

Nov. 6, 1978

**Winning and losing in the new season
Geller takes the lead on license renewal**

Broadcasting Nov 6

The newsworthy of broadcasting and allied arts

Our 48th Year 1978

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA 51106

NEWSPAPER

Nationally recognized news.

“

...KSTP-TV has a top reputation in
the broadcasting industry...

—The Wall Street Journal

...the dominant news operation in its market...

—Broadcasting

...the no. 1 rated station in all dayparts
in its market...

—Advertising Age

...generally acknowledged to be the
leading station in its market...

—Daily Variety

”

And as the recognition goes on, so does our dominance.

A July ARB ranking puts #1 Eyewitness News far ahead of any
network programming. With six of the top eight shows watched.*

Prime time in the Twin Cities? It's local news. On the
nationally recognized station: KSTP-TV.

#1 EYEWITNESS NEWS
KSTP-TV 

A division of Hubbard Broadcasting, Inc. For more information call KSTP's
Jim Blake, General Sales Manager, at 612-645-2724, or your nearest Petry office.

*Source: Arbitron, Minneapolis-St. Paul, July 1978, program audiences.
Estimates subject to limitations of said report.

51106 29253 MCK FEB/82
MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY IA 51106

People turn us on!

All the people of Gaylord radio and television stations share one common philosophy:
To be uncommonly responsive to the people of the individual markets we serve.
We stay tuned in to their information and entertainment preferences.
That's why Gaylord Broadcasting continues to grow
in the ability to offer you a receptive audience.
And that's why advertisers, too, turn us on!



GAYLORD
Broadcasting Company

One of America's largest privately owned groups of radio and television stations.

KTVT

Dallas/Fort Worth

WTVT

Tampa/St. Petersburg

KHTV

Houston

KSTW-TV

Seattle/Tacoma

WUAB-TV

Cleveland/Lorain

WVUE-TV

New Orleans

WVTV

Milwaukee

WKY

Oklahoma City

KYTE-AM/FM

Portland

KRKE-AM/FM

Albuquerque

To get turned on in New Orleans, get on the Gaylord Station

WVUE-TV

Broadcasting
Nov. 6, 1978

The world-famous Mississippi, Mardi Gras with a genuine edge, this is New Orleans. This vibrant life-style do indeed turn us

WVUE is number one early fringe¹ and prime network affiliate in growth over the past

People also turn to the quality of WVUE

Associated Press in four of its major

newscast in the state, Best news story, Best Sports and Distinguished Re-Affairs for the program Shattered Lives."

by the winners... New IE — leading the way into

4's, Monday through Friday.

9's, Sunday through Saturday.

m. to 12 Midnight;

m. to 12 Midnight.

force and method limitations.

REPRESENTED BY

PETRY



WE SENT 60,000 PEOPLE DOWN THE RIVER SO ATLANTA WOULDN'T BE UP THE CREEK.

For years Atlanta has been one of the fastest-growing cities in the country.

Unfortunately, as Atlanta has grown, so have the problems that afflict big cities.

To keep heads cool, WQXI-AM and FM took advantage of the largest river in Georgia. The Chattahoochee.

For 10 years in a row, we've sent thousands of people rowing, paddling and splashing down this historic river in The Ramblin' Raft Race.

This year the largest, most successful outdoor radio promo-

tion in the world brought out almost half a million people of all ages and walks of life to picnic, sunbathe and cheer on the fearless rafters.

While our race lasts only one day, it has led to the Chattahoochee's becoming the most popular river in the world. Over two million people enjoy its recreational benefits every year.

We at WQXI hardly have ourselves to thank for this. The Chattahoochee existed long before we came along.

But we all need to go out of our way in an effort to make life as enjoyable as possible for others.

Indifference can lead to hatred. And too many people have drowned in that already.



Jefferson Pilot Broadcasting

Charlotte: WBT, WBCY-FM, WBTB, Jeffersonics, Jefferson Productions, Jefferson Data Systems.
Richmond: WWBT. Atlanta: WQXI, WQXI-FM. Denver: KIMN, KIMN-FM.

norman lear

Dear Friends,

I laugh hardest at the things I care most about. Show me a kid in a funny situation who is in real trouble with his dad and I know I'll laugh harder than I will at the same kid and the same father in a less urgent sitcom situation.

Good Times for the five years of its run has dealt with the urgent matters of family life. It isn't easy being a father. It was never easy for John Amos. Or for Esther Rolle as the mother. The kids, too, had their problems—with their parents and with each other. As a family they faced a difficult world. Together **Good Times** has always dealt with family reality—digging the laughs and the tears from our bellies.

Dozens of schools, universities and religious leaders across the country have used episodes of **Good Times** to illustrate the strength of family life and proper moral values. As one clergyman said, "**Good Times** proves that what is good for people can be entertaining as well."

Take a look at our show. Laugh. Love. Remind yourself. **Good Times** has been one of the great winners for great reasons.

Norman

**GOOD
TIMES**

~ A SOLID HIT, A SOLID FAMILY SHOW ~
A SOLID PROGRAMMING CHOICE!

A **TANDEM** PRODUCTION
DISTRIBUTED BY P.I.T.S FILMS

1901 AVENUE OF THE STARS, SUITE 666 • LOS ANGELES, CA 90067 • 213-553-3600

Business Briefly

TV only

Crush □ Company features its Orange Crush soda in 12-week TV flight starting this week. Lee King & Partners, Chicago, will arrange spots in 30 markets during specials time. Target: total adults.

Personal Products □ Division of Johnson & Johnson begins nine-week TV flight this week for its Stay Free maxi pads. Young & Rubicam, New York, will buy spots in 26 markets during prime time. Target: women, 12-49.

Dan Howard Industries □ Maternity store chain schedules first-quarter TV buy beginning in January. Gardener, Stein & Frank, Chicago, will arrange spots in 15 markets during all dayparts. Target: women, 18-34.

Time □ Magazine places six-week TV campaign beginning this month. Young & Rubicam, New York, will arrange spots in four markets during fringe and prime time. Target: adults, 18-49.

Taco Bell □ Mexican fast-food chain begins six-week TV drive this month. Dailey & Associates, San Francisco, will buy spots in California markets during fringe time. Target: total adults, teenagers, and children, 6-11.

North American Watch □ Manufacturer features its Concord watch in three-to-eight-week TV buy starting this week. Media Specialists, New York, will handle spots in 10 markets including New York

and Los Angeles during news and sports time. Target: men, 25-54.

GAF □ Company launches four-week TV flight for its Viewmaster late this month. Daniel & Charles, New York, will seek spots in over 100 markets during early fringe time. Target: adults, 18-49, and children.

Konica □ Camera manufacturer starts one-month TV promotion this week. Philip Stogel Advertising, New York, will place spots in 26 markets during day and fringe time. Target: adults, 25-54.

British Sterling □ Division of Textron features its identification bracelets in one-month TV campaign beginning late this month. Creamer, New York, will buy spots in 75 markets during fringe and prime time. Target: women, 18-49.

International Multifoods Corp. □ Consumer products division focuses on its La Crosta pizza crust mix in four-week TV flight beginning late this month. Della Femina, Travisano & Partners, New York, will buy spots in at least five markets during day and early fringe time. Target: total women.

Mead □ Company features its photo album in one-month TV push beginning late this month. Altman, Stoller, Weiss, New York, will seek spots in about seven markets during day and fringe time. Target: total women.

Treasury □ Drug store chain begins five-week TV campaign this month. Marsteller, Pittsburgh, will schedule spots in six

Rep appointments

- WSEE(TV) Erie, Pa., and KPWR-TV Bakersfield, Calif.: Peters, Griffin, Woodward Inc., New York.
- WMGC-TV Binghamton, N.Y.: Avery-Knodel Television, New York.
- WDKX(FM) Rochester, N.Y.: Schutz & Co., New York.
- KLEU(AM) Waterloo Iowa, and KWGO-FM Lubbock, Tex.: Lotus Reps, Chicago.
- KADO-FM Texarkana, Tex.: R.A. Lazar & Co., Chicago.

markets during specials. Target: adults, 18 and over.

Armour □ Food products division plans one-month TV campaign for its smoked sausage starting this week. Foote, Cone & Belding, Chicago, will place spots in five markets during day, fringe and prime time. Target: women, 25-54.

Archway □ Cookies get four-week TV push beginning this week. Archway-United (in-house agency), Battle Creek, Mich., is handling spots in about 50 markets during all dayparts. Target: women, 25-54.

Jimmy Dean □ Food products group prepares three-week TV drive for its sausage starting this month. Sumner & Berry, Dallas, will select spots in 40-45 markets during daytime. Target: total women.

Captain D's □ Seafood restaurant chain arranges two-week TV push beginning this month. Noble-Dury, Nashville, will place spots in eight markets during day, fringe and prime time. Target: women, 18-49.

Allied Artists □ Film company features its "Wild Geese" film in two-week TV promotion beginning this week. Diener/Hauser/Bates, New York, will place spots in 40 markets during fringe and prime time. Target: men and women, 18-49.

Westinghouse □ Electric corporation highlights its Turtle Light long-lasting light bulb in three-week TV push beginning late this month. Ketchum, MacLeod & Grove, New York, will buy spots in 10 West Coast markets during day, fringe and prime time. Target: women, 25-54.

Jaime Industries □ Company places

BAR reports television-network sales as of Oct. 15

ABC \$1,103,299,200 (36.3%) □ CBS \$994,852,000 (32.7%) □ NBC \$941,953,400 (31.0%)

Day parts	Total minutes week ended Oct. 15	Total dollars week ended Oct. 15	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.	170	\$ 1,479,400	6,057	\$ 43,767,500	\$ 37,956,000	+15.3
Monday-Friday 10 a.m.-6 p.m.	1,030	18,722,600	41,771	661,692,000	597,357,900	+10.7
Saturday-Sunday Sign-on-6 p.m.	306	16,840,900	12,625	340,255,500	301,859,000	+12.7
Monday-Saturday 6 p.m.-7:30 p.m.	105	7,186,500	4,202	171,164,500	149,346,700	+14.6
Sunday 6 p.m.-7:30 p.m.	23	2,988,400	870	51,986,900	43,217,300	+20.3
Monday-Sunday 7:30 p.m.-11 p.m.	419	55,905,700	17,069	1,557,219,100	1,373,488,800	+13.4
Monday-Sunday 11 p.m.-Sign-off	234	7,685,100	9,220	213,999,100	190,026,600	+12.6
Total	2,287	\$110,808,600	91,814	\$3,040,084,600	\$2,693,252,300	+12.9

Source: Broadcast Advertisers Reports

The Week in Brief

OUT OF THE GAME □ U.S. District Court Judge Gesell disqualifies FTC Chairman Pertschuk from further participation in the commission's children's advertising procedure, saying the chairman had "conclusively prejudged" factual issues. **PAGE 23.**

MORE GOOD NEWS FOR CABLE □ FCC relaxes restrictions on distant signals by putting burden of proof—that importation would be harmful—on the broadcaster. Decision is expected to accelerate "superstations" trend. **PAGE 24.**

TIME'S ALMOST UP □ The TV networks get ready for their mid-season cuts and replacements. Here's how the prime-time season to date is faring. **PAGE 25.**

COMFORT FOR INCUMBENTS □ NTIA tells the FCC that it should issue a policy statement on comparative renewals that would make a licensee's record the "critical element," and the commission should be willing to test the matter in court. **PAGE 25.**

A LIVELIER FCC □ A news analysis points out that the placid Republican days under Richard Wiley are over as individual commissioners assert themselves and push their differing views. **PAGE 34.**

STRENGTHENING EEO □ The FCC sets up a more precise system for stations to report on their employees, decides to assume a clearinghouse role for prospective minority purchasers, and votes an inquiry into time brokering as related to ethnic audiences. **PAGE 36.**

POLITICAL DONATIONS □ Broadcasters' contributions to congressional candidates total \$18,450 since August. Cablecasters donate \$11,825 since July. **PAGE 39.**

ANTITRUST FLURRY □ In the latest round, a district court judge rules in favor of ABC and CBS on monopolization count, but turns down other network motions that sought dismissal of the case. **PAGE 42.**

NAEB PEERS DOWN ROAD □ The educational broadcasters' association spends much of its annual convention in Washington trying to assess the future of public broadcasting. Ferris, Van Deerlin and Geller, among others, offer input. **PAGE 44.**

BATES BUYS □ The New York agency's purchase of Campbell-Mithun, Minneapolis, will bring its billings over billion-dollar mark. **PAGE 52.**

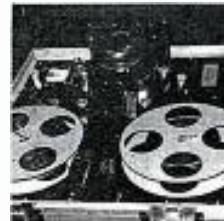
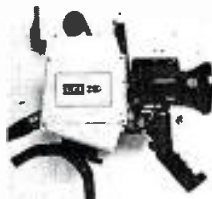
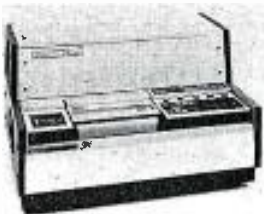
LOSING STREAK ENDS □ CBS-TV ends a five-week stay in last place by moving into second place in the ratings. **PAGE 56.**

THINKING BIG □ Oak and Chartwell Communications, with a finger jointly in subscription TV, now want to try for six over-the-air outlets each in major markets. **PAGE 58.**

HOW FAR IS TOO FAR? □ The Supreme Court hears the Herbert case that centers on the extent to which a journalist can be probed in a libel case. **PAGE 60.**

ADL PROTESTS □ ABC-TV is charged with abdicating responsible standards of journalism in its documentary on the PLO. **PAGE 61.**

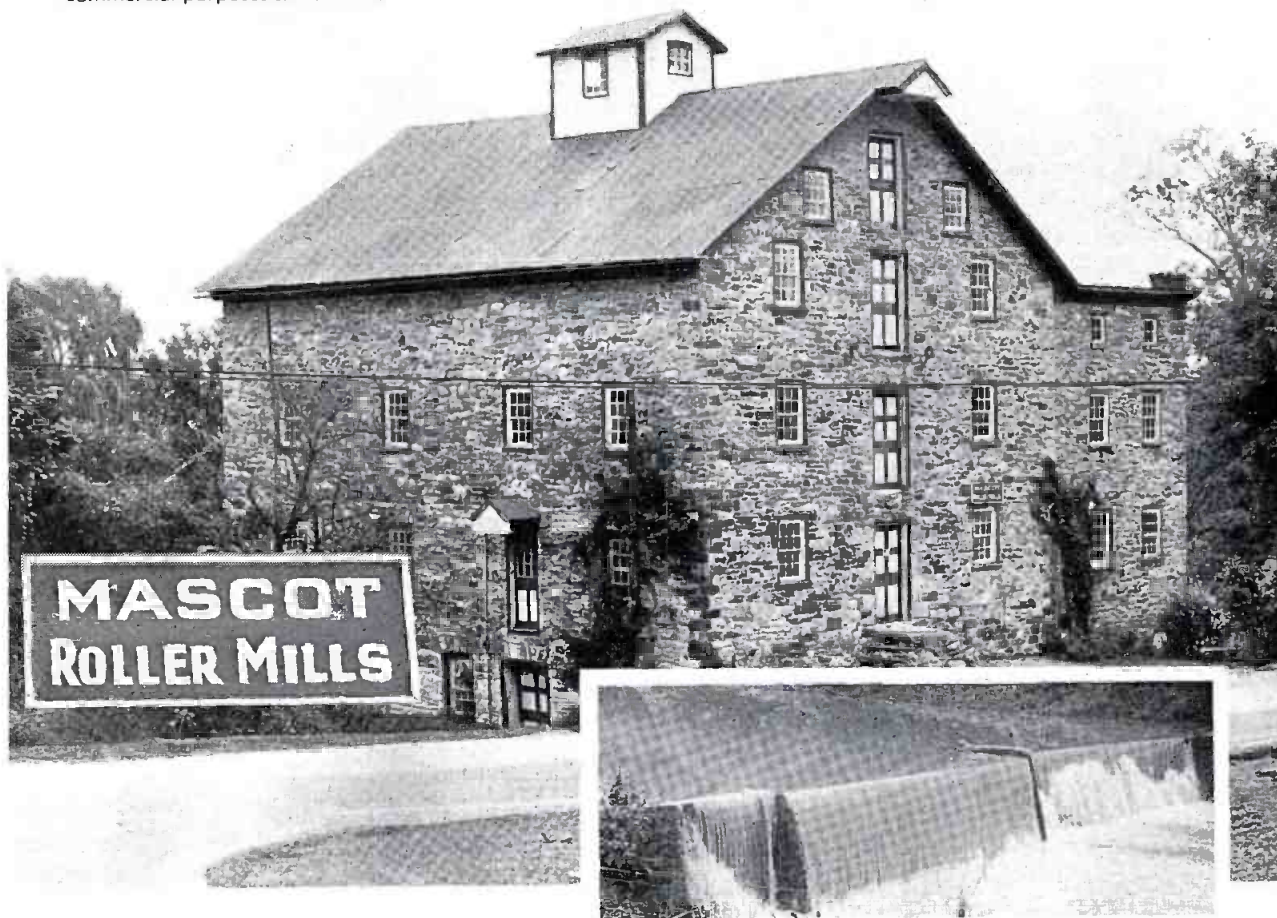
THE \$500-MILLION MAN □ The senior vice president and director of broadcast programming and purchasing at Young & Rubicam has good things to say about radio and television. He's Richard Low with 26 years experience in those media and he offers insight on why Y&R will spend about \$500 million in broadcasting. **PAGE 89.**



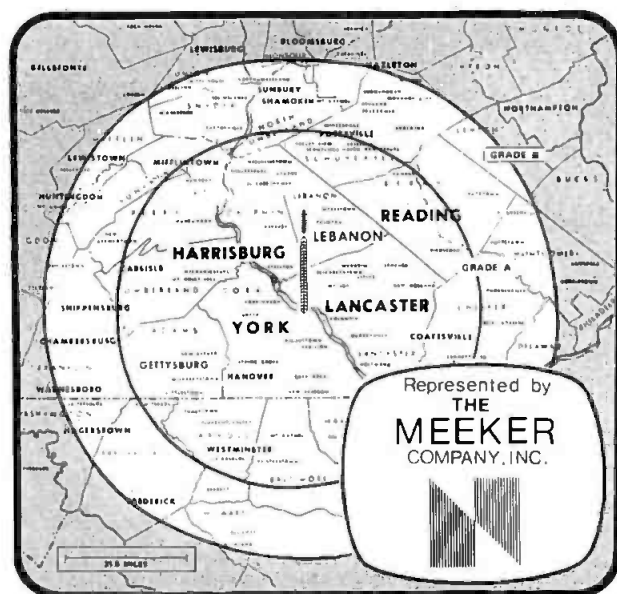
SMPTE DESCENDS ON THE BIG APPLE □ The Society of Motion Picture and Television Engineers surveyed the future of television technology last week in New York. **PAGE 27.** Equipment designed to help broadcasters deal with the video blanking problem, digital electronics and film-to-tape systems led the pack on the exhibit floor. **PAGE 63.** "In Sync" takes a look at some of the equipment displayed and at next year's Montreux. **PAGE 65.** (Shown above—left to right—are: Recortec's modified version of the Sony VO-2860 U-matic VCR; Commercial Electronics' 310 ENG camera with a built-in time code generator; Marconi Instruments' TF2920 interval timer; Hollogon Optical's new continuous-motion film projector, and Cinema Products' KM-16 film-to-tape system.

Broadcast Advertising... 52	Changing Hands..... 40	For the Record..... 70	Profile..... 89
Broadcast Journalism... 60	Closed Circuit..... 7	Media..... 34	Programming..... 56
Broadcast Technology... 63	Datebook..... 16	Monday Memo..... 18	Stock Index..... 87
Business Briefly..... 10	Editorials..... 90	Open Mike..... 17	Top of the Week..... 23
Cablecasting..... 62	Fates & Fortunes..... 67	Playlist..... 66	Where Things Stand..... 13

The famous Mascot Roller Mill,
operating by water power for
commercial purposes since 1760.



WGAL-TV works like a charm in MASCOT



The historic Lancaster County village of Mascot is just one of hundreds of prosperous Pennsylvania towns and cities where viewers confidently rely on WGAL-TV to provide excellent programs and a consistently strong signal to all segments of this rich 9-county DMA of 1,200,000 persons. So in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1978 County Coverage Report

WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence, R.I. - New Bedford-Fall River, Mass.

Closed Circuit®

Insider report: behind the scene, before the fact

Looking for help

Unless he's luckier than he has been so far in drumming up support for his proposal to support noncommercial broadcasting with fees raised from commercial system, Lionel Van Deerlin may drop that notion in his rewrite of rewrite of Communications Act. He's still promoting idea, as in his message last week to convention of educational broadcasters (see page 47). And Harry M. (Chip) Shooshan, chief counsel of House Communications Subcommittee, which Mr. Van Deerlin heads, is vowing that fees for noncommercial support will be in new bill. But privately Mr. Van Deerlin deplores lukewarm response from public broadcasting interests and opposition of others and says: "I'm not going to be out there tilting with windmills."

To try to improve prospects, staff rewriters are considering, among other courses, making public broadcasting *only* beneficiary of fees to be collected from commercial licenses. That would leave other beneficiaries originally included in first fee draft—funds for minority ownership, rural telecommunications and operations of new Communications Regulatory Commission—to be supported by conventional appropriations. Staff says now, though point was never made before, that CRC was never intended to be fully funded from fee money—only its license processing costs.

Angels

Some of money made in conventional television by producers Norman Lear and Bud Yorkin (*All in the Family*, *Sanford and Son*, etc.) looks likely to be reinvested—but in over-the-air subscription TV futures. As Chartwell Communications Group gears up for major-market STV expansion pegged at \$38 million (see page 58), major financier is expected to be Lear/Yorkin's Tandem Productions. Two producers already have minority interest in Chartwell.

Budding bureaucracy

FCC staff is beginning to draft plans to implement Chairman Charles Ferris's proposed creation of Office of Public Affairs, to include as divisions present Public Information Office, Consumer Assistance Office and industry equal employment opportunity unit. Plans are to name high-ranking civil servant, with supergrade status, as head of new office and fill present vacancy in PIO office with someone else. Belle O'Brien, who has gotten high marks for her role as head of Consumer Assistance Office and who has

been rumored to be in line for new Public Affairs post, will stay in her present job, though probably with enhanced responsibility.

Public office

Communications Act rewriters, apparently spurred by citizen groups' criticism, are considering stronger alternatives to bill's proposed Office of Consumer Assistance within future communications commission. That office, charged with promoting consumers' interests in all regulatory matters, might be replaced by Office of Public Counsel that would actually represent consumers in proceedings. Rewriters are considering additional provision for reimbursement of outside attorney fees for citizen groups. They've sought and gotten FCC Chairman Charles Ferris's comments on last, but find them too tentative to be of much help.

On the line

NBC-TV last week announced special scheduling of three episodes of innovative real-life medical series, *Lifeline*, on three nights next week, but didn't add that this was life-or-death experiment. Show's producer, Thomas Moore of Tomorrow Entertainment, expects NBC to decide immediately after test whether to order more episodes than 15 already completed. If verdict is against extension, NBC can claim to have given "reality" programing decent chance.

Renewal relief

FCC's draft of petition for appellate-court rehearing in WESH case was said last week to be undergoing evolutionary process, as commission lawyers sought to make strongest possible case for presentation to full bench of U.S. Court of Appeals in Washington. Word is that tone and emphasis of draft have undergone changes, but not basic strategy. Commission is said to be determined to win reversal of what it feels is court's pre-emption of agency's authority to assign weights, in comparative renewal proceedings, to such matters as diversification of ownership of media and past programing, Commission, which was to file petition today (Nov. 6), has obtained delay until Nov. 9.

Commission, in related matter, is expected soon to announce creation of committee that will begin drafting new comparative renewal policy. Announcement will contain invitation for comments and ideas from industry and public.

Calling uncle

FCC's Complaints and Compliance Division has been flooded with calls from candidates and broadcasters in political campaign now ending. In fact, volume of calls—broadcasters' requests for help in interpreting law and regulations and candidates' complaints about broadcasters—set records. Previous October high for such calls was 600 in 1976. Total last month reached 1,800, up from 1,010 in September. Nor does number of calls tell whole story. In October 1976, division received some 500 complaints and queries by mail. Mail totals this year are not yet available.

White's first offer

When Margita White relinquishes her FCC commissionership in mid-January, she won't have to wait long for at least one assignment her experience will fit. She will be asked to sit on board of U.S. government-supported Radio Free Europe/Radio Liberty, which broadcast to eastern Europe and Soviet Union. Chairman of RFE/RL is John S. Hayes, former ambassador to Switzerland and broadcaster (Post-Newsweek Stations),

Spreading the product

FCC's "open entry" policy on superstations like WTCG(TV) Atlanta (BROADCASTING: Oct. 30) is being met with mixed reactions among program distributors—from anger to passive acceptance. Major concern among critics is that cross-country satellite-distributed signals will take dollar toll when time comes to sell to broadcasters in smaller markets that have cable importation.

One syndicator says he has refused to sell product to WTCG; another says he would expect to get prices commensurate with superstation audience. National Association of Independent Television Producers and Distributors, also worried on copyright front, has assigned Washington counsel to investigate. But from one major syndicator comes word that in Atlanta market, it's business as usual: "Superstation doesn't play a part."

Clears pre-empted

FCC Chairman Charles Ferris and Commissioners Robert E. Lee and Joseph Fogarty travel to Hague, the Netherlands, week of Dec. 11 to discuss trans-Atlantic communications with representatives of European countries' ministries of post and telegraph. One consequence is that special FCC meeting on clear channels, now set for Dec. 14, will be rescheduled.



IN **GOOD TIMES**...THE FACT THAT THE PRINCIPAL CHARACTERS ARE BLACK IS INTERESTING, BUT NOT NEARLY AS IMPORTANT AS THEIR EMBODIMENT OF TRADITIONAL VALUES AND THEIR STRONG SENSE OF FAMILY.

THE FATHER FIGURE IN **GOOD TIMES**... A POWERFUL CENTER OF THE FAMILY, WITH MIDDLE-CLASS ASPIRATIONS... A STRONG PARENTAL PRESENCE, A DISPENSER OF STRICT, CORPORAL DISCIPLINE; HE INSISTED THAT HIS CHILDREN STAY IN SCHOOL — THAT THEY ABIDE BY THE LAW.

— JEFF GREENFIELD
TELEVISION-THE FIRST FIFTY YEARS

LAVERNE & SHIRLEY



DOMINANCE WITH HIGHER EDUCATED VIEWERS

College graduates are smart enough to know a great show when they see it. Compared to the average sitcom, young women in these households give the girls a 55% to 60% advantage over the average sitcom.

	(Ratings %)						
	HH	W18-49	W18-34	M18-49	M18-34	TEENS	KIDS
LAVERNE & SHIRLEY	25.1	18.0	19.5	14.2	15.0	23.8	29.2
AVERAGE SITCOM	16.7	11.6	12.2	9.9	10.5	12.5	11.8
THE GIRLS' ADVANTAGE	+50%	+55%	+60%	+43%	+43%	+90%	+147%
LAVERNE & SHIRLEY	25.1	18.0	19.5	14.2	15.0	23.8	29.2
AVERAGE PRIMETIME PROGRAM	15.4	10.6	10.7	9.9	10.0	9.2	8.2
THE GIRLS' ADVANTAGE	+63%	+70%	+82%	+43%	+50%	+159%	+256%

Source: NTL NAD HOUSEHOLDS WITH HEAD OF HOUSEHOLD 4 OR MORE YEARS OF COLLEGE/
February, May, November Average/February 1976 through May 1978

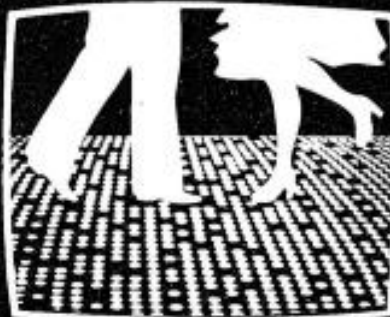
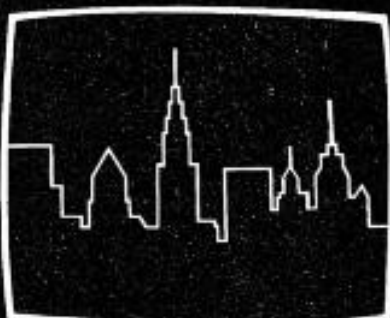
PARAMOUNT TELEVISION



DOMESTIC SYNDICATION

Dolphin helped

WKTU-FM New York



Dolphin can help you.
Come see our cassette,
"Making On-Air Promotion More Effective".

Dolphin
Productions Inc.

computer animation
140e.80thNYC.

(212) 628-5930

three-week TV campaign for its Rapitape adhesive tape dispenser beginning late this month. A Eicoff & Co., Chicago, will arrange spots during all dayparts in about 25 markets. Target: total adults.

Just Pants □ Retail chain launches three-week TV promotion late this month. Albert J. Rosenthal, Chicago, will place spots in 35-40 markets during fringe and prime time. Target: adults, 18-24, and total teen-agers.

Taylor Wine □ Division of Coca-Cola starts three-week TV promotion for its Taylor Lake Country wine this week. Kenyon & Eckhardt, New York, will buy spots in 30 markets during fringe and prime-access time. Target: adults, 18-34.

Ralston Purina □ Food products division prepares special holiday TV promotions for its RyKrisp crackers beginning in November and December, running for two weeks each. Checkerboard Advertising (in-house agency), St. Louis, will schedule spots in prime and daytime in nine markets. Target: total women.

Amtrak □ National railroad service schedules two-week TV flight beginning late this month. Needham, Harper & Steers, New York, will handle spots in 34 markets during fringe and prime time. Target: adults, 18 and over.

Hansen □ Knitwear manufacturer plans two-week TV buy for early December. Chapman Communications, New York, will handle spots in Kansas City, Mo., and Salt Lake City during day and fringe time. Target: women, 25-49.

Baldwin □ Piano and organ manufacturer begins two-week TV flight in mid-November. Northlich Stolley, Cincinnati, will select spots in about 150 markets during fringe and prime time. Target: adults, 25-49.

Harcourt Brace Jovanovich □ Publisher focuses on its book, "Girl With the Golden Hair," in one-week TV drive starting in late November. James Neal Harvey, New York, will select spots in eight markets during all dayparts. Target: women, 18-49.

Radio only

T.G.&Y. Stores □ Division of City Products Corp. plans 52-week radio promotion for its T.G.&Y. store chain starting in late December. Grey-North, Chicago, will select spots in 24 markets including Dallas, Los Angeles and Nashville. Target: women, 18-49.

Bank of America □ Banking corporation plans five-week radio promotion for its Visa card starting late this month. D'Arcy-MacManus & Masius, San Francisco, will schedule spots in 16 markets including Los Angeles, San Diego and San

Francisco. Target: adults, 35-54.

Bongrain Gerard □ Cheese company features its Alouette cheese in four-to-six-week radio buy beginning this month. McCaffrey & McCall, New York, will schedule spots in Boston and Providence, R.I. Target: adults, 18-54.

Emery □ Air freight service opens four-week radio push this week. Della Femina, Travisano & Partners, New York, is handling spots in 16 markets including Baltimore, Kansas City, Mo., and New Orleans. Target: men, 25-54.

Greek National Tourist Board □ Tourist board places four-week radio campaign beginning in mid-February. Mediators, New York, will seek spots in four markets including Boston and Los Angeles. Target: adults, 18 and over.

Hillshire Farms □ Food products group arranges three-week radio buy for its sausage starting late this month. LSF Media, New York, will pick spots in Oklahoma City and Tulsa, Okla. Target: women, 25-54.

Sperry Remington □ Company introduces its Black Man's shaver in roll-out radio campaign beginning this month. DKG Advertising, New York, will handle spots in 36 markets on selected contemporary and black oriented stations. Target: black men.

B. Dalton Bookseller □ Division of Dayton Hudson Corp. plans two-week radio buy for its book stores beginning in early December. Grey-Twin Cities, Minneapolis, will place spots in 10 markets including Chicago and Los Angeles. Target: adults, 25-49.

Sixteen □ Magazine gets one-week radio push in mid-December. Sheldon Communications, New York, will handle spots in 15 markets including Atlanta, Denver and Milwaukee. Target: teen-agers.

Twentieth Century-Fox □ Film production group features its latest film, "Magic," in one-week radio promotion starting this week. Allen & Dorward, San Francisco, will arrange spots in five markets including Seattle. Target: adults, 18-34.

California Cling Peach Advisory Board □ Promotional group launches one-week radio campaign this month. Hoefer Dieterich + Brown, San Francisco, will seek spots in 12 markets including New York, St. Louis, Los Angeles and Miami. Target: women, 25-49.

Radio-TV

Sedgefield □ Sportswear group launches radio and TV flight for its jeans this week. Mathieu, Gerfen & Bresner, New York, will schedule spots in 16 markets during fringe time. Target: men, 18-34.

Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

Copyright 1978 Broadcasting Publications Inc. May be quoted with credit.

Advertising legislation. Broadcasters saw attempt at federal regulation of utility advertising staved off in major energy bill that passed Congress in final hours last month. Provisions in House's version of legislation would have prohibited electric and natural gas utilities from passing on costs of institutional, promotional and political advertising to consumers. But final draft leaves matter up to states, which have two years to institute similar restrictions if they want. Industry argued mandatory advertising restrictions would infringe on First Amendment rights and would cause utilities to drop broadcast commercials.

AM stereo. FCC has instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 25). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Comments are due Dec. 29.

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last week, judge in case ruled on dismissals (see story, this issue). Federal Trade Commission has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31).

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

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

Blanking intervals. FCC in June issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line

tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed in August to "identify problem areas and recommend corrective action" to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups (see "In Sync," Oct. 23).

Broadcasting in Congress. Path was cleared last year to open House of Representatives debates to daily live broadcast coverage, but not in way satisfying to broadcast news operations. House voted 235 to 150 to control broadcast feed of its chamber proceedings itself, rather than let network pool produce it (BROADCASTING, June 19). Special ad hoc committee headed by Representative Charles Rose (D-N.C.) has tried to smooth relations with networks by upgrading House TV plan and by seeking networks' advice, but networks won't cooperate ("Closed Circuit," Oct. 9). House proceedings are already available to radio broadcasters, who are permitted to pick up audio by way of House's public address system. In Senate, there was no action on similar proposals for live broadcast coverage, but that body took unprecedented step early this year of letting radio in to cover its debate on Panama Canal treaties (BROADCASTING, Feb. 13 et seq.).

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (BROADCASTING, March 20); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry (BROADCASTING, June 26). On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that legislation he will introduce next year will give cable "legislative mandate"; new Communications Act rewrite next year in House may do something along same line.

Carter use of broadcasting. President has held 38 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks; more such exposure can be anticipated with official return to Carter camp of campaign media adviser Gerald Rafshoon (BROADCASTING, May 29). President last month received heavy TV exposure as the announcement of Mideast peace agreements broke into one of heaviest viewing nights of new season (BROADCASTING, Sept. 25).

Children's advertising. Federal Trade Commission has instituted rulemaking looking toward ban on advertising on television to children under age 8, prohibition of ads for highly sugared products and obligatory counteradvertising for sugared-product spots that are permitted (BROADCASTING, March 13). Comments on proposal are due Nov. 24. Hearings will be held Jan. 15 in San Francisco and Jan. 29 in Washington. Strongest reaction to date came from Congress, where House-Senate conference committee issued warning in report accompanying FTC appropriations bill for commission to weigh carefully First Amendment issues that attend children's proposal (BROADCASTING, Sept. 18). Committee also said it doesn't want funds spent on promulgation of trade rule, but FTC, not intending to be finished in 1979 anyway, is going ahead with inquiry. Several industry groups have gone to court to have FTC Chairman Michael Pertschuk disqualified from inquiry on ground of bias (see story, this issue). FCC, meanwhile, has reopened its inquiry into whole spectrum of children's television (BROADCASTING, July 31); comments are due Nov. 1.

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Communications Act. Foundation for communications regulation is now being revamped in both houses of Congress. Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) having announced last month that Communications Act of 1934 is to be "renovated" (BROADCASTING, Oct. 16). He eschews "rewrite" approach of House Communications Subcommittee, saying there's lot of good in old statute. Nor will his bill, to be introduced next year, go as far in broadcasting area. He will retain public trustee concept, fairness doctrine and equal time—but he has endorsed House rewrite's license fee concept (BROADCASTING, Oct. 23). Rewrite, having undergone marathon hearings this year (those on broadcasting reported in BROADCASTING, Sept. 11), is itself being renovated at moment, to be reintroduced by Lionel Van Deerlin (D-Calif.) next year.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships,

disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19). Legislation (H.R. 5577) was introduced last Congress by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and to bar divestiture of crossowned media.

Crossownership (television broadcasting-cable television). FCC has amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (BROADCASTING, April 26, 1976). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has promulgated new cable EEO regulations (BROADCASTING, Oct. 23) languishes at commission. In broadcast EEO area, commission last week adopted general approach to revising to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry (see story, this issue).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has begun inquiry aimed at helping it develop a scheme for refunding some \$60 million in fees it collected illegally between 1970 and 1976 from those it regulates—\$33 million is expected to be returned to broadcasters—and at developing a new fee schedule based in part on spectrum use (BROADCASTING, Oct. 2). Commission also is asking for comments on proposal to obtain "fair market value" for spectrum use through spectrum fees or auctions, or some combination of the two. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic techniques. Comments were filed late last year (BROADCASTING, Dec. 19, 1977); second notice

of inquiry has been issued (BROADCASTING, Sept. 18).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This was contrary to several previous appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

Indecency. Supreme Court, in what it described as "narrow" ruling, has upheld FCC declaratory ruling that broadcast of George Carlin "seven dirty words" comedy routine by WBAI(FM) New York was indecent (BROADCASTING, July 10). Pacifica Foundation, station licensee, supported by major broadcasting organizations, requested rehearing by high court but was turned down. (BROADCASTING, July 31).

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became suddenly more urgent after Washington appeals court's WESH decision (BROADCASTING, Oct. 2). Senator Howard Cannon (D-Nev.), chairman of Senate Commerce Committee, told them Senate plans to act on legislation in next Congress (BROADCASTING, Oct. 30). Broadcasters' renewal fight in House, on other hand, will likely have to operate within framework of Communications Act rewrite.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24). FCC has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22). And Small Business Administration has changed its policy to allow for loans for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Representative (and broadcaster) Cecil Heftel (D-Hawaii) introduced legislation last Congress to allow SBA to exceed its \$500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (BROADCASTING, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area: NRBA establishing program for members to help minorities learn station operation, NAB setting up task force to find funds to back new minority broadcast enterprises. Group consisting mostly of blacks has filed for what will be first minority-controlled VHF in U.S., WHEC-TV Rochester, N.Y. (BROADCASTING, Aug. 28); another all-black firm is seeking VHF WAEO-TV Rhinelander, Wis. (BROADCASTING, Sept. 25).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 28). Committee's negotiations for new Broadcast Music Inc.'s licenses are temporarily in abeyance. In

TV, similar all-industry committee is negotiating for new TV-station licenses with ASCAP expects to negotiate later with BMI, meanwhile has conferred informally about it with Justice Department, which is party to consent decree governing ASCAP's operations. In network TV, Supreme Court has agreed to review—and CBS Inc. has urged it not to—appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses (BROADCASTING, Oct. 16).

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime-time ratings averages, Sept. 18-Oct. 29: ABC 20.5, NBC 19.5, CBS 17.3.

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

Operator licensing. Comments were filed in January in FCC rulemaking looking to drop requirement for tests for what are now third-class radio operator licenses (BROADCASTING, Jan. 9). Rulemaking proposal also calls for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

Pay cable; pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers represent about 15% of cable universe and produce \$9 million in revenues monthly. There are three over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., WASC-TV Corona, Calif., and KWHY-TV Los Angeles (BROADCASTING, July 31).

Payola. FCC investigation into pay-offs to station disk jockeys is currently behind closed doors after commission last year held open hearings into allegations of payola in Washington (BROADCASTING, Feb. 21, 1977). Commission says it is looking into similar charges in other cities. In unrelated case, Nat Tarnapol and three other Brunswick Record executives won reversal of federal convictions on multicount payola charges. U.S. Appeals Court in Philadelphia has remanded case to district court, however, for new trial on count relating to alleged payola (BROADCASTING, Aug. 29, 1977).

Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice held two hearings on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (BROADCASTING, April 3 and May 29). Although bill went no farther before adjournment of Congress, it is expected to come up again in next Congress. Senate, meantime, has showed no interest in bill in last two years.

Public broadcasting. Congress passed new legislation this year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programming. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities (BROADCASTING, Oct. 2).

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant, to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), spurred bills in Congress this year to protect press. After *Stanford Daily* decision, House Government Operations Committee held hearings and issued report endorsing legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution held hearings on similar legislation (BROADCASTING, Aug. 28). Following Mr. Farber's jailing (he has since been released), Representative Philip Crane (R-Ill.) introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28).

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there was no further action in Congress on issue of televised violence. But controversy, which seems to have shifted from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programming has been national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming it thinks is offensive to children, has announced a new program to create school curriculum to teach young people how to watch TV critically and says it will petition to deny license renewals of network-owned TV stations in 1979 if networks don't cut back on sex and violence. PTA also enlisted Sears, Roebuck in calling "summit" meeting of major advertisers on issue; project drew cautious reactions (BROADCASTING, June 6). Meanwhile, University of Pennsylvania's George Gerbner's annual TV violence "index" found declining volume of hard-action programming (BROADCASTING, April 3).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum and major report sponsored by task force is out (BROADCASTING, Sept. 4). National UHF Broadcasters Association has held first membership meeting (BROADCASTING, March 18, 1977). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20). Commission has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (BROADCASTING, Dec. 19, 1977). Staff is expected to have item ready for commission in December (BROADCASTING, Sept. 11). UHF station in Knoxville, Tenn. (one of four markets), which had been seeking VHF drop-in, has changed its mind, asked commission not to assign V there (BROADCASTING, Oct. 30).

WARC. U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. FCC, for instance, already has issued eight notices of inquiry in connection with its responsibility to help prepare U.S. position in cooperation with new National Telecommunications and Information Agency. Named to head U.S. delegation is former FCC commissioner, Glen Robinson. U.S. team has come under fire from Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and subcommittee member Harrison Schmitt (R-N.M.), who have charged that it is ill-prepared for 1979 conference (BROADCASTING, June 26). Mr. Robinson until next April will give only part time to WARC as he completes faculty commitment at University of Virginia Law School ("Closed Circuit," July 31).

WESH. FCC renewal of license for Cowles Communications's WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2). Court decision effectively throws into disarray commission's policy on comparative renewals, and commission will ask for rehearing by the full appeals court bench. Broadcasters, meanwhile, fearing that decision has seriously weakened their positions at license renewal time, have had summit meeting on issue (BROADCASTING, Oct. 23) and will pursue judicial and legislative remedies.

BROADCASTING PUBLICATIONS INC.

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

Broadcasting TELEVISION.

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 Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Randall Moskop, associate editor.
Mark K. Miller, J. David Crook, assistant editors.
Kira Greene, Robert W. Dardenne, staff writers.
James E. H. Burris, Ellen Lief-Wellins, Harry A. Jessell, editorial assistants.
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).
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 Johnson, James Tobin, Patricia Waldron.

PRODUCTION

Harry Stevens, production manager.
Joanna Mieso, production assistant.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.
Alexandra Walsh, secretary to the publisher.

BUREAUS

New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.
Douglas Hill, staff writer.
Diane Burstein, editorial assistant.

Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
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 under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1978 by Broadcasting Publications Inc.

Datebook

■ indicates new or revised listing

This week

Nov. 5-8—*Gospel Music Association's* Gospel Music Week and Dove Awards presentation. Opryland hotel, Nashville.

Nov. 6—*International Radio and Television Society* newsmaker luncheon honoring Frederick S. Pierce, president of ABC Television. Americana hotel, New York.

Nov. 8—*National Association of Broadcasters* radio code board meeting. New Orleans.

Nov. 8—*Ohio Association of Broadcasters-Ohio Retail Merchants* annual meeting. Neal Van Ellis, NBC; Dick Knoll, Telerep, and Don McCarty, Katz Radio, will speak. Columbus Sheraton, Columbus, Ohio.

Nov. 8—New product marketing workshop of the *Association of National Advertisers*. Plaza hotel, New York.

Nov. 8—License renewal seminar of *Louisiana Association of Broadcasters* and *National Association of Broadcasters*. Fairmont hotel, New Orleans.

Nov. 8-10—Satellite Communications Symposium sponsored by *Scientific-Atlanta*. Emphasis will be given to earth stations and video programming. Atlanta.

■ **Nov. 9**—*Action for Children's Television* symposium on "Television, the Arts and Young People." St. Moritz hotel, New York.

Nov. 9-10—*National Association of Broadcasters* fall conference. Fairmont hotel, New Orleans.

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

Nov. 10-11—Second annual Midwest editorial seminar of the *National Broadcast Editorial Association*. Sheraton Plaza, Chicago.

Nov. 11—Eastern regional convention of the *National Honorary Broadcasting Society/Alpha Epsilon Rho*. Ithaca College, Ithaca.

Nov. 11—Fall seminar of *Radio Television News Directors Association of the Carolinas*. Charlotte, N.C.

Also in November

Nov. 13—*Hollywood Radio and Television Society* meeting. Speakers will include National Association of Broadcasters President Vincent Wasilewski and Representative Lionel Van Deerlin (D-Calif.). Beverly Wilshire hotel, Beverly Hills, Calif.

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

Nov. 13-16—*National Association of Regulatory Commissioners* annual convention. The Communications Act rewrite and its impact on federal-state regulatory roles will be discussed by government and industry experts including Harry M. Shooshan III, chief counsel of House Commerce Subcommittee on Communications. Among speakers on other panels will be FCC Chairman Charles Ferris and National Telecom-

munications and Information Administration Assistant Secretary Henry Geller. MGM Grand hotel, Las Vegas.

■ **Nov. 14**—*American Women in Radio and Television* luncheon saluting ABC's 25 years in broadcasting. Speaker: Elton H. Rule, president, ABC Inc. Essex House, New York.

■ **Nov. 15**—*Videotape Production Association* first awards dinner. Friar's Club, New York.

Nov. 15—Deadline for comments on FCC's proposed extension of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15.

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

Nov. 16—New deadline for comments on FCC proposal to expand the ascertainment primer for broadcast-renewal applicants to require licensees to contact all significant elements and institutions in communities, even if not on primer's community leader checklist (Docket 78-237). Replies are due Dec. 18.

■ **Nov. 16-17**—Fall workshop of *Alabama Cable Television Association*. Ted Turner, Turner Communications, will be Thursday luncheon speaker. Governors House, Montgomery, Ala.

Nov. 16-18—*Arizona Broadcasters Association* fall convention and annual meeting. Radisson Resort, Scottsdale, Ariz.

Nov. 17—*Pacific Pioneer Broadcasters* salute to Sylvester (Pat) Weaver, former president of NBC, agency executive and consultant. Sportsmen's Lodge, Studio City, Calif.

Nov. 17-18—Board of directors meeting, *American Women in Radio and Television*. Atlanta Hilton.

Nov. 19-20—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television*. Atlanta Hilton.

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

Nov. 22—New deadline for comments in FCC inquiry and rulemaking involving broadcast of public service announcements (Docket 78-251). Old deadline was Oct. 23. Replies are due Dec. 22.

Nov. 24—Deadline for general written comments, exhibits and requests to appear at legislative hearings (Jan. 15 in San Francisco and Jan. 29 in Washington) in *Federal Trade Commission's* children's advertising inquiry.

Nov. 26-29—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

Nov. 26-30—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Bahia Mar Resort, South Padre Island, Tex. Information: Rev. Ed Willingham, 600 Palms building, Detroit 48201.

Nov. 27—Extended deadline for filing comments in FCC's proposal to amend its rules concerning multiple ownership of AM, FM and television stations and CATV systems (Docket 78-239). Replies are due Dec. 29.

Nov. 29-30—Western conference of *Advertising Research Foundation*. Hyatt Regency, Los Angeles.

Nov. 30-Dec. 1—*Broadcast Financial Management Association/BCA* board of directors meeting. Dutch Inn, Lake Buena Vista, Fla.

Nov. 30-Dec. 2—Meeting of *UNDA-USA* and presentation of Gabriel Awards. Bahia Mar Resort, South Padre Island, Tex.

December

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

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

Major Meetings

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. 26-29—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

Jan. 14-19, 1979—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Feb. 4-7, 1979—*Association of Independent Television Stations* annual convention. Shoreham hotel, Washington.

March 9-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas Future conferences: Feb. 15-20, 1980, Hilton, 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 16-19, 1979—*American Association of Advertising Agencies* annual meeting. Gretnobrie, White Sulphur Springs, W. Va.

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).

May 27-June 1, 1979—*Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland.

June 5-9, 1979—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton.

June 6-9, 1979—*Broadcast Promotion Association* 24th annual seminar. Nashville. Future seminars: June 1980, Montreal; June 1981, New York; 1982, San Francisco.

June 7-9, 1979—*Associated Press Broadcasters* convention. New Orleans Hilton. New Orleans.

June 9-13, 1979—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

Sept. 6-8, 1979—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas.

Sept. 9-12, 1979—*National Association of Broadcasters* radio programming conference. Stouffer's Riverfront Tower, St. Louis.

Sept. 16-19, 1979—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria, New York. 1980 convention will be Sept. 14-17 at Town and Country hotel, San Diego.

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

Oct. 7-10, 1979—*National Radio Broadcasters Association* annual convention. Washington Hilton hotel, Washington.

Fine tuning

EDITOR: The photographs in BROADCASTING's "In Sync" (Oct. 23) should be retitled "Artist's Gross Exaggeration of Effects of Wide Blanking." If someone had taken the time to calculate the magnitude of the blanking errors depicted in the photographs they would have found that they represent a horizontal blanking timing of 22.6 microseconds and a vertical blanking width of 62 lines. These discrepancies are generally described as failures, not problems.

If you were to draw a rectangle inside the boundaries of the picture you presented and just blacken the four picture edges that would represent horizontal blanking time of 15.9 microseconds and a vertical blanking width of 37 lines which is still very much greater than the blanking errors typically found. A horizontal blanking time of 12.5 microseconds would put a black edge 42/1000 of an inch wide in the picture shown while a vertical blanking width of 25 lines would put a black edge of 28/1000 of an inch wide at the top of the picture.

Typical blanking problems are generally not visible on TV receivers as they are in the order of 1% to 2% of picture size (height or width). Most TV receivers overscan the picture tube edges 5% to 10% to allow for manufacturing tolerances and voltage brown-outs.

To print such an exaggerated representation of a problem serves no purpose than to cause panic in the industry. — *Michael T. Fisher, director, equipment planning, broadcast operations and engineering, ABC, New York.*

(BROADCASTING's "In Sync" illustrations were prepared by a TV station artist working under direction of a chief engineer. The same illustrations were used by a panel of engineers to brief the Washington advertising community. They were, moreover, described to a leading consulting engineer, who confirmed their general applicability and accuracy. The editors nevertheless welcome Mr. Fisher's contribution to the further illumination of this complex subject.)

EDITOR: All of a sudden, everyone in the television industry is aware of horizontal and vertical blanking. It's as though, no one had ever heard of it before.

It seems that with the advent of ENG equipment and it not meeting some of the broadcast technical specifications, the FCC has decided to make everyone conform to RS-170. I think that all standards should be adhered to—to the best of our ability and as long as it doesn't prohibit us from using television for the purpose it was intended. The ENG system has some weaknesses which I believe will be corrected in due time, but the system allows the television station more versatility in providing

news coverage for the viewing public. Except for the occasional vertical roll or jitter with the helical three-quarter-inch tape machines, I am sure the public is unaware of any other technical insufficiencies. But they are aware of the improved news coverage that the system allows. Does it make sense for one of the networks to kill a story from Beirut because the horizontal blanking is 11.8 microseconds instead of 11.1 microseconds? The public cannot see this error, as 99% of all television sets are swept beyond the edges of the picture mask.

The television industry ran many years with kinescope recordings, which were technically very poor and very obvious to the viewing public. But at the time it was the best the industry could do, outside of running live production or movies. We ran and still run film with poor color hue and saturation and with scratches that make the picture hardly discernible. We run quad video tape with banding that is obvious to the viewing public. No one said or says we cannot run these tapes or films because of their technical insufficiencies. Yet we are told we cannot run a tape that is out of tolerance with horizontal blanking.

Local advertising agencies are using the new portable electronic equipment. This

gives the local merchant in many cases a better commercial for less money, allowing merchants who could not afford television to make use of the television medium.

As much as I would like to see a technically perfect picture on the air at all times, I realize that the program content is what we are selling and what the public is watching.

The correction of this problem, I believe, should take place in the individual piece of equipment that has been at fault. I believe in time this will happen along with other improvements. I hope the FCC in 1979 will modify its enforcement of RS-170. I did not say modify RS-170, only the enforcement of RS-170. — *Gerald Evans, chief engineer, WHEC-TV Rochester, N.Y.*

Well done

EDITOR: I would like to put an "amen" to your excellent editorial regarding the television code review board [Oct. 16]. In all my years of serving with various committees, boards, etc., I have never met a group that is more diligent, tireless, and dedicated than those who serve on the board and the staff and management of the NAB Code Authority.

It may be impossible to "satisfy all of the people all of the time," but the code board, with innovative hard work, persistence and determination, comes very close, by once again showing that broadcasting can regulate itself unselfishly, and in the best interest of all of its "publics." Carly Simon's hit record says it all: *Nobody Does It Better*. — *Mike Kievman, vice president-broadcast operations, Cox Broadcasting Corp., Atlanta.*

(Mr. Kievman is chairman of the time standards subcommittee of the National Association of Broadcasters television code review board.)

Erasing history

EDITOR: At the CBS/Society of Motion Picture and Television Engineers joint meeting some years ago introducing one-inch ENG, I remember viewing with alarm the possibility of routine electronic destruction of minor events in our once-fantastic American visual news archive—source of some of this century's most outstanding documentary presentations.

The CBS spokesman present assured us that, at least at his network, adequate archival care would be taken.

But initial network coverage of Pope John Paul II's two visits to the U.S.—in 1969 and again in 1976—appears to have been limited to 1969 file film. — *Lincoln Diamant, president, Spots Alive, New York.*

Errata

Oct. 23 story (page 39) on competition for UHF channel in Hartford, Conn., said one of applicants "is believed to be the first predominantly female group to file for a new TV." There is at least one other—and earlier—such case. Family Television Inc. (Sandra Harley Carey, sole owner) is among 10 competitors for channel 29 in San Antonio, Tex. Ms. Carey, local businesswoman and educator, filed for facility last March.

