for Midwest location. 7 years PBP operations and management experience. Dedicated and dependable. Call Pat, 208—624-3830.

Experienced Programmer. 15 years in Radio seeking small-medium market PD position C&W or MOR formats. Call Bill Sutton 607—734-1025.

Successful Small/Medium Market PD with numbers and common sense. Prefer Country-Midwest-Medium. Will consider any market anywhere. Please offer challenge and opportunity. Dick 1—812-985-2172.

TELEVISION

HELP WANTED MANAGEMENT

Sales Manager—Major market UHF independent. Local and national sales with management experience as a pre-requisite. Excellent salary and benefits. Equal Employment Opportunity - M/F Forward resume to Box G-52.

Corporate Controller for company owning television and CATV properties. Responsible for financial reporting, management information, state and federal tax reports. Prefer CPA, MBA. Equal Opportunity Employer. Send resume to Box G-78.

HELP WANTED MANAGEMENT CONTINUED

Station Manager Broadcast Group is looking for a TV Station Manager. Some radio experience helpful but not essential. Looking for person with management experience who would like to grow with our organization. You'd be located in a middle market in the Midwest. Good pay, fringes, and work environment. All replies confidential. Equal Opportunity Employer. Send resume to Broadcasting Box F-112.

Executive Opportunity. Executive Director ETV—PTV Station. MA preferred. Administrative experience in public broadcasting, education, public relations, fund raising desired. Ability to plan, implement and evaluate educational and community television programs and manage school district's station. Salary commensurate with experience—\$31,000-\$36,000. Box 17411, Terminal Annex, Denver Public Schools, Denver, CO 80217.

HELP WANTED SALES

New V.H.F. in Wyoming needs experienced, self motivating, Sales Manager to develop new market. Contact Doug Kehrig, P.O. Box 9, Rock Springs, WY 82901.

TV Sales Manager for network affiliated V in community of 50,000. Recent sweep showed very significant dominance in the market. Outstanding compensation plan. Applicant must have ability to train and motivate young and enthusiastic staff. Equal Opportunity Employer. Box G-88.

Local Salesperson for group-owned, CBS affiliate in Midwest. Good opportunity for bright, aggressive person with sales or broadcast experience. Send resume to Dave Sankovich, WANE-TV, 2915 West State Blvd., Fort Wayne, IN 46808. Tel. 219—424-1515. An equal opportunity employer.

Television Account Executive. The PTL Television Network in Charlotte, NC (a non-profit organization) is expanding its sales/syndication department. Need experienced television time sales person to handle existing affiliate accounts and to market religious programs in new areas. Some travel. Contact: Trinity Advertising, c/o PTL Club, Charlotte, NC 28079, 704—523-4760.

HELP WANTED ANNOUNCERS

Announcer/Personality. Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced Announcer/Host for top-rated game show, "Bowling for Dollars". Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

KUAM-AM/FM/TV on Tropical Guam needs ambitious and competent chief engineer. Salary \$20K or more to start, plus living allowance. Reply to P.O. Box 68, International Airport, San Francisco, CA, 94128.

TV Engineer. University public TV station—WBGU-TV, operation and maintenance of equipment for full-color broadcast and CCTV facility. First Class FCC license required. Send application, resume, school or college transcripts(s), three letters of recommendation by July 24 to William Leutz, chief engineer, WBGU-TV, Bowling Green, OH 43403. An Equal Opportunity Employer.

WGBY TV Springfield Massachusetts, public television, is receiving applications for its chief engineer. Applicants must have extensive and wide range broadcast experience. Station is very active in mobile unit production. New plant is in design stage. EE degree and management experience or equivalent is required. Salary negotiable. Contact Station Manager Jack Caldwell at 413—781-2801 and/or send resume to: 1 Armory Square, Springfield, MA 01105.

Experienced Television Maintenance engineer needed for immediate opening at large Television post-production facility in Chicago. Must be qualified in Quad-VR1200, computer editing systems, cameras and other related equipment. Contact: George Stominski at 312—440-2386 or write to Editel, 301 East Erie St., Chicago, IL 60611.

Chief Engineer: for group owned ABC affiliate in Northeast: studio, UHF Transmitter, microwave and translator experience preferred. M/F, E.O.E. Send resume to Box G-32.

Experienced Transmitter Supervisor. Central New York multiple owner. First Radio Telephone. Five kw three-tower AM directional; 100 kw FM; low channel VHF Good wages, benefits and pension plan. Equal Opportunity Employer. Give full details, experience and salary requirements first letter. Write Box G-67.

TV Technician Wanted: Southern California—Need chief engineer with good experience. Box G-69.

WESH-TV Engineering Dept. is accepting applications for a maintenance technician. Applicants should be experienced in the maintenance of all types of studio broadcast equipment including VTR's and switching systems. A good knowledge of digital as well as analog technology is required. E.O.E. Send resume to: Nile Hunt, Director of Engineering, WESH-TV; P.O. Box 7697, Orlando, FL 32804.

First phone. Experienced. Operations and maintenance of studio and/or UHF transmitter. Contact Bernie Sasek, P.O. Box 657, Sioux City, IA.

Television Broadcast Engineer for KXTV CBS for Sacramento. Experienced in TV operations and strong on maintenance with emphasis on digital circuitry. First Phone License required. KXTV is an Equal Opportunity Employer. Resume to Don Ferguson, Chief Engineer, P.O. Box 10 Sacramento 95801. 916—441-2345.

Chief Engineer for Indy U in Western New York. Managerial experience required to supervise small staff of engineers. Opportunity to grow with company. Equal Opportunity Employer. Call Al Benz—716-773-7531.

Studio Supervisor, KRTV. Need sharp, versatile engineer for hands-on maintenance. Must be strong on VTR, camera, microwave. Top notch facility, good location and working conditions. EOE. Karl Black, Chief Engineer, Box 1331, Great Falls, MT 59403.

Experienced Maintenance Engineer with 1st for religious/commercial TV station in Florida. Contact Chief Engineer WHFT, P.O. Box TV 45, Miami, FL 33169. 305—962-1700.

Assistant Manager—Engineering. Digital knowledge essential. 1st phone. Minimum five years TV maintenance experience. Must thoroughly know 2" VTR's, TK-27 film chains, E.N.G. equipment (inc. TBC's, MW, and framestore) and VHF transmitters. Ability to train, as well as supervise and assist others, is required. Send resumes to KFMB-TV, P.O. Box 80888, San Diego, CA 92138. Attention: John Weigand. An Equal opportunity employer. M/F.

Central California NBC affiliate is looking for a TV engineer with strong background in all phases of commercial television engineering, especially maintenance, 2-inch reel-to-reel video tape machines and TCR-100 cartridge tape equipment. ENG experience/knowledge highly desirable. First class FCC license mandatory. 40-hour week, salary \$16,000 - \$17,000 range, excellent fringe benefits. Send complete resume to Personnel Manager, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Affirmative Action, Equal Opportunity Employer.

Operating and Maintenance Engineer with First Class FCC License. Immediate openings, ideal community, located in Alaska. Send resume and salary requirements to: George Howard, Chief Engineer, Northern Television, Inc. Box 2200 Anchorage, AK 99510. An EOE.

Assistant Maintenance Engineer-4 AVR - 2 VTRS. RCA TTU-30 transmitter. 3/4" Sony ENG. Assist in repairs and preventive. Minimum 2 years experience. \$11,500. Start July 1. Send resume to Margie Laskoski, WSKG Public Television, Box 97, Endwell, NY 13760. 607—754-4777. AA/M-F/EOE.

Maintenance Technician for a medium market VHF station. Very strong experience in VTR tape machines, with a good digital background. A First Class FCC license or the ability to get one. Excellent company benefits. Send resume and salary requirements to John Grove, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265.

TV Maintenance Engineer. Provide maintenance and technical support for a variety of modern television broadcast systems and equipment. Requires technical training in Radio/TV or the equivalent, a First Class FCC Radiotelephone license, and at least two years of experience in broadcast equipment maintenance. Please forward resume including salary requirements to Staff Employment Center, University of Arizona, 1101 Babcock Building, Tucson, AZ 85721. An Equal Opportunity Affirmative Action, Title IX, Section 504 Employer.

Are you the second person in a television engineering department? Feel frustrated and stymied, with little chance for advancement? Here's an opportunity to move up to chief in a Rocky Mountain CBS affiliated station. Call 303—634-2844, KKTV, Colorado Springs, ask for George W. Jeffrey, EOE.

West Coast—VHF-Major Market—Network Affiliated has following openings: 1. Studio maintenance tech. (strong on VTR's, ACR's, automation, switchers, etc.). 2. E.N.G./EFP maintenance tech. (200's, 100's, 500's, 5050 and 7600, TK-76, etc.). 3. VTR operator/editor. (AVR-3's, 2000, ACR-25's). 4. E.N.G. tech for editing and E.N.G. control operations. 5. MC tech for VTR, switching, some maintenance. 6. Two Studio techs (camera, video, audio, switching, etc.). First Phone required. Experienced only. Large group owner provides complete benefits package. EOE. Send resume to Box G-94.

HELP WANTED NEWS

News Director for expanding operation in single station market. Must be an experienced broadcast journalist ready to direct and motivate a young staff of dedicated reporters. Some anchor duties. Tape and resume to Harold Wright, WVIR-TV, P.O. Box 751 Charlottesville, VA 22902. An Equal Opportunity Employer.

Need aggressive News Director for exciting news market. Contact Richard Grimm, KITV, 1290 Ala Moana Boulevard, Honolulu, HI 96814.

Reporter: Hard news oriented, some investigative experience preferred. All-ENG group-owned medium Midwest market. An Equal Opportunity Employer. Write Box G-13.

News Director—This top 50 station has strong reputation and commitment to news. We need an aggressive journalist who can run this No. 1 shop and direct good staff. Only the best will do. Equal opportunity employer. Box G-23.

Co-Anchor for light magazine show. We need a bright personality who can communicate with people. Some writing and producing of the show. Backed by station with strong commitment to news. Equal opportunity employer. Box G-25.

News Cameraperson wanted. Must be able to operate electronic & film motion cameras. 2 years experience as television camera person. Send resume to John Spain, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821, 504—387-2222. An EEO Employer.

Immediate Opening Anchor: Mature, authoritative anchor to produce-deliver the 6 & 11 p.m. newscast Monday thru Friday. Smooth conversational style. Proven record in T.V. News. Send tape and resume to Ron Miller, News Manager, WWBT-TV P.O. Box 12, Richmond, VA 23201.

