

Nov. 13, 1978

**ABC's Fred Pierce:**  
**The winning ways of TV's No. 1**

# Broadcasting Nov 13

The newsworthy of broadcasting and allied arts

Our 48th Year 1978

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NEWSPAPER

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# Movies for



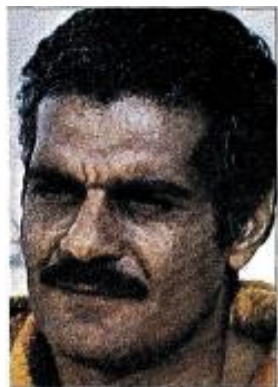
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# stargazers.



Broadcasting  
Nov. 13, 1978



Bonner," "Charly" (Academy Award), "Lovers and Other Strangers" and "Kotch" (4 Academy Award nominations).

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# The Week in Brief

**BROADCASTERS AND THE BALLOT BOX** □ Radio and television were out in force covering the elections last week, but while most were out reporting the news of Nov. 7, some were in it: Several with station-ownership interests were elected to House and Senate seats. There was also news for broadcasters in how the congressional elections will affect the make-up of the Communications Subcommittees. **PAGE 23.**

**BLUNT WORDS** □ FCC's Safety and Special Services' Carlos Roberts tells a gathering of land mobile operators that their industry should stop eyeing UHF frequencies; that space is needed by television. **PAGE 25.**

**SET THEM FREE** □ NAB President Vincent Wasilewski issues a "declaration of independence for radio," calling on the FCC to do away with program percentages, commercial time standards and formal ascertainment. **PAGE 26.**

**STAYING CLOSER TO HOME** □ BROADCASTING's annual study shows the FCC commissioners made 20 fewer business trips in fiscal 1978. And there's an OMB directive for another 20% reduction in 1979. **PAGE 42.**

**MORE RKO COMPLICATIONS** □ Challengers to company's television licenses in Los Angeles and New York are now trying to block RKO's sale of its WNAC-TV Boston. **PAGE 42.**

**MERCY FROM FCC** □ A commission judge foregoes a stronger sanction against a Florida UHF charged with clipping and, instead, recommends a fine. He notes the shaky financial status of the station and its officers' remedial actions. **PAGE 44.**

**LICENSEE INPUT** □ A Washington law firm suggests a rulemaking under which a broadcaster could tell his side of the story to the FCC in advance of a commission vote designating him for renewal hearing or revocation proceeding. **PAGE 45.**

**SEVEN OUT OF 32** □ That's the number of minority firms receiving government loans, according to the SBA's first list of those given help in broadcasting and cable. **PAGE 49.**

**BATTLE OF 1060 KHZ** □ WGTR Natick, Mass., which has skirmished unsuccessfully with KYW Philadelphia over use of that frequency, now petitions the FCC to rescind



**Pierce ascendant.** Things were going so badly for ABC-TV in the fall of 1974 that the best that could be said of the situation was that there was nowhere to go but up. And up it went, far beyond what anyone in those bottomed-out days could have foreseen, and its climb to the top has completely revised the old order in the

TV business. The connecting link between ABC fall 1974 and ABC fall 1978: Frederick S. Pierce, who took himself off the streets of Brooklyn to the presidency of ABC Television and his network out of the basement of the TV rankings to an overwhelming dominance of prime time. This first in a series of special "Fifth Estate" reports begins on **page 32.**

the Westinghouse Broadcasting station's renewal. It cites parent Westinghouse Electric's problems with the government as reason. **PAGE 51.**

**INTERPUBLIC GETS BIGGER** □ In the largest agency acquisition in history, it acquires SSC&B and its more than \$700 million annual billings. **PAGE 54.**

**NEWSMAN'S PRIVILEGE** □ Another "confidential source" case reaches the Supreme Court, this one involving a KAKE-TV Wichita reporter and the murder trial of the widow of broadcaster Thad Sandstrom. **PAGE 59.**

**STINGING THE OTHERS** □ ABC easily wins the first sweep week as its movie, "The Sting," starts it all off with a 48 share. **PAGE 62.**

**TALL TOWERS** □ A Pittsburg, Kan., broadcaster suggests a method with higher antennas that he says will permit increased power for class IV AM's **PAGE 66.**

**FILM AND MASON: HERE TO STAY** □ Eastman Kodak's assistant vice president and general manager of its motion picture and audio-visual markets division believes new advances in tape will not make film obsolete; there's room for both. And Kenneth Mason speaks with authority on matters dealing with longevity and durability against latter-day challenges: He's been with Eastman Kodak since 1935. **PAGE 89.**

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When we do, things will get better as they have in Denver.

We're happy to report that a mile above sea level, the tide is turning.



Denver

**Jefferson Pilot Broadcasting**

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



# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Windfalls

With television having documented its claim via Television Bureau of Advertising study that advertising in New York increased substantially during 88-day newspaper strike there (story, page 56), now it's radio turn. Independent audit by Pricé, Waterhouse & Co. of 18 New York area radio stations shows that local advertising in August 1978 topped August 1977 by 38% and in September 1978 was 34% above same month last year.

## Sky waves

Officials of Scientific-Atlanta, major supplier of satellite earth stations, expect next spring's National Association of Broadcasters convention to offer big market for dishes. S-A sees forthcoming demand for 10-meter earth stations with up-link capability. Independent TV stations are primary prospects.

In addition to public broadcasting satellite network, which is to be fully operational by January with 165 earth stations, 75 commercial TV stations are expected to have earth terminals next year. Scientific-Atlanta has supplied all but few of 25 dishes now installed at commercial stations, is looking to sell 10 at next NAB. It sold four at last one.

## Dwindling delegations

Attendance at National Association of Broadcasters six regional meetings has fallen, but not so precipitously as to convince leadership that annual series should be terminated. Association officials note that some drop-off was expected in view of raft of other meetings NAB now runs—license renewal seminars, legal workshops, not to mention new national radio programming conference held last August. Attendance totals from fall meetings have been roughly as follows: Boston, 210; Atlanta, 270; Chicago, 277; San Francisco, 205; Denver, 215; New Orleans (final meeting, last week), 295. Average attendance at last year's meetings was over 250.

## Junket?

Is FCC Common Carrier Committee of three commissioners being cajoled into possible commitment on new trans-Atlantic cable prior to 1983 timetable as alternative to less costly but more versatile space satellite? Satellite advocates, including Comsat, see dangers in meeting beginning Dec. 11 at The Hague, Netherlands, with representatives of

European postal and communications administrations, which operate (and enjoy revenues from) cable. Invitation from Torson Larsen, Swedish administrator, brought acceptances from FCC Chairman Charles D. Ferris and Commissioners Robert E. Lee and Joseph Fogarty ("Closed Circuit," Nov. 6). But it's now learned State Department and National Telecommunications and Information Administration "regretted" same invitation.

Opponents detect effort to persuade U.S. to set earlier deadline for new cable, called TAT 7—perhaps 1981 or 1982—since far greater return is realized from cable than from satellite because of higher rates. Common carriers, now supported by military, favor TAT 7 on additional grounds of reliability and backup if satellites are rendered inoperative or shot down. Trip to The Hague for three commissioners would use up about \$3,000 of FCC's travel expense.

## Sun and strategy

More details on how CBS-TV and NBC-TV hope to whittle ABC-TV's big prime-time ratings lead may surface soon. Officials of both networks are meeting this week with their respective affiliates advisory boards—fall meetings that often serve as forums for network disclosures of things to come. CBS-TV affiliates board is meeting Nov. 12-16 at Kamuela, Hawaii; NBC-TV's, Nov. 12-14 at Scottsdale, Ariz. Their ABC counterpart board will get that network's word on why NBC and CBS plans won't work at meeting Dec. 3-7 at Maui, Hawaii.

## Head hunter

FCC Chairman Charles D. Ferris may be having trouble filling new job as head of Office of Public Affairs that is to be created ("Closed Circuit," Nov. 6). At least one person is said to have turned down offer—Matthew Cooney, Commerce Department's deputy director of public affairs.

## Strangers

Seeking fresh perspectives, ABC's standards and practices department convoked group of academic humanists—12 professors of history, literature, religion, arts—for quiet three-day workshop at Princeton, N.J., last week. ABC Inc. Vice President Alfred R. Schneider initiated it on theory that although TV has often consulted sociologists, psychologists and other social scientists, views of humanists are largely untapped. Among subjects examined: sex

and morality, value system that TV reflects, use of docu-dramas and ABC's *Roots* miniseries. One hoped-for side effect: better understanding of TV by leaders in humanities.

## Add White prospects

FCC Commissioner Margita White, who called Los Angeles her home before she first went to Washington in 1960 with Nixon campaign, may return to West Coast at least part time after she winds up at FCC about mid-January. Writer by profession, Mrs. White was White House assistant press secretary during Nixon and part of Ford administrations.

Fact that she met with board of Times-Mirror Co., media conglomerate, on recent Los Angeles visit may have significance in her future activities in either consultative or executive staff capacity. She is also expected to serve on board of Radio Free Europe/Radio Liberty ("Closed Circuit," Nov. 6).

## False alarm

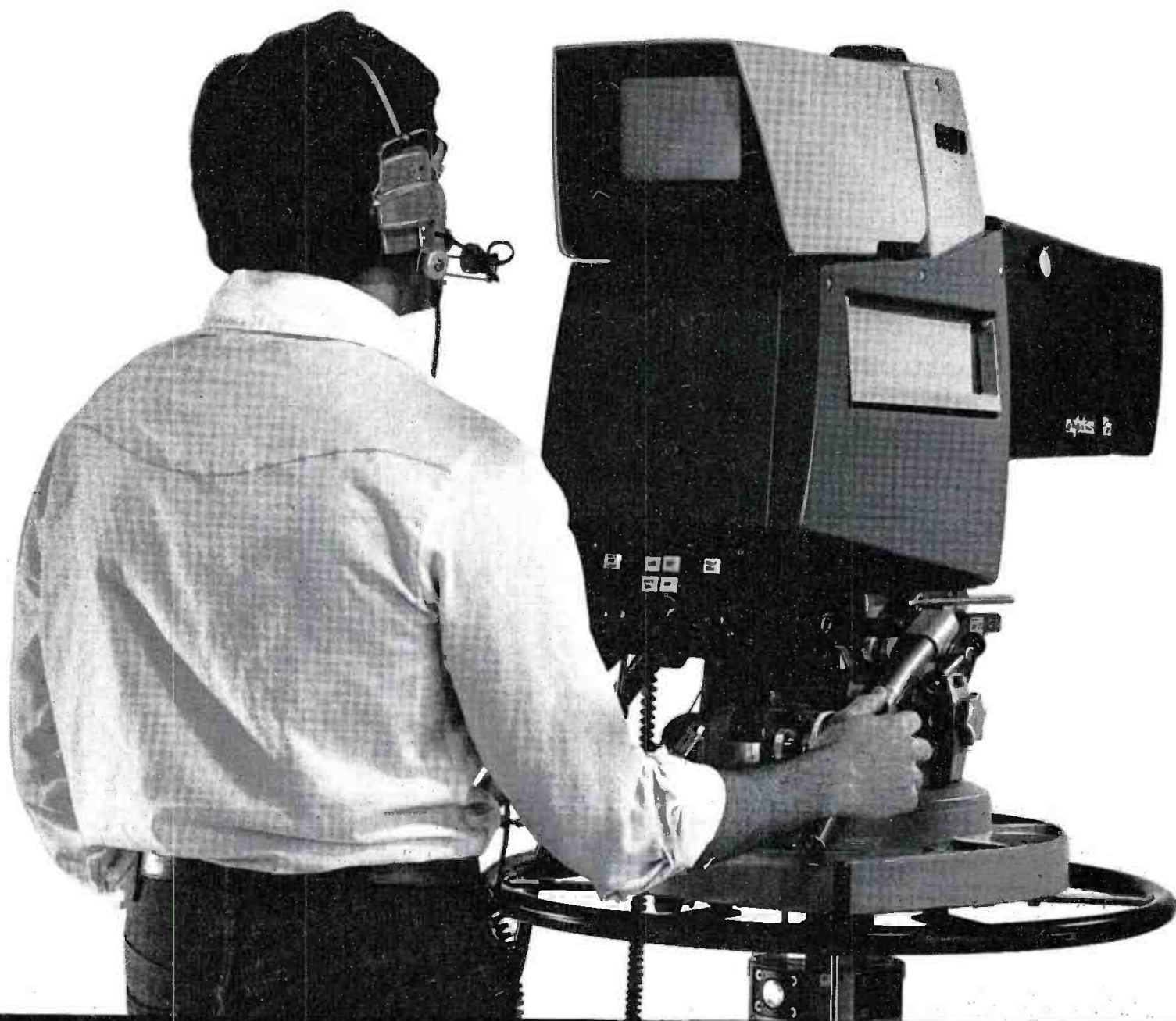
Leading sales reps seem to agree that lull that developed in spot-TV activity last month ("Closed Circuit," Oct. 30) is over—and perhaps, strictly speaking, never really existed. Looking back, they report that, as one said, "it probably seemed more like a lull than it was" because, as another put it, "we were coming off three record quarters and we didn't expect any interruption at all."

Even at its worst, most say business was still well ahead of same time last year. Discernible pickup was reported last week and most were forecasting records for fourth quarter and full year. Television Bureau of Advertising now expects 1978 increase in spot revenues to reach 20%.

## Futures

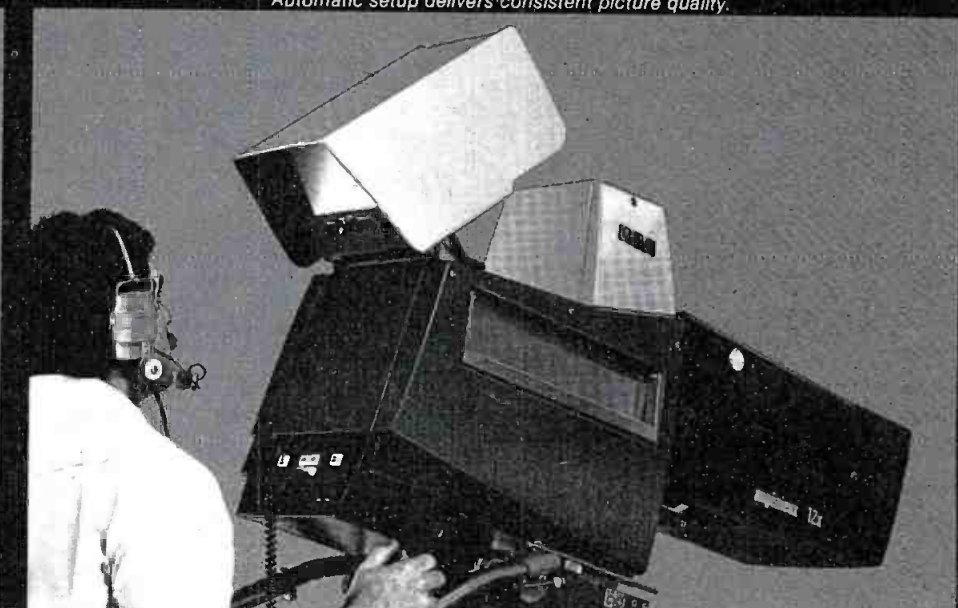
Republican Jim Thompson's victory in race for governor of Illinois last Tuesday sparked talk of his prospects as possible Republican nominee for Presidency in 1980. If that came to pass, it could mean return to political office by former FCC Chairman Richard E. Wiley, now in Washington office of Kirkland & Ellis law firm which is headquartered in Chicago.

Mr. Wiley left FCC reluctantly last fall and has made no secret of ultimate desire to return to public life after interval of private practice to shore up personal finances. He's close friend and has been co-worker of Governor Thompson. If lightning were to strike, Mr. Wiley would aspire to cabinet post rather than administrative agency.



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Automatic setup delivers consistent picture quality.





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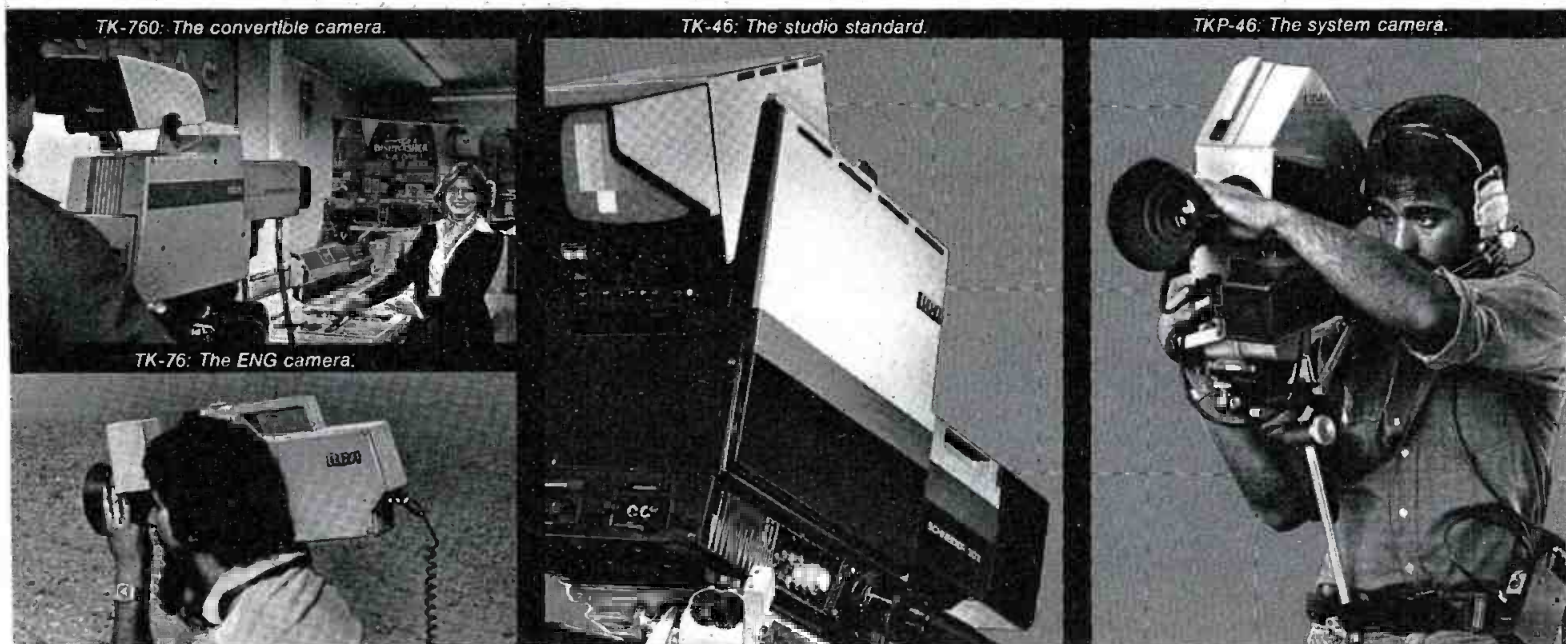
Either way—with the touch of a button or with semi-automated setup—the TK-47 gives you the ultimate video freedom in a studio camera.

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## **The new video freedom.**

# **RCA**

*"The family of RCA video freedom cameras"*



# Business Briefly

## Radio only

**Tillamook** □ County creamery association features its Tillamook cheese in 52-week radio promotion beginning in January 1979. Montgomery Advertising, Portland, Ore., will schedule spots in at least five markets including San Francisco and Seattle. Target: women, 25-49.

**California Avocado Commission** □ Commission schedules nine-week radio flight beginning this week. Erwin Wasey, Los Angeles, will seek spots in at least 10 markets including Chicago, Houston and Seattle. Target: women, 18 and over.

**Pro Hardware** □ Division of Cosgrave & Associates plans four-week radio drive for its hardware distributor and merchandising consultants starting late this month. Ross Roy/Compton, New York, will place spots in 19 markets including Milwaukee and Salt Lake City. Target: men, 25-54.

**Carling** □ Brewery prepares four-week radio campaign for its Malt Duck beverage beginning late this month. W.B. Doner, Baltimore, will seek spots in 10 markets including Chicago. Target: adult blacks.

**Lindsay International** □ Food products group highlights its olives in four-week radio flight starting in late December. Botsford Ketchum, San Francisco, will place spots in four markets including Los Angeles and Seattle. Target: women, 25-54.

**Braniff** □ Airline launches three-week radio buy in early December. Gordon & Shortt, New York, will place spots in about 15 markets including Boston and Los Angeles. Target: men, 25-54.

**Olson Travelworld** □ Subsidiary of General Mills plans two-to-four-week radio campaign for its travel organization beginning in early December. The Haworth Group, Edina, Minn., will schedule spots in Chicago and New York. Target: adults, 25-54.

## Rep appointments

- KOTA-TV Rapid City, S.D.: Katz Television Continental, New York.
- WGSa(AM)-WIOV(FM) Ephrata, Pa.: Buckley Radio Sales, New York.

## TV only

**Remco** □ TV rental service slates first-quarter TV buy starting in January. Media-Comp, Houston, will schedule spots in 21 markets during all dayparts. Target: total adults.

**Fleer** □ Sweets manufacturer places eight-week TV campaign for its Stokley-Van Camp Gatorade gum beginning in late December. The National Media Group, King of Prussia, Pa., will handle spots in about 35 markets during fringe time. Target: adults, 18 and over, and teen-agers.

**Hickory Farms** □ Specialty foods group places five-week TV promotion beginning in mid-November. The Haworth Group, Edina, Minn., will select spots in 12 markets during fringe time. Target: adults, 18-49.

**Dakota Bake-N-Serv** □ Bread group places five-week TV test beginning in mid-November. The Haworth Group, Edina, Minn., will arrange spots in four markets during day and fringe time. Target: women, 25-54.

**U.S. Home Corp.** □ Home builder schedules five-week TV flight starting in late November. Louis Benito Advertising, Tampa, Fla., will arrange spots in 10 markets. Target: adults, 25-54.

**Jacquín** □ Wine and liquor group features its Little Rhine Bear wine in five-week TV promotion beginning in late November. Spiro & Associates, Philadelphia, will schedule spots in about five markets during news time. Target: adults, 18 and over.

**Standard Brands** □ Food products group highlights its Reggie candy bar in one-month TV flight starting in mid-November. Lee King & Partners, Chicago, will buy spots in eight markets during fringe and prime time. Target: teen-agers and adults, 18-24.

**Conn. General Life Insurance** □ Insurance group arranges one-month TV

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Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. And DASH (Delta Airlines Special Handling) serves 86 U.S. cities plus San Juan. Any package up to 90 inches, width+length+height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals.

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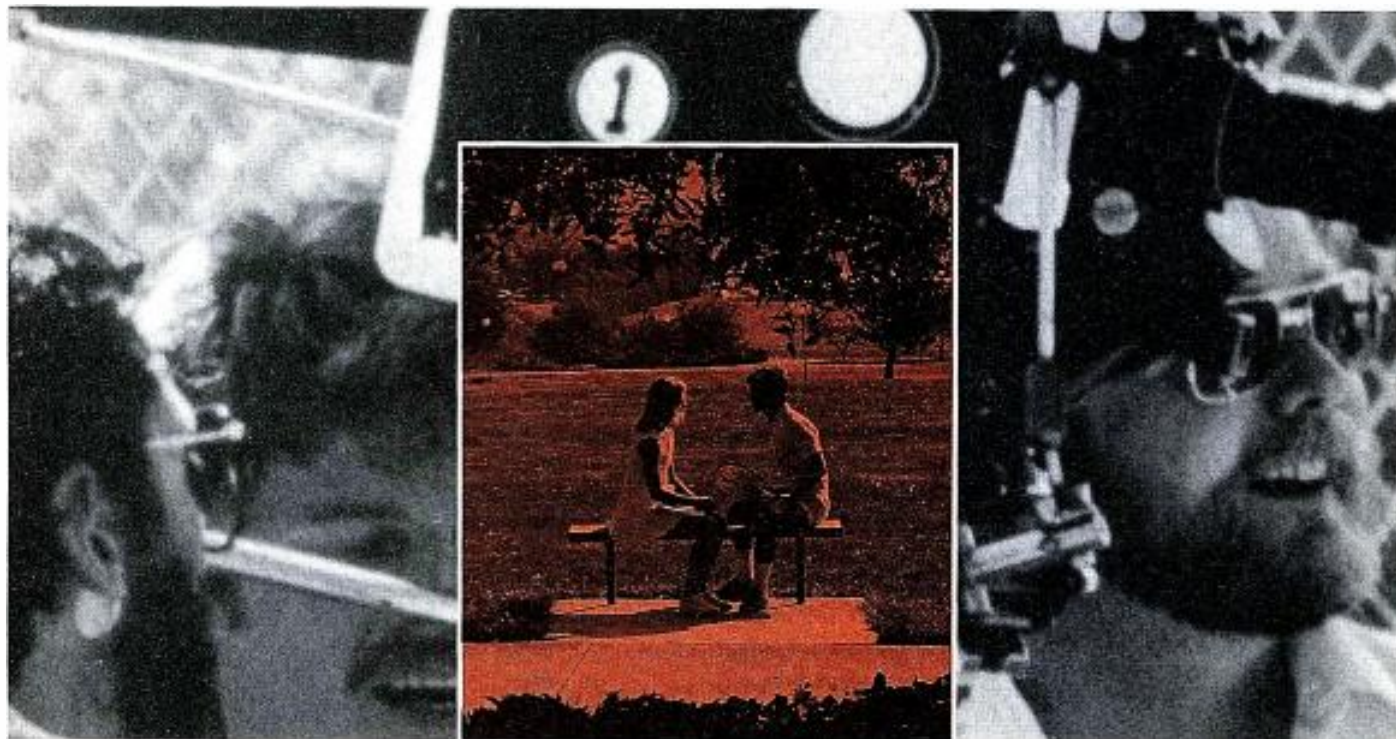
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**DELTA IS READY WHEN YOU ARE®**





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## **MILES TO GO**

Starring **Dan Shor**, soon to be seen in NBC's mini series "Studs Lonigan" and **Deborah Winters**, best remembered for her performance in "Class of '44."

**NEW FROM LUTHERAN TELEVISION**

**A "THIS IS THE LIFE" ONE-HOUR SPECIAL FOR FAMILY VIEWING**

"Epilepsy is much more than a medical problem, and MILES TO GO is the first television program I know of that dramatizes so effectively the human aspects of the disorder. When I first recorded public service messages for epilepsy many people would scarcely say the word. It is now very rewarding to see this subject handled so openly and with great sensitivity and compassion."

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"This Is the Life" is the longest-running syndicated program on the air, the winner of two Emmy Awards. With network-quality production and a built-in audience, MILES TO GO promises to deliver

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**TAKES A DRAMATIC LOOK AT EPILEPSY, THE PREJUDICES THAT  
SURROUND IT, AND ONE YOUNG MAN'S STRUGGLE TO ACCEPT IT.**

**ACT NOW TO SCHEDULE THIS WORLD PREMIERE**

**BETWEEN JANUARY 15 AND APRIL 30, 1979**

**EXCLUSIVELY ON YOUR STATION**

**NO PROGRAM CHARGE—5½ MINUTES AVAILABLE FOR SALES OR PSA—PRIME OR FRINGE**

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drive beginning in mid-November. Cunningham & Walsh, New York, will handle spots in two markets during news and sports time. Target: adults, 35 and over.

**Murray-Ohio** □ Motocross bicycles manufacturer arranges four-week TV promotion starting late this month. Keller-Crescent, Evansville, Ind., will prepare spots in 24 markets during early fringe time. Target: total children.