□

William K. Van Huss, not Phillip M. Thoben, has been named director of business development for Firstmark Financial Corp., Indianapolis. Mr. Thoben is Firstmark's assistant VP and division manager of communications finance, and it was he who made announcement of Mr. Van Huss's appointment—reported inaccurately in "Fates & Fortunes" Oct. 23 (page 70).

□

Christenson, Barclay & Shaw, Kansas City, Mo., is agency of record for Skyline Toys, Milwaukee. "Business Briefly" Oct. 23 (page 6), implied otherwise.

Monday Memo[®]

A broadcast advertising commentary from Paula Green, president/creative director, Paula Green Advertising, New York.

Sweet sound of success

Who would have thought you could take a union, write it a song, put union members on television singing it, and, in no time at all, have America singing along with you?

By the time the International Ladies' Garment Workers' Union campaign had finished its first season on television in 1976—a whopping 11 minutes on seven network TV shows—that's just what had happened. "Look for the union label" had become part of American folklore.

The ILGWU had come to us with serious problems. Imports of foreign-made clothes were growing by leaps and bounds—jobs were being lost; membership was shrinking. Morale was down. They needed the support of the American people, who knew little about the union or who the garment workers were or what they did.

We knew the most effective way to reach all those people was with television. But it was a complicated story, unions were not very popular, and the budget was limited.

Our campaign looks like an obvious solution now; at the time it was anything but. We steeped ourselves in the union and its long history of social progress; we spent a lot of time with the union leadership, at local union meetings, talking to members, and visiting shops. We found the union members were down-to-earth, hard-working people, mostly women (80%) with families. There was a many-layered emotional background there. I felt that if we could convey some of it to the public, they'd be more sympathetic and understanding.

We tried and discarded all kinds of approaches. And when, finally, the song came into my head, it seemed like the most natural thing in the world—they've always been a singing union; the words of the song tell the whole story in a way that no amount of talking could; a song could also convey the emotional overtones, the essence of these people and their jobs. And a song was something people could remember.

In putting the spots together, we arrived at a format that would focus the message and personalize it even more: a union member talking about her work and her union, ending with "That's my union and that's what our label stands for." The union label would be our "product"; this was something people could look for.

From the beginning, there was never any question of using professionals; we wanted the campaign to be as down-to-earth, as un-slick, as real as these people. They, themselves, were part of the message.

For the first commercials, in addition to a chorus of 30 to sing the song, we needed



Paula Green, president and creative director of Paula Green Advertising, New York, founded her agency this year after extensive background as VP and creative management supervisor of Doyle Dane Bernbach, New York; promotion manager of *Today's Woman* and promotion director of *Seventeen* magazine. In addition to her talent with words, her musical abilities have been put to use for such clients as Heinz soups, Burlington Industries, Subaru of America, *The New York Times* and for the International Ladies' Garment Workers' Union with the now-famous "Look for the union label" song. Last week, Ms. Green was cited by the American Cancer Society with its highest honor, the National Divisional Award, for her work for ACS.

a working mother and a retired worker to speak for the union.

Our chorus was made up of ILGWU members from New England to Baltimore, from union choruses and church choirs. They started early in the morning. By lunch time, they had learned the song, rehearsed it, recorded it, and were on their way to another studio to put the whole thing on video tape.

Working with these ILGWU members was one of the most joyous parts of the campaign. They cared about their jobs and about each other; they were people who knew what it was to work and they took pride in it.

But, before we even got to do the commercials, we still had decisions to make. We had solved the creative problem. Al Petcavage (our media director) solved the big one: How do we get the television exposure we needed on a budget of little more than a million dollars?

We had agreed they should be 60-second spots. We needed the time to convey our multilayered message; it would allow

us to isolate our commercials in the program, or to dominate a clutter of shorter spots in each group of commercials; it also let us deliver a different specific message in the first 20 seconds, and to unify all our commercials with the song.

Al's recommendation was two-fold:

- The ILGWU belonged in network television. The apparel industry had increasingly dispersed across the country, the concerns of its members were a national affair, the audience we wanted to reach was a national audience. With network television, every time we went on the air, viewers from Maine to Florida, New York to Los Angeles would see the same thing and hear the same message at the same time—impact we couldn't get any other way.

- To strengthen the impact, we should avoid the ordinary TV programs. Concentrate on the television events, those special shows with the biggest names and the biggest audiences, where simply being there would make a statement for the ILGWU. By opting for network specials, and the use of those specials with impact—60-second commercials, sometimes co-sponsorship with billboards—we'd create greater memorability for the commercials among the audiences we reached.

That first season (November '75 to April '76) we had 11 commercial minutes on seven network shows: *The Flip Wilson Show*, *The Homecoming*, *Tom Sawyer*, *The Jackie Gleason Special*, *The Lola Falana Special*, *The Academy Awards*, and *The Tony Awards*.

And some radio. The song made it a natural. We supported our TV with spot radio in five major cities—the same message, the same people, the same song.

The results were astounding, even to us. The union and the agency got letters and calls; we got newspaper and television editorial coverage we'd never dreamed of.

Talk about impact—there weren't commercials "plural"; only one was run. The ILGWU campaign had struck some deep emotional chord. People called and wrote to say how good it was to hear "that old song" again. There were so many requests for it we printed a song sheet.

The ILGWU message in the union label song has crossed the country and crossed over all kinds of social and economic lines. Millions of Americans who never thought about who made their clothes are singing "Look for the union label."

Yet few of the millions who saw the commercials and remembered them so vividly would believe that, in three seasons on network television, the ILGWU campaign appeared on only 22 programs.

It's a story that could bring tears to the eyes of any big-spending TV advertiser.

Bob Hope and 100 Leading Stars

Launch the
Holiday Season with the

HOLLYWOOD CHRISTMAS PARADE



From New York (WNBC) to Los Angeles (KTLA) stations are signing up to carry the most elaborate Christmas Parade ever. You can too!

It's Hollywood's 75th anniversary and the world's entertainment capital is celebrating in style. Leading studios have custom designed the spectacular floats to carry their top motion picture, television and recording stars.

Joining Grand Marshal Bob Hope, hosts Lee Meriwether and Bob Eubanks present complete coverage of this extraordinary entertainment event and meet the stars for behind-the-scenes merriment.

Produced by Golden West Television

Live Time Period 6-8 p.m. Pacific Time, Sunday, November 26, 1978

For barter details contact your network service representative at the Robert Wold Company, Inc.
11661 San Vicente Boulevard, Los Angeles, California 90049 (213) 820-2668 TWX (910) 342-6977



We gave the TCR-100A “cart” programmable random play and instant cartridge identification. To give you more video freedom.

The TCR-100 and TCR-100A cartridge recorders have made programming easier for more than 200 TV stations—and now the “cart” from RCA is better than ever.

As you may have seen at NAB '78, we've added a microprocessor-automated programmable random play option. Now, the “cart” can deliver automated station breaks with even greater ease.

Microprocessors and bar code labeling give you hands-off station breaks with improved accuracy and simplicity.

The TCR-100A holds up to 22 cartridges, each containing up to 3 minutes' worth of spot or program material. With the automation option, the carts are bar code labeled for instant identification. They may be placed in the TCR-100A at random, wherever there is an opening. Microprocessors, communicating with your station's central computer, select and program cartridges in their correct sequence, automatically. If last-minute changes are needed, they can easily be made. And the TCR-100A may be manually operated as well.

The “cart” is really a workhorse.

The basic TCR-100A fills many programming needs. Material is dubbed onto cartridges just once, regardless of the number of airings. There's no daily spot reel to assemble and break down. So, the “cart” frees a reel-to-reel VTR and its operator for profitable production duties.

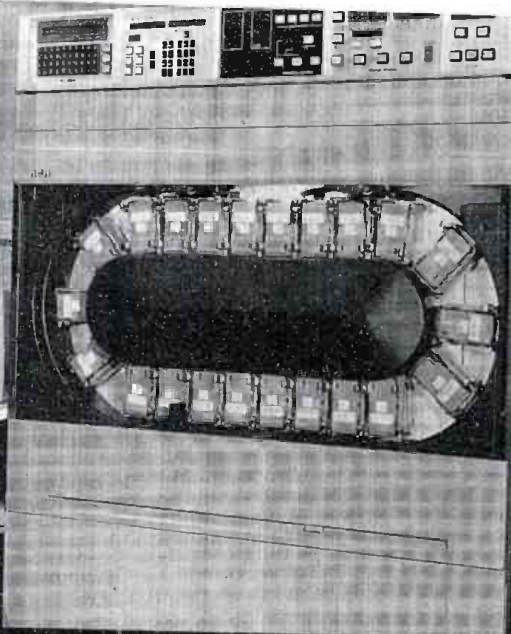
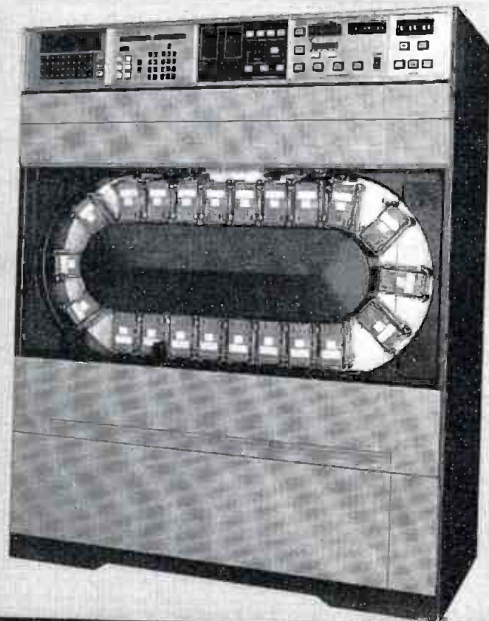
Since the TCR-100A is an operator-oriented machine, cartridges can be made with the press of a button. Film spots and reel-to-reel material can be dubbed onto cartridges quickly and easily.

More video freedom equipment. Only from RCA.

The automated “cart” is just one of many new video freedom products from RCA. Now, you can have new compactness, versatility and stability in cameras, reel-to-reel VTRs, mobile vans, antennas, transmitters—in everything you need for quality television.

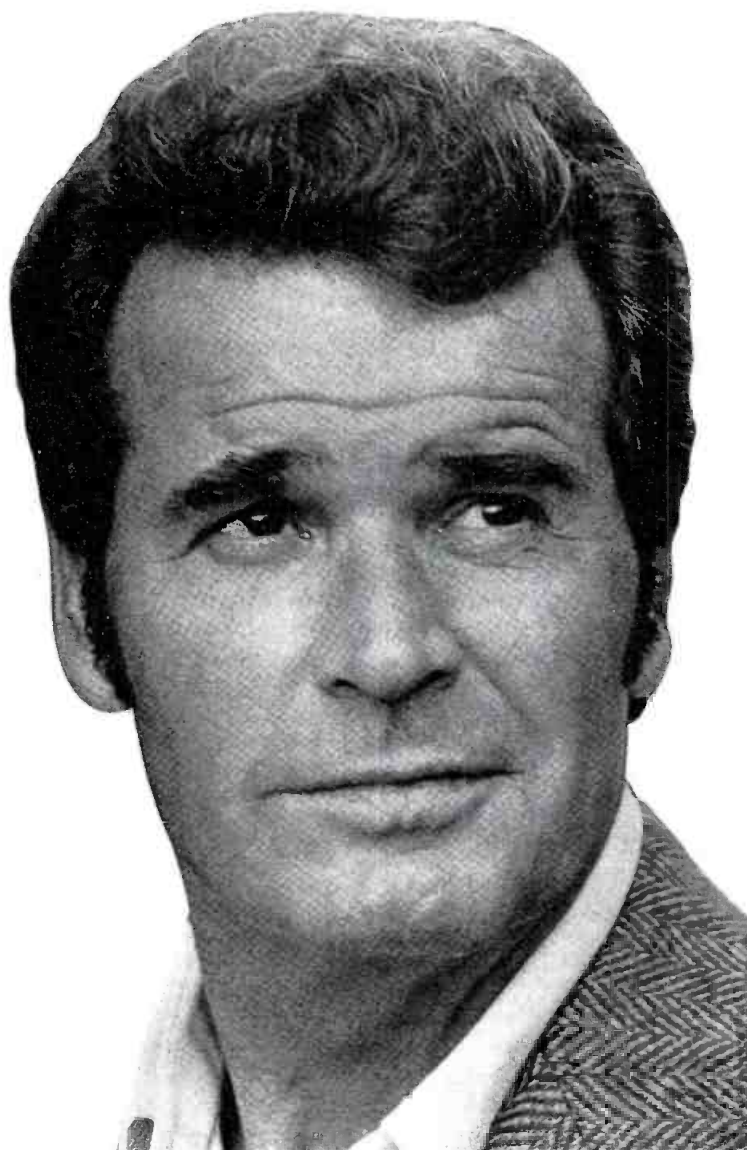
For full details, see your RCA Representative, or contact RCA Broadcast Systems, Building 2-2, Front & Cooper Sts., Camden, NJ 08102.

RCA



**The automatic TCR-100A.
Part of the new video freedom.**

ROCKFORD GIVES YOU THE BEST OF 3 WORLDS



1. Early Fringe. His appeal to young adults makes him a great lead-in for your Early News.

2. Prime-Time. The Rockford Files' perfect mix of adventure and whimsy makes it the ideal program to lead off an "action night" prime-time schedule.

3. Late Night. They love Rockford so much, now they're even staying up late to watch him. He's the top-rated hour of all the late night hours*.

**JAMES GARNER
AS ROCKFORD:
HE'S THE PRIVATE EYE
THE PUBLIC LOVES.**

**The Rockford Files
113 hours.
Available Fall 1979.**

MCA TV

*Source: NII, Three weeks ending October 20, 1978. Subject to survey limitations.

Top of the Week

Pertschuk disqualified in children's ad proceeding

Judge Gesell says FTC chairman 'conclusively prejudged' issues in case; advertising industry heartened by decision, believes final result will now be fair

A U.S. district judge, ruling that Federal Trade Commission Chairman Michael Pertschuk has "conclusively prejudged" factual issues, has disqualified the chairman from further participation in the children's advertising proceeding.

In a decision issued last Friday (Nov. 3), Judge Gerhard A. Gesell said: "Going far beyond general observations of policy and tentative statements of attitude, the chairman has by his use of conclusory statements of fact, his emotional use of derogatory terms and characterizations, and his affirmative efforts to propagate his settled views made his further participation improper."

The American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers, the Toy Manufacturers of America and Kellogg Co. are plaintiffs in the action against Mr. Pertschuk. They charged he prejudged issues of fact whose resolution would be necessary to a fair determination of the rulemaking and which will come before him in a quasi-judicial capacity.

Spokesmen for the plaintiffs said they were "delighted" with the ruling and were confident an "impartial and fair hearing" will result.

The chairman issued a four-sentence statement just after the decision was announced:

"Obviously I am disappointed by the court's decision. As I have said all along, although I have strong feelings about the children's advertising rulemaking proceeding, my mind remains open on the important issues raised by the proceeding.

"I will of course abide by the court's order. The decision on whether to appeal Judge Gesell's ruling is up to the commission."

Michael N. Sohn, FTC general counsel,

said he thought the children's advertising proceeding would continue without delay. He said he saw nothing in the order indicating that the commission would have to start over without Mr. Pertschuk, as the plaintiffs had asked. Mr. Sohn, at a news conference, refused to answer most questions saying he did not want to interfere with a possible appeal.

One argument used by the FTC was that the plaintiffs were seeking an improper in-

tervention into the commission's proceeding where he had earlier participated in the investigative phase of the case. Judicial intervention was justified because the "infirmary" was "fundamental" and the hearing had great "importance and vast potential consequences . . ." the judge said.

He said that case "directly controls" here; that this rulemaking has great "importance and vast potential consequences" and "the chairman's prejudgment taints the entire proceeding."

There is no reason, Judge Gesell said, "given the breadth and nature of the chairman's preconceptions, to relegate plaintiffs to final appellate review while the chairman participates in all aspects of the instant rulemaking."

Court intervention is "fully warranted," the judge said, because the plaintiffs have made a "substantial showing" that continued participation of the chairman "would render the proceedings void and so irrevocably tainted that any final determination which might flow from such proceedings would be invalid."

There was no immediate determination on what long-range effect the decision might have on regulatory proceedings. The FTC has argued in one of its filings that once the door is opened to litigate prejudgment claims in collateral proceedings, "it will not easily be closed."

On another point, the commission had argued that in *Treat* the court applied judicial standards to a disqualification issue because the underlying administrative proceedings were "quasi-judicial." But, "in contrast," the FTC said, the commission's rulemaking proceeding is "fundamentally legislative, rather than adjudicative, and, particularly in deciding whether to initiate the rulemaking process, the commissioners are simply not acting in a quasi-judicial role." Kellogg had argued that prejudgment standards of adjudication cases can apply in rulemaking proceedings.

Judge Gesell determined that the proceeding in this case "is neither wholly legislative nor wholly adjudicative. Rather it has substantial elements of both and in fact is a hybrid proceeding, unique to the Federal Trade Commission." Some aspects of every FTC proceeding are adjudicative in nature, he said, adding that this proceeding does not "fall outside the typical mold."

Parties to this proceeding, he said, "are as a matter of fundamental due process entitled to a final rulemaking decision that will be premised on factual determinations which have not been prejudged in advance or tainted by the participation of



intervention into the commission's proceeding and that a more proper procedure would be judicial review of the final ruling.

Judge Gesell said the plaintiff's claim was one aspect of a proceeding that would ultimately be subject to judicial review. "Plaintiffs, though, are not awaiting the outcome of the agency process, which will be several years hence," he said. The general rule is a sound one, he said—that the court stay out of it until termination of the administrative process.

But, he said, there were settled exceptions to that rule. One of them is *Amos Treat & Co. v. SEC* (1962), in which a

one whose objectivity is subject to serious question."

AAAA Vice President Robert Purcell said the industry had a "particularly strong case" and was "delighted" by the decision. "It is just another indication that the chairman just isn't going to do virtually anything he wants. He chose to be an advocate, and all our position was, if he is going to be an advocate, he shouldn't be the judge at the same time," he said.

Peter Allport, president of ANA, said the decision was "clearly warranted in light of repeated revelations of the chairman's obvious prejudice on the merits of children's advertising." And ANA Vice President Sam Thurm said, "We are encouraged by the court's decision and confident that an impartial and fair hearing will now result."

Vincent T. Wasilewski, president of the National Association of Broadcasters, said, "While the NAB did not choose to join in this case, we believe that the FTC's proceeding on television advertising viewed by children has, from the outset, reflected the personal bias of FTC personnel. Their words and actions have demonstrated a prejudice which makes due process almost impossible."

The FTC has already received what has been interpreted as a "strong message" from Congress to steer clear of any broadcast advertising bans in the children's case. In May, the House Appropriations Committee inserted a somewhat ambiguous provision in an FTC money bill prohibiting the commission from promulgating the children's advertising proposal in 1979, but allowing the spade work to go on (BROADCASTING, May 29). Mr. Pertschuk announced the vote wouldn't stop the inquiry, but the groups that had sought the Appropriations amendment, primarily the candy manufacturers and advertising and broadcast associations, claimed that the vote showed that Congress would never allow the proposal to go through.

While the House's bill subsequently became hung up on the floor for parliamentary reasons, a parallel move had begun in the Senate, where the Appropriations Committee cut the commission's budget proposal and wrote an appropriations report warning the FTC it was treading on thin First Amendment ice with the proposed advertising ban (BROADCASTING, Aug. 7).

The two houses' positions were subsequently compromised in conference committee, which repeated the Senate Appropriations Committee's First Amendment warning and inserted, as report rather than legislative language, the House's prohibition against promulgating a rule next year (BROADCASTING, Sept. 18).

To cap it all off, Senator Ernest Hollings (D-S.C.), who is chairman of the Appropriations Subcommittee with FTC jurisdiction, has announced that his other subcommittee, Communications, plans to take the lead away from the FTC, which he said has overstepped its authority in the

children's TV case (BROADCASTING, Oct. 23). He objected to the commission's approach, which he characterized as singling out one particular product—sugar—for a particular action—an absolute advertising ban.

But the senator's proposed inquiry is no great substitute, as far as broadcasters are concerned. He said he's more concerned with "rotten minds" than "rotten teeth," in children, and wants to study a wide range of television problems.

Distant signals closer and closer

FCC shifts to broadcaster burden of proof that imports would damage on-air market

The FCC last week took another step in deregulating cable television, lifting much of the burden of proof from cable systems seeking a waiver of the distant signal rule. The action—combined with one the commission took a week earlier—could lead to the creation of superstations whose signals are carried in cities around the country by cable systems offering as many distant signals as their plants will accommodate.

The action, as anticipated ("Closed Circuit," Oct. 30), was taken in response to the petitions of Washington, D.C., stations for reconsideration of the distant-signal waiver the commission had granted Arlington Telecommunications Corp., an Arlington, Va., cable system, to permit it to import television signals from Baltimore. The vote was 4-2, with Commissioners Robert E. Lee and Abbott Washburn dissenting and Commissioner Tyrone Brown not participating.

Essentially, the new policy provides for a shift in the burden of proof.

Until last week, cable systems seeking a waiver of the rule limiting the number of distant signals they could import were required to make two showings: (1) that the importation would not adversely affect the ability of stations in their area to serve the public as a result of loss in either audience or revenues; (2) that there were unique circumstances that justified the waiver. Under the new policy, the second showing is no longer required; systems will be required only to show that local stations would not suffer as a result of the proposed signal importation.

If the commission agrees that a prima facie showing has been made on that issue, it will offer the station an opportunity to offer rebuttal. But such a rebuttal would generally require broadcasters to put their station's finances in issue.

What's more, the only limitation on the number of distant signals a system can carry—other than the limit imposed by channel capacity—will be the ability to pass the no-impact test. The Broadcast Bureau had suggested that the commission limit the new policy to overlapping

markets, like Washington-Baltimore. But bureau staff members were not even asked to discuss the suggestion.

To the National Association of Broadcasters, the commission action was a matter of concern. John Summers, NAB executive vice president, said the commission was engaging in "legislation by waiver."

The National Cable Television Association, not surprisingly, expressed pleasure. But it made clear it didn't expect the commission to stop with that action. Robert Schmidt, NCTA president, said, "We recognize this as an interim procedural change until the FCC completes its cable/broadcast economic inquiry." He also expressed hope that the commission will develop a policy "whereby cable is regulated in terms of its impact on the public interest rather than its impact on the private interest of broadcasters."

Commissioner James H. Quello, for one, seemed ready to move in that direction. He viewed—with apparent approval—the commission's action as leading to national satellite-fed cable networks. He noted that Mobil Oil is working with Turner Communications to carry programming on its superstation, WTCG(TV) Atlanta, for relay by satellite to 700 systems. "That's a network already," he said. He feels the new waiver policy substitutes market-place decisions for government regulation.

Commissioner Washburn, in a dissenting statement, said the commission has "eroded the rule to meaninglessness." Indeed, he said, it has changed the rule without a rulemaking.

One commissioner who seemed to see the action as a possible danger to broadcasters was Mr. Lee. Does the new policy, he wondered, "do violence to the multiple-ownership rule?" He said he was concerned with the possible dominance of a station like WGN-TV Chicago—usually mentioned first in discussions of potential "superstations"—if it is carried on systems around the country.

Cable Television Bureau Chief Philip Verveer noted that the network inquiry staff is examining the question of satellite-fed networks of systems and their possible impact on the commission rules. "For the moment," he added, "the critical element is that there is not enough cable out there, even if the station were carried to every home, to do what's been attributed to the superstations. These stations probably won't end up with larger audiences than those of independent stations in New York. Some 14 million homes are now served by cable television."

The commission's action does not resolve the issue raised by the petition filed by the Washington stations—WRC-TV, WTTG(TV), WJLA-TV, WDVM-TV and WDCA-TV. The commission said that since it was enunciating a new policy, it would give the stations an opportunity to rebut the Arlington system's showing that its importation of the Baltimore signals would not hurt their ability to serve the public.

Time's almost up for prime's losers

Networks ready to make mid-season executions, settle on replacements

The three commercial television networks are getting ready to order their mid-season prime time replacement series, which means that time is running out for many of the programs languishing in the lower depths of season-to-date rankings (see box).

November sweep spectulars will make progress difficult for series that aren't pre-empted—and many of the weakest have been—and the lowest-rated shows have as yet shown little tendency to build.

That doesn't mean the networks will cut loose everything below, say, the 50th spot on the rankings list. Programmers' confidence in some shows will win them new time slots, or just more time, while others may have extended commitments to either producers or the viewing public.

Of the top 10 shows so far, eight belong to ABC-TV—all except *Charlie's Angels* on the network's Tuesday and Thursday

night line-ups—while CBS and NBC each have one, both on Monday. Of the top 20, ABC has 11, CBS five and NBC four. *Little House on the Prairie* is NBC's only series in the top 20. Further indication of the value long forms have had in NBC's current second-place (season to date) standing is found in comparing its Wednesday night movie slot to CBS's—30th versus 56th.

Of the bottom 10 programs, not counting those already canceled, ABC has two, CBS five and NBC three.

Also notable is that ABC's lowest-rated new series is *Vega\$*, in 26th place, while CBS places highest with *People* in 36th place and NBC with *Dick Clark's Live Wednesday* in 48th. All the programs already canceled were new entries except for ABC's *Operation Petticoat* and NBC's Saturday night movie slot.

Returning shows that have slipped markedly from their average performances last season—most of them moved to different nights or time periods—include ABC's *Welcome Back, Kotter*, which averaged a 20.3 rating in 1977-78; CBS's *Hawaii Five-O*, which averaged a 20.4, and *Rhoda*, which had a 20.5, and NBC's *Project UFO*, which had a 21.2.

Geller takes initiative on license renewal

NTIA tells FCC it should issue policy statement on comparative renewals that would make licensee's record the 'critical element' and be willing to test matter in court

The National Telecommunications and Information Administration has plunged into the controversy surrounding the FCC's policy—or lack of policy—governing comparative renewal proceedings, and in the process has stolen a march on the commission itself.

NTIA last week petitioned the commission to issue a policy statement on the subject, either on the basis of the petition and responsive comments, or after a rulemaking. The petition argues the incumbent's record should be the critical element in a comparative renewal judgment.

NTIA also urged the commission to initiate an inquiry aimed at establishing quantitative standards—specifically, per-

Prime time's season to date

Series programming from Sept. 18 to Oct. 29

RANK	PROGRAM (NETWORK)	RATING	SHARE	RANK	PROGRAM (NETWORK)	RATING	SHARE
1.	<i>Three's Company</i> (ABC)	29.1	44	*36.	<i>People</i> (CBS)	17.7	27
2.	<i>Laverne & Shirley</i> (ABC)	27.8	42	37.	<i>ABC Friday Night Movie</i> (ABC)	17.5	31
3.	<i>Happy Days</i> (ABC)	26.8	44	38.	<i>Donny & Marie</i> (ABC)	17.2	31
*4.	<i>Mork & Mindy</i> (ABC)	26.1	44	39.	<i>Hawaii Five-O</i> (CBS)	17.1	27
5.	<i>Little House on the Prairie</i> (NBC)	25.5	40	40.	<i>Wonderful World of Disney</i> (NBC)	17.1	29
6.	<i>Charlie's Angels</i> (ABC)	24.8	38	*41.	<i>Kaz</i> (CBS)	17.0	28
7.	<i>M*A*S*H</i> (CBS)	24.3	36	42.	<i>The Jeffersons</i> (CBS)	16.7	28
8.	<i>Barney Miller</i> (ABC)	24.1	39	*43.	<i>WKRP in Cincinnati</i> (CBS)	16.6	27
9.	<i>What's Happening</i> (ABC)	23.9	39	44.	<i>CBS Tuesday Night Movie</i> (CBS)	16.5	26
*10.	<i>Taxi</i> (ABC)	23.8	36	45.	<i>Wonder Woman</i> (CBS)	16.0	29
*11.	<i>Battlestar: Galactica</i> (ABC)	23.2	36	+46.	<i>Mary</i> (CBS)	16.0	25
*12.	<i>Centennial</i> (NBC)	22.7	35	47.	<i>The Rockford Files</i> (NBC)	15.8	28
13.	<i>One Day at a Time</i> (CBS)	22.5	34	*48.	<i>Dick Clark's Live Wednesday</i> (NBC)	15.7	26
14.	<i>Alice</i> (CBS)	22.0	33	*49.	<i>Grandpa Goes to Washington</i> (NBC)	15.5	25
15.	<i>Soap</i> (ABC)	21.8	35	+50.	<i>Operation Petticoat</i> (ABC)	15.5	25
16.	<i>All in the Family</i> (CBS)	21.8	33	*51.	<i>Flying High</i> (CBS)	15.3	28
17.	<i>NBC Monday Night Movie</i> (NBC)	21.6	34	52.	<i>Welcome Back, Kotter</i> (ABC)	15.1	27
18.	<i>60 Minutes</i> (CBS)	21.4	36	+53.	<i>In the Beginning</i> (CBS)	15.1	24
19.	<i>ABC Sunday Night Movie</i> (ABC)	21.3	33	*54.	<i>Lifeline</i> (NBC)	15.0	26
20.	<i>Big Event (Sun)</i> (NBC)	21.3	32	*55.	<i>Eddie Capra Mysteries</i> (NBC)	14.9	27
21.	<i>NFL Monday Night Football</i> (ABC)	20.7	34	56.	<i>CBS Wednesday Night Movie</i> (CBS)	14.9	24
22.	<i>Eight is Enough</i> (ABC)	20.6	34	+57.	<i>NBC Saturday Night Movie</i> (NBC)	14.8	28
23.	<i>CHiPs</i> (NBC)	20.5	39	58.	<i>Carter Country</i> (ABC)	14.6	28
24.	<i>Fantasy Island</i> (ABC)	20.5	39	59.	<i>Dallas</i> (CBS)	14.4	26
25.	<i>The Love Boat</i> (ABC)	20.3	37	*60.	<i>Sword of Justice</i> (NBC)	14.2	26
*26.	<i>Vega\$</i> (ABC)	20.3	34	61.	<i>Hardy Boys Mysteries</i> (ABC)	14.2	24
27.	<i>Barnaby Jones</i> (CBS)	20.1	35	62.	<i>Good Times</i> (CBS)	13.6	25
28.	<i>The Waltons</i> (CBS)	19.6	32	63.	<i>Rhoda</i> (CBS)	13.2	26
29.	<i>Family</i> (ABC)	19.1	34	*64.	<i>The Paper Chase</i> (CBS)	12.5	20
30.	<i>NBC Wednesday Night Movie</i> (NBC)	19.1	30	+65.	<i>Waverly Wonders</i> (NBC)	11.9	23
31.	<i>Lou Grant</i> (CBS)	18.9	30	66.	<i>Project U.F.O.</i> (NBC)	11.6	20
32.	<i>Big Event (Tue)</i> (NBC)	18.5	29	+67.	<i>Apple Pie</i> (ABC)	11.4	22
33.	<i>Incredible Hulk</i> (CBS)	18.4	32	*68.	<i>Who's Watching the Kids?</i> (NBC)	11.1	20
34.	<i>Quincy, M.E.</i> (NBC)	18.1	29	+69.	<i>American Girls</i> (CBS)	11.0	20
35.	<i>Starsky & Hutch</i> (ABC)	17.8	30	+70.	<i>W.E.B.</i> (NBC)	10.5	19

*Indicates new series ■ +Canceled series ■ Averages compiled by CBS Research from A.C. Nielsen data

centage guidelines—for determining whether licensees' service in two "bedrock" areas—local and informational programming—add up to the kind of "meritorious" record that NTIA says should warrant renewal for the licensee.

The petition follows—and parallels in a number of respects—speeches by FCC Commissioners Tyrone Brown (BROADCASTING, Oct. 16) and Joseph Fogarty (BROADCASTING, Oct. 30) criticizing the commission's performance in the comparative renewal area and calling for an inquiry aimed at establishing criteria for determining what kind of performance will entitle an incumbent to a legitimate expectation of renewal. And although the commission is understood to be preparing such an inquiry, NTIA has seized the initiative, at least for now, on the issue.

The method suggested to determine whether a licensee's performance is "meritorious"—employing percentage guidelines "in the bedrock allocation areas of local and informational programming"—has long been advocated by Henry Geller, the director of NTIA, who along with NTIA's chief counsel, Gregg Skall, signed the petition. The appeals court last month affirmed a commission decision rejecting the suggestion, and, in the process, said the use of such standards is antithetical to the First Amendment (BROADCASTING, Oct. 16). NTIA says quantitative standards actually "advance First Amendment goals and the rule of law," and adds that the

court's argument overlooks the fact that the commission now uses percentages on a case-by-case basis in reviewing a renewal applicant's performance. "Why is it consistent with the First Amendment to look at them case by case but inconsistent if the broadcaster and the challenger are informed beforehand of the standards that must be met for substantial service?" NTIA asks.

NTIA urges the commission to initiate an inquiry aimed at determining "what constitutes meritorious service" in local and information programming.

Concern over the comparative renewal issue was ignited by the U.S. Court of Appeals' decision in the WESH case (BROADCASTING, Oct. 2)—not, necessarily, because it reversed a commission decision renewing the license of WESH-TV Daytona Beach, Fla., and denied the competing application of Central Florida Enterprises Inc. but because it was seen as pre-empting commission authority to establish comparative renewal policy and as leaving multiple-media owners vulnerable to challenges by competing applicants at renewal. The commission has voted to seek appellate rehearing of that case (BROADCASTING, Oct. 23).

As Commissioner Brown did in his speech to the Federal Communications Bar Association last month, NTIA blames both the commission and the courts for the "confused" state of the commission's comparative renewal process.

The petition, in fact, constitutes a sharp criticism of decisions of the appeals court in Washington in cases involving the commission's actions in comparative renewal matters, including the court's invalidation of the commission's 1970 policy statement on that subject. "The chief defect of the court's action" in that decision "and its progeny," NTIA says, is the substitution of "a core erroneous policy of its own—namely, that the comparative renewal situation is no different from the ordinary comparative hearing, and is to be judged by the same criteria."

NTIA contends that the court has ignored legislative history of a section of the Communications Act that establishes that "while newcomers can file competing applications, the comparative hearing is not like one between new applicants only—the incumbent is to be preferred if it has a meritorious past record." Thus, NTIA adds, the court is wrong: There are "legitimate renewal expectancies" for the meritorious incumbent, which is "not to lose renewal on criteria such as integration or diversification, so important under the 1965 statement for the comparative hearing between new applicants."

Accordingly, NTIA says, the commission should adopt policy stating that the incumbent's past record "is the critical element," and that if it is "meritorious," the license will be renewed; "otherwise, the public interest in basic stability would suffer. Factors such as integration and

InBrief

CBS and NBC bought theatrical film packages from **20th Century-Fox** for total of **\$61.5 million**. Network sources confirm that CBS paid \$40 million for 12 titles, including "Silver Streak" and "Lucky Lady," and that NBC paid \$21.5 million for eight titles including "The Omen" and "Julia." ABC source said his network passed on offers. "Star Wars" is said not to be included in either packages which allow first airing in 1979-80 season.

NBC Research analysis of **homes-using-television levels**, January-September 1978 compared to same period in 1977, shows statistically significant difference—just barely—in one daypart: early morning. HUT's then were up 5%. **Prime-time HUT's were up 1%**, NBC said, while daytime was up 2% and networks news time up 1%. Late night and Saturday morning showed no change.

Association of Maximum Service Telecasters has called on FCC to **close its VHF drop-in proceeding** and "dispel the cloud over UHF development that this proceeding represents." AMST cited abandoning of fight for VHF allocation by WTVK(TV) Knoxville, Tenn., UHF station, and its own negative evaluation of Rand Corp. study on subject (BROADCASTING, Oct. 30) as reasons for dropping proceeding. Association also cited filing of UHF application in Huntington, W.Va., and sign-on of UHF in Salt Lake City as other reasons.

Under new authority to make telecommunications loans, **Small Business Administration has approved 32 loans to broadcasters** (including one cable system) totalling \$6,130,000 this year. But **only a fourth** of those, seven loans totalling \$1,670,000, **have gone to minorities**, figure that is disappointing to some who envisioned SBA loans primarily as way of boosting minority ownership in broadcasting. National Association of Broadcasters has written SBA complaining agency isn't trying hard enough, either in promoting service to minorities or in implementing it. Association suggests business loans should be available to radio stations with receipts of \$15 million and TV stations

with \$30 million (as opposed to current limit of \$2 million and \$5 million respectively) so minorities can have chance at radio and TV stations in major markets. SBA has another \$715,000 in broadcast loans "in processing," \$650,000 of which is for two minority enterprises.

NBC was reported last week to have **tightened security around President Fred Silverman** after two men attempted to accost him about report being developed by NBC News dealing with Synanon, controversial West Coast drug rehabilitation organization. Police were quoted as saying two men, members of Synanon, entered Mr. Silverman's apartment building lobby but did not get into his apartment. NBC sources said member of NBC News staff also had received harassing phone call about impending report. In Los Angeles, **Connie Chung**, anchorwoman at CBS's KNXT(TV), was said to be under police protection after broadcasting reports dealing with Synanon. Earlier this year two men identified as Synanon representatives seemed to threaten ABC Chairman Leonard Goldenson and President Elton Rule, during stockholders meeting.

FCC last week **granted** application of Crown Broadcasting Corp. for **new station on channel 30 Jacksonville, Fla.**, following agreement of competitor for channel, Springfield Television of Florida, to drop out. Under agreement, Springfield's parent, Springfield (Mass.) Television Corp., will purchase 25% of Crown's stock, and place two members on Crown's 10-member board of directors and one on its four-member executive committee. Agreement also provides for Crown, composed of local businessmen with no experience in broadcasting, to retain Springfield as consultant.

U.S. has offered "to apply the benefits of advanced communications technology—specifically communications satellites—to economic and social needs in the rural areas of developing nations," said **John E. Reinhardt**, director of International Communications Agency, before UNESCO general meeting in Paris last Friday. **Six-year, \$24-million program** will be implemented "with the funding of the United States Agency for International Development, using facilities of Intelsat or other

diversification are not relevant.”

What if an incumbent's past record is not “meritorious”? Then, NTIA says, the presumption should favor the challenger.

NTIA is not content with criticizing the court's opinions. It calls on the commission, in effect, to challenge a principal holding of the court, in the decision overturning the 1970 policy statement, that the Communications Act requires “a full hearing” between the incumbent and the challenger. Once the commission determines that an incumbent's past record is “meritorious,” NTIA says, “that is determinative, and the hearing process can and should end at that point.” NTIA says the commission “should respectfully state that it seeks to convince the court of its error.” If that approach fails to pass judicial review, it will then be a matter for Congress.

NTIA says the commission could adopt such a policy on the basis of the petition and comments filed in response to it—a method that would meet what NTIA regards as a need for speedy resolution of the fundamental principles involved. Or the commission could initiate a rulemaking leading to the adoption of the proposed policy as a rule that would be binding on the commission and parties in comparative renewal proceedings. Although slower, that approach is favored by NTIA because “it signals a new era, a definite turn, in the commission's approach to this problem.”

SMPTE: getting a leg up on tomorrow

Digital developments appear most conspicuous on broadcast technology horizon; meeting sets stage for NAB, Montreux

As a preview for the big equipment sales shows—especially the National Association of Broadcasters convention and the Montreux, Switzerland, International Television Symposium—last week's 120th meeting of the Society of Motion Picture and Television Engineers in New York lived up to its advance billing. But, more important, the SMPTE event lived up to its reputation as the place where the technical issues facing television are aired and where tomorrow's ideas and issues, still gleams in engineers' eyes, first become points of discussion—often years before they make their way to the desks of the executives who must decide what to do with their technicians' latest gadgets.

Traditionally, SMPTE has been heavily oriented toward film and nonbroadcast uses of video equipment, and, in many respects, this year's meeting was no exception. But the broadcast engineers did, indeed, appear in numbers in New York, and several of the large broadcast equipment manufacturers—most notably RCA, Ampex, Philips and Sony—were at the Americana hotel in force (see equipment story, page 63). The meeting's agenda this year was about evenly divided between

motion picture and broadcast technologies.

Perhaps one of the brighter lights on television's distant horizon is digital electronics—especially the eventual development of a workable digital video tape recorder.

At a Wednesday morning panel, “The Near-Term Future for Digital Television,” Charles Ginsburg of Ampex (and chairman of SMPTE's study group on the subject) stated confidently that an acceptable digital machine is still a “number of years off, and, I would guess, more than five.” He stuck to that statement despite his belief that “soon—almost any time—someone will present a digital VTR.”

Other members of the panel agreed with the Ampex representative's assessment of the digital situation. Robert Hopkins of RCA said that the “critical point” in the digital revolution will be “the availability of a digital recorder.” After that, he said, broadcasters and manufacturers will see a new boom in digital equipment of all sorts. (Mr. Hopkins heads the SMPTE working group on digital video that is trying to establish standards for the upcoming VTR's.)

Another front, video blanking, was also given considerable attention at last week's meeting.

The papers on video blanking during Thursday morning's video production

appropriate satellite systems,” he said. Mr. Reinhardt also **attacked draft declaration on news media** before conference saying that it has been **state controls on media** “that have been primarily associated with the **propagation of war and hostility and racialism.**” He said there was “no adequate foundation” for mass media declaration.

□

Home Box Office, has passed two-million-subscriber mark.

□

Madeline David, vice president, program coordination, NBC Entertainment, and former head of daytime programming for NBC-TV, resigned to form own production company, Good Shepherd Productions, with deal to create several prime time projects for network.



National Association of Broadcasters' **second meeting with public this year**—in Duluth, Minn., last Wednesday—set attendance and time records for such “town meetings.” About 350 citizens showed up and kept panel of NAB TV and radio code experts answering questions, 105 of them, for four and half hours. NAB public affairs department will analyze it and meeting in Charlotte, N.C., earlier this year, as well as those in Boston and San Diego last year, for report to membership on what viewers and listeners are concerned about.

New York general retail advertisers tripled their TV investments in September, Television Bureau of Advertising reports. In newspaperless market, retail TV spending hit \$3,034,804 on area's six commercial stations—as compared to \$959,719 spent in September 1977. Department stores—**up 368%**—registered largest gain, spending \$1,488,700, and three, Saks Fifth Avenue, Alexander's and B. Altman & Co., that bought this fall did not last year. No figures were available for radio, but local stations reported 10%-40% increases for month. Papers are expected to **resume publication** this week.

□

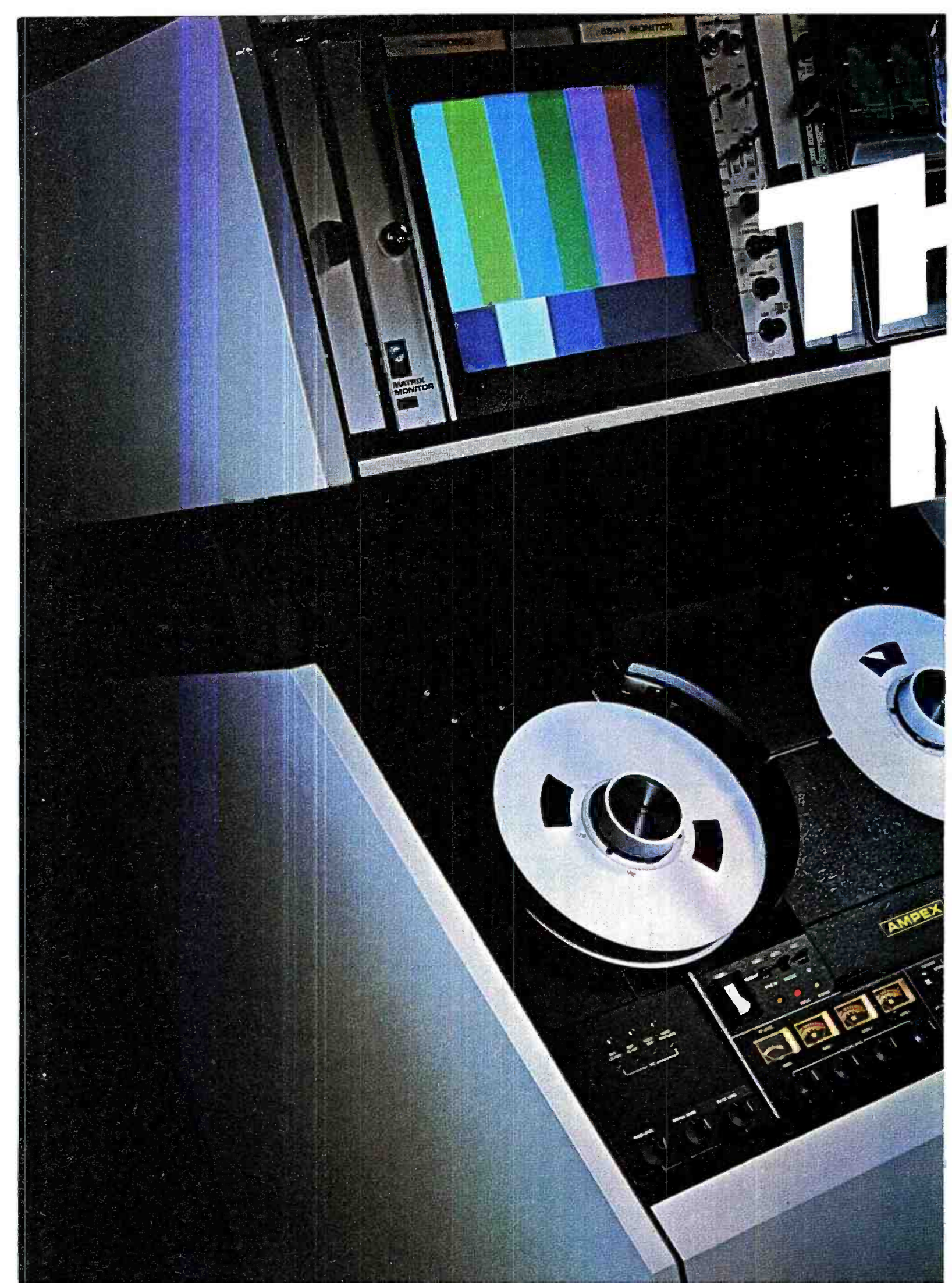
Senator **Edward Zorinsky** (D-Neb.), **wowed NAB** regional conference in Denver last week, telling broadcasters that federal bureaucracy is “strangling” business. He said he's for anything that will make broadcasters more like most other businessmen, who aren't told by government how to live. He said he doesn't understand why broadcasters have to “prove themselves innocent” every three years at renewal time. Interrupted several times by applause, senator, who happens to be a member of Senate Communications Subcommittee, was given **standing ovation** when he finished. One broadcaster asked where he could go to **clone 99 more senators just like him.**

□

Robert J. Wormington, KMBA-TV Kansas City, Mo. elected chairman of Association of Independent Television Stations, succeeding Leavitt J. Pope, WPIX-TV New York, who continues as non-voting member of board for one year. Other officers elected: **Sheldon Cooper**, WGN Broadcasting Co., Chicago, vice chairman; **Crawford P. Rice**, Gaylord Broadcasting, Tampa, Fla. secretary; **William C. McReynolds**, Meredith Broadcasting, New York, treasurer.

□

WTOP(AM) Washington has signed partial affiliation with Mutual and may become full MBS outlet as result of **dispute with its longtime network, CBS Radio**. Dispute, both sides agree, centers on money. Outlet Co., group owner that acquired WTOP earlier this year, claims WTOP—once owned by CBS—hasn't had rate increase in 17 years, says CBS Radio has offered one but not enough. CBS Radio says WTOP may not have had basic increase but its income has gone up nevertheless.



E MAGICIAN

VPR-2

It's no trick at all to get special video effects from the Ampex VPR-2. This unbelievable helical delivers broadcastable slow motion and freeze-frame pictures with an optional Automatic Scan Tracking System that makes noise bars disappear. Drop in a tape, put your hands on the shuttle knob, and you'll be in total command of the play-back picture, continuously variable from a dead stop to maximum shuttle.

VPR-2 is the second generation of Ampex broadcast helicals and an end product of 20 years of helical recording development. It works in SMPTE Type C format and comes with a built-in, frame-accurate programmable editor that lets you rehearse before doing a "take."

What's left? On-the-air time base accuracy, with the TBC-2 digital time base corrector. No other TBC can put the VPR-2 special effects library on the air. And you might want the SMC-60 Slow Motion Controller with remote tape timer, 60-second clock display and multiple cueing versatility.

The joystick control, bidirectional jog controls and three levels of slow motion range help you squeeze the last ounce of capability from your VPR-2 with AST or your shuttle-equipped VPR-1.

VPR-2. A whole show in one compact one-inch helical VTR. Packaged any way it suits your needs. A magician of a machine for exciting video productions.

AMPEX MAKES IT EXCITING.

Ampex Corporation, 401 Broadway, Redwood City, California 94063 415/367-2011



Digital discussion. This panel session, "The Near-Term Future for Digital Television," brought together a veritable "Who's Who" of digital video experts (l to r): Merle Thomas, Public Broadcasting Service; Fre-

derick M. Remley, University of Michigan; Charles Ginsburg, Ampex; Robert Hopkins, RCA; Al Goldberg, CBS Technology Center; Willard Bucklen, TRW, and John Lowry, Digital Video Systems.

seminar reviewed the issue from two points of view—the broadcaster's and the producer's. Tom Keller, chief engineer of WGBH-TV Boston and chairman of the Broadcaster's Ad Hoc Committee on Television Blanking Widths, read a paper written on behalf of the committee by Frank Davidoff, staff consultant and advanced technology expert for CBS-TV's engineering and development department. The paper reviewed the blanking standards required by the FCC and discussed how problems can occur in broadcast operations. Besides the difficulties presented by maladjusted or inadequate equipment, it was stressed that the manipulations of the TV signal that have become a normal part of modern-day broadcast practices all threaten blanking tolerances. Even "without sloppiness," Mr. Keller said, "we can have blanking grow in our systems." (The FCC's standards were devised even before color broadcasting came in.)

That was also the essence of the paper presented by Blair Benson of Video Corp. of America, who said that production houses are subjecting their material to more and more processing steps before it's even submitted for broadcast—among them, synchronization, field and frame storage, duplicate mastering, editing and adding of special effects. Mr. Benson suggested that television receiver manufacturers might bear some of the FCC's regulatory burden for coping with blanking problems, and called for "a modification of FCC rules compatible with the new complexity" of video production.

Mr. Keller said that the broadcasters' committee plans within the next two weeks to mail a questionnaire on blanking, which is to go to most of the television stations in the country. It was designed to collect (anonymously) data on just what blanking tolerances broadcasters are experiencing, with the intent of establishing a statistical base from which to gauge the extent of the problem.

The engineers also devoted considerable energy to satellites. In addition to a morning-long session dealing exclusively with the new Public Broadcasting Service distribution system, another session, "Satellite Equipment and Delivery Systems," examined a number of developments in extra-terrestrial networking.

James W. Cuddihy of RCA Americom,

speaking on "Future Developments in Satellite Communications," took a look into his own "crystal ball" and saw, he said, more powerful satellites with longer lifetimes and greater capacity for the 1980's. Satellites are moving to higher, less crowded frequencies, Mr. Cuddihy said, and as that happens there will be "a great increase in the in-orbit capacities" of the new satellites. With the beginning of space shuttle flights in the early 1980's, he said, new birds, such as the advanced Westar, will be sent aloft with much more power equipment—allowing, in turn, for much smaller, less expensive earth terminals. (According to Mr. Cuddihy, applications for extremely small—by present standards—10-foot dishes are already pending at the FCC.)

Another pay-off from the space shuttle, he said, will be "replaceable payloads" and in-space servicing of satellites. Rather than send up a new satellite every seven years or so, it will be possible in the future to refit existing birds with new equipment. (At present, he said, it costs \$30 million or more to launch a satellite, but, with the space shuttle launch, costs will be considerably lower.)

SSS tangles with RCA over transponder for WGN-TV

Superstation carrier says satellite channel is being held hostage over law suit; RCA cites technical problems with it, no room on others

Only days after the FCC signaled a new policy direction on TV superstations by granting four resale carriers the right to distribute WGN-TV Chicago nationwide by satellite (BROADCASTING, Oct. 30) one of those firms, Southern Satellite Systems, has withdrawn from the competition.

Or was pushed out, as the firm has indicated.

In an Oct. 30 memo to the resale carrier's cable system customers, Edward Taylor, president of Southern, announced that transponder 13 on the RCA Satcom I

satellite had failed, and that RCA had "refused" his request to transfer the service to another transponder "unless Satellite Communication System [a joint venture of Southern and Holiday Inns] would agree to drop the law suit over transponder 18." (SCS filed a suit Oct. 16 in Tulsa, Okla., to retain use of the transponder past Jan. 1, 1979.)

Mr. Taylor said in his memo that Southern "could not accept these conditions" and that it would "pursue its rights" to another transponder on Satcom I with the FCC. "We expect this to be a lengthy hearing," he wrote, but "when we win the right to a reassigned transponder we will assign it to whatever service appears most feasible at that time, probably WPIX(TV) New York."

Mr. Taylor suggested that his customers who still want to carry WGN-TV sign with one of his competitors, United Video, which is scheduled to occupy transponder 3 and is now awaiting tariff approval.

According to Mr. Taylor, the loss of the WGN-TV service, which represented up to \$2 million worth of business, immediately affects some 70 cable systems with 300,000 subscribers. Feeds were expected to have begun sometime this month, and Southern expected many more systems to sign on after the service started.

When asked by BROADCASTING whether the RCA position amounted to the satellite company dangling a transponder in front of Southern in return for dropping the suit, Mr. Taylor replied: "If you weren't a reporter, I'd have a stronger word for it."

Donald Quinn, an RCA spokesman, read a statement by RCA Americom President Andrew Inglis, stating that the transponder was "indeed exhibiting some erratic behavior" but that RCA had not yet declared it inoperable. According to Mr. Inglis's statement, the transponder may still be used.

RCA refused, however, to comment on Mr. Taylor's charge that it had offered Southern a new transponder in exchange for dropping the suit. Mr. Quinn said that RCA had offered to shift the SCS transponder 18 service to transponder 1 and that transponder 13 was "being looked at" by the company's engineers. He said it would be "extremely difficult because of the full-capacity situation" to assign Southern another satellite channel.

WHIO Radio Sets the Pace in Community Involvement

WHIO Radio involvement runs along the interests of the community. The station recently sponsored the First Run for Women Only in the Dayton area. Daytonians lined the streets to cheer 376 runners, including Montgomery County Commission President, Paula McIlwaine (below). It was another first for Dayton, and WHIO Radio led the way.