Combo weathercaster/environmental reporter. Prefer trained meteorologist. Charisma. No happy talk. Prior applicants please do not reapply. Send resume, audition tape and salary requirements first letter. Equal opportunity employer. News Director, WCKT-TV, P.O. Box 381118, Miami, FL.

Chief Meteorologist wanted: To manage private weather corp. and to do some on air work. Must be meteorologist, with the AMS Seal, or the ability to obtain same. Must be capable of managing a three person Weather Department. We currently have color radar, three teletype circuits and latest instrumentation. Send resume and salary requirements to John Spain, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821, 504—387-2222. An EEO Employer.

HELP WANTED NEWS CONTINUED

Midwest Station needs Producer/Reporter. Must have news writing experience and ability to anchor newscast. Equal Opportunity Employer. Send resume/writing samples to Box G-35.

Immediate Opening: News Producer with a station headed for the top. Fast-paced shows, ENG, live remote. Experienced only. If you are playing second fiddle in a Major Market, here is a chance for your own show. Midwestern Medium Market. EEO. Box G-51.

Wanted: Aggressive Sports Director for Medium Midwest Market. (3-5 years experience). Major university conference sports coverage needed. Must have complete knowledge of sports, with an eye toward packaging as well as anchor. EOE. Send complete resume by July 3, 1978 to Box G-58.

Reporter/Photographer to operate a news bureau in sister-city in the Southeast. You have the freedom of a one-person news department and the support of a major news organization. If you have the initiative to work on your own, the ability to shoot good film, and the desire to stay ahead of the competition, then we would like to hear from you. Send resume to Box G-63. All applications will be answered.

Photographer wanted. Must be qualified in the use of 16mm sound on film camera and able to edit film under deadline pressure. Not an entry level position. News gathering experience desired. An equal opportunity employer. M/F. Send resume and work examples to Box G-66.

News Director for TV-AM network affiliated combination. Widely regarded as dominant news operation in community of 50,000. Need a person who can keep the momentum going. Applicant must have ability to motivate staff and provide leadership by example. Equal Opportunity Employer. Box G-90.

Strong net affiliate, Southeast 30's market, seeking morning news anchor and general assignment reporters. Strong writing and reporting backgrounds required. Minimum 2 years experience a must. E.O.E. Tape and resume to: News Director, P.O. Box 788, Greenville, SC 29602.

Sports Director for South Florida Small Market. Broadcast experience a must ... degree preferred. Must anchor and have ability to do it all with 16mm. One person show who will be strong on local sports scene. 5-day week, salary based on experience and potential to grow with growing market. Resume/tape to Alex Bergman, News Director, WTVX-TV, Box 313, Ft. Pierce, FL 33450. E.O.E.

Reporter/Photographer (Lansing/Jackson, Michigan). A minimum of one-year experience doing daily news reporting on either radio or television. Equal Opportunity Employer. Please write Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

Photographer for PTV Station. Responsible for slides, stills, lab work. Experience with color and B/W photo processes required. 16mm film and ENG experience desirable. Salary range \$9,500-\$10,500 depending upon qualifications. Equal Opportunity, Affirmative Action Employer. Send letter of application, resume, college transcripts, 3 letters of recommendation, color slides of work to Don Checots, WBGU-TV, Bowling Green, OH 43403. Application deadline July 1, 1978.

Cinematographer-Editor: Weekly half-hour documentary unit needs energetic cinematographer-editor with extensive production skills. Must have filmed and edited three shows in the past year. High productivity and a willingness to work long hours a must. Send show reel and resume to: MOORE ON SUNDAY, WCCO-TV, 50 South Ninth Street, Minneapolis, MN 55402. Equal Opportunity Employer.

Weathercaster—Opportunity for experienced TV weather person to move to major market. Our employees know of this ad. EOE. Send tape and resume to: Roland King, KMSP-TV, 6975 York Ave. So., Minneapolis, MN 55435.

Broadcasting Journalism Graduate. Prefer some TV experience or news internship. Send tape and resume to Tom Moo, WTVW-TV, 477 Carpenter St., Evansville, IN 47701. An Equal Opportunity Employer.

Weather Personality. Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced, effective, articulate reporter in challenging weather-conscious market. Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

Weather-person/reporter. Weather experience required. Weather reporting weekends, news reporting during week. An equal opportunity employer. Send weather-tape and resume to Tom Sheeley, Program Director, KELO-TV, Phillips at 13th Street, Sioux Falls, SD 57102.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Production Manager. Major Mid-West production facility requires a person to take charge of entire production staff. Experience required in management of commercial videotape production operation. Send resume and salary requirements to Box G-8.

TV Producer-Director. Duties: familiarity with educational and industrial production techniques, including writing, and scripting; first-rate production facilities but small staff. Requires: MA with experience in broadcasting and in PR; nonfaculty position but teaches (part-time) TV and PR courses. Salary negotiable. CONTACT: Rev. L.J. Flynn, Chairman, Communication Arts, Xavier University, Cincinnati, OH 45207.

Promotion/Development Director for Public TV Station in Southwest. Degree and professional experience in media promotion and/or fund raising required. Good writing ability essential. \$12,500 minimum. Resume, references and writing samples by July 7, 1978 to J. Dryden, KRWG-TV, Box 3J, Las Cruces, NM 88003. 505-646-2212. An Equal Opportunity/Affirmative Action Employer.

Southeastern network affiliate has an opening for a top rate promotion manager. Person must know TV production and what moves viewers to change channels. Experience with print, radio, and billboards also necessary. Salary open. EOE. Reply to Box G-29.

Commercial Director, with strong video tape background. Attention to detail a must. Degree and 5 years experience directing commercials is required. Gulf Coast location. Excellent opportunity. Salary open. E.O.E. Reply to Box G-39.

Production manager top ten TV market. Must have at least 3 years station experience. Equal opportunity employer. Box G-49.

Producer/Director top-15 major market network affiliate. Must be creative, innovative. Minimum three years broadcast production experience. An equal opportunity employer. Box G-64.

Community Services Director for Television Station. Must be good public speaker and people oriented. Knowledge of FCC requirements and ability to handle 35 mm camera helpful. College degree and or broadcast/newspaper experience preferred. Send resume to Personnel Department, WIVB-TV, 2077 Elmwood Ave. Buffalo, NY 14207. An Equal Opportunity Employer.

Producer/Director (ITV) needed by the Mississippi Authority for ETV. Requirements include degree in Radio/Television with M.A. preferred and four years experience in creative television including all aspects of production, excepting engineering. Salary range \$11,748-\$16,512. Women and minorities welcomed. An equal opportunity employer. For further information contact Personnel Manager, P.O. Drawer 1101, Jackson, MS 39205. 601-982-6227. Applications will be accepted through June 20, 1978.

Staffing New Teleproduction Team. Want an aggressive people-oriented Production Manager. Must have experience all phases and develop good client rapport. Also a Commercial Director: Must know studio, editing, film and EFP. Major facility expansion underway. Good positions in an active and expanding market. Salary negotiable. Send resume and salary history to: Director of Operations, WRAU-TV, 500 N Stewart St., Creve Coeur, IL 61611.

Director/Producer: for top-30 group owned affiliate with heavy news, studio and remote experience. Candidate must do own switching on top-rated evening newscasts and various sporting events. Contact: Production Manager, WJAR-TV, Box 10, Providence, RI 02903. An Equal Opportunity Employer.

"Logkeeper" 2-3 years experience in TV. Traffic area preferred, computer background required. Contact Hanita Hirsch, WNEW-TV, 205 East 67th Street, New York, NY 10021. Phone 212-535-1000. Equal Opportunity Employer.

Promotion/Development Director for public TV station in Southwest. Degree and professional experience in media promotion and/or fund-raising required. Good writing ability essential. \$12,500 minimum. Resume, references and writing samples by July 7, 1978 to J. Dryden, KRWG-TV, Box 3J, Las Cruces, NM 88003. 505-646-2212. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

President Radio-TV National, International level. Exceptional record of achievement. Box F-174.

TV Local or National Sales Manager in top sixty market. Currently Account Executive for Network Owned and Operated National Sales. Family man, responsible, knowledgeable, with ten years in broadcast, seven years at stations in varied capacities. Box G-41.

Aggressive, experienced Station Manager/Programmer, a proven winner currently in Top 50 market seeks new challenges. Box G-57.

SITUATIONS WANTED ANNOUNCERS

Ambitious radio announcer wants to move into television. Box G-83.

Seeking First Break in TV. First Phone Broadcast school graduate Ready to relocate, eager to learn, diligent, dedicated, dependable. Non-smoker. 813-955-4030, Jim Storey.

SITUATIONS WANTED TECHNICAL

Getting Out of military in October. 10 years broadcast experience—production, but heavy on maintenance, design modifications, and installation. Experience in: FM Automation; ENG, 1" and Quad Tape; Film & Studio Cameras; Switchers; Audio & Video Processing; AM, FM, UHF & VHF TV Transmitters; Microwave & STLs. Looking for medium market that's innovative, but not as chief. Make offer. Resume on request. Box G-34.

Television Trainee, First Phone, willing to travel, NYC tri-state area preferred, some broadcast experience. Contact H. Zimmer. Box G-72.

SITUATIONS WANTED NEWS

30 year old newspaper reporter with a slew of awards and a Pulitzer Prize nomination looking for a TV news spot. I've done some broadcast stringing, am a strong writer, and have what it takes to be a broadcast journalist. Box G-7.

TV and Radio news director, a leader, catalyst 17 years experience medium/large markets. Available now. Prefer South-East or West. Box G-11.

Experience makes a difference. I have it: Nine years in news, public affairs, and management. Minority. Send for tape and resume. Box G-59.

Experienced Female TV Reporter seeks Small to Medium size Market. Strong legislative/artistic background. Will relocate for right challenge. Box G-80.

Experienced radio newsmen, M.S. broadcast journalism, some TV, wants you to see his VTR. Box G-82.

Attractive American Indian female reporter; 24; single; B.A. Psych. Telecommunications. 7 yrs. Radio, 6 mo. TV, top references. VTR and resume on request. Box G-84.

TV/Radio Sportscaster with 6 years experience seeks new market. Responsible and willing to work. 1-701-839-5159.

34-year old news director/anchor wants news director position at small/medium Midwest market or reporter/assignment editor medium/large market. George Tyll 614-452-6211.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Director looking for a full time position in a small to medium market. Have produced, directed and edited broadcast and industrial productions. Familiar with news, public affairs and remotes. Hands on experience in all phases of studio production. BFA New York University, Box G-1.