**Tech Hi-Fi** □ Retail stereo store chain starts four-week TV promotion late this month. Singer Media Services, Boston, will buy spots in eight markets including New York, Boston and Detroit during specials, news and sports time. Target: men, 18-34.

**Southern Bell** □ Telephone company prepares four-week TV flight starting in late November. Tucker Wayne & Co., Atlanta, will seek spots in 21 markets during prime time. Target: total adults.

**Prince Matchabelli** □ Perfume company focuses on its Aviance perfume in one-month TV push starting in late November. Della Femina, Travisano & Partners, New York, will select spots in nine markets during late fringe and prime-access time. Target: women, 18-34.

**Nalley's** □ Foods group plans four-week TV flight for its 100% Natural Chips beginning late this month. Della Femina,

## BAR reports television-network sales as of Oct. 22

ABC \$1,139,694,900 (36.3%) 1 CBS \$1,027,086,800 (32.7%) 1 NBC \$974,772,500 (31%)

Day parts	Total minutes week ended Oct 22	Total dollars week ended Oct 22	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.	172	\$ 1,497,000	6,229	\$ 45,264,500	\$ 39,226,900	+15.4
Monday-Friday 10 a.m.-6 p.m.	1,006	18,012,500	42,777	679,704,500	615,127,600	+10.4
Saturday-Sunday Sign-on-6 p.m.	297	14,197,200	12,924	354,452,700	312,469,900	+13.4
Monday-Saturday 6 p.m.-7:30 p.m.	103	6,104,800	4,305	177,269,300	154,442,200	+14.8
Sunday 6 p.m.-7:30 p.m.	21	2,073,100	892	54,060,000	44,682,200	+21.0
Monday-Sunday 7:30 p.m.-11 p.m.	416	52,459,800	17,486	1,609,678,900	1,420,602,500	+13.3
Monday-Sunday 11 p.m.-Sign-off	233	7,125,200	9,453	221,124,300	195,419,400	+13.3
<b>Total</b>	<b>2,248</b>	<b>\$101,469,600</b>	<b>94,066</b>	<b>\$3,141,554,200</b>	<b>\$2,781,970,700</b>	<b>+12.9</b>

Source: Broadcast Advertisers Reports

Travisano & Partners, Los Angeles, will schedule spots in four markets during all dayparts. Target: women, 18-49.

**World Vision International** □ Humanitarian organization slates two-week TV campaign for late this month. Russ Reed Advertising, Los Angeles, will place spots in at least 20 markets during day and fringe time. Target: women, 35 and over.

**Chrysler-Plymouth** □ Dealers association plans four-week TV buy beginning this week. Asher-Gould, Los Angeles, will arrange spots in southern California markets during prime and fringe time. Target: men, 25-49.

**Gagliardi Bros.** □ Company begins four-week TV push for its sliced meat products starting in early January. J.M. Korn & Son, Philadelphia, will arrange spots in five markets during day, fringe and prime time. Target: women, 18-49.

**Bell of Pennsylvania** □ Telephone company features its phone center stores in four-week TV drive beginning late this month. Lewis & Gilman, Philadelphia, will select spots in five markets during all dayparts. Target: adults, 25-64.

**Allegheny Pharmaceuticals** □ Company arranges three-week TV push for its Nutra-Nail product starting in mid-November. Sheldon Communications, New York, will buy spots in 35 markets during day, fringe and prime-access time. Target: total women.

**Pizza Hut** □ Restaurant chain arranges three-week TV drive beginning in mid-December. Foote, Cone & Belding, New York, will seek spots in about 70 markets during fringe time. Target: adults, 18-34.

**General Motors** □ Car manufacturer begins two-week TV push for its Oldsmobile Cutlass in two-week drive

this month. Leo Burnett, Southfield, Mich., will schedule spots in 24 markets during fringe and prime time. Target: total men.

**Fairmont Foods** □ Food products group features its Creative Crust mix in two-week TV push starting in late November. Albert J. Rosenthal, Chicago, will prepare spots during day and fringe time. Target: total women.

**CBS Records** □ Records group places Multi-Hits blitz in one-to-two week TV campaign beginning in late November and mid-December. Young & Rubicam, New York, will handle spots in 26 markets during prime time. Target: teen-agers and adults, 18-34.

**Hallmark Cards** □ Company features its bath products in one-week TV campaign beginning late this month. Foote, Cone & Belding, Chicago, will handle spots in 21 markets during prime time. Target: women, 18-34.

**Van Wyck** □ Appliance group plans one-week TV buy starting in mid-December. Jeffrey Alan Associates, New York, will handle spots in 11 markets during all dayparts. Target: women, 18-49.

**General Electric** □ Company sponsors *Bob Hope at the Ohio Theatre*, NBC-TV special, 8 p.m. NYT, December 3 through BBDO, New York. Special will include 11 General Electric commercials featuring housewares, audio and lamp products.

## Radio-TV

**American Hardware** □ Hardware supply company slates three-week radio and TV push beginning late this month. Ketchum, MacLeod & Grove, Pittsburgh, will select spots in 33 markets including Boston, Detroit and New Orleans. Target: adults, 25-54.

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Tacoma, Washington



Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

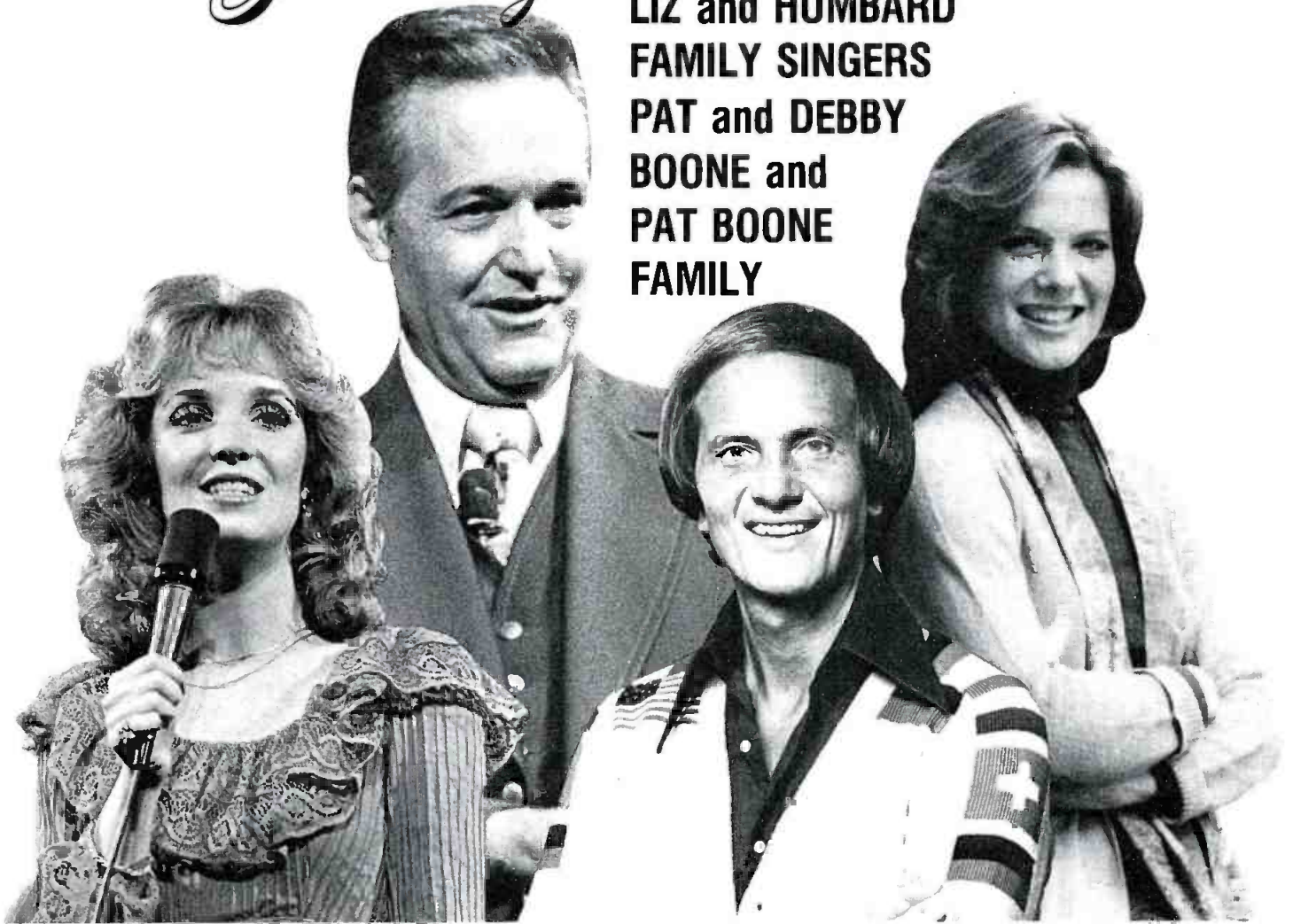
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PAT and DEBBY  
BOONE and  
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■ indicates new or revised listing

## This week

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

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

**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.

## Also in November

**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—Illinois-Indiana Cable TV Association** seminar and workshop on pay television (morning) and office procedures (afternoon). Sheraton Inn, Terre Haute, Ind.

**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.

## 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—MIPTV'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. Greenbrier, 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, May 25-28, 1982.

**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. 1980 conference will be on date to be announced, at Diplomat hotel, Hollywood-by-the-Sea, Fla.

**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. Future conventions: Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

## December

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

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

**Dec. 8—Deadline** for entries, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and TV commercials. Information, entry forms: 1717 North Highland Avenue, Hollywood 90028; (213) 465-1183.

■ **Dec. 8—Southern California Broadcasters Association** 15th annual public service workshop. FCC Commissioner Tyrone Brown is on morning agenda. Kinsey auditorium at Museum of Science and Industry, Los Angeles.

**Dec. 11—Deadline** for comments on FCC inquiry into role of low power television broadcasting, including television translators, in over-all national telecommunications system (Docket 78-253).

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

**Dec. 15—Comments** due in FCC inquiry and rulemaking proceeding on applicability of fairness doctrine and personal attack rule to use of broadcast facilities by political candidates under section 315 of the Communications Act. (Docket 78-291). Replies are due Jan. 16.

**Dec. 15—Deadline** for entries in competition for annual RIM Awards of Religion in Media Association. Information: Mary Dort, executive director, 1776 North Gower Street, Hollywood 90028; (213) 466-3342.

**Dec. 18—Deadline** for filing comments in FCC's proposed amendment of cable television rules to provide that systems need not provide nonduplication protection to any program of 30 minutes or less (Docket 78-233). Replies are due Jan. 17.

**Dec. 26—Deadline** for comments in FCC inquiry to consider broadening program definitions to include "community service" program category (Docket 78-335). Replies are due Jan. 25.

**Dec. 29—Deadline** for comments on FCC proposal





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.



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

for standards for AM stereophonic broadcasting, to consider, among other things, effect of AM stereo signal on adjacent channel protection ratios, skywave service and out-of-band emissions (Docket 21313). Replies are due Jan. 31.

## January 1979

**Jan. 2**—Comments due on FCC proposals to restrict amount of time devoted to on-air auctions and non-auction fund-raising programming, other educational broadcasting proposals (Docket 21136). Replies are due Feb. 1.

**Jan. 6-9**—International Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center, Hilton hotel and Jockey Club hotel.

**Jan. 7-9**—*California Broadcasters Association* mid-winter meeting. Vincent Wasilewski, National Association of Broadcasters, will speak. Palm Springs Spa hotel, Palm Springs, Calif.

**Jan. 8**—Deadline for entries for The 1978 Media Awards for the Advancement of Economic Understanding sponsored by *Champion International Corp.*, Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of \$105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1978 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 646-2084.

**Jan. 8**—Deadline for comments on FCC inquiry for future fee program and refund of fees collected between Aug. 1, 1970, and Jan. 1, 1977, including possibility of imposing fee on all users of the spectrum—possibly on lease or auction basis (Docket 78-316).

**Jan. 8-9**—Pacific Telecommunications Conference, featuring technology of communications and economic, social and regulatory aspects of communications. Ilikai hotel, Honolulu.

**Jan. 8-9**—Regional technical conference of the *Society of Cable Television Engineers*. Emphasis will be on antennas, towers and power surges. Holiday Inn East, Melbourne, Fla. Contact: Mila Albertson. (202) 659-2131

**Jan. 9**—*Nebraska Broadcasters Association* legislative dinner. NBA Hall of Fame presentation is also on program. National Bank of Commerce building, Lincoln, Neb.

**Jan. 10**—*New England Cable Television Association* winter meeting. Radisson Ferncroft hotel and Country Club, Danvers, Mass. Information: Bill Kenny, NECTA, (603) 286-4473.

**Jan. 12-13**—*Utah Broadcasters Association* convention. Hilton Inn, Salt Lake City.

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

**Jan. 15**—Revised date for *Federal Trade Commission* hearing on children's advertising. Former date was Nov. 6. San Francisco.

**Jan. 15**—New deadline for comments on FCC inquiry into children's television programming and advertising practices to revisit voluntary compliance by television broadcasters with guidelines in its Children's Television Report and Policy Statement, adopted 1974. (Docket 19142). Replies are due March 1.

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

**Jan. 18-20**—*Alabama Broadcasters Association* winter conference. Downtowner Motor Inn, Montgomery, Ala.

**Jan. 21-23**—Convention of *NBC Radio affiliates*. Royal Orleans hotel, New Orleans.

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

**Jan. 22**—Deadline for comments in FCC inquiry into the encouragement of parttime operation of broadcast facilities by minority entrepreneurs under time brokering arrangements (Docket 78-355). Replies are due Feb. 23.

**Jan. 23-25**—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

**Jan. 25**—*New Jersey Broadcasters Association* mid-winter managers conference. Woodlawn, Eagleton Institute of Politics, Rutgers, The State University of New Jersey, Brunswick.

**Jan. 26-27**—*Radio Television News Directors Association* board meeting. Caesar's Palace, Las Vegas.

**Jan. 27**—Deadline for entries in 11th annual *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged. Professional categories will be radio, television, print and photojournalism. Cash prizes of \$1,000 will be awarded the best in each category, with an additional \$2,000 grand prize for the most outstanding of the category winners. Entries from student print, broadcast and photojournalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstadter, executive director, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.

**Jan. 29**—Continuation of *Federal Trade Commission* hearing on children's advertising. Start is in San Francisco on Jan. 15. Washington.

## February 1979

**Feb. 1**—Deadline for comments in FCC inquiry to investigate ways to help consumers choose, install and operate their television sets to get best reception (Docket 78-307). Replies are due March 1.

**Feb. 2-3**—*University of California at Los Angeles* communications law symposium on "The Foreseeable Future of Television Networks. Speakers will include FCC Chairman Charles D. Ferris; Henry Geller, assistant secretary of Commerce for Communications and Information; Donald McGannon, president of Westinghouse Broadcasting Co.; Ed Bleier, vice president, Warner Communications; Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Bruce Owen, economist, Duke University; Richard Block, broadcast consultant; and Robert Hadl, MCA Inc. Los Angeles.

**Feb. 2-4**—*Florida Association of Broadcasters* mid-winter conference. Holiday Inn hotel and convention center, Tampa airport.

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

**Feb. 26-March 2**—Intelcom '79 international exposition. Speakers will include Joseph Charyk and John A. Johnson, Comsat; Henry Geller assistant secretary of commerce for communications and information, and Dr. Mahoud Riad, secretary general, Arab Telecommunications Union. Dallas Convention Center. Information: Horizon House International, 610 Washington (800) 225-9977.

**Feb. 27-28**—Fourth annual CATV reliability conference, co-sponsored by the *Society of Cable Television Engineers* and the *Consumer Electronics Society of the Institute of Electrical and Electronics Engineers*. Denver Stouffer's Inn, Denver. Registration: SCTE, P.O. Box 2665, Arlington, Va. 22202.

## March 1979

**March 6**—Presentation dinner, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and television commercials. Deadline for entries is Dec. 8, 1978. Century Plaza hotel, Los Angeles.

**March 9-10**—Tenth annual Country Radio Seminar. Hyatt Regency, Nashville.

**March 9-14**—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas.

**March 14-15**—*Broadcast Financial Management Association/BCA* board of directors meeting. Waldorf-Astoria, New York.

**March 21-22**—*Association of National Advertisers* annual Television Workshop (March 21) and Media Workshop, (March 22). Combination fee for both events will be \$100 for ANA members, \$115 for non-members, and for either event, \$60 for members and \$70 for non-members. Plaza hotel, New York.

**March 21-24**—*The National Honorary Broadcasting Society, Alpha Epsilon Rho*, 37th annual convention. Sheraton hotel, Dallas.

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

## April 1979

**April 2**—Deadline for comments on FCC proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Replies are due May 15.

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

**April 2-5**—*Canadian Cable Television Association* annual convention. Sheraton Centre, Toronto.

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

**April 3**—*New York State Broadcasters Association* 25th annual meeting. Essex House, New York.

**April 7**—Great Lakes Radio Conference of *Central Michigan University chapter of Alpha Epsilon Rho* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

**April 8-10**—Annual convention of *Illinois-Indiana Cable TV Association*. Hilton Downtown, Indianapolis.

**April 11-13**—*Washington State Association of Broadcasters* spring meeting. Thunderbird Motor Inn, Wenatchee, Wash.

**April 13-14**—*Texas Associated Press Broadcasters Association* annual convention. Sheraton, Abilene, Tex.

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

**April 22-23**—Broadcasting Day of *University of Florida* and *Florida Association of Broadcasters*. Gainesville.

## May 1979

**May 2**—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Los Angeles.

**May 7-10**—*Southern Educational Communications Association* conference. Lexington, Ky.

**May 8**—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Seattle.

**May 10**—*National Radio Broadcasters Association* radio sales day. Sheraton Airport Inn, Atlanta.

**May 16**—*National Radio Broadcasters Association* radio sales day. Americana, New York.

**May 20-23**—*National Cable Television Association* annual convention. Las Vegas.

**May 24**—*National Radio Broadcasters Association* radio sales day. Hyatt Regency O'Hare, Chicago.

**May 27-June 1**—1979 *Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland. Information: P.O. Box 970—CH-1820, Montreux.

## June 1979

**June 3-6**—*Electronics Industries Association/Consumer Electronics Group* 1979 international summer Consumer Electronics Show. Chicago.

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

**June 6-9**—*Broadcast Promotion Association* 24th annual seminar. Nashville.

**June 7-9**—*Alabama Broadcasters Association* spring convention. The Casion, Pensacola Beach, Fla.

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

**June 7-10**—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Branson, Mo.

**June 8-10**—*Investigative Reporters and Editors Inc.* national conference. Park Plaza hotel, Boston.

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

**June 10-11**—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs, Anaconda, Mont.



■ **June 14-15**—Oregon Association of Broadcasters conference. Bowman's at Mt. Hood, Ore.

■ **June 14-15**—Broadcast Financial Management Association/BCA board of directors meeting. Sir Francis Drake hotel, San Francisco.

■ **June 27-30**—Florida Association of Broadcasters 44th annual convention. Boca Raton hotel and club.

## July 1979

■ **July 11-15**—Colorado Association of Broadcasters summer convention. Tamaron, Colo.

■ **July 15-18**—The New York State Broadcasters Association 18th executive conference. The Otesaga hotel, Cooperstown, N.Y.

## August 1979

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

## September 1979

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

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

# Open Mike®

## Hot stuff

**EDITOR:** Reference is made to Your Oct. 23 "In Sync" concerning alternative energy to heat a broadcast facility.

KIVA-TV has been on the air for six years and has never had a central heating system. All of the heating comes from our air-cooled transmitter.

It can get to 5-10 degrees below zero in Farmington during the winter, but the hot-air exhaust from the transmitter, which approaches 180 degrees, is able to provide comfortable (70-75 degree) indoor temperatures.

The heating installation is nothing more than the attachment duct-work in our false ceiling to pick up the heat from the transmitter. One blower fan circulates the warm air throughout our building. In the summer, the ducting is changed so the transmitter exhaust is dumped into the outside air. There is no special equipment required for this lash-up.—*John R. Catsis, general manager, KIVA-TV Farmington, N.M.*

## Double-billed

**EDITOR:** There are a record number of complaints being filed with the FCC today. We in the industry know that many of these complaints have some justification. For every one that is justified, however, there are hundreds that are unjustified.

It seems that there is only one solution to the problem: We must make the accuser as responsible as we make the accused. Many of these unjustifiable accusations would not be made if the monetary responsibility was placed on the accusers to pursue their complaints in the same manner it is placed on the stations to defend their position of innocence. When a station is accused in a complaint it is held responsible for proving its innocence rather than the complainer being faced with the legal responsibility of proving that station's guilt.

The agencies of our federal government

now make this unnecessary by using the company's tax dollars to pursue these complaints while the accuser stands complacently by at no cost, embarrassment or regulation to force him to prove his stand. The company in question has a double cost factor in these cases in that he must hire legal counsel to defend him and pay tax dollars to be prosecuted.

There will never be any fairness to the present complaint and answer departments of federal government until the complainer bears the same burden of responsibility that the accused bears, both in integrity and monetarily.—*J. L. Hull, KMOM-TV Monahans, Tex.*

## Catch-22?

**EDITOR:** Ron Mighell's letter ("Open Mike," Oct. 23) about the inclusion of gay leaders in community ascertainment surveys neatly demonstrates the contradictory rationales for denying the rights of minorities. Some of our opponents have said we're so "different" from other community groups that we don't deserve inclusion; Mighell's argument is that we're too much the same.

Of course we have the same hopes and needs as other people, and it's certainly true that our "abilities are unencumbered." But exactly that can be said about all the other community leaders included on the ascertainment checklist, and no one has seen their basic humanity as a barrier to recognizing their special identities, needs and concerns. It's classic doublethink to tell a group of citizens which has suffered discrimination because of its "difference" that discrimination should continue once the differences don't seem so real. Being gay, like being black or Catholic or Polish or elderly or a farmer, is part of who we are. We are an estimated 10% of every broadcaster's audience and, like any other group, our "interest, convenience and necessity" must be served.—*Ginny Vida, media director, National Gay Task Force, New York.*

## BROADCASTING PUBLICATIONS INC.

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The newsweekly of broadcasting and allied arts

Executive and publication headquarters  
Broadcasting-Telecasting building  
1735 DeSales Street, N.W., Washington, D.C. 20036.  
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Leonard Zeidenberg, senior correspondent.  
J. Daniel Rudy, assistant to the managing editor.  
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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.

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Michael Heffernan, partner, The Legal Clinic of Goldman & Heffernan, New York

## A lawyer learns of broadcasting's advantages

Last year a revolution occurred in the legal profession. For the first time in history, thanks to a United States Supreme Court decision, attorneys were permitted to advertise. And, within a short period of time, that decision began having important ramifications for middle-class Americans.

With advertising arose the opportunity for *volume*, an aspect of our profession that has never been particularly important, given the comfortable fees we lawyers have been used to. With volume, steep fees are no longer necessary. In short order we set up a host of legal clinics—storefront offices with little overhead that were able to perform in great volume relatively routine services such as uncontested divorces, simple wills, bankruptcies, single family home purchases, etc. This is the kind of law provided free for the poor and expensively for the wealthy, but often not at all for the middle class. And thus was born, in March of 1978, our own legal clinic.

Like most legal clinics, we chose the print media initially, holding back from the broadcast media for the time being. The rationale simply was that we would never know specifically what print could achieve for us if we began with a multimedia approach. With limited funds for advertising, we were eager to learn how much mileage could be expected from print, as opposed to the more expensive TV commercials.

But three months of newspaper advertising brought only modest results, and by June we were ready to get under way with TV. As it turned out, the lengthy newspaper strike that began shortly in New York City would have forced us into the broadcast media anyway. A commitment was made to move quickly with television to take advantage of summer rates.

Our initial television ad—the first ever by a law firm in the history of New York State—was a 30-second spot featuring a man seated behind a desk in a lawyer's office. "If you think a lawyer is too expensive, it's time you knew about The Legal Clinic," he told viewers. He mentioned our \$15 initial consultation charge and gave examples of "more than reasonable fees for various services," such as \$55 for a will, \$95 for a name change and \$210 for an adoption. The spot ended with a voice-over promoting "convenient offices throughout the metropolitan area" and the telephone number to call for "the office nearest you."

The ad, which was produced by the Long Island agency of Dougherty, Clifford



Michael Heffernan, partner in The Legal Clinic of Goldman & Heffernan, New York, formerly was director of litigation and law reform with Legal Services Corporation of City of New York. After five years in that post he formed The Legal Clinic with Clair Goldman. He is a graduate of LeMoyne College, Syracuse, N.Y., and received his JD degree from Northwestern University in 1972.

& Wadsworth, cost about \$1,500 to produce. We committed \$10,000 to placement. The agency suggested a diverse mix of time slots, including afternoon, evening and late night, on WNBC-TV and WNEW-TV. We were a little reluctant about the late night slots for reasons concerning image. That hour, we feared, may be associated in the minds of too many viewers with crudely produced low-budget advertising, some of which is intentionally buffoonish. When introducing the entirely new concept of legal advertising, we thought it important that a professional tone be established at the outset.

In the end we did accept a few late night insertions, and the commercial ran 50 times from Aug. 10 through the Labor Day weekend. Late night produced only a small response in terms of new clientele, but there were no adverse comments. The most advantageous time slot unquestionably was on WNEW-TV's 10 o'clock news. This is where we really zeroed in on our prime target audience, although the news slots were also the most expensive.

The phones never stopped ringing in those first days of television ads. The clinic might have been an overnight sensation if only half of the callers were to become clients. But one of the lessons that TV advertising taught us is that many people who think they have legal problems actually have social problems. The mother at wits' end because her 19-year-old daughter won't get out of the house and find a job; the man whose upstairs neigh-

bor puts on her high heels every morning in an uncarpeted bedroom; the multitudes who live encircled by barking dogs and screaming kids playing stickball between manhole covers—these never were destined to find relief at The Legal Clinic.

But there were many callers who did need our services. In the four weeks after our first TV ad started running on Aug. 10, we counted some 150 new clients who came to us as a result of having heard about us on television.

It was an awesome experience, this first contact with the power and reach of television. Yet it was also somewhat frustrating, and we felt a bit let down by the immediate results. I realize now that we had come to expect more than we should have expected realistically. The impact of that first month cannot be measured by how many people walked through our doorways, as if a clearance sale were under way. What is most important is that we reached hundreds of thousands of people who now know that when they need us we are there, providing key services that may never before have been monetarily accessible to them.

As the newspaper strike continued, we found ourselves running a second series of television commercials, again through Dougherty, Clifford & Wadsworth. We also decided, as a test, to try radio commercials for the first time.

It is too early to ascertain how effective have been our second round of television ads and our first round of radio ads. But we have been able to discern a number of interesting patterns. As of this writing we have had more than 800 consultations, with over 500 clients signing up. Those who come in are primarily middle-class, white-collar workers with annual income in the \$10,000 to \$15,000 range, but with some earning \$25,000 and more. Most have never seen a lawyer before. Thus far, the most sought-after service (by far) is the uncontested divorce. Next, in order of frequency, are simple separation agreements, simple separation agreements, bankruptcies, wills, consumer complaints, and name changes.

In the recent past the legal profession (like others) has been sharply divided on the subject of advertising. But now that the Supreme Court has settled the matter that division is gaining acceptance and will continue to do so.

For our part, we have had no communications from the bar association or from individual colleagues concerning The Legal Clinic's advertising policy. We did not expect any opposition, and frankly it would not have mattered anyway. Our plans are firm. We will continue using the broadcast media, especially television, because, in the simplest terms, we have to.