THE VOICE OF DAYTON

WHIO RADIO
1290

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

WIIIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

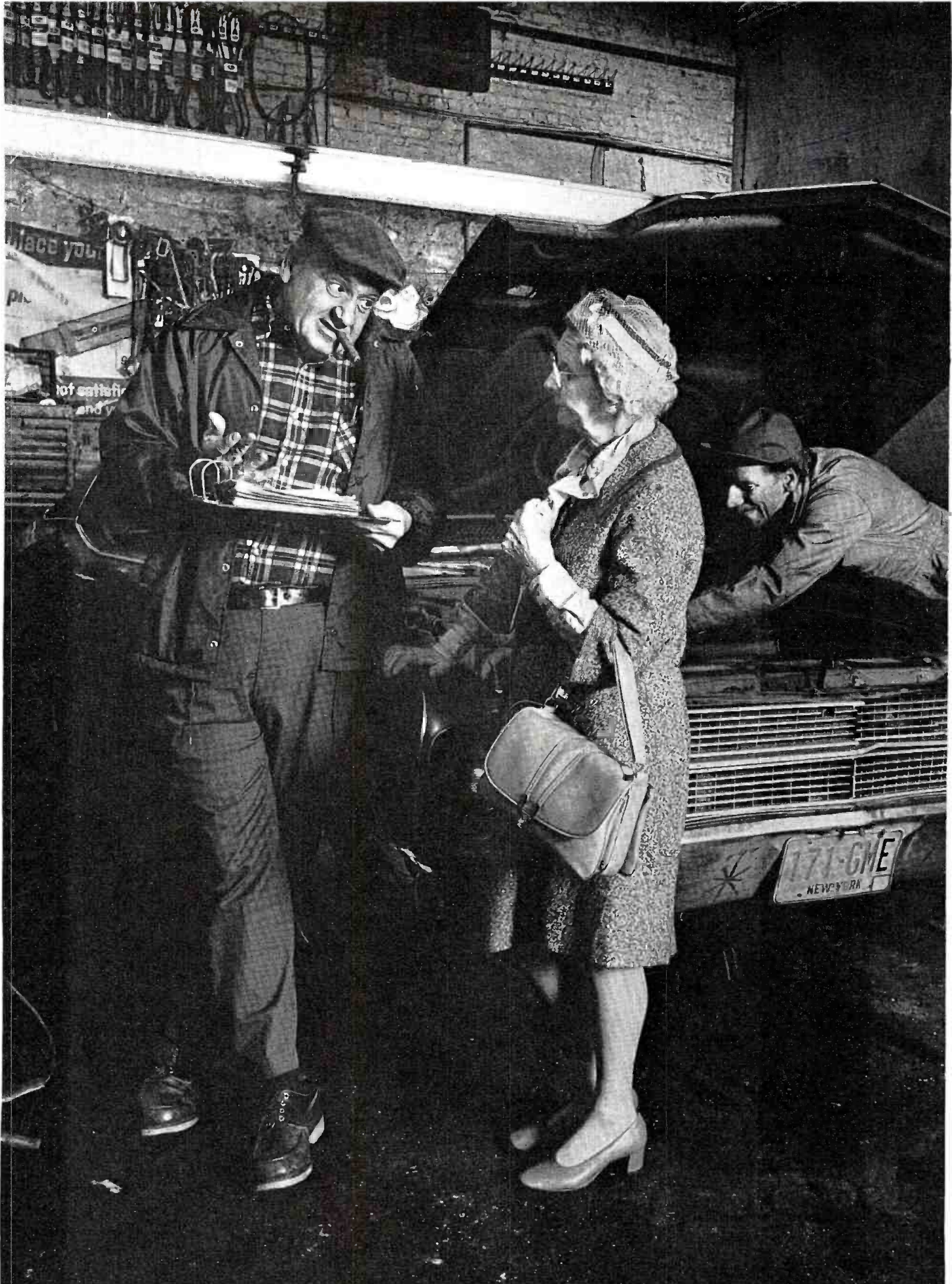
WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia





HIGHWAY ROBBERY DOESN'T ALWAYS TAKE PLACE ON A HIGHWAY.

Storer Stations are concerned about ripoffs and are doing something about it.

Ripoff! It's virtually become an American way of life.

A Florida woman driving through Georgia, for example, was told by a gas station attendant that she needed two new shock absorbers. He installed four instead and charged her \$82.40. Back home, her own garage figured she paid *nearly double* what the job was worth.

In Texas, a chain of specialty stores discovered not one, but two theft rings inside the stores. Employee stealing was costing them more than shoplifting.

Each year medical quacks bilk Americans of some \$2 billion. Ripoffs of tax-supported health care programs waste an estimated \$4 billion more each year.

TV repairs. Land frauds. Shoddy merchandise. Deceptive practices by mail order firms and travel agencies. Complaints about these and other abuses have inundated federal and state agencies.

Nearly 2,000 a month are received by the White House alone!

Believing that "forewarned is forearmed," Storer Stations in their programming and editorials regularly alert their communities to the problems.

A typical example is WAGA-TV in Atlanta. Several times a day for an entire week they recently aired a series of five special reports entitled "Ripoffs in Atlanta?"

The first segment dealt with car repairs. Before the program, WAGA-TV made a slight alteration to a car, then visited numerous local garages to see what repairs were recommended. Result? Most tightened the right part on the spot and billed nothing. However, a few made unrelated repairs and charged for them.

Tuesday's segment focused on TV repairs and sales and gave professional tips on what to look for when seeking a reputable repairman.

Subsequent reports covered rental agency abuses, health spas and their questionable recruitment procedures, and advised how to

deal with bothersome telephone solicitations.

Throughout the series, WAGA-TV offered its viewers pamphlets with advice on how to avoid ripoffs.

The series was so successful, WAGA-TV followed it up two months later with a five-part mini-series called "Buyer Beware!" Topics included car repair and mail order ripoffs, TV repairs, phony telephone surveys that lead to sales pitches, and what to watch for when obtaining consumer credit.

Other Storer Stations across the country have been waging similar campaigns against consumer frauds in their communities.

The way we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJKW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo
WLAK Chicago/KTNQ and KHTZ Los Angeles/WGBS and WLYF Miami/WHN New York/WSPD Toledo

The FCC: nothing if not livelier

The placid, Republican days when Wiley ruled are over as individual commissioners assert themselves and their differing views of communications regulation

Almost a year ago, Tyrone Brown, then a freshly minted FCC commissioner, looked around him at his new surroundings, seemed to sense a new spirit pervading the commission with the change in administration, and said, "We're going to have some fun around here" (BROADCASTING, Dec. 5, 1977).

The fun has been a time in coming. But if Commissioner Brown meant that the days were over when the commission was dominated by a chairman who not only set the tone but managed to smother most differences among the other commissioners under a blanket of unanimity, the fun does seem to have begun.

Chairman Charles D. Ferris has views and expresses them with as much force as—and perhaps even more eloquence than—his predecessor, Richard E. Wiley. But, somehow, the members of the commission these days are not content to let Mr. Ferris take the lead in shaping policy or influencing opinion in the industries the commission regulates.

Things at the commission are not as they were a decade ago, when former Commissioners Lee Loevinger, Kenneth A. Cox and Nicholas Johnson engaged in

bitter duels—it was usually Loevinger against Cox and/or Johnson—with the abandon and feeling of schoolboys and the forensic skill of able lawyers. But after several years during which the commissioners were quiet and well behaved, things are getting livelier.

There was, for instance, Commissioner Margita White a few weeks ago, ripping into her colleagues—and if there was a particular target it seemed to be Chairman Ferris—for, not to put too fine a point on it, talking out of both sides of their mouths. She said the talk was of deregulation, while the intent and action looked to tough new regulation (BROADCASTING, Oct. 23).

Earlier, Commissioner Brown caused some eyebrows to raise when, in a luncheon address to the Federal Communications Bar Association, he criticized not only the commission but the U.S. Court of Appeals in Washington, of all institutions. Together, he said, they had managed to bring about "a breakdown in national communications policy" (BROAD-

the majority). General Counsel Robert Bruce had reportedly argued that the commission's case needed the support of a unanimous commission.

However, Commissioner Fogarty, in his heart of hearts, believes the commission should accept the court's remand of the case, and two weeks ago, he made that clear. In a speech to the National Association of Broadcasters regional meeting in San Francisco, in which he criticized the commission's comparative renewal practices in accents similar to Commissioner Brown's, he said: "Instead of further diminishing the FCC's credibility with the court of appeals by seeking rehearing of the [WESH] decision, ... I believe the commission should immediately institute an expedited inquiry into comparative renewal standards and policies." So much for loyalty to someone else's idea.

Commissioner Abbott Washburn, although never the swashbuckling type, has over his years on the commission followed the beat of his own drummer. And these days, while deregulation is enjoying a vogue among liberals as well as conservatives, Commissioner Washburn, no flaming liberal, has not been seduced by the arguments heard in its behalf.

After Chairman Ferris stunned his colleagues with his proposal that the staff prepare options for a test deregulation of radio in one or more major markets (BROADCASTING, Oct. 23), Commissioner Washburn had some observations, in a speech to the National Broadcast Association for Community Affairs, in Boston: He is "leery" about any action that might encourage broadcasters to broadcast more than 18 minutes of commercials per hour. He thinks "some informal guidelines on the amount of nonentertainment programming, such as the ones we now have, are useful." He would not want to abandon

News Analysis

CASTING, Oct. 16). Pretty strong stuff, that.

Then, there has been Commissioner Joseph Fogarty, who manages to appear self-effacing, polite and feisty, all at once. He was one commissioner Chairman Wiley could never tame. And he seems no more malleable today.

Last month, he had gone along with the six other commissioners in instructing the general counsel to seek rehearing in the WESH case (although he, Chairman Ferris and Commissioner Brown would have sought it on narrower grounds than suited



Ferris



Brown



Fogarty



Lee



Quello

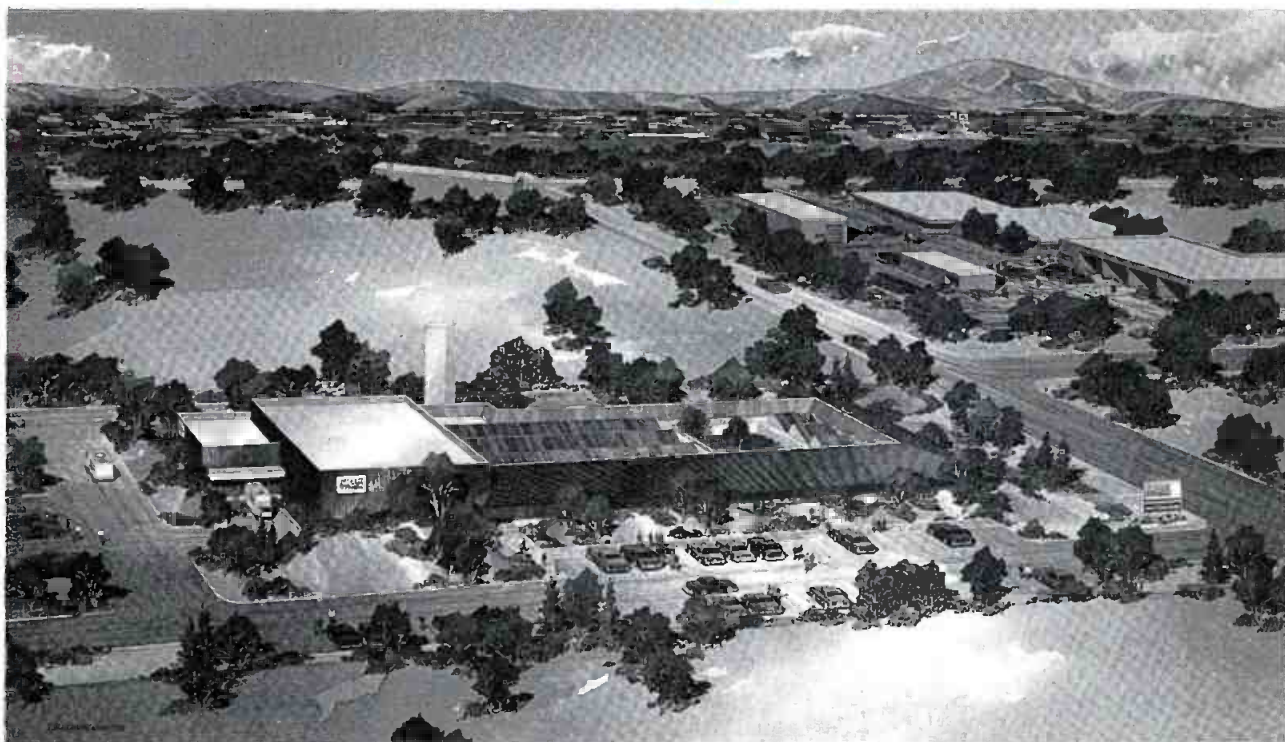


Washburn



White

We announce with pride



A new \$2 million dollar studio and office complex

*The needs of a growing community demand
an expansion of Bakersfield television facilities*

CHANNEL 29 KBAK-TV 

IS RESPONDING TO THOSE NEEDS !!

Our Congratulations
on 90 Successful Years



Represented by
Katz Continental

ascertainment entirely. And he hopes the staff does not suggest anything that would undermine the commission's statutory responsibility for implementing the fairness doctrine.

All of which suggests that telling liberals from conservatives is not always easy, where the Communications Act is concerned.

What of Chairman Ferris's other colleagues?

Well, Commissioner Robert E. Lee, after 25 years on the commission, is the agency's doyen; he has seen so many chairmen come and go that he knows better than most how mortal they are. Chairmen have been known to seek *his* counsel.

And Commissioner James H. Quello, the former manager of WJR-AM-FM Detroit, is not one to keep his Latin emotions bottled up when discussing deregulation of broadcasting—which he makes no bones about supporting. Last month, in urging members of the National Radio Broadcasters Association to fight for total deregulation of their industry, he said: "Get off your asses and sell something besides commercial time" (BROADCASTING, Sept. 25). Not elegant, but clear.

However, he may have made a more immediate impact on broadcasting through the leadership role he played in the commission action requiring television set manufacturers to reduce UHF noise, or interference, figure standards in the sets they produce.

For Commissioner Brown, his prediction regarding the fun the commissioners would have has been borne out. And he says the fun is not only a function of the recent spate of speeches—which "stirs debate and stimulates the thinking of those we regulate"—but also in the give and take at commission meetings. The exposure is good. The public, he said, "should be made aware there's a method to the madness of having seven commissioners."

Commissioner Brown, who made it clear he would be heard from again on major issues—"I didn't intend to hide when I came here"—is not the only commissioner to comment on the changed atmosphere. "I feel more like a free spirit now," said Commissioner Fogarty.

And as for Chairman Ferris, who takes pride in what he says is the open manner in which the commission operates, he appears to be delighted with the eruption of newsworthy comments by his colleagues. "It's fantastic," he gushed last week. "It shows interest, focus, participation, democracy at work. It's the policy-making process in the open. The more the better. It helps to have all seven commissioners participating, bringing their expertise to bear. We're a collegial body; that's how the system should work."

Chairman Ferris had no answer as to why the commissioners had suddenly become so articulate. "Maybe it's a virus," he said. "If so, I hope they don't find a cure."

In short, he seems to be one leader who is unconcerned about the prospect of having to hurry to keep up with the crowd.

FCC takes a day to deal with EEO matters

It orders stations to rank employees by salary, without specifying dollars; decides to act as clearinghouse for prospective minority purchasers; votes inquiry into time brokering as related to ethnic audiences

The FCC agreed last week broadcast stations should be required to rank all staff positions, according to salary, on station annual EEO reports.

In a special meeting Tuesday on several pending broadcast equal employment opportunity matters, the commission voted unanimously that stations' annual employment reports should contain a ranking by salary of all station employees—but without reporting actual salaries. Such a list is needed as a "litmus test," in FCC Chairman Charles Ferris's words, of other information stations are required to give in the employment forms—a list of every full-time employee according to job title, sex and race. Commissioner Tyrone Brown said there have been documented cases of stations inflating job titles of minority employees to make their EEO records sound better than they are. A salary ranking, he and others said, would allow the commission and the public to crosscheck job titles with their rankings, as a guard against "misclassifications."

The commissioner acknowledged there may be one hitch, however, in that such a ranking of employees, when seen by the employees themselves, might stir up internal personnel problems for station managers. He urged the commission staff to come up with an alternative for stations that object to a straight salary ranking.

Commissioner Margita White, who had led the move to revise the reporting form—to make it more reflective of real-life industry conditions, also backed the ranking proposal. She said she doesn't think it will "add to the paperwork burdens of broadcasters to any appreciable extent."

Chairman Ferris said he thought employees at small broadcast stations probably know one another's salaries anyway. "I don't think in any small entities you can keep secrets very well," he said.

The form approved by the commissioners makes no mention of handicapped employees, who have been considered for inclusion in the annual employment report. That issue is still pending in a separate proceeding and may result in the form being changed again some time in the future.

■ In another action at the Tuesday meeting, the commission voted to go ahead with production of a list of prospective minority buyers of broadcast stations. The proposal stems from another by former FCC Commissioner Benjamin

Hooks (now executive director of the National Association for the Advancement of Colored People) that would have required that 45 days' advance public notice be given of any station sale, to give minority buyers a chance to bid. The new proposal permits minority interests who want to buy stations to have their names posted at the commission.

The list, which is to be compiled by the commission's Office of Consumer Assistance, will give the prospective minority buyer's name, the type of broadcast facility he wants (AM, FM, TV) whether daytime or full time, location, price range, and "additional information."

In deciding to proceed with the list, the commission rejected an objection raised by the National Association of Broadcasters, which complained about the possible problems that might arise when the government acts as a station clearinghouse. Commissioners Brown and Fogarty said during discussion that they didn't understand NAB's objection. The area is a legitimate one for commission involvement, said Mr. Fogarty, and is also one where there should be cooperation between government and broadcaster.

Mr. Fogarty said he doesn't "want to be at odds with NAB," which he said has made "fantastic strides" in the area of minority affairs in the last year and a half. "We should try to be more cooperative," he said.

The commission also heard a progress report on recommendations made by its minority ownership task force a year and a half ago.

Among reported items: One radio station sale, WYCH(FM) Hamilton, Ohio, made use of the tax certificate, which the FCC created as a spur to station sales to minorities. Another seller which has applied for a tax certificate had his sale approved Tuesday (WAWA-AM-FM Milwaukee, Wis.), and a sale and tax-certificate application for a third is pending.

In addition, according to the report, the commission staff has identified seven stations that could take advantage of the new policy permitting station owners in license trouble to sell to minority owners at distress sale prices. There are five others that might qualify, but have to be considered one by one.

Chairman Ferris expressed pleasure at the news, saying that the commission's attempt to get more licenses into the hands of minorities appears to be working.

■ In a final EEO-related action, the commission approved a notice of inquiry to study the practice of time brokering in light of minority broadcast issues. Commission staffers, talking about the open-ended notice, saw problems and benefits in the practice, whereby a station sells blocks of program time to brokers who make programs and sell commercials to fill them. The problems come in situations where very large blocks of time—as much as 20 hours in a week—are brokered away, said one. But, he added, there may be advantages in the system where brokers may be useful in serving areas with large ethnic audiences.



From pulpit to picture tube

Recently, members of the Nebraska Conference of the United Methodist Church held their state-wide meeting in Grand Island. They asked KOLN-TV / KGIN-TV for help in providing their pastors with training in the use of electronic media.

The stations' Public Service Directors put together a workshop dealing with the many aspects of religious broadcasting. Individual sessions covered topics ranging from tips on ways to prepare for a television interview to suggestions on making religious news stories more appealing to the secular electronic press. A question-and-answer period wrapped up the program and participants left with a much clearer understanding of how the media can aid them in their work.

Providing information to help people make the most effective use of the broadcast media is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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

The Bonneville Broadcast/Traffic/Accounting System... **KIRO TV is unbiased for it.**

For good reason, too. The B.T.A. 101 system from Bonneville Data Systems offers many major advantages over other automated systems currently being offered to broadcasters.

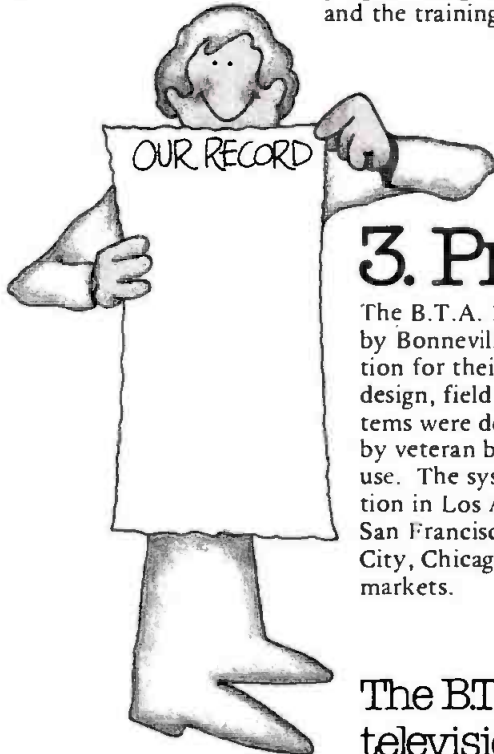


1. Price

The Bonneville package is all self-contained for one price. A price which is in most cases quite attractive when compared to the cost of competitive systems. You receive the hardware, software, future programming enhancements and the training.

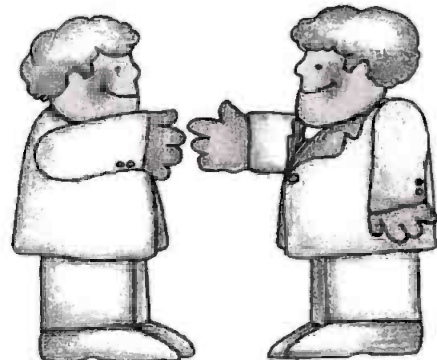
2. In House

The B.T.A. 101 system is an "in-house" rather than "on-line" system. Information is available when you want it. You control the system fully so that it becomes a valid sales, management and accounting tool.



3. Proven

The B.T.A. 101 system was developed by Bonneville International Corporation for their broadcast properties. The design, field testing and workable systems were developed over many years by veteran broadcasters for their own use. The system is currently in operation in Los Angeles, Seattle, Hawaii, San Francisco, Salt Lake City, Kansas City, Chicago, New York and other markets.



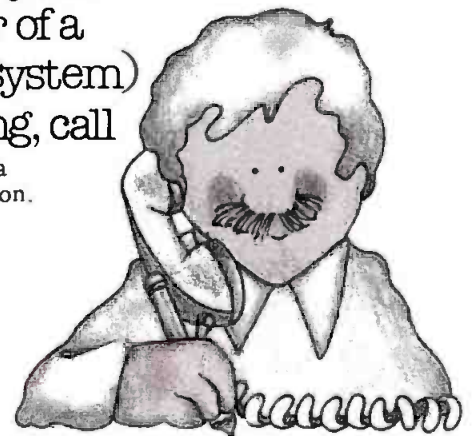
4. Available

The Bonneville system is available right now and can be installed and on stream in your operation in a matter of weeks.

The B.T.A. 101 System could save your television station up to a quarter of a million dollars (as compared to the typical on-line system) over the next five years. If you think we're kidding, call on our nickel and ask us to prove it.

We'd like to send you a printed price comparison.

 **BONNEVILLE**
DATA SYSTEMS 36 South State Street - Suite 2100
Salt Lake City, Utah 84111



Call Toll Free 1-800-453-4557 Ask for Dave Finley

The giving and the getting grow greater

Broadcasters' political gifts to congressional candidates since Aug. total \$18,450, while cablecasters donate \$11,825

The political giving committees connected to the National Association of Broadcasters and the National Cable Television Association have been busy over the summer and fall.

Since the first of August, the Television and Radio Political Action Committee (TARPAC), has doled out \$24,400 in funds collected primarily from politically minded broadcasters to about 60 candidates for the House and Senate. CablePAC, although not quite as active, has managed to spend \$11,825 on close to 60 candidates since July. It has spent \$20,422 in campaign contributions thus far this year.

By the standards of some of the major labor and trade groups in the country, broadcasters and cablecasters are hardly big political spenders. But they are both keeping pace with their records of previous years and with congressional elections just days away last week, they weren't finished writing out their donations yet. Below is a list of their contributions and their own contributors since last reported (BROADCASTING, Aug. 28). The information was taken from forms the political giving committees must file with the Federal Election Commission, the most recent posted 10 days before the general election.

TARPAC contributions to candidates from Aug. 1 to Oct. 23: Representatives John Rhodes (R-Ariz.), House minority leader, \$500; Jim Wright (D-Tex.), majority leader, \$300; William Steiger (R-Wis.), \$200; Daniel Rostenkowski (D-Ill.), \$200; James H. Quillen (R-Tenn.), \$200; Elford Cederberg (R-Mich.), \$700; Max Baucus (D-Mont.), \$500; Lionel Van Deerlin (D-Calif.), chairman, Communications Subcommittee, \$500; (\$2,500 since last election); Richardson Preyer (D-N.C.), \$300; Robert Gammage (D-Tex.), \$100; John J. Duncan (R-Tenn.), \$200; Norman Lent (R-N.Y.), \$300; Richard Bolling (D-Mo.), \$500; Jamie L. Whitten (D-Miss.), \$500; Clarence E. Miller (R-Ohio), \$300; Marc L. Marks (R-Pa.), member, Communications Subcommittee, \$300; Tim Lee Carter (R-Ky.), \$300; Dan Marriott (R-Utah), \$100; Frank Horton (R-N.Y.), \$200; John Erlenborn (R-Ill.), \$200; Fred Rooney (D-Pa.), \$300; David Satterfield (D-Va.), \$200; Joseph Moakley (D-Mass.), \$200; Gillis Long (D-La.), \$250; Thomas J. Corcoran (R-Ill.), \$200; Elliott H. Levitas (D-Ga.), \$500; Dante Fascell (D-Fla.), \$250; L. H. Fountain (D-N.C.), \$200; Harold Sawyer (R-Mich.), \$200; Thomas Kindness (R-Ohio), \$200; Henry Hyde (R-Ill.), \$200; M. Caldwell Butler (R-Va.), \$200; Neal Smith (D-Iowa), \$1,000; Robert McEwen (R-N.Y.), \$200; Jack Edwards (R-Ala.), \$200; Joseph M. McDade (R-Pa.), \$200; Silvio Conte (R-Mass.), \$500; Tom Steed (D-Okla.), \$300; Joseph Early (D-Mass.), \$500; John M. Slack (D-W.Va.), \$1,000; David A. Stockman (R-Mich.), \$300; District of Columbia Delegate Walter Fauntroy (D), \$200; Charles Carney (D-Ohio), member, Communications Subcommittee, \$400; Edward Madigan (R-Ill.), \$100; Carlos Moorhead (R-Calif.), member Communications Subcommittee; Romano L. Mazzoli (D-Ky.), \$200; Jack Brooks (D-Tex.), \$500; Samuel Devine (R-Ohio), ranking Republican, House Commerce Committee,

\$250; Robert Kastenmeier (D-Wis.), \$500; James Florio (D-N.J.), \$300; Ralph Metcalfe (D-Ill.), who died last month, \$200; William Cohen (R-Me.), candidate for Senate, \$500. Also John K. Markey, Democratic candidate for the House from Massachusetts who lost in the primary, \$300, and Ed Scott, a Colorado Republican opposing House Communications Subcommittee member Timothy Wirth (D-Colo.), \$2,500; ■ Senators Pete Domenici (R-N.M.), \$250; Robert Griffin (R-Mich.), ranking minority member, Senate Communications Subcommittee, \$2,000; Edward Brooke (R-Mass.), \$300; Charles Percy (R-Ill.), \$500; Barry Goldwater, (R-Ariz.), member Senate Communications Subcommittee, \$200; Walter Huddleston (D-Ky.), \$500; Howard Baker (R-Tenn.), Senate minority leader, \$500.

Contributors to TARPAC: Roland L. Filiault, Springfield Television Corp., Springfield, Mass., \$200; Bill Michaels, Storer Broadcasting, \$200; Peter Storer, Storer Broadcasting, \$200; William Carlisle, NAB vice president, government relations, \$50 (\$200 to date); David C. Adams, NBC vice chairman, \$350; Vincent Wasilewski, NAB president, \$124.98 (\$499.98 to date); John Summers, NAB executive vice president and general manager, \$60 (\$240 to date); Robert W. Ferguson, WTRF-TV Wheeling, W.Va., \$200; Daniel W. Kops, Kops-Monahan Communications, New Haven, Conn., \$100 (\$200 to date).

CablePAC contributions to candidates from July 1 through Oct. 23: Representatives Gus Yatron (D-Pa.), \$100; Thomas Ashley (D-Ohio), \$100; Andrew Maguire (D-N.J.), \$300; Matthew Rinaldo (D-N.J.), \$100; Robert Giaimo (D-Conn.), \$100; Dan Rostenkowski (D-Ill.), \$200; Louis Stokes (D-Ohio), \$100; George Danielson (D-Calif.), \$100; Max Baucus (D-Mont.), \$500; Bob Gammage (D-Tex.), \$100; Henry Waxman (D-Calif.), member, House Communications Subcommittee, \$150; Charles Wilson (D-Calif.), \$100; Carlos Moorhead (R-Calif.), member Communications Subcommittee, \$200; James Florio (D-N.J.), \$200; Jack Brooks (D-Tex.), \$100; Robert Kastenmeier (D-Wis.), \$100; Thomas Downey (D-N.Y.), \$100; Ralph Metcalfe (D-Ill.), who died last

WIN button, anyone? President Carter's anti-inflation program is expected to affect the FCC in at least two ways. The commission will be among agencies invited to participate in the Regulatory Council, which is being created to uncover duplicative or overlapping regulations and to develop a calendar of proposed major regulations, together with information on their cost and objectives. And, the President's order to cut the number of federal employees by 20,000 will result in a relative freeze on hiring by the FCC for the next several months, and, in accordance with an amendment to the Civil Service Reform Act, a reduction in employment to 1977 levels. Commission officials are awaiting word from the Office of Management and Budget on how the amendment will apply precisely to the FCC, but preliminary indications are that 163 positions will be cut from the fiscal 1979 budget and 22 from 1980.

month, \$100; Floyd Fithian (D-Ind.), \$150; Norman Lent (R-N.Y.), \$100; Thomas Luken (D-Ohio), member of Communications Subcommittee, \$500; Samuel Devine (R-Ohio), \$250; Marc Marks (R-Pa.), member, Communications Subcommittee, \$500; William Armstrong (R-Colo.), candidate for Senate, \$250; Martin Russo (D-Ill.), member, Communications Subcommittee, \$500; Peter Rodino (D-N.J.), \$100; Norm Dicks (D-Wash.), \$100; Wyche Fowler (D-Ga.), \$200; Alvin J. Baldus (D-Wis.), \$100; Edward Pattison (D-N.Y.), \$200; Thomas R. Harkin (D-Iowa),

AMERICAN TELEVISION IS BMI TERRITORY

62% of this week's scheduled prime time programs use BMI licensed music.



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

\$150. Senators Howard Baker (R-Tenn.), Senate minority leader, \$400; Ted Stevens (R-Alaska), \$250; Robert Griffin (R-Mich.), ranking minority member, Senate Communications Subcommittee, \$800; Joseph Biden (D-Del.), \$250; Strom Thurmond (R-S.C.), \$500; Jennings Randolph (D-W.Va.), \$350; John Stennis (D-Miss.), \$150; William Hathaway (D-Me.), \$500; Jesse Helms (D-N.C.), \$250; also Democratic candidates for the House. Tony Coelho (Calif.), \$100; Brian Corcoran (Wash.), who lost in the primary, \$100; John Markey (Mass.), who also lost in the primary, \$100; Pat McCarthy (Mass.), another primary loser, \$100; Doug Brandon (Ark.), \$100; William Ratchford (Conn.), \$200; Philip Snowden (Mo.), \$200; Stan Kress (Idaho), \$25; Roy A. Bernardi (N.Y.), \$100; Glenn English (Okla.), \$150; and one Republican House candidate. Joel Deckard (Ind.), \$250. Democratic candidates for Senate. Andrew Miller (Va.), \$250; Donald Fraser (Minn.), \$250, who was beaten in the primary by broadcast station owner Bob Short, \$500; and one Senate Republican candidate. Larry Williams (Mont.), \$100.

Contributors to CablePAC (with personal mailing addresses): F. J. Bias, Viacom, Pleasanton, Calif., \$200; John Saeman, Daniels & Associates, Littleton, Colo., \$200; John Goodard, Viacom, Walnut Creek, Calif., \$500; Gregory Liptak, CPI Inc., Austin, Tex., \$125; Warren C. Weed, CPI, \$120; Ben J. Conroy Jr., CPI, \$200; G. M. Batsche, CPI, \$125; Robert K. Weary, Communications Services, Junction City, Kan., \$500; A. H. Sonrenschne, Hughes Microwave, Phoenix, \$200; James N. Whitson, Sammons Communications, Dallas, \$150; William J. Bresnan, Teleprompter, New York, \$200; Richard S. Leghorn, Cape Cod Cablevision, Sarasota, Fla., \$200; C. J. Younger, Continental Cablevision, Findlay, Ohio, \$200; McLean Clark, Big Timber Cable TV, Big Timber, Mont., \$200; Christopher Derick, Viacom, Glen Rock, N.J., \$150; Gene Schneider United Cable, Englewood, Colo., \$200; Lee Wallenhaupt, Summit Communications, Winston-Salem, N.C., \$150; John P. Rakoske, Continental Cablevision, Dover, N.H., \$200.

Changing Hands

The beginning and the end of station transfers: from proposal by principals to approval by FCC

Proposed

■ **WAVS(AM)** Fort Lauderdale, Fla.: Sold by Radio WAVS Inc. to Gore Broadcasting of South Florida for \$500,000 including assumption of \$182,000 in liabilities. Seller is owned by Jordan E. Ginsburg, his son, Scott, and Roy H. Bresky, who have no other broadcast interests. They will have part interest in buying corporation, which is principally owned by Harold W. Gore, owner of WTOW(AM) Towson, Md.; WGOR(AM) Toledo and WZIP(AM) Cincinnati, both Ohio; KLIT(AM) Pomona, Calif., and WINQ(AM) Tampa, Fla., and part owner of KBZT(FM) San Diego. WAVS is 5 kw daytimer on 1190 khz.

■ **KICS-AM-FM** Hastings, Neb.: Sold by Apache Broadcasting Corp. to Highwood Broadcasting Co. for \$475,000. Seller is subsidiary of Apache Corp., holding company with more than 50 stockholders and no other broadcast interests. Charles Sweatt is chairman. Buyer is equally

owned by James J. DePalma and his wife, Letitia. Mr. DePalma is account executive for ABC Radio Network and his wife is school teacher. Neither has other broadcast interests. KICS is on 1550 khz with 5 kw full time. KICS-FM is on 93.5 mhz with 3 kw and antenna 155 feet above average terrain.

■ **WMFD(AM)-WEMA(FM)** Wilmington, N.C.: Sold by Dunlea Broadcasting Industries Inc. to Village Radio of Wilmington Inc. for \$445,000. Seller is owned by Louise Dunlea (42.4%), her son, R.A. Dunlea Jr. (39.4%), and her daughter, Emma Dunlea Hurley (18.2%). None has other broadcast interests. Buyer is subsidiary of Village Broadcasting Co., principally owned by Roland P. McClamroch Jr. and James A. Heavener, which owns WCHL(AM) Chapel Hill, N.C., and WBLG(AM)-WKQQ(FM) Lexington, Ky. WMFD is on 630 khz with 1 kw full time. WEMA is on 100.9 mhz with 2.15 kw and antenna 350 feet above average terrain.

■ **WFSH(AM)** Valparaiso-Niceville, Fla.: Sold by WFSH Inc. to Channel 13 of Las Vegas Inc. for \$310,000. Seller, owned by Charles F. Wister, owns WPAS(AM) Zephyrhills, Fla. Buyer is owned by Arthur P. Williams and family who own KWMS(AM) Salt Lake City. WFSH is on 1340 khz with 1 kw daytime and 250 w night. Broker: Reggie Martin.

■ **WAYB(AM)** Waynesboro, Va.: Sold by N. Wilbur Kidd to Mr. and Mrs. W. Warren Coleman, Mr. and Mrs. Leon P. Harris, Dr. and Mrs. Kenneth D. Bowman and Florence R. Ayers for \$273,000. Seller has no other broadcast interests. Buyer is equally owned by three couples and Mrs. Ayers. Mr. Coleman is account executive at WAYB and owns gift shop in Waynesboro. Mr. Harris is employee of General Electric Co. Dr. Bowman is dentist. Mrs. Ayers is housewife. None has other broadcast interests. WAYB is on 1490 khz with 1 kw daytime and 250 w night.

■ **WAIL(AM)** Baton Rouge, La.: Sold by WAIL Inc. to Venture Broadcasting Inc. for \$256,000. Seller is principally owned by Mrs. Angie D. Burge, who has no other broadcast interests. Buyer is owned equally by Louis Batten, owner of New Orleans restaurant and entertainment firm, and Dr. Victor Brown, obstetrician in New Orleans. Neither has other broadcast interests. WAIL is 1 kw daytimer on 1260 khz.

■ Other station sales proposed last week included: WNLB(AM) Rocky Mount, Va. (see "For the Record," page 71).

Approved

■ **WSMJ(FM)** Greenfield, Ind.: Sold by



AMERICA'S OUTSTANDING MEDIA BROKERS • A COAST TO COAST NETWORK

WHAT'S THAT STATION REALLY WORTH?

Blackburn appraisals command respect. To buyers or sellers of a broadcast property, Blackburn's guidance provides important protection against needless risks. Our appraisals are based on accurate market surveys and analysis, potentials, deep knowledge of ever changing markets, and many other factors. A proven record of reliability stands behind each appraisal.

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
Suite 1004
(404) 692-4655

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

11/6/78

WPFB Inc. to Heftel Broadcasting Corp. for \$1.3 million. Seller is partnership of Paul F. Braden and his wife, Ruth, and also owns WPFB-AM-FM Middletown, Ohio. Buyer is principally owned by Cecil Heftel, U.S. representative from Hawaii, and his wife, Joyce, and owns KGMD-TV Hilo, KGMB(AM) Honolulu and KGMV(TV) Wailuku, all Hawaii and bought WLUP(FM) Chicago, subject to FCC approval (BROADCASTING, June 12). WSMJ is 50 kw on 99.5 mhz with antenna 490 feet above average terrain.

■ KVOX-AM-FM Moorhead, Minn.: Sold by Valley Communications Corp. to Forward Communications Corp. for \$800,000 plus \$230,000 covenant not to compete and assumption of \$55,000 in liabilities. Seller is principally owned by Richard Herbst and his brothers, Michael and Robert. None has other broadcast interests. Buyer is group owner of four AM's, five FM's and six TV's headquartered in Wausau, Wis. Richard D. Dudley is president. KVOX is on 1280 khz with 1 kw daytime and 500 w night. KVOX-FM is on 99.9 mhz with 26.5 kw and antenna 170 feet above average terrain.

■ WNOK-AM-FM Columbia, S.C.: Sold by Capital Communications Inc. to Audubon Broadcasting Co. for \$1,066,000. Seller is owned by J.C. Lewis Jr., who owns WLTX-TV Columbia and WJCL-FM-TV Savannah, Ga. Buyer is owned by Pegram Harrison, Atlanta attorney with interest in bottling company in Pittston, Pa. He has no other broadcast interests. WNOK is on 1230 khz with 1 kw daytime and 250 w night. WNOK-FM is on 104.7 mhz with 100 kw and antenna 460 feet above average terrain.

■ WPIQ(AM)-WYNR(FM) Brunswick, Ga.: Sold by Southland Radio Inc. to Southcoast Broadcasting Inc. for \$450,000 plus \$150,000 covenant not to compete. Seller is owned by James R. Wiggins, who also owns WQDI(AM) Homestead, Fla. Buyer is owned by Suburban Radio Group, owner of WCGC(AM) Belmont, WEGO(AM)-WPEG(FM) Concord, WSVM(AM) Valdese and WZKY(AM) Albermarle, all North Carolina, and WHHV(AM) Hillsville, WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, all Virginia. Suburban is principally owned by Robert R. Hilker and William R. Rollins. WPIQ is on 790 khz with 500 w full time. WYNR is on 101.5 mhz with 100 kw and antenna 245 feet above average terrain.

■ WQDY-AM-FM Calais, Me.: Sold by WQDY Inc. to I.B.C. Inc. for \$425,000. Seller is owned by Robert E. Smith and his wife, Mildred, who have no other broadcast interests. Buyer is owned by Daniel F. Hollingsdale, general manager of stations, who has no other broadcast interests. WQDY is on 1230 khz with 1 kw daytime and 250 w night. WQDY-FM is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ KZAK(AM)-KTYL(FM) Tyler, Tex.: Sold by Oil Center Broadcasting Co. to Bryant Beverages Inc. (98%) and Dale E. Palmer (2%) for \$415,000 plus assumption of liabilities. Seller is owned by Aubrey E.

Irby, part owner of KICH(TV) Longview, Tex. (not yet on air), and Wilton Fair, who has no other broadcast interests. Bryant Beverages is subsidiary of Burke Beverage Co., bottling and real estate firm with no other broadcast interests. Alfred T. Burke is president. Mr. Palmer was general sales manager of KROZ(AM)-KXEY(FM) Tyler until last March and is now Burke employee. KZAK is on 1330 khz with 1 kw full time. KTYL is on 93.1 mhz with 4.8 kw and antenna 380 feet above average terrain.

■ KEYR(AM) Terrytown, Neb: Sold by Western Nebraska Broadcasting Inc. to Jim Bickling and Milt Vandeventer for \$380,000. Seller is owned by G. W. Embree and Richard Baumgartner, who have no other broadcast interests. Mr. Bickling is former salesman at KBMN(AM) Bozeman, Mont. Mr. Vandeventer is Bozeman city councilman. Neither has other broadcast interests. KEYR is 1 kw daytimer on 690 khz.

■ KSPO(AM) Spokane, Wash.: Sold by Radio Spokane Inc. to California Newspapers Inc. for \$350,000. Seller is owned by Richard B. Wheeler, who has no other broadcast interests. Buyer, publisher of San Rafael, Calif., *Independent Journal* and applicant for new TV at Santa Rosa, Calif., is owned by Justus John Craemer (40%), Wishard A. Brown (31%), Barbara B. Leibert (19%) and Norwin S. Yoffie (10%). Messrs. Craemer and Brown are part owners of, and Mr. Yoffie officer of

KTIM-AM-FM San Rafael, Calif. Ms. Leibert owns real estate investment firm. KSPO is on 1230 khz with 1 kw daytime and 250 w night.

■ WJCO(AM) Jackson, Mich.: Sold by Television Corp. of Michigan to Dudley Communications Inc. for \$240,000. Seller is principally owned by Edward E. Wilson, president, who last month sold WILX-TV Onondaga, Mich. (BROADCASTING, Oct. 23). Buyer is owned by Dallas D. Dudley who owns retail clothing stores in Lansing, Mich., and has no other broadcast interests. WJCO is 5 kw day on 1510 khz.

■ KRKC(AM) King City, Calif.: Sold by McVay Communications Inc. to Radio Del Rey Inc. for \$184,800 plus \$144,000 for 12-year agreement not to compete. Seller is owned by Robert T. McVay, of King City, who has no other broadcasting interest. Buyer is owned by John D. Feldman and Arthur B. Hogan (45% each) and David A. Ruleman (10%). Messrs. Feldman and Hogan are partners in Hogan-Feldman Inc., Encino, Calif., media brokerage firm and principals of KOWN-AM-FM Escondido, Calif., and KCMX(AM)-KKIC(FM) Ashland, Ore. Mr. Ruleman is part owner of KOWN-AM-FM. KRKC is on 1490 khz with 1 kw daytime and 250 w night.

■ WBOX(AM) Bogalusa, La.: Sold by Mosley Smith Broadcasting to Northlake Audio Inc. for \$220,000. Seller is principally owned by Donald J. Smith and his

Oct. 3, 1978

Dwight-Karma Broadcasting Company

has completed the sale of the assets of Radio Stations

KDKB-FM and AM
Mesa-Phoenix, Arizona

*The undersigned initiated this transaction
and assisted in the negotiations.*

THE
TED HEPBURN
COMPANY Cincinnati, Ohio

Heller-Oak knows broadcast financing



As a pioneer in communications financing, Heller-Oak has built its reputation on these clear-cut principles:

- No equity participation
- No commitment or investigation fee
- Each transaction is an "original" structured to your specific needs

Heller-Oak works with radio and television stations, as well as with cable systems, on

- Loans
- Leases
- Acquisitions
- Refinancing
- Discounting Seller Notes

From \$200,000 and \$20,000,000 we'd like to see your deal. If there's a way to put it together, we'll work it out to produce the best financing possible.

Call or write

Loren N. Young, Vice President
Edward H. Zukerman, Vice President

HELLER-OAK

Communications Finance Corp.

105 W. Adams Street • Chicago, Illinois 60603
Telephone: 312/621-7662

A joint venture of
Walter E. Heller International Corporation
and Oak Industries Inc.

wife, June, who have no other broadcast interests. Buyer is owned by Purvis M. Hall Jr., his wife, Elaine, and their son, Purvis M. Hall III (30% each), and Andrew M. Moses and Terrance L. Hickman (5% each). Mr. Hall Jr. is bank president and Mrs. Hall is housewife. Their son is announcer and program director at WBOX. Mr. Moses is station manager. Mr. Hickman is announcer at WFME(FM) Baton Rouge. WBOX is 1 kw daytimer on 920 khz.

■ WCFR-AM-FM Springfield, Vt.: Sold by New England Broadcasting Corp. to Connecticut Valley Broadcasting Inc. for \$200,000. Seller is subsidiary of Sconnix Group Broadcasting Inc. which owns WLNH-AM-FM Laconia, N.H.; WOCB-AM-FM West Yarmouth, Mass., and WDOS(AM)-WSRK(FM) Oneonta, N.Y. Sconnix is owned by Scott R. McQueen, president, and five others. Buyer is owned by Frank P. Zezza (75%), Terri Lamb (20%) and her husband, George Lamb (5%). Mr. Zezza is officer and 15.6% owner of seller. Mr. Lamb is attorney in Springfield and Mrs. Lamb has no other broadcast interests. WCFR is 5 kw daytimer on 1480 khz. WCFR-FM is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other station sales approved last week included: WGBA(AM) Corning, N.Y.; KHLB(AM) Burnet, Tex., and KHIT(AM)-KSXT(FM) Walla Walla, Wash. (see "For the Record," page 72).

Comments digest

FCC office tries experiment and offers public summary of filings received in one inquiry; it hopes to spur greater participation

The FCC's Consumer Assistance Office is trying something new to stimulate public involvement in commission proceedings. It has prepared summaries of most of the comments filed in the inquiry concerning proposed reimbursement of citizen groups participating in commission rulemakings (BROADCASTING, Oct. 23) and is making them publicly available. The purpose is to aid persons who have filed initial comments as well as anyone else who is interested in filing reply comments.

The project, the idea of CAO Chief Belle O'Brien, is in the experimental stage. The commission, in announcing it last week, said if the effort proves successful as a means of facilitating broader participation by affected industry and consumer interests, the Consumer Assistance Office may propose that the procedure be employed in additional commission rulemakings.

The summary of the comments in the reimbursement inquiry was sent to some 500 persons and groups on the CAO's list to receive its *Feedback* publication, which provides information on inquiries and rulemakings issued by the commission. Additional copies are available at the commission's public information office.

The comment summaries—most are

composites of several parties' views—were prepared by Gerald M. Goldstein, an attorney in the Cable Television Bureau, who was detailed to the CAO for the project.

Reply comments in the reimbursement inquiry (Docket 78-205) are due Nov. 16.

Latest round in the networks' antitrust fight

Judge finds for ABC and CBS on one count in case brought by Justice Department alleging monopolization, but turns down other motions to dismiss

CBS and ABC won one argument but lost several others in the latest of their efforts to win dismissal of the antitrust case the government has filed against them. U.S. District Court Judge Robert J. Kelleher dismissed a charge that the networks monopolized "the relevant market composed of national commercial television network prime time entertainment programs." But he denied other motions, including one to dismiss allegations that the two networks monopolized submarkets composed of their respective prime time entertainment programs.

Judge Kelleher, in issuing the order in the case that originated with suits filed in April 1972, indicated he was losing patience with the slow pace of the proceeding. "These cases, sadly, continue to crawl in their labyrinthian fashion towards trial," he said by way of introduction. He said that with the issuance of the order, the government will not be required to further define its allegations, and added that he expects there will be no further disputes regarding the scope of permissible discovery, and reminded counsel for both sides that a Dec. 31 cut-off date for discovery remains "in full force and effect."

An interested bystander in the proceeding is NBC. Originally named a defendant along with CBS and ABC, NBC signed a consent order under which the government dropped its charges in return for the network's agreement to accept a number of limitations on its operations. However, a number of the provisions would not become effective unless similar ones were adopted by the other networks as a result of agreements or court judgments.

That judgment is itself the subject of litigation; CBS and a number of major producers are now before the U.S. Court of Appeals for the ninth circuit in their effort to have the decree invalidated.

Judge Kelleher dismissed the allegation regarding the networks' monopolization of the "national commercial television network prime time entertainment program market" on the ground that the Justice Department had failed to specify the "special" features it said were coupled with the approximately 33 1/3% of the prime time market each enjoys. (Indeed, he said the government had been

"obscure to the point of evasion" on the issue.) Market share alone is not enough to determine the presence of power barred by the antitrust law, Judge Kelleher said.

The allegations regarding submarkets, which involve the networks' own programs, were another matter. Judge Kelleher said that although there might be some competition among the networks in the primary market, the networks may have undue power over those who supply them with programs. He noted that Justice proposes to offer evidence that the networks, for instance, refuse to consider independently produced series unless they also receive options to develop the idea into a pilot, and then into a series which is pre-ordered each year "at pre-set prices."

The networks had also asked the court to dismiss the Justice Department's allegations they had engaged in unreasonable restraint of trade in both the primary and submarkets. They claimed that Justice's relatively recent addition of the primary market as an area of anticompetitive conduct prejudices them, and requires dismissal of the charges of unreasonable restraints of trade. Judge Kelleher said the argument was a strong one, but not strong enough. He rejected it.

Judge Kelleher's order provides another document for the collection of the FCC's network inquiry staff. The case covers many of the issues with which the inquiry is concerned.

Broadcasters accused of possible campaign violations

Allegations of improper political contributions against executives at WAPE Jacksonville and its licensee go to federal grand jury

A federal grand jury in Ashville, N.C., is expected to hear a case today (Nov. 6) against a North Carolina broadcaster who has been under investigation for allegedly illegal campaign contributions, an FBI source said.

The broadcaster, Stanley N. Kaplan, who with his wife, Harriet, is majority stockholder of Sis Radio Inc. of Charlotte, N.C., was reported by Florida and North Carolina newspapers to be under investigation for contributions to the unsuccessful U.S. Senate campaign of Luther Hodges Jr. in North Carolina.

Sis Radio owns WAPE(AM) Jacksonville, Fla., and WAYS(AM)-WROQ(FM) Charlotte. The newspapers reported the investigation stemmed from charges Mr. Kaplan borrowed money from a North Carolina bank and distributed it among associates (including three at WAPE) to contribute to the Hodges campaign. It was also reported that Mr. Kaplan and his wife each contributed \$3,000, the maximum allowed by law.

The FCC two weeks ago approved the sale of WYD-FM Palatka, Fla., from Hall Broadcasting Co. to Sis Radio Inc. (BROADCASTING, Oct. 30). At least two

companies—Torrid Broadcasting and Rounsaville of Jacksonville Inc.—filed petitions with the FCC, citing the investigation and asking for denial.

In an answering petition, Sis Radio said, "There is clearly no merit to the contention of Torrid and Rounsaville that the 'allegations' concerning potential violations of federal law by a Sis Radio Inc. principal and WAPE's key personnel obviously must be fully investigated before an informed public interest determination can be made with respect to the proposed assignment and modification of facilities of WYD-FM.

Granting the application, the petition said, would not prevent further FCC action in the event formal criminal charges "are preferred against any of Sis Radio's principals..."

Media Briefs

Happy's happy. FCC, in initial decision released last week, granted one-year license renewal to Happy Broadcasting Co. for WPWC(AM) Quantico, Va. Case was designated for hearing last January to determine if licensee, principally owned by Raymond W. Woolfenden Sr., had misinterpreted facts or lacked candor in filing technical data in its 1975 renewal application. Mr. Woolfenden, who acquired station several months before renewal time, was unfamiliar with engineering requirements of application and completed engineering section using untimely equipment performance data. Although corrections were later filed with FCC engineers within required time limits, application was not formally amended. FCC ruled that given Mr. Woolfenden's lack of experience in radio technology and the generally minor importance of errors, facts did not justify lifting license but that to insure compliance, FCC would reassess licensee's qualifications after one-year period.

Buffer zone. National Association of Broadcasters has asked U.S. Court of Appeals in Washington to invalidate memorandum of understanding between FCC and Equal Employment Opportunity Commission because it removes layer of insulation between broadcaster and FCC. NAB said that, traditionally, when discrimination complaint isn't settled at EEOC, matter can go to court before FCC gets involved. But under July 27 memorandum, FCC, which can invoke fines, short-term or conditional license renewals, can get involved from start.

In the money. WUHY-FM Philadelphia was awarded \$1 million grant by Corporation for Public Broadcasting under program to help stations in top 15 metropolitan areas to significantly improve quality of programming service. It is CPB's second such grant—the first went to KUSC-FM Los Angeles. WUHY-FM management will use funds to get "thoroughly professional air sound," develop its public affairs service, advertise, produce NPR programming, buy equipment and hire personnel.

cetec broadcast group

Great products for AM/FM radio broadcast.

System 7000 program automation.

FM broadcast antenna systems.

AM and FM transmitters, consoles, and studio equipment.

Cetec Broadcast Group means good news for radio broadcasters!



Cetec Broadcast Group

The Broadcast Divisions of Cetec Corporation

1110 Mark Avenue,
Carpinteria, Calif 93013
(805) 684-7686

Ferris praises and pushes public broadcasting

At NAEB convention in Washington FCC chairman lauds service for programming and technological contributions, urges cooperation with commercial broadcasters and no let-up in engineering area

FCC Chairman Charles Ferris told the National Association of Educational Broadcasters in Washington last week that public broadcasting can enrich more by example than the FCC can by regulation.