My price is right! Female Film/TV Prod. Asst. Experienced, eager, will relocate. Let's bargain! Box G-46.

I Belong on TV. But I prefer behind the scenes. Witty, creative, hard worker. Generate ideas into first rate productions. Endless ideas! Experience: Producer, director, host, script-writer, account executive, PR. Desire Production/PR-Promotion position. Single; relocatable. Immediate. Box G-71.

Start me in Television: production and/or news and public affairs. B.A. English. M.S. Television. Experienced! Outstanding writing talents! Motivated! M.H. Kroboth, PO Box 1872, Binghampton, NY 13902.

Impact and experience in all facets of production work. Call Marcia Wieder 301-434-8117.

Production Manager, 20 years in television. Dedicated professional will organize and train dynamic creative department. Box F-127.

CABLE

HELP WANTED TECHNICAL

Cable TV Technicians. Here's chance to grow. New system - small town. AM/FM Radio Affiliation. Earn 12G plus 5-digit commissions. Stock options after trial. Must be either ... Top Electronics with credentials or good management potential with references first letter. Write: Q.P. Coleman, Box 400, Mobridge, SD 57601.

ALLIED FIELDS

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character who really wants to improve their income level. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage work. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

ENG Technical Directors and camera persons wanted. Very low wages, very long hours, entry level position, with new company. Chance for advancement. Knowledge of New York City helpful. Resume only. Box G-2.

Video Engineer/Operator—Experienced in maintenance & repair of quadruplex, helical, film chain and other related video equipment. Call or write to Byron Motion Pictures, Inc., 65 K St., N.E., Washington, DC 20002. 202-789-1100.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Major Texas daily wants promotion director. Prefer radio, TV and/or agency promotion and advertising background. Must be idea person, imaginative, aggressive, with managerial and organizational ability. Salary commensurate with talent, ability and experience. An equal opportunity employer. Resumes welcome. Box F-92.

HELP WANTED INSTRUCTION

Teaching Media: Asst. Professor (Ph.D) in reporting, law, theory; Instructor (MA) in advertising, production, writing, reporting. EOE. Contact: Sylvester Clifford, Chairman, Dept. of Communication, University of South Dakota, Vermillion, SD 57069.

WANTED TO BUY EQUIPMENT

Want to purchase 400 ft to 450 ft self-supporting tower. Will dismantle and remove from your site. Contact Charles P. Harper, Assistant to the President, WTVO-TV, P.O. Box 5590, Lexington, KY 40555. 606-299-6262.

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

Wanted: UHF TV Transmitters instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

FOR SALE EQUIPMENT

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Schafer 903 Automation System ... 4 Audiofiles 6 Revox A77 Playback Units ... Encoding System. Excellent Condition. Robert Hill, Station Manager, KJCS/KEEE, Box 1111, Nacogdoches, TX. 713-564-1230.

Two Hitachi 1212 Color Cameras. Complete with every broadcast accessory. Low Hours. \$13,500 each. Dave Castellano 209-957-1761.

1 On Time Ecco editing system, 900 series \$4,500.00. 4 Conrac Monitors 2 CYA-21 & 2 CYB-17 \$500.00 ea. 1 RCA Audio Board \$850.00. 6605 Eleanor Ave., Hollywood 213-463-2123.

For Sale Collins 21-A Operable 5KW-1KW Transmitter with tubes. Call Ruff 405-840-1805.

Mobile studio with three Hitachi Plumicon Color cameras and complete editing equipment. First National Bank, Cleveland, OK 74020. 918-358-2535.

For sale, General Electric Type TT42A, 35KW Television Transmitter, presently operating on Channel 5. Will sell amplifier separately. Will be available in approximately 60 days. Call Gene Miller, KALB-TV 318-445-2456.

Schafer Automatic System—Call 404-487-9559.

Ampex VR 1200-OH. Some extras, D. Zulfi 213-466-5441.

Color Black Generator, R.H.L. model BBG-1 Black Burst Generator with manual. B.O. Contact Dennis Dunbar at 413-781-2801.

COMEDY

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

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

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

Phantastic Phunnies—proven international audience builder! \$1.00 phor jumbo issue and gipht!! 1343 Stratford Drive, Kent, OH 44240.

First Time Offering! "Funny You Should Ask" is a big contemporary compilation of the very best one-liners and bits especially prepared for air personalities ... \$19.95. Many markets closed. Send for more information. Radio Word Shop, 5019 Middleboro, Grand Blanc, MI 48439.

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Bumper Bucks, exciting new radio promotional game, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.

Radio Copywriters—Add sparkle and sell to your copy with exclusive Spotliners, commercial phrases adaptable to every client! Check if service is available in your market! For details write The Program Manager, Box 45, Ingletfield, IN 47618.

Jingles, TV and radio ID's. Quality, quick, reasonable. Sweetbay Studios, 1317 Jackson Bluff Rd., Tallahassee, FL 32304, 904-576-8868.

Sports. Thirty second re-creations of interesting and unusual sports stories. Tape and rates. Tandem Syndications, Box 6524, Denver, CO 80206.

Wanted: Experienced person to climb and dismember 600 foot tower so helicopter can lower it in sections. Write: Box 21, Cedarville, CA 96104.

1929 Ford Model 'AA' panel truck. Restored, like new. Perfect promotional vehicle. 904-224-1227.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test" Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 19 and July 31. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Get your First Phone in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

JOBS in Broadcasting—FCC 3rd, 2nd, 1st Class Licenses and Performance Training - Job Getting Techniques transcend the usual - Veterans Benefits - Eligible Institution Federal Grants - Loans Programs - Accredited - AAB, 726 Chestnut, Phila, 19106 person-to-person Collect 215-922-0605 "Karen".

San Francisco, FCC License, 6 weeks 6/26/78. Results Guaranteed, Veterans Training Approved. School of Communication Electronics, 150 Powell St., SF 94102 415-392-0194.

RADIO

Help Wanted Management

STATION RELATION DIRECTOR

Mutual Black Network is looking for a dynamic person to direct the station relations area. This person should have 3-5 years of radio experience. The successful applicant will either have related experience, or have a good mix of sales and PR. ability. NO PHONE CALLS PLEASE. Send resume to: Thom McKinney, VP/GM, Mutual Black Network, 1745 Jefferson Davis Hwy, suite 404, Arlington, Va. 22202.

Help Wanted Management Continued

General Manager

major market, Pacific Northwest. Experienced, sales oriented manager for successful, established AOR station. Outstanding living, working conditions. Excellent earning opportunity. Send resume to B. LaBonte, PO Box 21449, Seattle Washington, 98111. Equal Opportunity Employer.

WANTED:

General Manager/Chief Engineer combo. Duties required: Chief Engineer for AM/FM. General Mgr. and Chief Sales Producer. The successful applicant will fulfill these duties in beautiful Augusta, Georgia. Send resume, contact group V.P.: Don Kern, WSHO Radio, 2820 Canal St., New Orleans, LA. 70119, 504/822-2271. An Equal Opportunity Employer.

AGGRESSIVE SALES MANAGER

If you're an aggressive Sales Manager who is ready to move up to a challenging GM's job with no top-end compensation limit, then send us your resume. We operate winning stations in San Antonio, Tulsa, Beaumont-Port Arthur and El Paso. It's the best compensation plan in the Southwest.

Check us out.
John W. Barger, Vice President,
Clear Channel Communications, Inc.,
1031 Navarro,
San Antonio, Texas 78205.
EOE M/F

Help Wanted Sales

REAL SALES PEOPLE!

Fairbanks Broadcasting Company is looking for intelligence, some experience and a great deal of desire to handle existing list. Call Barry Sims at WKOX Radio, (617) 879-2222. E.O.E.

RADIO SALES PERSON

If you're a good Radio Sales Person, and want to make \$35,000 in 1979 and can't do it where you are, then send us your resume. We operate winning stations in San Antonio, Tulsa, Beaumont-Port Arthur and El Paso. Here's a chance to make money with no top-end limit, plus management opportunity. If you're good, check us out. John W. Barger, Vice President, Clear Channel Communications, Inc., 1031 Navarro, San Antonio, Texas 78205. EOE M/F.

Help Wanted Technical

Radio Network Maintenance Supervisor

National Public Radio is seeking an experienced individual to assume duties as Supervisor of Maintenance. Requirements: 1st Class radiotelephone license, strong audio background, an ability to supervise a dynamic, aggressive crew, and a BSEE or equivalent experience. Our facilities range from small announce booths to large multi-track studios. Considerable emphasis is placed on tape recorder and high speed duplicator maintenance. Interested persons submit resume by June 23, 1978 to:

DeNise Johnson
National Public Radio
2025 M St., NW
Washington, D.C. 20036
AA/EOE

Help Wanted Announcers

NEED PERSONALITY

50,000 watt station in San Jose, CA is looking for a full-time personality. KLOK serves 10 counties in the San Francisco Bay Area. Is an adult contemporary format, and an equal opportunity employer. Male or female, if you have high ratings in the market you're presently in, send tapes and resumes immediately to: Bill Weaver, KLOK Radio, PO Box 21248, San Jose, CA 95151.

WMGK in Phila. has a full time opening for a pleasant, natural, experienced announcer. Send tape and resume (no calls, please) to:

Dave Klahr
WMGK
2212 Walnut St.
Phila. Pa. 19103



**A Greater
Media Station**

Situations Wanted Programing

PROGRAMMER/AIR TALENT

Strong track record in multi-million markets. Seeking stable situation in major—or medium—market properly targeted 25-54. Prefer sunbelt or coast. Save this ad: you may want another look after the spring book! Box G-54.

Situations Wanted Announcers

MORNING KILLER

All the tools necessary ... Sincerity and Warmth first and foremost ... Enhanced by Humor ... Phones ... Voices, etc. Major Market Track Record ... Call Now! 314-727-8721.

PERSONALITY MOR

Adult personality who does it all is looking for you if you appreciate an entertainer. Call today and we'll talk about what we can do for each other. 915-532-7067.

BLACK AIR PERSONALITY

Deeply experienced dynamic Black air personality with strong pipes seeks top 100 market gig as a Music Director and air personality in Disco or R&B format. Long term only. Available after two weeks notice. Box G-79.

News/Talk/Information

News/Talk/Information Radio is where I belong. Contact:
Mel Young
815-397-3852, afternoons.

Top 50 Market

New contemporary pop/adult FM/AM combination in mid-Atlantic region need on air/production people. Resume to Box G-91.