**"I thought our first book with TM was great. But now we're beating our AM competition 4 to 1."**

*—Don Bell, Program Director  
WSOC-FM, Charlotte*



*Don Bell,  
Program Director  
WSOC-AM/FM*

With sharp management and 100,000 watts, WSOC-FM had the potential to be a real winner. To realize that potential, Don Bell chose TM Country.

The results? A 7.2 metro share\* and a #2 TSA rating in adults 18+\*.

To find out how it was done, read on.

WSOC-FM has used TM Country since September of 1976. Before that, the station had been programming and taping its own country format.

Don Bell, WSOC Program Director, recommended TM Country because, in his words, "I was impressed that this was a format based on *hits*. After all, people listen to a contemporary radio station to hear popular music."

#### **Get loyal, long-hour listeners**

But there's more to TM Country than just good music. TM Country is a carefully constructed, smooth-flowing format. And TM Country lets you *control* your programming to keep your station's sound consistent.

The combination of good music, smooth flow and tight control can get longer listening and a larger cumulative audience for your station. That's what TM Country did for WSOC-FM.

But even a great format like TM Country can't do its best without teamwork.

Here's what Don Bell said about the service he's gotten from TM Programming:

#### **Professional consultation**

"They're willing to listen. And TM's Country Consultant really knows his music. He's done modern country on the air."

Working together, they fine-tuned the format. "We changed the back-announced sweeps to a segue announce between two hits," said Don. "That gives me eight hits per hour, evenly spaced."

One of the results of this change has been an increase of over 230% in listening by men 18-34 since the Apr./May '77 ARB.

What about your last book? If it wasn't as good as it could have been, maybe TM Country can help. To find out, call TM Programming.

Call collect. Call right now. Ask for Ron Nickell, Vice President. The number is 214-634-8511.



**TM** TM Programming  
1349 Regal Row  
Dallas, Texas 75247



# **"Minimize the cost of electricity, that's what our research is really try**

**Dr. Richard Balzhiser, Director for Fossil Fuels and Advanced Systems at the Electric Power Research Institute.**



Dr. Balzhiser among the array of mirrors that track the sun at U.S. Department of Energy's Sandia Labs solar thermal test facility in New Mexico.



# ing to do."

"Our principal solar research effort is to develop collectors to use solar energy concentrated by mirrors. Such systems must be in use a large part of the time to justify the large capital investment. While the sun's energy is free, it's only available part of the time, so we'll need innovative storage or hybrid systems if solar electricity costs are to compete with other alternatives.

### SOLAR CELLS

"Present solar cells are far too costly for utility use. We believe thin-film technology or very advanced cell concepts using concentrated solar energy offer the best chances for producing electricity at competitive costs. We've recently had some exciting results which could lead to the breakthrough necessary for solar cells to receive serious consideration by utilities.

### SOLAR HOMES

"To investigate and refine solar heating and cooling systems, we have built five houses on Long Island, and five in Albuquerque, equipped with various combinations of space conditioning and storage systems. We will run more than 100 experiments over the next three to four years to identify the mix of solar energy and other things a homeowner can do in combination with his utility to lower the overall cost.

### CLEAN COAL

"As coal-fired plants become more expensive and more complicated, new approaches to producing power from coal could become more attractive. We're looking for better technology to protect the environment at minimum cost. R&D on coal gasification and fluidized combustion has shown considerable promise. Unfortunately, these are not

available today, and our immediate needs must be met with better conventional plants that operate as cleanly, as reliably and as cost-effectively as we can make them."

### NUCLEAR POWER



Dr. Milton Levenson, Director for Nuclear Power at the Electric Power Research Institute.

"About 80% of our nuclear research is aimed at making nuclear power even less expensive. We're trying to improve reliability, to extend fuel life, to protect against the cost of plant shut-downs, to make plant operations go smoother.

"We're getting involved in new types of electronics, new concepts for inspection devices, and very sophisticated ways of analyzing materials. But basically it all comes back to reducing even further the cost of nuclear power."

This country will need more electricity years before resources now in research will be ready to deliver it. By 1988, our demand will increase by 40% just because of new people and their jobs. Utilities will supply that energy using whatever fuels are then available and economical. For facts on how research is keeping our energy options open, just send the coupon.

## The time to build power plants is now.

4B-11/13

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New York, N.Y. 10001

Please send me *free* information about research and development programs that are exploring our energy options.

Name

Address  Phone

City  State  Zip

**Edison Electric Institute**  
The association of electric companies



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TO OUR BEAT!**

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## Top of the Week

### Election '78: CBS edges NBC; ABC still third

The TV networks tackle one of their biggest jobs, election night coverage, and even with breakdown of service that supplies returns, are still able to do battle on predictions; 1,000 pencils and lots of aspirin

The news divisions of ABC, CBS and NBC ran almost as hard as the candidates they were following in their coverage of the nation's congressional and state elections Nov. 7.

In their own race for ratings, CBS took the 7-11 p.m. NYT national Nielsens with a 10 rating and 17 share, compared to NBC's 9/15 and ABC's 7.2/12. All three lost out to independent stations: Their combined share of audience was 44%.

The highlight of the evening—the lowlight, really—was a breakdown of the computerized News Election Service, which provides all three networks and the wire services with raw vote counts from precincts around the country.

The NES feeds stalled beginning about 8:30 p.m. NYT, according to Les Crystal, president of NBC News, and sputtered out only occasional data until about 10:30 p.m. An administrator at NES headquarters in New York said the next day that the central computer had failed to accept incoming tallies, and that analysts were still working there and in the service's four regional vote centers to find out what went wrong.

The breakdown played particular havoc with the projections of NBC, which matches its own key precinct samples with the NES results before picking winners. CBS and ABC use their key precincts independently of NES, news spokesmen for those networks said, and so were hampered only in giving viewers total vote counts. "I'm not particularly enjoying telling you what I can't tell you," said ABC anchor Frank Reynolds at one point, going on to explain the snafu.

ABC claimed to be the big winner in the projection derby, counting 40 first picks versus CBS's 14 and NBC's nine. NBC didn't argue with those figures, but CBS said it had 16 firsts and one tie with ABC. ABC was the only network to make a



ABC



CBS



NBC

wrong projection, giving Meldrin Thomson a victory in the New Hampshire gubernatorial race at about 8 p.m. over Hugh Gallen. CBS correctly picked Mr. Gallen at 10:22 p.m., and ABC announced its miscalculation at approximately 12:30 a.m.

Over-all, the projections of the networks were again remarkably accurate—as evidenced by the calls of the two closest races of the night. ABC and NBC both declared Jennings Randolph the winner over Arch Moore in the race for the Senate in West Virginia, despite the fact that, according to CBS, with 96% of the results in, a single vote separated the two candidates. CBS held back for that reason, but Mr. Randolph did win, by a final margin of 248,380 to 243,862, according to the Associated Press. That count gave each man 50% of the vote.

The Senate race in Virginia between Andrew Miller and John Warner—or, as he was often described by the newscasters, "Elizabeth Taylor's husband"—was too close for anybody to call, but ABC said as it was signing off that Mr. Warner appeared

to have taken it. That was correct; in another 50-50 split, Mr. Warner took the seat by a margin of just under 4,000 votes.

Each network had outside help with its polling efforts. ABC worked with pollster Lewis Harris to set up 104 model Congressional districts and 2,700 key precincts, with the help of 5,000 members of the League of Women Voters. CBS continued its alliance with the *New York Times*, but since the *Times* was on strike until just two days before the election, CBS had to handle most of the arrangements for the 3,000 interviews itself. NBC cooperated with the Associated Press to conduct what anchorman John Chancellor called "the largest public opinion poll ever made"—34,000. Each network also had something in particular to brag about the next day. For ABC, besides the success of its primary effort toward winning the projection race, it was Barbara Walters' obtaining interviews with numerous big-name politicians—her principal failure of the evening, one ABC staffer said, was not getting through to Indira Gandhi of India.

It was in 1976 that Ms. Walters made

her election night debut as an anchor for ABC, to mixed reviews. An ABC News staffer remarked upon how much more effective she seemed to have been this year in her new role as interviewer par excellence. Frank Reynolds also seemed to be enjoying his new role as principal anchor from New York, and he and Ms. Walters received a long ovation from their 125-person news team in New York when the evening ended.

CBS cited its all-star anchor team in New York—Walter Cronkite, Harry Reasoner, Eric Sevareid, Dan Rather, Roger Mudd, Lesley Stahl and Bruce Morton—the accuracy of its projections—“we err on the side of conservatism,” a spokeswoman for the division said—and the clarity of its graphics and studio design. Backing up the team were about 135 production people in New York alone, and a list of supplies that included nine miles of broadcast cable, 76 dozen pens, 1,000 pencils, 10,000 index cards and “lots of aspirin.”

NBC's Les Crystal, who had been executive producer of the networks' coverage in 1976, said this year's coverage was basically a refined version of the same approach taken then, with special emphasis given the huge voting map in the studio and the computer-generated graphics for displaying results of the NBC/AP poll. “NES was a problem,” Mr. Crystal acknowledged, but he termed the efforts of the 1,200 pollsters “extremely pleasing”—particularly in their breakdowns of the results in terms of specific issues in each campaign. For example, NBC reported that Governor Hugh Carey of New York, a staunch opponent of the death penalty, nonetheless was supported by 42% of those who favored the death penalty. His opponent, Perry Duryea, won 54% of that category, which comprised 65% of the state's total electorate, NBC said. Another result of the national poll: 40% of those questioned said they were Democrats, 33% said they were independent, and 24% said they were Republican. NBC also stayed longest on the air, signing off at 1:45 a.m., CBS left the air at 1:15 a.m. and ABC at 1:30 a.m.

Public broadcasters got extensive use out of their satellite system during election night. WGBH-TV Boston coordinated feeds from six cities (Rochester, N.Y., Washington, Lincoln, Neb., Denver, Chicago and San Francisco) with regional coverage of major races and issues. The feeds enabled Public Broadcasting Service member stations to supplement their own coverage with the regional reports.

In addition, PBS offered five half-hour programs from San Francisco, Chicago, Dallas, Columbia, S.C., and New York and a one-hour overview from New York prior to the elections and will have a one-hour post election analysis Nov. 15 from New York. The *MacNeil/Lehrer Report* had shows on election turnout and analysis and has one today (Monday) on the economics of the elections. WGBH-TV also



Landon



Kassebaum



Armstrong

**Broadcasters (and Republicans) all.** Among the victors in last week's elections were Nancy Landon Kassebaum, for the Senate from Kansas and William L. Armstrong, for the Senate from Colorado. Pictured as he was leaving a polling booth last Tuesday: Alfred M. Landon, 91, the 1936 Republican presidential nominee, a former Kansas governor, Mrs. Kassebaum's father and the owner of five radio stations in Kansas and Colorado.

originated a special election program that was captioned for the deaf.

Meanwhile, National Public Radio broadcast 10-minute reports at 10 and 11 p.m. and 15 minute reports on the hour from midnight through 3 a.m. election night. The following morning, NPR had 10- to 20-minute segments of national and regional returns. The radio system had several correspondents throughout the country with reports. Coverage was coordinated by NPR correspondent Linda Wertheimer. Highlights of the elections, including trends, or lack of trends, were broadcast Wednesday night for the NPR magazine show, *All Things Considered*.

## Broadcasters add two new senators to ranks in Congress

While most broadcasters were occupied with covering the elections, a few were more directly involved in last Tuesday's balloting. There will be two new senators with broadcast holdings for instance, and three incumbents with broadcast ownership are returning to the Senate.

One of the two new senators is Nancy Kassebaum (R-Kan.), daughter of 1936 presidential candidate and current radio group owner Alf Landon, and herself vice president of KFH Co., licensee of KFH(AM)-KBRA(FM) Wichita, Kan. The other is William Armstrong (R-Colo.), a congressman who shares ownership with his parents of KOSI(AM) Aurora and KOSI-FM Denver, both Colorado. He upset incumbent Democrat Floyd Haskell.

The incumbent senators who are return-

ing include Walter D. Huddleston (D-Ky.), part owner in WLBN(AM) Lebanon, Ky., and former president of the Kentucky Broadcasters Association; Jesse Helms (R-N.C.), who has a small share in and is a director of WRAL-FM-TV Raleigh (Mr. Helms won national attention this election year for raising \$6 million, the largest Senate campaign treasure chest ever), and Ted Stevens (R-Alaska), who has a share in a group of stations in Alaska.

One candidate with broadcast interests who lost a Senate bid was Bob Short, owner of all-news WWTC(AM) Minneapolis.

A new member of the House with broadcast contacts is Beverly Byron, widow of Goodloe Byron, Democratic congressman from Maryland who died last month. Mrs. Byron is the daughter of Harry C. Butcher, one-time CBS Washington vice president and founder of KEYT(TV) Santa Barbara, Calif.

Returning for another term in the House are these incumbents with broadcasting interests: Thomas L. Ashley (D-Ohio), who owns a small number of shares in Combined Communications Corp., a broadcast multiple owner; W.G. (Bill) Hefner, owner of WRKB-AM-FM Kansas City, Mo.; Cecil C. Heftel (D-Hawaii) whose Heftel Broadcasting Corp. owns KGMB(AM) Honolulu, and KGMD-TV Hilo and KGMV(TV) Wailuku, both Hawaii; has received FCC approval to buy WSMJ(FM) Greenfield, Ind., and has bought WLUP(PM) Chicago, subject to FCC approval; Nick Joe Rahall II (D-W. Va.), director and shareholder in Rahall Communications, licensee of six radio stations and one TV; M. Gene Snyder (R-Ky.) a small shareholder in WCVN(FM) Carrollton, Ky.



## Status almost quo among congressmen industry knows best

### Senator Griffin, Rep. Carney casualties among incumbents on communications subcommittees

Last week's congressional elections had little effect on the House and Senate panels closest to the lives of broadcasters.

Senator Robert Griffin (R-Mich.) and Representative Charles Carney (D-Ohio) were the only casualties in Tuesday's elections among the current members of the House and Senate Communications Subcommittees.

Mr. Griffin, currently ranking Republican on the Senate subcommittee, had announced his retirement last year only to change his mind and run what turned out to be an unsuccessful race for a third term in the Senate. Mr. Carney, while a member of the House panel for several years, has not been an active participant in such projects as the Communications Act rewrite.

Other House subcommittee members rumored to be in trouble before the election, Timothy Wirth (D-Colo.) and Thomas Luken (D-Ohio) for example, triumphed in the end, Mr. Wirth beating former Denver radio station owner Ed Scott for the second time.

Subcommittee Chairman Lionel Van Deerlin (D-Calif.), as expected, overwhelmed his opponent, winning with 73% of the vote. Commerce Committee Chairman Harley Staggers (D-W.Va.) also won re-election to what he has said will be his last term in Congress. And the committee's ranking Republican, Samuel Devine (R-Ohio), who was considered in some re-election trouble, also won.

Except for Mr. Carney's defeat, the House Communications Subcommittee is intact: Mr. Van Deerlin, John Murphy (D-N.Y.), Mr. Wirth, Martin Russo (D-Ill.), Edward Markey (D-Mass.), Mr. Luken, Albert Gore Jr. (D-Tenn.), Barbara Mikulski (D-Md.), Henry Waxman (D-Calif.), Mr. Staggers, W. Henson Moore (R-La.), Carlos Moorhead (R-Calif.), Marc Marks (R-Pa.) and Mr. Devine.

On the Senate subcommittee, the only member up for re-election besides Mr. Griffin was Ted Stevens (R-Alaska), and he won.

The memberships of both subcommittees are not expected to remain static when Congress reconvenes next year, however. In the House, especially, moves are expected in the parent Commerce Committee that may affect the Communications Subcommittee. While Mr. Van Deerlin has pledged to remain as long as it takes to pass the rewrite, three other subcommittee chairmanships are vacant, two through retirements—Investigations Subcommittee Chairman John Moss (D-Calif.) and Health Subcommittee's Paul Rogers (D-Fla.)—and one through election defeat—Transportation Subcommittee Chairman

**Surgery.** CBS has taken the knife to its Monday night prime-time program schedule, cutting out *WKRP in Cincinnati* and *People*. Replacing them is a one-hour drama from MTM Enterprises, *The White Shadow*, about a former professional basketball star turned high school coach.

The final straw for both *WKRP* and *People* came on Nov. 6, when the former pulled a 21 share in its 8-8:30 p.m. NYT time period and the latter an 18 at 8:30-9 p.m. Time-Life's *People* is officially canceled; MTM's *WKRP* picked as a hit by most preseason handicappers, is expected to have another shot on the schedule, possibly at midseason. A CBS spokesman said five or six unused episodes of each series have been completed.

*The White Shadow* enters the schedule Nov. 27 at 8-9 p.m., followed by *M\*A\*S\*H*, *One Day at a Time* and *Lou Grant*. *Shadow*'s pilot was submitted to the network last spring as a candidate for fall placement, and has been in preparation as a replacement series since then (BROADCASTING, July 31). At least five episodes are finished, CBS's spokesman said, adding that the series is not being scheduled as a temporary filler, as ABC-TV's *Lucan*, for example, probably is.

Fred Rooney (D-Pa.). The shuffles resulting from those vacancies are likely to have a domino effect that will cause shifts in the Communications Subcommittee membership.

On the Republican side, there will be a new ranking member on the subcommittee, to replace rewrite co-author Lou Frey (Fla.), who ran unsuccessfully this year for Florida governor. Speculation still centers on James Broyhill (R-N.C.) to fill that post. With the same chair empty on the Senate Communications Subcommittee after Senator Griffin's defeat, speculation began last week that Senator Barry Goldwater (R-Ariz.) might step in.

What the final line-up will look like can only be guessed at now, however. The moves won't take place until next January or early February.

## NAB to the FCC: set radio free

### Wasilewski urges that more than the big markets be deregulated, and especially the smaller ones

National Association of Broadcasters President Vincent Wasilewski last week announced an NAB "declaration of independence for radio" that calls for the elimination of radio program and commercial limitations and radio ascertainment.

The declaration, unveiled Thursday by Mr. Wasilewski at the final NAB regional conference in New Orleans, urges the FCC to undertake immediately a three-pronged deregulation of all radio:

(1) Do away with program percentages as a measure of station performance at license renewal time. "Why carry on this charade any longer?" Mr. Wasilewski said in prepared remarks. "The marketplace, whether large or small, will insure that radio serves the public. It is time the FCC got off this First Amendment tightrope..."

(2) Get rid of commercial time standards. "Again, the marketplace is the inherent regulator," he said. "The FCC should cease fidgeting about what might

happen and look instead at what has happened in radio—a general reduction in commercial matter triggered by marketplace competition."

(3) Do away with formal ascertainment procedures. "Broadcasters do not need the government to tell them how to communicate with the people in their communities," he said, adding that it should be enough to "simply ask the broadcaster what the needs and interests of his community are, and how he treated them in his programming."

Mr. Wasilewski said that while FCC Chairman Charles Ferris has talked about "zero-based regulation," NAB sees only more proposals to expand current regulations.

Mr. Wasilewski also noted, however, that the commission is currently studying options for deregulating radio in major markets. But he said that move "does not go far enough, nor is it soon enough. There is a need for deregulation for all radio licensees now." He worried that an experiment with large markets would delay deregulation in small radio markets. "Surely," he said, "small market radio stations, struggling with the avalanche of government forms and requirements with limited personnel, are the stations that need relief, and need it now."

Although played up by NAB as a "major" speech, the Wasilewski remarks were acknowledged by NAB Executive Vice President John Summers to contain "nothing new.... All we're saying is: 'Here's the time to bite the bullet.'" Mr. Summers said the voters demonstrated last Tuesday that they are fed up with spending money on regulation, and that, together with President Carter's pro-deregulation statements and similar sentiments from the FCC, has brought the issue to a head. "The commission can get out of this [radio regulation] right now if it is really serious about what it's saying," Mr. Summers said.

Asked how the new proposal relates to the Communications Act rewrite now before the House Communications Subcommittee, Mr. Summers said the legislation, with its near total deregulation of radio, is a "long-term thing," whereas the commission "could do these things in the speech now."

## Cold water in the face of land mobile

**FCC's Roberts tells industry meeting that it can stop eyeing UHF because TV needs it more**

If it's a rule that government bureaucrats who speak to industry groups try to tell them what they want to hear, then Carlos V. Roberts, chief of the FCC's Safety and Special Radio Services Bureau, broke it in remarks to the annual meeting of land mobile radio users.

Despite the land mobile industry's continuing demands for more spectrum and the covetous eyes it casts on the UHF band, Mr. Roberts said land mobile has enough spectrum "for near term future growth." And land mobile, he added, should stop viewing "the UHF television band as some sort of long-term total solution to the land mobile spectrum needs."

"I'm here to tell you that just won't be," Mr. Roberts told the Special Industrial Radio Service Association (SIRSA) at its meeting last week in Phoenix.

And the reason it won't be, he added, is that "broadcasting is an essential communications medium that will continue to grow, and which must be provided sufficient spectrum to allow for new and innovative programming services." He noted that more than 100 million television sets are now in use in the country.

Mr. Roberts expressed the hope that the commission, in its recommendations for the U.S. position at the 1979 World Administrative Radio Conference, will include land mobile among the services to

be permitted internationally to share UHF. But he said he would not expect such a provision to result in any "large scale domestic implementation of new bands for land mobile radio, at least not in the next one or two decades."

Nor does he see that as a problem for land mobile because, he said, it "may be able to make more effective use of the spectrum it now has"—a point broadcasting industry representatives have frequently made in response to land mobile's requests for UHF spectrum.

As an example, he cited results of studies made in Detroit. There, the research indicates that land mobile is not hurting for spectrum, even though it is the fifth largest metropolitan area and, because of U.S.-Canadian agreements, land mobile is not allowed to share the lowest seven UHF channels, as is done elsewhere in the country, or to use the 800 mhz band, which is available to land mobile in other parts of the country.

Mr. Roberts said it was found that one quarter of the 1,318 land mobile channels were not being used, and the 64% of all channels either were not used or were used sparingly. Everything considered, Mr. Roberts said, one wonders "just how badly land mobile needs more spectrum."

As for areas of the country where there is a heavy demand for some land mobile channels, and a light demand for others—a condition, he said, that is the "major flaw" of the commission's block allocation scheme—the remedy is interservice sharing. Such sharing, he said, offers "a good method for providing frequencies for land mobile stations in many areas, within the spectrum you now have."

Mr. Roberts also gave his audience something else to think about—the possibility of substituting the marketplace

for the commission in determining spectrum allocations. The marketplace, he noted, is the mechanism used to distribute most valuable and scarce natural resources, such as oil and timber. And while he did not offer any details, he said there is "no fundamental reason" why the marketplace cannot be used in spectrum-allocation matters as well.

"There are a lot of difficult and knotty problems" in moving to a functioning spectrum market, he said. But he said they can be solved, and the prime benefit, he added, "would be the near total elimination of government spectrum regulation. You would then be able to buy (or rent) a land mobile channel as easily and quickly as you buy equipment for that channel today."

## Geller on WARC worries

**At White House briefing, he tries to dispel concern that U.S. isn't sufficiently prepared to deal with technical, political problems conference is expected to present; Ferris also appears, says FCC will create Office of Chief Economist**

Henry Geller, assistant secretary of commerce for telecommunications and information, has offered a brief glimpse of U.S. hopes and fears as its officials prepare for the World Administrative Radio Conference in Geneva next year, when the entire spectrum will be subject to modifications that will remain in effect for 20 years.

A hope is that the WARC decisions will provide the "flexibility" the U.S. will need in the years ahead to introduce com-

## InBrief

FCC has petitioned full nine-member U.S. Court of Appeals in Washington for rehearing in **WESH case**, in which panel overturned commission decision renewing WESH-TV Daytona Beach, Fla., and denying competing application of Central Florida Enterprises Inc. Commission, concerned about what it says is court's "intrusion on commission's policy making discretion," argues that panel ignored Supreme Court decisions and congressional intent in pre-empting commission authority to assign "significant" weight to "substantial past performance" and, consequently, impairs broadcasters' "legitimate renewal expectancies." Petition also argues panel—in assigning primary significance to media diversification in comparative renewal case—improperly ignored Supreme Court holding. However, **petition does not contest court's finding on mail fraud issue** in case, thus indicating that commission would accept case back on that point. Cowles Broadcasting Inc., licensee of WESH-TV, also petitioned for rehearing, saying panel erred on all points, including mail fraud issue. Meanwhile, it was learned commissioners on Thursday debated question of including in petition proposed public notice announcing creation of **task force to begin developing comparative renewal policy**. Majority of commission decided against inclusion.

**Taft Broadcasting Co.**, Cincinnati, announced it had signed letter of intent to **acquire WDAE(AM) Tampa, Fla.**, from Robert W. Rounsaville for \$5.5 million cash. Deal is subject to execution of definitive agreement and FCC approval. Taft, group broadcaster, earlier acquired WYNF(FM)

Tampa-St. Petersburg. WDAE is on 1250 khz with 5 kw. Broker: R. C. Crisler.

**WGNU-FM Granite City, Ill.** (St. Louis market), has been sold by Norman Broadcasting Co. to **Doubleday Broadcasting Co.** for \$2 million, subject to FCC approval. Broker: Cecil L. Richards.

FCC was challenged to **restructure Saturday morning television** to require all three commercial TV networks to carry same "high-quality" children's programs simultaneously from 9 a.m. to noon. Challenge came Thursday from **Kenneth Mason, president of Quaker Oats**, in speech in Chicago. Under his plan each network would produce 10 three-hour periods per year; repeats would be run on remaining 22 Saturdays. Advertisers, he said, could agree to rotate commercials among three networks and, he hoped, to cluster them. Mr. Mason, whose company is major advertiser in children's programs, said he was confident Justice Department would approve networks' cooperating in such project. He said his proposal "will give the new members of the FCC a chance to show what they can do with an agency that has failed for years to come to grips with one of the most important issues in American life."

**FCC approved \$140-million merger** of American Television & Communications Corp. into Time Television & Communications Inc., wholly owned subsidiary of Time Inc., effective tomorrow (Nov. 14). Commission also granted TTC authority to acquire and operate channels of com-



munications systems as needs and technology dictate—land mobile satellites, for instance, or satellites to serve rural areas. “We want that flexibility built into the preparations,” Mr. Geller said.

Mr. Geller, who spoke at a White House briefing for reporters in the scientific, technical and communications fields, expressed a concern that officials involved in WARC preparations have been expressing for a long time—the possible politicization of what is, nominally at least, a technical conference, and the use by Third World countries of their numerical strength to dominate the one-country, one-vote conference.

Specifically, what troubles the U.S. and other industrialized nations is the determination by some Third World countries to have the conference reserve satellite slots and frequencies for their use, even if they will not need them in the foreseeable future. At present, frequency assignments are made on a first-come, first-served basis.

“We oppose that,” Mr. Geller said of the reservation proposal. “We’ve made a strong case to present to other nations.” The U.S. and other industrialized nations say reservations would waste spectrum.

In that connection, Mr. Geller answered critics, mostly in Congress, who say that U.S. preparation for WARC has been inadequate. He said officials who have been involved in previous WARC’s consider the preparations for this one to be the most extensive ever. Thus far, he said, officials have visited their opposite numbers in 53 countries to ascertain their views and sound them out on U.S. ideas. “We have not been discouraged in the bilateral talks,” he said.

On other international telecommunications matters, Mr. Geller said:

■ “We’ve suggested” involving the President more deeply in matters involving negotiations with foreign countries over facilities shared with them. The role would be somewhat similar to that the President plays in connection with agreements on international air service. He said there are problems with the present “structure” for dealing with foreign countries: In the case of satellites, the U.S. no longer can dominate Intelsat; and in the case of undersea cable, negotiations with foreign countries are only as effective as the results the FCC will approve.