He said educational broadcasters can "spur innovation by commercial broadcasters" in programming and program delivery and become an essential part of a process to reduce government regulation of all broadcasting.

"If public broadcasting is bold, controversial and imaginative, commercial broadcasters can and will be encouraged to meet the challenge. No regulation can achieve what one effective producer in public broadcasting can accomplish by demonstrating the full power, range and impact of the electronic media," he said.

The price paid for public broadcasting, Mr. Ferris said, is small compared with the

benefits it provides. He said a commission inquiry staff is studying the public system "as a prototype for future networks that may give local stations a far wider choice among simultaneously available programs."

The chairman said that he will continue his "strong support" of a well-funded and independent public broadcasting system, that support should reach the billion-dollar-a-year level and that direct funding by viewers and listeners is an essential part of the mix of funding sources that helps public television keep its independence.

During the past year, he said, the commission has taken steps to reduce UHF "snow" and to open up the noncommercial FM band for more full service public radio stations. The commission has asked for comments on the Corporation for Public Broadcasting's proposed table of noncommercial FM assignments and proposals to grade television sets, allowing consumers to determine which will better receive UHF stations.

Also, Mr. Ferris said the United States is seeking "a significant expansion of the AM radio band at next year's World Administrative Radio Conference. If we are successful at WARC, I believe we should seriously consider assigning a major portion of this increased spectrum to public radio."

But, the chairman said, the FCC is obligated to see that noncommercial frequencies are reserved for noncommercial

use. "We must be able to make rational decisions on what entities are entitled to apply for and remain on these reserved frequencies," he said.

Pressure for scarce frequencies has led the commission to reconsider definitions of organizations qualified to apply for these reserved channels, Mr. Ferris said. And, he added, that pressure has led the FCC to question whether its policy of letting one organization control two public radio or television stations in the same city is still valid.

He urged educational broadcasters to cooperate with commercial broadcasters (citing two ventures involving public stations and two commercial networks) and to keep "in the forefront" of technological developments. An example of the latter, he said, would be using cable as an outlet for programming. Also, he said, educational broadcasters could "take the lead" in teletext or viewdata services, in which textual information sent during broadcast intervals is stored, and can be called up at will on home screens. One other possibility, the chairman said, was public broadcasters entering the home video disk market.

NAEB peers through mist for a look at future of public broadcasting

Annual convention emphasizes that everything's subject to change, only no one's sure quite how

Broadcasters at the National Association of Educational Broadcasters convention last week in Washington learned that while one of the many voices in determining the future of public broadcasting may be their own, they are only one voice among many who seem to have something to say about it, especially on financing.

NAEB President James Fellows said the future of public broadcasting will be affected by things over which public broadcasting has little control. The convention (attended by some 2,100) appears to have been an attempt to put a great number of diverse groups making up public or educational broadcasting in touch with a great many issues that could undergo dramatic revisions in the next year to 18 months.

The convention's theme was diversity, but its focus was the future.

Several of the public broadcasting groups are attempting to get their own houses in order, and Congress, the FCC and the administration are doing a bit of tidying up on their own. Resulting from all this is a giant case of self-analysis. But so far, no answers. Planners are looking at what appears to be a monumental task—essentially changing the course of public broadcasting—but with glances toward the

SHERMAN AND BROWN ASSOC. OF FORT LAUDERDALE, FLA. AND

**The
HomeNews**

OF NEW BRUNSWICK, N.J.

ARE PLEASED TO ANNOUNCE THE CLOSING OF THE PURCHASE OF WEVU, CHANNEL 26 Naples-Ft. Myers, Florida, from GULFSHORE TELEVISION CORP. TO CALOOSA TELEVISION CORP., A SUBSIDIARY OF THE HOME NEWS.

THE FT. MYERS TELEVISION MARKET IS:

#1 IN THE NATION IN TOTAL INCOME PERCENTAGE GAIN*

#1 IN THE NATION IN NATIONAL AND REGIONAL SPOT PERCENTAGE GAIN*

SHERMAN AND BROWN ASSOCIATES INITIATED THIS TRANSACTION AND ASSISTED BOTH BUYER AND SELLER IN THE NEGOTIATIONS.

SHERMAN AND BROWN ASSOCIATES
TV-Radio-CATV (media broker specialists)
P.O. Box 4475, Fort Lauderdale, Fla. 33338
305-561-9334

*According to 1977 vs 1976 FCC TV revenue figures.



Larry Hatteberg, chief news photographer, KAKE-TV, Wichita, is 1977 Television News Photographer of the Year in this year's NPPA competition.

KTVY-TV, Oklahoma City, is 1977 Television News Photography Station of the Year. Darrell Barton is chief photographer of KTVY-TV.

WINNERS ON FILM

Kodak salutes a pair of winners with at least two things in common: Both are repeaters—the second time around for Larry Hatteberg, the third for KTVY-TV. Both are expert in the important art of capturing news on film. As this year's news photographer winner, Larry is the first recipient of the Kodak Ernie Crisp Award.

This year's NPPA television news photography competition was the largest. A distinguished panel of judges considered more than 700 entries submitted by 305 stations and the three commercial television networks.

The judges estimated that between 60 and 70 percent of the entries originated on film, the remainder on videotape. Eighteen of the 20 individual news photography awards went to film entries.

Regardless of the medium by which it is realized, Kodak congratulates the winners for their achievement. We hope that future NPPA competition will continue to stimulate a striving for excellence in this profession which is so important to our society.



©Eastman Kodak Company, 1978



Kodak... Official motion picture consultant to the 1980 Olympic Winter Games.



NEC'S 30 KW at “drop-in” UHF transmitter WNNE-TV

Because of the mountainous nature of WNNE-TV's northern New England market, they needed to locate their tower and transmitter on Mt. Ascutney, 2,170 feet above average terrain, its 34 miles by road from their studio. The last mile to the transmitter site is a steep, narrow, twisting trail. Figure an hour-plus travel time in nice weather. But from November to March the site is accessible only by snowmobile and snowshoe.

Due to the remote location of the transmitter, NEC's reputation for high reliability was an important factor in weighing what brand to buy. The use of high-powered transistors and high-gain tubes have reduced the total number of tubes used. Solid-state exciter/drivers offer additional reliability and high-standard color characteristics over conventional transmitters.

Size and weight considerations were also important to WNNE-TV. After installation, WNNE-TV's transmitter had to fit in their hall of a 42' x 24' building. NEC's plug-in modules simplify maintenance and eliminate the need for external cabinet racks. Sync/video ratio, white level, visual and aural modulation depth and output power adjustments may be made at the front of the exciter. For reliability, performance, and price, it came down to NEC.

Let us "drop in" to discuss your transmitter needs.
Call us today at
800-323-6656
In Illinois, call (312) 640-3792

NEC

Nippon Electric Co., Ltd.
NEC America, Inc.
Broadcast Equipment Division
130 Martin Lane
Elk Grove Village, Illinois 60007

Carnegie report on the future of public broadcasting, expected out in January (although some say that is optimistic).

Carnegie has been silent on specifics of any plan, and following its lead in this too, so has everyone else. For instance, at the convention's closing session ("The Future of Public Broadcasting"), two of four scheduled participants didn't show and the others didn't tell anyone where public broadcasting was heading. The emphasis was on technology, with PBS Vice Chairman Hartford Gunn saying that the technology was already present to do any number of things, but it had to be directed and managed.

Frank Mankiewicz, president of National Public Radio, said his eyes "glaze" over whenever "telecommunications" is mentioned. He said he had lived through enough predictions to see that many of them were "premature," and that public broadcasters should not underestimate inertia and the enormous investments that must be made before sweeping change can come about. He said talk about technology is often a sign that people are shying away from talking about programming.

In the end, however, Mr. Mankiewicz didn't come out against technology or change, and agreed with Mr. Gunn, Lillie Herndon, chairman of the board of the Corporation for Public Broadcasting, and Florence Monroe, outgoing chairman of NAEB's board (the new chairman is Donald Quayle), that the public broadcasting community would have to be together on as many issues as possible.

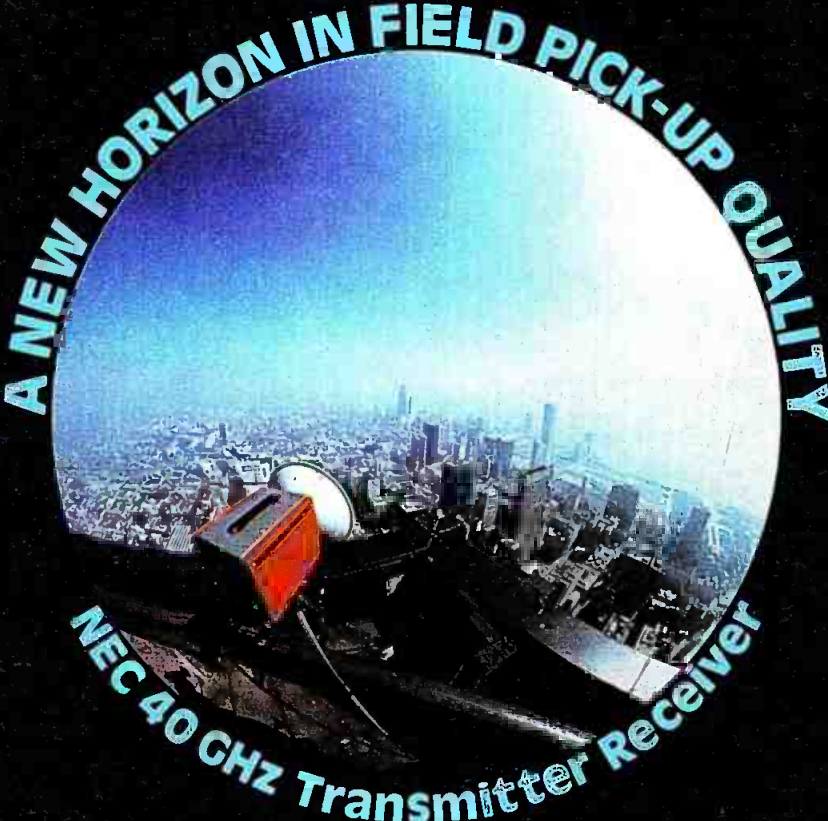
Meanwhile, there is obviously some progress in getting the various plans under way. One step, which will probably have significance well beyond the future planning stage, was the formation of the Inter-regional Council on Public Telecommunications Policy and Planning, representing a joining together of the four regional public television groups. The group will be one source of information and ideas from the stations to the PBS plan, but will also work on policy issues and continuing problems outside PBS. It is not anti-PBS, Mr. Fellows said, but licenses have things to be done outside the national programming service.

One plan that will influence the others is the proposed rewrite bill. Its author, Representative Lionel Van Deerlin (D-Calif.), got his message across by letter.

Support for spectrum-fee plan urged by Van Deerlin to provide insulated funding and get away from governmental budget reviews

Mr. Van Deerlin urged public broadcasters to support the portion of his rewrite bill that some commercial broadcasters feel is the most repulsive—spectrum fees. These fees, he told public broadcasters in his letter, would be used in part to finance an endowment, "thereby removing program funding from the annual governmental budgetary review process."

He said he was "disturbed" by the apparent lack of interest by public broad-



A NEW HORIZON IN FIELD PICK-UP QUALITY

NEC 40 GHz Transmitter Receiver

When you're covering major news and sporting events, traffic can get very cluttered at 7GHz. Don't let RF interference put a crimp in your coverage. Climb above adjacent channel "hash" with the superior signal of NEC's 40GHz field pickup unit.

- Meter-referenced pan and tilt allow "zero-in" with unerring accuracy.
- Rugged, compact construction and water-tight, all-weather design give dependable performance under adverse conditions.
- Options include polarizer, DC/AC battery operation, carrying cases, and lens horns or parabolic antennae for up to 10 mile range.
- Available as Transmitter, Receiver, or Transceiver, with up to 4 Audio Channels.

For complete information about how the 40GHz FPU can clear up your signal, call **800-323-6656**.
In Illinois, call 312-640-3792.

NEC
Nippon Electric Co., Ltd.
NEC America, Inc.
Broadcast Equipment Division
130 Martin Lane
Elk Grove Village, Illinois 60007

27809 BED

Don't put the lock on your **FINANCING**



*Before
you
check the
Master!*

Firstmark has specialized in cable financing for 20 years: system acquisition, expansion or re-financing of existing systems. Firstmark has provided the resources and professional guidance to cable operators across the country. Competitive rates coupled with repayment terms up to 12 years offer you the financial flexibility you're looking for. For a confidential analysis of your financial requirements, call Phil Thoben or Bill Van Huss at (317) 638-1331. Firstmark is Cable Finance.

Firstmark Financial

Firstmark Financial Corporation
Communications Finance Div.
110 E. Washington St.
Indianapolis, IN 46204
317/638-1331

casters in the proposal. Few, he said, were willing to take a strong position. "I understand that you have some questions about how much money the fee mechanism would generate, and how much of this would go to the endowment. These uncertainties will be cleared up in the next draft," he said.

Support for the spectrum fee concept is growing, he said, "but if the link to public broadcasting is to be made, we need your help in explaining the need for such insulated funding."

That public broadcasting has initiated various studies on its future is a sign it has come of age, he said. He urged planners to keep in mind two principles. First, an insulated mechanism for financing is essential to the independence of the system. "I am confident that the [public broadcasting financing] bill as passed represents no intrusion into the programming judgments of stations. However, as long as government controls public broadcasting's purse strings, the pressures on Congress to take a more active role in guiding your operations surely will increase," he said.

The second principle, Mr. Van Deerlin said, is that public broadcasting "was never meant to be a carbon copy of our commercial broadcast system, either in structure or program content." The success of noncommercial broadcasting cannot be measured by ratings or revenues, he said.

Public television's future, according to Gunn, is tied up in advancing technology to provide more program choices

To someone just looking in, it would seem public broadcasting is obsessed with the future. Hartford Gunn, vice chairman of the Public Broadcasting Service, said in the next half year noncommercial broadcasters will get what amounts to a plan a month—six in all, from PBS, from the House Communications Subcommittee in its rewrite of the Communications Act, from the Carnegie Commission, from the National Telecommunications and Information Agency and from the Corporation for Public Radio.

Now public broadcasting is struggling to come up with various plans, but in a few months it will be struggling to put them together.

In a session concerned with the future, Mr. Gunn, who has already published his own ideas on the subject and who is heading PBS's efforts to come up with a plan, pointed out some things all these future planners will have to consider.

Technology, of course, was foremost among them. He talked about increased penetration of cable (it passes half of all television homes now) causing a significant fractionalization of commercial television audiences and said that some pay cable systems will eventually become networks. Adding to that fractionization, will be "superstations" (BROADCASTING, Oct. 30)—single commercial stations hooked up by satellite to cable systems reaching hundreds of markets.

Additional programing is coming from

Eight dirty words. NAEB President James Fellows, in his speech to the membership Tuesday, said that government is increasingly a part of public broadcasting's environment and "our responsibility is to learn how to work with it." Public broadcasting's relations with the government "must become more mature and more effective," he said.

Government was one of a list of eight "dirty words" that Mr. Fellows said have been used by and on educational broadcasting in ways that make them meaningless. The other seven were localism, centralization, diversity (the convention's theme was "Making Diversity Work"), instruction ("Instruction is considered second-class programming..."), insulation, independence and accountability.

Those words, he said, "cloud men's minds," but it didn't stop any number of speakers—both in and out of public broadcasting—from using them anyway.

overseas and advances in fiber optics will give viewers choices of hundreds of channels.

Mr. Gunn said all the technology that will be used in the next decade is available now, but problems are application and marketing.

Some troubles ahead because of it? It could lead to confusion among viewers, who must adjust not only to increasing numbers of programs to choose from, but of increasing numbers of services. The various broadcast outlets will be in ever increasing competition for programming and audiences, Mr. Gunn said. Also, he said public broadcasters might be faced with decreased funding from a public that would have many more viewing choices.

Other problems are inflation (with huge increases in construction costs), a need for more efficient, energy-saving plants and equipment and fast-growing audiences in the 25-to-34 and over-65 age groups, he said. And, he said, whether a problem or not, government influence on public broadcasting would not diminish, but would probably increase.

Some solutions Mr. Gunn suggested included his plan for two public television program services, the development of public broadcasting's own talents and more broadcast channels and possibilities of serving cable systems. Also, he said, noncommercial broadcasting could "go back to where it all began"—local programming.

Brown: more for minorities; Shooshan and Geller: added channels, insulated funding

FCC Commissioner Tyrone Brown said at a luncheon sponsored by NAEB's Minorities in Telecommunications Committee that public broadcasters had done innovative things in many areas, but were not doing much more than commercial television in providing minority programming.

Two other speakers were Harry M.

Donahue—A Success Story to Tell and Sell!

The Emmy winner that outdoes the competition, especially with women 18-49.

The numbers show what the competition knows—everyone's watching **DONAHUE**! That's because it's the talk show with a difference. Emmy winner Phil Donahue knows how to handle the issues, the audiences and special guests—that's what makes his show number one in most markets across the country!

Always informative, definitely interesting; **DONAHUE**'s timely programming fulfills part of your public affairs obligation. Women 18-49 are looking to get on the **DONAHUE** bandwagon, so don't miss out on this audience-grabbing opportunity—**DONAHUE**. For more information about specific ratings in any of our 154 markets, contact Don Dahlman at (513) 352-5955.



Look how **DONAHUE** delivers the audiences you want to reach on more stations across the U.S.!*

HOMES—Albany WTEN—San Francisco KTVU—Minneapolis WCCO show more homes tuned into **DONAHUE** than Dinah, Merv or Mike and against **DONAHUE**'s competition in its own time slot!

RATINGS AND SHARES—The numbers prove **DONAHUE** pulls in markets big and small!

	R	Sh
Evansville WTVW	11	52
Philadelphia WPVI	8	42
Richmond WTVR	10	59
Cincinnati WLWT	10	49

WOMEN—**DONAHUE**'s number one with women on: KOLD Tucson—WBT Charlotte—WITI Milwaukee—WJBK Detroit—and WTWO Terre Haute.

WOMEN 18-49—**DONAHUE** delivers more women 18-49 than Merv, Mike or Dinah and more than **DONAHUE**'s competition in the same slot in: Buffalo WKBW—Minneapolis WCCO—Providence WJAR—Cincinnati WLWT and St. Louis KTVI.

1977-1978 COMPARISON—

DONAHUE moves more stations from a weak competitor to a solid number one position in 1978! He's done it for: WDVM (WTOP) Washington D.C.—KBJR Duluth—WSFA Montgomery—WPSD Paducah—and KSWO Wichita Falls.

*Source NSI May '78.
Estimates Qualifications on request.

DONAHUE



MULTIMEDIA
Multimedia Program Productions, Inc.
140 W. Ninth Street
Cincinnati, Ohio 45202
(513) 352-5955.

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change				Revenues	Year earlier	
			I Cnange	Net Income	I Change	Per Share		Net Income	Per Share
American Broadcasting Companies....	9 mo. 9/30	\$1,300,000,000	+18.1	\$90,100,000	+20.1	\$3.26	\$1,100,000,000	\$75,000,000	\$2.75
John Blair & Company.....	9 mo. 9/30	124,472,000	+23.6	7,443,000	+22.3	3.04	100,697,000	6,081,000	2.51
Capital Cities Communications.....	9 mo. 9/30	265,965,000	+21.5	39,200,000	+30.5	2.74	218,918,000	30,032,000	2.00
Cohu.....	9 mo. 9/30	14,032,950	+10.8	361,851	-18.5	.21	12,972,048	443,503	.25
Combined Communications.....	9 mo. 9/30	235,220,000	+30.5	20,183,000	+46.5	1.96	180,286,000	13,777,000	1.42
Communications Satellite.....	9 mo. 9/30	132,657,000	+ 4.5	24,454,000	- 4.9	3.06	126,907,000	25,699,000	2.44
Cox Broadcasting.....	9 mo. 9/30	162,916,000	+790.5	23,500,000	+28.5	3.52	135,358,000	18,295,000	2.73
Doyle Dane Bernbach.....	9 mo. 9/30	59,543,000	+20.3	3,935,000	+20.7	1.48	49,478,000	3,259,000	1.16
Dun & Bradstreet Companies.....	9 mo. 9/30	554,000,000	+12.0	51,701,000	+19.7	1.85	494,234,000	43,157,000	1.55
Four Star International.....	Year 6/24	2,069,684	+14.2	39,482,000	-6.4	.06	1,811,160	42,138,000	.06
Fuqua Industries ¹	6 mo. 6/30	836,850,000	+182.9	12,617,000	+42.7	.94	295,786,000	8,836,000	.93
Gannett.....	39 wk. 9/24	486,977,740	+22.1	57,042,290	+20.7	2.13	398,789,401	47,253,192	1.77
Gross Telecasting.....	9 mo. 9/30	6,961,378	+19.0	1,495,506	+34.7	1.87	5,848,053	1,110,020	1.39
Gulf + Western Industries.....	Year 7/31	4,311,956,000	+18.2	180,516,000	+20.0	3.53	3,647,517,000	150,327,000	2.90
Harris ²	3 mo. 9/30	218,556,000	+17.1	13,540,000	+19.7	.54	186,573,000	11,312,000	.47
Harte-Hanks Communications.....	9 mo. 9/30	129,263,000	+23.2	10,616,000	+21.8	1.17	104,917,000	8,716,000	.97
Knight-Ridder Newspaper.....	9 mo. 9/30	636,029,000	+17.4	53,733,000	+12.8	1.25	541,309,000	41,737,000	1.28
3M.....	9 mo. 9/30	3,473,000,000	+16.9	415,700,000	+36.7	3.57	2,972,000,000	304,000,000	2.63
Media General.....	9 mo. 9/30	176,892,000	+14.0	12,181,000	+24.5	1.63	155,131,000	9,786,000	1.31
Metromedia.....	9 mo. 10/1	243,741,000	+14.9	22,516,000	+ 6.0	4.39	212,110,000	21,244,000	3.17
Multimedia.....	9 mo. 9/30	79,047,507	+20.2	10,792,779	+31.8	1.63	65,750,972	8,188,632	1.24
Oak Industries.....	9 mo. 9/30	137,187,000	+20.1	3,090,000	+153.0	1.44	114,185,000	1,221,000	.49
Scientific Atlanta.....	3 mo. 9/30	25,305,000	+26.1	1,426,000	+21.5	.58	20,073,000	1,174,000	.48
Scripps-Howard Broadcasting.....	9 mo. 9/30	46,252,000	+34.1	9,681,000	+29.9	3.74	34,474,000	7,447,000	2.88
Storer Broadcasting.....	9 mo. 9/30	105,177,000	+22.1	11,824,000	+57.3	2.42	86,082,000	7,513,000	1.54
Taft Broadcasting.....	6 mo. 9/30	98,041,810	+24.7	15,972,838	+30.7	1.89	78,579,685	12,218,013	1.50
J. Walter Thompson.....	9 mo. 9/30	154,080,000	+19.9	7,745,000	+47.4	2.58	128,486,000	5,253,000	1.82
Time.....	9 mo. 9/30	1,155,615,000	+31.0	88,650,000	+48.9	4.26	882,331,000	59,546,000	2.93
Tocom.....	Year 6/30	4,330,989	+58.5	87,709	-	.09	2,732,473	(297,801)	.47
Twentieth Century-Fox Film.....	9 mo. 9/30	469,130,000	+29.7	51,402,000	+28.3	6.43	361,628,000	40,061,000	5.16
Viacom.....	9 mo. 9/30	58,882,000	+40.1	5,164,000	+31.4	1.36	42,004,000	3,931,000	1.05
Warner Communications.....	9 mo. 9/30	904,427,000	+21.2	59,519,000	+17.0	4.21	745,893,000	50,914,000	3.82
Zenith ³	9 mo. 9/30	703,400,000	+0.2	13,100,000	+2,083.0	.70	702,000,000	600,000	.03

¹1977 figures do not include those of National Industries which merged with Fuqua on Jan. 3, 1977.

²Per share figures have been adjusted to reflect two-for-one stock split declared in August 1978.

³1977 results have been restated to reflect discontinued operations.

*Change too great to be meaningful.

(Chip) Shooshan, chief counsel for the House Subcommittee on Communications, and Henry Geller, Commerce's assistant secretary for communications and information, who each said the next Congress was a crucial one for broadcasting.

Mr. Geller said several issues, including insulation of public broadcasting funding from federal interference, were deliberately held back from the public broadcasting funding bill (to be signed "shortly," President Carter told the convention by letter), pending completion of the Carnegie report on public broadcasting's future.

Just three days after FCC Chairman Charles Ferris said he favored giving priority for additional AM frequencies to public broadcasters, Mr. Shooshan said Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has a "clear commitment" that such a priority ought to go to minority broadcasters. Diverse programming, he said, can come from diverse ownership. Mr. Geller, too, said minorities should get preference for additional facilities through VHF drop-ins, extra AM's from the 1979 World Administrative Radio Conference or the breakdown of clear channels.

Mr. Shooshan emphasized Mr. Van

Deerlin's message to the convention—that spectrum fees proposed in the rewrite bill are linked to public broadcasting. It is important, he said, to take money from the spectrum fee to fund public broadcasting. He said the money would be shifted to an endowment or trust fund, and then to public broadcasting to provide insulated funding.

But "insulated funding," Mr. Brown said, is illusory. If the government provides support, there are strings attached, he said "If I were in your position, I would be seeking ways to get it other than through direct government funding."

What are the goals of PTV? Some members say more and better programs, a bigger fight for dollars and audience, and long-range leadership

"Speak Out" is a session started last year that encourages various NAEB members to say openly what's on their minds. Wayne Coy, a Washington communications attorney with public broadcasting experience, proposed a self-regulatory group—"our own policy body" to regulate public broadcasters. Edward Pfister, president and general manager of KERA-TV Dallas, predicted the demise of public

television if it continued to go after "more money, more programs, more audiences, wider support, more money. . . ." O. Leonard Press, executive director of the Kentucky Educational Network, arguing for station autonomy, said, "If we are ever trapped into thinking we can speak with one voice, I guarantee you that voice won't be ours."

Robert Ellis, general manager of KAET-TV Tempe, Ariz., proposed alternative ways to raise funds, including allowing advertising on one of two public broadcasting systems ("limited commercialization") and using the vertical interval for sending commercial information. Jack Caldwell, general manager of WGBY-TV Springfield, Mass., said public broadcasters should use all their competitive instincts and not apologize for reaching large audiences.

Another speaker, Frederick Breitenfeld Jr., head of the Maryland Center for Public Broadcasting, said public broadcasting may be a "schizoid" child. One parent, he said, the Ford Foundation, gave a taste for independence, experimentation, daring and freedom; while the other parent, government, "made us acquiescent, mild, obsequious, responsive to all demands." The result, he said, is that "indoors we are giants of classic oratory; in the glare of sunlight, we become street beggars."

Our Model 9000 is a winner.



We knew our Digital Noise Reducer was something special—now it appears the industry does too. We are proud to accept this coveted Emmy for Engineering Achievement on behalf of our Model 9000 Digital Noise Reducer.

Thomson-CSF will continue in research and development toward ever more dramatic innovations in the electronic media industry.

The Model 9000 Digital Noise Reducer analyzes incoming video signals on an element-by-element basis, achieving a dynamic 12 db signal-to-noise improvement with up to 15 db available for special applications.

It provides significant operational value where low lighting or streaky chroma-noise makes picture quality poor. With our Model 9000 Digital Noise Reducer, a marginal noisy input color signal becomes a broadcast quality output signal. And no objectionable artifacts are introduced at normal settings.

Dramatic improvements have been accomplished in both studio and remote applications. 2" multi-generation video tape, U-Matic multi-generation, studio cameras, film-to-tape transfers, Electronic Film Production, microwave transmission, C.A.T.V., satellite

transmission, off-air reception, Telecine film grain reduction and Electronic Journalism at low light levels are some examples of the Model 9000 Digital Noise Reducer's successful applications.

Make your picture a winner with our winner as so many TV stations and production houses already have. The Thomson-CSF Model 9000 Digital Noise Reducer.



THOMSON-CSF LABORATORIES, INC.

37 Brownhouse Road, Stamford, Connecticut 06902
(203) 327-7700/TWX (710) 474-3346

Bates purchases Campbell-Mithun, total billings top billion dollars

Minneapolis shop brings in about \$130 million annually, will retain name, operate autonomously

In what is believed to be the largest agency acquisition in advertising history, Ted Bates & Co., New York, has agreed to purchase Campbell-Mithun Inc., Minneapolis, which will bill an estimated billings of \$130 million this year.

The Bates transaction, if approved, surpasses the previous high-mark acquisition in 1972 by the Interpublic Group of Companies Inc., New York, of Campbell-Ewald Co., Detroit, which had \$122 million in billings at the time (BROADCASTING, June 5, 1972).

According to Bates, the purchase of C-M and the agency's recent acquisitions in Norway, Australia and domestically will place Bates over the billion-dollar billings mark on a worldwide basis.

Terms of the agreement were not announced by either of the privately held agencies. The board of directors of each company has approved the agreement,

subject to ratification by shareholders. A letter of intent signed by the two specifies that Campbell-Mithun will retain its own identity and name, and continue to operate autonomously.

Robert E. Jacoby, chairman and chief executive officer of Bates, said that C-M's management, board and executive committee would continue as structured and will operate and manage its corporate affairs and business as it had before the Bates purchase.

Stanford Blunt is chairman and chief executive officer of Campbell-Mithun. George Gruenwald is president.

Bates makes its headquarters in New York and owns AC&R Advertising Inc., New York and Diener/Hauser/Bates, New York, an agency specializing in motion picture, theater and leisure-time accounts. Campbell-Mithun is based in Minneapolis but has an office in Chicago.

In 1977 Bates had worldwide billings of more than \$750 million, of which roughly half derived from international activities (Bates has 37 overseas offices). Bates's domestic broadcast billings last year totaled about \$215 million.

Bates allots almost 70% of its total U.S. expenditures to television and radio. Among the larger broadcast spenders this year have been Borden, Bristol-Myers, Carter-Wallace, Colgate-Palmolive, Electrolux division of Consolidated Foods, ITT Continental Baking, Maybelline, Matsushita Electric of America, National Airlines and Ocean Spray Cranberries.

Campbell-Mithun had billings of about \$120 million last year, of which \$58 million were in radio and television. The agency's biggest account in broadcast is General Mills, but other substantial spenders are G. Heileman Brewing, West Bend (appliances), Litton (microwave ovens), Land O'Lakes (dairy products), Kroger, Tonka (toys) and Honeywell Inc.

tant general manager, KWTW(TV) Oklahoma City; Frank Pilgrim, general sales manager, WDAM-TV Laurel-Hattiesburg, Miss.; Perry Chester, general sales manager, KTVH(TV) Hutchinson, Kan.; Harry J. Pappas, president and general manager, KMPH(TV) Tulare, Calif., and Neil Pugh, general sales manager, WHIO-TV Dayton, Ohio.

Four new TVB presentations were unveiled at the meeting: "How the TVB/IMS Computer Can Help You Improve Your Advertising"; "Seven Types of Co-Op Messages for Retailers"; "RAMEX/Ayr-Way," and "RAMEX/Bloomington's/Macy's," tapes produced at the Retail Advertising Management Executive Seminar.

FCC forces station to take five-minute political spot

Minnesota country station that turned down Senator Anderson overruled by 4-2 commission

A Minnesota country music station that had refused to sell a Senate candidate five minutes of program time has to do so, the FCC voted last week.

Acting on a complaint from the campaign of Senator Wendell Anderson (D-Minn.), the commission said WKKQ(AM) Hibbing, Minn., violated two political broadcast rules—one requiring a station to grant "reasonable access" to candidates for federal office, the other requiring it to charge its lowest unit rate. According to the commission's Complaints and Compliance Division staff, WKKQ had refused the Anderson campaign's request to purchase a five-minute program on the station on the ground that it doesn't sell five-minute spots to anyone. And if it did, the station said, it would charge \$86.40, which the staff pointed out is 13 times, not five times, its lowest charge for one minute of time.

On a 4-2 vote (Abbott Washburn was absent), the commissioners decided in favor of the Anderson campaign, noting that the FCC's political broadcasting primer states that a station cannot refuse to sell a candidate more than one minute of time. Two of the commissioners voting with the majority indicated their distaste for the rule, Commissioner Joseph Fogarty saying he didn't understand the reason for it, and Commissioner James Quello saying it ought to be changed.

Commissioner Robert E. Lee, joined in the dissent by Commissioner Margita White, wondered what would be the result if the case involved a request for a half hour of time instead of five minutes. Came the answer from Arthur Ginsburg, chief of Complaints and Compliance: The commission can deal only with one case at a time and in this one the staff deems it a "public service" for the station to afford

WHERE HAS SINTRONIC BEEN FOR THE PAST 15 YEARS? WELL, FOR ONE THING...



... there's a Sintronic FM transmitter 400 miles off the coast of Senegal, on the tropical Cape Verde Islands. There are Sintronic AM, FM, and shortwave transmitters in 35 countries. (And now there's a brand new line of Sintronic FM transmitters!)

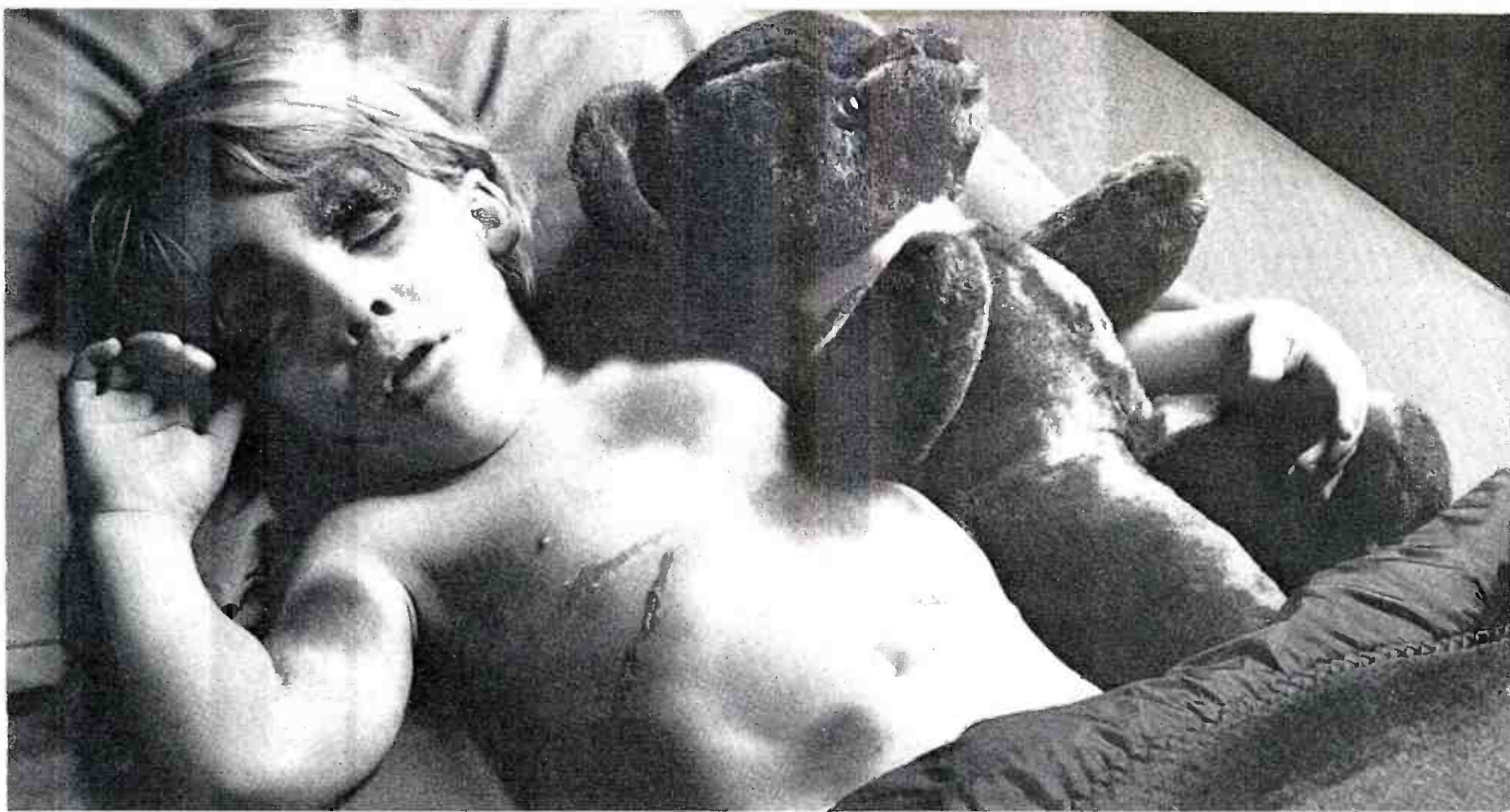
Sintronic

Sintronic Corp., 212 Welsh Pool Road, Lionville, PA 19353. (215) 363-0444.

TVB's Sales Advisory Committee elects new officers; Ozer slated to be chairman in '79

Martin Ozer, vice president and director of sales for Metromedia Television, New York, has been elected chairman of the Television Bureau of Advertising's Sales Advisory Committee for 1979, succeeding Douglas Smith, president and general manager of WFBC-TV Greenville, S.C.

Mr. Ozer, who has been co-chairman this year, will be succeeded in that post in 1979 by Vincent DeLuca, general sales manager of WTEN(TV) Albany, N.Y. Newly elected to SAC were Raymond Coleman, general sales manager, WIVB-TV Buffalo, N.Y.; Raymond E. Tomlinson, general sales manager, WBTV(TV) Charlotte, N.C.; Reynard A. Corley, assistant general manager and director of sales, WMAR-TV Baltimore; Jack C. Long, general sales manager, WVUE(TV) New Orleans; Michael J. LeLier, general sales manager and assis-



Until now, Billy's nightmares began when he woke up.

*In 1976, over 1/2 million children like Billy were beaten, burnt, raped, stabbed and just generally busted up by their parents. Those are the cases we know of. There are thousands more that go unreported and unmended. Child abuse is a problem many people would rather just turn their backs on, not even think about.

KBTB-TV in Denver thought about it. Then they did something about it. They produced a 30-minute documentary that brought the realities of child abuse in Denver out into the open. It was an upsetting documentary that was often hard to look at. But it was a docu-

mentary that proved that something drastic had to be done about child abuse.

Because of the documentary, things started happening in Denver. A law was passed that made it easier for judges to strip away the parental rights of parents who continually abused or neglected their children.

That new law brought hope to a young girl who had been brutally burned by her natural parents. Her foster parents took her case to court. And won the right of legal adoption. Something that couldn't have happened just three months before.

Now, there are 19 chapters of Parents Anonymous in

Colorado. A group of admitted child abusers who seek help. And find it.

KBTB-TV didn't wipe out child abuse in Denver, but they cared enough to do something about it. You see, the affiliates of Combined Communications Corporation don't just broadcast news and entertainment, they become involved in their communities.

Taking responsible action is the most important thing we can do.

**Combined
Communications
Corporation**



P.O. Box 25518, Phoenix, AZ 85002

*NEWSWEEK, Oct. 10, 1977

Television—WXIA-TV (ABC) Atlanta. KBTB-TV (ABC) Denver. WPTA-TV (ABC) Fort Wayne. KARK-TV (NBC) Little Rock. WLKY-TV (ABC) Louisville. KOCO-TV (ABC) Oklahoma City. KTAR-TV (NBC) Phoenix. **Radio**—WGCI-FM Chicago. WYON-AM Chicago. WDOK-FM Cleveland. WWWE-AM Cleveland. WDEE-AM Detroit. WCZY-FM Detroit. KJIS-AM & FM Los Angeles. KBBC-FM Phoenix. KTAR-AM Phoenix. KEZL-FM San Diego. KSDO-AM San Diego. MUZAK Arizona. **Outdoor**—ELLER OUTDOOR in Denver, St. Louis, Detroit, Flint, Grand Rapids, Oakland/San Francisco/San Jose, Tucson, Sacramento, Kansas City, Phoenix, Houston, Chicago. **PACIFIC OUTDOOR** in San Diego, Los Angeles. **CLAUDE NEON** in Montreal, Quebec, Winnipeg, Ottawa, Hamilton, Toronto. **Sign Manufacturing**—Claude Neon Industries, Limited, Canada. Tennessee Continental Corporation (TENCON), Centerville, Tennessee. **Newspaper**—The Cincinnati Enquirer. The Oakland Tribune. **Supermarket Merchandising**—PIA Merchandising Company throughout California, Arizona and Nevada.

the requested five minutes. Some candidates cannot get their messages across in just one minute, Mr. Ginsburg said.

FCC Chairman Charles Ferris, in supporting the action, said political campaigns are bound to inconvenience a lot of people, including broadcasters. By refusing to grant time, a station is influencing the tactics of a campaign, he said, and that, in his opinion, shouldn't be allowed.

Commissioner Margita White, in her dissenting statement, called the action a "blatant intrusion on the First Amendment rights of broadcasters and overreaches the commission's statutory authority."

Airing the issues at an AAAA regional

Broadcasters, advertisers and agencies talk retailers, clutter, odd-length spots

Television stations were urged last week to learn more about retail-business needs and problems if they want to increase TV's share of retailer ad dollars.

Carole Gordon, broadcast director of Gimbels, New York, stressed that retailers often have to get on the air quickly, but they also need the flexibility to cancel out on short notice if, for example, expected merchandise has not arrived.

"Our sale may be on for three days this week," she said. "Next week is not going to do us any good."

Ms. Gordon was featured speaker on a panel session on retail advertising and television at a regional conference of the American Association of Advertising Agencies in New York. Participating in the panel were a group of New York station sales executives who responded to Ms. Gordon by saying stations often cannot accept a commercial in a specified position on short notice or cancel an ordered spot, but stressing they try to be as accommodating as possible.

Richard Gottlieb, director of retail marketing, ABC Owned Television Stations, suggested that one way that the gap separating retailers and broadcasting can be bridged is for agencies to staff retail accounts with people of that type of background and not just packaged-goods experience.

William Lucano, manager of sales development and marketing, WNBC-TV New York, in replying to a question on how retail production costs may be lowered, suggested that three or more commercials might be produced on the same day. Ms. Gordon said pre-planning is helpful, although she conceded that "some things just must be tried in the studios." Sherman Wildman, general manager, retail sales, CBS Owned Television Stations, said CBS's research shows that in retail advertising, "it is best to make the merchandise the star, rather than models, which can add to the cost."

In another session, dealing with televi-

sion advertising in general, Gene DeWitt, vice president and media director of BBDO International, responded to a question on moves to reduce "clutter." He said that to his knowledge there has been virtually no research on what viewers think: What is the optimum number of commercial interruptions the audience would find tolerable?

There seemed to be unanimity among the panelists on the issue of agencies bypassing station representatives and dealing directly with TV stations, as is being practiced by J. Walter Thompson ("Closed Circuit," Oct. 2). The consensus was that advertisers would not find this approach more economical in the long run, and stations would be deluged with paperwork that now is being handled by the national rep.

One question led to a discussion on odd-length commercials. William E. Cameron, senior vice president and corporate director of TV programming, Needham, Harper & Steers, New York, felt that testing of 10-second TV spots will continue and said there's a possibility in the future of "clustering" commercials. Robert Fennimore, vice president and national sales manager of WOR-TV New York, ventured that odd-length commercials are not likely to take hold in the near future, but said the station had been approached about accepting 10-second, 15-second and 45-second spots.

Agriculture Department mounting media campaign to teach good nutrition

The U.S. Department of Agriculture will conduct a \$550,000 multimedia campaign, including television spots, to inform children about good dietary practices. Assistant Secretary of Agriculture Carol Tucker Foreman said it will be the first major federal government study to "explore how nutritional messages in various media can help children improve their dietary practices."

The messages, targeted at children 5 to 12, will encourage them to eat breakfast, nutritious snacks and more fruits and vegetables. These children, Ms. Foreman said, watch "an average of two hours of food commercials each week on television. The department wants to offer positive nutrition messages to help children make wise food choices."

Representatives of the Children's Television Workshop, the three major networks, the advertising and food industries, public interest groups and nutrition educators have helped in developing research guidelines for the campaign. The department is seeking proposals from advertising agencies, universities, research firms and others to do research needed for the development of messages, strategies and materials. Preliminary testing of mass media materials will begin this year, in preparation for community-wide testing next year.

Communicating a corporate image

ANA workshop worries about government control of such advertising through taxes

Latest developments in corporate advertising, with particular emphasis on threats of government control and uses and misuse of such advertising, were discussed at a one-day workshop conducted in New York by the Association of National Advertisers.

Peter W. Allport, president of the ANA, warned against moves by some congressmen to persuade the Internal Revenue Service to change its rules and classify corporate advertising as "grass roots lobbying" even when there is no appeal in the ad itself to the public to act or petition Congress. (Expenditures for "grass roots lobbying" are nondeductible.)

As to the consequences, Mr. Allport said, at the minimum it would open the door to challenges by anyone in or out of government as to the propriety of corporate communications.

"At its maximum, it could even raise the specter that support through advertising of a publication which took an editorial position on legislative matters should be considered a lobbying expense by the advertiser," he contended.

In a presentation to the group, Robert S. Marker, chairman of the executive committee of Needham, Harper & Steers, and Barron Biederman, senior vice president of the agency, stressed that care should be exercised in creating and implementing corporate advertising. They focused on what they considered to be mistakes in corporate advertising.

They made these suggestions: Make sure the advertising relates to the audiences' needs and not to the advertisers'; it's not always the best idea to answer all attacks head-on, inasmuch as the ad may be repeating attacks the audience was not aware of; do not hedge the objectives and the strategy of the campaign; conduct research on a continuous basis, not every year or two; slogans are useful but they are never a substitute for a missing idea; do not advertise unless issues lend themselves to advertising; corporate advertising is different from product advertising, with the former focusing on a single selling proposition and the latter ranging over a number of issues.

George P. Norton, vice president of advertising, General Telephone & Electronics Corp., New York, outlined the activities of GT&E in the corporate advertising area since 1958 when the company embarked on a diversification program and the need for strong identity became important. Mr. Norton said the company's corporate advertising including extensive use of television; always has stressed GT&E's technical competence in developing products and services that will contribute to a better life for many people.

Daytime Programming... What's New and Different?

We're turning the pages of Family Circle into an exciting half-hour resource digest for the active independent homemaker.



Take one brand new empty suburban house as an on-location set...

Give its halls life and fill them with the realistic daily encounters of the active, independent homemaker...

Add the sparkle and enthusiasm of Anita Gillette, the staff expertise and research of Family Circle Magazine and the immediacy of television cameras and you have a vital, useful new daytime series.



Anita Gillette hosts the first on-location, daytime series that gives women what they really want!

- Daily strip, half-hour
- Hosted by Anita Gillette, star of stage and screen.
- With the full resources of the most widely read women's magazine: 17,000,000 readers; more women 18-49, more women with kids under 6, more women with household incomes over \$15,000, than any other women's magazine
- With a family of experts
- Featuring celebrity guests
- Produced on-location, away from the studio environment
- Exploring such subjects as: child care, personal relationships, health, beauty, fashion, furnishings, decorating, food, gardening and more
- Built-in promotional and marketing tie-ins
- Innovative, counterprogramming available January '79.

**A HUGHES TELEVISION PRESENTATION
PRODUCED BY PERIN/STEEG PRODUCTIONS, INC.
NATIONALLY SYNDICATED AND MARKETING BY SYNDICAST SERVICES, INC.**

For further information contact: Syndicast Services, Inc. (212) 751-3394

DOE official turns heat on NAB, RAB

Barrow charges improper tactics were used to get radio included in paid conservation campaign

A Department of Energy official complained last week that the National Association of Broadcasters and the Radio Advertising Bureau are unfairly trying to apply "political pressure" to get the DOE to spend some of the \$1.5 million allocated for an energy conservation campaign on radio advertising.

NAB President Vincent T. Wasilewski and RAB President Miles David sent a joint letter to DOE last Tuesday saying the department is committing a "great error" in not using radio in its media campaign. They said they didn't know why the department decided not to use radio, but that "our experience is that radio has been indispensable in similar successful campaigns." The money is being divided among TV, magazines and point-of-sale promotion (BROADCASTING, Oct. 30).

The DOE official receiving the letter reacted indignantly, objecting to the fact that the two association officials sent the letter, then publicized it in a press release without ever talking to him. Joseph L. Barrow Jr., special assistant for marketing and financing at DOE, said he would be "happy" to discuss the campaign with the two associations to explain DOE's strategy, but that the only contact he has had with them was a phone call from an NAB secretary last Tuesday to find out where to deliver the letter. He took offense that the two groups have gone ahead and with an attempt to put "political pressure" on the department without learning the facts. He also said he has received a similar letter from the Georgia delegation in Congress.

Asked why radio isn't being used in the campaign, Mr. Barrow said radio was used in a test in Denver last year, but it didn't work. He said the media strategists chose print because it is the strongest medium for conveying the campaign's conservation message, and television because of its reach and because it visually reinforces the print message.

Mr. Barrow indicated DOE doesn't plan to change that approach. "We're standing by our media buy."

RAB task force on marketing starts local sales project

The Radio Advertising Bureau has surveyed more than 2,700 station members and has held its first brainstorming session with its Local Marketing Task Force to gather ideas for bolstering sales to small retailers, larger retailers, medium-size advertising agencies and large advertising agencies.

The task force members, composed of about 40 radio executives, met in Chicago

over a two-day period.

The small retailer subcommittee consists of Cary Simpson, WTRN(AM) Tyrone, Pa. (chairman); Charles Dickoff, WEAQ(AM) Eau Claire, Wis.; Al Leighton, KCLD(AM) St. Cloud, Minn.; Robert McKune, KTTR(AM) Rolla, Mo.; R. David Ridgeway, WDOE(AM) Dunkirk, N.Y.; Jim Roling, WINH(AM) Georgetown, S.C.; Dean Sorenson, KCCR(AM) Pierre, S.D., and Stephen Zelkowitz, WMVO(AM) Mount Vernon, Ohio.

The large retailer subcommittee is composed of Michael Laureau, WOOD(AM) Grand Rapids, Mich. (chairman); Larry Edwards, WMT(AM) Cedar Rapids, Iowa; Elmo Ellis, Cox Broadcasting, Atlanta; Donald Getz, WGN(AM) Chicago; Frank Gunn, KAKE(AM) Kansas City, Kan.; William Haig, WTMJ(AM) Milwaukee; John Lack, WCBS(AM) New York; Charles Pickering, WJIB(FM) Boston and Cullie Tarleton, WBT(AM) Charlotte, N.C.

The medium agency subcommittee consists of Lee Allan Smith, WKY(AM) Oklahoma City (chairman); Glenn Bell, Stoner Broadcasting, Des Moines, Iowa; Ron Blue, KRMG(AM) Tulsa, Okla.; Bruce Buchanan, Multimedia Broadcasting, Greenville, S.C.; Daniel Friel, WOWO(AM) Fort Wayne, Ind.; Wayne Hudson, WMPS(AM) Memphis; L. G. (Bob) Jones, Southern Broadcasting Co., Winston-Salem, N.C.; Mike Jurgenson, WBNS(AM) Columbus, Ohio; Joseph Kelly, WELI(AM) New Haven, Conn.; Gary Stevens, Doubleday Broadcasting, Minneapolis, and Jim Ward, WLAC(AM) Nashville.

Members of the large agency subcommittee are Richard Carr, Meredith Broadcasting, New York (chairman); Gerry Blum, WQXI(AM) Atlanta; Susan Breakfield, WASH(FM) Washington; Marty Greenberg, WLS(AM) Chicago; Walt Lochman, KMBZ(AM) Kansas City, Mo.; Dick Hoffman, WJR(AM) Detroit; Pat Norman, KFRC(AM) San Francisco, and Wally Ranck, WMAQ(AM) Chicago.

Advertising Briefs

New home for Torbet-Lasker. Last week was moving time for Torbet-Lasker Inc., which shifted its headquarters to 1 Dag Hammarskjold Plaza, New York 10017. Telephone: (212) 355-7705. Spokesman said move represents \$5 million commitment.

San Diego settlement. Noble Multimedia Communications, advertising representative for two Mexican stations in Baja California, has reached out-of-court settlement with Midwest Television Inc. (KFMB-AM-FM-TV), one of 13 licensees in San Diego market against which Noble has filed antitrust suit. Details of settlement were not disclosed, but both parties acknowledged right of each other to freely and lawfully compete in San Diego. Noble's suit, filed on Aug. 30, alleged defendants engaged in anticompetitive activity by attempting illegally to block plans of XETRA-AM-FM Rosarito to compete for San Diego audience (BROADCASTING, Sept. 4).

Programming

CBS works its way back up to No. 2

It took six weeks to get there this year, just as in 1977; big Wednesday leads the way

Telephone calls to the CBS-TV publicity department last week were being answered with chants of "We're number two! We're number two!" as the network broke its five-week losing streak to place second behind ABC-TV in the prime time ratings averages for Oct. 23-29.

The week's scores: 20.3 for ABC, 18.7 for CBS and 17.1 for NBC-TV. CBS said that it took the same number of weeks to post its first second-place showing in 1977, implying that it was overtaking NBC as it has in previous slow-starting seasons.

NBC didn't get the saving performances it has been getting from several of its events and movies, although CBS had some help from a couple of events of its own.

The biggest difference came on Wednesday, when CBS led off with a 37-share *Bugs Bunny* special at 8-8:30 p.m. NYT and a 35-share *Fat Albert* special at 8:30-9 p.m. They beat both ABC's *Eight is Enough* and NBC's *Dick Clark's Live Wednesday*—which had 31 and 22 shares, respectively—and led into CBS's made-for-TV movie, "The Grass is Always Greener Over the Septic Tank," with Carol Burnett. That scored a 38 share, holding ABC's *Charlie's Angels* and *Vega\$* to 31 and 29 shares and NBC's "Desperate Women" to a 24 and giving CBS its first Wednesday win of the season.

CBS's new Sunday line-up continued to show improvement for the network. *All in The Family* followed *60 Minute's* 40-share lead-in with a 34 share at 8-8:30 p.m., followed by *Alice's* 33 at 8:30-9 p.m. Against the two comedies, ABC's *Battlestar Galactica* had a 34 share coming off *Hardy Boys Mysteries'* 24.