TOP 10 MARKET MORNING DRIVE

Innovative adult contemporary station with strong success record searching for the "right" sound in AM drive. We need the modern radio version of a classic morning radio personality ... bright, creative, professional; able to relate to a major urban market. Send resume to

Box G-87

Equal Opportunity Employer M/F

Situations Wanted Management

GENERAL MANAGER PRO.

Background all phases. Track of building major operations to dominance. Objective, compatible, flexible. Equipped to build or shepherd major or medium market station or contribute in Group executive capacity. Strictest confidence. Box G-92.

FOREIGN MARKETS

Major market GM searching for management-sales management opportunities in English speaking foreign markets. Have worked in broadcasting abroad 6 years of 18 year career. Credentials include corporate management. Box G-81

Girl Friday

with Master Degree, production and technical experience in the field. Seeking marketing/marketing research, or financial analysis job with record company, radio or TV operation. Excellent credentials. Resume on request. Box G-50.

TELEVISION

Help Wanted Announcers

WEATHER PERSONALITY

Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced, effective, articulate reporter in challenging weather-conscious market. Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, N.Y. 13203. An Equal Opportunity Employer.

Help Wanted Announcers Continued

ANNOUNCER/ PERSONALITY

Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced Announcer/Host for top-rated game show, "Bowling for Dollars". Must be Creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, N.Y. An Equal Opportunity Employer.

Help Wanted Management

DIRECTOR OF COMMUNITY RELATIONS

Major communications group: broadcast and publishing. New York base. Extensive travel. Communications and/or legal experience desirable.

Send resume to: Box G-76.
An Equal Opportunity Employer

A CALL TO SERVE

We have continuing and varying needs for experienced Producers, Researchers, Writers; also news, management, engineering and other production personnel. More professional people are wanting to make their lives and talents count for something worthwhile with eternal consequences. If you feel a call to serve and can be happy with hard work, sacrifice and modest remuneration, you could become a part of one of the world's most exciting happenings. Send resume to Personnel Division, Drawer B, Christian Broadcasting Network, Virginia Beach, VA 23463, CBN, producer of "The 700 Club." is an Equal Opportunity Employer.

Help Wanted News

Weatherperson

In a market with 364 1/2 days of sunshine (and one afternoon you wouldn't believe) need experienced weather reporter who's articulate, personable and sick of bad weather. Send resume, cassette video tape and salary requirements to: Sunshine, P.O. Box 1748, Tucson, Arizona 85702. Equal Opportunity Employer.

EXPERIENCED TV NEWS PEOPLE

URBAN REPORTER-ENG and investigative reporting background. Ability to produce, write and deliver stories live or on film or videotape. Minimum 2 years reporting experience.

CO-ANCHOR/HOST-Daily news and talk show. Creative and strong interviewing skills. Ability to produce and write own material required.

PRODUCER-Thorough TV production and writing background. Supervisory experience needed. Primary responsibility for 11 PM newscast.

Send tapes and resumes to Personnel Dept., WFSB-TV, 3 Constitution Plaza, Hartford, Conn. 06115 (A Post-Newsweek Stations)

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

PM MAGAZINE TALENT

Warm, Personal, Witty Talent needed for exciting new PM MAGAZINE show. Must have creative writing ability, be self-producing and have ENG experience. Send 3/4" cassette and resume to Bonnie Arnold, Producer, WFSB-TV, 3 Constitution Plaza, Hartford, Conn. 06115. (A Post-Newsweek Station)

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

EXPERIENCED TRANSMITTER SUPERVISOR

Central New York multiple owner. First Radio Telephone. Five kw three-tower AM directional; 100 kw FM; low channel VHF. Good wages, benefits and pension plan. Equal Opportunity Employer. Write Box G-93, Broadcasting. Give full details, experience and salary requirements first letter.

TV Engineer

Immediate opening for qualified television technician. Must have at least two years experience in TV engineering. Should be capable of maintenance and operation of high quality broadcast equipment such as RCA TK-44A cameras and Ampex 1200 B videotape recorders. Liberal fringe benefits; salary open. Send resumes to:

Dean John Quinn
Academic Resources
Brooklyn College/CUNY
Brooklyn, New York 11210

SUPERVISOR TV ENGINEER

Immediate opening for experienced TV Engineer with supervisory experience. Must be a graduate of an acceptable technical institute, and/or have a minimum of 6-8 years supervisory experience in modern television broadcast studio operation. Requires extensive maintenance experience, knowledge of all aspects of studio and master control operations, and capability of instructing personnel. Salary varies according to experience and training (position with KOMU-TV-NBC affiliate). Please contact:

UNIVERSITY OF MISSOURI COLUMBIA

Personnel Services
309 Hitt St.
Columbia, MO. 65211

Equal Opportunity Employer M/F

Help Wanted Technical Continued

MANAGER OF ENGINEERING

Outstanding educational broadcasting and production facility in Chicago area seeks person experienced in management, studio operations and maintenance. Salary \$20,000+. EOE. Send salary req. and resume to Box G-26.

Help Wanted Sales

Order Processing Manager

The Grass Valley Group, a leading manufacturer of television broadcast equipment, has a unique opportunity for an individual to assume responsibility for our sales order processing function. Your responsibilities will include assuring technical accuracy of sales orders, providing technical liaison between sales, engineering and manufacturing groups, and administration of OEM and GSA contracts.

The position requires an individual experienced in the television broadcast industry, and who has technical knowledge of GVG products.

Located in the serene, recreationally abundant foothills of California's Sierra-Nevada mountains, the Grass Valley Group offers excellent benefits including relocation assistance.

Interested and qualified applicants are invited to send a resume in confidence to Val R. Marchus, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 94945. An Equal Opportunity Employer M/F.

A Tektronix Company

The Grass Valley Group

Help Wanted Programing, Production, Others

CO-HOST

Co-host for top daily show in top ten market. Must be idea person and have production flair. Resumes only. Box G-48.

PRODUCER/DIRECTOR

Public broadcast station WIPB-TV has an opening for a producer/director. Responsibilities include producing and/or directing all local and remote production and coordinating all elements of production. BS in radio-TV with one year production experience and two years general broadcast experience required. Application deadline 7/7/78.

Send Resume To:
Personnel Services Office
BALL STATE UNIVERSITY
Muncie, IN 47306

An Equal Opportunity/Affirmative Action Employer

BOOKS

- 402 BROADCASTING ENGINEERING & MAINTENANCE HANDBOOK**, by Patrick S. Finnegan. Truly a masterpiece of timely maintenance tips, installation techniques, and measurement methods for the entire equipment chain—practical answers to practical problems, not theoretical "excursions" into the clouds! Covers planning, construction, installation, start-up, calibration, operation, updating, maintenance, modification and repair of commercial or educational broadcast facilities. 532 p. **\$19.95**
- 432 PROFESSIONAL BROADCAST WRITER'S HANDBOOK** by Standley Field, Deputy Chief, Broadcast Pictorial Branch, U.S. Army Information Div. Covers all forms of writing—drama, documentary, children's and religious programming. 396 pages. **\$14.95**
- 400 ILLUS. DICTIONARY OF BROADCAST-CATV-TELECOMMUNICATIONS**. A GIANT, one-stop source of 9,000 modern, concise, easy-to-use definitions that explain ALL fields of telecommunications! It's a complete word-by-word guide, and contains 9,000 thoroughly understandable explanations of the terminology used in radio, TV, CATV, advertising, music, journalism, broadcasting, statistics, writing, film, news, acting, law, lighting, sound, programming, sales, video, etc. 420 pps., 106 illus. **\$14.95**
- 444 RADIO ADVERTISING—HOW TO SELL IT & WRITE IT**, by Sol Robinson. Presents a practical approach to radio advertising sales—new and useful methods which the time salesman (and copywriter, too!) can use to obtain better results for himself, the station, and the sponsor. 228 pages. **\$12.95**
- 401 MICROPHONES: HOW THEY WORK & HOW TO USE THEM**, by Clifford. Takes all the mystery out of microphones, shows you how to record almost anything (at a professional level), clearly explains how to get different sound effects and better stereo. You learn about the different types of microphones and accessories available, and how to interpret polar patterns... plus single- and multi-microphone applications, phasing, and recording data for over 60 different types of instruments. 224 pps., 92 illus. **\$8.95**
- 457 PROFESSIONAL ELECTRICAL/ELECTRONIC ENGINEER'S LICENSE STUDY GUIDE**, by Ed Ross. A complete study guide for the electronics or electrical engineer who wants to prepare for either the Power Option or the Electronics Option of the Professional Engineering (PE) exam. The author reviews basics of electricity and electronics, plus the most advanced states of the art—digital techniques and solid-state devices. The text is designed to accommodate the engineer who has been out of school for awhile, as well as the recent graduate. 448 p., 466 illus. **\$10.95**
- 455 PROMOTION & PUBLICITY HANDBOOK FOR BROADCASTERS**, by Rolf Gompertz. A practical handbook for radio and TV station publicity and public relations departments: Planning a publicity campaign. Tools of the trade. Press agents. Organizing, preparing and disseminating a press kit. List of press outlets. The author is a publicist of NBC's West Coast Press & Publications Dept. His responsibilities include national publicity for "specials" originating on the west coast. 336 p., 105 illus. **\$14.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

Help Wanted Programing, Production, Others Continued

EXECUTIVE PRODUCER

TOP 10 NETWORK AFFILIATE

Will be responsible for content and production quality of all locally originated programs (except news). Must have had broad experience, especially in public affairs; be aggressive, a self-starter with ability to motivate, administrate, and lead. Equal Opportunity Employer. Send resume to Box G-53.

Promotion Director

Top 50 TV Station in the Midwest needs a Promotion Manager with savvy and solid credentials in sales promotion, on-air production, advertising and supervision. Creative flair and instinct for what's right—important. Equal Opportunity Employer M/F/H. If you're looking for a challenge, send resume to Box F-171.

Situations Wanted Announcers

TV MAGAZINE TALK SHOW HOST

9 year professional. Experienced in all areas of interviewing—Can also provide ideas and input into shows. Currently hosting and producing daily program. College grad. If you're planning a magazine show for fall—let's talk. Prefer Midwest and East. 614-423-6515.

Business Opportunity

Attention: Radio Salespeople

Small to medium markets. Break away from your station, go into business yourself. Former radio man took the chance! Developed a super medium, that you could develop in your town. Print, but specialized. For \$5,000 you're on your way. No franchise. Join us as you should gross \$45-55M. Direct costs \$17M. Contact Farley Publishing Co., 1306 King Street, Wilmington, DE 19801. Eastern U.S. preferred.