■ The U.S. is “isolated” in the United Nations outer space committee on the question of direct broadcast satellites. Attempting to win international support for the proposition that nations should be allowed to broadcast directly to community receivers or homes of another nation without its consent “is a losing battle,” he said.

FCC Chairman Charles D. Ferris, who also participated in the briefing, stressed, as he has in the past, the importance he attaches to increasing the commission’s expertise in economics. He noted that of the commission’s 700 professionals, 25 are economists—too few, he said, considering that 50% of the gross national product is concerned with information transfer.

Chairman Ferris plans to have the commission create an Office of Chief Economist—“to counter” the Office of General Counsel and provide an “independent economic position.”

Chairman Ferris, a lawyer himself, appears to feel that one problem with government in general and the commission in particular is too many lawyers. He noted that under the civil service rules it is easier to hire lawyers than to hire economists and engineers. “It’s obvious,” he said, “lawyers wrote the rules.”

## FCC may require New York and Philadelphia TV’s to open studios in New Jersey

**Commission tentatively renews stations, but ponders imposing ‘physical presence’ requirement**

The FCC, in a meeting last week, took another stab at resolving the question of providing additional television service to VHF-less New Jersey. But the heat of the discussion and the dissatisfaction of Chairman Charles Ferris with the result made it appear that the issue is not yet settled.

The commission tentatively decided to reject petitions to deny that were filed against New York and Philadelphia stations, claiming they have not adequately served New Jersey. But, in the case of commercial stations involved, the commission would condition renewal of their licenses on their establishing, jointly or separately, a “physical presence”—studio and office—in New Jersey. The vote was 4-2.

The condition, however, was not finally adopted. The commission will inform the stations of the proposed condition and invite comments from them, as well as from the parties who had petitioned to deny the renewals. But there seemed little doubt that the proposed condition would ultimately be imposed.

Noncommercial WNET(TV) New York was handled separately. The station, which operates on a commercial channel assigned to Newark and whose move to New York, in 1961, when it was sold to

munications being provided ATC through domestic satellite receive-only earth stations.

□

**PTL Television Network** says it’s struggling to recover from **financial crisis** aggravated by computer malfunction resulting in backlog of up to 400,000 pieces of mail. Religious network has some 200 broadcast affiliates and satellite operations. Spokesman said financial picture will be clearer when success of recent fund-raising telethon can be determined. Meanwhile, creditors—PTL says none are broadcast stations—are being asked to wait 60 to 90 days for **\$6 million in due bills**. PTL release said “only the power of God can solve this problem.”

□

Party comprising **nine major broadcasters** returned to U.S. Nov. 5 after nine-day trip to Israel as guests of Israeli Broadcasting Authority. They toured broadcast facilities, met with senior members of government, briefly with Prime Minister Menachem Begin. Tour, organized by Av Butinsky of Viacom, included Don Curran of Field Enterprises, Walter Bartlett of Multimedia, David Henderson of Outlet Co., Arthur Watson of NBC, Phil Lombardo of Corinthian, James Coppersmith of WNEW-TV New York, Tom Cookery of Allbritton Communications and Dale Wright of WMAR-TV Baltimore.

□

**Bill Moyers** will mark his return to public television (from stint at CBS News) with exclusive interview with President Jimmy Carter, to air tonight (Nov. 13) at 9-10 p.m. NYT. Interview, to be taped earlier that day, is special edition of *Bill Moyers’s Journal*, which is to return on weekly basis next February.

CBS-TV has scheduled “**Gone With the Wind**” as two-part February sweep attraction. Network announced air dates of Sunday and Monday, Feb. 11-12, 8-11 p.m. and 8-10 p.m. (NYT), respectively.

□

**John Richer**, executive vice president for administration of National Radio Broadcasters Association, **has resigned** that post in dispute with NRBA directors over management of association. Abe Voron, NRBA executive vice president for government affairs, will run Washington office until successor is hired. Lisa Friede of NRBA staff has been named administrative director.

□

**Robert M. Chambers**, vice president and general sales manager, ABC Radio Network, promoted to new post of network vice president and general manager. **Louis A. Severine**, vice president and Eastern sales manager, will become vice president and director of sales.

□

**David H. Fiske**, former assistant staff director for information and press officer at Federal Election Commission, joins CBS Nov. 20 as director, legislative and media relations, CBS Washington. **Rae Forker Evans**, director, congressional relations, CBS Washington, promoted to director, government relations. Mr. Fiske succeeds Jack Loftus, now vice president, CBS corporate information department, New York.

□

**James A. McKenna Jr.**, senior partner in McKenna, Wilkinson & Kittner law firm and principal owner of eight-station McKenna Radio Group, named to receive law/communications alumni award of Catholic University, Washington. He is 1938 engineering graduate of school, took law degree at Georgetown. Law firm represents ABC, among other clients.

Educational Broadcasting Corp., precipitated the problems the commission is still trying to solve, was directed to honor a commitment made in 1961 to establish its own studio in Newark. Meanwhile, action on the renewal application will be deferred.

The staff has recommended rejecting the petitions to deny—which were filed by, among others, the legislature and governor of New Jersey—on the ground the stations fulfilled the promises they had made regarding service to New Jersey. These promises, involving news coverage and public affairs programming, were made in 1976, following a rulemaking proceeding imposing such requirements.

The decision to impose the additional office-studio requirement was taken in recognition of the continuing complaints citizens and officials of the state have registered with the commission.

And Chairman Ferris and Commissioner Tyrone Brown, among the commissioners, feel the commission is not doing enough to respond. As a result, they dissented.

Commissioner Brown, for one, called the condition "cosmetic." He said the commission had never made the kind of economic analysis of the television situation in the state that the problem requires.

But it was Chairman Ferris who suggested another course of action for exploration—a technical one—and whose advocacy of it embroiled him in heated discussions with members of the staff and other commissioners. He wondered about the possibility of directionalizing New York and Philadelphia signals away from New Jersey as a means of creating a new market in the state. He likened the present situation to a "mushroom not being able to grow in the shadow of two giant oaks."

It wasn't clear whether the mushroom had Chairman Ferris in mind was the community of UHF stations now operating in the state or a short-spaced VHF. However, at one point, when he talked of a study of a "co-allocation," he seemed to be referring to a VHF solution.

The commission two years ago rejected the reallocation of channel 7 to New Jersey as a means of dealing with the service problem.

But, the Broadcast Bureau deputy chief, Martin Levy, offered the strongest resistance. He called the suggestion "the least viable" of those considered, "not realistic" and even "ludicrous." He said a VHF station in New Jersey would create "a sea of interference."

What's more, he and other members of the staff pointed out that UHF service is alive and apparently well in the state. Nine UHF stations—five commercial and four noncommercial—are operating, and applications are pending for two other UHF assignments.

However, the chairman did not let the matter drop. The staff was directed to provide the commission with a memorandum on possible, including "technical," options for improving service to New Jersey.

## Move on clutter at first of year

**NAB television board approves controversial changes in code; they go into effect on Jan. 1**

The National Association of Broadcasters television board has unanimously approved the new TV code revisions restricting commercial and promotional clutter, worked out by the NAB TV code review board amid much controversy last month (BROADCASTING, Oct. 16).

NAB TV board Chairman Thomas Bolger (WMTV-TV Madison, Wis.) said that rather than wait until the board's next scheduled meeting in January, the board went ahead and ratified the proposals by mail so they could be implemented "as soon as possible." The revisions will now go into effect Jan. 1, instead of half-way through next year as would have happened if the board had waited.

Mr. Bolger said the TV board's unanimous approval indicates that the revisions "are practical and will result in a reduction of so-called 'clutter' and promotional material. Some of the former time standards required tightening in view of the increased use of [such nonprogram elements as] promotional material." Mr. Bolger also commended the TV code board for its work "in a very difficult and sensitive area."

There were reports last week that adoption of the TV clutter-control plan, effective Jan. 1, was only part one of a two-part scenario: that, as the second step, the TV code review board would meet in February to see how the plan was working in practice and, perhaps, revise it.

The reports came from usually well-informed sources but could not be immediately confirmed.

Ancil H. Payne of KING-TV Seattle, chairman of the NBC-TV affiliates advisory board and an outspoken critic of the clutter plan as "inadequate," said he was willing to go along with that sort of approach—if the NAB board and its TV code review board, which developed the plan, were serious about making it only a first step toward something stronger.

"If it's an honest experiment, I'll go along," he said. "I don't think it's a bad first step, but if everybody is going to stop after the first step, I'm dead against it."

The plan would severely restrict the use of program promos, according to code leaders, but would also raise to 10 minutes, from the present nine and a half, the amount of nonprogram material allowed per prime-time hour. This extension of 10 minutes is one of the targets of Mr. Payne's—and others'—criticism.

Except as a "first step," Mr. Payne said, "I'm not satisfied with the plan or anywhere near it. It's an inadequate plan—like trying to repair the gutters of a house while termites are chewing up the foundation."

Advertiser and agency sources who had been critical of the plan saw the NAB board's adoption of it by mail as what one called "an end run" around any attempt they might make to get the plan tightened.

"This obviously changes any strategy we might have had to lobby [with NAB board members] for a stronger plan," one source said.

"It seems strange that they felt they had to act so fast after waiting all these years to act at all. It seems to me they just decided to avoid a fight by getting there before we could get our troops in."

The advertiser and agency groups officially concerned with the plan—an Association of National Advertisers committee under Peter J. Spengler of Bristol-Myers and an American Association of Advertising Agencies group led by Howard Eaton of Ogilvy & Mather—had already scheduled a joint meeting for this week to develop their position on the plan.

## AFTRA and SAG escalate tension in contract talks

**Apparently they and the agencies are far apart; unions go to membership for strike authorization**

The American Federation of Television and Radio Artists and the Screen Actors Guild are asking their members to give their contract negotiations strike authorization.

Officials of the unions and the Joint Policy Committee of the American Association of Advertising Agencies and the Association of National Advertisers are said to be far apart on terms for a new pact covering performers appearing in TV commercials. Union and management have been meeting in New York since mid-October (BROADCASTING Oct. 23), and the old contract expires Wednesday (Nov. 15).

The call for strike authorization does not necessarily mean the union negotiations will declare a walkout. A tactic often employed in the past, it is intended to strengthen the position of the union representatives who thereafter may actually call a strike.

SAG has mailed out ballots to its membership, asking for the strike authorization. AFTRA has scheduled meetings of its members for tomorrow (Nov. 14), when a strike authorization vote will be taken.

Both the unions and management have submitted proposals for the new contract. Details of their demands were not divulged, but negotiators acknowledged there were serious areas of disagreement.

Rates for TV performers are reported to be a source of serious contention. The unions are demanding an upward revision of the so-called "wild spot" formula under which performers are paid for the 13-week use of commercials.



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WXIA-TV Atlanta

KSTW-TV Seattle-Tacoma

WBFF-TV Baltimore

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KMBC-TV Kansas City

WUTV Buffalo

KTVK-TV Phoenix

KSL-TV Salt Lake City

WYAH-TV Norfolk-Portsmouth

KENS-TV San Antonio

WFMY-TV Greensboro – Winston-Salem – High Point

KTHV Little Rock

WJKS-TV Jacksonville

KMPH-TV Fresno

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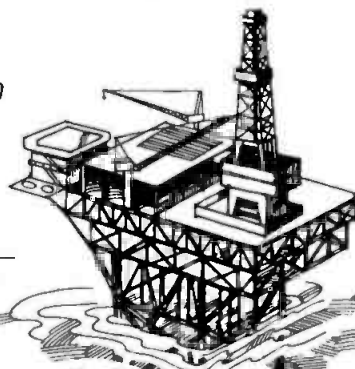


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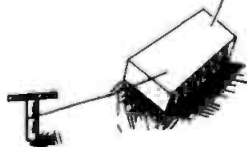
*Exxon has found a new way to get oil from waters too deep for conventional drilling and production platforms. It's called the "guyed tower" and it may be used to recover the oil from Exxon's recent significant discovery in the Gulf of Mexico—an oil field lying under 1,200 feet of water which may hold more than 50 million barrels of petroleum.*



*The slim steel tower is held in place by guy lines which are weighted and anchored to the ocean floor. It is topped by a conventional platform deck.*

*Water depth, tower size, and weather conditions dictate the number and size of the guy lines. A typical Exxon guyed tower would have 16 to 24.*

*Huge weights lift off the ocean floor when storm waves are very large. This Exxon-designed feature protects the guy lines from severe strain during storms.*



*The tower base is forced into the sea floor and acts as a pivot to allow the tower to move with wind and wave action.*

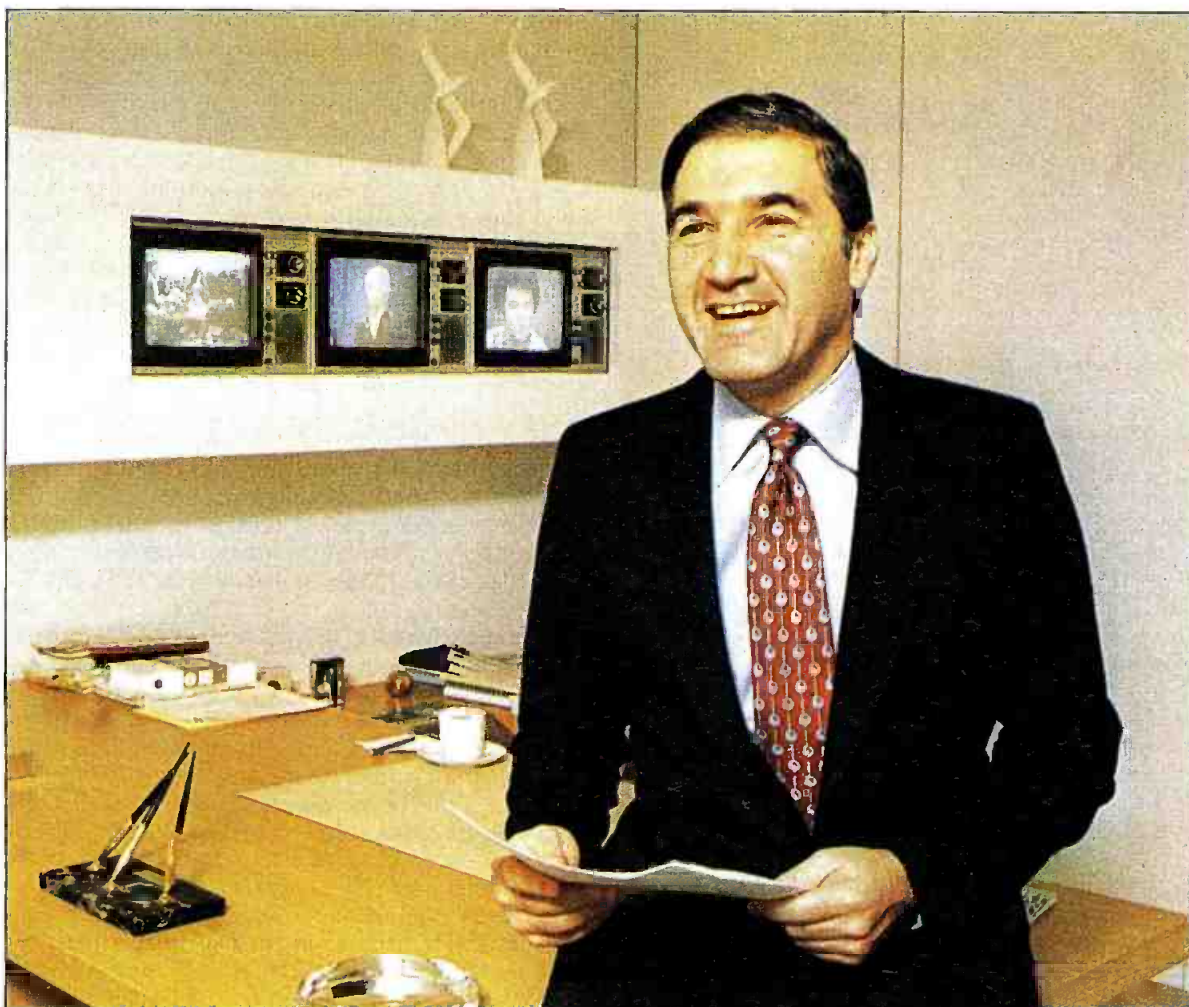
*Byron Menden*

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## Fifth Estate



### The upward mobility of ABC's Fred Pierce

As things stood on Oct. 22, 1974, ABC-TV's ratings average for the preceding week was 15.5 and its parent company's stock was trading at about the same figure. As things stood on Nov. 5, 1978, ABC-TV's ratings average was 22.3 and the company's stock—after a three-for-two split in the interval—was selling at about \$37. A primary reason for that change in the way things stand—at ABC and in television at large—is Frederick S. Pierce.

On Oct. 22, 1974, Mr. Pierce became president of ABC Television. He was 41 years old and an 18-year veteran of ABC—a sort of development project himself, with background in research, sales and programing. "The complete broadcaster," one associate now calls him. Always regarded as a comer at the network, Fred Pierce had finally arrived. It couldn't have been at a worse time.

"Disaster" was getting overtime work as the word for ABC's fall prime time line-up. Mr. Pierce, the old researcher, can't bear even today to hear the numbers: "Let's just say we were a clear third."

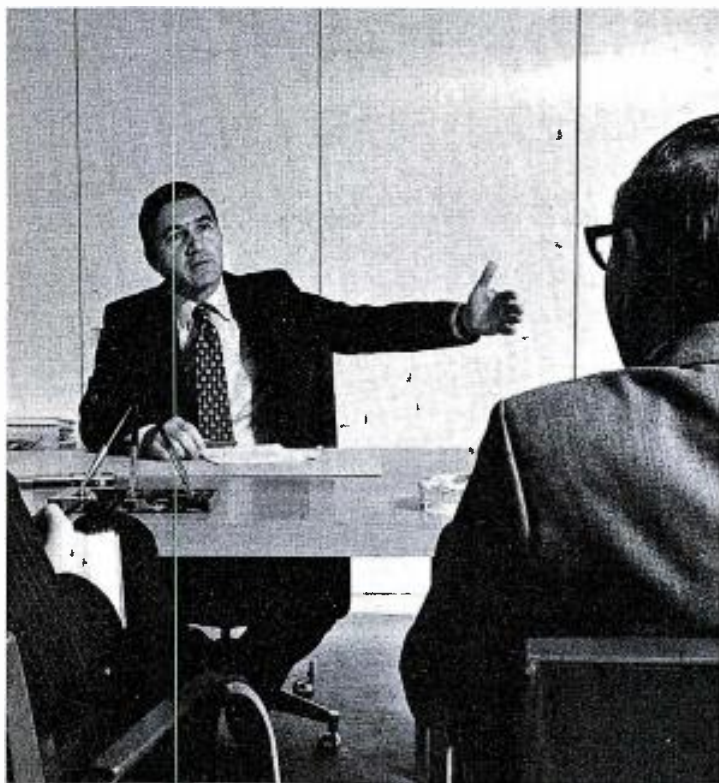
Nevertheless, Mr. Pierce thought then and thinks now that it was the right time. He describes his reaction to being named president with a characteristic anti-eloquence and a sincere tendency toward gee-whiz: "It appeared it would be a lot of fun."

Fun? Taking over in a TV season when viewers were treating the network like the plague, turning away in droves from a schedule that featured so many doomed shows with titles like *Kolchak*, *Kodiak*, *Nakia* and *Kung Fu* that 1974 is still remembered derisively around ABC as "the year of the K"?

"When you spend 18 years in training," he says, "and you have a lot of ideas you want to implement, and then you finally have the opportunity, you get an incredible amount of adrenalin running. It's like you're building up for the big game, and then finally the whistle blows. You're off, and you've got this incredible drive."

Confident, aggressive and full of ideas, Fred Pierce was, indeed, off. He immediately steered ABC away from its drift toward rural shows like *Kodiak* and *Nakia* and back toward more urban-styled series. He brought in *S.W.A.T.* and *Baretta* at midseason and plunged the network into a heavy program development project—one that would partially account for decreased profits at ABC in 1975. But, he says, "One thing I asked for—and I never had any hesitation from top management—was a major dollar commitment."

Then he waited and plotted for fall 1975 and what he saw as his



Mr. Pierce being interviewed by BROADCASTING editors.

big, or maybe only, chance—the family hour. Not as the positive, pro-social concept it was being promoted for, but as a diversionary scheduling scuffle that would allow ABC to gain some high ground later in the evening. The family hour, he figured, would so disrupt network scheduling that prime time was, in effect, up for grabs. Not that he had that much to grab with.

But Mr. Pierce did have a plan—now certified in TV lore as the “ridgepole” or “clothesline” theory—in which he would take ABC’s biggest audience draws and string them, as on a clothesline, throughout the week at 9 p.m., the so-called ridgepole of the evening. “Basically,” he says, “having come out of research, the first thing I did was maximize our assets.” Those assets, the network’s strongest shows—*Monday Night Football*, two movie nights, *Streets of San Francisco*, *S.W.A.T.* and *The Rookies*—Mr. Pierce plugged in at 9 p.m., reasoning that, at least in the early going, viewers would be as confused during the family hour as were the networks, and that a solid line-up at 9 was strategically critical.

It was. And it continued to be as ABC built fore and aft of 9-10—especially fore, under Mr. Pierce’s first corollary to the ridgepole theory: Comedy works best at 8-9. Into that hour, from among the development projects he was nurturing and some current shows, would go the likes of *Laverne and Shirley*, *Welcome Back, Kotter*, *Happy Days*, *Three’s Company* and *Barney Miller*.

The rest, with nods to the programing crap-shoots taken with the winter and summer Olympics of 1976 and the phenomenal *Roots*, is so much history. ABC is no longer clear third, it’s clear first. Less clear, however, is this man who thought it would all be fun—“and it has been,” Mr. Pierce says today—and who has been described as the most powerful man in television.

□

Mr. Pierce came cheap to ABC, at least in the beginning. It cost the company a want ad and \$58 a week to lure an itchy public accountant trainee into the network’s research department. It was a \$2 raise and “a lot better than trying to balance ledgers,” he says, and, in an understatement of hindsight, a “step in the right direction.” According to ABC’s 1977 proxy statement, Mr. Pierce pulled down \$437,000 in salary and bonuses last year.

Julius Barnathan, who now works for Fred Pierce as president of ABC Broadcast Operations and Engineering, first hired Mr.

Pierce as a junior research assistant in 1956, when Mr. Barnathan was manager of research. “It was the lowest job you could have” in research, Mr. Barnathan says of Mr. Pierce’s first posting. “But it was a good way to learn what ABC was all about.”

Fred Pierce, Mr. Barnathan says, “came along fine.” So fine that Mr. Barnathan became an early mentor of Mr. Pierce, promoting him to junior analyst and analyst, and then, as Mr. Barnathan himself advanced, he brought Mr. Pierce along with him, ultimately appointing him director of research.

Early on, Mr. Barnathan picked up on some of the key elements in the Pierce admixture. “He was the quiet type,” says Mr. Barnathan, “but fiercely competitive.” (Fred Pierce remains, by almost all accounts, [a] the quiet type and [b] fiercely competitive.) Mr. Barnathan also saw in him other qualities. “He was a good learner—soaked it up like a sponge. He didn’t like to get into details especially, but he’d do it when it was necessary in order to get the overview. And one thing all those guys in research learned was a sense of how to place programs, how audiences respond, the way audiences flow.”

But, Mr. Barnathan continues, Mr. Pierce “leaned more toward sales than toward the academe of research.” (Another ABC research alumnus, producer Leonard Goldberg, succeeded Mr. Pierce in the drudgery of his job as junior research assistant, perhaps earning the latter’s long-term gratitude. “Fred had never seen me, but he was very happy to meet me,” says Mr. Goldberg, who’s now under exclusive contract to ABC.) In Mr. Pierce’s role as director of research, he worked closely with Edgar Scherick, then head of sales, now an independent producer. At his request, in 1962, eight years after joining the company, Mr. Pierce was made director of sales development as well as research. That same year, Mr. Pierce would be entirely in sales, as director of sales planning and sales development. Fred Pierce was looking golden. In 1964 he would be named vice president and national director of sales; in 1968, vice president for planning; in 1970, vice president, planning and development, and in 1974, the same year in which he would be named president, he was appointed senior VP.

His destiny was manifest. The ABC-TV affiliates chairman, Bob Bennett of WCVB-TV Boston, says he has “a sort of magic dust around him.”

In the TV production community, his star is equally ascendant, and not solely because he singlehandedly hiked prices to producers—“astronomically,” according to one—when he took over as president. Mr. Goldberg, whose Spelling-Goldberg Productions is a prime ABC supplier, says: “There’s a word that is used a lot that usually doesn’t apply, but it does with Fred—he’s a professional.”

Even Bill Sheehan, the former head of ABC News whom Mr. Pierce demoted to make room for ABC News and Sports President Roone Arledge and who now works for Ford Motor Co., declares that Mr. Pierce is “probably the most effective television executive in modern times.”

But in such cynical modern times and especially in such a cynical business as television entertainment, it’s hard to put forth this proposition: Mr. Pierce is so effective an executive because he is so honest. Yet it’s equally difficult to ignore, just as are the tributes to his executive prowess, the references to his integrity, both as a person and as a corporate captain.

Merrill Grant, vice president for media and programing of the Case & McGrath agency and its TV production subsidiary, goes back a long way with Mr. Pierce, maybe the farthest in the industry, to their days as fellow students (class of ‘53) at the City College of New York. Mr. Grant pictures him in those days as having “a sense of being honorable and responsible—someone you could trust. He always dealt correctly, as he does today.”

In speaking of Mr. Pierce, Joan Wechsler, his long-time secretary and now his administrative assistant, refers to him often as “a man of great integrity.” She also uses the terms “stature” and “moral” in describing him.

Mr. Pierce himself emphasizes his personal, and by extension, corporate honesty: “We say what we mean and we mean what we



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WTOL-TV	Toledo, Ohio	CBS	Blair
WDSU-TV	New Orleans, La.	NBC	Blair

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say—that's a major tenet." He attributes these convictions to his father, who taught them to him in his relatively lean beginnings in the Williamsburg section of Brooklyn ("Where *Youth Terror* was shot—a bit different then, but not that different," he notes). "Your credibility, your morality and your honesty—something nobody can take away," Mr. Pierce pronounces, "are very important in this business, where so much depends on verbal communication . . . It's one thing I respect most and won't tolerate if it's not present in the people around me."

And the people around him are as important to him as his creed of credibility. There is no cult of Pierce personality—there is, really, little Pierce personality on which to build a cult—and he himself diverts any attempt to ascribe most or all of ABC's success to him personally. There's an "incredible amount of teamwork at ABC," he says. And, "the fortunate thing at ABC is this terrific feeling of togetherness."

When he started running things at the network, Mr. Pierce says, "I knew we had the people, who, if properly directed and motivated, could get the job done." His first internal order of business: to open the network to openly honest communication. "The most important thing I did," Mr. Pierce says, "was to take the fear out of decision-making on the part of our operation and all the executives working with me."

Mike Eisner, a former ABC programming executive who is now president and chief executive of Paramount, backs up Mr. Pierce's assertion that he took the worry out of the network. "He allowed the right decisions to be made," says Mr. Eisner.