ABC edged out CBS in the nightly averages with a 37-share performance from a highly promoted airline disaster movie, "Crash," while CBS's *Kaz* had a 25 share in its first outing at 9-10 p.m. and *Dallas* had a 30 at 10-11 p.m. *Walt Disney* let NBC down at 7-8 p.m. with a 16 share—by far its weakest showing to date—giving *Centennial* its lowest share yet, a 32. *Lifeline* came in with a 25 share at 10-11 p.m., and NBC ended up a distant third in the nightly averages.

Things also looked brighter for CBS on Friday, when a low-rated ABC movie, "Obsession," helped *The Incredible Hulk* pull a 36 share at 9-10 p.m. and *Flying High* a 31 at 10-11 p.m. NBC introduced the third concept change for *Who's Watching the Kids* at 8-8:30 p.m.—it now concentrates almost exclusively on the two male stars—to no immediate improvement: a 22 share. That was followed by a reply to President Carter's address on in-



Olympic Champions weren't born that way.

The eight year-old Jr. champion you see here probably works a lot harder than you do. He's already learned the four competitive strokes. And swims mile after mile each and every week, just to make sure he'll never forget.

Practice makes perfect. To get from the neighborhood pool to the Olympic winners circle will require years of discipline. Swimming will come before television, before dates, before all the things kids usually do between eight and eighteen. It's a lot to ask of anyone. Even if they want that Olympic medal more than anything else in the world.

Nobody becomes a champion on their own. Championship swimming requires teamwork. A whole lot of it. Without the support of dedicated coaches, parents, and volunteers, a lot of potential champions just wouldn't make it.

Coaches and parents do a lot. And so does the Amateur Athletic Union. Most of today's champions were developed in programs supported by the AAU.

A generation of winners. The AAU has invested a wealth of time, energy, and talent in developing a successful national swimming program. And it's working. In the 1976 Summer Olympics, American swimmers won a total of 33 medals in 26 races.

We at Phillips salute these swimmers. We salute the thousands of young men and women in AAU swim programs all over the country who are striving to do even better next time. As national sponsor of the AAU's senior swimming program, we're doing what we can to make sure that there will be a continuing supply of champions in the years to come.



flation from the Republican National Committee, after which *Rockford Files* bounced back with a 30 share. *Capra* followed with a 29.

On Thursday, ABC pre-empted *Mork and Mindy* for a 28-share Dr. Seuss special, then followed with one of its extra prime time football games (Dallas versus Minnesota). It pulled a 37 share, about what ABC's regular series line-up scores on that night, and together with the special seemed to inflict less damage on the other networks than they normally suffer.

Keeping track of new series performances, CBS's *WKRP in Cincinnati* and *People* remained weak on the Monday lead-off hour with 26 and 24 shares, respectively. NBC's *Grandpa Goes to Washington* reversed a gradual building trend to come in with a 23 share at 8-9 p.m. On Tuesday, CBS pre-empted *Paper Chase* to start a three-hour showing of "Papillon," which pulled a 25 share. ABC's comedy juggernaut beat both networks in the nightly averages by more than 10 rating points, including a 40-share performance from *Taxi*. On Saturday, NBC's *Sword of Justice* went from bad to worse, pulling a 22 share.

As for shaky returning shows, ABC's, *Welcome Back, Kotter* picked up a share point in its second outing at 8-8:30 p.m. Saturday, scoring a 29. *Rhoda* had a 25 in the same time period for CBS.

'Bears' in battling circle for CBS's second season

A television version of "The Bad News Bears" is to appear on CBS-TV's prime time schedule as a midseason replacement series in January.

The Paramount Television production has been given an on-air commitment, a CBS source said, and is to begin filming in Los Angeles shortly. The 1976 movie, also a Paramount production, starred Walter Matthau as the beer-swilling coach of a ragged Little League baseball team, propelled to victory by pitcher Tatum O'Neil. Two sequels followed, "The Bad News Bears Break Training" in 1977 and "The Bad News Bears Go to Japan" in 1978.

Casting for the series is now under way, according to Paramount TV president Gary Nardino, and the show is to feature "the same mixture of ethnic and cultural backgrounds that was one of the unique qualities contributing to the success of the films."

Breathing easier on 'Over Easy'

HEW office reconsiders and grants PBS series \$1 million

The Department of Health, Education and Welfare's Administration on Aging (AOA) has changed its mind and decided to fund Public Broadcasting Service's *Over Easy* series for senior citizens.

Over Easy, produced by KQED(TV) San Francisco will receive \$1 million from

AOA, which had earlier decided not to fund the program. Byron Gold at AOA said the funds would allow KQED time to seek other funding for the third year of the series.

AOA's \$1 million, added to \$1 million from the Corporation for Public Broadcasting and \$700,000 from Sun Co. will enable KQED to produce 90 new programs for the 1978-79 season. AOA's funding last year was \$2.7 million. There were 130 *Over Easy* programs produced.

Nola Armijo at KQED said funding for next year's programs would be sought from grants available through PBS.

Thinking big with over-the-air pay

Oak and Chartwell Communications, joint owners of subscription TV station in L.A., say they will each try for similar outlets in six other major market cities

With about 90,000 over-the-air pay subscribers claimed in their joint Los Angeles operation, Oak Industries and Chartwell Communications Group are preparing for cross-country expansion—but separately.

Under the agreement and given the necessary FCC approval, Chartwell will pursue pay operations in New York, Detroit, Atlanta, San Francisco, Cleveland and Houston. Oak will develop subscription television operations in Chicago, Phoenix, Miami, Philadelphia, Dallas-Fort Worth and Minneapolis-St. Paul.

As for costs, Jerry Perenchio, principal owner of Chartwell and chairman/chief executive officer of Tandem/TAT Communications, estimated that the New York operation would cost about \$15 million, Detroit \$7.5 million, Houston \$5 million-\$6 million and Atlanta and San Francisco, \$5 million each.

At Oak, Robert J. Hartney, vice president, corporate relations, wouldn't offer figures but said he expected future market development to be less expensive than Oak's several-million-dollar investment in Los Angeles. He added that Oak is prepared to go into a second city this quarter or next.

FCC applications have been filed for all the cities, with approval already granted for Phoenix and Detroit. Amendments are being made to specify the new ownership standing and neither Oak nor Chartwell anticipates any regulatory problems. However, should the change jeopardize the approvals already obtained, Phoenix and Detroit would be developed jointly, as originally planned.

According to Mr. Hartney, both Oak and Chartwell, from the beginning of their partnership, agreed that independent operations eventually might be advantageous. He said the two companies have a "different perspective" because Oak is publicly held and Chartwell privately owned.

Mr. Perenchio claimed another

difference, saying that Oak essentially is an equipment manufacturer and Chartwell an entertainment firm. Aside from Mr. Perenchio, others with ownership interests in Chartwell are producers Norman Lear and Bud Yorkin and attorney Thomas Evans.

In Los Angeles, where Oak and Chartwell offer National Subscription Television, the partnership is to be maintained. NST, a nightly service of movies, sports and specials, generally sends its scrambled signal from 8 p.m. to midnight at a cost just increased from \$17 to \$18.95 monthly. Installation runs \$39.95 and a \$25 deposit is required for the home decoder.

NST sends its signal on KBSC-TV Corona, Calif. (Los Angeles). American Subscription Television, a competitor also claiming plans for considerable major-market expansion, broadcasts on KWHY-TV Los Angeles.

Under the Oak/Chartwell agreement, each firm has the rights to the NST name and the "ON TV" logo and trademarks. Chartwell will have the right to purchase Oak decoder equipment and similarly it is expected that Oak will use Chartwell programming expertise. Plans are to tailor programming to each market but block buys also are anticipated.

Assuming an FCC approval of the ownership change, Mr. Perenchio said a Detroit operation on WXON(TV) could begin "when the snow melts" next spring. He also is hoping to begin sending a New York signal next year on WNUJ-TV Linden, N.J.

In Los Angeles, National Subscription Television began operations April 1, 1977, and claimed profitability as of August this year. The 100,000-subscriber mark is expected to be reached by Dec. 15.

Group project

New variety show project is combined effort of Golden West, NBC O&O's, Banner and Colgate

Golden West Television, Syndicast Services, Colgate-Palmolive, Bob Banner Associates and the NBC owned-and-operated TV's are joining forces in production and presentation of pilots of *What A Year*, a prime-access variety review of specific years in the 1950's, 60's and 70's.

Close to \$300,000 is being invested in the production of two pilots to be culled from taping at Golden West Videotape Division Nov. 30 and Dec. 1.

Financing and packaging are being handled by Golden West and Colgate-Palmolive through Syndicast. Colgate-Palmolive, under a barter arrangement, will take two national minutes, leaving local stations three. Sam Riddle is producing for Bob Banner Associates. The NBC O&O's will air one pilot but test both.

Including the NBC O&O's, Syndicast last week claimed 40%-45% clearance so far for both *What A Year* pilots. (Syndicast also claimed that clearance for the Alan Sloan half-hour access game show, *Intui-*

tion, another possible series from its five-pilot deal with the NBC-owned stations.)

What A Year is the first major national venture to surface since Golden West (KTLA-TV Los Angeles) launched its programming drive after bringing in Phil Mayer, former vice president, programming, Columbia Pictures Television, as vice president Aug. 1.

Under the arrangement, Syndicast is looking to clear at least 60% of the country for Colgate-Palmolive. However, the project is being structured so cash deals could be arranged where necessary.

What A Year is not the only vehicle under way at Golden West. Arnold Shapiro, director of program development there, has prepared a one-hour special, *Scared Straight*, with Peter Falk as host and dealing with a rehabilitation program at Rahway state prison in New Jersey ("In Brief," Oct. 9). *Scared Straight*, which premiered with the Signal Companies as sponsor on KTLA Nov. 2, is being syndicated by Alan Silverbach.

Another project in development under Mr. Shapiro is *Couples*, a half-hour strip, featuring a serious discussion between psychiatrist Walter Brackelmanns and couples. That series hasn't yet received the go-ahead. Jack Rhodes would syndicate it.

Pediatricians take strong stand on children's television

Academy of physicians says it wants voluntary restrictions or it will seek federal ban

The American Academy of Pediatrics, which represents 15,000 physicians specializing in children's illnesses, last week asked for an end to "the commercial exploitation of children through excessive and inappropriate television advertising."

The AAP released a policy statement on the subject during its 48th annual conference in Chicago, and its executive director, Dr. Saul J. Robinson, said the organization would seek a government prohibition on children's TV advertising unless the broadcasting and advertising industries agreed to a voluntary ban.

Dr. Robinson told a news conference that the academy believes that "TV advertising to children is inherently unfair since children lack the capacity to understand and evaluate the meaning or intent of TV commercials. Ideally, broadcasters and advertisers would display appropriate restraint and refuse to exploit children. Unfortunately, this doesn't seem to be happening."

Though Dr. Robinson said that a ban on children's TV advertisements would be "the most effective remedy," he noted that political and economic realities may favor the use of less effective remedies.

"Whatever happens," Dr. Robinson said, "we believe the issue must be addressed in a responsible way. That responsibility also extends to parents."

Arts on TV for children to be topic of ACT seminars

Action for Children's Television will hold a one-day symposium in New York on Nov. 9 on "Television, the Arts and Young People."

ACT said the event will be the first in a series of regional workshops aimed at encouraging innovative arts programming on local children's television. The luncheon speaker will be Susan Greene, who directs the FCC's Children's Television Task Force. The commission is conducting an inquiry into children's programming and advertising practices.

Speakers will include David Rockefeller Jr., chairman of Arts, Education and Americans Inc.; Gideon Chagy, vice president, Business Committee for the Arts, and Elma Lewis, director, National Center of Afro-American Artists.

Other participants in the symposium will be Henry Becton, vice president/general manager of noncommercial WGBH-TV Boston; Joel Chaseman, chairman, Post-Newsweek Stations; John Elliott Jr., chairman, Ogilvy & Mather International; Donald McGannon, chairman-president, Group W; J. Richard Munro, group vice president, Time Inc.; Richard O'Leary, president, ABC Owned Stations; Herbert Schmertz, vice president, Mobil Corp.

Program Briefs

Staying alive. NBC-TV's midday *America Alive*, battling low ratings, will add new feature starting today (Nov. 6): big-name performers as "visiting co-stars," each to appear on show for two or three days of week. Lined up so far are Lucille Ball, Sammy Davis, Robert Goulet, Jack Klugman, Harvey Korman, Joan Rivers, Ben Vereen and Tom and Dick Smothers.

On the road. With filming in U.S. and abroad, MCA TV Program Enterprises division is preparing series of 22 one-hour shows with "personal, in-depth profiles" of leading Olympic contenders, training and like. Called *The Road to Moscow-1980*, series for fall 1979 start will be followed by *The Road to Los Angeles-1984* for fall 1980. Trans World International is producing.

Across the board. Worldvision Enterprises, distributors of Chuck Barris's *Newlywed Game*, reports strip TV show has been sold in all top 50 markets and in 125 in all. Second-year renewals include WRC-TV Washington, WKYC-TV Cleveland and WCAU-TV Philadelphia.

Two for CPT. Columbia Pictures Television said it has signed exclusive contracts with producers Matthew Rapf and Hilliard Elkins. Mr. Rapf, former Universal Studios executive producer on *Kojak* and *Switch*, will produce CPT's *Doctors' Pri-*

AMERICAN TELEVISION IS BMI TERRITORY

62% of this week's scheduled prime time programs
use BMI licensed music.



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

vate *Lives* as first assignment. Four one-hours are for ABC by David Gerber Productions in association with CPT. Mr. Rapf, Broadwas and film veteran, will develop programming under his Media Mix company.

'Soaptalk' pilot set

DCA Productions, New York, last week was claiming 40% clearance so far for *Soaptalk*, an hour TV pilot centering on daytime serial stars, due to air next month.

Heavily involved in the project is the husband-and-wife team of Allan Sugarman and Joyce Becker who have been running soap opera fan festivals across the country. Both will focus on talent booking, with Miss Becker also serving as a co-host. An on-air male counterpart has yet to be signed.

If accepted by the stations and barter sponsors, a half-hour strip could premiere early next year. The hour pilot is planned for a November airing.

Already on board are 32 network affiliates including WABC-TV New York, KNBC Los Angeles, KRON-TV San Francisco, WCVB-TV Boston, KMSP-TV Minneapolis and WXIA-TV Atlanta.

Executive producer of DCA Productions is Dick Cox, formerly of Young & Rubicam. DCA had been part of the advertising agency's Y&R Ventures until being spun off to Mr. Cox. Y&R Ventures

The good new days. Julian Goodman, chairman of the executive committee of NBC, described the television programming advances that have been made over past 25 years in terms of quality, diversity of offerings and production improvements in a speech Oct. 27 at a banquet honoring the 25th anniversary of NBC affiliate WTRF-TV Wheeling, W. Va. Mr. Goodman contrasted the programming carried on WTRF-TV in 1953 with its schedule today and concluded that the earlier fare was "good" but not up to modern standards. He pointed out that NBC-TV's first coverage of the World Series in 1947 cost \$14,000, while in 1978 the tab totaled \$5 million. Mr. Goodman also took the occasion to reply to an article written by Attorney General Griffin Bell (in *TV Guide*) urging the television industry to produce more documentaries that would suggest ways to improve the justice system in America. Mr. Goodman replied that since 1962, NBC News has produced 23 separate documentaries on that subject.

was phased out, with DCA now handling its own distribution as well.

The idea of pulling soap opera stars out of their standard vehicles and carrying over the network serials' audience to syndicated fare isn't exclusive to DCA. Among the other companies investigating the possibility is Grey Advertising's Lexington Broadcast Services for another daily half-hour strip.

Most ambitious plans yet for telethon to aid palsy cause

The United Cerebral Palsy Association held a meeting with television station managers in Las Vegas last Friday (Nov. 3) to discuss plans for its telethon that will be carried on a nationwide basis for the first time this year.

Approximately 80 stations already have indicated to the association that they intend to telecast the 20-hour program on Dec. 30-31. It will originate from Hollywood, Las Vegas and New York. A spokesman for the UCP said the majority of stations agreeing to carry the telethon are ABC-TV affiliates.

Leonard H. Goldenson, board chairman of ABC Inc., who helped found UCPA 29 years ago, addressed the meeting of station managers. He noted that in the past, UCPA telethons were carried on various dates and on a small number of stations. This year there will be single event, called the *Holiday Star Telethon for Cerebral Palsy* throughout the U.S.

Mr. Goldenson told the gathering that the telecast will feature as hosts John Ritter in Hollywood, Paul Anka in Las Vegas and Dennis James in New York. He said outstanding entertainment personalities will appear, including Bob Hope, John Travolta, John Wayne, Cher and Donny and Marie Osmond.

Herbert case is aired at Supreme Court

Arguments before justices center on issue of to what extent journalistic process can be probed in prosecuting a libel suit

How much can a journalist-defendant in a libel suit be asked before the First Amendment is violated? How can a plaintiff's rights be protected if the reporters are "immunized" from efforts to learn the basis of their editorial judgments?

These were the basic questions that concerned the justices of the U.S. Supreme Court last week as they heard arguments in the case involving the \$44.7-million libel suit former Army Lieutenant Colonel Anthony Herbert has filed against CBS, *60 Minutes* producer Barry Lando and one of the program's correspondents, Mike Wallace.

Last year, the U.S. Court of Appeals in New York, in a decision journalists regarded as a major victory for the First Amendment, overturned a district court opinion and held that journalists need not disclose their thought processes, even when being sued for libel (*BROADCASTING*, Nov. 14, 1977).

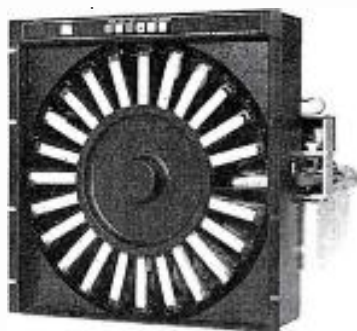
But what questions could be asked, under the appeals court decision, justices wanted to know.

Jonathan Lubell, counsel for Mr. Herbert, who says he was libeled in a *60 Minutes* report in 1973, said his client was frustrated in efforts to discern the "subjective state of mind" of Mr. Lando as he prepared the report.

The lower court's opinion, he said, would bar Mr. Herbert from asking why certain matters were reported and others were not. His client, he said, had been put at an unfair disadvantage in attempting to prosecute his libel suit.

Floyd Abrams, counsel for CBS, disagreed. He noted that the newsmen had responded to numerous questions concerning the broadcast—who was interviewed, what questions were asked, what was

the Christmas Commercial Crush SOLUTION*



*Kartel Multiple Cartridge Player

- Holds 24 "A" or "AA" Carts
- Takes command from any automation system
- Stereo at no extra cost
- 7 Second Access to any cart
- Reliable solid-state switching circuitry
- Senses 4 separate prerecorded cue tones

Available for immediate delivery: \$2,450.00 F.O.B. factory

automated broadcast controls

1110 taft street
rockville, MD 20850
(301) 762-0558
or (301) 762-1944

learned and the like. (Mr. Herbert's lawyers elicited 26 volumes of testimony in questioning Mr. Lando.) Answers to such questions, Mr. Abrams said in a colloquy with Chief Justice Warren E. Burger, could help Mr. Herbert establish the defendants' "frame of mind," which is critical to prosecution of his case.

But asking journalists to explain why, for instance, some footage was used and other material was not or to detail the editorial decisions that were made constitutes a violation of the First Amendment, Mr. Abrams said. And, yes, he said, in answer to a question from Justice Thurgood Marshall, exposing journalists to such questions would have a "chilling" effect on their work.

"This is the first case" of its kind, Mr. Abrams said. "If the case is lost, questions [like those Mr. Herbert wants to ask] will be routine. Public officials ... will be able to begin libel actions, and ask journalists, 'Why did you write those things? Why not print good things?'"

Mr. Abrams urged the court to follow "the underlying basis" of its decision in the *Miami Herald* case in which it declared unconstitutional a Florida law requiring newspapers to print replies to editorials criticizing political candidates (BROADCASTING, July 1, 1974). That theory he said, is that the First Amendment protects the editorial decision-making process of the press.

The justices' questions seemed to some observers to reflect concern about the possible scope of the appeals court's opinion. As a result, some observers saw possible significance in Chief Justice Burger's comment, at the end of Mr. Abrams's argument, that perhaps the appeals court's opinion had been "mininterpreted." Mr. Abrams agreed that it might have been; it would not, he said, wipe out libel law or "discovery" in libel cases.

The *60 Minute* segment at issue in the case—"The Selling of Colonel Herbert"—raised doubts about his claim that Army officers had covered up atrocities by U.S. troops in Vietnam. The charges, made in 1971, helped make the former commander of the 173d airborne brigade a figure of national prominence.

ADL jumps on ABC documentary on Palestinian terrorists

League holds out possibility of going to FCC, but issues harsh criticism of 'Closeup' edition; network says program was justified in covering only one side of Mideast issue

The Anti-Defamation League of B'nai B'rith has charged ABC-TV with "abdicating responsible standards of journalism" in last week's *ABC News Closeup: Terror in the Promised Land*—a docu-

mentary the league characterized as a "totally one-sided, pro-Arab terrorist film."

ABC, which presented the program last Monday (Oct. 30), has responded that "the program does not condone terrorist activity" and indeed was intended only to be "about a single point of view."

That was brought out by Frank Reynolds both at the top and the bottom of the broadcast. When it opened, he said, "This program is not about right and wrong. It is about the Palestinian perception of right and wrong." And in closing commentary, Mr. Reynolds said that "for decades [the terrorists] have charged the rest of the world with refusing to listen to them. That is one reason why we have

presented this broadcast. We would rather hear their arguments than their guns."

The ADL, however, did not agree with ABC's method. According to its general counsel, Arnold Forster, "the evil of the ABC film is its acceptance of the PLO [Palestine Liberation Organization] rationale of its murder program, almost giving the impression that the producers understand and accept that rationale." He added that "despite ABC's intention ... the film bestows legitimacy on the Palestine Liberation Organization."

Even before the documentary, written and produced by Malcolm Clarke, was broadcast, the ADL was claiming that it had been informed of "imbalanced partiality" from journalists attending an

"TAILOR" YOUR SOUND TO YOUR STATION'S FORMAT



The advanced concepts of Harris MSP-90 audio processor permits "tailoring" your sound to the station's format.

Beautiful music to hard rock, Harris MSP-90 allows you to customize audio processing with a choice of controls.

Increases average modulation...improves coverage area.

MSP-90 Audio Processor

- For AM, FM, or TV
- With discrete adjustments
- Includes program director's guide

Call or write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301 217/222-8200



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

earlier press screening. The ADL had sought its own pre-screening which ABC News denied claiming it was against policy to show such programs to such organizations.

It was the controversy even before the program aired nationally that prompted the 11th-hour decision to include Frank Reynolds's commentary at the end. According to David Burke, ABC News vice president, the suggestion of commentary came from ABC News and Sports President Boone Arledge for the sake of "additional clarity."

According to Mr. Forster of the ADL, his organization plans to go over every word and scene of the *Closeup* and "if we find any suspicion of falsification, we will file an appropriate complaint with the FCC."

Fuller, Powell, Farber, Neuharth top billing at SDX in Birmingham

White House press secretary Jody Powell, AP President Keith Fuller, *New York Times* reporter Myron Farber and Gannett Co. chief executive Allen Neuharth are among speakers at the convention of the Society of Professional Journalists, Sigma Delta Chi beginning Nov. 15 in Birmingham, Ala.

Some 1,000 journalists, students and educators are expected to attend the four-day meeting in the city's Civic Center and the Hyatt House hotel.

Among participants in various panels will be Paul Davis of WCIA-TV Champaign, Ill., president of the Radio Television News Directors Association ("Future Directions for Professional Journalism Organizations").

Other speakers and panel participants include Bob Schieffer, CBS White House correspondent; Keith Jackson, ABC Sports; Sigi Shapiro, WWDB(FM) Philadelphia, and Ann Daly Tretter, president of Women in Communications.

Various sessions will cover the future of sports coverage (which will include comments by Alabama head football coach Bear Bryant), future of special coverage and professional training, and future directions for freedom of information.

Cablecasting*

Cox deal boosts HBO's prospects

Pay programmer, due to lose Teleprompter subscribers at end of year, beefs up market

Home Box Office and Cox Cable Communications have signed a new affiliation agreement that significantly expands the potential number of Cox subscribers to HBO and helps take some of the curse off the scheduled loss to rival Showtime of 250,000 Teleprompter HBO subscribers on Jan. 1 (BROADCASTING, Sept. 18).

The new Cox-HBO deal will develop in three steps:

On Jan. 1, Cox will convert 30,000 "stand-alone" (where the system's pay offerings are specially tailored) subscribers in Atlanta; Norfolk; Virginia Beach and Portsmouth, all Virginia; Macon and Warner-Robins, both Georgia; Moline, Ill., and Davenport, Iowa, to the nationwide HBO service. HBO's Telemation Program Services subsidiary books the lion's share of Cox's local stand-alones.

During the first quarter of 1979, Cox will introduce HBO into cable systems with 60,000 subscribers. The systems, passing 75,000 homes, are in Eureka, Calif.; Marquette and Ishpeming, both Michigan; Gainesville, Fla., and Myrtle Beach, S.C.

The strongest potential gain, however, will come as Cox completes three new franchises in Jefferson parish, La.; Cedar Rapids, Iowa, and Fort Wayne, Ind. Those systems, which will offer HBO, are targeted to pass 230,000 homes.

In announcing the deal, Cox Cable President Henry W. Harris called the increase in pay subscribers within his system during the past nine months "nothing short of phenomenal." He said that that "HBO subscriber penetration of homes passed has increased from 12% to 21%." Currently Cox's 125,000 HBO subscribers are on 19 cable and multipoint distribution systems with more than 350,000 total subscribers. Over-all, Cox has 44 systems with 550,000 basic subscribers.

Cable Briefs

Classic sale. Douglas Communications Corp., formed by former Viacom Communications President Douglas Dittrock, has agreed in principle to acquire Classic Cablesystems, which serves Glens Falls, South Glens Falls, Lake George, Whitehall, Ticonderoga and Warrensburg, all New Jersey. Classic has 8,000 subscribers, passes 12,500 homes. Daniels & Associates was broker.

Paper chase. National Cable Television Association has issued call for technical papers to be presented at 1979 convention (Las Vegas, May 20-23).

One more time

FCC puts off approval of merger between Time and ATC to look at antitrust angle; it will vote before merger deadline of Nov. 20

For the second time in as many weeks, the FCC last week deferred approval of the proposed merger of American Television & Communications Corp. into a Time Inc. subsidiary, Time Television & Communications Inc. The commission staff, which at Chairman Charles Ferris's request had studied possible antitrust problems in the merger plan (BROADCASTING, Oct. 30), was directed to work on its report some more after the commissioners learned that the two companies involved had agreed to postpone their deadline for closing the deal until Nov. 20. The deadline had originally been set for last Tuesday, the day of the commission's meeting.

The staff's report said no hearing into the antitrust implications of the proposed merger is warranted. The cable industry is "sufficiently infant," said David Saylor, deputy general counsel, that "we don't think any trends have been established" in the planned merger.

But the staff agreed to do more thinking on the antitrust problem after Mr. Ferris suggested that it could use more time.

Commissioner Joseph Fogarty urged all to keep in mind a pending commission docket on whether a microwave common carrier should carry original programming. The current staff report, which dismisses potential antitrust problems in the Time-ATC merger, would seem to prejudice the outcome of that, he said.

The commissioners decided not to meet on the question again, but to circulate it for their votes later, before the new Time-ATC deadline.

On a related issue, the commissioners decided unanimously to allow ATC to transfer control of two cable TV relay service (CARS) stations to the Industrial National Bank of Rhode Island.

ATC wants to transfer both the CARS stations and its interest in the Wolverine Cablevision system (owned equally with Fetzer Broadcasting) to the bank to avoid any problems with the FCC's crossownership rules.

A CHRISTMAS BONUS

More Revenue / Less Commercialism

If someone figured a way to increase Christmas-Day revenue while reducing your stations' commercialism, wouldn't you at least be interested?

We've found the way. (419) 531-7786. Call now.



SMPTE: out to close the gap between hardware and software

Blanking interval solutions, film-to-tape transfer systems, more one-inch VTR developments among high-interest items at New York convention; 6,000 attend

Engineers' conferences are not noted for their liveliness, and last week's 120th Society of Motion Picture and Television Engineers Technical Conference and Equipment Exhibit was, in that respect, not unusual. But it did attract some 6,000 persons to its exhibit hall and 1,400 paid registrants. And the engineers and the manufacturers did attempt to tackle some big problems facing the broadcasting industry—vertical and horizontal blanking, digital television, satellite communications, film-to-tape transfers among them.

The 110 exhibitors were more than pleased with the interest being paid their latest equipment, and, although SMPTE is not considered a major buying show, several manufacturers expressed confidence that they would see some of the interest translated into dollars.

The six-day meeting opened officially on Monday (Oct. 30) with a general session, "Imagery—Today/Tomorrow: an Overview," that attempted to examine the meeting's basic theme—"the gap between hardware and software," in the words of the society's executive vice president, Robert M. Smith. In a brief speech welcoming the SMPTE members to the conference, Mr. Smith said that SMPTE has "become an important industry showplace" where engineers discuss the up-and-coming in broadcast and film technology and where manufacturers introduce many of their recent innovations.

Most notable at last week's show was the attention being paid by equipment manufacturers to video blanking.

Marconi Instruments brought its television interval timer and analysis system, developed in cooperation with the three commercial television networks. The system scans the signal automatically at the rate of 1,000 sample measurements in each line of the picture—by way of a 100 megacycle clock—gives a digital read-out of the results and compares them with FCC or other pre-set limits to spot excess blanking.

The timer itself sells for a base price of \$4,500; the data monitor with red warning lights for violations goes for \$6,000. Also available is a logging system for \$6,000 (without printer) that records the measurements. Jon Gorbald, a Marconi applications engineer, said the company has sold about 50 of the units since it began

advertising them a month ago, and that it is back-ordered through March. Among the customers, he said, are the three networks and WNEW-TV New York.

Tektronix introduced an on-line, microprocessor-controlled measurement system that digitalizes and averages the signal to handle 37 pre-programmed readings, including horizontal and vertical blanking. Results can be displayed on a video monitor or printed on paper, and the microprocessor control allows special programs to be written, including a possible self-correction program in the future, a salesman for the company said. Its basic cost, without keyboards and other extras, is \$19,000.

Consolidated Video Systems went after vertical blanking problems through time base correctors with a new AVA (automatic vertical advance) accessory to monitor off-tape vertical sync and compare it with the TBC vertical. The unit sells for \$1,950 and is to be delivered beginning in December.

Interestingly, at least one manufacturer present played down the blanking problem and did not join others in offering new equipment designed to measure it. Stuart Rauch of Philips Test & Measuring Instruments Inc. said his company was not offering any blanking measurement instruments because the blanking problem "comes mostly from commercials and packages" and not from station-originated programming.

"It will take six months," Mr. Rauch



Setting off. Robert M. Smith, SMPTE executive vice president, opened the group's 120th conference and equipment exhibit in New York last Monday (Oct. 30). Attendance reached above 6,000, and 110 equipment exhibitors displayed their latest wares at the six-day meeting.

declared, to ease the blanking problem, "counting on the producers." He saw little need for stations to have blanking measuring equipment when the problem starts long before a tape is delivered to a local station.

This was his Philips division's first SMPTE, and Mr. Rauch seemed pleased

AMERICAN TELEVISION IS BMI TERRITORY

62% of this week's scheduled prime time programs
use BMI licensed music.



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

with it. Comparing the volume of sales and interest of SMPTE with some of the larger shows, he said "for us this is a better show because management isn't here." Managers, he said, too often do not understand the need for test equipment, and they are not inclined to look on it as much more than a "necessary evil." But, his equipment, such as the new \$12,000 PM 5560 synchronous demodulator, "is very easily understandable to the engineers." Test and measuring equipment is just "coming into its own," he said, because "people are realizing what it does for them. You have to put out a better picture."

Another Philips executive, Preben Hejberg, international product manager based in Eindhoven, the Netherlands, said he was convinced "American broadcasters are now looking toward European technology to produce the superior level of TV picture quality enjoyed in other parts of the world."

"This will have a revolutionary impact on the U.S. market for TV transmitting and test and measurement equipment, with the ultimate beneficiary being the American TV viewer," Mr. Hejberg said.

On another front, video tape recorders were also making big news. The biggest, perhaps, being the announcement by NEC America Inc. that it had entered into negotiations with 3M Co. for the marketing of NEC's brand-new TT-7000 type C recorder. According to Dennis Fraser, vice president of the American subsidiary of the Japanese firm, the new studio model recorder is unique in that it was "designed as a type C from the start" and not, as he said other models were, based on type B machines. He said the company anticipated selling 6,000 of the new machines over the next five years, beginning with next year's National Association of Broadcasters convention when the unit is expected to be ready for immediate deliveries.

Ampex Corp. announced that it had received an order from CBS-TV for three of its VPR-2 one-inch helical scan video recorders and accessory equipment. That machine, which was introduced at last spring's NAB, is referred to as a "slant track recorder" by Ampex. It was specifically designed to meet SMPTE's type C format requirements. Ampex said that deliveries of the recorder began in September and that its order backlog from North America, Europe and the Far East is currently in excess of \$12 million. Both ABC and the Public Broadcasting Service have also ordered the machine, Ampex said.

Bosch-Fernseh said that it, too, would have a new recorder at NAB time—the BCN-5 one-inch cassette machine. It is expected that the new machine, which Bosch will be ready to deliver after NAB, will cost something in the \$40,000 range, about the same as the company's BCN-20 model.

Also new was an electronic field production camera from Commercial Electronics Inc. which, the company says, is the first camera available with an internal SMPTE-standard time code generator. It lays the



Bringing them together. The theme of last week's SMPTE convention, "Imagery—Today/Tomorrow," was discussed by a panel of representatives of the various users of broadcast and motion picture technology—producers, broadcasters, advertisers and technicians. The Monday afternoon general session was led by Robin Miller, an independent filmmaker, and by radio personality Herb Oscar Anderson. The panelists (l-r) were: Patrick Plevin, manager, prime time development, ABC Entertainment; Stevie Phillips, vice president and producer, MCA-Universal; Thomas Hope, Hope Reports Inc., and Bernard Owett, senior vice president, J. Walter Thompson. Mr. Miller said that the purpose of the session was to help to "create a dialogue between the hardware-oriented and software-oriented" people in the industry.

code down digitally on the audio track, to be recovered with a reader or on a camera-head viewfinder and remote monitor, identifying time of day, frame count, source identification and other indexing information, CEI said. The time code generator option sells for \$1,190 and is available 90 days from the date of order.

The manufacturers were also pushing their latest in digital electronics. Shibasoku Co., a Japanese firm, displayed its 925C color video noise meter that has been especially designed to measure chroma noise. The noise of the chroma band is measured with a single-color signal of the desired level that contains both a sync signal and a color burst signal. Chroma noise can also be split into amplitude modulation and phase modulation components for separate measurement. At the point of measurement, all the blanking, sync sig-

nals and color burst signals that were added to the test signals are canceled out within the unit. According to the company, the BBC has already ordered the meter, which will sell in this country for about \$10,000.

Micro Consultants Inc. showed its DFS 3100 and DFS 1500 digital synchronizers. The 3100 model (priced at about \$75,000) is a framestore synchronizer with a built-in sync pulse generator and memory analyzer. The less expensive 1500 (\$22,950) doubles as a framestore synchronizer and as a time base corrector.

Technical Briefs

Noise in the news. FCC has begun inquiry on measurement techniques of television receiver noise figures, which are measures of one factor affecting degree of visual interference to television picture. Commission seeks to develop method of measurement acceptable to majority of television receiver engineers, estimate magnitude of errors in current and proposed methods of measurement and find practices which insure compliance with noise figure certification requirements. Comments due April 1, 1979; replies May 1.

Upgrading. McClatchy Corp., Sacramento, Calif., has ordered RCA television and radio studio and transmitting equipment valued at more than \$800,000. Three FM radio stations will install new transmitters and two television stations will add video tape recorders as part of equipment improvement program.

Building in Bakersfield. Harriscope Broadcasting Corp. plans to build \$2 million television studio complex for its KBAK-TV Bakersfield, Calif. New 20,000-square-foot facility will be on two-and-half-acre site along Highway 99. Transmitter for channel 29 ABC-TV outlet will remain on Mount Breckenridge. New project is expected to be completed by fourth quarter of 1979.

Journalist to engineers. Harry Reasoner, CBS News correspondent and co-editor of *60 Minutes*, told members of the Society of Motion Picture Television Engineers in New York last week that the growing power of TV news bestows a greater-than-ever responsibility on TV journalists to resist the temptations that power brings. Speaking at a luncheon during the society's annual conference, he cited the courting of newsmen by politicians and others with special interests to further. "The problem," he said, "is the believing that it is [the journalists'] advice and not their cooperation that is being asked for." Mr. Reasoner also warned against doing "too much reactive news" and not enough "thinking about what the real story is beyond 'what happened today?'" He added: "The important stories are developing over a long period of time [and] they have to be pursued over a long period of time. They aren't on the cover of *People* magazine."

InSync

Up and coming in broadcast technology

The scene at SMPTE. Probably because it's the Society of Motion Picture and Television Engineers, SMPTE's convention in New York exhibited considerable interest in film-to-tape and tape-to-film transfers. And two pieces of equipment displayed managed to attract a lot of attention. □ □ □ **An affordable system.** Arnold and Edmund DiGiulio of Cinema Products unveiled their prototype KM-16 film-to-tape unit. On display for the first time anywhere, the "under \$10,000" unit that's about the size of a roomy two-suiter uses a standard ENG camera rather than the "dedicated" cameras used in conventional systems costing in the \$60,000-plus range. The camera is not sold with the unit, as in the more expensive models, and any television station with an ENG camera may use it with the KM-16. □ □ □ **But how's the quality?** According to Edmund DiGiulio, any station "can be assured of broadcast quality tape or transmission from 16mm newsfilm." But his brother, Arnold, who built the machine, admits they are still "getting out all of the bugs" and that they won't go into production until he is satisfied with it. After devoting "something under a year" of his life to the project, he's apparently not overly anxious to see it stillborn. He says he's hoping to get the KM-16 into mass production within six months and figures he can start delivering it two months later. Edmund, who presented a paper on the unit at the conference, said that its principal market will be smaller television stations. □ □ □ **Elsewhere on the floor.** Ulrich M. Fritzler's Hollogon Optical System Corp. unveiled its new shutterless, flickerless, continuous-motion, variable-speed film projector, which, its creator says, has "no incompatibility problem with television frame rates." □ □ □ **What?** Crowds of curious conventioners watched as Mr. Fritzler demonstrated his projector, which has abandoned the essentially stop-action, 24-frames-per-second shutter standard of cinematography and adopted instead a rotating Hollogon scanner. Film moves through the projector without stopping, much as tape passes through a recorder, and the individual images—the separate frames—"wipe dissolve" together to simulate motion. □ □ □ **The film-to-tape connection.** Special multiblade shutters and variable alternating pull-downs have long been employed in order to synchronize film projection speed with the television scan rate. According to Mr. Fritzler, such special equipment now in use allows for a "workable solution" to the transfer problem, but "it obviously prohibits the use of any other film projection frame rate." The Hollogon projector, however, produces a viewable image at any speed up to hundreds of frames per second. "Obviously, if high speed television recorders were available, film-to-tape transfers could also be speeded up accordingly," he says. "This also means that old, valuable stock which was filmed at 16 or any other projection frame rate can be rephotographed at 24 frames per second or can be projected directly via a telecine link without regard to the old film-video synchronization problem." The projector is not yet being marketed, but Mr. Fritzler says it should be available within a year at a price "comparable" with machines now in use. □ □ □ **A reaction.** Mr. Fritzler has been working on his project for several years, and one regular SMPTE-goer was understandably skeptical about the latest version of the Hollogon. "His stuff always suffers from cyclical positioning problems," the source said, and it's not altogether certain that's been solved. Mr. Fritzler seems to have the right idea, he said, and "from the little I saw of it today it looked fine." □ □ □ **Movement on Montreux.** SMPTE had hardly begun, and people were already talking about next year's International Television Symposium and Technical Exhibition in Montreux, Switzerland, May 27-June 1, 1979. At a small gathering of Montreux conference officials, who happened to be in New York for an executive committee meeting, Raymond Jaussi, executive committee manager, said that they are expecting 140-150 exhibitors and over 8,000 delegates at the 11th biennial conference. He said, too, that the 6,000 square meters of exhibit space (about 65,000 square feet) will be expanded for the 1981 show to 10,000 square meters (108,000 square feet). □ □ □ **But that's not all.** The officials also announced a significant change in conference procedures. The program has been divided into "A" and "B" sessions with papers presented in the A group dealing with applications of technologies discussed by papers presented in the B sessions. Thus, for example, on Wednesday, May 30, there will be a morning A session on digital recording technologies discussing such things as the transition from analog to digital recording and that afternoon's B session will be devoted to digital recording equipment. According to Hansruedi Probst, chairman of the conference, there will never be an A and a B session on the same subject at the same time. □ □ □ **Background.** Montreux is trying to remake itself and get away from its "European convention" image, Joe Flaherty of CBS said. It's trying to broaden itself into the international meeting of the television community—hence last week's meeting of the executive committee, on which Mr. Flaherty sits, in New York. The topics chairmen have also been selected to emphasize this move toward internationalism. The U.S., Great Britain and West Germany have three chairmen each; France has two, and there is one each from Italy, Norway, Belgium, Canada, the Netherlands and Austria. Switzerland is "neutral territory" in the television industry, said Mr. Probst.

10 Successful Formats
for live or automated radio stations

rock
gold

Classical

SPECTRUM

Concert Overtures
& Encores

Bright
& Beautiful

Contemporary
MOR

ADULT
CONTEMPORARY

Country
Living

Easy Listening

Album
Rock

Toll Free: 1-800-426-9082

BPI P.O. Box 2027
Bellevue, WA 98009
In Washington, Hawaii, Alaska or
outside the U.S., call collect:
1-206-454-5010

Broadcast Programming International, Inc.

The Broadcasting Playlist Nov 6

Contemporary

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
4 1	<i>MacArthur Park</i> □ Donna Summer	Casablanca
1 2	<i>You Needed Me</i> □ Anne Murray	Capitol
11  3	<i>Kiss You All Over</i> □ Exile	Warner Bros.
2 4	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
3 5	<i>Whenever I Call You "Friend"</i> □ Kenny Loggins	Columbia
5 6	<i>Reminiscing</i> □ Little River Band	Harvest
9 7	<i>Who Are You</i> □ Who	MCA
14  8	<i>Ready to Take a Chance Again</i> □ Barry Manilow	Arista
8 9	<i>Double Vision</i> □ Foreigner	Atlantic
6 10	<i>Right Down the Line</i> □ Gerry Rafferty	United Artists
16  11	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
7 12	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
13 13	<i>You Never Done It Like That</i> □ Captain and Tennille	A&M
10 14	<i>Get Off</i> □ Foxy	TK
15 15	<i>I Just Wanna Stop</i> □ Gino Vannelli	A&M
17 16	<i>Love is in the Air</i> □ John Paul Young	Scotti Bros.
26  17	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
19 18	<i>Don't Bring Me Flowers</i> □ Streisand/Diamond	Columbia
12 19	<i>Beast of Burden</i> □ Rolling Stones	Rolling Stones
22 20	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
21 21	<i>Alive Again</i> □ Chicago	Columbia
27  22	<i>Time Passages</i> □ Al Stewart	Arista
31  23	<i>My Life</i> □ Billy Joel	Columbia
32  24	<i>(Our Love) Don't Throw It All Away</i> □ Andy Gibb	RSO
33  25	<i>Blue Collar Man</i> □ Styx	A&M
29 26	<i>Don't Want to Live Without It</i> □ Pablo Cruise	A&M
23 27	<i>Don't Look Back</i> □ Boston	Epic
28 28	<i>Sweet Life</i> □ Paul Davis	Bang
41  29	<i>Strange Way</i> □ Firefall	Atlantic
24 30	<i>She's Always a Woman</i> □ Billy Joel	Columbia
25 31	<i>It's a Laugh</i> □ Daryl Hall & John Oates	RCA
46  32	<i>Ooh Baby Baby</i> □ Linda Ronstadt	Asylum
35 33	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
30 34	<i>One Nation Under a Groove</i> □ Funkadelic	Warner Bros.
38 35	<i>Macho Man</i> □ Village People	Casablanca
36 36	<i>Hold the Line</i> □ Toto	Columbia
34 37	<i>Back in the U.S.A.</i> □ Linda Ronstadt	Asylum
43  38	<i>Change of Heart</i> □ Eric Carmen	Arista
42 39	<i>Instant Replay</i> □ Dan Hartman	Blue Sky
47  40	<i>Just What I Needed</i> □ The Cars	Elektra
44 41	<i>Straight On</i> □ Heart	Portrait
49  42	<i>Le Freak</i> □ Chic	Atlantic
40 43	<i>Dance (Disco Heat)</i> □ Sylvester	Fantasy
—  44	<i>I'm Every Woman</i> □ Chaka Khan	Warner Bros.
48 45	<i>Three Times a Lady</i> □ Commodores	Motown
—  46	<i>YMCA</i> □ Village People	Casablanca
— 47	<i>Bicycle Race</i> □ Queen	Elektra
— 48	<i>How You Gonna See Me Now</i> □ Alice Cooper	Warner Bros.
— 49	<i>Everybody Needs Love</i> □ Stephen Bishop	ABC
— 50	<i>Surrender</i> □ Cheap Trick	Epic

Playback

Chart breakers. The pulse of "Playlist" turnover has been picking up; 13 new singles have entered the chart in the past two weeks. Coming on at 46 this week is the Village People's single *YMCA* (Casablanca) from its new LP, *Cruisin'*, and music directors are picking it to go all the way. Walt Brown of WERC(AM) Birmingham, Ala., says "it's probably much stronger than *Macho Man* [which at 35 is in its 19th week on the chart]. Everybody is real excited about it. It has a good disco sound but it's not a tune-out." Another disco single, *Le Freak* (Atlantic) by Chic, came on at 49 last week and this week bolts to 42. Jeff Robbins of WFL(AM) Philadelphia called it "a huge record, the hottest disco record on the streets. It'll go top 10 nationally." Heart's *Straight On* (Portrait) from the new *Dog and Butterfully* album moves from 44 to 41, and Dave Griffith of WABB(AM) Mobile, Ala., says "it has a punchy beat and sounds pretty." Queen is out with a new single and airplay is being given to both sides: *Bicycle Race* (Elektra) and *Fat Bottomed Girls*, with the former, at 47, beating out the latter in popularity. Colleen Cassidy of WHY(FM) Fort Lauderdale, Fla., calls it "typical Queen; you listen to it and you can tell who it is. It has real teen appeal." **Alice's looking glass.** Alice Cooper's soon-to-be-released album, *From the Inside* (Warner Bros.), is autobiographical, based on the artist's six months of alcohol withdrawal, says Terry Danner of KGW(AM) Portland, Ore. The single, *How You Gonna See Me Now*, coming on at 48, is "a smash," says Ms. Danner. "It will totally realign his image. It's a slow, beautiful ballad." Collaborating with Cooper is lyricist Bernie Taupin, perhaps best known for his work with Elton John.

Country

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
3 1	<i>Little Things Mean a Lot</i> □ Margo Smith	Warner Bros.
7  2	<i>Sweet Desire</i> □ Kendalls	Ovation
1 3	<i>Sleeping Single in a Double Bed</i> □ Barbara Mandrell	ABC
8 4	<i>Let's Take the Long Way Around the World</i> □ R. Millsap	RCA
2 5	<i>Anyone Who Isn't Me Tonight</i> □ K. Rogers & D. West	UA
5 6	<i>I Just Want to Love You</i> □ Eddie Rabbitt	Elektra
9 7	<i>Ain't No California</i> □ Mel Tillis	MCA
4 8	<i>Cryin' Again</i> □ Oak Ridge Boys	ABC
11 9	<i>Tear Time</i> □ Dave & Sugar	RCA
19  10	<i>Daylight</i> □ T.G. Sheppard	Warner Bros.
20  11	<i>Another Goodbye</i> □ Donna Fargo	Warner Bros.
22  12	<i>Fadin' In, Fadin' Out</i> □ Tommy Overstreet	ABC
10 13	<i>Heartbreaker</i> □ Dolly Parton	RCA
12 14	<i>Two Lonely People</i> □ Moe Bandy	Columbia
—  15	<i>That's What You Do to Me</i> □ Charly McClain	Epic
18 16	<i>... Back in Heaven</i> □ Razy Balley	RCA
13 17	<i>Who Am I to Say</i> □ Statler Bros.	Mercury
6 18	<i>One Sided Conversation</i> □ Gene Watson	Capitol
24  19	<i>The Gambler</i> □ Kenny Rogers	United Artists
21 20	<i>Here Comes the Hurt Again</i> □ Mickey Gilley	Epic
16 21	<i>What Have You Got to Lose</i> □ Tom T. Hall	RCA
14 22	<i>If the World Ran Out of Love</i> □ Brown & Cornelius	RCA
15 23	<i>It's Been a Great Afternoon</i> □ Merle Haggard	MCA
— 24	<i>Don't You Think This Outlaw Bit's</i> □ W. Jennings	RCA
— 25	<i>Break My Mind</i> □ Vern Gosdin	Elektra

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

Fates & Fortunes

Media

Lee Allan Smith, VP-general manager of WKY(AM) Oklahoma City, joins KTVY(TV) there in same capacity. **Joe Jerkins**, assistant general manager of KTVY, named VP-general manager of co-owned KVUE(TV) Austin, Tex.



Vaughan

Scott Vaughan, assistant general manager and general sales manager, KGUN-TV Tucson, Ariz., appointed general manager.

Arthur G. Camlolo, general manager of WIOQ(FM) Philadelphia, named president of Que Broadcasting, licensee of station.

Mike Palmer, VP of broadcast operations and program director for KOCO-TV Oklahoma City, appointed station manager.

C.R. Scott Gilreath II, station manager, WEOO(AM) Smithfield, Va., appointed general manager. **Doug Barrett**, salesman, named assistant to manager.

Cliff Davis, sales manager, WQBX(AM) Blacksburg, Va., joins WMJS(FM) Prince Frederick, Md., as general and sales manager.

Don Hawkins, news director, KHBR-AM-FM Hillsboro, Tex., joins noncommercial KJJC(FM) Kansas City, Mo., as general manager.

Edward Elson, president of Atlanta News Agency, re-elected chairman of National Public Radio, Washington. Other board elections include: **William H. Siemering**, manager and program director of WUHY(FM) Philadelphia, secretary, and **Earl Ewald**, retired president and chairman of Northern States Power Co., Minneapolis, treasurer. They assume posts Jan. 1.

Jackie Barrios, assistant to editor of *Institutional Investor*, New York, joins Viacom International there as manager of advertising and promotion.

Robert E. Knott, producer, director and staff director, WCAU-TV Philadelphia, named assistant to director of broadcasting.

Russ Vossen, production manager, WOTV(TV) Grand Rapids, Mich., named director of operations.

Mac Nicholson, production manager, WNCT-TV Greenville, N.C., named operations manager.

William R. Campbell, program and operations manager, noncommercial WSWP-TV Grandview, W. Va., joins noncommercial KTSC(TV) Pueblo, Colo., responsible for managing programming and operations.

Craig Lundquist, manager of staffing and development, WMGX(FM) Portland, Me., joins KKAP(AM) Aptos-Capitola, Calif., as operations director.

James R. Johnson, business manager, WBZ-

AM-FM-TV Boston, named manager of human resources department.

New officers, Tennessee Association of Broadcasters: **Paul Ruhle**, executive director; **Jack Hendrickson**, WCOR-AM-FM Lebanon, president; **Dave Thomas**, WEZI(FM) Memphis; **Jack Mayer**, WDXN(AM) Clarksville, and **Fred Webb**, WNOO(AM) Chattanooga, VP's, and **Reggie Honey**, WRKM-AM-FM Carthage, secretary-treasurer.

Broadcast Advertising



DeWitt



Levinson



Slott

Gene DeWitt, senior VP-director of media, BBDO, New York, appointed director of media and network programming. **Robert Levinson**, VP-director of network programming, assumes new responsibilities in corporate development area with parent company, BBDO International. **Philip Slott**, senior VP-cre-

ative director, Ted Bates, New York, joins BBDO in same capacity.

William McDonough, account executive, Foote, Cone & Belding, New York, named account supervisor in Sears group with additional responsibility for Noxell account. **Larry Everling**, account executive, named account supervisor on Emigrant Savings Bank account with supervisory responsibility in Sears group. **Dorothy Nicholls**, media supervisor, J. Walter Thompson, New York, joins FCB there in same capacity.

Appointments in creative department of Ogilvy & Mather, New York: **Harvey Gabor**, **Robert Jenkins** and **John Rand**, senior VP's, named executive creative directors; **Janet Boden** and **Steve Fales**, VP's, named creative directors; **Malcolm End**, **Mark Ross**, **Gloria Wells**, **Peter Hochstein**, **Cathy Martin**, **Chris Moore**, **Vel Rankin**, **Bernie Rosner** and **Tom Rost**, all VP's, named associate creative directors.

Donald J. Baker, executive VP of Ward Archer & Associates, Memphis, appointed president. He succeeds **E. D. White Jr.** who was named vice chairman. **M. S. (Buz) Price**, manager of agricultural and industrial accounts for

Archer, named VP.

Gilbert T. Walker, VP-director of personnel, Benton & Bowles, New York, elected senior VP. **Art Koch**, art director, named VP.

Harold A. Pearson, chief operating officer and executive VP, Holland & Calloway, New York, joins Creamer Inc. there as executive VP.

Peggy Fiddick, media director with MAS Consulting, advertising and marketing firm in Milwaukee, appointed VP.

Karen Dixon, media director, Louis Benito Advertising, Tampa, Fla., elected VP.

Jacqueline S. Sturm, from accounting firm of Deloitte, Haskins & Sells, St. Louis, joins Krupnick & Associates there as secretary-treasurer. She succeeds **Marie C. Ward**, who retires after 25 years with agency.

Susan Charnelle Hooper, account executive, Richard K. Manoff, New York, joins Needham, Harper & Steers there in same capacity.

William J. Clark Jr., account executive, Stone & Adler, Chicago, joins Kobs & Brady there in same capacity. **Sandra L. Barnett**, media director, Martin J. Simmons Advertising, Chicago, joins K&B as senior media buyer. **Steven A. Martin**, from Continental bank, Chicago, named assistant production manager for K&B.

Debora Dubord Michelsen, broadcast media buyer, Keller-Crescent Co., Evansville, Ind., named senior broadcast buyer.

Suzanne Prince, from Isidore, Lefkowitz, Elgort Inc., New York, joins Cunningham & Walsh as copywriter.