Radio Programing

THE BIG BANDS ARE BACK

One 55-minute weekly program of Big Band sounds with host Jim Bolen.

PROGRAM DISTRIBUTORS
11 Vista Drive
Little Rock, Arkansas 72210
501-378-0135



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

For Sale Equipment

FOR LEASE OR LEASE-PURCHASE

Working tele-van. Now active in Major West Coast market. Three cam. Custom-built, ideal for broadcast, sports, mobile or fixed location. Specs, details available. Box F-169.

Audience Research

Professional Research Services

SURVEYS from \$339.00 - Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employees

6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

Miscellaneous

Over 30,000 call letter combinations ... all of them at your fingertips in booklet form for only 50 bucks. Order this computerized list from:

PHILLIPS ENTERPRISES

P. O. Box 2212
Mobile, AL 36601

(If we bill you, please add \$2.00 P & H)

Wanted To Buy Stations

Small AM or FM

Located in Northern or Central Illinois, Northern Indiana or Southern Wisconsin. All replies confidential. Box G-6.

Wanted

AM and/or FM Radio Station located in Western States, up to \$500,000. Contact: John Schuyler, 9440 Santa Monica, Blvd. Beverly Hills, CA 90210. (213) 273-4407.

FM/AM-FM STATIONS WANTED

Financially qualified group looking to expand immediately. Preferred areas: East, Mid-Atlantic, Southeast, Florida. Medium to major markets desirable. Cash or terms. Principals only. ATLANTIC BROADCASTING CORP. 4 Van Dyck Court, Potomac, Md. 20854.

For Sale Stations

- Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Good real estate. \$270,000. Terms..
- Super coverage daytimer in Virginia City. Only ethnic station in whole area. Real Estate. \$250,000. Terms.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- Powerful Fulltimer. City in NM. Billing \$300,000. Excellent value. \$530,000.
- Daytimer NW Alabama. Good buy. \$175,000. Terms.
- Fulltimer in Northeast Alabama. Includes real estate. \$360,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM in greater Washington, DC area. Owner wants offer. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.
- Daytimer covering large Florida Metro area. Real Estate. \$550,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

For Sale Stations Continued

MAJOR MARKET SUBURB

1kw D/DA covering one of the top 10 ADI markets—Excellent freq. Billing over \$450K—Actual Cash Flow. \$153K—Net profit \$97K. Asking 2x gross cash, or \$1.2kk terms. Owner will finance on term basis. Carolina Media Brokers, 516 Fenlon Place, Charlotte, North Carolina 28207. (704) 376-1161.

MINNESOTA III-A.

5 kw unlimited, DA-N.
Owner Retiring. Terms.
Box E-77.

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



H.B. La Rue, Media Broker

RADIO, TV, CTV, APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

W	Small	AM	\$70K	35K
W	Small	AM	2 x gross	29%
W	Small	AM/FM	\$375K	\$108K
S	Medium	AM	\$200K	Cash
E	Major	AM	\$725	29%

Atlanta, Boston, Chicago,
Dallas, Los Angeles



CHAPMAN ASSOCIATES

nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga. 30341

TESTS-ANSWERS FOR FCC FIRST AND SECOND CLASS COMMERCIAL LICENSE by Warren Weagant

15 updated multiple-choice tests based on the actual FCC exam, plus Self-Study Ability Test.

Prepared specifically to meet the enormous demand for holders of FCC operator licenses, this 5th revised edition practically guarantees a passing grade.

Contains helpful study tips, how to take the exam and much, much more!

200 Pages. 180 illustrations ... \$9.95.

BROADCASTING BOOK DIVISION
1735 DeSales St., N.W.
Washington, DC 20036

Please send me TESTS-ANSWERS FOR FCC FIRST AND SECOND CLASS COMMERCIAL LICENSE. My \$9.95 payment is enclosed.

Name

Address

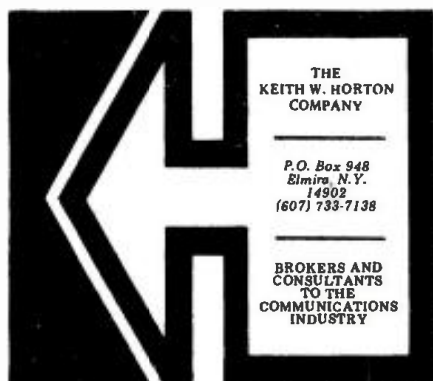
City

State Zip

MEDIA BROKER, APPRAISER... 318-865-8668

Are you considering selling a broadcast property? Do you want a maximum of secrecy? Would you like to receive the true market value? Talk to your accountant and then call me for a very, very, confidential, no obligation conversation. John Mitchell & Associates. 318-865-8668.

**JOHN
mitchell**



THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word, \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word, \$5.00 weekly minimum. All other classifications: 80c per word, \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

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

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

	Stock symbol	Exch.	Closing Wed. June 7	Closing Wed. May 31	Net change in week	% change in week	High	1977-78 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
Broadcasting													
ABC	ABC	N	51 3/4	50 1/8	+	1 5/8	+	3.24	51 3/4	35 3/8	9	18,152	939,366
CAPITAL CITIES	CCB	N	74 3/4	71	+	3 3/4	+	5.28	74 3/4	44 3/4	14	7,426	555,093
CBS	CBS	N	57 3/4	55 1/8	+	2 5/8	+	4.76	62	43 7/8	9	28,100	1,622,775
COX	COX	N	41 3/8	40 1/4	+	1 1/8	+	2.79	41 3/8	25 1/2	11	6,185	255,904
GROSS TELECASTING	GGG	A	20 7/8	20 1/4	+	5/8	+	3.08	20 7/8	13 5/8	10	800	16,700
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2				11 3/4	3 7/8	21	462	5,313	
LIN	LINB	O	36 3/8	34 3/8	+	2	+	5.81	36 3/4	16 1/2	12	2,745	99,849
MOONEY	MOON	O	4 1/4	4 3/4	-	1/2	-	10.52	4 3/4	1 7/8		425	1,806
RAHALL	RAHL	O	20 1/4	20 1/4				21 1/4	8 5/8	22	1,264	25,596	
SCRIPPS-HOWARD	SCRIP	O	45	45				45	30 1/2	10	2,589	116,505	
STARR	SBG	M	12 5/8	12 5/8				13 1/8		11	1,487	18,773	
STORER	SBK	N	30 7/8	28 1/4	+	2 5/8	+	9.29	31 1/2	19 3/8	12	4,876	150,546
TAFT	TFB	N	42 7/8	42 1/2	+	3/8	+	.88	44 7/8	24 5/8	9	4,119	176,602
TOTAL										78,630	3,984,828		

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	9	9 1/8	-	1/8	-	1.36	9 3/8	3 3/4	10	1,229	11,061
JOHN BLAIR	BJ	N	25 3/4	24 1/2	+	1 1/4	+	5.10	25 7/8	11 1/8	7	2,427	62,495
CHRIS-CRAFT	CCN	N	10 5/8	9 3/4	+	7/8	+	8.97	10 5/8	4 1/2	26	4,451	47,291
COMBINED COMM.	CCA	N	42 3/4	42 3/4					45 1/8	19	13	6,920	295,830
COWLES	CWL	N	24 3/8	24 7/8	-	1/2	-	2.01	24 7/8	12 1/2	27	3,969	96,744
DUN & BRADSTREET	ONB	N	34 1/4	32 3/4	+	1 1/2	+	4.58	34 1/4	26 1/4	17	26,339	902,110
FAIRCHILD IND.	FEN	N	28 1/8	26 3/4	+	1 3/8	+	5.14	28 3/4	9 1/2	17	5,708	160,537
FUQUA	FQA	N	11 7/8	11 3/8	+	1/2	+	4.39	13	8	7	9,396	111,577
GANNETT CO.	GCI	N	43 3/8	43 1/8	+	1/4	+	.57	44	32 3/4	18	22,430	972,901
GENERAL TIRE	GY	N	26 7/8	26 5/8	+	1/4	+	.93	29 1/4	22 3/8	5	22,692	609,847
GLOBE BROADCASTING*	GLBTA	G	4 3/4	4 3/4					4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O		19 1/2	19	+	1/2	+	2.63	19 1/2	8	9	475	9,262
HARTE-HANKS	HHN	N	40 1/8	39 7/8	+	1/4	+	.62	40 1/8	26	15	4,477	179,639
JEFFERSON-PILOT	JP	N	30 3/4	30 5/8	+	1/8	+	.40	32 3/8	26 5/8	10	23,946	736,339
MARVIN JOSEPHSON	MRVN	O	16 3/4	17	-	1/4	-	1.47	17 1/4	10 1/4	8	1,978	33,131
KANSAS STATE NET.	KSN	O	11 1/4	12 1/8	-	7/8	-	7.21	13 1/4	4 3/4	11	1,727	19,428
LEE ENTERPRISES	LNT	A	28 3/8	28 3/8					28 7/8	22 1/4	11	4,930	139,888
LIBERTY	LC	N	28 1/2	28 1/4	+	1/4	+	.88	29	18	9	6,762	192,717
MCGRAW-HILL	MHP	N	23 5/8	23 1/8	+	1/2	+	2.16	23 5/8	15 5/8	12	24,682	583,112
MEDIA GENERAL	MEG	A	18 7/8	19 1/4	-	3/8	-	1.94	20	13 5/8	9	7,451	140,637
MEREDITH	MCP	N	35 1/2	34 1/8	+	1 3/8	+	4.02	35 1/2	17 3/8	8	3,074	109,127
METROMEDIA	MET	N	56 1/4	53 1/2	+	2 3/4	+	5.14	56 1/4	25 1/4	12	6,630	372,937
MULTIMEDIA	MMED	O	25 3/4	25 1/4	+	1/2	+	1.98	27 1/2	16 1/4	14	6,594	169,795
NEW YORK TIMES CO.	NYKA	A	28	28					28	15 3/4	12	11,422	319,816
OUTLET CO.	OTU	N	26 1/4	25 1/2	+	3/4	+	2.94	26 5/8	16 5/8	10	2,290	60,112
POST CORP.	POST	O	33 1/2	32 3/4	+	3/4	+	2.29	33 1/2	16 1/4	11	893	29,915
REEVES TELECOM	RBT	A	3	3 1/8	-	1/8	-	4.00	3 1/8	1 3/4	50	2,381	7,143
ROLLINS	ROL	N	19	18 1/2	+	1/2	+	2.70	24 1/4	14 7/8	10	33,000	627,000
RUST CRAFT	RUS	A	25	24 5/8	+	3/8	+	1.52	25	8 1/2	14	2,297	57,425
SAN JUAN RACING	SJR	N	11 1/4	10 5/8	+	5/8	+	5.88	11 7/8	7 5/8	17	2,509	28,226
SCHERING-PLOUGH	SGP	N	35 1/2	31 7/8	+	3 5/8	+	11.37	44 3/4	26 3/8	11	54,084	1,919,982
SUNDERLING	SDB	A	19 7/8	19 3/4	+	1/8	+	.63	19 7/8	8 3/8	9	1,105	21,961
TECH OPERATIONS	TO	A	7	5 5/8	+	1 3/8	+	24.44	7	2 3/8	28	1,344	9,408
TIMES MIRROR CO.	TMC	N	29 7/8	29 3/8	+	1/2	+	1.70	30 1/8	20 3/4	11	34,760	1,038,455
WASHINGTON POST CO.	WPO	A	42 1/8	40 1/2	+	1 5/8	+	4.01	43 5/8	21 3/4	11	8,476	357,051
WOMETCO	WOM	N	14 3/4	15	-	1/4	-	1.66	15 3/4	10 7/8	10	8,554	126,171
TOTAL											364,174	10,572,237	