Ed Bleier, another ex-ABC executive now laboring in the production fields as executive vice president of Warner Bros. TV, goes on at length about the Pierce operating style: "One of his great qualities is that he is an orchestrator and leader of his colleagues. He absolutely gets the best from people, and he's a terrific spotter of talent in the company. He listens to them even if

they can't shout. Some of the strongest people in that company are quiet people, and Pierce, with his own quietness and his patience, knows to listen to them, to encourage them, to create an apolitical atmosphere and make it work harmoniously."

Mr. Pierce, who has at hand in his office an array of buttons that allow him to communicate directly with company executives above and below him, feels that his policy, which he describes as "giving everybody their own head," has opened up ABC Television to a flood of "self-expression—it's going down, coming up and working laterally." It also, he says, "engenders an incredible amount of spirit, enthusiasm and loyalty."

Mr. Pierce does not, however, risk the company's security on so slender a reed as loyalty. In the network television game, most of the executive players are free agents, and he has instituted a widescale policy at ABC that makes loyalty more definite—on paper. He signs his key executives to contracts—several of them, conspicuously, during the period when Fred Silverman, on his way to NBC, was forbidden to negotiate for talent.

Mr. Pierce, who himself is committed to ABC by contract through mid-1981 (and he stresses that in denying unequivocally that he has been courted "either directly or indirectly" by another network), admits freely to instituting the policy. "In this business," he says, "where you're working on ideas that take 18 months to come to fruition, you can't have people developing ideas who aren't going to be with you throughout that time—particularly when you're in such a competitive business. So we made sure we protected all those people. I knew of certain people my former associate was going after."

"Former associate" is Mr. Pierce's delicate way of referring to NBC President Silverman, ex-president of ABC Entertainment, who, working under Mr. Pierce of the bland facade, earned such nicknames as the "Man with the Golden Gut" and "Fast Freddie." In the process, much of the credit for ABC-TV's program-

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**Evolution of a power that is.** The wood sculpture beside which he's standing in the picture at top, and the four ABC-TV publicity photos that appear below it, help track key accomplishments in Fred Pierce's career. The sculpture was presented as a surprise gift by the affiliates board of governors during this year's network convention in Los Angeles; the photos marked his appointments as manager of research (1958), vice president and director of TV sales (1964), vice president in charge of planning and assistant to the president of the TV network (1970) and president of ABC Television (1974). Will the next step put radio, too, within his reach? Perhaps, he admits, while adding that he's not pressing for the job. What will be will be, he says.

ing successes went to him.

Stories differ on Mr. Pierce's feelings toward the other Fred. Some hold that Mr. Pierce resented the publicity given his now-competitor; some hold that Mr. Pierce's professionalism and inner store of confidence overcame any jealousies. But he made clear in an interview with BROADCASTING that the Silverman ghost has been exorcised from the corridors of ABC.

"Fred made an important contribution" to ABC, says Mr. Pierce, "no doubt about that. But our growth patterns, the organization we have—it was here before he got here, continued while he was here and our success continued after he was gone." (Here Mr. Pierce echoes now-ironic sentiments expressed by William Paley when Mr. Silverman departed CBS for ABC.) Later, he's asked what was Mr. Silverman's major contribution to ABC. Another fast, almost rehearsed, answer: "His sense of enthusiasm and a dedication and attention to detail in programming."

□

If Fred Silverman added the filips to Fred Pierce's prime time strategy—if, as it's been said, Mr. Pierce was the architect of ABC ratings supremacy and Mr. Silverman the contractor—then what makes Mr. Pierce the pre-eminent programmer?

One obvious reason is that he knows his broadcasting stuff. His years in research, sales and programming stand by him well, both as a strategist and as an executive.

Because of Mr. Pierce's range of experience, says Leonard Goldberg, "people can't say to Fred, 'I can't do that,' because

Fred can say, 'Well, I used to do it.'" For the same reason, says Mr. Goldberg, "Fred understands the totality of the television medium—the fit of sales and programming, the stations, Wall Street and Washington. He's able to fit all those complex pieces together. There are guys who are brilliant in their areas; Fred puts it all together."

Mr. Pierce's years in research, says McCaffrey & McCall's David McCall, were of special benefit, aiding Mr. Pierce to this day in "making decisions based on fact." Joel Siegel, senior vice president in charge of radio and television for Ted Bates & Co., also points up Mr. Pierce's background in research. Mr. Pierce, says Mr. Siegel, "is a highly perceptive person who knows figures better than anybody in the business." Giraud Chester, executive vice president of Goodson-Todman Productions and a former ABC-TV daytime programming chief in the late fifties and early sixties, was favorably impressed with Mr. Pierce then as someone who knew "how to separate what's important and what's not important."

Warner's Ed Bleier sees Mr. Pierce's approach to research as being fluid. The difference between Mr. Pierce and the "traditional researcher," says Mr. Bleier, "is that he is not a slave of past numbers. He uses his intelligence to understand the dynamics that underlie past history and he projects that to new situations and new programs. What he learned brilliantly in research was how the audience responds. Slice audience response any way you want—demographics, psychographics, lead-ins, competition—Fred understands it."

To help Mr. Pierce understand it, the ABC research budget has been increased three to four times in the past 10 years, according to the network's current chief of research, Marvin Mord. Mr. Mord also says that 10 years ago, 80% of the research dollar went to so-called secondary research—head-counting with Arbitron and Nielsen figures. Now, says Mr. Mord, more than half the research budget goes to "self-initiated" research—the whys of viewer habits and trends, not the how-manys.

But research into the whys of audience patterns still is the means to the end of how many more viewers ABC can attract. Mr. Pierce describes ABC's climb to number one as an accomplishment that was done by "providing a broad-based, popular entertainment schedule."

The network and Mr. Pierce also did it with both some new twists on programming methods and returns to the tried and true. Among the innovative ideas implemented or pushed by Mr. Pierce were the short-run tryouts of new series in the spring while the other networks were turning to reruns—"we began to involve the public in our decision-making," says Mr. Pierce. Out of those short runs would come such long-term hits as *Family*, *Three's Company* and *Eight Is Enough*. The miniseries also got its start at ABC—although before Mr. Pierce's appointment as president—with *QB VII*, and was developed under him to produce hits such as *Rich Man*, *Poor Man*, *How the West Was Won* and, of course, *Roots*, the highest rated entertainment program in television history.

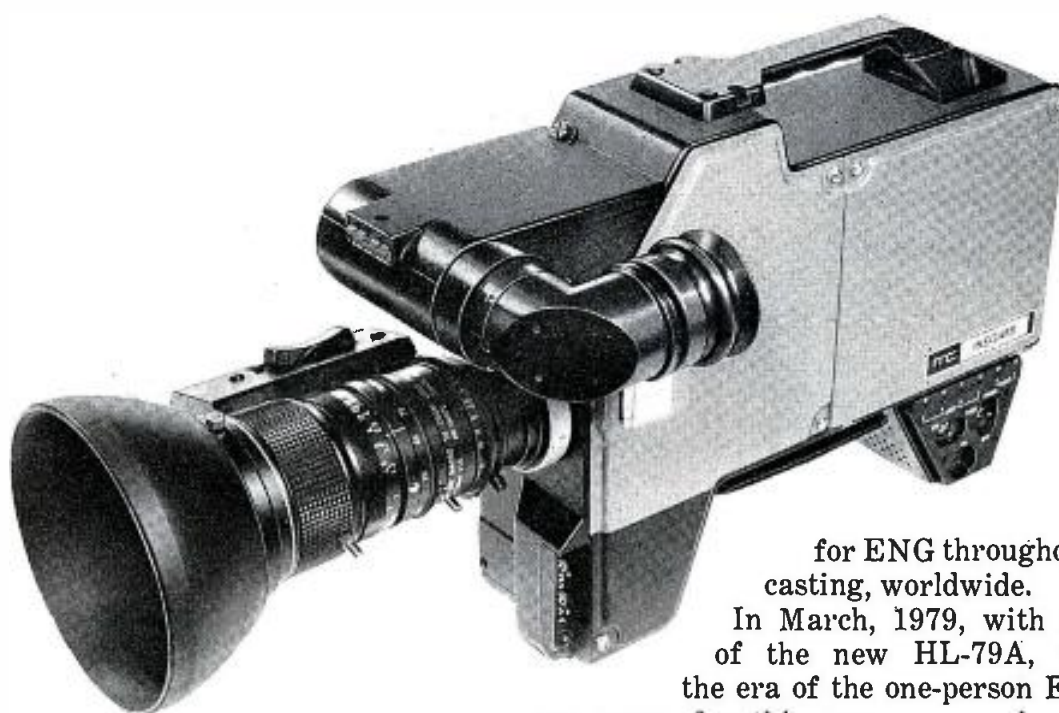
Such new concepts were bolstered by a return to an ABC basic that originated in such shows as *Maverick* and *Sugarfoot* in the fifties and was still a staple in the sixties with such shows as *The Fugitive* and *Mod Squad*: "strong, central leading characters," as Mr. Pierce says. "We had drifted away from that."

That theory was behind a dramatic turn-about story in ABC's fortunes. Mr. Pierce readily credits Mike Eisner, then with the network, with applying the theory, but in this case, its application was so successful that the results still echo through ABC's schedule: Mr. Eisner detected a strong, positive audience reaction to the secondary character of Fonzie in a then-marginal show called *Happy Days*. Fonzie went to the fore and the program and a spin-off, *Laverne and Shirley*, are among television's top-rated programs.

But there's another factor at work in Mr. Pierce's programming thinking, the icing on the research cake. It's referred to by Mr. Eisner as "a very good commercial instinct." Consultant Mike



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**Ikegami HL-79A**

Dann, an ex-CBS program chief, says Mr. Pierce has "the extraordinary ability to know what the elements are that make for the success of a show—the least of which, sometimes, is content."

□

That type of left-handed compliment is often given ABC, as in the statement of a former ABC executive who says the network "will do nothing that will adversely affect the audience level. They don't take the downside risk."

Mr. Pierce won't stand still for that kind of criticism. (He will admit, however, that ABC wouldn't do Shakespeare, which, he says sincerely, "belongs on public television"—while adding, with a note of sarcasm, "they seem to do everything else from overseas.") Mr. Pierce says fervently that "you can't underestimate the American public. They respond to things that are done well, with showmanship . . . and well done in my book is well crafted."

Mr. Pierce sheds off attacks on ABC program esthetics as a good running back in football breaks an arm-tackle. He's not only got the ratings, he's got the craftsmanship to defend his definition of "well done"—for example, the recognized excellence in production values of his sports department, and his commitment to producers to give them the money and the time to deliver what Mr. Pierce calls "distinctive programing."

He's even got research, which he unveiled last week (see page 65), to fend off critical jabs at ABC for T&A programing—"bosoms and buttocks" as CBS's *60 Minutes* phrased it.

"We commissioned a study of public attitudes to programs branded objectionable by members of the press," says Mr. Pierce, who at times lets slip a distrust of and distaste for critics of television. "More controversy arises from the talk *about* TV than from the talk and action *on* TV," he says. ABC's research, he declaims, found that viewers turn off shows because "their dislikes centered on plots, stories, actors and characterization." Only 2%-3%, he says, complained about sex and violence.

"Those interested in the industry," Mr. Pierce warns, "should be in touch with what viewers watch and feel, not what viewers read or are told to expect."

Personally, Mr. Pierce thinks, "whatever sex is on TV is very reflective of interpersonal relationships that exist today in society, and it's handled very mildly and very tastefully and very responsibly. I don't know what all the hullabaloo is about. I think it's far overdrawn . . . the viewers don't share those opinions."

ABC's climb to number one, Mr. Pierce insists in the face of critics who dwell on *Charlie's Angels*, was accompanied by "a certain sense of panache, style, dignity and morality." He says that although the network won't touch Shakespeare, it does "insert throughout our schedule shows that carry moral and social messages that can be done in a dramatic way for a broad-based audience." ABC does this, he says, in its made-for-TV movies, "where we cover subjects like alcoholism, divorce, wife brutality, child stealing, prostitution, teen-age prostitution, the child adoption market, the problems of old age." Also, says Mr. Pierce, "we encourage our producers to try and insert these things in our entertainment shows—not all the time, but sporadically, where it was appropriate, whether it was an attempted teen-age suicide in *Welcome Back, Kotter* or the problems of a retarded girl in getting a date on *Laverne and Shirley*."

□

But while Mr. Pierce's successes in prime time overshadow improvements in ABC performance in other program areas—early morning, daytime and Saturday morning—they aren't enough to hide or help overcome the network's—and now after two years under his ultimate wing, Mr. Pierce's—most conspicuous non-achievement: moving out of third place in TV news.

He's the first to admit, in a put-the-best-light-on-it fashion, that there's a long way to go before any significant advances will be made. Mr. Pierce ascribes the highest priority "to improving the depth and quality of our news-gathering operation, which

eventually will improve our competitive audience position." He sees it as a long-haul project, a remake job both internally and externally. There's "a major move to improve the quality of the news organization, the quality of the people, the quality of the production," he says. "And obviously," he adds, "that is supported by a significant increase in dollars."

On the surface, he hopes that ABC News can change what he sees as viewer habit: "You build your news image over a long period of time; you establish a credibility with viewers that transcends specific events you cover." And that, he thinks, is the biggest hurdle ABC News has to clear. "People don't think of us as the news network yet," he says. "But they will. Give us a couple of years."

In those couple of years, Mr. Pierce and ABC News and Sports President Roone Arledge hope to overcome ABC's low-level image as a news network in several ways, including the reformatted evening news show. They will also have to overcome the black eye to any budding news-network image that was imparted by the debut this season of ABC's *20/20* prime time news magazine.

The program is still a viable show, Mr. Pierce insists, noting that it's now running irregularly—about once a month—and that it will continue to do so until it overcomes its problems, which he describes by saying, "the show is not there." It will, however, definitely be there on ABC's schedule next year, possibly with a new title, and Mr. Pierce says, between that program and ABC's *Close-Up* documentary series, the network is going to have a weekly prime time hour of news "52 weeks a year" in the 1979 season. (There won't, however, be a nightly hour of news on ABC: It's "one of those problems that are unsolvable by ordinary men—or women," although he adds that if networks could "start all over" in designing the television system, all three would have one.)

Regarding Roone Arledge, whose lack of hard-news experience raised a lot of eyebrows and outright criticism among the news media: He's still got Mr. Pierce's support. Asked if he's satisfied with Mr. Arledge's progress in news, Mr. Pierce responds simply: "Yes. Do I think there's a way to go? Yes."

Another addition to ABC News who was also the subject of intense media interest—but who came aboard before Mr. Pierce became responsible for that division—is Barbara Walters. She arrived in a storm of criticism over a \$1 million salary and a blizzard of publicity that raised serious questions about journalism and media stardom—and who then, as network television's first anchorwoman, clashed openly on-air and off with her disgruntled co-anchor, Harry Reasoner.

"We had a rather delicate situation we had to handle with Harry and Barbara. I think we handled it," says Mr. Pierce. "Barbara has turned out to be an incredible asset for ABC in terms of what she contributes to our news image: the ability she has to get to anybody, any place, any time—any world leader. It's an amazing benefit . . . What she brought to ABC News was a value and asset that was different than we originally thought."

"But so what," he says, laughing. "That's part of the ball game. Everyone needs a little luck in this business. As long as it falls on the right side of the ledger."

□

That sort of feistiness reflects a quality widely attributed to Fred Pierce—aggressiveness. WCVB-TV's Bob Bennett says Mr. Pierce is one of the most competitive people he's ever met. "Even on the tennis court," says Mr. Bennett, "he'd kill you to win. Winning is very important to him."

Mr. Pierce himself says: "The only way you can win is to operate out of confidence and a sense of aggressiveness. Once you become defensive in this business, and you operate from a fear of the consequences, then you're dead." When he says, "then you're dead," echoing clearly in his voice are the streets of Brooklyn and the combativeness of "the only kid on the block who was a Yankee fan."

In programing, his aggressiveness means "looking at your



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competitors, seeing where their weaknesses are and going for the weaknesses." And even where they're not weak, Mr. Pierce will get in the scrap as a spoiler. Bringing Barbara Walters over from NBC was not only designed as a move to strengthen ABC, but also to soften up NBC's long-time *Today* show for a sustained assault by *Good Morning America*. Similarly, Mr. Pierce sandbagged NBC's Friday night schedule by buying out Redd Foxx, star of NBC's powerful lead-off for the evening, *Sanford and Son*. Mr. Foxx would fail at ABC, but the damage was done at NBC. Among other stars (all of these from CBS) that would be lured away to ABC: Rob Reiner of *All in the Family*, Harvey Korman of *Carol Burnett* and Nancy Walker of *Rhoda*. They also would fail in series attempts.

This season, Mr. Pierce and his network set out to torpedo CBS's *WKRP in Cincinnati* by throwing the failing appeal of *Welcome Back, Kotter* against it. The technique appears to have worked; CBS canceled *WKRP* last week. And if, eventually, it proves to have killed *Kotter*, too, ABC still will have blunted the success of one of CBS's better nights, Monday. Most recently, Mr. Pierce and ABC-TV thumbed their network nose at Fred Silverman, slotting an extra episode of powerhouse *Happy Days* against a pet Silverman project, *Diff'rent Strokes*. Days did the job, outscoring the Norman Lear comedy with a 34 share to *Strokes*' 25. Once Mr. Pierce has a competitor down, he wants to keep him there.

□

He's not only locked away many of his executives for safe keeping with long-term contracts; he's also secured some of the prime properties in television in the same manner, buying up rights that extend into the eighties for college football and other sports



**On the subject of 'Roots.'** Fred and Marion Pierce are pictured here with Alex Haley, the author of "Roots," at a Washington reception just before the TV version of that book made history. Mr. Pierce's own roots were in the Williamsburg section of Brooklyn, as were those of his wife, the former Marion Feld. Then predominantly Jewish, the section is now largely black and Puerto Rican; Mr. Pierce has described it as a place where "learning how to survive" took up much of a young man's time. The Pierces were childhood sweethearts, having met when he was 15 and she 14. Six years later, facing her parents' opposition—they wanted her to marry a dentist and "I was just a neighborhood kid," recalls Mr. Pierce, "in the service and considered economically undesirable"—they tried to elope on Thanksgiving in 1954 but were frustrated by the holiday. They were married, however, a month later. Mr. Pierce's father drove a taxi for 25 years before opening his own candy store; he and the elder Mrs. Pierce are now retired and living in North Miami Beach, Fla. Before Brooklyn, Fred Pierce's family roots, on both his father's and his mother's side, traced back to Russia.

events such as the Kentucky Derby and the PGA golf tournament, and feature-film blockbusters the likes of "Jaws," "The Sting," "Saturday Night Fever," "Oliver's Story" and "Close Encounters of the Third Kind"—some of them, including "Saturday Night Fever" and "Oliver's Story" (the sequel to "Love Story"), even before they were released to theaters.

"One of the things we've been doing in the last 18 months—by design," says Mr. Pierce, "is we have protected every major franchise on a long-term basis with long-term agreements."

Mr. Pierce the aggressor explains: "There are times to strike . . . while the other guys are in disarray. There was a period where we took advantage of the situation."

He maintains this posture both toward the other two networks and toward other competition—new media. "As we get into the mid-eighties, we'll see other forms competing for viewers' time," he says. But he welcomes the fight. "I think it will keep us on our toes. We'll have to stay aware of it and abreast of it. We'll have to maintain a vitality and innovativeness continuously to make sure people don't lose touch or become dissatisfied." But he has little doubt about who will win. "The thing we'll always have," he says, "is the uniqueness and the quality of the product, which will always be uppermost over technology."

This aggressive aspect of the Pierce persona can manifest itself—or used to show up occasionally at least—in one of the few flaws ascribed to him: He could, especially in defense of ABC, show a temper. One associate says that despite Mr. Pierce's cool demeanor, he can get "quite emotional." This associate recalls a meeting at which the ABC Television president became upset with the way in which the discussion was proceeding and began pounding his desk, saying over and over, "What's the bottom line? What's the bottom line?"

Bob Bennett has seen the temper too. "If someone criticized ABC, for example, he'd come back pretty hard," Mr. Bennett says. But, he adds, "I think he's learned to control it."

If temper does at times crack the Pierce cool, it's not often. Mr. Pierce says: "I think I have an inner metabolism that creates a certain inner calm. I can't describe it."

Others describe it as aloofness. Some, like Pierce assistant Joan Wechsler, say it's because he is "preoccupied nine-tenths of the time." Julius Barnathan says that Mr. Pierce "seems a little stiff—but he's always been that way, not just since he got this job."

□

Is there life beyond TV for Fred Pierce?

There is, but even he has difficulty disconnecting it from the medium. There's his "marvelous family" and "extremely supportive wife," a childhood sweetheart whom he married in 1954. But he talks of his wife as a woman who "has made it much easier for me in terms of the demands on time and in providing the tremendous emotional support that you must have in this business."

His "three great kids"—a girl 17, two boys 22 and 20—and he and his wife "have a very open relationship, the five of us, in terms of how we feel about attitudes—life, morality, social issues, including TV."

Perhaps, however, Mr. Pierce is drawing around them the cloak of inscrutability that he wears himself, especially as he tries to define his family: "I'm not saying we're a typical household, obviously. Even though I believe that, I'm not going to say that, because no one's going to believe me when I say that. But we have very few pretensions about who we are and what we're supposed to be."

And there, perhaps, may be the key to Fred Pierce: very few pretensions about who he is and what he's supposed to be. Mike Dann says: "Pierce has the most important capacity that I know of in an executive. And that is to know his own limitations."

Less directly, Pierce tennis opponent Leonard Goldberg says Mr. Pierce has a lousy backhand. "Yeah," Mr. Pierce says with a laugh, "that's because I always beat him with my-forehand."

It's November 1978, and Fred Pierce is at the net, ready to take on all comers.



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## FCC sticking closer to home

**Commissioners make 20 fewer business trips in fiscal 1978; OMB directive calls for 20% reduction in '79**

Travelwise, the FCC is slowing down. Whereas the commissioners in fiscal 1977 made 107 trips—to attend conventions and conferences and to keep speaking engagements in the U.S. and abroad—and spent \$45,023 of the government's money in the process (BROADCASTING, Oct. 31, 1977), the commission's seven members in fiscal 1978, which ended Sept. 30, hit the road for points between Hot Springs, Va., and Tokyo, Japan, a total of 87 times at a total cost of \$29,041.88. That's a decrease of 18.7% in the number of trips and of 35.5% in dollars.

A major part of the reason for the reduction in cost was fewer foreign trips.

Commissioner Robert E. Lee alone accounted for more than \$10,000 on foreign travel in fiscal 1977. Of that, \$2,904 was spent on a 16-day trip to Tokyo by way of a Nevada Broadcasters Association meeting at Lake Tahoe that spanned the end of fiscal 1977 and the start of 1978.

But another reason was the absence of Richard E. Wiley from the roster. The former chairman, who led the commission in travel in each of the seven years he was a member of the agency, made 31 trips in fiscal 1977 at a cost of \$8,866. His successor as chairman, Charles D. Ferris, made only 12, at a cost to the government of \$4,789.38. But Mr. Ferris observed a six-month moratorium on speaking engagements that he announced on taking office in October 1977. His first trip was to the National Association of Broadcasters convention, in Las Vegas, in March.

The commission replacing Mr. Wiley as the most peripatetic, at least in fiscal 1978, was the commission's newest member—Tyrone Brown. Although he had no speaking engagements through January 1978, he managed to get away for 21 trips, at a total cost of \$6,387.22, in the remaining eight months.

A large portion of the travel expenses of both Chairman Ferris and Commissioner Brown was attributable to the trip they made to Tokyo, in May, to attend an international communications conference. Each spent about \$1,900. Both also made the shortest trip outside the Washington area—to Hot Springs, Va., a four-hour drive, for a seminar sponsored by the Federal Communications Bar Association, last month.

As for the other commissioners, Commissioner Lee made 14 trips at a cost of \$4,583.18, Commissioner James H. Quello, 13, at a cost of \$4,515; Commissioner Margita White, 10, at a cost of \$3,614.78; Commissioner Joseph Fogarty, 11, at a cost of \$3,259.36, and Commis-

sioner Abbott Washburn, six, at a cost of \$1,892.96. None included a trip abroad.

As in past years, the bulk of travel was to talk to and listen to those the commission regulates, at meetings of broadcasters, cable operators and representatives of telephone companies. There was an occasional address to a college audience, an appearance or two at a broadcast station celebration and some speeches to nonindustry groups, like the National Association for the Advancement of Colored People (by Commissioner Brown) and a local Urban League chapter (by Commissioner Quello, in Detroit). Chairman Ferris and Commissioner Brown also spent two weeks at Michigan State University, in Lansing, last summer, taking courses in common carrier economics and regulation.

In another development involving FCC travel, the chief of the financial management division, Thomas Campbell, acting on a directive of the Office of Management and Budget, has notified bureau and office heads of a 20% reduction in so-called "administrative travel" in fiscal year 1979. Travel affected is that not "directly related and essential" to the performance of commission business, such as that related to hearings and investigations. Attendance at industry meetings, for instance, would be affected.

However, Mr. Campbell said that commissioners' travel would not be covered by the order. He said it is "arguable" that their role requires them "to deal with the public and the industries they regulate." Commissioners frequently exceed the amount budgeted for travel by them and their immediate staff—\$4,500 for each commissioner's office, and \$9,000 for the chairman's office. However, funds are shifted within commission accounts to cover any excess expenditures.

There is little evidence that travel affects attendance at commission meetings. Commissioners Quello, Washburn, Lee, Fogarty, and Brown missed only two special and regular meetings during the year; Commissioner White, one and part of another, and Chairman Ferris, one.

## Another load lifted

**FCC drops requirement that broadcasters file applications for auxiliary transmitters, other gear and minor changes**

The FCC, in another move aimed at easing the paperwork burden of its licensees—and its own staff—has adopted a measure that will eliminate the filing of several thousand applications annually. These are applications filed for the installation of auxiliary or alternate transmitters, replacement of damaged equipment or minor changes in equipment not involving the station's allocated facilities.

The commission had required a separate license for each of most transmitters operating at a station, a practice initiated when many broadcasters built their own

transmitters and were directed to file the results of detailed technical tests with the commission before authorizations were issued.

With few broadcasters building their own transmitters these days, the commission said, the separate licensing system no longer serves a regulatory function, except where different antenna systems are used. Accordingly, the commission decided to permit all co-located transmitters using a common antenna system to be covered by the single station license.

The commission staff, noting that some 3,000 AM and FM renewal applications are filed annually, each with more than one transmitter, estimates that about 3,000 applications will be eliminated. And Wallace Johnson, chief of the Broadcast Bureau, said the change will free some bureau staff members for work in other areas.

The commission, which has made more than 800 modifications in the rules since beginning the regulatory project under former Chairman Dean Burch, also adopted other amendments at a meeting two weeks ago. These permit broadcasters to make minor changes in facilities without prior authorization, such as FM stations converting from monaural to stereophonic operation or the replacement of antenna components without change.

## More knots added to the RKO tangle

**Petition to block sale of its WNAC-TV is filed by groups fighting for KHJ-TV and WOR-TV; filings seek to include issue of character qualification**

Challengers for two of RKO General Inc.'s television licenses—in Los Angeles and New York—have filed petitions that could complicate RKO's efforts to resolve a third contest in which it is involved—in Boston—by selling WNAC-TV there to the parties that had been seeking to supplant RKO as occupant of the channel on which WNAC-TV now operates. Both are concerned about the impact of a commission decision on their respective fortunes.

One petitioner is Fidelity Television Inc., which in 1965 filed a competing application for RKO's KHJ-TV Los Angeles facility (ch. 9). That application resulted in a commission decision in 1973 conditionally renewing the RKO license. The other is Multi-State Communications Inc., whose effort to win a license for channel 9 New York, on which RKO's WOR-TV operates, was given new life last month when the U.S. Court of Appeals reversed a commission decision disqualifying Multi-State on financial grounds (BROADCASTING, Oct. 9).