Victor Ethan Weingast, production manager for feature films, International Film Industries, New York, joins DKG Advertising there as producer.

Elaine Gingold, associate research director, N.W. Ayer, Chicago, and **Robert Largen**, advertising research director for United Dairy Industry Association, join Tracy-Locke Advertising and Public Relations, Dallas, as associate directors of research.

Ron Castelli, account executive for Harrington, Righier & Parsons, New York, appointed to Blair Television's CBS Market Division Sales team, New York.

Dana Fitzgerald and **Perry Shelman**, account executives with WBZ-TV Boston, join Television Advertising Representatives in Los Angeles and Chicago, respectively, as account executives. **Richard (Chico) Kurzawski**, account executive, WIND(AM) Chicago, joins TVAR there in same capacity. All are Westinghouse Broadcasting properties.

Ishla Bank, sales assistant, H-R Television, New York, promoted to research analyst in Television I division.

Virginia Tompkins, local sales manager, WNBC(AM) New York, appointed general sales manager.

Mike Marder, general sales manager, KFWB(AM)

Los Angeles, joins WDVR(FM) Philadelphia in same capacity.

Norm Epstein, sales manager, KMPC(AM) Los Angeles, named general sales manager.

J. Michael Henderson, general sales manager, WRIF(FM) Detroit, joins WPEZ(FM) Pittsburgh in same capacity.

Michael F. Plumstead, from Rust Craft Broadcasting, Philadelphia, joins WFBR(AM)-WBKZ(FM) Baltimore as general sales manager.



Rambaldo

Rick Rambaldo, local sales manager, WHK(AM) Cleveland, appointed general sales manager. **Lonnie Gronek**, account executive, named national sales manager.

Bob Korum, from KLAK(AM) Denver, joins KULR-TV Billings, Mont., as general sales manager.

Perry E. Chester, local sales manager, KTVH(TV) Hutchinson, Kan., appointed general sales manager. **Herb Lacey**, local salesman, succeeds Mr. Chester.

Carole Mailloux, sales representative for Broadcast Marketing Co., San Francisco, joins WNB(AM) Newburyport, Mass., as general sales manager.

Robb Gray Jr., sales development director, KMEG(TV) Sioux City, Iowa, named national sales manager. **Bruce Lewis**, local sales manager, assumes additional duties as regional sales manager. **Kenn Devane**, from Dougherty, Clifford & Wadsworth Agency, New York, joins KMEG as account executive.

Timothy P. Kenner, account executive, WHIO(AM) Dayton, Ohio, appointed national sales manager.

Elliott Black, account executive, KMÖX-TV St. Louis, joins co-owned WBBM-TV Chicago in same capacity.

Helen Feinbloom, general sales manager, WTOP(AM) Washington, joins WJLA-TV there as account executive.

Michael Predmest, retail sales manager, WAXY(FM) Fort Lauderdale, Fla., named account executive, WINS(AM) New York.

Eric Coplin, account executive, WRCP(AM)-WSNI(FM) Philadelphia, and **Linda Barrett**, from Allstate Insurance Co., Valley Forge, Pa., join WCAU(AM) Philadelphia as account executives.

Mike Fowler, account executive, WDAI(FM) Chicago, joins WFYR(FM) there in same capacity.

Daniel J. Casey, regional sales VP, *American Builder* magazine, Cleveland, joins WCLV(FM) there as account executive.

E. David Lee, from WSB-AM-FM Atlanta, joins WKMF(AM)-WGMZ(FM) Flint, Mich., as account executive.

Pam Larson, account executive, KUGN(AM) Eugene, Ore., named director of client services for KVI(AM) Seattle.

John R. McGee, sales representative from R.I. Polk Publishing Co., Detroit, joins WQUA(AM) Moline, Ill., sales staff.

Programing



McMahon

Ritamary McMahon, senior research analyst, NBC's program research and corporate planning department, New York, named manager of children's and daytime programs, NBC Entertainment, based in New York.

Jean E. Schneider, administrator, practices, NBC compliance and

practices department, New York, named practices policy manager, responsible for coordinating and implementing NBC's compliance and practices policies in entertainment and sports programs.

J.A. (Ted) Baer, talent and program negotiator, business affairs, CBS-TV, New York, appointed associate director of business affairs for CBS Entertainment, New York.

William P. Andrews, responsible for off-network syndication, Viacom Enterprises, New York, appointed senior VP-domestic syndication.



Andrews



Rapp

Matthew Rapp, executive producer of television series, Universal Studios, Los Angeles, joins Columbia Pictures Television there to create and produce television programming.

George J. Krieger, director of pay television for Simcom International, Los Angeles, joins Telemation Program Services, New York, as VP-programing.

Joseph M. D'Amico, VP-general manager of distribution, Group W Productions, Pittsburgh, joins TPC Communications there as president of Channel One, TPC subsidiary engaged in duplication and distribution of broadcast programming for syndicators.

Ronald L. Krueger, director of program services for Harrington, Righter & Parsons, New York, has been named VP of TelCom Associates, Los Angeles, program counselor to TV stations and consultant to television program production and syndication organizations.

Gloria Scott, director of multimedia division of Bantam Books, New York, joins Infocom Broadcast Services there as VP in charge of directing marketing and station relations.

Beth Blakeman, morning news anchor and public affairs director, WMMR(FM) Philadelphia, appointed to creative staff of Drake-Chenault Enterprises Inc.'s special features division, Canoga Park, Calif.

Bonnie L. Smith, music director, WMAL(AM) Washington, named assistant program director.

Dr. Natan Katzman, owner and director of Research and Programing Services, San Francisco, joins noncommercial KQED-FM-TV there as director of broadcasting.

Tommy Judge and **Phil Hendrie**, air personalities, WSRF(AM)-WSHE-FM Fort Lauderdale, Fla., named program director and music director, respectively.

Glenn Edwards Gleixner, program director and announcer, WERA(AM) Plainfield, N.J., joins WLRG(FM) Roanoke, Va., in same capacity.

Ken Norris, announcer, WMJS(FM) Prince Frederick, Md., appointed program director.

Jeff Segall, in news department of KFWB(AM) Los Angeles, named executive producer.

Karen Miller, producer-director, KOTV(TV) Tulsa, Okla., named production manager. **Libby Willard**, producer-director, WGHP-TV High Point, N.C., succeeds Ms. Miller.

Sharon Blair, executive producer, WJXT(TV) Jacksonville, Fla., joins Connecticut Public Television, Hartford, as program director.

News and Public Affairs

Rose Ann Scamardella and **Ernie Anastos**, news correspondents, WABC-TV New York, named anchors of 11 p.m. newscast.



Scamardella



Anastos



Tolliver

Melba Tolliver, reporter, WNBC-TV New York, named co-anchor (with Pia Lindstrom) of 5-6 p.m. segment of station's *NewsCenter 4* program.

Dave Nixon, news director and anchor, KCAU-TV Sioux City, Iowa, and **Martin Sebastian**, news director, KBTX-TV

Bryan, Tex., join WHO-TV Des Moines, Iowa, as co-anchors, reporters and producers. **Charles Barthold**, photographer, WHO-TV, named chief news photographer.

Nick Lawler, assignment editor and producer, WTVH(TV) Syracuse, N.Y., joins WKBW-TV Buffalo, N.Y., as news producer and writer. **Ed Pepin**, ENG cameraman, WNGE(TV) Nashville, joins WKBW-TV as ENG-film photographer.

Appointments in news department of WESH-TV Daytona Beach, Fla.: **Steve Homan**, assignment editor, WDAU-TV Scranton, Pa., joins WESH-TV as executive producer responsible for Daytona Beach news; **Scott Harris**, anchor, named executive producer responsible for Orlando, Fla.; **Rebecca Randall**, from WBBH-TV Fort Myers, Fla., joins WESH-TV as noon co-

anchor; **Rick Moore**, reporter, named assignment editor, and **Dan Cohen**, part-time reporter, becomes full-time reporter.

Raul Trejo, assignment editor, KGBT-TV Harlingen, Tex., named manager of hard news. **Gloria Campos**, correspondent, assumes additional duties as co-anchor. **Frank Sullivan**, news editor for co-owned KELT(FM) Harlingen, and co-anchor for KGBT-TV, named noon anchor, KGBT-TV. **Gloria Gene Moore**, from Massachusetts department of education, joins KGBT-TV as reporter.

Lloyd Patterson, anchor, KOLD-TV Tucson, Ariz., and **Linda Benzel**, reporter and anchor, WKBW-TV Buffalo, N.Y., join WAVE-TV Louisville, Ky., as weekend anchor team.

John Emm, air personality, WSRF(AM)-WSHE-FM Fort Lauderdale, Fla., named news director.

Peter Burns, freelance Los Angeles newsman, joins WTLV(TV) Jacksonville, Fla., as anchor. **Lynne Russell**, news director, WIVY-FM Jacksonville, joins WTLV as roving anchor.

Carole Whiteleather, copywriter, KGVO(AM) Missoula, Mont., joins KECI(TV) there as executive news producer.

Bob Trotter, from WHBQ-TV Memphis, joins Christian Broadcasting Network, Virginia Beach, Va., as anchor.

Gene Price, reporter, KHOW(AM) Denver, joins KTLK(AM) there as news anchor.

Howard Taft, anchor, WJMQ(AM) Norfolk, Mass., joins WOKW(AM) Brockton, Mass., in same capacity.

Dan Hrnjak, reporter, KYTV(TV) Springfield, Mo., joins WFAA-TV Dallas as news producer.

Cynthia Allison, weekend anchor and reporter, KSD-TV St. Louis, joins KNBC-TV Los Angeles as general assignment reporter.

Terry Coy, reporter, WEYI-TV Saginaw, Mich., joins WOWK-TV Huntington, W. Va., in same capacity.

Larry Davis, anchor, WSAI(AM) Cincinnati, joins WHIO(AM) Dayton, Ohio, as reporter.

Mike Strand, graduate of Sangamon State University, Springfield, Ill., joins noncommercial WSSR(FM) Springfield as legislative reporter and assistant news director.

Dr. Leo Jenkins, chancellor emeritus, East Carolina University, Greenville, N.C., named to editorial board of WITN-TV Washington, N.C., and will present editorial commentaries.

Jesse C. Wineberry, from Chemical Bank, New York, joins ABC News, Washington, as budget controller.

Jeanne Wright, reporter, KSRF(FM) Los Angeles, named public affairs director.

William S. Fee, director of cultural events and educational programs, University of Cincinnati, joins WCPO-TV there as community affairs director.

Ronald I. Taylor, academic adviser and counselor, Brooklyn (N.Y.) College, joins WTVR-TV Richmond, Va., as director of public service.

Chris Dickson, public affairs producer at noncommercial WIAA(FM) Interlochen, Mich., joins noncommercial WHRO-FM Norfolk, Va., in same capacity.

Dave Cohen, music director, WGSB(AM) Geneva, Ill., named public affairs director.

Promotion and PR

Art Moore, executive producer and director of AM/Philadelphia, WPVI-TV Philadelphia, named director of station promotion.

Katherine Brehm, promotion director, KMSP-TV Minneapolis-St. Paul, joins KSTP-TV there as promotion manager.

Cheri Rusbuldt, director of advertising and promotion, KMBC-TV Kansas City, Mo., joins KXAS-TV Fort Worth in same capacity.

Dave Course, audience development executive, WNEM-TV Bay City, Mich., joins KARK-TV Little Rock, Ark., as promotion manager.

Joe Rape, from noncommercial KLRU-TV Austin, Tex., joins KRGV-TV Weslaco, Tex., as promotion manager.

Cecile Lax, head of her own public relations counseling firm in Los Angeles, joins KFAC-AM-FM there as director of promotion and advertising.

New officers, ABC-TV Promotion Advisory Board: **Ron Tillery**, KRGV-TV Weslaco, Tex., chairman; **Sharri Shaw**, KSAT-TV San Antonio, Tex., vice chairman, and **Rosalie Sayyah**, KOMO-TV Seattle, secretary.

Cable

Fred Horowitz, president of Box Seat Subscription Television, Ridgewood, N.J., appointed general manager of Universal Subscription Television, Boston.

Daniel T. Sweeney, general counsel working on franchise acquisition for Cablevision, Jericho, N.Y., assumes responsibilities for corporate development and franchise acquisition. General counsel duties given to **Marc A. Lustgarten**, assistant general counsel.

John Fannetti, head of his own engineering company providing engineering assistance to cable operators, Syracuse, N.Y., joins OVC Telecommunications, Lexington, Ky., as director of engineering. **Harvey Johnson**, director of sales, Teleprompter, New York, joins OVC as director of marketing and public relations.

James E. Chalk, from Sam Davis & Associates, Columbia, S.C., joins Columbia Cable TV there as operations manager.

Kevin P. Barry, director of marketing, Times Wire & Cable Co., Wallingford, Conn., joins Merrill Cable Equipment Corp., Phoenix, in same capacity.

Herbert (Hub) Orr, assistant to postmaster general, Washington, joins Telesis Corp., multiple cable system operator based in Evansville, Ind., as VP-government relations. **Ed Cooper**, field engineering and construction manager for Times Mirror Communications Systems, joins Telesis as director of construction and engineering. **Michael Singphiel**, general manager of Kansas Cable System, Kansas City, joins Telesis as division manager.

John E. Walkmeyer, acting executive director of Minnesota Cable Communications board, joins American Television & Communications Corp., Denver, as manager of community services. **June E. Travis**, director of communications, ATC, elected VP-administration.

Tom K. Sanders, anchor and reporter, WPLG(TV) Miami, joins Guam Cable TV, Agana, as news director and manager of public affairs.

Broadcast Technology

Robert Trachinger, director of television broadcast operations and engineering, West Coast, ABC, named VP and general manager of broadcast operations and engineering, West Coast.

Alfred A. Norcott Jr., VP-director of operations, WRAU-TV Peoria, Ill., joins WJLA-TV Washington as manager of engineering.

Mike Caruso, assistant chief engineer, WVUE(TV) New Orleans, named chief engineer.

Don Gallagher, assistant chief engineer, WOTV(TV) Grand Rapids, Mich., appointed chief engineer.

Ken Wilkey, from KSD-TV St. Louis, joins ENG staff of CBS and its WBBM-TV Chicago.

Steve Rogers, from noncommercial WQED(TV) Pittsburgh, joins noncommercial WPBT(TV) Miami as VP-operations and engineering.

Harry J. Morley, assistant director of marketing projects, International Telephone & Telegraph Corp., New York, elected president of ITT Communications Systems.

Richard Kelly, VP, Video Corp. of America, New York, appointed VP-general manager of company's consumer video division.



Ariana

James W. Ariana, marketing manager for Rockwell International's telecommunications systems division support programs, Dallas, named domestic sales manager of Collins Broadcast Products for Rockwell's telecommunications group.

Jeffrey J. Curtis, from Motorola Communications & Electronics, Schaumburg, Ill., joins International Microwave Corp., Cos Cob, Conn., as manager of worldwide marketing and sales operations.

Lee Stratton, from Arvin-Echo Corp., Mountain View, Calif., joins Consolidated Video Systems, Sunnyvale, Calif., as VP-engineering.

Frederic N. Wilkenloh, VP of engineering, Comm/Scope Co., Catawba, N.C., coaxial cable subsidiary of Valtec Corp., elected VP-optical communications, Valtec, West Boylston, Mass.

Bennett R. Keenan, from New England Merchants National Bank of Boston, joins Analogic, Wakefield, Mass., as VP involved in areas of financial planning and management.

Allied Fields

Arthur C. Elliot, general manager of market development department, CBS Television Stations, New York, joins Association of Independent Television Stations there as VP-marketing.

Peter Roslow, vice president and associate director of Pulse Inc., pioneer radio audience measurement service that closed earlier this year, named director of media research services for Strategy Research Corp., Miami, which is said to be expanding into TV and radio audience research, concentrating initially on black and Spanish audiences.

Howard S. Schaeffer, associate media director, Wells, Rich, Greene, New York, joins Ar-

bitron there as Eastern manager, advertiser/agency sales. **Buddy W. Chapman**, from American Forces Radio and Television Service, joins Arbitron's Beltsville, Md., facility as assistant radio product manager.

Brother Richard Emenecker, F.S.C., assistant director of Office of Communications for Catholic Diocese of Pittsburgh, named superintendent of city's Bureau of Cable Communications.

John H. Tiedemann Jr., VP-daytime sales, ABC-TV, New York, re-elected chairman of management committee of Lutheran Church in America's office for communications.

Kelth Riggs, reporter, KBCI-TV Boise, Idaho, joins Oregon State University, Corvallis, as broadcast media coordinator.

Cathy Casey, senior analyst in data analysis department of A.C. Nielsen Co., New York, joins Ehrhart-Babic Associates, Englewood Cliffs, N.J., as account executive.

Deaths

Robert E. Kalaidjian, 61, VP, operations personnel, CBS Records, New York, and associated with CBS since 1939, died of cancer Oct. 22. From 1971 until 1974 he was director of per-

sonnel at CBS Inc. before moving to CBS Records. He is survived by his wife, Adene, and two children, Gerry and Robin.



Kershaw

Andrew Kershaw, 56, chairman of Ogilvy & Mather Inc., New York, and O&M Canada Ltd., and vice chairman of O&M International, died of heart attack Oct. 28 at his home in Pound Ridge, N.Y. Born in Budapest, Hungary, Mr. Kershaw attended private schools in Europe, saw action in World War II

as British Marine commando and later graduated from University of London. He moved to Canada in 1956, served with MacLaren Advertising Service and in 1960 founded Ogilvy & Mather in Toronto. He was named president of Ogilvy & Mather in New York in 1969 and was elected chairman in 1975. Survivors include two daughters and two grandchildren.

Kenneth Adam, 70, visiting professor, Temple University's School of Communications and Theater, Philadelphia, died Oct. 18 in London. Mr. Adam was named head of television for British Broadcasting Corp. in 1961 and in 1973

was chairman of New Zealand Commission of Broadcasting. Earlier in his career with BBC, he founded and was editor of *Home News* program and was also on-air broadcaster, program moderator and author of radio and television scripts. He taught at Temple since 1969 and was coordinator of university's overseas programs in communications and theater in London. Survivors include four children.

Frank McNaughton, 72, owner of Chicago public relations firm, Frank McNaughton & Associates, until 1975, died Oct. 30 in Evanston, Ill., after long illness. Mr. McNaughton was panel member on NBC-TV's *Meet the Press* at one time and was also reporter for United Press International. He was chief congressional correspondent for Time-Life, Washington, from World War II until early 1950's. Survivors include his wife, Florence, and two sons.

Elmer F. Smith, 66, owner and president of KCAS(AM) Slaton, Tex., died there Oct. 15 of cancer. Mr. Smith was manager of WOAI-AM-FM San Antonio, Tex., WECB(AM) Duluth, Minn., WNAX(AM) Yankton, S.D., KRSI-AM-FM Minneapolis, and KTVO(TV) Ottumwa, Iowa (Kirksville, Mo.), during his broadcasting career which began shortly after World War II. Survivors include his wife, Amy, two sons, Fred Smith, general manager of KCAS, and Craig Smith, sales manager there, and two daughters.

For the Record

As compiled by BROADCASTING, Oct. 23 through Oct. 27 and based on filings, authorizations and other FCC actions.

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

AM applications

■ Chubbuck, Idaho—Good Times Inc. seeks 1490 khz, 1 kw-D, 250 w-N. Address: 654 1/2 S. Arthur, Pocatello, Id. 83201. Estimated construction cost \$1,000; first-year operating cost \$73,116; revenue

\$120,000. Format: Contemporary. Principals: Harold M. Johnson, store and tavern owner and former manager at KBLL(AM) Helena, Mont.; Louis C. Erck, former owner of KGMV(AM) Missoula, Mont., and James T. Goddard owner of KHAP(AM) Aztec, N.M. and KRAE(AM) Cheyenne, Wyo. Ann. Oct. 10.

■ Martin, Ky.—Guaranty Broadcasting Co. seeks 1440 khz, 2.5 kw-D. Address: Box 826, Martin, 41649. Estimated construction cost \$174,852; first-year operating cost \$62,060; revenue \$100,000. Format: contemporary. Principals: William D. Gibson, maintenance engineer at WDK(AM) Clintwood, Va., Julius C. Martin and his brother, Sam, who have insurance, banking, mining and auto dealership interests, and Ben J. Spradlin, bank vice president. None has other broadcast interests. Ann. Oct. 10.

■ Laurel, Mont.—Rimrock Broadcasting System seeks 1490 khz, 1 kw-D, 250w-N. Address: Box 1742, North Frontage Rd., Billings, Mont. 59103. Estimated construction cost \$1,000; first-year operating cost \$120,000; revenue \$284,500. Format: MOR. Principals: equally owned by Dale Fairlee, sales manager at KULR-TV Billings, and Conrad R. Burns, newsman at that station.

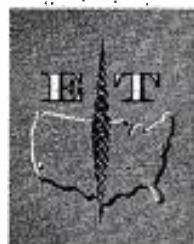
■ Harvey, N.D.—Shamrock Communications Inc. seeks 1540 khz, 1 kw-D, 500 w (CH). Address: Box 643, Cando, N.D. 58324. Estimated construction cost \$81,720; first-year operating cost \$63,720; revenue \$100,000. Format: MOR. Principals: equally owned by D. Thomas McKinnon, who owns furniture store and William C. Harrington, Devils Lake, N.D., auto dealer. Neither has other broadcast interests. Ann. Oct. 19.

■ Nelsonville, Ohio—Allied Communications Inc. seeks 1130 khz, 250w-D. Address: 156 Lazalle Rd., Worthington, Ohio 43085. Estimated construction cost \$11,412; first-year operating cost \$38,000; revenue

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

5530 Wisconsin Avenue, Washington, D.C. 20015
301—652-3766



\$38,000. Format: MOR. Principals: equally owned by Ralph V. DeStephano, free-lance writer and former trustee of WFAC-FM Columbia, Ohio, and James W. Feasel, former chief engineer at WTHH(AM)-WNKO(FM) Newark, Ohio. Ann. Oct. 10.

■ Plover, Wis.—Viking Communications Ltd. seeks 1570 khz, 50 kw-D, 10 kw (CH) Address: 1803 Stewart Ave., Wausau, Wis. 54401. Estimated construction cost \$293,100; first-three months operating cost \$66,695; revenue \$500,000. Format: MOR. Principals: Charles W. Halverson (60%) and Gerald F. Guth who own KVRA(AM)-KVRF(FM) Vermillion, S.D. Ann. Sept. 21.

FM applications

■ Paris, Ark.—Logan City Broadcasting Co. seeks 95.3 mhz., 7 kw, HAAT 562 ft. Address: 24½ South Express St., Paris 72855. Estimated construction cost \$39,033; first-year operating cost \$30,940; revenue \$75,000. Format: MOR. Principal: Gordon Hixson, who owns KCCL(AM) Paris.

■ Fort Bragg, Calif.—Fort Bragg Broadcasting Co. seeks 95.3 mhz., 3 kw, HAAT 167 ft. Address: 31380 Sherwood Rd., Ft. Bragg 95437. Estimated construction cost \$34,415; first-year operating cost \$10,000; revenue \$8,500. Format: standard pops. Principals: Charles W. Stone and his wife, Josephine, who own KDAC(AM) and have applied for new FM at Willows, Ga.

■ Placerville, Calif.—Kidd Broadcasting Co. seeks 92.1 mhz., 89 kw, HAAT 521 ft. Address: 2760 Coloma St., No. 10, Placerville 95667. Estimated construction cost \$35,478; first-year operating cost \$14,676; revenue \$100,000. Format: MOR. Principal: Chris Warren Kidd, who owns broadcast equipment sales firm and has no other broadcast interests.

■ Durango, Colo.—Hosanna Christian Broadcasting Inc. seeks 101.3 mhz., 100 kw, HAAT 289 ft. Address: 605 7th St., Durango 81301. Estimated construction cost \$128,595; first-year operating cost \$81,360. Format: religious. Applicant is nonprofit, nonstock corporation for religious broadcasting. Doris Pyle is president.

■ Chipley, Fla.—R-4 Radio Corp. seeks 97.7 mhz., 3 kw, HAAT 300 ft. Address: South Blvd. Extension, Chipley 32428. Estimated construction cost \$83,681; first-year operating cost \$72,000; revenue \$160,000. Format: contemporary. Principal: Richard D. Ringenwald, who owns WBGC(AM) Chipley. Ann. Sept. 13.

■ Gainesville, Ga.—Faith Baptist Church seeks 91.5 mhz., 5 kw, HAAT: 219 ft. Address: Box 9, 87 Red Lane Rd., N.E., Gainesville 30501. Estimated construction cost \$13,049; first three months operating cost \$2,000. Format: variety. Applicant is nonprofit corporation, Lamar Pless, president. Ann. Oct. 19.

■ Spring Grove, Minn.—Sun Communications Inc. seeks 98.3 mhz., 3 kw, HAAT 300 ft. Address: c/o John White, 334 Minnesota St., Mabel, Minn. 55954. Estimated construction cost \$25,574; first-year operating cost \$42,731; revenue \$46,260. Format: variety. Principals: John White and his wife, Pamela, who have dairy farming and banking interests, no other broadcast interests. Ann. Oct. 19.

■ Ronan, Mont.—KBMR Inc. seeks 92.3 mhz., 100 kw, HAAT: 602 ft. Address: 3500 E. Rosser Ave., Box 1233, Bismarck, N.D. 58501. Estimated construction cost \$84,723; first-year operating cost \$57,500; revenue \$165,000. Format: contemporary/C&W. Principal: Alvin L. Anderson, who is president and general manager at KBMR(AM) Bismarck, N.D.

■ Whitefish, Mont.—Benny Bee seeks 98.5 mhz., 100 kw, HAAT: —225 ft. Address: 217 Edgar St., Wolf Point, Mont. 59201. Estimated construction cost \$115,810; first-year operating cost not given; revenue \$125,000. Format: beautiful music. Principal: Mr. Bee is former sales manager at KVCK(AM) Wolf Point, Mont., and owner of new AM at Whitefish. Ann. Sept. 12.

■ Prineville, Ore.—High Lakes Broadcasting Co. seeks 95.3 mhz., 3 kw, HAAT —97.7 ft. Address: 3100 First National Bank Tower, Portland, Ore. 97201. Estimated construction cost \$23,000; first-three months operating cost \$3,000; revenue \$24,000. Format: MOR/C&W. Principal: John S. Kendall, general sales manager at KXAS-TV Dallas-Fort Worth, who last week bought KRCO(AM) Prineville, subject to FCC approval. Ann. Oct. 19.

■ Cresson, Pa.—The Great American Wireless Signal Co. seeks 94.3 mhz., 6 kw, HAAT 598 ft. Address: 102 Center St., Ebensburg, Pa. 15931. Format: Contempor-

ary. Principals: Mark Kriebel, James Jeffrey Long and David L. Olds. Messrs Kriebel and Long own WEND(AM) Ebensburg, Pa. Ann. Sept. 5.

■ Bellows Falls, Vt.—WTIJ Broadcasting Inc. seeks 107.1 mhz., 8 kw, HAAT 574 ft. Address: Box 382, Bellows Falls 05101. Estimated construction cost not given; first-year operating cost not given. Format: variety. Applicant is nonstock corporation owned by Brian Dodge, president, and four others. None has other broadcast interests. Ann. Oct. 19.

■ Amherst, Va.—Amherst Broadcasting Association Inc. seeks 107.9 mhz., 50 kw, HAAT: 500 ft. Address: Box 522, Amherst 24521. Estimated construction cost \$115,000; first-year operating cost \$138,000; revenue \$180,000. Format: not given. Principals: Michael R. Starling, president, and five others. Mr. Starling is president and operations director at WKYY(AM) Amherst. Ann. Sept. 5.

■ De Perre, Wis.—Fox River Broadcasting Inc. seeks 95.9 mhz., 3 kw, HAAT: 300 ft. Address: 515 Randall Ave., De Perre 54115. Estimated construction cost \$70,813; first-year operating cost \$141,052; revenue \$102,836. Format: adult contemporary. Principals: William Garner, attorney for Department of Interior; Mary Campbell; Gregg Hopkins, Washington real estate interests and Thomas T. Rogers, part owner of WOTV(TV) Grand Rapids, Mich. Ann. Sept. 5.

■ West Salem, Wis.—Everybody's Mood Inc. seeks 100.1 mhz., 1 kw, HAAT 530 ft. Address: Box 100, West Salem 54669. Estimated construction cost \$82,717; first-year operating cost \$101,550; revenue \$94,500. Format: MOR. Principals: Terry Rochester, former salesman at WLCX(AM) LaCrosse, Wis.; David S. Weibel, cheese processing operator; Kathleen Donsky, insurance firm employee, and Roger W. La Grand, La Crosse attorney. None has other broadcast interests. Ann. Oct. 19.

TV application

■ Lafayette, La.—Charles Chatelain seeks ch. 15; ERP 165 kw vis., 29.4 kw airt., HAAT 208.6 ft.; ant. height above ground 228 ft. Address: 1506 Erastie Landry Rd., Lafayette 70506. Estimated construction cost \$211,365; first-year operating cost \$287,000; revenue \$540,000. Legal counsel Mullin, Conner and Rhyne, Washington consulting engineer Smith & Powstenko. Principals: Mr. Chatelain owns electronic equipment firm at Lafayette, has no other broadcast interests. Ann. Oct. 19.

FM grants

■ Benson, Ariz.—Broadcast Bureau granted Stereo 97 Inc. 97.7 mhz., 3 kw, HAAT 271 ft. P.O. address: 276 Nassau Ave., Buffalo, N.Y. 14217. Estimated construction cost \$44,250; first-year operating cost \$35,378; revenue \$45,000. Format: MOR. Principals: Jack Lotsof (100%), research engineer. Paul S. Lotsof (son), who was news director at KSOM(AM) Ontario, Calif. Action Oct. 13.

■ Red Bluff, Calif.—Broadcast Bureau granted John and Diane Bryngelson 102.3 mhz., 2.8 kw, HAAT 46 ft. P.O. address: 211 Sherman Dr., Red Bluff 96080. Estimated construction cost \$11,076; first-year operating cost \$70,941; revenue \$96,000. Format: MOR. Principals: Jon and Dian Bryngelson. Mr. Bryngelson is meat broker. Ms. Bryngelson was manager of KBLF(AM) Red Bluff. Action Oct. 17.

■ McRae, Ga.—Broadcast Bureau granted John Davidson 95.3 mhz., 3 kw, HAAT 297 ft. P.O. address: Box 1410, McRae, 31055. Estimated construction cost \$22,875; first-year operating cost \$10,000; revenue \$15,000. Format: country/MOR/gospel. Principal: Mr. Davidson is licensee of WDAX(AM) McRae, owns syndicated TV program seller, and 33.3% of Williamsburg Cablevision, South Carolina cable operator. His wife Margaret owns 10% of WLOP(AM)-WIFO(FM) Jesup, Ga. and son Gary owns 30% WDKD(AM)-WWKT-FM Kingstree, S.C. Action Oct. 17.

■ Ontonagon, Mich.—Broadcast Bureau granted Ontonagon Area School District 88.5 mhz., 10 w, HAAT 124 ft. P.O. address: 301 Greenland Road, Ontonagon 49953. Estimated construction cost \$16,000; first-year operating cost \$3,000. Format: educational. Principal: Thomas Grahamlee, educational media specialist. Action June 23.

■ Clyde, Ohio—Broadcast Bureau granted Family Broadcasting and Communications Corp. 100.9 mhz., 3 kw, HAAT 300 ft. P.O. address: 806 Everett Rd., Fremont, Ohio 43420. Estimated construction cost \$4,400; first-year operating cost \$28,154; revenue \$60,000. Format: spanish. MOR. Principals: Erasmo

Cruz Sr., William C. Boukissen, Roberto Cruz Jr., Mrs. Marciano Guerra Sr. (18.75% each), Marciano Guerra Jr. and Mrs. Ismael Vengas (12.5% each). Mr. Cruz Sr. is Fremont, Ohio restaurant owner. He is also part-time engineer of WFOB-AM-FM Fostoria, Ohio. None has other broadcast interests. Action Oct. 17.

AM starts

■ KNCO Grass Valley, Calif.—Authorized program operation on 1250 khz, 500 w-D. Action Oct. 2.

■ KBCC Cuba, Mo.—Authorized program operation on 1410 khz, 1 kw-D. Action Oct. 3.

■ KHOL Beulah, N.D.—Authorized program operation on 1410 khz, 1 kw-D. Action Sept. 20.

■ WFBZ Minocqua, Wis.—Authorized program operation on 1570 khz, 1 kw-D. Action July 27.

■ KQLA Lakewood, Wash.—Authorized program operation on 1480 khz, 1 kw-D. Action Sept. 15.

FM starts

■ *WJSR Birmingham, Ala.—Authorized program operation on 91.1 mhz., TPO 10 w. Action June 2.

■ *WQGL Butler, Ala.—Authorized program operation on 93.5 mhz., ERP 3 kw, HAAT 297 ft. Action Sept. 19.

■ *WHHB Holliston, Mass.—Authorized program operation on 91.5 khz, TPO 10 w. Action Aug. 2.

■ WBNZ Frankfort, Mich.—Authorized program operation on 99.3 mhz., ERP 3 kw, HAAT 413 ft. Action Sept. 28.

■ *KMOJ Minneapolis, Minn.—Authorized program operation on 89.9 mhz., TPO 10 w. Action Aug. 30.

■ *WNAA Greensboro, N.C.—Authorized program operation on 90.5 mhz., TPO 10 w. Action Aug. 2.

■ *KACC Alvin, Tex.—Authorized program operation on 91.3 mhz., TPO 10 w. Action Aug. 31.

■ *WPCD Champaign, Ill.—Authorized program operation on 88.7 mhz., TPO 3.3 kw, HAAT 391 ft. Action July 14.

■ *WIPU Fort Wayne, Ind.—Authorized program operation on 89.1 mhz., ERP 4 kw, HAAT 117 ft. Action June 2.

Ownership Changes

Applications

■ WAVS(AM) Fort Lauderdale, Fla. (AM: 1190 khz, 5 kw-D)—Seeks assignment of license from Radio WAVS Inc. to Gore Broadcasting of South Florida for \$500,000. Seller: Jordan E. Ginsburg, his son, Scott and Roy H. Bresky, who have no other broadcast interest. Buyer: principally owned by Harold W. Gore, who owns WTOW(AM) Towson, Md.; WGOR(AM) Toledo and WZIP(AM) Cincinnati, both Ohio; Pomona, Calif.; WINQ(AM) Tampa, Fla. and part of KBZT(FM) San Diego, Calif.

■ WCWB-TV Macon, Ga. (ch. 41)—Seeks transfer of control of Bibb Television Inc. F. E. Busby et al. (100% before; none after) to Morris Network Inc. (none before; 100% after). Consideration: \$2.8 million. Principals: Seller is principally owned by F. E. Busby, who has no other broadcast interests. Buyer is owned by Morris Newspaper Corp. which is principally owned by Charles H. Morris and publishes newspapers in Tennessee, Florida, Georgia, California, Kansas and New York, and owns less than 2% interest in WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla. and KTVE(TV) El Dorado, Ark. Ann. Oct. 20.

■ WAIL(AM) Baton Rouge, La. (AM: 1260 khz, 1 kw-D)—Seeks assignment of license from WAIL Inc. to Venture Broadcasting Inc., for \$256,000. Seller: Principally owned by Mrs. Angie D. Burge, who has no other broadcast interests. Buyer: Louis Bahen, owner of New Orleans restaurant and entertainment firm, and Victor Brown, practicing obstetrician. Neither has other broadcast interests.

■ KICS-AM-FM Hastings, Neb. (AM: 1550 khz, 5 kw-U; FM: 93.5 mhz., 3 kw)—Seeks assignment of license from Apache Broadcasting Corp. to Highwood Broadcasting Co. for \$475,000. Seller: subsidiary of Apache Corp., holding company with more than 50 stockholders. Charles Sweat is chairman. Buyer: James J. DePalma and his wife, Letitia. Mr. DePalma is account executive for ABC Radio Network and his wife is school teacher. Neither has other broadcast interests.

■ **WMFD(AM)-WEMA(FM)** Wilmington, N.C. (AM: 630 khz, 1 kw-U; FM: 100.9 mhz, 2.15 kw)—Seeks assignment of license from Dunlea Broadcasting Industries Inc. to Village Radio of Wilmington Inc. for \$445,000. Seller: Louise Dunlea (42.4%), her son, R.A. (39.4%) and her daughter, Emma Dunlea Hurley (18.2%), who have no other broadcast interests. Buyer: subsidiary of Village Broadcasting Co., principally owned by Roland P. McClamroch Jr. and James A. Heavener, which owns WCHL(AM) Chapel Hill, N.C. and WBLG(AM)-WKQQ(FM) Lexington, Ky.

■ **WNLB(AM)** Rocky Mount, Va. (AM: 1290 khz, 1 kw-D)—Seeks transfer of control of WNLB Radio Inc. from Stanley M. Boyd (60% before; none after) to William W. Geasey (40% before; 100% after). Consideration: \$130,000. Principals: Mr. Boyd owns WDAR(AM) Darlington, S.C. Mr. Geasey has no other broadcast interests. Action Oct. 30.

■ **WAYB(AM)** Waynesboro, Va. (AM: 1490 khz, 1 kw)—Seeks transfer of control from N. Wilbur Kidd (100% before; none after) to W. Warren Coleman et al (none before; 100% after). Consideration: \$390,000. Principals: Mr. Kidd has no other broadcast interests. Buyer: Mr. and Mrs. W. Warren Coleman, Dr. and Mrs. Kenneth D. Bowman, Mr. and Mrs. Leon P. Harris and Florence Ayers. Mr. Coleman is account executive at WAYB. Dr. Bowman is practicing dentist. Mr. Harris is employee of General Electric Co. Mrs. Ayers is housewife. None has other broadcast interests.

Grants

■ **KRKC(AM)** King City, Calif. (AM: 1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from McVay Communications Inc. to Radio Del Rey Inc. for \$184,800 plus \$144,000 for 12-year covenant not to compete. Seller: John D. Feldman and Arthur B. Hogan (45% each) and David A. Ruleman (10%). Messrs. Feldman and Hogan are partners in Hogan-Feldman Inc., Encino, Calif. media brokerage firm and principals of KOWN-AM-FM Escondido, Calif. and KCMX(AM)-KKIC(FM) Ashland, Ore. Mr. Ruleman is part owner of KOWN-AM-FM. Action Oct. 17.

■ **WCNB-AM-FM** Connersville, Ind. (AM: 1580 khz, 250 w-D; FM: 100.3 mhz, 6.68 kw)—Broadcast Bureau

granted assignment of license from News-Examiner Co. Inc. to WCNB Inc. for \$368,000 in cash and note plus \$32,000 covenant not to compete. Seller: George S. Taitman, his sisters, E. T. Neal and M. C. Mason Jr., his brother, James S. (22.5% each) and their mother, Elizabeth Taitman (10%). None has other broadcast interests. Buyer: owned by David C. Keister (90%) and Jeffrey L. Hancock (10%), who have bought WCHO-AM-FM Washington Court House, Ohio ("Changing Hands," Oct. 23). Mr. Keister owns WCBK-AM-FM Martinsville, Ind. Mr. Hancock is sales manager and announcer there.

■ **WSMJ(FM)** Greenfield, Ind. (FM: 99.5 mhz, 50 kw)—Broadcast Bureau granted assignment of license from WPFB Inc. to Hefel Broadcasting Corp. for \$1.3 million. Seller: partnership of Paul F. Braden and his wife, Ruth, which owns WPFB-AM-FM Middletown, Ohio. Buyer: owned by Cecil Hefel, U.S. representative from Hawaii, and family. They own KGMD-TV Hilo, KGMB(AM) Honolulu and KGMV(TV) Wailuku, all Hawaii. Action Oct. 18.

■ **WBOX(AM)** Bogalusa, La. (AM: 920 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Mosley-Smith Broadcasting to Northlake Audio Inc. for \$220,000. Seller: Principally owned by Donald H. Smith and his wife, June, who have no other broadcast interests. Buyer: Purvis M. Hall Jr., his wife Elaine and their son, Purvis M. Hall III (30% each) and Andrew M. Moses and Terrance L. Hickman (5% each). Mr. Hall Jr. is bank president and his wife is housewife. Their son is announcer, program director. WBOX. Mr. Moses is station manager. Mr. Hickman is announcer. WFMF(FM) Baton Rouge, La. Action Oct. 19.

■ **KVOX-AM-FM** Moorhead, Minn. (AM: 1280 khz, 1 kw-D, 500 w-N; FM: 99.9 mhz, 26.5 kw)—Broadcast Bureau granted assignment of license from Valley Communications Corp. to Forward Communications Corp. for \$800,000 plus \$230,000 covenant not to compete. Seller: Richard Herbst and his brothers, Michael and Robert. None has other broadcast interests. Buyer: group owner of four AM's, five FM's and six TV's headquartered in Wausau, Wis. Richard D. Dudley is president. Action Oct. 23.

■ **WQDY-AM-FM** Calais, Me. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WQDY Inc. to I.B.C. Inc. for \$425,000. Seller: Robert E. Smith and his wife, Mildred, who have no other broadcast interests. Buyer: Daniel F. Hollingsdale, general manager of stations, who has no other broadcast interests. Action Oct. 24.

■ **KEYR(AM)** Terrytown, Neb. (AM: 690 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Western Nebraska Broadcasting Inc. to Jim Bickling and Milton Vandeventer for \$380,000. Seller: G. W. Embree and Richard Baumgartner, who have no other broadcast interests. Buyer: Mr. Bickling was salesman at KBMN(AM) Bozeman, Mont. Mr. Vandeventer is Bozeman city councilman. Neither has other broadcast interests. Action Oct. 24.

■ **WCBA(AM)** Corning, N.Y. (AM: 1350 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of WCBA Radio Inc. from Paul E. Carpenter (100% before; none after) to Dean Slack (none before; 100% after). Consideration: \$163,000. Principals: Mr. Slack has had extensive broadcasting announcing and sales experience, most recently as general manager of WCBA. Action Sept. 21.

■ **WNOK-AM-FM-TV** Columbia, S.C. (TV: ch 19; AM: 1230 khz, 1 kw-D, 250 w-N; FM: 104.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Palmetto Radio Corp. to Capital Communications Inc. for \$3,987,500 plus \$112,500 covenant not to compete. Seller is owned by Irwin Kahn (32.1%), J. W. Lindan III (10.3%), H. M. McElveen (7.9%) and others. They have no other broadcast interests. Buyer is wholly owned by Lewis Broadcasting Corp., which is owned by J. C. Lewis (100%). Mr. Lewis also owns WJCL-FM-TV and *Journal-Record* (weekly newspaper), all Savannah, Ga. Action Oct. 25.

■ **KHLB(AM)** Burnet, Tex. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Highland Lakes Broadcasting Co. to William E. Hobbs for \$100,000. Seller: Harry J. Kaindl Jr., who has no other broadcast interests. Buyer, Mr. Hobbs, is president and 13.33% owner of Wichita Falls (Tex.) Television Inc., 80% owner of KAUF(TV) Wichita Falls. Action Oct. 23.

■ **KZAK(AM)-KTYL(FM)** Tyler, Tex. (AM: 1330 khz, 1 kw-U; FM: 93.1 mhz, 4.8 kw)—Broadcast Bureau granted transfer of control of Oil Center Broad-

casting Co. from Aubrey E. Irby and Wilton Fair (100% before; none after) to Bryant Beverages Inc. and Dale E. Palmer (none before; 100% after). Consideration: \$415,000 plus assumption of liabilities. Principals: Mr. Irby is part owner of KICHTV Longview, Tex. Mr. Fair has no other broadcast interests. Bryant Beverages will own 98% of stock, Mr. Palmer 2%. Mr. Palmer was, until March, general sales manager at KROZ(AM)-KZEY(FM) Tyler. He is currently employee of Burke Beverage Co., bottling and real estate firm which is parent of Bryant and has no other broadcast interests. Alfred T. Burke is president. Action Oct. 24.

■ **WCFR-AM-FM** Springfield, Vt. (AM: 1480 khz, 5 kw-D; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from New England Broadcasting Corp. to Connecticut Valley Broadcasting Inc. for \$200,000 plus assumption of \$250,000 note. Seller: subsidiary of Sconnix Group Broadcasting Inc., which owns WLNH-AM-FM Laconia, N.J.; WOCB-AM-FM West Yarmouth, Mass. and WDOS(AM)-WSRK(FM) Oneonta, N.Y. Buyer: owned by Frank P. Zezza (75%), Terri Lamb (20%) and her husband, George Lamb (5%). Mr. Zezza is 15.6% owner and vice president of Sconnix. Mr. Lamb is attorney Springfield. Action Oct. 25.

■ **KHIT(AM)-KSXT(FM)** Walla Walla, Wash. (AM: 1320 khz, 1 kw-D; FM: 97.1 mhz, 50 kw)—Broadcast Bureau granted transfer of control of STL Inc. from Carl Tyler, John Lienkaemper and F. M. Stevens (100% before; 50% after) to Murray Taggart and F. M. Stevens (33% before; 100% after). Consideration: \$162,050. Principals: Messrs. Tyler and Lienkaemper are selling stock (33% each) to Mr. Stevens (33% before; 50% after) and Mr. Taggart (none before; 50% after). Mr. Stevens is Treasurer of STL Inc. will become president and general manager of stations. Mr. Taggart is attorney in Walla Walla and has cattle and farming interest in Oregon. Neither has other broadcast interests. Action Oct. 25.

■ **KUPY(AM)** Puyallup, Wash. (AM: 1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Happy Valley Radio Inc. to Shortleeve Broadcasting Inc. for \$235,000 plus \$85,000 for 10-year noncompete agreement. Seller: owned (100%) by Estate of Hayden "Bud" Blair (deceased). Buyer: equally owned by Ray Courtemanche and his wife, Cheri. Mr. Courtemanche owns Seattle advertising agency. His wife owns Seattle charter boat business and has real estate interests in Milwaukee. Neither has other broadcast interests. Action Oct. 12.

■ **KSPO(AM)** Spokane, Wash. (AM: 1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Radio Spokane Inc. to California Newspapers Inc. for \$350,000. Seller: owned by Richard B. Wheeler, who has no other broadcast interests. Buyer: Justus John Craemer (40%), Wishard Brown (31%), Barbara B. Leibert (19%) and Norwin S. Yoffie (10%). Messrs. Craemer and Brown are part owners of, and Mr. Yoffie officer of, KTIM-AM-FM San Rafael, Calif. Ms. Leibert owns real estate firm. Action Oct. 25.

Facilities Changes

AM applications

■ **KAYR** Van Buren, Ark.—Seeks mod. of CP to change SL and make changes in ant. system (increase height).

■ **KFRN** Long Beach, Calif.—Seeks CP to change TL and SL; install aux. Trans and make changes in ant. system (decrease height).

■ **WAJL** Winter Park, Fla.—Seeks CP to install new aux. trans. at main TL.

■ **KSPD** Boise, Idaho—Seeks CP to change TL.

■ **WMBI** Chicago—Seeks CP to remove dissipation resistor in ant. system.

■ **KRVB** Medford, Ore.—Seeks CP to change TL.

FM applications

■ **WKSS** Hartford-Meriden, Conn.—Seeks CP to make changes in ant. system and change TPO.

■ **WMLS** Willimantic, Conn.—Seeks CP to change TL and SL; change type ant. install new trans. ERP: 1kw (H&V); HAAT: 484 ft. (H&V); change TPO.

■ **WOKH** Bardonia, Ky.—Seeks mod. of CP to change TL; make changes in ant. system; change type trans. change type ant.; move FM to AM site; change HAAT: 160 ft. (H&V); change TPO.

Please send

Broadcasting

The newsworthy of broadcasting and allied arts

Name

Company

☐ Business Address

☐ Home Address

City

State Zip

Type of Business

Title/Position

Are you in cable TV operations ☐ Yes ☐ No

Signature (required)

☐ 3 years \$90 ☐ 2 years \$65 ☐ 1 year \$35

(Canadian and international subscribers add \$12/year)

☐ 1979 Cable Sourcebook \$20.00

(If payment with order: \$15.00)

☐ 1978 Yearbook \$37.50

(If payment with order: \$32.50)

☐ Payment enclosed ☐ Bill me

☐ Across the Dial \$3

(Price includes postage and handling. Prepaid orders only.)

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036



© Warner Bros., Inc.

WABBIT WATINGS WUNNING WILDER!

Last year we happily trumpeted that our Bugs Bunny Easter Special bagged a 42 share—best by far of 7 comparable network specials! On Saturday morning, winning also came easily for Warner's Wabbit and his friends as they topped each of their weekly periods.

And now? Look what's happened!

Against 2 first-run series, a CBS repeat of The Bugs Bunny Howl-o-ween Special on October 25th raised the network's rating in the time period by 42%—winning it with a "Top Ten" 22.8 rating, 37 share. And providing a whopping lead-in to help CBS win its first Wednesday of the season!

Meanwhile, The Bugs Bunny / Roadrunner Show, on CBS for 90 minutes each Saturday, now peaks to a 9.7 rating, 41 share. That makes it #1 of all 36 weekend children's half-hours.

With our friends at CBS, we share the joy of taking Saturday's strongest children's attractions and seeing them become such spectacular successes as family prime-time specials!

For our friends at NBC, Daffy Duck has just inaugurated more weekly Warner cartoon magic, now on Saturdays at 10:30AM (EST).

Bugs, Roadrunner, Daffy and friends are really movers. So if you need a mover, just call (212) 484-8000, or write us at 75 Rockefeller Plaza, New York, N.Y. 10019.



© Warner Bros., Inc.

LCA

Licensing Corporation of America



WARNER BROS. TELEVISION

Summary of Broadcasting

FCC tabulations as of Sept. 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,497	5	36	4,538	39	4,577
Commercial FM	3,005	2	59	3,066	140	3,206
Educational FM	938	0	35	973	80	1,053
Total Radio	8,440	7	130	8,597	259	8,836
Commercial TV	724	1	3	728	57	785
VHF	513	1	2	516	7	523
UHF	211	0	1	212	50	262
Educational TV	245	3	12	260	8	268
VHF	94	1	7	102	4	106
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	65	1,053
FM Translators	243	0	0	243	72	315
TV Translators	3,542	0	0	3,542	459	4,001
UHF	1,126	0	0	1,126	262	1,388
VHF	2,416	0	0	2,416	197	2,613

*Special temporary authorization

**Includes off-air licenses

■ WPAID-FM Paducah, Ky.—Seeks CP to change type trans.; change type ant. HAAT: 327 ft. (H&V); ERP: 100kw (H&V); change TPO.

■ WKKM Harrison, Mich.—Seeks CP to install new aux. trans.

■ WPAT-FM Paterson, N.J.—Seeks mod of CP change trans.; change ant. make changes in ant. system (increase height); change TPO; ERP: 3.63kw (H&V) and HAAT: 1.418 ft. (H&V).

■ KYTN Grand Forks, N.D.—Seeks CP to make changes in ant. system change type ant. change type trans.; change HAAT: 250 ft. (H&V).

■ WZZP Cleveland, Ohio—Seeks CP to install new aux. trans. at main TL.

■ WBZI Xenia, Ohio—Seeks CP to make changes in antenna system; change type trans.; change type ant.; install former ant. as aux.

■ KMJQ Clear Lake City, Tex.—Seeks CP to install new aux. trans. at main TL.

■ WEMI Neenah-Menasha, Wis.—Seeks CP to make changes in ant. system; change type trans.; change type ant. change HAAT: 310 ft. (H&V); change TPO.

AM actions

■ WXVI Montgomery, Ala.—Granted CP to increase day power to 5 kw, install DA-2 and change type trans.

■ WNRK Newark, Del.—Granted mod. of license covering name change of licensee to Cook Broadcasting, Inc.

■ WJNJ Atlantic Beach, Fla.—Granted CP to increase power to 5 kw and change type trans.

■ KAIM Honolulu—Granted CP to increase night and day power to 50 kw, install DA-1, change TL.

■ WKKS Vanceburg, Ky.—Granted CP to increase power to 1 kw; change type trans.

■ The following AM stations were granted mod. of CP to extend completion dates to those shown:

■ KAKA Dermott, Ark.—to April 1, 1979 for new station.

■ KFIA Carmichael, Calif.—to April 2, 1979 for new station.

■ KPOL Los Angeles—to March 31, 1979 for changes.

■ KCAL Redlands, Calif.—to March 31, 1979 for changes.

■ KWBZ Engelwood, Colo.—to March 31, 1979 for changes.

■ WWBA St. Petersburg, Fla.—to March 26, 1979 for changes.

■ WUME Paoli, Ind.—to April 3, 1979 for changes.

■ KIRL St. Charles, Mo.—to March 26, 1979 for changes.

■ KSDN Aberdeen, S.D.—to April 2, 1979 for changes.

■ WZUV Milwaukee, Wis.—to Feb. 1, 1979 for changes.

FM actions

■ WXRQ Woodstock, Ill.—granted mod. of license covering change in SL.

■ WJSN-FM Jackson, Ky.—granted mod. of CP for extension of completion date for new station to March 26, 1979.

■ KLGA-FM Algona, Iowa—granted CP to change TL and SL; install new trans. and ant. and increase ant. height; change TPO; ERP: 1.15 kw (H&V); ant. height 450 ft. (H&V).

■ *WBPV Charlton, Mass.—granted CP to replace expired permit.

■ WQON(FM) Grayling, Mich.—granted mod. of CP for extension of completion for new station to March 31, 1979.

■ WWLM Canton, Miss.—granted mod. of CP for extension of completion date for new station to March 26, 1979.

■ KOWH-FM, Omaha, Neb.—granted mod. of CP for extension of completion date for changes to Dec. 31.

■ WANS-FM Anderson, S.C.—granted CP to change TL; change type trans.; increase ant. height to 1,010 ft. (H&V).

■ KAZI Austin, Tex.—granted mod. of CP for extension of completion date for new station to April 15, 1979.

■ KMCV Conroe, Tex.—granted mod. of license covering change in SL.

■ KIKT Greenville, Tex.—granted mod. of CP for extension of completion date for new station to March 31, 1979.

■ KRMQ Provo, Utah—granted mod. of CP for extension of completion date for new station to March 27, 1979.

■ KLEN-FM Cheyenne, Wyo.—granted CP to change frequency to 100.7 mhz; ERP: 97.0 kw (H&V); ant. height 490 ft. (H&V); change type trans. and ant.; make changes in ant. system (increase height).