Cablecasting

ACTON CORP.	ATN	A	9 3/4	9 1/4	+	1/2	+	5.40	10 1/2	3 1/8	11	2,710	26,422
AMECO*	ACO	O							1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	46	44 3/4	+	1 1/4	+	2.79	49	19 3/4	23	3,863	177,698
ATHENA COMM.*		O	3/8	3/8					7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	6 1/8	5 1/2	+	5/8	+	11.36	6 1/8	3 1/8	28	8,370	51,266
CABLE INFO.*		O	1 1/2	1 1/2					1 1/2	1/2	8	663	994
COMCAST		O	10 1/4	10	+	1/4	+	2.50	11 1/2	3 3/4	18	1,651	16,922
COMMUN. PROPERTIES	COMU	O	14 3/8	14 1/2	-	1/8	-	.86	14 7/8	3 5/8	26	4,839	69,560
ENTRON*	ENT	O	3 1/2	3 1/2					3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRI	N	33	29 1/2	+	3 1/2	+	11.86	33	17 5/8	12	7,508	247,764
GENEVE CORP.	GENV	O	13 1/4	13 3/4	-	1/2	-	3.63	14 5/8	7 1/2		1,121	14,853
TELE-COMMUNICATIONS	TCOM	O	19	17 1/4	+	1 3/4	+	10.14	19	2 7/8	95	5,281	100,339
TELEPROMPTER	TP	N	12 5/8	12 1/4	+	3/8	+	3.06	13 1/8	6 3/4	29	16,922	213,640
TEXSCAN	TEXS	O	1 1/2	1 1/2					2	1 1/4	9	786	1,179
TIME INC.	TL	N	44 5/8	47 7/8	-	3 1/4	-	6.78	48 3/4	31 3/4	11	20,371	909,055
TOCOM	TOCM	O	8 1/4	8 3/4	-	1/2	-	5.71	8 3/4	2 1/4	18	894	7,375
UA-COLUMBIA CABLE	UACC	O	32 1/2	33	-	1/2	-	1.51	35	15 1/2	22	1,679	54,567
UNITED CABLE TV	UCTV	O	17 3/4	17	+	3/4	+	4.41	18 3/8	3 7/8	32	1,915	33,991
VIACOM	VIA	N	22 7/8	23 1/8	-	1/4	-	1.08	23 1/2	9 1/2	17	3,764	86,101
TOTAL												86,641	2,015,948

	Stock symbol	Exch.	Closing Wed. June 7	Closing Wed. May 31		Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitaliza- tion (000)	
Programming													
COLUMBIA PICTURES	CPS	N	20 3/4	19 5/8	•	1 1/8	•	5.73	20 3/4	7 3/8	8	6,748	140,021
DISNEY	DIS	N	44 1/8	41 3/8	•	2 3/4	•	6.64	47 5/8	32 1/2	17	32,380	1,428,767
FILMWAYS	FWY	A	14 3/4	13	•	1 3/4	•	13.46	14 3/4	6 7/8	11	2,579	38,040
FOUR STAR			1 1/4	1 1/4				1 1/4	3/4	13	666	832	
GULF + WESTERN	GW	N	14 1/2	13 7/8	•	5/8	•	4.50	18 3/8	10 1/4	6	48,215	699,117
MCA	MCA	N	52 3/4	52 1/4	•	1/2	•	.95	52 3/4	32	12	18,558	978,934
MGM	MGM	N	35 1/2	34	•	1 1/2	•	4.41	36 3/4	16	15	14,609	518,619
TRANSAMERICA	TA	N	16 3/8	16 1/8	•	1/4	•	1.55	16 1/2	13 1/4	6	66,781	1,093,538
20TH CENTURY-FOX	TF	N	36	34	•	2	•	5.88	36	10	6	7,786	280,296
VIDEO CORP. OF AMER	O		8	7	•	1	•	14.28	8	3 1/2	15	973	7,784
WARNER	WCI	N	45	42 1/8	•	2 7/8	•	6.82	45	25 3/4	9	14,458	650,610
WRATHER	WCO	A	12 1/8	11 3/8	•	3/4	•	6.59	12 1/8	4 1/2	12	2,243	27,196
TOTAL											215,996	5,863,754	

Service

BBDO INC.	BBDO	O	37 1/2	35 1/4	+ 2 1/4	+ 6.38	37 1/2	22 1/2	11	2,513	94,237
COMSAT	CQ	N	42 1/4	41 1/4	+ 1	+ 2.42	44	28 3/4	12	10,000	422,500
DOYLE DANE BERNBACH	DOYL	O	23 3/4	23 1/4	+ 1/2	+ 2.15	23 3/4	16 3/4	7	1,776	42,180
FOOTE CONE & BELDING	FCB	N	20 1/2	20 3/4	- 1/4	- 1.20	21 1/4	14 3/4	9	2,304	47,232
GREY ADVERTISING	GREY	O	29	29			34	16 1/2	5	716	20,764
INTERPUBLIC GROUP	IPG	N	35	34	+ 1	+ 2.94	39 1/4	22 1/2	10	2,387	83,545
MCI COMMUNICATIONS	MCIC	O	4 1/4	4	+ 1/4	+ 6.25	4 7/8	7/8	47	20,137	85,582
MOVIFLAB	MOV	A	1 3/4	1 1/2	+ 1/4	+ 16.66	3	1	12	1,410	2,467
MPO VIDEOTRONICS	MPO	A	65 3/8	5 7/8	+ 59 1/2	+ 12.76	65 3/8	4	82	520	33,995
A. C. NIELSEN	NIELB	O	25 3/4	25 1/2	+ 1/4	+ .98	28	18 7/8	13	10,832	278,924
OGILVY & MATHER	OGIL	O	53	51 1/2	+ 1 1/2	+ 2.91	53	31	10	1,805	95,665
J. WALTER THOMPSON	JWT	N	27 3/8	26 1/2	+ 7/8	+ 3.30	27 3/8	15 1/8	9	2,649	72,516
TOTAL										57,049	1,279,607

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	8 1/4	7 1/2	+	3/4	+	10.00	8 1/4	2 3/8	9	1,672	13,794
AMPEX	APX	N	16 3/4	17 1/4	-	1/2	-	2.89	17 1/4	7 3/8	16	10,928	183,044
ARVIN INDUSTRIES	ARV	N	21 1/4	22 1/2	-	1 1/4	-	5.55	22 1/2	14 1/2	5	5,959	126,628
CCA ELECTRONICS*	CCA	D	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	5 1/8	5 1/4	-	1/8	-	2.38	5 3/8	1 3/4	16	1,654	8,476
COHU	CDH	A	4	4 1/4	-	1/4	-	5.88	4 1/2	2 1/8	13	1,779	7,116
CONRAC	CAX	N	23 3/8	23 1/4	+	1/8	+	.53	27 1/4	19 1/4	8	1,803	42,145
EASTMAN KODAK	EASKD	N	56 7/8	55 5/8	+	1 1/4	+	2.24	86 3/4	42	14	161,370	9,177,918
FARINON	FARN	O	14	12 3/4	+	1 1/4	+	9.80	14	8	14	4,635	64,890
GENERAL ELECTRIC	GE	N	53 5/8	52 7/8	+	3/4	+	1.41	56 5/8	44 1/2	11	184,581	9,898,156
HARRIS CORP.	HRS	N	59 3/4	53 3/4	+	6	+	11.16	59 3/4	28	16	12,236	731,101
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4					5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	O	2 5/8	2 5/8					2 5/8	1/4		2,701	7,090
MICROWAVE ASSOC. INC	MAI	N	29 1/2	40 5/8	-	11 1/8	-	27.38	41 7/8	20 1/4	12	1,320	38,940
3M	MMH	N	56 3/4	53 3/8	+	3 3/8	+	6.32	57	43 1/2	16	115,265	6,541,288
MOTOROLA	MOT	N	49 1/2	46 1/4	+	3 1/4	+	7.02	56 7/8	34 1/4	15	28,544	1,412,928
N. AMERICAN PHILIPS	NPH	N	29 3/8	27 5/8	+	1 3/4	+	6.33	36	24 3/4	6	12,033	353,469
OAK INDUSTRIES	OAK	N	34 1/8	32 3/4	+	1 3/8	+	4.19	34 1/8	9 5/8	38	1,716	58,558
RCA	RCA	N	30	27 3/4	+	2 1/4	+	9.10	31 3/4	22 3/4	9	74,810	2,244,300
ROCKWELL INTL.	ROK	N	33	33 3/8	-	3/8	-	1.12	36 3/4	28 1/4	7	33,600	1,108,800
RSC INDUSTRIES	RSC	A	2 5/8	2 7/8	-	1/4	-	8.69	2 7/8	1 5/8	11	2,690	7,061
SCIENTIFIC-ATLANTA	SFA	A	28 1/4	27 7/8	+	3/8	+	1.34	29 1/2	16 3/4	16	2,426	68,534
SONY CORP.	SNE	N	7 7/8	7 7/8					10 3/8	7	12	172,500	1,358,437
TEKTRONIX	TEK	N	44 5/8	40 3/4	+	3 7/8	+	9.50	68 1/2	28 1/4	15	17,804	794,503
TELEMATION	TLMT	O	1 1/4	2	-	3/4	-	37.50	2 1/4	1/2	2	1,050	1,312
VARIAN ASSOCIATES	VAR	N	17 3/8	16 5/8	+	3/4	+	4.51	21	14 3/4	10	6,838	118,810
WESTINGHOUSE	WX	N	22 1/2	21 7/8	+	5/8	+	2.85	22 1/2	16 1/4	7	87,329	1,964,902
ZENITH	ZE	N	16 1/4	15 1/2	+	3/4	+	4.83	28	11 3/8	21	18,818	305,792
TOTAL											967,438	36,640,592	
GRAND TOTAL											1,769,928	60,356,966	

Standard & Poor's 400 Industrials Average 110.8 107.8 +3.0

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by Broadcasting. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through Broadcasting's own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

DeVos, Van Andel and Mutual: a messenger for their Am(ericana)way

The canyon of Wall Street and the towers of midtown New York may symbolize American business. But a better place to look for that skin-of-our-teeth entrepreneurial drive that built American capitalism just may be a third of a continent away where, overlooking the Grand River, Jay Van Andel and Richard DeVos have built their "Center for Free Enterprise" in their home town of Ada, Mich.