RKO's proposed sale of WNAC-TV to New England Television Corp., composed of the former applicants for the facility, the Dudley Station Corp. and Community Broadcasting of Boston Inc., for \$54 mil-



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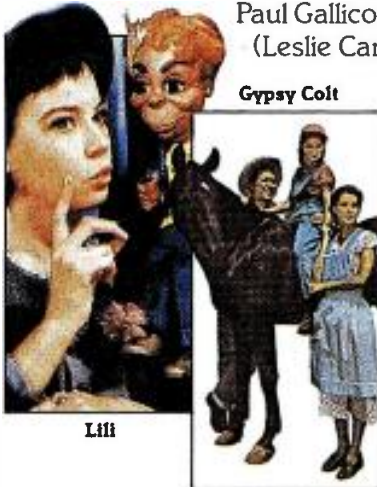


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**Gypsy Colt**



**Lili**

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And in the months to come, your viewers can enjoy MGM's **Phantom Tollbooth**, Rudyard Kipling's **Kim** from MGM, **The Big Fisherman** from Buena Vista, **Around the World Under the Sea** from MGM, and many more.

Films like this offer your viewers the kind of family entertainment that has all but disappeared from regular television. So

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## Presents Two New PUBLIC POLICY FORUMS



Top Row: J. Landau, E. Yoder, J. Daly  
Bottom Row: L. Simms, R. Winter.

### The Press and the Courts: Competing Principles

Should the press be given additional protection against searches and subpoenas? How can the right of a defendant to a fair trial be balanced against the rights of a free press?

#### PANELISTS:

Jack C. Landau, The Reporters Committee for Freedom of the Press

Larry L. Simms, Attorney, U.S. Department of Justice

Ralph Winter, Professor, Yale Law School

Edwin M. Yoder, Jr., Associate Editor  
*The Washington Star*

John Charles Daly, Moderator

### The U.S. Postal Service: Can It Deliver?

Should the Postal Service's monopoly on first class mail be ended? Can the Postal Service be made more efficient and competitive? Could the Postal Service survive without federal subsidy?

#### PANELISTS:

William F. Bolger, U. S. Postmaster General

Henry Geller, Assistant Secretary  
of Commerce

James LaPenta, AFL-CIO official  
Rep. Trent Lott (R-Miss.)

John Charles Daly, Moderator

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lion (BROADCASTING, Aug. 28), would not only settle the nine-year old case. It would open the door to substantial black ownership of a major-market VHF—eight of NETV's 46 stockholders are black.

Neither Fidelity, whose pleadings were technically petitions to deny, nor Multi-State is concerned primarily with blocking the assignment. Their concern stems from the fact that character qualification issues in each of the cases were also included in the WNAC-TV proceeding.

The renewal of KHJ-TV was conditioned on the resolution of two issues—alleged anticompetitive activities on the part of RKO and alleged lack of candor on the part of RKO officials on the anticompetitive-activities issue. The WOR-TV case included those issues as well as one involving alleged violation of the sponsorship identification rule.

Both parties, in their petitions, also contend that the character qualification issues include allegations that Community had made in a petition to reopen the hearing. These are charges that RKO's parent, General Tire Co., made illegal contributions to political candidates, maintained secret funds to evade tax and exchange laws of several foreign countries, bribed foreign officials and over-billed companies with which it did business.

General Tire settled a complaint, which the Securities and Exchange Commission filed against it based on those charges, by agreeing to a consent order prohibiting it from engaging in the actions of which it was accused.

Fidelity said one option open to the commission is to hear and consider character issues in the WNAC-TV case, and base its renewal-assignment decision on the outcome. Or the commission, Fidelity added, could permit the sale "without resolving the character issues, provided that it explicitly reaffirms Fidelity's right to have those issues considered in a reopened Los Angeles proceeding."

RKO and its former challengers for channel, in a reply pleading, contend no special consideration is being sought. They say the petitioners' interests would be protected if the commission resolves the character qualification issues. And that, they say, is what they have asked the commission to do.

## Denial petitions hit stations in the Carolinas

Nov. 1 was the FCC deadline for filing against renewals of stations in North and South Carolina, and it produced several protests.

The Charlotte (N.C.) Broadcast Coalition, claiming violations of various commission equal employment opportunity regulations, has filed a petition to deny the license of WRET-TV.

In a separate petition, the coalition filed to deny 14 other Charlotte stations on EEO grounds, including WBTB(TV), WSOC-TV and WTVI(TV). The others are radio sta-

tions WAME(AM), WAYS(AM), WBT(AM), WBCY(FM), WEZC(FM), WGIV(AM), WHVN(AM), WIST(AM), WRPL(AM), and WSOC-AM-FM.

The minority group claimed that WRET-TV, owned by Turner Broadcasting of North Carolina Inc., was involved in discrimination, misrepresentation and was deficient in its affirmative action program.

In other actions, the Coalition for Responsive Media petitioned to deny WUNC-FM-TV Chapel Hill and seven other University of North Carolina television stations. The group claims that the stations did not provide adequate public inspection files and violated various EEO regulations. The Durham (N.C.) Coalition filed to deny WSRC(AM) Durham.

## FCC judge has mercy on struggling UHF, gives clipping fine

**Station could have had license lifted, but ALJ says officers and directors took action when they learned of rule violation; he also notes financial situation**

WTVX(TV) Fort Pierce, Fla., faces a \$5,000 fine for program clipping. But it could be worse. It could have lost its license.

Administrative Law Judge Thomas B. Fitzpatrick, in an initial decision issued last week, found that the licensee, Indian River Television Inc., had repeatedly violated the fraudulent billing rule prohibiting clipping.

However, he vacated the show-cause revocation order on the ground that the officers and directors were not themselves involved in the wrongdoing and authorized corrective action when they learned of the situation.

Judge Fitzpatrick said \$5,000 was a sufficiently heavy fine for what he termed a financially struggling UHF, located in a small UHF market overshadowed by competing VHF stations in a much larger market. The stockholders of the station have never received a dividend, and its directors and another stockholder had made themselves liable on a bank note in order to provide operating expenses and to buy equipment.

Judge Fitzpatrick said the clipping—of the syndicated *Lawrence Welk Show* and *CBS Evening News* and other CBS prime time programming—was done on the instructions of Harold Holmes, the station manager. The clipping—done to accommodate more local commercials—was in violation of contracts and was not reported to the syndicator of the Welk show or to CBS.

However, Judge Fitzpatrick noted that Mr. Holmes, who was not experienced in broadcasting, was not aware the clipping was improper, and stopped it when he learned that it was. Judge Fitzpatrick also said there is no evidence any of the officers, directors or stockholders were



aware of the clipping before February or early March 1977, when it was discontinued. It had been going on for five months. But Judge Fitzpatrick held that the licensee violated the clipping rule by failing to exercise reasonable diligence to prevent the practice.

## Renewal hearings: Law firm seeks chance to head them off at pass

**Petition asks that attorneys  
get a chance to tell station  
side of story to FCC before  
matters work way up to hearing**

A Washington communications law firm has petitioned the FCC for a rulemaking aimed at providing a procedure under which broadcasters can tell their side of the story in advance of a commission vote on designating their license for hearing, either in a renewal or revocation proceeding.

Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind noted that under present procedures, only the FCC staff has formal access to the commission to present results of an investigation of alleged wrongdoing and to recommend a course of action. The recommendation is discussed and the commission vote is taken in a closed meeting, the firm noted.

The petition added that no "formal mechanism" exists for the broadcaster to present his views or comments on the staff's report and recommendation, or to present mitigating circumstances. "It is clear that a formal presentation for such licensee presentations should be established," the petition said, "so that informed, well-reasoned determinations can be made by the commission regarding designation for hearing."

The stakes are considerable for a licensee. The petition noted that even a short hearing could cost a broadcaster "\$50,000 to \$100,000 or more."

The petition, which made the point that neither commission rules nor the Communications Act forbid such informal presentations prior to designation, was signed by Benito Gaguine, one of the firm's partners. He had been the subject of a *Washington Star* newspaper story last month reporting his effort to visit some commissioners in behalf of a client—WFIF(AM) Fairfield, Conn.—before the commission was to consider a staff recommendation based on an investigation of alleged wrongdoing. The story said the effort had "angered" some commission staff members.

Mr. Gaguine, in a letter to the *Star*, said he had done nothing improper, and added that the anonymous staff member quoted in the article "apparently was troubled by the fact that the commissioners would be getting a fair presentation from both sides before taking action."

## Media Briefs

**Done and done.** President Carter has signed public broadcasting financing bill, and in related action issued guidelines setting forth principles federal agencies are to follow in making direct grants to public broadcasting stations. President said bill, providing for three-year authorization totalling \$580 million, will enable public broadcasting to continue its "impressive record of development and service."

**Cleared.** FCC has renewed license of KDTV(TV) San Francisco, rejecting petition to deny filed by Committee on Children's Television and Bay Area Hispanic Institute for Advancement, which charged inadequate ascertainment of community—children in particular—and lack of adequate children's programming.

**Movie theaters moved.** ABC Inc. completed sale of its theaters division to The Plitt Companies Inc. for \$50 million in cash and notes. At end of 1977, ABC operated 173 theaters with 258 screens in Southern states; Plitt had 140 theaters in Midwestern, mountain and Western states, most of them purchased from ABC.

## Bakke no problem

The FCC's general counsel has determined that the Supreme Court decision in the Bakke case "does not in any way undermine the commission's EEO rules and policies." Rather, the opinion says, the case "fully supports them." The general counsel's opinion was sought in connection with a commission agenda item involving a recommendation that the commission question a number of California stations concerning possible deficiencies in their employment opportunity programs. Accordingly, the commission has deter-

mined to continue its "vigorous implementation of those rules and policies." In the Bakke case, the Supreme Court ruled unconstitutional a state medical school's admissions program which reserved a fixed number of places for minorities and applied a different standard for admitting them. However, the court said the school could consider racial factors in admitting students.

## Once again for KOB

**FCC turns down another bid by  
Hubbard to gain I-A status for  
its Albuquerque outlet**

Hubbard Broadcasting Inc. has been rebuffed by the FCC in yet another effort to retain a loud voice for its KOB(AM) Albuquerque, N.M. The commission dismissed Hubbard's amendment to change KOB's classification from II-A, which involves nighttime protection of WABC(AM) New York, with which it shares 770 khz, a clear channel, to I-A. The application was mutually exclusive with ABC's for renewal of the New York station. But since the table of assignments provides for I-A in New York and II-A in New Mexico, the commission said, the Hubbard amendment violated the rules and must be dismissed as defective.

The fight over how the two stations would operate in relation to each other has been going on since 1941; Hubbard became a party to it in 1957, when it acquired the station. And it appeared that the fight had finally ended when the Supreme Court, in April, refused to review a commission decision establishing nighttime operating modes for the two stations (BROADCASTING, April 24): ABC was authorized to operate as a I-A, as it had been, with 50 kw day and night, and

**Try, try again.** When Stanley S. Hubbard of Hubbard Broadcasting Inc. wants something, he is not easily put off. Witness the battle—albeit so far unsuccessful—he has waged to get the FCC to change the call sign on his sloop, the *Miss America*. He wants it changed from WXZ 4835 to WA 2002.

"He feels he's entitled to it, and we feel the rules provide for it," said Mr. Hubbard's Washington communications attorney, Roderick Porter of the law firm of Fletcher, Heald, Kenehan & Hildreth. Mr. Porter recalls that Mr. Hubbard in January asked whether a two-letter, four-digit call sign could be assigned to the ship's radiotelephone. After researching the project, his lawyers said the rules provide for it. And when told by the staff none was available, they persuaded the Coast Guard to turn back to the FCC the call sign WA 2002 that had been assigned to a ship on the retired list since 1961.

But the FCC staff was not persuaded. It said the rules do not provide for assignment of a ship station call sign according to the licensee's choice. Selection is a matter of computer processing, the staff said. Granting an exception would lead to a flood of requests for special call signs that would overwhelm the manpower available, the staff argued. Mr. Porter, however, argues that the rules actually mandate the use of two-letter, four-digit call signs, provided they are assigned in sequential order. (Mr. Hubbard would take WA 2001, which is also unassigned.) He also says that the lack of two-letter, four-digit call signs in the computer data base demonstrates that the bureau had arbitrarily made such call signs unavailable, in spite of the rules. The commission, however, by a 7-to-0 vote, came down on the side of the staff.

The controversy has not been inexpensive for either side. Mr. Porter estimates he has spent upwards of 30 hours on the case. As for the commission, Gordon E. Hempton, a member of the bureau's staff, said the matter has taken a "considerable amount of staff time." Meanwhile, back at the law firm of Fletcher, Heald, Kenehan & Hildreth, the possibility of continuing the fight—of an appeal to the courts—remained alive.

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KOB, which had been operating as an unprotected I-B, with 50 kw, was directed to operate as a II-A, protecting WABC.

KOB proposed the modification in its operation as requested by the commission. But it also filed the application for authority to operate as a I-A clear-channel station, and claimed mutual exclusivity with WABC's renewal. The commission maintained that KOB would have virtually as much coverage as a II-A as it has had as an unprotected I-B, but that its operation as a I-A would create vast zones of nighttime skywave interference throughout the central portion of the country.

But in voting to dismiss the amendment—and grant the application for II-A operation—some commissioners expressed fear that a new round of litigation might be starting.

## NBN purchase protested

Two minority groups are opposing the purchase of WDAS-AM-FM Philadelphia by the National Black Network (BROADCASTING, Oct. 23). The Universal Communicators of Philadelphia and the Concerned Communicators of Philadelphia are parties to a petition to the FCC that said it would "be a step backwards to allow an out-of-city corporation to buy WDAS." They asked that the station be sold to a Philadelphia minority buyer. WDAS would be NBN's first station.

# Changing Hands

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

## Proposed

■ **KGSC-TV** San Jose, Calif.: Sold by Continental Urban Television Corp. to Booth American Co. for approximately \$9 million. Seller is owned by Vincent B. Welch, a Washington communications lawyer, chairman, and seven others, none of whom has other broadcast interests. Buyer, group owner of **WIOU(AM)**-**WZWZ(FM)** Kokomo and **WRBR(FM)** South Bend, both Indiana; **WJLB(AM)**-**WMZK(FM)** Detroit; **WIMB(AM)**-**WHFI(FM)** Jackson and **WSGW(AM)**-**WIOG(FM)** Saginaw, both Michigan; **WABQ(AM)**-**WZZP(FM)** Cleveland and **WTOD(AM)**-**WKLR(FM)** Toledo, Ohio; is owned by John L. Booth, his wife, Louise, and their sons, John L. II and Ralph H. II. **KGSC-TV** is independent on channel 36 with 2,735 kw visual, 273.5 kw aural and antenna 2,000 feet above average terrain.

■ **KPBC(AM)** Dallas, **WYCA(FM)** Hammond, Ind., and 50% of **WDJC(FM)** Birmingham, Ala.: Sold by Crawford Broadcasting Co. to Donald B. Crawford for \$2,316,764. Seller, owned by Ruth C. Porter and her children, owns **WPEO(AM)**

Peoria, Ill.; **WMUZ(FM)** Detroit; **WDCX(FM)** Buffalo, N.Y.; **KELR(AM)** El Reno, Okla.; **WDAC(FM)** Lancaster, Pa., and has sold, subject to FCC approval, **KFMK(FM)** Houston (BROADCASTING, July 24) and **WWGM(AM)** Nashville (see below). Buyer, Donald Crawford, is son of Ruth Porter and 14% owner of Crawford Broadcasting. He additionally owns 50% of **WDJC**. **KPBC** is 1 kw daytimer on 1040 khz. **WYCA** is on 92.3 mhz with 30 kw and antenna 400 feet above average terrain. **WDJC** is on 93.7 mhz with 100 kw and antenna 550 feet above average terrain.

■ **WOKB(AM)** Winter Garden, Fla.: Sold by Everbach Broadcasting Co. to Lesli Broadcasting Co. for \$600,000 plus \$221,000 for transmitter land. Seller is principally owned by J. H. Everbach who has no other broadcast interests. Buyer is owned by Arnold Schorr and his wife, Doti. Mr. Schorr is former vice president of Tracy Broadcasting Co. and general manager of **KKTT(AM)** Los Angeles and **KUTE(FM)** Glendale, Calif., which Tracy Broadcasting sold last month, subject to FCC approval (BROADCASTING, Oct. 23). **WOKB** is 5 kw daytimer on 1660 khz. Broker for buyer: Hogan-Feldmann Inc.

■ **WLOE(AM)**-**WEAF(FM)** Eden, N.C.: Sold by So Com Inc. to Carolina-Virginia Broadcasting Co. for \$450,000. Seller is owned by David Clark, W. Jackson Brown and five others. Messrs. Clark and Brown are part owners of **WLON(AM)** Lincolnton, N.C. None of other owners has other broadcast interests. Buyer is owned by Mary Ann S. Bohi (66.6%), whose husband, Eugene, is president and general manager of **WGHP-TV** High Point, N.C., and Virginia King Terry (33.3%), whose husband, Frank, is business manager and personnel director at **WGHP-TV**. **WLOE** is on 1490 khz with 1 kw daytime and 250 w night. **WEAF** is on 94.5 mhz with 27 kw and antenna 96 feet above average terrain.

■ **WWGM(AM)** Nashville: Sold by Crawford Radio Enterprises to Dean A. Crawford for \$265,680. Seller is subsidiary of Crawford Broadcasting Co., group owner which is selling **KPBC(AM)**, **WYCA(FM)** and 50% of **WDJC(FM)** (see above). Buyer, Dean Crawford, part owner of Crawford Broadcasting, is songwriter. **WWGM** is 10 kw daytimer on 1560 khz.

■ **KLSN(FM)** Brownwood, Tex.: Sold by GBE Inc. to Venture Group for \$135,000 plus \$27,700 for covenant not to compete. Seller is owned by Stephen F. Pasquini, Ernest Caddenhead, M. Byron Healer and Ferris Clements. Messrs. Pasquini, Caddenhead and Healer own **KBAL(AM)** San Saba, Tex. Buyer is owned by B. J. Glasscock Sr., B.J. Glasscock Jr., Lawrence Rabeck, Rajah Hassan and Dr. S.R.



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Brown, all of whom are associates of Real Estate Investments, Dallas investment firm, and have no other broadcasts interests. KLSN is on 104.1 mhz with 720 w and antenna 205 feet above average terrain. Broker: Magruder Media Associates.

### Approved

■ **KQEO(AM) Albuquerque, N.M.:** Sold by Swanson Broadcasting Inc. to Sunbelt Communications Inc. for \$900,000 plus \$100,000 covenant not to compete. Seller is group owner of KLEO(AM) Wichita, Kan.; WBYU(FM) New Orleans; KKNQ(FM) Oklahoma City; KRMG(AM) Tulsa, Okla.; KFJZ-AM-FM Fort Worth, and KKYX(AM) San Antonio, Tex. It owns Texas State Network, Continental News Service and Spanish Information Network, all Fort Worth. Swanson Broadcasting is principally owned by Gerlock H. Swanson, president. Buyer is equally owned by C.T. Robinson, William C. Moyes and Michael B. Hesser, who own KSLY(AM)-KUNA(FM) San Luis Obispo, Calif., and KMYR(FM) Albuquerque and operate The Research Group, perceptual audience research firm. KQEO is on 920 khz with 1 kw daytime, 500 w night.

■ **WOKZ-FM Alton, Ill.:** Sold by Morell Broadcasting Co. to Laclede Radio Inc. for \$877,500. Seller, which owns WOKZ(AM) Alton, is owned by Helen Hamer Walters, Walter C. Brink, Nicholas B. Bono and wife, Grace, and seven others. Buyer is subsidiary of Key Communications Inc., which owns KATZ(AM) St. Louis. Key is principally owned by Arnold B. Hartley, president. WOKZ-FM is on 100.3 mhz with 28 kw and antenna 490 feet above average terrain.

■ **KGMR-AM-FM Jacksonville, Ark.:** Sold by Radio Jacksonville Inc. to Security Broadcasting of Little Rock for \$817,500. Seller is owned by John Shields, Don J. Davis and Warren B. Smith, who are equal partners in KYDE(AM) Pine Bluff, Ark. Mr. Shields also owns 51% of KFLO(AM) Shreveport, La. Buyer is equally owned by Edmund J. Muniz, D. Brennan Bridgeman and Michael O'Keefe Jr., who own WNNR(AM) New Orleans; WXOK(AM) Baton Rouge; WEXL(FM) Slidell, La., and KTRM(AM)-KIEL(FM) Beaumont, Tex. KGMR is 1 kw daytimer on 1500 khz. KGMR-FM is on 100.3 mhz with 25 kw and antenna 195 feet above average terrain.

■ **WDXL-AM-FM Lexington, Tenn.:** Sold by Lexington Broadcast Service to Bendell L. Enochs for \$204,800. Seller is owned by L. T. Hay (35%) and his wife (10%), Dan Davies (25%), Guy B. Amis (15%) and Mr. Enochs (15% before transfer, 100% after). Except for Mr. Enochs, sellers have no other broadcast interests. Mr. Enochs is general manager of stations. WDXL is on 1490 khz with 1 kw daytime and 250 w night. WDXL-FM is on 99.3 mhz with 3 kw and antenna 150 feet above average terrain.

■ Other station sales approved last week included: WANC-TV Asheville, N.C. (see "For the Record," page 71).

## The 32 in favor

**First recipients of SBA loans to broadcasters and cablecasters turn out to be mainly nonminorities**

The names of the 31 broadcasters and one cablecaster who have been granted federal loans by the Small Business Administration (BROADCASTING, Nov. 6) have been released by the SBA. These are the first such loans authorized by the agency since it was given authority to grant loans to broadcasters and venturers in other media earlier this year.

Besides identifying the first broadcast operations ever to receive financial help from the government, the list is noteworthy for its revelation that the vast majority of the loans have been granted to white-owned enterprises. (An example is the \$345,000 loan granted to Tom-Tom Communications, largely owned by *Today* show host Tom Brokaw, for its purchase of KTOQ(AM) Rapid City, S.D.) Although minorities were viewed at the outset as the potential main beneficiaries of the change in loan policy, only seven of the companies in this first wave were said by the SBA to be minority-owned. The National Association of Broadcasters, for one, has urged SBA to publicize the loan availability more so that more minorities who want to enter

the business will know about it.

Although the SBA refused to identify the seven minority-owned firms in the group, BROADCASTING learned the names of two: October Mountain Broadcasting Co., a black-owned firm which purchased WOKO(AM) Albany, N.Y., (its SBA loan was for \$400,000), and American International Development Inc., a Hispanic-owned company which has applied for an FM license in Phoenix. (Its SBA loan was for \$300,000.)

The other 30 recipients, identified on the list by the SBA with only company name, address and size of loan, follow:

WVOR Inc., licensee of WVOR(FM) Rochester, N.Y., \$300,000; New Breed Media Group Inc., doing business as WADW, Camden, N.J., \$300,000; Global Cable TV System, Buffalo, N.Y., \$300,000; Edward M. and Joanne F. DeMaso, licensees of new WAQA(FM) Graysonville, Md., \$85,000; Travis Broadcasting, licensee of WFRC(AM) Reidsville, N.C., \$225,000; WWBD Inc., licensee of WWBD-AM-FM Bamberg, S.C., \$100,000; WQKI(AM) St. Matthews, S.C. (Central Carolina Broadcasting Corp., licensee), \$70,000; Great Southern Broadcasting Co., licensee of WAMB(AM) Nashville, Tenn., \$115,000; WTIQ Inc., licensee of WTIQ(AM), Manistique, Mich., \$154,000.

L & T Enterprises Inc., Odessa, Tex., \$50,000; Jim McClendon, doing business as Tulia FM Radio, Tulia, Tex., \$85,000;

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

Company	Period/Ended	Current and change				Year earlier			
		Revenues	Change	Net Income	Change	Revenues	Net Income	Per Share	Per Share
Cetec.....	9 mo. 9/30	\$ 37,595,000	+16.5	\$ 765,000	+38.5	\$ 32,275,000	\$ 574,000	\$ .35	\$ .26
Charter.....	9 mo. 9/30	1,457,087,000	+34.9	13,236,000	+ 3.7	1,080,728,000	12,753,000	.64	.62
Cox Broadcasting.....	9 mo. 9/30	162,916,000	+20.4	23,500,000	+28.5	135,358,000	18,295,000	3.52	2.73
Knight-Ridder Newspaper.....	9 mo. 9/30	636,029,000	+17.4	53,733,000	+28.7	541,309,000	41,737,000	1.64	1.28
Lin Broadcasting.....	9 mo. 9/30	36,288,000	+17.8	7,655,000	+39.8	30,793,000	5,474,000	2.74	1.99
A.C. Nielsen.....	Year 8/31	323,831,000	+20.1	24,297,000	+20.2	269,483,000	20,206,000	2.21	1.87
Ogilvy & Mather International <sup>1</sup> .....	9 mo. 9/30	127,790,000	+21.3	7,776,000	+19.3	105,326,000	6,520,000	1.97	1.72
Post.....	9 mo. 9/30	39,052,000	+48.2	2,850,000	+45.0	26,352,000	1,966,000	3.15	2.20
RCA.....	9 mo. 9/30	4,796,000,000	+12.4	203,200,000	+11.9	4,267,000,000	181,500,000	2.66	2.37
Times Mirror.....	40 wk. 10/8	1,064,978,000	+28.2	94,598,000	+33.9	830,512,000	70,653,000	2.73	2.03
Tocom.....	3 mo. 9/30	1,540,472	+111.9	64,117,000	+107.6	726,767	5,477	.06	.01
Transamerica.....	9 mo. 9/30	2,600,612,000	+ 9.4	161,804,000	+23.2	2,378,050,000	131,290,000	2.42	1.93
United Cable Television.....	3 mo. 8/31	6,427,000	+30.9	765,000	+100.2	4,907,000	382,000	.37	.20
Walt Disney Productions.....	Year 9/30	741,143,000	+17.6	98,385,000	+20.0	629,825,000	81,947,000	3.04	2.53
Washington Post.....	39 wk. 10/1	371,054,000	+19.9	33,751,000	+50.3	309,444,000	22,453,000	4.15	2.63

<sup>1</sup> Per share figures have been adjusted for two-for-one stock split declared in August 1978

Canyon Broadcasting Co., licensee of KHBJ(AM) Canyon, Tex., \$299,000; Wuenschel Broadcasting Co., which has applied for a AM station in Belen, N.M., \$100,000; Cisnek Inc., Corpus Christi, Tex., \$100,000; Fiesta Broadcasting Inc., Santa Fe, \$400,000; Quality Broadcasting Co., new licensee of KAOL-AM-FM Carrollton, Mo., \$110,000; KRZJ Broadcasters, which has applied for an AM construction permit in Beloit, Kan., \$140,500; Cattle Country Broadcasting, licensee of KTL(FM) Dodge City, Kan., \$25,000; KIOW(AM) Forest City, Iowa (Pilot Knob Broadcasting, licensee), \$63,000; Kleeco Inc., KLEE-AM-FM Ottumwa, Iowa, \$200,000.