■ KDLY Lander, Wyo.—granted CP to change TL; make changes in antenna system (decrease height); remote control permitted; ERP: 62 kw (H&V); ant. height 275 ft. (H&V).

TV actions

■ WDCD Adams, Mass.—granted CP to change ERP to vis. 448.7 kw (max); 89.54 kw (max).

■ KXLF-TV Butte, Mont.—granted authority to operate trans. by remote control.

Translators

New station grants

■ K57BD, Tucson, Green Valley, Bisbee Sierra Vista, Sonita, Patagonia, Ariz.—Trinity Broadcasting of Arizona—granted CP for new UHF translator to rebroadcast signal of KPAZ (ch. 21) Phoenix.

■ K13PG Springville, Calif.—Springville Community TV Inc. granted CP for new VHF translator to rebroadcast signal of KFSN-TV (ch. 30) Fresno, Calif.

■ K07PK Crested Butte, Colo.—Gunnison County Television Inc. granted CP for new VHF translator on 174-180 mhz (ch. 7), to rebroadcast the signal of KTSC-TV (ch. 8), Pueblo, Co.

■ K54AH White River area, Piceance Creek area, Colo.—Rio Blanco County TV Association granted CP for new UHF translator to rebroadcast signal of KMGH-TV (ch. 7) Denver.

■ K44AB Keokuk, Iowa—State Educational Radio and Television facility Board granted CP for new UHF translator to rebroadcast signal of K11N (ch. 12), West Branch, Iowa.

■ K33AC Pawnee City, Neb.—Nebraska Educational Television Commission granted CP for new UHF translator to rebroadcast signal of KUON (ch. 12) Lincoln, Neb.

Complaints

■ Total of 3,241 complaints from public was received by FCC in September, an increase of 22 over August. Other comments and inquiries for September totaled 1,365, decrease of 555 from previous month. Ann. Oct. 27.

License Renewals

■ FCC Broadcast Bureau granted following applications for renewal of license, including SCA (background music, etc.) where applicable:

■ KBBQ(AM) Ventura, Calif. (condition); KBBY(AM) Ventura, Calif. (condition); KBLS(AM) Santa Barbara, Calif. (condition); KCOY-TV Santa Maria, Calif. (condition); KDON AM-FM Salinas, Calif. (condition); KGAM AM-FM Bakersfield, Calif. (condition); KMST(TV) Monterey, Calif. (condition); KTYD(FM) Santa Barbara, Calif. (condition); *KVCR-TV San Bernardino, Calif. (condition); WOAY-AM-FM Oak Hill, W. Va.; KCIV(FM) The Dalles, Ore.; KJOY(AM) Stockton, Calif.; KLEX(AM) Lexington, Mo.; KOFY(AM) San Mateo, Calif.; KQIK(AM) Lakeview, Ore.; KZEL-FM Eugene, Ore.; WABC(AM) New York, N.Y.; WAMB(AM) Donelson, Tenn.; WASA(AM) Havre de Grace, Md.; WBUZ(AM) Fredonia, N.Y.; WCMC-FM Wildwood, N.J.; WDDY(AM) Clouster, Va.; WDNH Honesdale, Pa.; *WDNR(FM) Chester, Pa.; WDO(AM) Oneonta, N.Y.; WFB(AM) Syracuse, N.Y.; WHAG(AM)-WQCM(FM) Halfway, Md.; WIKZ(FM) Chambersburg, Pa.; WJIB-FM Boston, Mass.; WNUF(FM) New Kensington, Pa.; WRDR(FM) Egg Harbor, N.J.; *WSBU-FM St. Bonaventure, N.Y.; *WTHS-TV Miami, Fla.; WYZZ(FM) Wilkes-Barre, Pa.; WZAP(AM) Bristol, Va.; KHSN(AM) Coos Bay, Ore.; KPCO(AM) Quincy, Calif.; WABH(AM) Deerfield, Va.; *WAMC(FM) Albany, N.Y.; WBOB AM-FM Galax, Va.; *WBRA-TV Roanoke, Va.; WCHV(AM) Charlottesville, Va.; WCUL(FM) Culpeper, Va.; WCVA(AM) Culpeper, Va.; WDNE(AM) Elkins, W. Va.; WEBF(FM) Olean, N.Y.; WEEO(AM) Waynesboro, Pa.; WFMV-FM Blairtown, N.J.; WFOR(AM) Hattiesburg, Miss.; WFVA(FM) Fredericksburg, Va.; WHBG(AM) Harrisonburg, Va.; WHLF(AM) South Boston, Va.; WILA(AM) Danville, Va.; WJLC-FM South Boston, Va.; WKCW(AM) Warrenton, Va.; WKEX(AM) Blacksburg, Va.; WKGI(FM) New Martinsville, W. Va.; WKRI(AM) West Warwick, R.I.; WKWI(FM) Kilmarnock, Va.; WKZN(AM) Zion, Ill.; WNRG(AM)-WMDJ(FM) Grundy, Va.; WMVA AM-FM Martinsville, Va.; WSCW(AM) South Charleston, W. Va.; *WTJU(FM) Charlottesville, Va.; WVEC(AM) Hampton, Va.; WVOS-FM Liberty, N.Y.; WWWV(FM) Charlottesville, Va.; WYTI(AM) Rocky Mount, Va.

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
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 AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
2990 Telestar Ct., Suite 405
(703) 560-6800
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

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 AFCCE

**STEEL, ANDRUS
& ASSOCIATES**
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 400
1730 M St. N.W., 659-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.-80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

**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 AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
3525 Stone Way N.
Seattle, Washington 98103
(206) 633-2885
Member AFCCE

**MIDWEST ENGINEERING
ASSOCIATES**
Consulting Engineers
6934 A N. University
Peoria, Illinois 61614
(309) 692-4233
Member AFCCE

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 22102
Tel (703) 356-9504
Member AFCCE

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.**
Earth Station Engineering
Consultants
2965 Flowers Rd., So.
Atlanta, Ga 30341
404-455-8369

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 F.X. 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 AFCCE

**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 AFCCE

E.M.R. ENGINEERING, INC.
PO BOX 766, CHANNELVIEW, TEX 77530
(713) 452-6147
CONSULTING ENGINEERS
COMMUNICATION SYSTEMS,
ALLOCATIONS, BROADCAST SYSTEMS &
MICRO-WAVE SYSTEMS
FRED L. ZELLNER

RALPH E. EVANS ASSOCS.
Consulting Telecommunications
Engineers
AM-FM-TV-CATV-ITFS
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
Member AFCCE

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

BILL DAHLSTEN & ASSOCIATES
Radio Representatives
Offices Nationwide
1680 N. Vine St.
Los Angeles, Ca. 90028
(213) 464-9263
Natl. & Reg. Representation
WE INCREASE SALES

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Executive Director for nation's only bilingual (Spanish-English) public FM station. Duties: administer station operations, including grants, fiscal management, contribution campaigns, and plan future strategies. Experience required with funding sources and public radio. Contact: Josue R. Lopez, Exec. Comm. Chairman, KBBF-FM, P.O. Box 7189, Santa Rosa, CA 95401.

Unparalleled Opportunity. Vice President-Sales. Income in upper range for experienced radio sales professional to take complete charge of AM and FM sales. Major Northeastern market. You must be a leader planning a final move. E.O.E. Box P-3.

Sales Manager—Beautiful San Luis Obispo, California. Adult MOR with outstanding news and sports profile. Career opportunity with growing group for a professional with an impeccable track record in local sales. EOE/MF Dan Clarkson, KVEC, Box 787, San Luis Obispo, CA 93940, 805-543-8830.

Creative Sales Manager to take charge of dynamic AM/FM combination. Must have strong RAB, retail, and agency experience. Hardworking with sales promotions that work. Ability to handle own list plus train, motivate and lead staff. Salary plus override commission, health insurance, paid vacation, security, profit sharing. Send detailed resume with references to Maynard Grossman, WSID/WLPL, 6623 Reisterstown Road, Baltimore, MD 21215. E.O.E.

Number Two Person needed in highly successful AM/FM Eastern operation. VP Sales, possible equity, growth and diversification situation may permit higher moves. Principal ingredients must be personnel and management sales ability in already hot dominant situation. Please reply Box P-84.

Educational FM radio station needs Station Manager with 3 to 5 years experience. Send resume & references to Box P-90.

Florida—Small—Need street pounding G.M. Big money for the right person. Write owner direct. Box P-96.

General Manager for two publicly owned radio stations. Must be able to administer, program, raise funds. Non-commercial radio experience desirable. Position open July 1, 1979. Send resume to Director, Louisville Free Public Library, 301 York Street, Louisville, KY 40203. Equal Opportunity Employer.

General Manager for WKST, New Castle, Pa. ... No. 1 Rated. Excellent staff. Must be sales-minded, quality-minded, community-minded. A Great Scott Station, Phone Mr. Scott 215-326-4000.

HELP WANTED SALES

Good Colorado Regional AM Station needs a good sales person. Brand new 100,000 watt FM sister station debuts in weeks so lots going on. Send full resume to Manager, Box 890, Lamar, CO. 81052. E.O.E.

It's here! It's a small market but, it's a great place to live, love and sell radio ... If you're looking for a lifetime opportunity to live in a great area and do what you do best, sell radio ... and make money doing it ... you have found it ... Wisconsin Rapids, Wisc. You must have a successful radio sales background and be willing to continue to learn, work hard and smart. Want more information? Write: Jack Gennaro, WFHR/W103, 220 First Avenue South, Wisconsin Rapids, WI 54494.

Sales Position for aggressive street fighter. Sales Management for the right person, the person selected should make \$25,000 plus in the first year. If you feel that you have outgrown your job and/or market, we offer unlimited growth potential in Pennsylvania Market. Send resumes to Box P-6.

Mid Atlantic AM/FM Stereo seeks experienced Salesperson. Excellent financial opportunity for hard worker. Write Box P-88.

Live and work at Lake Tahoe! Contemporary Country FM. seeks aggressive, self starter. Salary and liberal commissions. Small market advantages (i.e.: you'll do a little of everything). Beautiful place to live. Contact Manager at 916-546-5936, or write P.O. Box 88, Kings Beach, CA 95719.

KVEC—San Luis Obispo, California, has career opportunity for sales person with proven record in local sales. Adult MOR with outstanding news and sports profile. Career opportunity with growing group. EOE/MF Dan Clarkson, Box 787, San Luis Obispo, CA 93401, 805-543-8830.

Florida Station seeks Sales Manager who is looking for 20,000 dollars to 30,000 to start, now or after first of year. Must be promotional minded, hard selling live-wire with track record selling local accounts and agencies. Send resume Box P-67.

Western North Carolina—Learner and/or experienced Account Executive. Opportunity for growth under new management. RAB training provided. Garnet Schafer, 704-632-5432 Evenings.

Real go-getter for fast-growing CBS Affiliate. Salary plus commissions. Liberal benefits. EOE. Send Resume to EH Close, WKNE, Box 466, Keene, NH 03431.

Professional Salesperson to sell adult oriented rock FM station. Only live-programmed FM in the market, and it's just starting to take off! New company with terrific growth potential. You must have a proven track record, desire to make a lot of money, and potential to grow. Contact Denny Mathis, KLYX, 224 S. Main, Sioux Falls, SD 57102. 605-339-1520. EOE.

HELP WANTED ANNOUNCERS

WTLC-FM/Indianapolis accepting applications for future on air positions. Applicants must have at least one years experience on air large or medium market. Send tape and resume to Asst'l Manager, WTLC, 2126 N. Meridian, Indianapolis, IN 46202. EOE/MF.

Announcer with good voice and air personality wanted by top station in excellent market in North Carolina. EOE. Good production, First Phone, required. Send resume to Box N-183.

A Contemporary/Personality AM Station is looking for a morning person with at least 3 to 5 years experience. Must be humorous, creative and community minded. Must also be good at production. Good pay. Good benefits. Good market in the Southeast. EOE. Write Box N-186.

Beautiful music WLGM seeks a mature afternoon drive announcer. Good production ability and recording for automation also required. Position is now open, but we will keep it open until we find desired person. Tapes and resumes to: Ron Joseph, 8th and Church Street, Lynchburg, VA 24504.

PD/AM Drive WINE, Danbury, CT. Top-rated with Pop/Adult format. Good bucks and stability in beautiful, affluent Fairfield County. If you're research and promotion minded, this one's for you. Send resume, aircheck and salary requirement to Chris Caggiano, VP/GM WINE, Box 11, Brookfield, CT 06804. No calls.

Immediate Opening for Announcer and Sales. North Carolina Coast. Modern Country Music. Call Marvin Crook - WDZD. 919-754-8171.

Combo Announcer-Engineer: position open for experienced broadcaster with good air voice, board work, technical maintenance. FCC 1st Phone or 3rd Endorsed required. Submit tape and resume to: Pat Finnegan, WLBC AM/FM, 820 E. 29th St., Muncie, IN 47302. Equal Opportunity Employer.

Immediate opening for experienced country jock, good voice, minimum 1 year experience, send tape and resume to PD. WFMB, 820 Myers Building, Springfield, IL 62701, EOE.

WSTU in Beautiful Stuart, Florida, needs an experienced night time announcer. Good news delivery and production skills necessary. A successful MOR-Contemporary station with ideal location and top equipment. Send tape, resume, to Ron Beckey, General Manager, WSTU, Stuart, FL 33494.

Live and work at Lake Tahoe! Contemporary Country FM. needs morning personality. Potential programming responsibilities. Production experience preferred. Contact Manager at 916-546-5936, or send resume and tape to P.O. Box 88, Kings Beach, CA 95719.

Personality announcer to fill an evening shift at KEWI. Person must be able to relate to young adults. Send aircheck, your best production and reasons why we should hire you. J.R. Greeley, Box 4407, Topeka, KS 66604. You may call 913-272-2122. An Equal Opportunity Employer, M/F.

Traditional Country jock for expanding AM/FM with fulltime AM grant under construction. This small market powerhouse offers rural living and recreational advantages at above small market wage scales. Mountainous West Coast. E.O.E. Box P-57.

Experienced Personality with first phone needed at Mid-Atlantic area contemporary. Excellent opportunity to join a growing station in a beautiful and thriving major market suburb. E.O.E. Box P-85.

Central Indiana station needs enthusiastic, bright announcer. Chance to do sales if you desire. Come join our station for the rest of your life. Send tape and resume to: WCBK AM-FM, Martinsville, IN 46151. Or call Jeff Hancock 317-342-3394. E.O.E.

WKBZ—a full time contemporary M.O.R. in beautiful Western Michigan needs a creative D.J., heavy on production. 3rd class with endorsement. Send tape and resume to WKBZ, P.O. Box 238, Muskegon, MI 49443. E.O.E.

Radio Personality for Modern Country station Medium Market looking for good creative communicator with good production and news delivery. Experience a must. New facilities. Rush tape resume with references to Johnny Knight, General Manager, KMND Radio, P.O. Box 4041, Midland, TX 79701.

Strong Personality Jock wanted ... Good pay, good market covering North Boston to Portland, Maine. Send tape & resume: PD, WHEB, Portsmouth, NH 03801.

If you can communicate with your audience, then you'll want to investigate the possibility of becoming the afternoon personality at this fulltime AM station located in a beautiful Northern Illinois community. Excellent pay, benefits. Tape, resume required. WZOE, Broadcast Center, Princeton, IL 61356.

Sharpen your skills in a good small market station. We're looking for an announcer/production person with some experience (college or commercial) and with exceptional ability. Send resume and tape including news and live commercials to Ross Hunter, WJMA, Orange, VA 22960. EOE.

Experienced, Creative Morning person for Modern Country music station South of Washington, D.C. Contact: Ken Norris, Program Director, WMJS, Prince Frederick, MD 20678, 301-535-2201.

Beautiful Music Announcer with warm, natural delivery for 100 KW Large FM. Growing company wants career oriented individual. Tape and resume to Post Office Box 2808, High Point, NC 27261.

Progressive Country Announcers wanted to put new "live" format on air. Benefits, new facility. Send tape, resume, salary history to Freeman Travis, KEZU-FM, 2525 Northwest, El Dorado, AR 71730.

Announcer-Carolina's top billing small market station. Experience, talent, and maturity necessary. Benefits plus profit sharing. EOE. Box J-99.

HELP WANTED ANNOUNCERS CONTINUED

Florida, Bonnevillie, Beautiful Music FM seeks: experienced, professional; announcer/copywriter, production person. Voice, mature delivery, good music interest a must. Contact Gene Hester, WMFO, Ocala, FL 904-732-2442.

Immediate openings for experienced announcers at one of the finest beautiful music stations in the country. Two permanent part-time weekend shifts are available plus opportunities for vacation and holiday fill-ins. Call Paul Roger at WEZN Stereo 100, Bridgeport, CT, at 203-366-9321. EOE.

Immediate opening for warm, one-to-one adult communicator for afternoon drive in MOR format. Extensive production experience a must. Excellent benefits. Salary to \$11,700. E.O.E. Tape and resume to Steve Berner, Program Director, WGNV, P.O. Box 3591, Newburgh, NY 12550.

Southern New England's dominant Beautiful Music Station seeks experienced announcer. Excellent opportunity to move into a highly competitive major market. Send tape, resume and salary requirements to Tony Rizzini: c/o WLKW, 1185 North Main, Providence, RI 02904. E.O.E.

Immediate Opening/Professional Morning Drive/ Production at South Arkansas's No. 1 Rocker. Benefits. Send tape, resume, salary history to Mike Langley, KELD, 2525 Northwest, El Dorado, AR 71730.

First phone with interest in engineering to handle routine maintenance at KMRN in Cameron, Mo. and KAA in Bethany, Mo. Some announcing at KAA. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIX Radio, Moberly, MO. Phone: 816-263-1230.

HELP WANTED TECHNICAL

Radio Chief Engineer for 50 K all-news operation in Washington, D.C. Group Owner. Contact Orrin McDaniels, 202-686-6225. Equal Opportunity Employer M/F.

Senior Maintenance engineer with a minimum of 4-5 years experience with FCC 1st Class. Must know Ampex 1200's. Top rated NBC small market in Rockies for the better life. Contact Cecil Cope, KIFI TV, Box 2148, Idaho Falls, ID 83401.

Sharp Chief Needed—Class IV AM with young, aggressive management and computerized automation. We'll give you the support you need to do your job right. Resumes and references to: Tom Greenleigh, G.M., KVOG, 1506 Gibson Ave., Ogden, UT 84404.

We're looking for experienced part-time chief engineer for AM FM combination in beautiful Northern Wis. Near lakes, streams, hunting. Ideal place to retire with part-time income. Roger Utneher, P.O. Box 310, Antigo, WI 54409.

Palm Springs, California has an immediate opening for a Chief for directional AM, FM automated. Send resume and salary requirements to Joe Tourtelot, KDES, 821 N. Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.

Third Ticket Chief Engineer? We've got the first, but need experienced hands-on technician. A small, but thoroughly professional company. 12K K106 FM, Beaumont, TX 713-769-2852.

Chief Engineer for 100,000 watt FM station with all new equipment and new studios in Dallas/Ft. Worth Market. Must be experienced in Studio, RF, and Engineering Maintenance. Knowledgeable of FCC Rules. Attractive salary and car furnished. All replies confidential. Send complete resume, salary history and references to Box P-16.

Assistant Engineer needed KEW/KSWT. Topeka. Must possess First Class FCC License. Call Wayne Nelson, C.E. 913-272-2122 for further information. An Equal Opportunity Employer.

Chief Engineer for 50KW non-commercial FM operation. Excellent opportunity if you are looking for a greater challenge. Send resume to: WMSP, 24 S. 2nd St., Harrisburg, PA 17101.

KWGS, Tulsa, is a University-owned, NPR affiliated FM looking for an experienced Chief Engineer dedicated to broadcasting wishing to settle in a beautiful medium size city. Salary negotiable. Closing date: November 24, 1978. Contact Gary Chew, KWGS, 600 S. College, Tulsa, OK 74104. 918-939-6351. University of Tulsa has an equal Opportunity/Affirmative Action program for students and employees.

Transmitter engineer for AM-FM to replace retiring 40 plus years employee. We require a First Phone transmitter and AM directional plus FM antenna experience, the ability to maintain and adjust transmission equipment, and the ability to handle some studio maintenance. Resume and references to Don Lange, Chief Engineer, WEBR/WNED-FM, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Chief Engineer, fulltime, small market directional AM/Class C-FM. Twelve thousand to start for working engineer whose maintenance can stay ahead of crisis. Many remotes, two-way mobile, PA equipment and several studios could add part time assistant as needed. Western mountain community with lower living costs and abundant outdoor recreation. E.O.E. Full resume to Box P-62.

If you're tired of working in a rat hole, keeping it on the air with bailing wire, are a well qualified engineer who desires a complete and modern facility, where you can earn a good salary, plus insurance, profit sharing, retirement, and where your efforts are appreciated, and would like to reside in the land of pleasant living, answer this ad. It might be the best move you ever made. Box P-72.

Engineer for Virginia AM-FM. Prefer combo, but straight engineer considered. Must be engineering pro. Permanent position. EOE. Box P-74.

Chief Engineer for educational FM radio station. First class broadcast engineering license and management experience. Send resume & references to Box P-101.

Chief Engineer for a large, modern carrier current system. Must be experienced in RF, Audio and Studio Maintenance and repair. Reply to: Michigan State University, Personnel Department, East Lansing, MI 48824. Equal Opportunity Employer.

North Florida FM station needs Chief Engineer immediately. Prefer someone who can also double as air personality for AOR format. Salary \$200. per wk. and up depending on experience. Call 904-378-3806.

Assistant CE Needed immediately. Suburban New York, 50KW FM, 1KW AM. Excellent technical facilities, great working conditions. Applicant must be strong on maintenance, particularly audio and automation. Contact Ed Creem, WHUD/WLNA, Box 188, Peekskill, NY 10566. E.O.E.

KRLD in Dallas needs an engineer with FCC First Class License; solid background in maintenance, repair, and construction of broadcast equipment; and prior experience with high powered AM Transmitters, Directional Antenna Systems, Remote Controls and STL Systems. Must be quality conscious, a self-starter who requires minimum direct supervision, and have working knowledge of state-of-the-art technology. Position requires some evening and night work. Good pay and benefits in a moderate cost-of-living area in North Central Texas. Metromedia is an equal opportunity employer, M/F. Send full resume, references and minimum salary requirements to: Roy Jenkins, KRLD, 7901 Carpenter Freeway, Dallas, TX 75247.

Number 2 Engineer—for Midwest 5kw DA-N plus automated FM. Strong maintenance a must. Contact: KRNT, Box 1350, Des Moines, IA 50305. 515-280-1350. Equal opportunity employer.

Wanted—Maintenance engineer for WLAP-AM-FM, Lexington, Kentucky. Will have duties relative to both transmitters and studio equipment, including automation. Must be versed in directional operation and FCC regulations. Solid state knowledge and experience desirable. Excellent company benefits. Contact Lew Owens, technical director, 606-293-0563 or write to P.O. Box 11670, Lexington, KY 40577. An equal opportunity employer.

Chief Engineer—Live North of the tension line in beautiful Wisconsin vacation country. Fulltime AM and FM. Well equipped-stable station. Salary open. Write or call WOBT, Rhinelander, WI 54501.

First phone with interest in engineering to handle routine maintenance at KMRN in Cameron, Mo. and KAA in Bethany, Mo. Some announcing at KAA. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIX Radio, Moberly, MO. Phone: 816-263-1230.

WDEF AM-FM Chattanooga is looking for a Chief Engineer. Experience with Directional Antenna System and automated Stereo FM necessary. Send resume to Mike Solan, General Manager, WDEF Radio, 3300 Broad St., Chattanooga, TN 37408. An Equal Opportunity Employer.

HELP WANTED NEWS

KSTT-WXLP is looking for an aggressive reporter with strong journalism background to join our six person news staff. Some anchor work involved. A degree is essential. Tapes and resumes to: News Director, PO Box 3788, Davenport, IA 52803.

Medium-market MOR/information station needs experienced news person with good on-air ability and news gathering skills. Please send your resume with salary requirements to Box P-83.

Producer, Florida Public Radio Network: Supervises planning and production of statewide governmental affairs programs for six public radio stations in Florida, including supervision of two full-time reporters; performs research on issues affecting state government in preparation for program production; conducts interviews, writes scripts, edits and announces programs, performs technical duties associated with broadcast of program material through interconnected network for simultaneous broadcast by six public radio stations statewide. Requires BA degree in broadcasting or related field and minimum one year radio production experience or high school graduation and minimum five years experience. Prefer demonstrated expertise in broadcast journalism skills, experience in reporting state and/or national governmental affairs. Salary: \$11,275 annual. Application deadline: 15 November, 1978. Position available 1 December, 1978. Send resume with references, audition tape to: James Irwin, Exec. Producer, Fla. Public Radio Network, c/o WFSU-FM, 420 Dittenbaugh Building, Florida State University, Tallahassee, FL 32306. EOE.

Anchor-reporter to handle morning drive news in Southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range \$180-230 weekly. Great benefits. Equal Opportunity Employer. Send resume and tape to Mike Edwards, WRAL-FM, N.C. News Network, P.O. Box 17000, Raleigh NC 27609.

News/Public Affairs producer for new public station in So. Calif. Strong local news gathering, writing, announcing skills. 11K - 13,800. Degree, min. 2 years experience. Contact R. L. Platt, Saddleback College, 28000 Marguerite Pkwy, Mission Viejo, CA 92692 for application.

Reporter/producer for Public Radio Station. Host three-hour morning news and information show plus general reporting assignments. Good broadcasting/reporting skills, clear voice and diction. BA broadcast journalism or communications, two years experience. Third class FCC license. Minimum salary: \$10,366. Good fringe benefits. Application deadline: 11/13/78. Resume/tape to: Dan Johnson, KESD-FM, Pugsley Center, SDSU, Brookings, SD 57007. South Dakota State University is an Affirmative Action/Equal Opportunity Employer. (Female/Male).

News Director/Lecturer for University of Arizona public radio stations, KUAT-AM/FM. Responsibilities include development and production of public affairs programming, supervision of producing staff, and supervision/training of part time student news staff which presents three 15 minute daily newscasts plus several weekly public affairs programs. Academic responsibilities include teaching news writing lab and lecture class and student advising. Send resume and salary requirements to Department of Radio-TV, Modern Languages Building, University of Arizona, Tucson, AZ 85721. The University of Arizona is an equal opportunity, affirmative action, Title IX, Section 504 employer.

HELP WANTED NEWS CONTINUED

Anchor position for qualified news voice with Clear Channel Communications' news and talk station in the Texas Golden Triangle. Authoritative, clean delivery is a must for this position... plus a proven news track record. Contact George Jennings, KPAC News Director, 7700 Gullway, Port Arthur, TX 77640, 713-963-1276.

News and Public Affairs Producer for major Public Radio Operation. Work with unit producing unique daily telephone "Call Out" program. Voice major newscast. Must have highly developed interviewing and news editing skills. Thoroughly professional air presentation required. Salary to \$13,620. Application deadline November 16, 1978. Resume and tape demonstrating interviewing and news reading skills to: Michael Boyle, Sr. Producer, WOI AM-FM, Communications Building, Ames, IA 50011.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46206. EOE/MF.

WAQY/WIXY Seeks Assistant Operations Manager. The person we need can, and will do it all, including airwork, copywriting, production etc. Automation exp. helpful. Tape, resume to J. Rising, WAQY, 45 Fisher Ave. East Longmeadow, MA 01028. E.O.E.

Operations Director needed by one of Northern California's top beautiful music stations. Must have mature voice and copywriting experience and ability to motivate others. Send detailed resume and audition tape to: Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. EOE.

Lead news-information programming staff. We have aggressive news-service oriented team and are ready for you if you are a leader. Midwest market, modern facilities, county of 30,000. Please send letter and resume to Box P-36.

Public Affairs Director for 50kw public radio station. Assists News Director in formulating all information programming; produces features, documentaries, some newscasts. Must be proficient in interviewing, editing, creative production. Base salary \$10,680 plus liberal fringes and vacation. Requires bachelor's degree or equivalent. 3rd phone. Resume, references and audition tape immediately: Michael Lazar, WNIU-FM, Northern Illinois University, DeKalb, IL 60115. An Equal Opportunity/Affirmative Action Employer.

\$10,000 to \$12,000 annually if you're a first-rate copy chief and traffic supervisor rolled into one exceptional individual. We're extremely quality conscious, program easy listening stereo, and offer resort living on world-famous Hilton Head Island. Send copy samples, resume and references to WHHR, Box 5683, Hilton Head Island, SC 29928. 803-785-9447. Equal Opportunity M/F.

Program Director. Full responsibility for Air Sound, hiring announcers, production, etc. We are located 35 miles West of Minneapolis/we have to sound good. Contact Don Wohlenhaus/KRWC Radio Buffalo, MN 55313. 612-682-4444.

Farm Director. Agricultural experience required, sales helpful. Good opportunity for professional in medium Mid-West market. Resumes to General Manager, KECK, Box 6006, Lincoln, Nebraska 68506.

Production Director/Announcer. Average skills in production and top on air sound. At least three years experience. Salary commensurate with ability. Send tape and resume to: Richard Upton, Program Director, WSAC PO, Box 70, Fort Knox, KY 40160.

SITUATIONS WANTED MANAGEMENT

General Manager, winner, track record, super heavy sales, programming, administration, management, FCC, right credentials background, searching stable position, references speak for themselves, reply in confidence. Box N-166.

Successful Small Market GM desires move to Medium Market as GM/GSM. Sales oriented motivator/leader. Experience all phases. Desire career opportunity. Box P-8.

MBA with small market GM background ready for entry level management spot in top 100 market. East Coast preferred. Box P-14.

Experienced, Capable, Energetic General Manager with strong sales background in large and medium markets. If your problem is sagging sales, tough new (or old) competition, a new acquisition "turn around" or any of the other little headaches that make our business so much fun... please contact me. I would particularly like to hear from you if you're willing to consider offering investment opportunities. Write in confidence to Box P-46.

Young executive desires management position with a challenge! Take charge individual for good competitive market. Contact Bill Elliott at 914-565-5365.

Florida. Manager, owner available. Wide experience. People, service and profit oriented. Manage, invest, or combination. Box P-60.

General Manager—Successful major and medium market General Manager background. Employed successfully General Manager West Coast. Want relocation general management Florida. Box P-77.

General Manager—Highly successful General Manager wishes to relocate. Currently Managing West Coast. Mature, experienced all phases for 24 years. Box P-89.

General Manager. Experienced all phases. Major Market track record, references. Seeking long term opportunity. Box P-97.

Strong 15 year background, major country music stations (on air, management, sales). Excellent references. Experienced employee, community relations. Know FCC rules. First class license. Seeking responsible position with established company. Call 703-281-9212.

SITUATIONS WANTED SALES

General Manager/General Sales Manager, available immediately. Major Market track record and references. Will look at any offer that makes sense. Box N-126.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad. 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

Three Years of Success as top-rated DJ, production man; some programming duties, 3rd endorsed. Family man, 27, seeks to grow as announcer, production man with professional Top-40 or Contemporary small or medium market station. Prefer Florida; have seeing-eye dog and can travel. Proven, tried, and tested. Past performances and references speak for themselves. John Holliday (Gary Stevens), 16030 N.E. 15th Ave., No. Miami Bch., FL 33162. 305-947-2763.

Personality Seeks Contemporary within 100 mile radius of Phila. Experienced. 215-256-6330. John LaMonica.

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919-483-6530.

Able and Ready: hardworking and reliable, 3rd endorsed, will relocate. Tape and resume on request. Call or write Jim Timm 312-383-0358, 501 N. Harlem, Oak Park, IL 60302.

I Love Small Markets! Put a Brisbane in your life. Broadcast trained performer and "clean-cut" sales personality. Have professional sounding tape and realistic goals. Contact Scott Brisbane, 215-543-7293 or 215-922-2797.

Female, 22, from Midwest eager to learn, work, relocate. B.A. with strong voice and production. Tape, resume on request. Nancy 312-352-3966.

Articulate Communicator, experienced, top 40 and MOR seeks medium—large market on East Coast. All others considered. Box P-56.

Warm Woman. One of the top female commercial voices seeks early AM radio slot. NYC only. Box P-68.

Experienced Jock and PD. In competitive Midwest small market seeks new live Contemporary challenge. Box P-105.

Good Morning Show for sale. Smooth, bright, positive entertainer. Solid experience, 1st. Box P-107.

Attention Mid-Atlantic and Southeast. Black announcer seeks a position with your organization... in news, sports and sales. Sales must be included. Eight years experience. An equal opportunity employee. Box P-109.

C.M.U. Grad. B.A.A. in Broadcasting, willing to relocate in Michigan. 3rd endorsed, commercial radio experience, strong on commercials and news, tape and resume available on request, Bill Thompson, W. Airline Rd., Weidman, MI 48893. AC 517-644-3905.

Country Jock looking. Medium market stations only. Will move anywhere. Gordon, 703-988-4822.

Country stations lucky number, 517-423-7665. Prize, Steve Westgate, Route 5, Box 136, Gady Road, Adrian, MI 49221. Two years experience, news, sports, country DJ. 3rd endorsed, good voice, hard worker.

Hello! Experienced Announcer/DJ, 28, third endorsed, tight board, bright delivery, good news & production seeks full-time air shift at Country/MOR/Beautiful Music station in California/Pacific Northwest area. Can sell too. Will Relocate. Call Frank Cordell 714-658-1094. Hemet, CA.

Ambitious Broadcast Graduate 3rd class license, looking for first break in radio. I'm energetic and reliable. Tape and resume on request. Call anytime 312-562-5956 or write: Dimitrios Alexander, 1401 High Ridge Pkwy. Westchester, IL 60153.

Announcer, Operations Manager. 16 years, chief engineer, programming, everything. Serious business individual. Permanency, good salary, interview, immediate. Ron Taylor, 29 S. Franklin Street, Chambersburg, PA 17201, 717-264-2120.

SITUATIONS WANTED TECHNICAL

Engineer—mature, competent, personable—directionals, automation, FCC, programming, production, copy, economical, interested, cares. Box P-50.

Experienced Chief Engineer seeks position with station(s) committed to technical quality, audio, studio construction, RF installations, STL's, R/C's, directional arrays, FM, SCA's, FCC Regs, proofs, etc. Not interested in automation. Write Box P-70.

Young, energetic, no non-sense Chief Engineer seeks position with quality oriented Southern medium-market AM/FM. Box P-81.

Chief Engineer, 28 yrs. AM FM DA at present located in Northern Arizona. Box P-87.

Experienced Chief wants career position. Have the best sounding AM in your market! Directionals and High Power FM. Need \$13.5K plus full benefits. Prefer Maine or Texas, Mississippi area. Pete 207-642-4642.

SITUATIONS WANTED NEWS

Outside reporting only. Radio newsmen, 4 years experience, BA political science, MS broadcast journalism, currently ND. Box P-19.

Energetic news pro with over 7 years experience available as News Director/Anchor. Extensive experience covering local government. 27, family man, 2nd Class license, excellent references, and willing to work hard to make your news the best. Box P-66.

Weathercaster/Meteorologist desires small or medium market station where I can grow. Currently employed major market. Available late January. Box P-98.

Young Newspaper reporter for major Midwest Daily seeks return to Broadcast news with serious outfit. Has experience and radio-television degree from Southern Illinois University. Box P-100.

SITUATIONS WANTED NEWS CONTINUED

I Know Sports! Desire position that would have me doing daily sports reports and telephone talk show. NE or MW. Don. 802-862-4395.

News Director of small station needs living wage. Three years experience. Gathers, writes, produces news, features, interviews. Will do reporters job or airshift too. \$175 per week desired. Prefers to Locate in Ohio. Call afternoons, 1-419-394-2736.

Willing to work hard for first break. UNC Graduate. BA Broadcast Journalism. Stringer experience. Will relocate. For tape and resume contact Charles Freeman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Commercials that will Knock You Out! That's what you'll find on my audition tape. I'm looking for a position as Production Director. I'm skilled in writing, multi-track recording, special effects, editing, character voices and straight announcing. 12 years in radio. West Coast medium and major markets only. For my tape and resume, write Box P-59.

Program Director. Administrator. Eight years diversified including sales and license renewal. Group owners New York, New Jersey, Pennsylvania, Sunbelt preferred. Tape and detailed resume c/o Box P-106.

Promotion Director. More and more quality stations are realizing the need to employ a specific person to coordinate and implement audience and sales promotions. Interested? Let's talk. NE or MW. Don 802-862-4395.

Kent Verbeck Formerly KFRX, KGFV, KRNK seeks on or off-air position in Midwest. 1st, Automation. Box 80751 Lincoln 68501.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager. Major market, northeast, group broadcaster with growth opportunities. Want a knowledgeable, experienced, self starter. Equal Opportunity Affirmative Action Employer. Box N-125.

Widespread communications company seeks financial manager who can establish and administer systems for radio, TV and newspaper properties and simultaneously assist top management in corporate direction and control. Reply Box N-160.

Television Sales Executive with plenty of hands-on experience who knows today's pricing techniques and can build sales for both the top and bottom rated affiliates in a market. Heavy on ideas, administrative drive, innovation. Eastern group. Reply Box P-9.

Immediate opening. Local Sales Manager for Midwest station. Experience necessary. Must be fully conversant with up-to-the-minute selling and pricing techniques. Equal opportunity employer. Box P-20.

Local Account Executive. Top 50 market; minimum 3 years experience with ability to advance into management within 1-2 years; excellent account list. Send resume to Box P-93.

Local Sales Team in need of leader. On the way up? We need a creative, dynamic, super-charged leader to run a top 20 VHF group-owned affiliate local sales team. Responsibility, authority, upward mobility. It's yours if you can handle it. An equal opportunity employer. Box P-103.

Asst. Business Manager. Need a people oriented individual with strong background in accounting and financial analysis who is ready to grow. Degree in accounting or related field very desirable. Send resume and salary requirements to WJXT TV, PO Box 5270, Jacksonville, FL 32207. An Equal Opportunity Employer.

HELP WANTED SALES

Local Sales Manager responsible for local and regional sales for ABC affiliate. Must be able to manage, implement and motivate. Excellent wage plus fringe benefits. Send resume before October 31, 1978 to Rod Guerdan, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

Do You Eat Nails for Breakfast? Top 20 VHF needs aggressive, highly motivated sales person to begin immediately. Established list needs to be strengthened through new retail account development. Excellent earnings potential at this group-owned affiliate. Let's talk. An equal opportunity employer. Box P-102.

HELP WANTED TECHNICAL

Assistant Chief—Working engineer to direct studio maintenance. Must be qualified on quad and umatic tape, IVC and RCA cameras. \$17,500 to start plus benefits. Harold B. Wright, WVIR-TV, Charlottesville, VA 22902. 804-977-7082. An Affirmative Action Equal Opportunity Employer.

Independent television production facility in NYC seeks Technical Director for studio productions and remotes. Must have maturity to supervise large production crews and working technical knowledge of all broadcast gear. People with less than 5 years professional experience should not apply. Send resume to Box P-7

TV Studio Engineer. Heavy maintenance experience on video tape, quad and Helical as well as studio cameras and ENG cameras. Knowledge of digital systems a prerequisite. Minimum of 3-5 years' experience. Must be familiar with FCC Rules. We are located in a beautiful summer and winter recreational area in the upper midwest. Salary commensurate with experience. EOE. Box P-38.

Television Engineers. Immediate openings at WGVC-TV, Channel 35, a growing, all-color remote-controlled UHF public television station in beautiful West Michigan. Chief Engineer responsible for management and development of engineering department including personnel, budget and administrative areas; maintaining safe, legal and reliable operation of technical facilities, and planning and designing for future facilities. Requirements: First class FCC ticket; 3-5 years supervisory experience with strong maintenance background; knowledge of GE UHF transmitter, RCA videotape and Bosch Fernseh cameras helpful. B.A. degree preferred. Assistant Chief Engineer responsible for supervision of studio and transmitter personnel, coordinating technical facilities with production and programming department and assisting chief engineer in budget preparation and engineering department operations. Requirements: First class FCC ticket; UHF transmitter experience; 2 years supervisory experience; strong maintenance background. B.A. degree preferred. Maintenance Engineer responsible for scheduling and performing required maintenance; installing, operating, maintaining and repairing broadcast quality equipment including GE UFG transmitter, RCA videotape, Telemation film chain, Bosch Fernseh cameras and Vital and Grass Valley switching. Requirements: First class FCC license; 2-4 years broadcast maintenance experience; familiarity with current state of the art broadcast equipment; ability to recommend, write specifications, evaluate and install broadcast equipment. B.A. preferred but not required. Salaries dependent upon qualifications. Excellent fringe benefits. Send resume to Personnel Office, Lake Superior Hall, Grand Valley State Colleges, Allendale, Michigan 49401. Equal Opportunity/Affirmative Action Institution.

Master Control Operator. Requirements: One year switching experience on on-air TV board. Send resume to Box P-86.

Studio Operations Supervisor. A valid First Class Radio Telephone License is required. A person with good personality and management qualities is essential. TV studio engineering experience, a knowledge of video tape system, switching and routing equipment, audio, studio cameras and lighting, remotes, camera control, projection room and understanding of E.N.G. systems is preferred. The ability to supervise a staff of 25-35 persons and to work compatibly with other departments is absolutely necessary. Send all applications to: PO. Box 1986, Pittsburgh, PA 15230. An Equal Opportunity Employer, M/F.

Chief Engineer, VHF station, small Southeast market, strong on quad and 3/4 inch maintenance, attractive location. Send resume to Box P-43.

Broadcast Maintenance Engineer (Jackson, Michigan) First Class Radiotelephone license and experience in broadcast maintenance required. Video Tape maintenance very helpful. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO. Box 30380, Lansing, MI 48909.

First Phone Engineer Immed. opening. Experience with RCA tape & cameras. Operation & production work. Reply to John Truitt, PO. 460, Marquette, MI 49855, WLUG-TV. Equal Opportunity Employer.

Maintenance Crew Chief Associate's Degree in Electronics; minimum 5 years in depth experience with technical maintenance on all equipment associated with a broadcast standard studio. Valid First class FCC license required. Prefer degree in electronics or equivalent. Pay range \$10,572-\$16,428. Normal starting between minimum and \$11,856. Send resume to: Director of Engineering, WENH-TV, Box Z, Durham, NH 03824. AA/EOE.

Transmitter Engineer. Progressive VHF station has an immediate opening for a first-class FCC Engineer with maintenance background. Will work with Harris and RCA transmitters, Allied microwave and remote control equipment. Prefer someone with past experience in this area. Excellent working conditions plus a climate on the scenic Central California Coast that's never too hot or cold. Salary commensurate with qualifications and experience. Send resume to Jim Bassett, Chief Engineer, or Wes Chaney, Director of Technical Operations. KSBW-TV, Box 1651, Salinas, CA 93902, 408-422-6422. EOE/MF.

TV Broadcast engineer with heavy experience in 3/4" & 1" helical VTR. Also must have experience with 2" VTRs, film, studio, and ENG cameras. 1st. phone required. E.O.E. Send resume & salary requirements to: KIVI-TV, 1866 E. Chisholm Dr., Nampa, ID 83651. 208-467-3301.

TV Maintenance Supervisor—Major West Coast Independent—Degree preferred, five years TV maintenance or related experience required. Management or supervisory experience required. Send resume to Ray Swenson, Chief Engineer, KTVU, One Jack London Square, Oakland, CA 94607.

WIXT (TV) is seeking an experienced TV Broadcast Engineer with a First Class License. Major Duties include Control Room operation and maintenance. An interest or background in digital electronics, small computers, and new plant construction is very desirable. Interested candidates should contact Charles F. Mulvey, Chief Engineer, WIXT Television, Inc., Shoppingtown-Dewitt, Syracuse, NY 13214; telephone No. 315-446-4780. WIXT Television, Inc. is an equal opportunity employer.

HELP WANTED NEWS

Weather Person—Top rated Southern TV station wants weather professional who will become strong contributing third member of prime on-air news team, and can also do solid reporting, environmental and other. Easy delivery and warm on-air personality important. EOE. Box N-119.

Photographer—We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, PO. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

Reporter—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume to: News Director, WTVD, PO. Box 2009, Durham, NC 27702. EOE.

Managing Editor: Must have at least 5 years experience in Television News. Knowledge of production techniques, excellent reporting and writing skills. Ability to organize work and lead staff of young, aggressive reporters and photographers. Must be able to assume responsibility and provide direction. Resume, salary in first letter. An EOE Employer. Box N-159.

HELP WANTED NEWS CONTINUED

11 o'clock Anchor—Must be experienced reporter/photographer. Send resume and recent cassette to WVIR-TV, Box 751, Charlottesville, VA 22902. An Affirmative Action/Equal Opportunity Employer.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts send cassette sample of your work to Allen Jones, P.O. Box 2009, Durham, NC 27702. E.O.E.

Weekend Anchor wanted for major East Coast market. Must have prior on-air anchoring experience and street reporting background. Equal Opportunity Employer. Detailed resume to Box P-41.

News Photographer/Editor position open at major East Coast station. Successful applicant must have total ENG/Film shooting/editing skills. Equal Opportunity Employer. Detailed resume to Box P-49.

Weekend Producer/Weekday Reporter wanted for major ABC affiliate in New England. Prior experience as both TV Reporter and Producer required. Equal Opportunity Employer. Detailed resume to Box P-51.

News Reporter for ENG and film equipped Florida station. Possible weekend anchor duties. Send tape and/or resume to: WMBB-TV, Box 1340, Panama City, FL. Attn: Bob Nelson.

Weekend Anchor/Producer for Midwest net affiliate. Must have newscast production experience. Resumes and salary requirements to Box P-63.

Anchor/Producer. Demanding job for someone seeking a challenge. Top news operation in one of the South's fastest growing markets. Experienced only. Resume in first letter. EOE. Send replies to Box P-73.

Strong Weather Personality ... who can build a following with a unique weathercast, who wants to become directly involved with his audience, who wants to work in a well equipped weather department, at a station with strong emphasis on weather, who understands weather, whether or not he or she has a meteorology degree and who can communicate with the audience. Midwest medium market VHF. Salary open. EEO. Box P-95.

Top-15 network affiliate has opening for experienced on-air reporter. Must be able to write and produce live/tape ENG package. Salary: Mid-20's. Send letter and resume first reply. No tapes, please. Equal opportunity employer. Box P-99.

Co-anchor/reporter with minimum two years experience on-air, some producing experience preferred. Live and work in beautiful Fresno, California. ABC affiliate. Send recent air check cassette and resume to Gary Bentley, New Director KJEO-TV, P.O. Box 5455, Fresno, CA 93755. An equal opportunity employer.

Weekend Anchor/Reporter needed for progressive news organization. Television experience required. Send video tape, resume and salary requirements to Eric Rabe, News Director, WTAJ-TV, 5000 6 Avenue, Altoona, PA 16603.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer-Director. Take charge individual. Experience in news, music, sports, remotes and studio productions. Degree preferred. Top 30 market. An Equal Opportunity Employer. M/F. Box N-181.

Producer For Public Affairs Specials. Must be good writer, news and documentary background. At least five years experience. An Equal Opportunity Employer. Box P-10.

Wanted—Commercial Video/Cinematographer. Experienced and creative. Help top station in market make transition from film to EFP. Must have working knowledge of film processing equipment: professionalism, reliability, quality consciousness, and great reel can open door to fine job opening. EOE. Send resume to Box P-12.

Public Affairs Producer wanted for Top Fifty Market. Must do on-air hosting on a daily talk show in addition to producing/writing public affairs specials. Salary \$15,000. EEO Employer. Box P-34.

Promotion Manager California VHF Network Affiliate is looking for top light Promotion Manager. Must have more than potential. We want to transplant success. Excellent salary and fringe benefits and a great place to live. An Equal Opportunity Employer. Send resume to Box P-35.

Talk Show Host/Producer. Send Tape and resume to: Judy Girard/WOWK-TV, 625 4th Avenue, Huntington, WV 25701. An EEO Gateway Communications Station.

Traffic Manager. Top 50 market; must have at least three (3) years experience, preferably with BIAS system. Equal Opportunity Employer. Send resume to Ronnie J. Caloe, WDSU-TV, 520 Royal Street, New Orleans, LA 70130, 504—588-9378.

Operations/Traffic Manager—KGUN-TV, Tucson, Arizona is looking for a strong systems person with administrative ability to take complete responsibility of Traffic department with Cox Computer. Salary commensurate with experience. Submit resume to KGUN-TV, P.O. Box 5707, Tucson, AZ 85703. Equal Opportunity Employer.

Program Manager for public TV station to develop, select, and acquire programming for broadcast; develop broadcast schedules; develop and administer program budget; and manage program operations staff. Salary \$25,799-28,655. Application deadline: November 28, 1978. Contact: Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Dr., San Jose, CA 95110, 408—299-3701.

Commercial Producer for Northeast production facility; must have experience in studio and remote commercial productions along with multi-format videotape. Candidate should be able to work with budgets and advertisers in establishing goals. At least 3 years television commercial experience required. An Equal Opportunity Employer. Send resume to Box P-64.

Manager of Advertising. Major broadcasting company, NYC based, is looking for an individual to act as liaison between the network and advertising agencies for print advertising. Candidates must have 5-8 years experience in broadcast advertising or advertising agency and be thoroughly familiar with all phases of the planning, creation and placement of audience promotion advertising in print and broadcast media. Please send resume and salary history in confidence to: Box P-69. An equal opportunity employer m/f.

Art Director Graphic Designer/Design Manager needed for Top Ten Market. VHF Station. Must have strong abilities in all areas of TV art, print, and scene design and must be able to direct 6-person department. An Equal Opportunity Employer. Send resume to Box P-92.

No. 1 ABC Affiliate in top 75 S.E. Market has opening for Production Manager. Seeking aggressive person with experience in all phases of television production. Must be a creative and strong leader with potential to grow with young management team. E.O.E. Send resume to Box P-104.

Television: Assistant Program Manager: Supervises operational aspects for Nebraska ETV Network Programming Department including broadcasting logs, traffic continuity and videotape library. MA, Broadcast Journalism with five years experience in television production or BA with eight years experience. application deadline: November 15th. Salary to \$20,500. CONTACT: Paul E. Few, Assistant Manager, University of Nebraska Television, Box 83111, Lincoln, NE 68501. Affirmative Action/Equal Opportunity Employer.

Program Manager. For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and News Departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Television Graphic Artist (Jackson, Michigan). Require 35MM slide photography and darkroom experience. Creative art background preferred. Equal Opportunity Employer. Send resume to WILX-TV, P.O. Box 30380, Lansing MI 48909.

Television Production—Supervise daily operation of University TV production center and produce and direct instructional, educational and public service programs. Experience in commercial and educational or industrial broadcasting required. Position open. Salary based on qualifications. Letter of application, resume and videotape of production sample to William T. Rosenberg, Director of Media Services, UPO 916, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity/Affirmative Action Employer.

KTUL-TV Tulsa, Oklahoma is accepting applications for an experienced FCC first class licensed TV transmitter maintenance/operations technicians. Heavy on maintenance. Call R. King or L. Brown at 918—446-3351 or send resume to KTUL-TV P.O. Box 6, Tulsa, OK 74101. Equal Opportunity Employer.

TV Services Supervisor to manage all aspects of the TV Services Department in University Media Department, to supervise the design, development, production and evaluation of television, and other media presentations; plan, schedule, and supervise subordinate personnel, plan and account for budgets. Requires B.A. with M.A. preferred, plus a minimum of 3 years experience as producer, director or similar position. \$15,000 minimum salary. Send detailed resume by December 1, 1978 to TV Services, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 43201. Equal Employment Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Television 22 years; Radio 12 years; Management 18 years. Now 48. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! Produced spectacular sales and profits, plus prestige. Achieved revitalization/rapid turnarounds. Can produce outstanding ratings, sales, profits and prestige! Box P-61.

General/Station Manager with over 20 years of major market/station achievement available now. Last 5 years as bottom-line-oriented GM. Box P-75.

SITUATIONS WANTED TECHNICAL

College Grad, First Phone, 4 years production/editing experience seeks first commercial TV broadcast position. Call Doug Landman 212—697-5100 Days. 212—463-3395 Eves.

SITUATIONS WANTED NEWS

Sportscaster with solid delivery, active and accurate. If you need a reporter or anchor I am your man. Also experienced in all types of photography. For tapes and resume 1—701—852-2806.

Anchor/Reporter seeks prime anchor spot, top 50. Box P-82.

Anchor/Reporter, 5 years exp., B.A., 27, net feeds, seeks Med.-Large Mkt. assignment, 517—624-5514, Box P-94.

Experienced and Energetic Broadcast Journalism Graduate seeks Reporter/Anchor position in TV News. Has "on air" and producing experience in Radio and TV, personable and hard working. Willing to relocate. Contact Charles McEntee, 16 Chauncy Street, Cambridge, MA 02138, 617—876-0816.

Writer—Experienced News and Public Affairs, M.A. Telecommunication. Prefer Midwest or East. Eric Elstro 1—313—348-9468.

Reporter/anchorman—Experienced top 10 market. Strong on-camera work. Investigative news specialty. Seeks challenging work at news-dedicated station. East or Southeast. Box N-95.

Attractive, Spanish surnamed young woman seeks entry level position in broadcast journalism. BA. Highly articulate, resourceful, tireless worker. Published writer. Quick to learn any aspect of broadcast field. Willing to relocate. Virginia Perez, 1677 Belmar Rd. Cleveland Heights, OH 216—932-9280.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Audience Promotion Coordinator, recently departed from top-ten market, starving in NYC. 24, former Group W Intern, Perpetual College deejay. Looking for Promotion or Programming position, with on-air potential, in smaller market. Box P-55.

Program/Station Manager. Heavy ratings, management and bottom line control experience/accomplishment during 20+ years. Large and small market achievement. Available now. Box P-79.

Michigan State University telecommunications graduate seeks position with television broadcast station or video related firm. I have network, public broadcast and instructional television experience, as well as a business sales and retail management background. Contemporary music, photography, and artistic experience included. Resume, references and writing sample available upon request. No geographic limitations. Contact Timothy Zeko, 220 Milford St., East Lansing, MI 48823. 517-332-0089.

Ignore This Ad unless your television or cable operation needs bright, motivated talent. B.A. English, M.S. Television! Significant experience!! M.H. Kroboth, PO Box 1872, Binghamton, NY 13902.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive Director, national film and video service organization (\$30K budget) seeks Executive Director with commitment to independent film and video. Applicant must have demonstrated ability in initiating and developing projects and managing a non-profit arts or community organization. Fund-raising experience and familiarity with media essential. Salary \$16-19,000. Send resume to FIVE, 99 Prince Street, New York, NY 10012 EEO Employer.