Less than a year ago these two men, founders and owners of Amway Corp., swooped out of the Midwest and bought Mutual Broadcasting System for \$18 million—a hefty sum for a radio network many in broadcasting considered to be worth little more than the value of its affiliation agreements and its AT&T line leases.

Since their acquisition last August, Messrs. Van Andel and DeVos have overseen Mutual's initial moves toward establishing a satellite-fed national radio network and its first step into broadcast station ownership—a \$12 million agreement to purchase WCFL(AM) Chicago.

It was, says Mr. DeVos, president of the company, their "first acquisition outside of something that's directly related to our field, our industry and our knowledge." As for now, he intends to let Mutual "keep doing what they've been doing" and to "turn them loose and let them go."

Mutual, he says, "has gone through a long dry spell where they were always trying to catch up with themselves." The network is solidly in the black now, Mr. DeVos says, "blacker than a year ago," and is ready to start "a variety of programming for different audiences and different affiliates." The word from Ada to Mutual, then, is "go"—or, more aptly, "achieve."

Amway is a diversified manufacturing and retailing firm that distributes its 200-plus products (just about everything from laundry detergent to women's hosiery and fine jewelry) through a system of 250,000 primarily husband-and-wife distributorships throughout this country and others in Europe and Asia. Including Mutual, Amway has about 2,650 employees—1,800 of them in Ada. (It is best known, perhaps, for its 13-year sponsorship of Paul Harvey, the conservative commentator, on ABC Radio.) In 1977, the privately owned company reported sales in excess of \$375 million, and it expects to top the \$450 million mark this year. By 1983 or 1984, according to Mr. DeVos, Amway expects to hit the \$1 billion level. Amway

profits are not disclosed.

Not bad for two high-school buddies who started selling together right after World War II, opened their own flying school and went off on what they hoped would be a year-long cruise of the Caribbean that ended with the sinking of their schooner off the coast of Cuba. Later, they would found a direct-sales company and then, in 1959, Amway Corp.

But Amway, as its name suggests, is much more than a business for these two men. It is a way of life—almost a religion—that preaches individual achievement and success as the means to acquire the good life. They believe with the devotion of the zealot, and they expound with the fervor of proselytes.

Their "Center for Free Enterprise" in Ada is as good a place as any to start looking at Amway and its unconventional owners.

Just inside the modern, round, glass, steel and stone building is a life-size bronze of Messrs. Van Andel and DeVos. Elsewhere, there are displays such as the "Tree of Economic Life," which attempts to show the organic relationships of the various branches of the "free competitive enterprise" system. There are other displays that illustrate the flow of corporate dollars through the economy and a movie, "It's Everybody's Business," that "stresses the right of today's young people to the opportunity to achieve success and build a better life for themselves and their fellow men."

The center is a monument, a shrine even, to the American brand of capitalism that has allowed Messrs. Van Andel and DeVos to build their empire and that they feel is in serious peril as an economic system.

Mr. DeVos, who is the more outgoing of the two men and who oversees the "people side" of the corporation, spends a great deal of his time flying in one of Amway's three corporate jets to speak before high school and college groups on the virtues of capitalism. He says he especially likes the high school audiences.

"I'm not trying to preach a free enterprise message," Mr. DeVos says. "I'm trying to preach a freedom message. I'm trying to preach human value. The broadcasting business is the greatest vehicle in the world to do it."

So somewhere inside that vortex of self-reliance, home-grown success and boosterism is the Mutual Broadcasting System, a 838-affiliate network (as of May) that just may become the medium to get that message to millions.

They feel, as Mr. Van Andel puts it, that radio and television—especially television—have not quite lived up to their po-

tential to serve the public. "I guess we do feel," Mr. Van Andel says, "that some of the people who have been operating the media haven't always displayed the concern they should." He is especially critical of the "low moral standards" and the "high level of violence" on the home screen. "The purveying of basically sex and violence for entertainment has to have a bad effect," he declares.

The television networks "do a reasonably good job on some things, a good job on their day-to-day entertainment," says Mr. Van Andel. "Somewhere in the system there's something wrong that allows such a very powerful medium to cater to the lowest interests, you might say, of the population."

Both men readily admit they are amateurs in broadcasting, but they share a vision of Mutual as becoming something more than another radio network that presents the news once or twice an hour and an occasional longer program.

"I would like to have it say some other things," Mr. DeVos says. "I would like to have in its programming—throughout the day—success stories of people from all walks of life. I would like it to be a motivator to people, to encourage them in what they're doing—something more than just present the normal problems of the world as the news does."

"I would like to see Roger Staubach on there a couple of times a week talking to kids about the disciplines of life and what he did to get where he is. Or Tom Landry. Or a hundred other guys from sports or in business or in politics or in religion who have succeeded in life. We would like to give that kind of message. But underlying that is something that uplifts people instead of just the normal stuff they get every day. We think we can find the ways and means to be an uplifting outfit—an encourager."

"We like that upbeat tone," Mr. Van Andel says, "because there are enough things in life that drive people down."

They are examples of the American entrepreneur—the fellow who manages to get through the maze of the business world relying as much on his own wits and instincts as on vice presidents and computer print-outs. They bought Mutual, Mr. DeVos says, "because it was for sale. Our expertise is very, very limited when it comes to a network or radio or television or anything. We just looked upon it as a challenging thing."

"I think anyone who has been on the entrepreneurial side of business, where you have built a large organization, you see the tremendous impact that the media have on people," says Mr. Van Andel.

Nor in the 10 months since BROADCAST-

ING broke the news of the sale of the network have Messrs. Van Andel and DeVos devoted a great deal of their energies to developing any long-range goals for Mutual. "We have a company where two of us own it and two of us run it, and we really don't do that kind of long-range planning," explains Mr. DeVos. "The entrepreneurial type is usually not too well organized. I don't mean we're disorganized, but you really follow your leads and your instincts more than you do massive, five-year corporate planning charts."

Both men are born salesman, and even the generally quiet Mr. Van Andel has been known to rouse an audience to near frenzy while speaking at an Amway sales meeting or distributors' convention. Although the two men have known each other since youth and have maintained close personal ties (they are next-door neighbors and members of the same Christian Reform Church) as well as a partnership that began in 1940 when Mr. DeVos made a deal to split gasoline money with the older Mr. Van Andel for their trips to school, they do have distinctly different personalities and outlooks on life.

Mr. Van Andel, who became chairman only after the two agreed they could no longer continue their practice of switching

their titles back and forth, was an Air Force lieutenant during World War II. He is active in Republican politics and a long-time friend of former President Gerald Ford, who participated in the dedication of the "Center for Free Enterprise" in 1973. He enjoys power boating, skiing, organic gardening and Shakespeare. (He and his wife regularly attend the annual Stratford, Ont., Shakespeare festival.) Mr. Van Andel is also an art collector, and he often can be seen touring around his home town in one of his two Lamborghinis or his custom-built Excalibur.

"I guess you could consider me the intellectual," Mr. Van Andel says.

But how do two men maintain a close business and personal relationship over the entire course of their professional lives? Mr. Van Andel: "There are always trade-offs. You're always having to respect the other partner and allow the other partner to operate with some freedom."

"We don't see and think alike on everything. When we make our business decisions, we always come to an agreement. We have a working arrangement whereby if we both cannot agree on a program, then it doesn't go into effect. One of us has the veto. Everything we do, we must both endorse."

Their relationship, as Mr. Van Andel describes it, is one wherein they are both

business partners and friends. "We began as friends and ended up as business partners. Both relationships continue." Also, he says, their families "are quite close."

The more flamboyant president of Amway is reputed to have a mean left-handed tennis serve and is a sailing enthusiast. As is Mr. Van Andel, Mr. DeVos is an airplane pilot. He is also the patron of the local young people's DeVos String Quartet.

"We both take time to play," Mr. DeVos says, sporting a well-nurtured Florida tan.

"Unfortunately," according to Mr. Van Andel, they have very little opportunity to play together. With their travel schedules and the necessity of one of them working while the other is off somewhere, it is "extremely difficult for us both to get away."

Both men are millionaires several times over and are acutely security conscious. Both are said to travel regularly with body guards, and Mr. Van Andel sees that his family is kept out of the public view as much as possible. (The reason for that, he says, is to reduce the possibility of harm coming to one of his four children.)

According to Mr. DeVos, he and Mr. Van Andel had considered getting into communications for several years. They first set their sights on a national magazine so they could "expose to a broader audience the things we feel are important in the future of this country." Then, he says, "Mutual came along."

"Actually," reports Mr. Van Andel, "the opportunity to purchase Mutual came to us—we didn't solicit it."

Besides making the network "bigger and better," Mr. DeVos says he doesn't "see any reason why we can't increase the number of affiliates substantially, and I know with the satellite we're going to increase the quality of our product."

Nor does Mr. DeVos preclude the possibility of expanding Mutual beyond radio into television. Although he cites the exceptionally high costs of television as a possibly inhibiting factor to expansion, according to Gary Worth, executive vice president of Mutual, much of the satellite-related hardware that the network is building across the country is compatible with television broadcasting.