Wyomedia, Cheyenne, Wyo., for two new stations, one in Casper, the other in Cody, \$370,000; Tom Tom Communications Inc., new licensee of KTOQ(AM) Rapid City, S.D., \$345,000; KORN Palace Broadcasting, licensee of KORN(AM) with an FM station under construction in Mitchell, S.D., \$250,000; Victoria Broadcasting Systems Inc., KFCB(AM) Redfield, S.D., \$80,000; KMMZ, which has an AM construction permit in Graybull, Wyo., \$100,000; KBOZ(AM) (Northern Sun Corp., licensee, with new FM, KBZN) Bozeman, Mont., \$157,500; Sierra Linda Broadcasting Co., Montrose, Colo., \$100,000; KMIT(FM) Mitchell, S.D. (BMA Broadcasting Inc., licensee), \$250,000; Idaho Broadcasting Co., Spokane, Wash., \$90,000; Key TV Inc., Redmond, Ore., \$223,000.

### NAEB board actions

The board of directors of the National Association of Educational Broadcasters at its Washington convention authorized the filing of comments with the FCC asking for a "general standard" regarding the amount of on-air time devoted to fundraising.

The board suggested 10% of the total broadcast hours computed on an annual

basis. Public broadcasters at the convention had varied reactions against FCC-proposed limitations on fundraising activities.

In other resolutions, the board voted to recommend that the FCC "act expeditiously" to adopt a table of assignments for public radio stations which would foster efficient utilization of the spectrum. Those proceedings have been under consideration since 1961. Also, the NAEB will file in the multiple ownership rulemaking proceeding urging that the FCC not extend its multiple ownership rules to public broadcast stations. "The pattern of ownership in public broadcasting has not produced any undue concentration which would warrant regulation, and existing ownership arrangements are essential to economical and efficient public broadcast operations." The board recommended the FCC not pursue any of its proposed alternatives in the eligibility definition inquiry.

### Sagall up in arms about over-the-air

**Asks FCC to investigate firm he says is using his pay system without permission**

Solomon Sagall's Teleglobe Pay-TV System Inc. has asked the FCC to investigate applications by Telease Inc. and related companies for expansion of over-the-air pay systems using Teleglobe technology and to take what action it deems necessary.

Teleglobe claims Telease, which is controlled by Robert S. Block of Milwaukee, has misrepresented and concealed facts in its various applications and requests for authorizations. Telease and related companies are without the right to propose or employ the required STV equipment and systems relied upon in their applications to the commission, the Teleglobe petition claims.

Mr. Sagall said, and Teleglobe claims in

the filing, that his company terminated the contract with Mr. Block and his companies on June 2 last year. "The agreement has not been reinstated nor has any other such agreement been executed from that date to the present," Teleglobe said. "So far as can be determined from publicly available commission records, neither Block, Telease nor any related party has ever advised the commission of the terminations of the agreements in question, both of which actions constituted substantial and material changes in previously filed information and representations as to the applications and related STV proposals then pending," the petition said.

Block-owned-or-controlled companies having the partial designation "American Subscription Television" in common have filed applications for facilities in Los Angeles, Milwaukee, Philadelphia, Fort Worth, Houston, Washington, Worcester, Mass., Minneapolis-St. Paul, Miami, Seattle, Kansas City, Mo., Detroit, Portland, Ore., and Clearwater, Fla. Telease is operating one station in Los Angeles.

Mr. Sagall also said Teleglobe has filed a \$2 million suit against the Block companies, seeking damages and an order enjoining them from continuing to use and/or claim rights to Teleglobe's over-air pay TV system.

In a related but separate action, Southwest Television Ltd. has asked the commission to refuse to grant the application of Galaxy Broadcasting Inc. for authority to construct a commercial television station and operate a subscription television service on channel 14 in Albuquerque, N.M. Southwest claims the "real party" behind the Galaxy application is American Subscription Television, which, through AST of Albuquerque has entered into an AST franchise agreement with Galaxy.

Seeking channel 14 itself, Southwest claims, among other things, that that principals of AST lack the requisite financial qualifications to construct, operate or affiliate with STV stations and that based on the recent Teleglobe filing, AST of Albuquerque has no FCC-approved STV system, no assurance of being able to use the Teleglobe system, "and thus, no basis



for the description of the STV system or for equipment cost estimates contained in the STV application."

## Noncommercial U draws hungry looks from commercial side

**School system, disenchanted with costs of its ch. 25 in Oklahoma City, wants to sell; it's in market where competition is keen for other three UHF's**

Oklahoma City Schools, which has owned and operated KOKH(TV) there for some 20 years, wants to get out of the broadcasting business. And since KOKH is on a commercial channel—the school district acquired the channel 25 outlet in a bankruptcy proceeding—interest in its acquisition is reported to be brisk.

The reason for the decision to sell, according to spokeswoman Pat Watson, is that the school board feels more productive use could be made of the \$300,000 it costs to run the station each year. Over the past few years, studies have indicated that teachers have not made much classroom use of the station's instructional programs. And teachers are among those who argue the funds now used to support the station should be used to boost their salaries.

The final argument for selling the station was the \$350,000 in matching funds the school system would have to spend on a needed transmitter and tower. "We're tired of spending money on the station," Mrs. Watson said.

Oklahoma City, incidentally, is an example of the lively interest being demonstrated in UHF generally. Applications are pending for the three other UHF channels in the city—43, 14 and 34—with a two-party contest in progress for channel 14. "But anybody getting our station," the spokeswoman said, "would go on the air first."

## Further fighting in Florida feud

**Petitions to deny sale of dark Orlando U filed by two competing applicants who claim court-designated buyer has changed composition of ownership**

The proposed sale of off-the-air WSWB-TV Orlando, Fla., has drawn petitions to deny from Turner Communications and the Christian Broadcasting Network.

The UHF station (ch. 35) has been off the air since 1976, when its owners, Sun World Broadcasters, went bankrupt. The station went into receivership and seven companies, including four involved in the present situation—Turner, CBN, Omega Communications and Meredith Broadcast—bid to buy it. The Turner bid was

deemed best by the receiver, the Omega bid second best. In the meantime, Turner had purchased the transmitter site and CBN most of the station's equipment, and each had purchased the claim of a creditor.

A Florida state court then overruled the receiver, and awarded the bid to Omega. That was based partly on the knowledge that Sun World stockholders wanted a smaller group owner like Omega as opposed to a corporate owner like Turner. Also, Sun World had filed a petition to deny the renewal of Turner's WGOW(AM) Chattanooga on grounds that it had forced them into bankruptcy (BROADCASTING, Nov. 8, 1976).

After legal battles in Florida, Omega was awarded the bid, and it applied to the FCC for transfer of the license. Turner petitioned the FCC to deny that application saying many of the original Omega group members were gone (though Omega president Lawrence H. [Bud] Rogers, former president of Taft Broadcasting, remained) and that Meredith, the broadcast group that had lost out in the first bidding, had "secured an existing minority interest and has an option for full legal control which it has already indicated ... it will exercise."

Turner has also filed in Florida court a motion asking reconsideration of the decision giving Omega the right to purchase the station.

Turner is claiming the whole thing amounts to a trafficking in licenses, that Omega is not the "small group" the Sun

World stockholders thought and that the commission should deny the Omega application because of it. The application, Turner said, shows that Meredith will be in control of the station four-and-a-half years after Omega gets it, and that it will be operated with money from Meredith's credit.

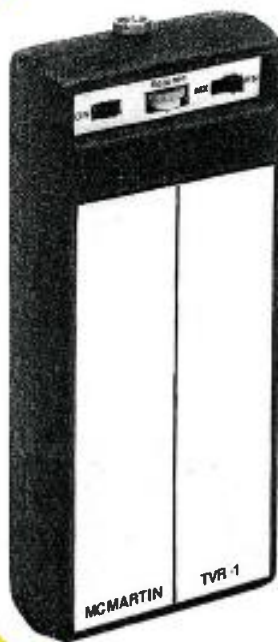
CBN, in its petition, said the Florida court's failure to sell to CBN is on appeal, that CBN has been involved since 1977 "at considerable expense" as a bidder for the station's assets, and that the commission should wait until the Florida court cases are over before assigning the license to Omega. CBN said there may be many months or years of further litigation possible.

## WGTR and KYW continue warfare

**Both operate on same frequency; former wants FCC to hold hearing on latter's license because of parent Westinghouse's problems with the government**

Home Service Broadcasting, owner of WGTR(AM) Natick, Mass., has asked the FCC to rescind the license renewal of Westinghouse Broadcasting's KYW(AM) Philadelphia on grounds that the company's parent, Westinghouse Electric,

## Where newsmen trek, a TVR-1 will track



The McMartin TVR-1 is an FCC approved pocket-sized receiver designed for cueing, paging and monitoring applications making use of an SCA carrier on the aural television carrier.

Ideally suited for carrying by TV news crews, the TVR-1 features the exclusive McMartin Precise Tracking Decoder circuit for exceptionally clean and stable tracking of signals even in weak fringe areas.

An ultra-linear AGC assures clear pickup also in very strong signal locations near your TV transmitter.

Crystal controlled. Earphone cord antenna. Switch selectable for main channel or SCA monitoring.

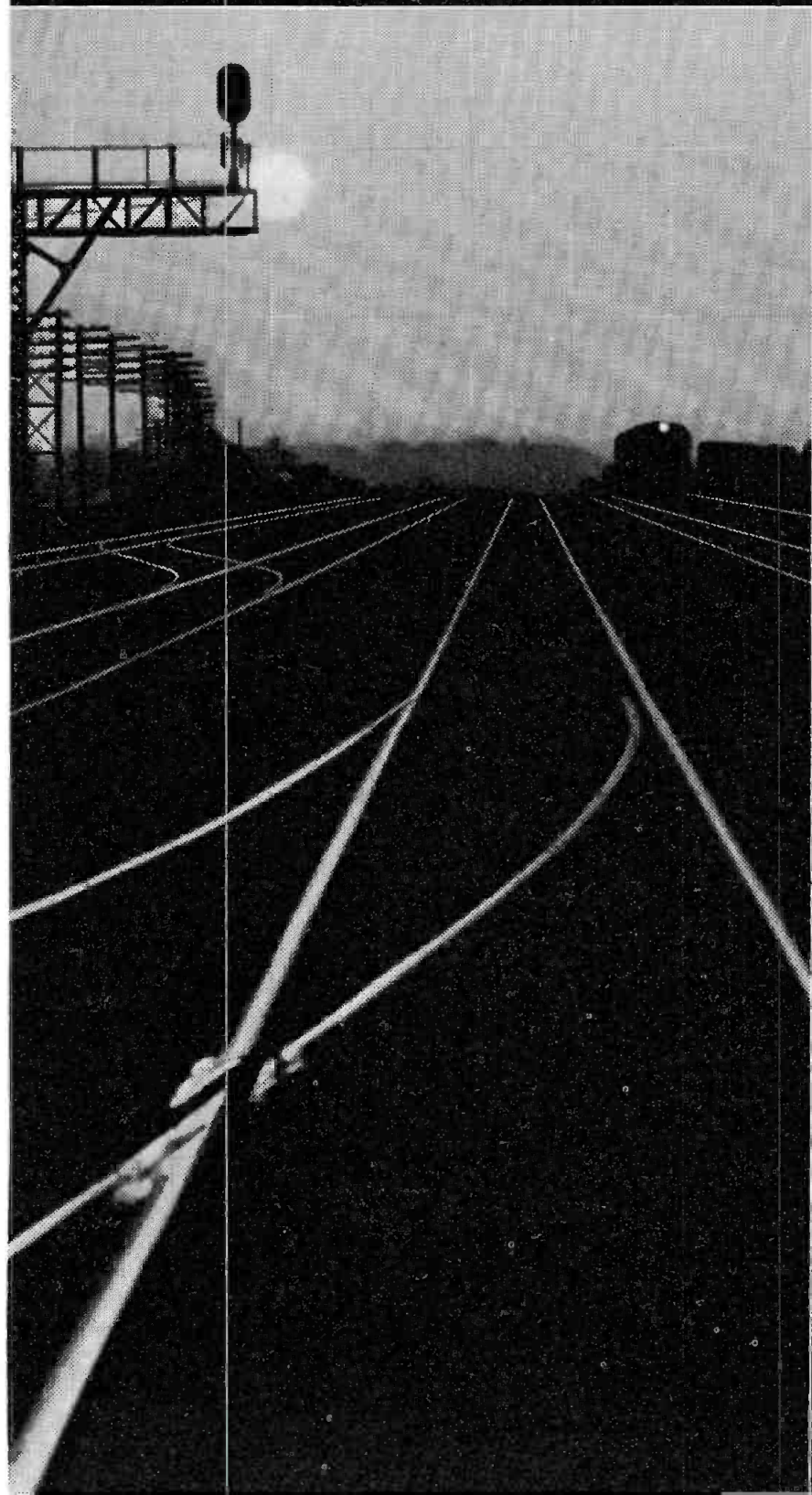
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# Myth:

Trains still go "clickety-clack."



# Fact:

Modern, welded track is quiet and smooth.

There are those who like that rhythmic sound—but not most railroaders. That "clickety-clack" means wear at the places where rail is joined. That's why some 60,000 miles of today's railroad track are jointless welded rail—and more is being laid each year to provide a smoother and safer ride.

Last year, the railroads spent record amounts of money for capital improvements and maintenance—\$9 billion for improvements to track, facilities and equipment—up 40 percent over 1975. Rail and tie installations are at the highest levels in 20 years.

The railroad industry is looking ahead to a growing freight load—especially coal. Railroads already are the nation's largest coal carriers and President Carter has called for a two-thirds increase in coal production by 1985. When it comes, the railroads can carry their share—and more, if needed.

Bigger cars, more powerful locomotives and modernized operations mean railroads are able to handle bigger loads with far fewer trains. And these improvements also mean there's a lot of additional capacity already available to handle the nation's future transportation needs.

In most cases, those needs will be met with much less fuel than is needed by other forms of transportation—an important consideration in this time of rising energy prices.

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

# Surprise:

We've been working on the railroad.



gave money illegally to a foreign official.

This is not the first time WGTR and KYW, both operating at 1060 khz, have been on opposite sides of FCC filings.

In this case, WGTR said Westinghouse Electric pleaded guilty to giving \$322,000 to an unnamed foreign official in an unnamed foreign country for a project. WGTR claimed that misrepresentations by the parent to the Export-Import Bank and the Agency for International Development were as wrong as misrepresentations to the FCC, and KYW's license renewal should be rescinded.

Westinghouse Broadcasting (WBC) said the court had declined to accept the plea offered by the parent company and the matter is pending. It has asked the FCC to extend filing time in the WGTR-KYW proceeding until the court decides.

FCC officials said the parent corporation would be considered party to the application and that the bribery matter is something that should be reported and could be considered relevant to the assessment of the licensee's qualifications.

In the early 1960's, Westinghouse Broadcasting weathered a storm created by the conviction of its parent company and a number of its officials in a criminal anti-trust case. The commission renewed WBC licenses then, noting the "uncommonly good" performance of the stations and that the conduct involved was unrelated to broadcasting. Another reason for the commission's action was that WBC has its own board of directors and officers (BROADCASTING, March 5, 1962).

For some time, WGTR and KYW have been in opposition on other matters. On Feb. 28, 1975, WGTR filed an application for a construction permit to increase its power and add nighttime operations. Westinghouse filed to deny, saying it would cause interference. WGTR said if that claim is correct, the KYW renewal and its own application to increase power and go nighttime were mutually exclusive and a comparative hearing was called for.

The FCC disagreed, and last July, the commission granted KYW's renewal application. Less than a month later, it designated the WGTR application for hearing. Westinghouse is a party to that hearing.

## Book is closed on Denver diary cases

The Denver district attorney's office has completed its Arbitron radio diary tempering prosecutions by securing a fourth no-contest plea from the last of four local radio station employees indicted. The district attorney took the occasion to blast Arbitron again for what he considers inadequate security precautions.

Bud Elliot Stambaugh, news director of Doubleday Broadcasting's KHOW(AM) Denver, entered the latest no-contest plea in Denver district court Oct. 12 to a charge of felony conspiracy to commit criminal

impersonation. He was given two years probation, at the end of which the charges may be formally dismissed under Colorado's "deferred judgment" process, according to District Attorney Dale Tooley.

Harold Moore, KHOW program manager and air personality made a similar plea earlier this year, as did two former employees of KLZ(AM) Denver (BROADCASTING, Jan. 9, et seq.). Both Mr. Stambaugh and Mr. Moore remain at KHOW, and Gary Stevens, president of Doubleday, has characterized the legal difficulties of both men as "a matter between them and their attorneys." Last week he added that he was "delighted the thing has been resolved."

## Radio may go to jail

**Application is filed at FCC for 10 w educational station in reformatory near Washington**

Two ministers and a college student have filed an application to operate what may be the first radio station in the country in a correctional institution. The 10 w FM station would be at Lorton (Va.) Reformatory, south of Washington.

J. Morgan Hodges, Washington, and Joseph Brown, Baltimore, both black ministers, and Mary Lou Douglas, a student at Nyack College, Nyack, N.Y., are listed as

directors of the nonprofit organization, Ethnic Broadcasting Foundation, incorporated in Washington. Because of its minority status, the application is getting expedited treatment by the FCC and a station could be operating at Lorton early next year.

Washington attorney George Douglas, handling the application, said Mr. Hodges has been trying for some time to develop a broadcast training program for blacks in Washington. The Lorton application is a result of those efforts. Mr. Douglas said Mr. Brown has broadcasting experience and has worked with inmates in Baltimore.

The station, which would have an interference contour of about six miles and a broadcast contour of about two, would be primarily a training facility. Its predominately talk show format would be aimed at the 90% to 95% black and Hispanic population of the reformatory.

There appear to be few obstacles to a speedy processing of the Lorton station application. At the FCC, Tom Davidson, attorney in the Broadcast Bureau, said the commission is waiting for some additional engineering information before proceeding. Another thing to be looked at closely is financing. The Ethnic Broadcasting application said total costs would be \$7,000 and that those funds would come from private donations and government grants.

Mr. Douglas said private donations will cover that amount and that applicants were awaiting word on a government grant.

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75% of all Country music  
chart positions for the  
past 25 years have been licensed by BMI.

The BMI logo consists of the letters "BMI" in a bold, serif font, enclosed within a rectangular border.

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

## Interpublic takes SSC&B into the fold

**\$700 million in billings are added to agency combine in biggest agency merger ever**

The largest advertising agency acquisition in history was announced last week when the Interpublic Group of Companies Inc., New York, reported it had agreed in principle to purchase SSC&B Inc., New York, and its 49% interest in SSC&B Lintas International, representing more than \$700 million in billings.

The projected transaction dwarfs by far the recent agreement calling for Ted Bates & Co., New York, to acquire Campbell-Mithun Inc., Minneapolis, with its \$130 million in billings (BROADCASTING, Nov. 6).

Interpublic said the agreement also specifies that, subject to certain conditions still to be fulfilled, it will purchase the remaining 51% of SSC&B Lintas International at a future date. Payment of the first part of the transaction will be 50% in cash and 50% in stock and the second part, all cash. The price tag is said to range from \$30 million to \$35 million.

Interpublic said that SSC&B and SSC&B Lintas International would continue as a separate, autonomous agency of the Interpublic group, competitive with Interpublic's two other worldwide systems, McCann-Erickson Worldwide and Campbell-Ewald Worldwide, and Interpublic's two independent U.S. agencies, the Marschalk Co. Inc., New York, and Erwin Wasey Inc., Los Angeles.

S. Heagan Bayles, chairman, and Alfred J. Seaman, president of SSC&B Inc., noted that "Interpublic offers us the opportunity to add to our already strong worldwide base by giving us access to the centralized business functions offered by the parent company, so that all of SSC&B's management time can be concentrated on professional work for our clients."

The Interpublic complex of agencies is the largest U.S. owned combine, with worldwide billings last year of an estimated \$1.6 billion. The single largest entity is McCann-Erickson Worldwide, with 1977 billings of almost \$1.1 billion, followed by Campbell-Ewald Worldwide, approximately \$400 million. Marschalk in the U.S. billed \$80 million last year and Erwin Wasey, an estimated \$30 million.

Interpublic agencies allocate 65% to 70% of their U.S. billings to broadcast.

McCann has a long list of TV-radio advertisers, including the Coca-Cola Co., Best Foods Division of CPC International, Buick, Campbell Soup, Sears Roebuck (Chicago group), Comet Rice, and Exxon. Campbell-Ewald represents such clients as Chevrolet, Goodyear Tire & Rubber, Borden Foods, Rockwell and Libbey-

- Number

in design, performance  
and features

**Spotmaster®**

**5300A**

MULTI-DECK

The cart machine with features competitors can't match...

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Companion Record Amplifier  
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Independent Azimuth Adjustment  
Shielding Above & Below the Head  
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Tapered Cartridge Guides  
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Do the decks lock in place to a bulkhead permitting operation with the front panel down?

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YES	No	No
YES	No	No
YES	No	No
YES	No	No
YES	YES	No
YES	No	YES



Plug-in removable decks and superb electronics make this the most up-to-date monaural or stereo three deck cart machine available. Rugged machined deck, quiet air-damped solenoid, unique cartridge guidance system, drop down front panel and run lights next to each deck.

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# INTRODUCING THE NEW AMERICAN WOMAN: A PUBLIC SERVICE RADIO PROGRAM.

She's a mother, career woman, divorcee, wife, money manager, beneficiary, head of household...these are just some of the roles played by The American Woman.

You can meet her in this radio series, offered FREE as a public service by Occidental Life Insurance Company of California. Five outstanding women give their comments, opinions and advice on coping and succeeding in today's world:

LETTY COTTIN POGREBIN, journalist, lecturer and author of "How To Make It In a Man's World"

SYLVIA AUERBACH, writer, teacher, lecturer in the field of consumer economics and author of "Insurance Money."

GLORIA STEINEM, co-founder and president of Ms. Magazine Corp.

HELEN DEROSIS, psychiatrist, lecturer, teacher and author of "Parent Power/Child Power."



DAPHNE BARTLETT, vice-president and actuary for the Occidental Life Insurance Company of California.

It's informative, at times humorous, and always interesting. There are three parts, each running approximately ten minutes and there is no cost for airing. Series will be sent on ¼ inch tape.

Address all requests to:  
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355 Lexington Avenue, New York,  
New York 10017



355 Lexington Ave., New York, N.Y. 10017 • (212) 661-0500

Owens-Ford. Contributing to broadcast spending at Marschalk during 1978 were Coca-Cola (Sprite and food products), Heublein, Revlon, Yardley of London and Ohio Bell Telephone. Wasey is the agency for Gulf Oil, California Avocado Advisory Board, Carnation and Julius Wile & Son (wines).

SSC&B, which was founded as Sullivan, Stauffer, Colwell & Bayles in 1946, is a large packaged-goods agency including such domestic clients as Bristol-Myers, Johnson & Johnson, Noxell, Sterling Drug, Lever Bros., Thomas J. Lipton and American Can. In 1977 the agency spent \$107 million on broadcast, 67% of its total outlay.

Interpublic is traded on the New York Stock Exchange. SSC&B is a privately held company. When the announcement of the purchase was made last Monday (Nov. 6), the price of Interpublic stock closed at 33 3/4, off 1/2.

## Good while it lasted

**Now that New York's newspaper strike is over, TV and radio stations hope the added revenues they enjoyed won't disappear**

New York television and radio stations were hopeful last week that at least some of the gains they registered in advertising billings during that city's strike of major newspapers would continue now that the

shutdown is history.

Retailers turned to television and radio in substantial strength to fill, in part, the void left by the strike at the *New York Times*, the *New York Daily News* and the *New York Post*, starting Aug. 9 (BROADCASTING, Aug. 21 et seq.). The *Post* resumed publication in early October after settling with striking pressmen, and the other two papers were back on the stands last Monday (Nov. 6).

The upsurge in expenditures was documented in the case of television. A special study undertaken by the Television Bureau of Advertising in cooperation with New York's six commercial TV stations showed that retailers more than tripled their investment in TV advertising in September with spending zooming from \$959,719 in September 1977 to \$3,034,804 in September 1978 ("In Brief," Nov. 6).

The study revealed that department stores racked up the largest advance: up 368% to \$1,488,700 in September 1978. Other retail categories also showed striking increases: discount stores, up 218% to \$741,799; apparel specialty stores, up 125% to \$365,485; carpet stores, up 133% to \$187,838, and furniture stores, up 55% to \$250,940.

Roger Rice, president of TVB, said three major department stores—Saks Fifth Avenue, Alexander's and B. Altman Co.—used TV advertising in September 1978 but not a year ago.

Mr. Rice kept in touch with retailers during the strike and said their conversations

indicated that TV played a strong role in the sales success of the stores. He believes there will be a re-thinking of media strategy now that newspapers have resumed publication.

Although similar figures on radio have not been compiled, stations have reported increases in local advertising—retail as well as amusement—during the newspaper strike. Gains have been put at 10% up to 40%, depending on the station. And those figures ranged over a far larger number of stations than with television. Dollar gains, of course, will not approximate those of TV since TV costs are considerably higher than radio's.

More precise information on radio's gains will become available from the monthly billings reports that New York area stations submit to an independent account firm.

Miles David, president of the Radio Advertising Bureau, said he had been in close touch with department stores and had received "very good reports" on results of retailers' advertising. He said he was "hopeful" that some of the gains would be permanent.

The New York Market Radio Broadcasters (NYMRAD) said it was in the midst of preparing a major presentation on effective use of local retail advertising. A spokesman said members of NYMRAD's retail task force will be giving individual presentations to major department stores now that the strike has ended.

Fueling the broadcasters' bullishness concerning increased retailer spending was the generally brisk business prevailing in the summer and fall. Many local advertisers had feared that a slow-down in sales would materialize as a result of the newspaper shut down. But it didn't happen. Categories that presumably would suffer because of the absence of newspapers—retail establishments, amusement organizations and hotels—reported that business did not slump but generally was better than a year ago.

Typical was the quoted reaction of a spokesman for a retail merchants association: "When I mentioned the strike to a member, he'd say, 'What strike'?"

William Tobey, former senior vice president and sales promotion of Abraham & Strauss and now a consultant, believes that broadcast advertising, particularly radio, has an opportunity to exploit the gains it has made during the newspaper strike.

"Radio may well be the Cinderella medium," Mr. Tobey said. "In many ways it's the most versatile of media since its audience can be sharply defined and identified."

## Unions make concessions for Spanish commercials

U.S. Spanish Television Network (SIN) has signed a national Spanish television code, covering compensation of talent appearing in Spanish-language TV commercials, with the American Federation of

# NOTICE WIDE BLANKING PROBLEMS CORRECTED

During the past month, we have corrected horizontal blanking problems in twenty-two hours of programming for our clients. Through the use of our new digital equipment, we are able to correct picture width in both horizontal and vertical scans and bring them to acceptable broadcast levels. We are a commercial videotape post-production company with a highly professional staff who understands the problem and knows how to correct it. Phone Ron Herman.

## CineTronics Ltd.

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Television and Radio Artists and the Screen Actors Guild.

The agreement is similar to the standard AFTRA-SAG recorded commercial code with English-language stations, except that residual payments are scaled in proportion to the Spanish population of the markets rather than to total population.

Rene Anselmo, president of SIN, said the agreement makes Spanish TV commercial production "more affordable" and should attract many new advertisers to the medium. Previous talent payments, he explained, were scaled to the total national market of some 75.3 million homes, rather than to the 3.3 million-home Spanish-speaking market.

## Holding off in Richmond

Richmond, Va., radio broadcasters have voted to go along with Arbitron Radio's request that they not carry Arbitron diary-promotion announcements; at least until the results of a test of such promotions have been analyzed (BROADCASTING, Oct. 9). But they left open the possibility of considering it for next year's April-May measurement.