HELP WANTED SALES

Salesperson Interested in broadcast equipment marketing. Primarily telephone soliciting from established accounts. Send resume with salary requirements. Box N-188.

Ten year old music and entertainment paper seeks aggressive space salesperson. \$300/wk. draw vs. 20% commission. \$25K potential. Resume to: Good Times, 1619 E. Sunrise Blvd., Ft. Lauderdale, FL 33304. Interview necessary.

HELP WANTED TECHNICAL

Video tape engineers, maintenance engineers and video operators needed for expanding Washington, D.C. video tape production house. Experience only apply. Box N-141.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager for Advertising Agency. Must have experience in TV production or directing; copy writing helpful. Call or write CBC, Inc., 2510 J Street, Sacto., CA 95816, or 916-441-7482.

Audio Producer in Minneapolis. You've heard about the quality of life in Minnesota? Add to that quality by bringing your experience and background to a large Minneapolis corporation as an expert audio visual producer. Extensive knowledge required of multi-track mixing, field recording and audio for film and video. Location lighting experience also desirable. Contact: Personnel Supervisor, Northwestern Bell, 200 South Fifth Street, Room 3A90, Minneapolis, MN 55402. Tel 612-344-6907. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Communications: Full-time faculty needed for spring 1979 to teach broadcast or print journalism, including Reporting Methods, Public Affairs, Broadcasting. MA minimum, professional experience essential, teaching experience desired. Position begins Jan. 15, 1979. E.O.E. Write: Ralph A. Swain, Director, Public Communications Program, Wheeling College, Wheeling, WV 26003.

Broadcast News Teacher. A major university with a strong journalism program seeks an experienced broadcast news reporter and writer to teach television/radio/broadcast news and related courses. Emphasis will be on broadcast news reporting, writing, editing, and developing community coverage, with some attention to the technical processing of news and public affairs programming. Master's degree preferred. Assistant professor rank. Salary open. Start Aug. 21, 1979. Contact Thomas B. Littlewood, 119 Gregory Hall, University of Illinois, Urbana 61801. Phone (217) 333-0709. For full consideration, applications must be received by Feb. 1, 1979. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

Mass Communication Instructor (Tenure track). Position available September, 1979. Duties include teaching of Basic Television Techniques, Advanced Television Techniques, and Television Writing. Master's degree required/Ph.D. preferred. Salary to \$15,060 depending on qualifications and experience. Application deadline: March 5, 1979. Send complete credentials to: Dr. Irene Shipman, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An equal opportunity, affirmative action employer.

Broadcast Faculty Position: The Department of Mass Communications at Middle Tennessee State University seeks a full-time member of its broadcasting faculty. Five years experience and a broadcasting or speech Ph.D. required. Faculty member will teach television and film production courses primarily. State-of-the-art facilities in radio, TV, and film are used for instruction. Salary and rank are open and will be based upon degrees held, years of media and teaching experience, publications record, and recommendations. Write Dr. Edward M. Kimbrell, Chairman, Department of Mass Communications, MTSU, Murfreesboro, TN 37132. Application deadline is Dec. 8, 1978. Appointment Aug. 1, 1979. MTSU is an equal opportunity/affirmative action employer.

Wanted: R-TV teacher with academic background and professional experience in writing and production. Advise student FM station and teach two courses. Ph.D. preferred. Masters with outstanding professional credentials considered. Rank: Instructor or Assistant Professor. Salary: \$13,000 to \$16,500 for 9 months. Send letter of application and resume by Jan. 15, 1979 to Chairman, Department of Journalism and Mass Communications, Kansas State University, Manhattan, KS 66506. Kansas State is an Equal Opportunity Employer. M/F.

Ohio State University's School of Journalism is seeking persons with two or more years of experience in public affairs reporting to participate in the Kiplinger Public Affairs Reporting Program for 1979-80, while working on a master's degree, beginning Autumn 1979. For information, write or call: Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210, 614-422-7458.

WANTED TO BUY EQUIPMENT

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: 320 ft. of 6 1/8 in. .75 01HM RCA Universal Coax Need Immediately... Call 601-693-2933 for Ron Hale WHTV Meridian, Ms.

PC-60 CCU. Power transformer must be OK. Call collect. Dennis Bornhoff 805-922-0505.

Wanted: Professional reel to reel tape recorder, Ampex, Scully, or ITC. No junk. Call 507-288-3888.

FOR SALE EQUIPMENT

5" Air Heliex 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.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Television Station moving to new facility with new equipment. Equipment in existing facility available for sale March 1979. Major items include: RCA-TR-4, TR-22, TK-27 film island, TG-3 sync generators, TVT, TVM microwaves, TK-42s; GV 1600-7G, video DAS, pulse DAS, test/signal generators, proc amp; video & waveform monitors, MCR switcher and much more. May be seen in operation at WHEC-TV, 191 East Ave., Rochester, N.Y. 14604. Contact Skip Huff 716-546-5670.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 250 W. Communication Systems Inc., Drawer C. Cape Girardeau, MO 63701, 314-334-6097.

RCA, TK-27 Film Camera, TP-66 16mm Film Projector, both in excellent operating condition. Call R. Hippler—General Television Network 313-548-2500.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

240 Foot Fort Worth Steel guyed tower. Beacon and side lights... \$7,000. Contact Paul Montoya, Chief Engineer, KMJJ/KLUC Radio. 702-739-9383 or write 3510 W. Hacienda Ave. Las Vegas, NV 89118.

For Sale—Datatron 5050-200 Edit Console with JAM Sync Generator for Time Code Editing. \$9500. Bob Brandon, KPRC, Houston; 713-771-4631.

Scully 280B-4 Recorder in console and AKG BX-20 Stereo Echo Chamber both mint \$7,500. FOB St. Louis. 618-271-5975.

For Sale: Ampro Stereo 8 Board, Rust RC-1000 Remote Control Units, Gates GTM-88F Frequency Monitor, Two-Bay G.E. FM. Antenna, McMartin FM. R.F. Amplifier-TBM-2500B. Contact WHRW-F. M. General Manager 607-798-2884 (1-3 p.m.).

Quantel DFS-1500 Field Store Synchronizer/Time Base Corrector used approximately 500 hours by major market production house that is moving to larger unit. Ideal for synchronizing network remotes and live ENG feeds. Price \$24,900.00 (original cost \$29,350.00) Available on November 15th. Box P-108.

Satellite Earth Station: 30 ft. Directable Dish w/ Direction Controller and Pedestal with or without Microwave Associates rec. or xmit electronics for any freq. up to 22 GHz. 1 year warranty if installed by us. Might accept unreasonable offer. Mark Kozumplik, 5841 Padgett Circle, Orlando, Florida 32809. 305-859-9576.

Automation system: Control design corporation model CD28, stereo, 4,000 event, six carousels, four reel machines, two cart machines. For more information, call 517-893-4588.

RCA TR-60 Hi-Band Quad VTR with editor. Excellent condition. \$27,000. Call Mr. Kitchen, Quality Media Corporation, 404-468-1155.

Four G.E. PE-350 Studio Color Cameras. Cameras complete including Telemation Encoders, CBS Image Enhancer, Pan and Tilt Heads and 50 Ft. Camera Cable less monitoring equipment. Reasonably priced. Contact Nile Hunt, Director of Engineering, WESH-TV, P.O. Box 7697, Orlando, FL 32804—Phone 305-645-2222.

For Sale: 1—Gates 1kw. AM transmitter, BC-1F \$2500. 1—NEMS Clarke field strength meter, FIM-135. Call 507-288-3888.

Never used 5K FM Transmitter, and stereo exciter. Still in carton at factory. Both for \$14,000. Call 203-235-5747.

HP Spectrum Analyzer 851/8551B. Exc. Cond. Currently calibrated. \$4000.00 Call 213-541-7379.

For Sale: Datatron Tempo Control Track Editing System, including two 2850-A Sony Video Recorders. Call: Lorrie Church 201-445-1711.

RCA TR4HB VTR. Available now. Call 919-446-8734.

FOR SALE EQUIPMENT CONTINUED

For Sale: TR-22 VTR, TR-4 VTR, and 3 CEI-280 studio cameras. Contact Al Evans, WXON-TV, Detroit, 313-355-2901.

COMEDY

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 Twining, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404-231-9884).

"Free" Catalog! D.J. Comedy ... Wild Tracks ... more! Command, Box 26348-H, San Francisco 94126.

MISCELLANEOUS

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.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

1979 Country Music Calendar. Available for "live" shows and radio mail order sales. Thurston Moore Country, Ltd., Montrose, CO 81401.

How to move up. Announcers, newscasters, djs, anchors use our proven national professional coaching service. Cassette Critique, B2, Box 27026, Kansas City, MO 64110. 816-363-3166.

Washington Counsel—Experienced counsel will provide custom service—file all annual forms; provide periodic memos on important FCC, Congressional, and other federal action; one hour per month telephone consultation—retainer of \$125.00 monthly. Foley & Chhabra 202-659-2876, 1019-19th St., N.W., Washington, DC 20036.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee. VA appvd. Nat'l Inst. Communications, 111488 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.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none, contact Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

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

RADIO Help Wanted Announcers

WANTED

Strong Air Personality We are a Detroit Radio Station that has been tastefully recycled into a position of dominance with young adults. We are searching for a personality who has a warm, friendly, natural and interesting approach on the air. We promise not only to care for the right candidate but compensate him well. If you are in a secondary market, believe in yourself and would enjoy the respect of a giant audience and professional staff then we want to hear from you. Naturally we expect you to be employed and thus we will keep your inquiry in strict confidence. Of course, no radio station is without fault, but we are confident that we are as close to it as you can hope to find. Please send your reply to: Jim Harpet, Program Director, WNIC/WWKR, 15001 Michigan Ave., Dearborn, MI 48126. An MJA Communications Company.

Help Wanted Sales

MAJOR MARKET

WDOK-FM, Cleveland's best beautiful music station needs an aggressive sales pro who wants to grow with a major broadcast company. If you qualify for The Best, send your success story at once to Ken Hoag, Sales Manager, WDOK-FM, Park Centre, 1250 Superior Avenue Cleveland, Ohio 44114. A Company of Combined Communications. An Equal Opportunity Employer.

Talk Host-TAMPA BAY

Searching for issue oriented personality ready to move up to market number 23. Cassette please, bio and salary history quickly please to: Michael Spears, General Manager, Talk Radio 57, WPLP, 9700 82nd Ave. N., Seminole, Florida 33565 (813) 392-2215 EOE M/F

Telephone Talk Host

Major market full time talk station needs daily host who's well-read, glib, opinionated, with third class ticket. Programming experience and/or news background helpful. Box P-110. An Equal Opportunity Employer.

WE'RE LOOKING

For a Veteran Announcer capable of handling one-half of a two-person morning talk and information show. Must be bright, conversational, knowledgeable, and smooth with ad lib commercials. Also responsible for doing large amounts of top quality production. Send resume and non-returnable tape (no phone calls) to:

Mike Ransdell—KTTR/KZNN
Box 727
Rolla, MO 65401

WE NEED A SALES MANAGER

Successful Talky MOR in market of 150,000 in Upper Midwest needs a strong Sales Manager, preferably a CRMC. Should have strong suits in professionalism, leadership, training/communications and cooperation. Standards are high but so is wage/benefit package. Box P-40.

Help Wanted Management

EXECUTIVE PD \$50,000 +

Program No. 1 AM & FM Contemporary Stations, Major Sunbelt Market. Sit management board. GM training & profit share. EEO. Reply in confidence Box P-71.

GENERAL SALES MANAGER TOP 30 MARKET

Major group broadcaster. Competitive salary, bonus and benefits. Experienced applicants only. Former GSM promoted internally. Send resume to Donald S. Kane, Vice-President/General Manager, WJAR AM 176 Weybosset Street, Providence, Rhode Island 02903. An Equal Opportunity Employer.

Help Wanted Technical

Regional Sales Engineers Wanted

IGM/NTI seeks two capable and creative individuals to represent our products in the southeastern states and the south central states. Based in the Atlanta, Georgia, and the Dallas, Texas areas, these key positions require someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes salary, commission, and expenses. Interested applicants please submit a resume, in confidence, to Nick Solberg, Engineering Sales Manager, IGM/NTI 4041 Home Road, Bellingham, Washington 98225, or call 206-733-4567. Interviews will be arranged in Atlanta and Dallas. IGM/NTI is an equal opportunity employer. M/F.

**Help Wanted Management
Continued**

**Equal Employment
Compliance Manager**

Major broadcasting group seeks EEO specialist. Must be aggressive self-starter able to work effectively with all levels of personnel and have good analytical skills.

Minimum 3 years experience EEO laws, regulations and practices; Affirmative Action Programs, and compliance reviews. Prior success in recruitment and placement essential.

Some travel, comprehensive benefits program. Send resume including salary history and requirements to:

Box P-80.

Equal Opportunity Employer M/F/H/V

**Help Wanted Technical
Continued**

**NEW VHF
INDEPENDENT**

Channel 2, South Texas, Production facilities seeks engineers. (Audio, Video, RF) Experienced switchers, projectionists, and directors. Needed NOW. Live near the sunny Gulf Coast, great living conditions, charm of old Mexico, hunt and fish. Send resume and salary requirements. E.O.E. Media Productions, PO Box 3097, McAllen, Texas, 78501.

**SONY
VIDEO MAINTENANCE
INSTRUCTOR**

Sony Video Products Company offers this position to experienced maintenance engineers with at least two years of technical school. You should enjoy analyzing and explaining the theory and maintenance of the latest videotape and color camera equipment and be able to stand up before groups of broadcast engineers. You should be good with your hands to demonstrate mechanical disassembly and adjustment. If you are ready to be recognized as "The Sony Expert" Send your resume to:

Larry Silverman, Mgr.
Broadcast Training
Sony Corporation of America
P.O. Box 5723
Compton, Ca. 90220
(213) 537-4300

**Situations Wanted Programing,
Production, Others**

**Program Director
Operations Manager**

Ambitious, Talented, Promotion-Minded individual seeks greater challenge. Three years experience in all facets of radio including MOR, AOR Top 40 and Beautiful Music formats. Strong Writing Skills, Automation, Production, Remotes, Traffic, Public Relations, Third Endorsed. Aware of FCC Rules. Competent motivator along with excellent organizational ability. For more background information write: Glenn Polkova, 149 Wolf Road, Orchard Park, New York 14127.

Situations Wanted Management

Ratings and Profit

... are created by people not miracles. What you need is a General Manager with a major market background who knows how to properly research a market and then fit all the pieces together to create a winning team and attitude. I have the ability and experience with local and national references to prove my value. I am accustomed to winning and have averaged through salary and incentive more than \$50,000 per year for the past five years. Show me how I can earn more and I will deliver a radio station with the largest net profits obtainable. Please contact me in confidence at Box P-91.

**TELEVISION
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.

**Help Wanted Technical
Continued**

**TELEVISION
MAINTENANCE
ENGINEER**

Needed immediately in mile high Denver. First class license and three years studio maintenance experience, preferably on RCA equipment, required. Group broadcaster, excellent benefits and commensurate salary. Send full resume to Ted Everett, KMGH-TV, 123 Speer Boulevard, Denver, Colorado 80217. An Equal Opportunity Employer.



McGraw-Hill Broadcasting Company, Inc

**VICE PRESIDENT
ENGINEERING**

Major broadcast group with radio/TV stations from California to Rhode Island requires the services of an executive engineer to direct all technical aspects of its "growth thru acquisition" program.

Applicants should present a track record of proven managerial skills and complete familiarity with the current "state of the art". The position requires travel and negotiation with suppliers in addition to new building projects and upgrading present stations.

Salary and benefits are competitive.
Contact: Charles F. Kennedy
Vice President/Planning
Outlet Broadcasting
176 Weybosset Street
Providence, RI 02903

We are an Equal Opportunity Employer M/F

**Chief Engineer
and
Asst. Chief Engineer**

Las Vegas CBS affiliate, KLAS-TV, is expanding its Engineering Department and invites you to be part of that growth. We are searching for a Chief Engineer with ten to fifteen years of broadcasting experience, the past five of which should be as Chief or Assistant Chief. Your Equipment familiarity should include TK-76/BVU-100, AE600's, TCR-100, TKP-45, TK-46, and parallel GE transmitters. Also, since we maintain our own 350 mile network microwave system, your background should include some familiarity with Lenkurt, Microwave Associates, or Farinon Microwave. If you are selected as Chief Engineer, you will be answering to the Director of Engineering and be earning in the upper 'teens. KLAS-TV is also searching for an Assistant Chief Engineer who has five to ten years in broadcasting, with the past three to five years as Assistant Chief or as a heavy studio maintenance engineer. The Assistant Chief will report to the Chief Engineer and will be earning in the mid 'teens. Please send complete resume, salary history, salary requirements, and references to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

Equal Opportunity Employer

Help Wanted News

SPORTS ANCHOR

for two major newscasts per day on major market affiliate. Some play-by-play. An Equal Opportunity Employer. Send full information to Box P-42.

NEWS ANCHOR

for new NBC affiliate. We need a strong Anchor with proven record for 6:00 PM and 10:00 PM newscasts to begin with our new affiliation in early 1979. Send tapes and full information to R.C. Fransen, V.P. & General Manager, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN. 55427. An Equal Opportunity Employer.

TOP AIR METEOROLOGIST

needed for 6:00 PM and 10:00 PM newscasts on WTCN-TV, Twin Cities, to be affiliated with NBC in early 1979. Send tapes and full information to R.C. Fransen, V.P. & General Manager, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN., 55427. An Equal Opportunity Employer.

Help Wanted Sales

Broadcast Sales Engineer New York City Area

Must have good basic knowledge of Video Tape Recorders and related equipment. Personality required to deal with high level management personnel at group and network levels. Experience in a broadcast station desirable. Candidate should be highly motivated and a self-starter.

We are a Fortune 500 electronics leader, with a rapidly growing direct broadcast sales organization. Liberal salary and compensation program.

Please respond by resume to:

Box BC 625
810 Seventh Ave., N.Y.C. 10019
An Equal Opportunity Employer, M/F

ENG PHOTOGRAPHER

TV News Department needs two experienced photographers with 2-3 years experience in shooting and editing 3/4" video tape. Knowledge in microwave and first class license preferable.

Send resume to:
Britt Arrington
KYW-TV
Independence Mall East
Philadelphia, Pa. 19106

ENG MAINTENANCE

TV News Department needs a person who has experience in repairing all Sony 3/4" equipment. First phone, with some knowledge in microwave and its equipment. EOE M/F

Send resume to:
Britt Arrington
KYW-TV
Independence Mall East
Philadelphia, Pa. 19106

Situations Wanted News

Excellent Anchorman Talkshow Host

I want to get back in major market. Currently anchoring in medium market. Anchored and hosted shows in Los Angeles and New York. Let's start talking. Box P-17.

Situations Wanted Announcers

FORMER MISS WORLD U.S.A. TV Talk Show Hostess.

Youthful, articulate, solid interviewing and public relations background.

Top 30 markets only.

Call (212) 758-5840 or write Box P-58.

Help Wanted Programing, Production, Others

PROGRAM MANAGER

Chicago's most aggressive Independent Television Station is seeking a dynamic people-oriented pro to take charge of station programming efforts. Good production knowledge and administrative skills are essential. Contact Derk Zimmerman, Vice President and General Manager, WFLD-TV, 300 N. State Street, Chicago, IL 60610.

An Equal Opportunity Employer M/F

ALLIED FIELDS Help Wanted Sales

Marketing Manager

Radio Computer Business Automation Systems. Unique marketing plan. Considerable travelling required. Previous experience in this field or radio management required. Excellent compensation and incentive. EOE. Broadcast Computer Systems, Inc., P.O. Box 30266, Charleston, S.C. 29407.

Business Opportunities

ADVERTISING PERSONNEL NEEDED

Evangelical Christian ministry has need for strongly experienced people who can communicate the good news with the highest professionalism: ART DIRECTOR with supervisory experience in leading agency and national accounts; COPYWRITER, versatile in TV/print; PRODUCER, strong in video tape; PROMOTION MANAGER with network background.

Send resume to Personnel Division,
Christian Broadcasting Network, Inc.,
Virginia Beach, Va., 23463.
Equal Opportunity Employer.

Have STARS. Will Travel.

Big name TV & Film Stars, Sports Celebrities available for personal appearances. They can come complete with autographed pictures (still the best premium going—great for openings, fund-raisers, etc.). For particulars, call or write the people who arrange everything:

Pfeiffer Anderson & Co.
Talent Arrangers: 8322 Beverly Blvd.,
Hollywood, CA 90048 (213) 658-5052.

BOOKS

413 DESIGNING & MAINTAINING THE CATV & SMALL TV STUDIO—2nd Edition, by Kenneth B. Knecht. Completely updated edition of this simplified, yet detailed guide on the installation and maintenance of production facilities for CATV, CCTV, ITC and broadcast TV studios. 288 p. 100 ill. **\$12.95**

428 ORGANIZATION & OPERATION OF BROADCAST STATIONS by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$14.95**

456 JOURNALIST' NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**

453. TV LIGHTING HANDBOOK, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and acquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**

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 _____

Business Opportunities Continued

NEED PRIZES!

If you're in a Top-100 Market, find out how you can get name brand merchandise at 20% of retail. Call or write: Melvin LaForce, The Prize Cabinet, Inc., 304 Union Arcade, Davenport, Iowa 52801. (319) 326-2023.

Miscellaneous

MISSING

from KNBR Radio, San Francisco, CA one Moseley PLC-303, STL transmitter, serial number 12138.

Any leads to the whereabouts of this unit would be appreciated. Please call collect (415) 546-2249.

Bill Newbrough
Manager, Technical Operations.

Radio Programming



**FIBBER MCGEE
& MOLLY**
The Original
Network Radio Series
IS BACK ON THE AIR!



Now available for local purchase:
CHARLES MICHELSON, Inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546



LUM and ABNER

5 - 15 MINUTE

PROGRAMS WEEKLY

Program Distributors

410 South Main

Jonesboro, Arkansas 72401

Phone: 501-972-5884

Television Programming

GIVE YOUR TV STATION A NETWORK SOUND

Have copy, tags, intros, promos, IDs, etc. recorded by national talent. Don't neglect your voice promotion and sell. Let us explain how we can economically dress up your audio act. Contact: NET SOUND, 4725 Lincoln Blvd. Marina Del Rey, Cal. 90291.

For Sale Stations

FLORIDA AM OPPORTUNITY

Young daytime station in explosive growth area. New equipment. Must make sale commitment within 30 days. \$100,000 down. Terms on balance. Serious inquiries to Box N-171.

MEDIUM METRO SUNBELT MARKET

AM-FM for sale. Blue Chip Industry, Federal Installations, Abundant Agriculture and Tourism. Increased sales potential guaranteed in fast growing market. Stations are respected and profitable. Terms available for financially qualified buyers. If interested send complete identification to owners at Box P-45 c/o Broadcasting.

ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?

(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO!
WE CAN, USING DIGITAL VIDEO EXPANSION,
RETURN YOUR VIDEO TO FCC SPECS. WE
WILL DELIVER VIDEO STARTING ON LINE 19
AND 11.0 MICRO SECONDS HORIZONTAL
BLANKING. IMMEDIATE TURN-AROUND
AVAILABLE!

FOR MORE INFORMATION CALL:

CHARLES BALTIMORE

WBRE-TV

WILKES-BARRE, PA.

(717) 823-3101

FOR SALE

5 KW AM, 1 KW FM. FM can be moved up to 100,000 KW. These stations have prime property for sale with the stations. Box P-65.

S	Small	AM	\$395K	Cash
Plains	Small	Fulltime	\$140K	29%
S	Medium	AM	\$500K	\$100K
MW	Medium	AM/FM	\$800K	Terms
W	Suburban	Fulltime	\$2MM	Cash

Atlanta, Boston, Chicago,
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga. 30341

For Sale Stations Continued

Full Time Non Directional AM

Plus companion FM ready to file. Well equipped in single station market. W.Va. college city. Excellent cash flow. Great lease. \$350,000. Qualified Principals Only Box 31171, Washington, DC 20031

SOUTHWEST COMBO

Daytime AM/Class C FM powerhouse in Top-100 Sunbelt market of near 450,000 population. AM religion format delivers steady revenue. Separately programmed FM is erupting. 1978 billings over doubling those of 1977! Still plenty of upside growth potential. Priced at 2 1/2 x growth - \$875,000.

Magruder Media Associates

Media Brokers
One Lemmon Park North, Suite 204
3737 Noble Avenue
Dallas, Texas 75204
(214) 528-1020

MEDIA BROKERS APPRAISERS

RICHARD A.
Shahen INC.
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7158

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

H.B. La Rue, Media Broker

RADIO - TV - CATV - 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

HOLT CORPORATION

BROKERAGE - APPRAISALS - CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation
Box 111
Bethlehem, PA 18016
215-865-3775

Holt Corporation West
Box 8205
Dallas, TX 75205
214-898-1353

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385

Suite 214

11881 San

Vicente Blvd.

Los Angeles, CA. 90049

202/223-1553

Suite 417

1730 Rhode

Island Ave. N.W.

Washington, D.C. 20036

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 _____

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

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.

- Fulltimer in Mississippi City. \$610,000. Terms.
- Overseas property. New equipment. Automation. \$420,000.
- S.E. daytimer. \$225,000.
- Fulltimer in Northeast Alabama. Only fulltimer in market. Includes real estate. \$360,000. Terms.
- AM/FM in New Hampshire. Real Estate. Profitable. \$480,000.
- Daytimer. Ethnic. SE North Carolina. \$160,000.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- FM in Central Pa. \$225,000. Very liberal terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Stock Index

	Stock symbol	Exch.	Closing Wed. Nov. 1	Closing Wed. Oct. 25	Net change in week	% change in week	High	1978 Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ABC	N	37 1/4	37 1/8	+ 1/8	+ .33	41 1/4	23 1/2	8	27,472	1,023,332
CAPITAL CITIES	CCB	N	41 3/4	41 7/8	- 1/8	- .29	75	41 3/8	12	14,300	597,025
CBS	CBS	N	53 3/8	53 3/4	- 3/8	- .69	64	43 7/8	8	28,100	1,499,837
COX	COX	N	52 1/2	53 1/2	- 1	- 1.86	56 1/2	25 1/2	13	6,667	350,017
GROSS TELECASTING	GGG	A	17 1/4	18 1/2	- 1 1/4	- 6.75	23 7/8	13 5/8	7	800	13,800
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2	-	-	11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	33 3/4	34	- 1/4	- .73	43	16 1/2	9	2,801	94,533
METROMEDIA	MET	N	48 1/4	53 3/4	- 5 1/2	- 10.23	71	25 1/4	9	5,134	247,715
MOONEY	MOON	O	4 1/2	4 3/4	- 1/4	- 5.26	5 1/2	1 7/8		425	1,912
RAHALL*	RAHL	O	20 1/4	20 1/4	-	-	21 1/4	8 5/8	23	1,264	25,596
SCRIPPS-HOWARD	SCRIP	O	44 1/2	47 1/2	- 3	- 6.31	52	30 1/2	9	2,589	115,210
STARR	SBG	M	11 3/8	12 3/4	- 1 3/8	- 10.78	13 1/2		12	1,512	17,199
STORER	SBK	N	28 3/4	31	- 2 1/4	- 7.25	34 7/8	19 3/8	9	4,893	140,673
TAFT	TFB	N	19	20	- 1	- 5.00	24 7/8	12 1/4	7	8,508	161,652
TOTAL										104,927	4,293,814

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	9	11	- 2	- 18.18	14 7/8	3 3/4	8	1,233	11,097
AMERICAN FAMILY	AFL	N	11	11 1/2	- 1/2	- 4.34	17 1/8	11	5	10,536	115,896
JOHN BLAIR	BJ	N	23	24	- 1	- 4.16	31 3/8	11 1/8	6	2,447	56,281
CHARTER CO.	CHR	N	4 7/8	5 1/8	- 1/4	- 4.87	8	3 7/8	5	17,463	85,132
CHRIS-CRAFT	CCN	N	7 3/8	8 1/4	- 7/8	- 10.60	11 3/8	4 1/2	67	4,413	32,545
COCA-COLA NEW YORK	KNY	N	6 3/4	7 1/8	- 3/8	- 5.26	9 1/4	6 3/4	10	17,641	119,076
COMBINED COMM.	CCA	N	28 3/8	30 3/4	- 2 3/8	- 7.72	45 1/8	19	12	10,308	292,489
COWLES	CWL	N	18	19 3/8	- 1 3/8	- 7.09	25 1/4	12 1/2	16	3,969	71,442
DUN & BRADSTREET	DNB	N	32 1/4	33 3/8	- 1 1/8	- 3.37	38	26 1/4	14	27,886	899,323
FAIRCHILD IND.	FEN	N	24 5/8	25 1/2	- 7/8	- 3.43	35 1/4	9 1/2	7	5,708	140,559
FUQUA	FQA	N	9	10 3/8	- 1 3/8	- 13.25	13 5/8	8	5	12,661	113,949
GANNETT CO.	GCI	N	43 1/4	41 5/8	+ 1 5/8	+ 3.90	49	32 3/4	15	22,430	970,097
GENERAL TIRE	GY	N	24 1/8	24	+ 1/8	+ .52	30 5/8	22 3/8	5	22,710	547,878
GLOBE BROADCASTING	GLBTA	O	4 1/2	4 3/4	- 1/4	- 5.26	4 3/4	2 1/8		2,772	12,474
GRAY COMMUN.	O	20	21 1/2	- 1 1/2	- 6.97	24	8		7	475	9,500
HARTE-HANKS	HHN	N	39 7/8	43 1/2	- 3 5/8	- 8.33	48 3/4	26	25	9,088	362,384
JEFFERSON-PILOT	JP	N	30 1/2	29 3/4	+ 3/4	+ 2.52	34 1/2	26 5/8	9	23,224	708,332
MARVIN JOSEPHSON	MRVN	O	13	16	- 3	- 18.75	18 1/4	10 1/4	6	2,013	26,169
KANSAS STATE NET.	KSN	O	10 5/8	11	- 3/8	- 3.40	14 3/8	4 3/4	10	1,727	18,349
KNIGHT-RIDDER	KRN	N	23 1/4	26	- 2 3/4	- 10.57	28 1/8	13 1/4	11	32,797	762,530
LEE ENTERPRISES*	LEE	N	37	37	-	-	38 1/2	22 1/4	11	4,895	181,115
LIBERTY	LC	N	26 7/8	30	- 3 1/8	- 10.41	33 7/8	18	7	6,762	181,728
MCGRAW-HILL	MHP	N	22 1/4	22 1/4	-	-	25 3/4	15 5/8	9	24,682	549,174
MEDIA GENERAL	MEG	A	18 1/4	19 3/4	- 1 1/2	- 7.59	23 1/8	13 5/8	10	7,451	135,980
MEREDITH	MDP	N	28	30 3/4	- 2 3/4	- 8.94	40 1/4	17 3/8	6	3,074	86,072
MULTIMEDIA	MMED	O	22 3/4	25	- 2 1/4	- 9.00	28 1/4	16 1/4	11	6,630	150,832
NEW YORK TIMES CO.	NYKA	A	25 7/8	26 3/4	- 7/8	- 3.27	31 5/8	15 3/4	10	11,599	300,124
OUTLET CO.	OTU	N	23 3/8	24 1/2	- 1 1/8	- 4.59	32 7/8	16 5/8	6	2,445	57,151
POST CORP.	POST	O	29	30	- 1	- 3.33	38 3/4	16 1/4	7	867	25,143
REEVES TELECOM	RBT	A	2 3/8	2 5/8	- 1/4	- 9.52	3 3/4	1 3/4	24	2,388	5,671
ROLLINS	ROL	N	17 3/4	17 7/8	- 1/8	- .69	24 1/4	14 7/8	9	13,407	237,974
RUST CRAFT	RUS	A	27 5/8	28 1/4	- 5/8	- 2.21	30 1/2	8 1/2	16	2,311	63,841
SAN JUAN RACING	SJR	N	10	11 1/2	- 1 1/2	- 13.04	14 1/8	7 5/8	18	2,509	25,090
SCHERING-PLOUGH	SGP	N	28 5/8	29	- 3/8	- 1.29	44 3/4	26 3/8	8	53,703	1,537,248
SONDERLING	SDB	A	23	24 3/8	- 1 3/8	- 5.64	24 3/8	8 3/8	9	1,105	25,415
TECH OPERATIONS	TO	A	5 1/2	5 5/8	- 1/8	- 2.22	8 3/4	2 3/8	50	1,344	7,392
TIMES MIRROR CO.	TMC	N	30 1/4	29 5/8	+ 5/8	+ 2.10	35	20 3/4	9	34,811	1,053,032
TURNER COMM.	O	16	12 1/2	+ 3 1/2	+ 28.00	16	5			3,800	60,800
WASHINGTON POST CO.	WPO	A	39 1/4	43 1/8	- 3 7/8	- 8.98	47 5/8	21 3/4	8	8,200	321,850
WOMETCO	WOM	N	14 1/8	15 1/4	- 1 1/8	- 7.37	18 1/4	10 7/8	8	8,524	120,401
TOTAL										432,008	10,481,535

Cablecasting

ACTON CORP.	ATN	A	9	11 1/2	-	2 1/2	-	21.73	13 5/8	3 1/8	6	2,421	21,789
AMECO*	ACO	O							1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	45 3/4	46 3/4	-	1	-	2.13	52	19 3/4	18	4,016	183,732
ATHENA COMM.*	O		4 1/2	4 1/2					5 1/2	1/8		2,125	9,562
BURNUP & SIMS	BSIM	O	3 3/4	4 3/8	-	5/8	-	14.28	6 1/8	3 1/8	19	8,381	31,428
CABLE INFO.	O		2 1/4	3	-	3/4	-	25.00	3	1/4	11	648	1,458
COMCAST	O		10 1/2	11 1/2	-	1	-	8.69	14 1/4	3 3/4	13	1,583	16,621
COMMUN. PROPERTIES	COMU	O	15 1/4	15 3/4	-	1/2	-	3.17	15 3/4	3 5/8	18	5,018	76,524
ENTRON	ENT	O	3 1/2	3 1/2					3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	26 1/2	27 3/8	-	7/8	-	3.19	40	17 5/8	8	7,641	202,486
GENEVE CORP.	GENV	O	11 1/4	13	-	1 3/4	-	13.46	15 3/4	7 1/2	5	1,121	12,611
TELE-COMMUNICATIONS	TCOM	O	14 7/8	16 5/8	-	1 3/4	-	10.52	19 1/8	2 7/8	53	5,327	79,239
TELEPROMPTER	TP	N	10 5/8	10 3/4	-	1/8	-	1.16	14 1/4	6 3/4	17	16,926	179,838
TEXSCAN	TEXS	O	1 1/2	1 7/8	-	3/8	-	20.00	2 7/8	1 1/4	9	786	1,179
TIME INC.	TL	N	43	44 1/2	-	1 1/2	-	3.37	50	31 3/4	8	20,505	881,715
TOCOM	TOCM	O	9 1/4	10	-	3/4	-	7.50	11	2 1/4	20	894	8,269
UA-COLUMBIA CABLE	UACC	O	31 1/4	32 1/2	-	1 1/4	-	3.84	40 1/4	15 1/2	17	1,679	52,468
UNITED CABLE TV	UCTV	O	16 1/2	19 1/4	-	2 3/4	-	14.28	24	3 7/8	16	1,915	31,597
VIACOM	VIA	N	24	24 1/8	-	1/8	-	.51	27 1/8	16 5/8	14	3,799	91,176
TOTAL											86,964	1,885,118	

	Stock symbol	Exch.	Closing Wed. Nov. 1	Closing Wed. Oct. 25	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming											
COLUMBIA PICTURES	CPS	N	17 1/8	18 5/8	- 1 1/2	- 8.05	24 1/2	7 3/8	4	9,749	166,951
DISNEY	DIS	N	32 1/4	38 5/8	- 6 3/8	- 16.50	47 5/8	32 1/4	11	32,380	1,044,255
FILMWAYS	FWY	N	10 7/8	12 1/2	- 1 5/8	- 13.00	17	6 7/8	7	4,113	44,728
FOUR STAR			2 1/8	1 7/8	+ 1/4	+ 13.33	2 1/8	1/2	21	666	1,415
GULF + WESTERN	GW	N	12 5/8	12 7/8	- 1/4	- 1.94	18 3/8	10 1/4	4	48,177	608,234
MCA	MCA	N	46	49 5/8	- 3 5/8	- 7.30	59 3/4	32	8	18,619	856,474
MGM	MGM	N	36 1/4	39 7/8	- 3 5/8	- 9.09	54	16	12	14,551	527,473
TRANSAMERICA	TA	N	16	16		19	13 1/4	6		66,781	1,068,496
20TH CENTURY-FOX	TF	N	26 1/4	31 3/4	- 5 1/2	- 17.32	39 3/8	10	3	7,907	207,558
VIDEO CORP. OF AMER	O		4 3/4	5 1/2	- 3/4	- 13.63	9 3/4	3 1/2	9	988	4,693
WARNER	WCI	N	41 3/4	43 7/8	- 2 1/8	- 4.84	56 7/8	25 3/4	8	14,054	586,754
WRATHER	WCO	A	11	12 1/8	- 1 1/8	- 9.27	14 7/8	4 1/2	26	2,303	25,333
TOTAL										220,288	5,142,364

Service

BBDO INC.	BBDO	O	33 1/4	33	+	1/4	+	.75	38 3/4	22 1/2	8	2,513	83,557
COMSAT	CQ	N	39 5/8	38 5/8	+	1	+	2.58	48 3/4	28 3/4	12	10,000	396,250
DOYLE DANE BERNBACH	DOYL	O	17	18 1/2	-	1 1/2	-	8.10	31	16 3/4	4	1,776	30,192
FOOTE CONE & BELDING	FCB	N	18 1/4	19 7/8	-	1 5/8	-	8.17	23 1/8	14 3/4	6	2,538	46,318
GREY ADVERTISING	GREY	O	27	32 1/2	-	5 1/2	-	16.92	34	16 1/2	4	624	16,848
INTERPUBLIC GROUP	IPG	N	33	33 3/4	-	3/4	-	2.22	39 1/4	22 1/2	7	2,387	78,771
MCI COMMUNICATIONS	MCIC	O	3 1/2	4	-	1/2	-	12.50	5 3/4	7/8	35	20,361	71,263
MOVIELAB	MOV	A	2 3/8	2 3/4	-	3/8	-	13.63	3 3/4	1	11	1,414	3,358
MPO VIDEOTRONICS	MPO	A	4 5/8	5	-	3/8	-	7.50	65 3/8	4	6	520	2,405
A. C. NIELSEN	NIELB	O	23 5/8	25 1/2	-	1 7/8	-	7.35	28 1/2	18 7/8	11	10,832	255,906
OGILVY & MATHER	OGIL	O	21	23 1/4	-	2 1/4	-	9.67	56 1/2	21	7	3,610	75,810
TPC COMMUNICATIONS	TPCC	O	8 5/8	9 3/8	-	3/4	-	8.00	10 1/2	2 1/4	16	899	7,753
J. WALTER THOMPSON	JWT	N	22 1/2	25	-	2 1/2	-	10.00	32 7/8	15 1/8	6	2,649	59,602
WESTERN UNION	WU	N	16 3/8	17	-	5/8	-	3.67	21 1/4	15 3/4	7	15,177	248,523
TOTAL											75,300	1,376,556	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	6	7 1/8	- 1 1/8	- 15.78	10 1/4	2 3/8	5	1,672	10,032
AMPEX	APX	N	12 5/8	13 7/8	- 1 1/4	- 9.00	19 1/4	7 3/8	10	10,928	137,966
ARVIN INDUSTRIES	ARV	N	14 1/4	15 1/4	- 1	- 6.55	22 1/2	14 1/4	4	5,959	84,915
CCA ELECTRONICS	CCA	O	1/8	5/8	- 1/2	- 80.00	5/8	1/8	1	897	112
CETEC	CEC	A	3 3/4	4 3/4	- 1	- 21.05	5 3/4	1 3/4	9	2,127	7,976
COMU	COH	A	3 3/8	3 1/2	- 1/8	- 3.57	5 1/2	2 1/8	10	1,732	5,845
CONRAC	CAX	N	15 1/4	18 1/8	- 2 7/8	- 15.86	27 1/4	15 1/4	7	2,030	30,957
EASTMAN KODAK	EASKO	N	56	59	- 3	- 5.08	86 3/4	42	12	161,376	9,037,056
FARINON	FARN	O	9 1/2	11	- 1 1/2	- 13.63	16 1/2	8	9	4,754	45,163
GENERAL ELECTRIC	GE	N	50 3/4	48 3/4	+ 2	+ 4.10	56 5/8	44 1/2	10	184,581	9,367,485
HARRIS CORP.	HRS	N	32 3/8	30 1/2	+ 1 7/8	+ 6.14	35 3/4	19 7/8	15	25,189	815,493
HARVEL INDUSTRIES	HARV	O	6	4 1/4	+ 1 3/4	+ 41.17	6	3 1/8	16	480	2,880
INTL. VIDEO CORP.	IVCP	O	1 5/8	1 7/8	- 1/4	- 13.33	2 5/8	1/4		2,701	4,389
M/A CCM, INC.	MAI	N	30 7/8	29	+ 1 7/8	+ 6.46	41 7/8	20 1/4	14	1,320	40,755
3M	MMH	N	59 7/8	57 7/8	+ 2	+ 3.45	64 3/4	43 1/2	14	116,473	6,973,820
MOTOROLA	MOT	N	44 3/4	42	+ 2 3/4	+ 6.54	56 7/8	34 1/4	12	28,544	1,277,344
N. AMERICAN PHILIPS	NPH	N	25 5/8	27 7/8	- 2 1/4	- 8.07	36	24 3/4	5	12,033	308,345
OAK INDUSTRIES	OAK	N	25 1/8	27 3/4	- 2 5/8	- 9.45	36	9 5/8	26	1,801	45,250
RCA	RCA	N	23 7/8	26 3/4	- 2 7/8	- 10.74	33 5/8	22 3/4	7	74,817	1,786,255
ROCKWELL INTL.	ROK	N	32 3/8	34 1/4	- 1 7/8	- 5.47	37 1/4	28 1/4	6	33,900	1,097,512
RSC INDUSTRIES	RSC	A	2 3/4	3	- 1/4	- 8.33	4	1 5/8	15	2,412	6,633
SCIENTIFIC-ATLANTA	SFA	A	29	30 3/4	- 1 3/4	- 5.69	35 5/8	16 3/4	14	2,471	71,659
SONY CORP.	SNE	N	7 3/8	7 1/4	+ 1/8	+ 1.72	10 3/8	7	13	172,500	1,272,187
TEKTRONIX	TEK	N	42 3/8	43	- 5/8	- 1.45	68 1/2	28 1/4	13	17,995	762,538
TELEMATION	TLMT	O	1 3/4	1 3/4			2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	O	7 7/8	8 3/4	- 7/8	- 10.00	12 3/4	6 1/2	21	4,200	33,075
VARIAN ASSOCIATES	VAR	N	14 1/4	15 3/4	- 1 1/2	- 9.52	21	14 1/4	9	6,838	97,441
WESTINGHOUSE	WX	N	17 5/8	19	- 1 3/8	- 7.23	24 1/2	16 1/4	5	86,582	1,526,007
ZENITH	ZE	N	13 1/4	13 7/8	- 5/8	- 4.50	28	11 3/8	33	18,800	249,100
TOTAL										986,162	35,100,027
GRAND TOTAL										1,905,649	58,279,414

Standard & Poor's 400 Industrials Average 108.55 108.70 -2.15

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.

Y&R's Richard Low is high on broadcasting

Richard H. Low, senior vice president and director of broadcast programming and purchasing of Young & Rubicam, sums up people and careers in this way:

"There are two kinds of people: In one group are those who know by the age of 4 that they want to be brain surgeons and they do become brain surgeons. But there are those in another group who search and search and search for a long time. I belong in the second category—but I think I've found my career."

At various times Mr. Low thought he might become a journalist, a philosophy teacher, an attorney or a broadcast executive. He has been involved now with television and radio in one form or another for 26 years and believes he's there to stay. "At least I think so," he said.

Mr. Low is a tall, huskily built man of 51 with wide-ranging interests in music (from concert to rock), art, theater, politics, current events and classical literature. And he believes his work history in broadcasting mirrors his bent for the eclectic.

"It's hard to pigeon-hole me," he reflected. "I was trained as a lawyer but when I first went to CBS in 1952 my work in the news division ranged from research to planning election coverage and helping to set up what became the newsfilm operation. I also assisted in the development of the use of the computer for early prediction of election results. Later at the CBS-TV network I was involved in the negotiations of television sales, programming and talent agreements."

Today Mr. Low shepherds a staff of about 60 specialists assigned to broadcast programming and purchasing in the Communications Services Division of Y&R. He is responsible for defining all broadcast programming requirements of agency clients, evaluating and developing program opportunities and purchasing network and local radio and television time. He estimates that in 1978 Y&R will spend about \$500 million in television and radio.

But in 1952 when Mr. Low emerged from Columbia Law School with a juris doctor degree, advertising and broadcasting were not his prime interests. At that time he leaned toward a government position in Washington where he might contribute to the public weal.

"I was interviewed at a number of government agencies," he recalled. "But none of the positions interested me. One day I was interviewed by an official of the FCC and for some reason he felt that my background might be suitable for commercial broadcasting."

Mr. Low decided to apply for a post at



Richard H. Low—senior VP and director of broadcast programming and purchasing, Communications Services Division, Young & Rubicam Inc., New York; b. Feb. 20, 1927, Union City, N.J.; attended University of Michigan, University of California at Berkeley and Columbia Law School, JD, 1952; in various research and administrative posts, CBS News, 1952-56; assistant to manager of business affairs, CBS-TV, 1956-59; director of contracts, facilities and program sales, CBS-TV, 1959-62; director of business affairs, TV/radio department, Young & Rubicam, 1962-66; group supervisor, 1966; VP and group supervisor, 1970; present position since 1973; divorced; child—Jennifer, 16.

CBS in New York. He was accepted in 1952 in the research section of CBS News. He remained there for four years and in 1956 was named assistant to the business manager of network sales for CBS-TV. In 1959 he was appointed director of contracts, facilities and program sales for the television network.

In reviewing his 10-year sojourn at CBS-TV, Mr. Low said he met two men who helped shape his attitude toward work. The first was Sig Mickelson, then president of CBS News, who, Mr. Low said, "had a way of making me believe that I could do anything." His second inspirational figure at CBS was the late Bill Fagan, business manager of CBS-TV, under whom Mr. Low worked for several years.

"In my opinion, Bill Paley was the first major creative force at CBS and Frank Stanton was the finest administrator broadcasting has ever had," Mr. Low said. "But I think Bill Fagan was the man who, in large part, gave CBS its character when it was the number one TV network. It was Bill who would tell us that we should consider not only the immediate interests of the company but also consider what is right for the advertisers and the stations."

In 1962, after overtures from a number of advertising agencies impressed with his skill in negotiating talent and sales agree-

ments, Mr. Low accepted a post at Y&R. There he met a third person, Charles (Bud) Barry, executive vice president of the television-radio department, who helped mold the Low work ethic. According to Mr. Low, "Bud Barry was both a great salesman and a great showman, who moved people with his sense of excitement."

From those three mentors, Mr. Low said, he learned three basic principles by which he works: "Almost nothing is impossible. Operate with integrity, particularly for the long-term interest of all concerned. Try to inspire those you work with and for."

Apparently, he puts his words into action. Business associates say Mr. Low is considerate and helpful and is always ready to listen to new ideas or suggestions. He works as long and as hard as anyone in his department, usually arriving at his Madison Avenue office at 10 a.m. but frequently remaining until 8 p.m. or later.

Mr. Low is understandably delighted to be associated with Y&R which over the years has been known as a program-oriented agency, dating back to the days when radio was king. As benchmarks of Y&R's programming propensities, Mr. Low noted that the agency is and has been involved in program sponsorship for a long time, and years ago assisted ABC-TV to move into daytime programming via the "Operation Daybreak" project.

Unlike some of his colleagues at other agencies, Mr. Low is not one to decry the quality of television programming. He scoffs at persistent references to the mid-1950's as the "golden age of television."

"We all realize that there's room for improvement today, of course," Mr. Low conceded. "The public remembers selectively and misses the totality. It remembers *Playhouse 90* and not all the other mediocre programs that were on at the time. When you think of the tremendous number of hours that have to be filled, day in, day out, television is doing a superb job."

"From Maine to Georgia to Oregon, there is a better understanding today of politics in our society, of art, music and various social and economic developments because of the influence of some television programs," Mr. Low suggested. Though television always will be essentially but not entirely a mass medium, he is pleased that in recent years the TV networks have been broadening their sources of supply. This promotes diversity, which Mr. Low applauds.

With his full complement of work and cultural pursuits, Mr. Low finds he can "get away from it all" by "jogging a few miles a day" and "lying down at the beach when the weather is warm."

Editorials

Points of order

Henry Geller, writing under his present nom de plume, "National Telecommunications and Information Administration," has given the FCC his formula to reintroduce order to the television license-renewal process that has been kicked into chaos by the appellate court. Like most Geller works, the petition he submitted to the FCC last week was meticulous in its research, scholarly in its presentation—and dogged in the advancement of a cause that its author has espoused for years.

Thoughtful broadcasters will agree with much of Mr. Geller's diagnosis and treatment. None will dispute his contention that the U.S. Court of Appeals, in reversing the FCC decision in the WESH case, has removed the expectation of license renewal that has been traditional among responsible broadcasters. Multimedia owners will cheer his resolute assertion that piecemeal restructuring of the industry is wrong and that ownership quotas are to be set by rule and not in case-by-case responses to individual challenges. All licensees will agree with his conclusion that incumbents with a record of meritorious service ought to be immune from attack.

Arguments will arise, however, over Mr. Geller's method of judging the merit of a broadcast service. He would fix minimum percentages of a total broadcast service to be devoted to local programming and information. Never mind that the U.S. Court of Appeals in Washington has questioned the constitutionality of that approach (BROADCASTING, Oct. 16). Mr. Geller has a low opinion of that court (an attitude shared by a growing body of competent lawyers). In his view, a quantitative standard like his would avoid qualitative judgments about program content, which he finds unquestionably offensive to the First Amendment.

This page retains its historic opposition to federal quotas for broadcast programming, but that does not blind it to the merits of other features of the Geller plan. His is infinitely more reasonable than the renewal policy that FCC Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown have recently been outlining. Theirs would include standards for the percentage of revenues to be spent on programming (a proposal that Mr. Geller rejects, with persuasive reasoning), a vulnerability of multimedia incumbents to challengers without other media ties, the elimination of "excessive and loud" advertising and the delivery of "quality" programs; to mention only some specifics offered variously by the Messrs. Ferris, Fogarty and Brown.

The question is whether Mr. Geller's thoughtful history lesson and moderate renewal plan can prevail against the Ferris, Fogarty and Brown commitment to harsher regulation. The answer may depend on how Mr. Geller is received by the other four commissioners, whoever they may be when a revised renewal policy comes up for a vote. The guess here is that in the long run broadcasters may find that relief is not spelled "FCC" but "Congress."

Warm-up

Russia has been leading the attack on the West and the U.S. at the Paris meeting of UNESCO where a Russian-Third World resolution favoring government control of the press is the point of contention. At the same time Radio Moscow has put 24 new 500 kw short-wave transmitters on the air and begun a 24-hour-a-day English-language world service.

These are previews of what the U.S. may expect at the World Administrative Radio Conference of 1979: Russia and its satellites aligned with the many new nations against the established positions of the developed nations of the West. The con-

tention for spectrum space will be exponentially fiercer than in any previous international conference and the U.S. position proportionately weakened by the emergence of new delegations with equal power under the one-vote-to-a-country system that is to obtain.

More than ever the need for strong organization of the U.S. delegation and position is evident. If the White House or the State Department are seriously concerned about WARC '79, they are successfully concealing their interest.

U.S. journalism will not be fatally damaged if the UNESCO resolution is passed. The Voice of America may be put to sterner test by the new Russian short-wave competition, but it won't be silenced. At WARC, however, the U.S. could suffer crippling losses in communications capacity. Does the government care?

Showdown

A basic First Amendment right of all journalists will be affirmed, blunted or repealed by a U.S. Supreme Court decision in a case argued last week. As reported elsewhere in this issue, the case stems from a suit filed against CBS News and others by a former Army lieutenant colonel who claims to have been libeled on CBS's *60 Minutes*. The question before the Supreme Court is whether the colonel's lawyer has the right to interrogate Barry Lando, producer of the *60 Minutes* segment in dispute, about his editorial judgments in the preparation of the program.

The Second Circuit Court of Appeals barred the lawyer from that line of questioning. That court pointed out that Mr. Lando had produced a "staggering" volume of testimony and exhibits in response to questioning but had drawn the line when asked about his "beliefs, opinions, intent and conclusions." Forcing Mr. Lando to divulge his thoughts, the court said, would "strike to the heart of the vital human component" in the editorial process. If journalists were faced by the prospects of "such an inquisition," the court said, they would be "chilled in the very process of thought" and would avoid the controversy that the First Amendment was intended to encourage.

If the Supreme Court agrees, the decision will arrest what has been an erosion of reporters' and editors' rights. Present at the argument last week was Myron A. Farber, the *New York Times* reporter who was recently released from jail where he had served 40 days for refusing to yield his confidential notes to a New Jersey court in a murder trial (BROADCASTING, Aug. 7 et. seq.).

If Mr. Lando fares no better than Mr. Farber did, there will be little of the First Amendment left to repudiate. The decision will say as much about the Burger court as about the future of journalism.

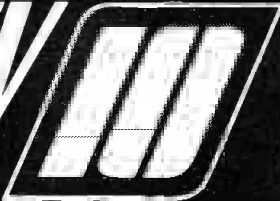


Drawn for BROADCASTING by Jack Schmidt

"I think it has something to do with our ratings."



...a tradition of excellence
in South Carolina
for twenty-five years.

WIS-TV
COLUMBIA 

Cosmos Broadcasting Corporation.
An NBC affiliate, represented by PGW.

Purtan's moved to CKLW!



Detroit radio will never be the same.

With Dick Purtan now in the CKLW line-up, we've just added Detroit's favorite funny man.

And since he earned that popularity with a 5,000 watt station, imagine what he'll do with CKLW's 50,000 watts behind him!

Pretty strong proof that, if you want to reach the dynamic, on-the-move demographic group in the Detroit-plus market, you need CKLW!

Purtan moved, and CKLW is moving. . . up!

Contact CKLW or your RKO rep. for more proof.

CKLW RADIO