As a matter of fact, Mr. DeVos at least, sees few impediments for anything he sets his mind to. "It really comes down to the concept of what Amway is and what we are trying to do. Amway is an achievement-oriented organization. But we have in this country gotten to a point where people are apologizing for success—it's a dirty word. Somehow an unsuccessful company is more virtuous than a successful one. A poor person is somehow more lovable than a rich man. All I say is I don't accept that philosophy."

"We believe in this country. We believe in the freedom of the economic system. We believe that people should be inspired to achieve and to work toward achievement."

"That's in any field they choose."



Jay Van Andel—chairman of the board and co-owner, Amway Corp., Ada, Mich.; b. June 3, 1924; U.S. Army Air Force, 1942-45; student, Pratt Junior College, Pratt, Kan., 1945; Calvin College, Grand Rapids, 1942 and 1946; partner, Wolverine Air Service, 1946-48; traveled through Caribbean and South America, 1948-49; distributor, Nutrilite Products, 1949; co-founder, Ja-Ri Corp., 1949; co-founder, Amway, 1959. m. Betty Hoekstra, Aug. 16, 1952. children—Nan, Stephen, David, and Barbara.

Richard Marvin DeVos—president and co-owner, Amway Corp., Ada, Mich.; b. March 4, 1926, Grand Rapids, Mich.; U.S. Army Air Corps, 1944-46; attended Calvin College, Grand Rapids, 1946; partner, Wolverine Air Service, Grand Rapids, 1946-48; traveled through Caribbean and South America, 1948-49; distributor, Nutrilite Products, 1949; co-founder, Ja-Ri Corp., 1949; co-founder, Amway, 1959. m. Helen J. Van Wesep, Feb. 7, 1952. children—Richard, 22; Daniel, 20; Suzanne, 17, and Douglas, 13.

Editorials

Only the beginning

The first version of the Communications Act of 1978 was released to a waiting communications world last week. The guess here is that its ultimate title will be more like the Communications Act of 1985, if the gestation period of the 1934 legislation it is drafted to replace may be taken as a precedent.

It is, however, "a starting point," as Chairman Lionel Van Deerlin (D-Calif.) of the House Communications Subcommittee described it at the unveiling last Wednesday. And for starters, the subcommittee and its staff could have done an infinitely worse job. Various interests will be disappointed, and some will be outraged, by the fates dealt to them in the rewrite draft, but the document is eminently serviceable for its purpose of getting the serious business of final drafting under way.

The full implications of how this legislation would change telecommunications regulation cannot be assessed until it is carefully read against the 1934 act and all of its amendments. Some tentative conclusions may be reached about parts that obviously would replace basic elements in the existing law.

For example, the reduction in number of regulatory commissioners from seven to five at least suggests a commendable interest in removing bloat from the bureaucracy.

Radio broadcasters will surely cheer the prospects of emancipation from much of the federal regulation they now endure. The sweeping deregulation that the rewrite draft proposes is a recognition that the competition of the marketplace provides more realistic regulation of radio, in the public interest, than can be prescribed in Washington.

Television broadcasters have considerably less reason for celebration, although the net effect of the proposed changes would reduce rather than increase their regulatory load.

Cable television operators are put in a terrible fix. They face total removal from federal controls—the professed dream of every red-blooded American businessman. And they hate it. Uncle Sam proposes to abandon cable on the doorsteps of state and local governments, where it may encounter harsh extremes of care and feeding. The specter of telephone company entry is also raised by the legislation.

All communications licensees can only guess at the effects of one of the major innovations in the rewrite draft—the imposition of fees scaled to reflect the value of the spectrum space that the licensee occupies. The draft places no limits on amounts that the commission could collect and leaves it to the commission to devise the formulas of assessment. The drafters have enormous sums in mind, hundreds of millions of dollars to generate a "Public Telecommunications Programming Endowment" and the money for low-cost government loans for rural telecommunications enterprises and for acquisition of telecommunications ownership by minorities—not to mention the defrayal of all costs of the regulatory agency.

There are many other parts for broadcasters to question: why multiple ownership limits should be drastically reduced by law to five television stations and five radio; why television must continue to live with a fairness doctrine under another name and equal time for many political candidates if radio is freed of those restraints; how the law can constitutionally require of television a federal quota of news, public affairs and local programming "throughout the broadcast day."

But there will be time for all of those and more. Meanwhile, Mr. Van Deerlin, the senior subcommittee Republican, Lou Frey of Florida, and the subcommittee staff directed by Chip Shooshan get a round of applause for the technical job of producing a draft good enough to provide a platform for debate.

Nothing sacred

The U.S. Supreme Court, in the *Stanford Daily* case, has seriously abridged the rights to privacy of law-abiding citizens, including those who work in the media of journalism. As reported here a week ago, the court has read the Fourth Amendment of the U.S. Constitution to mean that police may search for criminal evidence believed to be in the possession of innocent third parties. It has also read the First Amendment to provide no special shelter for journalists.

Legislative remedies are called for on both counts.

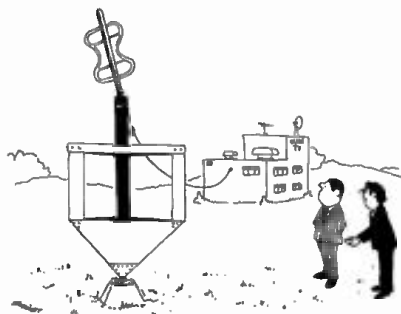
Every citizen has reason to object to a ruling that exposes private articles and documents to the rummaging of officials engaged in a hunt for something else. Journalists are additionally offended. The confidentiality of sources is fundamentally compromised if every newsroom is subject to police raids.

As now interpreted by the Supreme Court, the Fourth Amendment entitles police to search any premises on a showing of reasonable belief that evidence of a crime may be found there. In the act of searching, police may paw through desks, files, film and tape vaults, as Palo Alto, Calif., police went through the offices of the *Stanford Daily*. En route to the object of their search, whether they find it or not, they will inevitably come into possession of information that is none of their business. It will be a public-spirited cop indeed who chances upon evidence of a journalistic investigation of the local police and keeps the secret.

The *Stanford Daily* and 12 media organizations, including the National Association of Broadcasters and the Radio Television News Directors Association, that entered the case in its behalf claimed no immunity from the revelation of criminal evidence. They argued, however, that the appropriate procedure for the police was through subpoenas for specific material. A news medium agreeing to comply would present the requested evidence without exposing everything else to police search. One opposing the subpoena could raise appropriate objections in the court.

The Supreme Court could have accepted that argument without harm to either the Fourth or First Amendments. That it chose not to leaves the work to Congress, where, as reported elsewhere in this issue, prominent members have already submitted corrective bills. Theirs is a worthy public service.

As a footnote, it may be mentioned that the 5-to-3 majority decision of the court was written by Justice Byron White who also wrote the 1969 *Red Lion* decision that held the fairness doctrine to be constitutional. There are other authors that broadcasters—and now all journalists—would prefer to read.



Drawn for BROADCASTING by Jack Schmidt

"Right about here we ran out of money."



**KTXL TV40...
America's Only
Major Market
UHF Independent
with a Major News
Commitment**



KTXL-TV40 Sacramento/Stockton, now in its 4th year of news, is still the only Major Market UHF Independent with a full hour nightly newscast! As the only UHF member of the Independent Television News Association TV40's 18 person news staff joins with ITNA's world-wide satellite coverage to bring Northern California the late night news one hour earlier.

**REPRESENTED NATIONALLY
BY M.M.T. SALES**



KTXL-TV40



SQUEEZOOM™

is...
One Channel

FRAME SYNCHRONIZER

Locks all remote signals to house sync. Network, ENG, Remote pick-ups, and satellite signals will mix with local signals with no disturbance.

Sampling video at 4 times subcarrier for superior technical standard and picture quality.

TIME BASE CORRECTOR

Will "NTSC" COLOR and sync of low cost VTR's.

FRAME FREEZER

Will act like having another camera in the studio for still shots. Will freeze any full frame picture. Will retain last frame of interrupted incoming signal automatically until picture is restored.

VIDEO COMPRESSOR

"No matter how a slide or scene comes in, you can compress and/or change its aspect ratio as you wish, down to one picture element, and position it anywhere on the screen.



ELECTRONIC ZOOM

See or read information not possible without zoom.

In sports, determine if ball is good, simply freeze and enlarge. Call foul plays more accurately. Zoom capability on a remote or recorded scene. Zoom while chroma key tracking.

VERY SPECIAL EFFECTS

With 2 channels or more, open new unlimited vistas of movie-type effects.

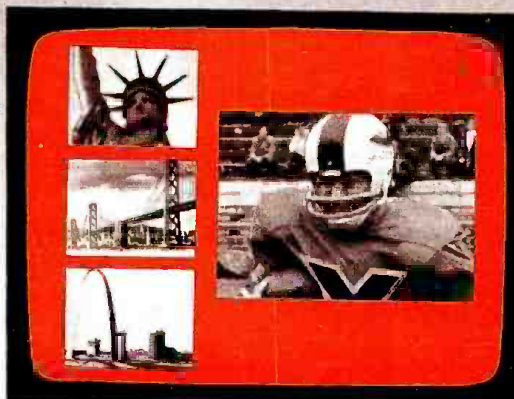
GENERATE your own effects with Vital's pre-programmed micro-processor.

Record 4 pictures on one recorder and play back any one full screen with no perceptible degradation.

Observe or monitor 4 TV channels on one receiver; listen to any one audio.

Conceived, designed, and manufactured in Florida by Vital Industries, Inc., makers of the VIX-114 Series Switching Systems.

Or up to 4 Channels in One



You will not be locked out with one video channel "Squeezoom." Add other channels as you wish. Too many exciting features and applications to describe. Call us toll free 1-800-874-4608.



HI TECHNOLOGY PRODUCT INNOVATORS

VITAL INDUSTRIES, INC.

MAIN OFFICE: 3700 N.E. 53rd Ave., Gainesville, Fla. 32601 U.S.A. • Tel.: Area 904-378-1581.

MORRELL BEAVERS Midwest
2644 North Seventh St.
Terre Haute, Indiana 47804
Phone 812/466-3212

ROBERT McALL Northeast
34 Autumn Lane
Hicksville, N. Y. 11801
Phone 516/735-0055

GORDON PETERS Southwest
P. O. Box 912
Arlington, Texas 76010
Phone 817/261-6855

ERIC KING Southeast
Fox Hill Road
Lynchburg, Va. 24503
Phone 804/384-7001

BARRY HOLLAND West Coast
7960 West Beverly Blvd.
Los Angeles, California 90048
Phone 213/653-9438