G. D. Pearson of WRNL(AM) Richmond, who had asked Arbitron for comment on the Greater Richmond Broadcasters Association's plan to let stations run diary-promotion announcements during this year's October-November rating period, said the vote was 11-0 to delay the project at Arbitron's request. Arbitron had pointed out that such promotions—in which stations ask viewers to fill out their listener diaries accurately and completely and return them promptly—had been tested in San Diego (BROADCASTING, July 17) but that analysis of the results had not been completed.

Mr. Pearson said the Richmond group would welcome Arbitron's report on the test, which Arbitron officials said may be ready later this month. Whenever the meeting with Arbitron is held, Mr. Pearson added, the Richmond broadcasters also want to ask why Arbitron's sample base has dropped 20% in a year.

## Advertising Briefs

**On her own.** Mediawise Inc., New York, has been formed as media planning and buying service by Nina Flinn Gallagher, president. Ms. Gallagher formerly was senior vice president of operations for Ed Libov Associates, New York. Mediawise is at 110 East 59th Street; phone (212) 223-1918.

**Set for spring.** Arbitron hopes to start testing next spring new multimedia measurement service covering viewing, listening and reading patterns of TV, radio and newspaper audiences and also providing product-usage and other qualitative data.

**Small agencies in AAAA.** American Association of Advertising Agencies reported that 58% of AAAA members had annual

billings of \$5 million or less, rebutting notion that association is composed mainly of larger agencies. Association said median agency belonging to AAAA billed \$2.5 million from single offices with about 20 employees.

**Still talking.** Comparative advertising was defended last week by Michael Pertschuk, FTC chairman, as potential catalyst for nation's anti-inflation effort. He explained in talk at annual meeting in New York of National Advertising Review Board that comparative advertising that provides "useful price and performance information" can sharpen competition and help slow inflation spiral. He cited two cases of comparative advertising—one involving Savin Corp. and other, Suave shampoo—as examples of campaigns that supplied useful

price performance information and proved to be highly effective sales vehicles.

**Nipper's return:** RCA plans rebirth of its famous trademark of little fox terrier listening to "His Master's Voice" by including "Nipper" in product division advertising amounting to more than \$8 million annually.

## Spurring sales

**Four days of workshops and seminars set for 24th annual meeting of TVB in Chicago**

Some 550 TV broadcasters are scheduled to gather in Chicago today (Nov. 13) for the Television Bureau of Advertising's

# How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



Robert Sasser  
Public Relations Department  
State Farm Insurance Companies  
One State Farm Plaza  
Bloomington, Illinois 61701

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

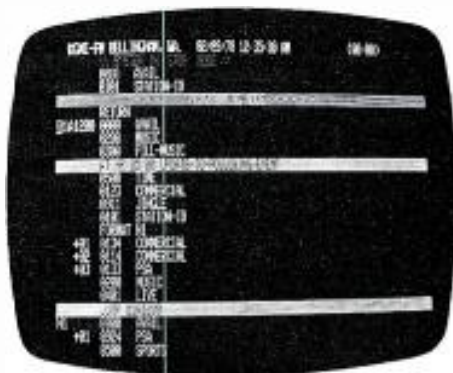
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(No P. O. Box Numbers, Please)



## Your radio programming at a glance... in English!

With BASIC A, you program with real words on a standard keyboard—and see 'em all on a CRT! BASIC A's unique memory management concept lets you label a group of several commonly used schedule entries—so that only one entry is needed to summon the group! As a result, the standard 4,000-entry memory will give you all of the capacity you are likely to need. But as you grow, so does BASIC A (up to 16,000 entries). There's much more to BASIC A...ask for the 4-page brochure which tells the whole story.

**BASIC A**  
—the complete one



**IGM**

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206 733-4567

**Summer numbers.** Investment in network television in August climbed by 16.1% to \$265.9 million, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. For the first eight months of 1978, advertisers spent almost \$2.5 billion in network television, up 12.6% over the same period of 1977. Nighttime rose by 13.2% to \$1.6 billion, followed by weekday daytime, up 12.1% to \$594.7 million, and weekend daytime, up 10% to \$254 million.

	August			January-August		
	1977	1978	% chg.	1977	1978	% chg.
Daytime	\$82,414,400	\$93,247,900	+13.1	\$761,474,400	\$848,660,800	+11.4
Mon.-Fri.	64,441,200	72,967,600	+13.2	530,661,700	594,653,400	+12.1
Sat.-Sun.	17,973,200	20,280,300	+12.8	230,812,700	254,007,400	+10.0
Nighttime	146,678,800	172,676,500	+17.7	1,432,485,100	1,621,498,500	+13.2
Total	\$229,093,200	\$265,924,400	+16.1	\$2,193,959,500	\$2,470,159,300	+12.6

	ABC	CBS	NBC	Total
January	\$114,555,900	\$110,403,600	\$96,308,100	\$321,267,600
February	109,602,700	98,030,500	89,012,500	296,645,700
March	115,521,500	108,925,100	98,836,800	323,283,400
April	125,202,200	112,389,600	104,784,200	342,376,000
May	130,286,400	118,414,100	104,895,800	353,596,600
June	111,086,400	95,936,400	94,942,500	301,965,300
July	95,471,700	85,430,900	84,197,700	265,100,300
August	94,915,600	85,796,200	85,212,600	265,924,400
Year to date	\$896,642,700	\$815,326,400	\$758,190,200	\$2,470,159,300

24th annual meeting—a meeting that TVB officials say will be devoted totally to one subject: how to make more sales.

The 548 broadcasters registered as of the middle of last week far exceeded last year's record turnout of 368. These figures do not include spouses of TVB members or TVB staff executives.

Four concurrent sales workshops are scheduled on two days but will be rotated and repeated so that members may take in all four.

A panel on retail development will be headed by S. Wheeler Rudd of WAVE-TV Louisville, Ky.; one on sales training, by James P. McCann, Top Market TV; on co-op advertising, by Jay Sondheim, KTVU(TV) San Francisco-Oakland, and on sales compensation, by Tom Maney, WCVB-TV Boston.

After a reception and buffet Monday evening, business sessions will open Tuesday with reports by TVB President Roger Rice; TVB Chairman Marvin L. Shapiro of Westinghouse Broadcasting; TVB Treasurer Robert E. Rice, WRAU-TV Peoria, Ill., and TVB Secretary Arthur A. Watson, NBC-TV Stations Division.

The reports will be followed by the bureau's sales advisory committee's presentation, led by Martin Ozer of Metromedia Television and Vincent DeLuca of WTEN-TV Albany, N.Y., and by the national sales advisory committee presentation by Ollie Blackwell of Katz Television.

Bob Lefko and Dick Severance of the TVB staff will make the "People and Anti-Magazine Presentation," and the morning session will wind up with nomination and election of new TVB board members.

Brenda Fox, assistant general counsel of the National Association of Broadcasters, will be the Tuesday luncheon speaker. Workshops are scheduled Tuesday afternoon.

Breakfast meetings by geographic region are scheduled Wednesday, and after a morning round of workshops—and a re-

port on the first phase of TVB's study of the feasibility of setting up a new TV ratings service—the annual meeting will close with a luncheon featuring the premiere of TVB's new sales presentation: "Television: Your Competitive Medium."

The annual dinner will be held Tuesday evening, with entertainment starring Phil Donahue of the *Donahue Show* and Dave Major and the Minors. Chicago's Continental Plaza hotel is site of the meeting.

## The desired targets of radio sponsors

**Katz and Blair make studies of demographics sought by their clients and find adults, 18 to varying older ages, again rank first**

Adults, 18-49, and adults, 18-34, emerged as the most sought-after demographic groups in separate studies of radio availabilities conducted by Blair Radio, New York, and Katz Radio, New York.

The studies differed in that Blair's analysis covered the first three quarters of 1978 while Katz focused on the third quarter of 1978. There were slight but not significant differences in their findings.

Blair's evaluation was based on demographic buying data requested by agencies through all 13 of its radio offices for buys on the 72 AM and 55 FM radio stations represented by Blair.

Its study placed the 18-49 age group (21%) in first place among agencies making radio purchases in the first nine months of 1978. It noted that figure represented a decline from 28% in the same period of 1977.

The second most sought-after demographic, according to Blair, was the 25-54 category, which was reported for the first time by Arbitron in 1977. It accounted for



18.8% of availabilities, as against 4.1% last year.

Other front-ranking demographics, Blair said, were ages 18-34, with 13.8% of demand, as against 12.5% last year, and the 25-49 group slipping from second place in the 1977 period (19.7% of all requests) to fourth place this year (13.5%).

Blair reported the 60-second commercial was sought in 75.2% of availabilities, up from 69.9% in last year's period, while 30-seconds followed with 18.6%, down from 20.2% in 1977.

Katz said its tabulations represent a cross-section of major spot radio campaigns carried on the stations it represents. Not all campaigns were analyzed.

For the third quarter of 1978, according to Katz Radio, the most-sought demographics were adults, 18-34 (10% of availabilities); women, 18-49; men, 18-34, and adults, 18-49 (each 8%).

Katz noted that requests for new demographics are on the rise. Agencies asked for ages 25-54, 25-64 and 35-64 in increasing numbers over the past years. Metro rating information continued to dominate TSA (total survey area) by a 57% to 32% margin, with ADI (area of dominant influence) in third at 6%.

The daypart combination most sought was Monday through Friday, 6 a.m.-7 p.m. The commercial length favored was 60 seconds (83%), followed by 30 seconds (12%). Average campaign length was seven weeks, dropping to six weeks if 52-week flights were excluded.

## Ratings reader

A 32-page, nontechnical guide for ratings users, "Understanding Broadcast Ratings," has been published by the Broadcast Rating Council. Written by BRC Executive Director Hugh M. Beville Jr., for many years a key research official at NBC, it is intended for use by station personnel who purchase and use ratings, by advertising, marketing and corporate executives involved in advertising, planning and by young people starting in advertising ("Closed Circuit," July 24).

The booklet starts with the introduction of broadcast ratings in 1930, describes the principal methodologies in use and defines—and illustrates—basic ratings terms, such as reach and frequency, gross rating points, HUT levels, cumes and cost-per-thousand. One chapter also deals with "potential bias and variability in ratings," and another describes the various uses to which ratings are put—in programing, sales, promotion and the like. A final chapter recalls the congressional investigation of broadcast ratings in the 1960's and outlines some of the steps the industry has taken—including formation of BRC—to prevent recurrence of shortcomings turned up in those hearings.

BRC officials said it had prepublication orders for 6,000 copies of the booklet. Additional copies are available at \$2 each for up to nine copies; \$1.75 each for 10 to 99 and \$1.50 each for 100 or more.

## Broadcast Journalism®

### Newsman's privilege: new case reaches Supreme Court

**Case involves TV reporter and  
tip he received in murder trial**

Another "confidential source" case has reached the U.S. Supreme Court, this one involving a television station and an investigative reporter. The high court last week was asked to review a case in which Joe Pennington, then with KAKE-TV Wichita, Kan., and now with KPIX(TV) San Francisco, was sentenced to 60 days in jail for criminal contempt for refusing to divulge the identity of a confidential source—even though the material the source provided was never broadcast.

Ironically, the issue arose in connection with a murder trial of interest to the broadcasting industry—that of Milda Sandstrom, accused of murdering her husband, Thad, who had been vice president for broadcasting of Stauffer Publications Inc. (BROADCASTING, May 9, 1977). Mrs. Sandstrom pleaded innocent by reason of insanity.

At issue in the case is Mr. Pennington's

refusal to divulge the identity of a person he said had told him that a man who later became a prosecution witness at Mrs. Sandstrom's trial had threatened to kill Mr. Sandstrom. The threat was said to have been made at a social gathering a few days before Mr. Sandstrom was murdered.

The trial judge sentenced Mr. Pennington to 60 days in jail for criminal contempt. The appeals court affirmed the judgment, rejecting Mr. Pennington's argument that his refusal to disclose a confidential source was, under the circumstances at least protected by the First Amendment. And the state supreme court, while rejecting some of the conclusions of the lower courts, affirmed the conviction and jail sentence.

His case, now before the Supreme Court, could become another in the series in which the high court has been drawing the limits of what it believes a reporter's First Amendment protection is.

As the petition for review notes, the case is not a typical one. The material given to the reporter was never broadcast—he was not able to verify the report—but he told the prosecution and the defense attorneys in the case what he had learned. The prosecution held that the identity was not relevant to the guilt or innocence of the defendant. Mrs. Sandstrom's attorneys, who asked for the identity that Mr. Pennington refused to reveal,

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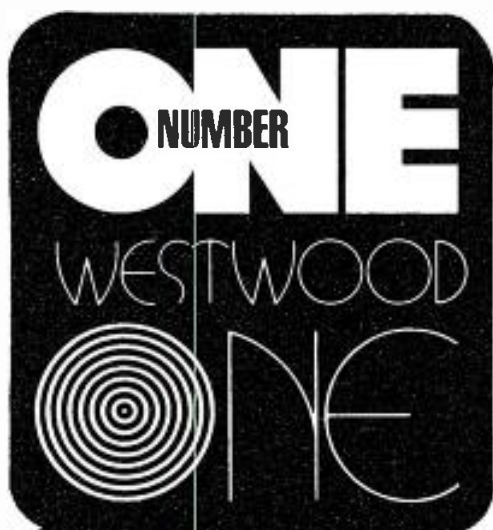
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made no other effort to learn the identity of the source.

The petition says review by the Supreme Court would be helpful, since there is "uncertainty among state and federal courts as to when and under what circumstances" a court should require reporters to disclose the identity of confidential sources "in a manner compatible with the First Amendment" when the information supplied by the source has been made available to all parties.

The petition notes that in the *Branzburg* case, in which the high court, in a 5-4 decision, held that reporters did not have a First Amendment right to refuse to testify at grand jury proceedings, opinions issued by members of the majority held that reporters can be required to divulge material only if it is "relevant" to the issues. Justice Lewis F. Powell, in a concurring opinion, also said courts should balance the freedom of the press right against the obligations of citizens to give "relevant testimony" on criminal conduct.

The state supreme court found reporters had a limited privilege under the First Amendment to protect confidential sources. However, it found that the privilege did not apply to Mr. Pennington because, although there was no finding that the identity of the source was relevant, that information might lead to evidence that was relevant to the defense of Mrs. Sandstrom.

The constitutional questions in the petition are not limited to the First Amendment. The petition argues that, in summarily convicting Mr. Pennington and sentencing him during a session in his chambers, Judge E. Newton Vickers violated the 14th Amendment's guarantee of due process. The petition contends such summary action is permissible only for acts committed in open court.

The state supreme court had affirmed the criminal contempt citation. It said although the action was taken in private, Mr. Pennington's refusal to divulge the identity of his source was reported "almost instantly," and was as "demoralizing to the court's authority" as if it had occurred in open court.

### Journalism Briefs

**Free from NASA.** National Aeronautics and Space Administration's Lewis Research Center, Cleveland, is offering 14 NASA film titles on two-inch quad video tape and U-matic cassette to TV stations and cable systems in adjacent six-state area. Material may be used to illustrate news events or in connection with anniversaries (NASA's 20th in 1978; powered flight's 75th on Dec. 17, 1978, and 10th of first manned landing on moon on July 16, 1979). Only charge to borrowers is postage. Stations in Ohio, Indiana, Michigan, Illinois, Wisconsin and Minnesota may make request to Audience Planners, Blair building, 645 North

Michigan Avenue, Chicago 60611.

**West meets East.** NBC News will preempt regular programming Friday, Dec. 29, at 10 p.m. for hour documentary on youth in People's Republic of China and educational training. On-camera reporter will be Jack Reynolds and, according to Nigel Ryan, vice president, special programs, NBC News, program marks "first time in several years an American news organization has been permitted to film extensively in China" and "first time a Western news group has had such access" to Chinese youths.

**Not available.** The Sakowitz department store of Houston may think it good humor to put a \$94,125 price tag in its Christmas catalogue for a dinner date with Walter Cronkite. But at CBS News, the leading anchorman wasn't laughing. A CBS attorney sent a letter telling Sakowitz to "cease and desist," destroy the catalogues with the Cronkite offering and let those who've received copies know that he's not available and never was. There are said to be almost one million catalogues.

## Be prepared

**NAB offers advice on how to deal with police searches of newsrooms that will occur in wake of 'Stanford Daily' decision**

There is nothing like an air-raid drill to make a community aware of the possibility of an air raid. So if the Supreme Court decision in July in the *Stanford Daily* case seemed to pose no more than a remote danger for broadcasters, a memorandum from the National Association of Broadcasters' legal department on how to cope with police searches may have heightened the apprehension that broadcast newsrooms face a real danger.

The Supreme Court, in its 5-3 *Stanford* decision, held that police armed with a search warrant may search newsrooms for evidence of a crime, even when there is no indication any of the journalists involved had committed a criminal act (BROADCASTING, July 10).

Media interests throughout the country saw the decision as presenting the danger that any newsroom—newspaper or broadcast—could be visited by police free to search through files and drawers.

The NAB memorandum states that the best response to the court's holding that there is no constitutional protection against such searches is legislation. And a number of bills aimed at providing protection have been introduced in Congress.

But in the meantime, the memorandum, prepared by Richard M. Schmidt Jr., a partner in the communications law firm of Cohn & Marks, offers advice on how broadcasters can protect themselves.

First, it says, broadcasters should call their lawyers and let them know they are concerned, and have them familiarize themselves with the *Stanford Daily* case. And then they should establish guidelines for action in the event police do show up at



the newsroom door with a search warrant.

This is the drill suggested in the memorandum:

The person receiving the search warrant should call his superior and the station's lawyer. The police should be asked to delay the search until the lawyer can determine its validity. (For instance, does it identify the persons who submitted the affidavits in support of the warrant's issuance? Does it describe the place to be searched or the item to be seized? Are there reasonable grounds for its issuance?)

The station's lawyer should be instructed to move to quash the warrant in court, and the police should be asked to delay their search until a hearing can be held. If all else fails and the search is made, the police should be asked for a receipt for all items taken.

The memorandum advises that someone in authority in the newsroom be present while the search is under way. It adds that a number of broadcasters plan to record the search and comments made on both audio and video tape.

The memorandum makes another point regarding precautions that might be taken. Some news organizations, it says, are requesting reporters to turn over "all unpublished notes, tapes, outtakes, and any matter that would identify confidential sources to one person within the organization, who then secures it in a place known only to that person."

## Planning ahead

### Networks meet with GOP to present their requests for coverage of that party's 1980 convention

Although the immediate election concern was preparing coverage of last Tuesday's (Nov. 7) House, Senate, gubernatorial and referendum contests, 1980 also was on the minds of network representatives appearing before the convention site selection committee of the Republican National Committee late last month.

Admitting that "you've heard this pitch before," Sylvia Westerman, CBS News vice president, special events and political coverage, made a suggestion.

"Now, if you really wanted to do us a favor—and perhaps do yourselves a favor as well—" she said in prepared remarks, "you'd arrange for both conventions—yours and that of the other party—to be in the same city." Ms. Westerman said that "national conventions are the most expensive broadcasts we produce at CBS News. Every four years, they mean a net loss to CBS of several million dollars."

"Obviously a single city would save us—and you—time, effort and money, each an important factor as we marshal the people and facilities needed to get your convention on the air to the best of our abilities,"

wrote Jeff Gralnick, ABC News executive producer and director of television special events, in his presentation. Mr. Gralnick, unable to attend, was represented by John Lynch, director of election coverage.

(The Democratic Party's site selection committee has yet to meet with the networks. However, word from its national committee is that the convention will not go to a state where the Equal Rights Amendment hasn't been approved. It is currently leaning toward Houston, Dallas or Los Angeles.)

Of particular concern to Gordon Manning, NBC News vice president for news planning, was the possibility that the Republicans might go with an Aug. 11, 1980, alternative start-date instead of the preferred July 14. Should the Democrats choose to begin the week of Aug. 18, he said, "the three-day interval between conventions obviously will not be sufficient time for NBC to pull down one large and complex broadcasting operation and set it up again at another location."

Mr. Gralnick called for at least "a three-week hiatus" between conventions if they are to be held in different cities.

Union considerations at the networks also were said to make quality housing close to the site a major priority. Ms. Westerman, for example, said that in Kansas City in 1976, "in one hotel, the conditions were so poor that the entire group of CBS technicians ... threatened to quit work."

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# ABC goes into high gear in first sweep week

**It outpaces closest rival, CBS, by five rating points; 'Sting' starts it all off with 48 share**

ABC-TV jumped off to an affiliate-pleasing lead in the November sweep period by crushing its competition during the prime-time week of Oct. 30-Nov. 5. CBS-TV was runner-up in the ratings for the second week in a row with a 17.2 average rating, still more than five points behind ABC's 22.3. NBC-TV brought up the rear with a 16.9.

ABC capitalized on all of its strong points and eliminated most of its weak ones to post its highest weekly average of the season. The only shaky show the network let stand was *The Hardy Boys Mysteries* on Sunday, which pulled its lowest share so far this season, a 19. But ABC could well afford that loss: the three-hour TV premiere of "The Sting" followed, topping the week's list of most-watched programs with a 48 share and delivering the nightly win to ABC—its fifth of the week.

On Monday, ABC filled its traditionally weak lead-off hour with an unsponsored—and thus unrated—news *Close-Up: Terror in the Promised Land* (BROADCASTING, Nov. 6). On Friday, *Donny and Marie* was pre-empted by special episodes of *Happy Days* and *Welcome Back, Kotter*, sent in as spoilers against the premiere of NBC's *Diff'rent Strokes*. *Happy Days* pulled a 34 share, clobbering *Strokes*, which came in with a 25. *Kotter*, helped not only by *Happy Days* but also by a John Travolta appearance, came in with its best showing of the season by far, a 34. That held NBC's *Who's Watching the Kids* to a slightly-lower-than-usual 17. CBS held the middle ground with *Wonder Woman*'s 28.

On Saturday, where ABC has problems with its regularly scheduled lead-off shows, *Kotter* and *Carter Country*, a special 90-minute *Love Boat* pulled a 39 share for the network, followed by a special 90-minute *Fantasy Island*, which had a 38.

The rest of ABC's schedule was left intact and performed in its customary steam-roller fashion, taking Tuesday night by a margin of almost nine rating points over the nearest competing network, Wednesday by almost five points and Thursday by almost six points. ABC came in third by a nose on Monday, when *Monday Night Football* pulled a 36 share after the *Close-Up*, and second on Friday, when its made-for-TV movie, "How to Pick Up Girls," pulled a low 28.

CBS held on to second place for the week primarily by staying close to NBC with specials on Monday and beating NBC with series on Sunday. *It's the Great*

**Anxiously awaited.** On Nov. 2-3, NBC-TV premiered the first two prime-time series to be developed and scheduled by the network since Fred Silverman took over as NBC president last June: *David Cassidy—Man Undercover* and *Diff'rent Strokes*. Like the ratings results (see story this page), reviews from the nation's television critics were mixed.

A sampling of critical reaction last week found reviews of *Undercover* generally negative, although not scathingly so. Most critics called it pure formula police material—"just another hot-dog crime show," wrote Lee Winfrey of the *Philadelphia Inquirer*. But most critics liked, with some reservations, *Diff'rent Strokes*, primarily because of its young co-star, Gary Coleman. Judy Flander of the *Washington Star* called him the cutest child star since Shirley Temple, while Jay Sharbutt of the Associated Press said the young actor was "mightily appealing, but the show isn't."

There was no evidence that critics took the two premieres as proof that Mr. Silverman had either reneged or delivered on his promises to them last summer that he would be putting "quality" programs on NBC (BROADCASTING, July 3). A few noted Mr. Silverman's endorsements of *Diff'rent Strokes* in particular, of which the *Washington Post's* Tom Shales wrote, "It does not make a fully satisfying or commendable curtain-raiser, but it deserves a chance to blossom."

*Pumpkin, Charlie Brown* and *Puff the Magic Dragon* edged out *Little House on the Prairie's* 37 share at 8-9 p.m. NYT Monday. NBC took the night by a little more than a rating point with a 36-share performance from "Summer of My German Soldier," the premiere offering of the network's *NBC Theater*. CBS followed *M\*A\*S\*H's* 39 share with a try-out airing of *WKRP in Cincinnati*; it pulled a 31 share, better than average but still nothing to shout about considering its lead-in. *Lou Grant* followed with a 30.

On Sunday, CBS's *60 Minutes* delivered its highest share of the season, a 43, followed by *All in the Family's* 34 and *Alice's* 32 (both holding up well despite facing "The Sting"). *Kaz* again dropped far below its lead-ins, to a 24, while *Dallas* came in with a 26. NBC lost to CBS all along the line, as *Walt Disney* pulled a 29 share and "The Time Machine" and *Lifeline* had 21's.

In other notable performances:

■ NBC premiered *David Cassidy—Man Undercover* at 10-11 p.m. Friday. It matched the 33 share delivered by its lead-in, *Quincy*, although in terms of ratings, it dropped three points. CBS offered little competition with a 23-share variety special *Cinderella at the Palace*, while ABC's *Family* won the time period with a typical 35. NBC's lead-off show of the night, *Project UFO*, appeared near total collapse with a 19 share; ABC's *Mork and Mindy* kept sailing with a 44.

■ Both CBS and NBC may be quietly establishing beachheads at 9-11 p.m. Friday, two of the few hours during the week when there are not consistent, decisive winners. ABC's *Friday Night Movie* has the best average of the entries there, a 31 share, but despite considerably weaker lead-ins, CBS's *The Incredible Hulk* and *Flying High* and NBC's *Rockford Files* and *Eddie Capra Mysteries* have been holding up reasonably well. On Nov. 3, when ABC fell short with "How to Pick Up Girls" *Hulk* had a 35 share and *Flying High* a 30, while *Rockford* pulled a 29 and *Capra* a 30.

■ Adults were still uninterested in the shows that are supposed to make them desert ABC's *Happy Days* and *Laverne and Shirley* on Tuesday. CBS's *Paper Chase* had a 20 share, NBC's *Grandpa*

*Goes to Washington* a 21. *Happy Days* had a 44; *Laverne and Shirley* a 44.

■ CBS gave *People* a tryout airing behind the *Jeffersons* on Wednesday, with no success: *Jeffersons*, 29; *People*, 19.

## Prison program gets the ratings for KTLA, will air on other outlets

A one-hour TV documentary on a state program in which juvenile delinquents are exposed to the brutal and degrading aspects of prison life enabled independent KTLA(TV) Los Angeles to beat out its network program competition and touched off more than 1,600 telephone calls in less than a week.

Titled *Scared Straight!*, the program was telecast at 10 p.m. Nov. 2 and attracted at 15 Nielsen rating, compared with a 13.6 for *Family* on KABC-TV, a 12.5 for *Man Undercover* on KNBC(TV) and a 10 for *Cinderella at the Palace* on KNXT(TV). The same rating pattern prevailed in Arbitron measurements.

The documentary concerns a program at the Rahway (N.J.) State Penitentiary, in which convicted murderers and rapists hold three-hour encounter sessions with hardened juvenile offenders, and the youths are made to view prison living conditions. The convicts explain in loud and obscene language the rapes, murders and other violence that are endemic to prison life.

*Scared Straight!* was produced by Golden West Television, licensee of KTLA, and was filmed on location last May. Producer-writer-director Arnold Shapiro conceived the idea for the documentary after reading an article on the Rahway lifers program in *Reader's Digest*. Anthony Cassara, vice president and general manager of KTLA, and John T. Reynolds, executive vice president of Golden West Broadcasters, liked the idea. They approached the Signal Cos., Beverly Hills, Calif., a conglomerate which holds a 49% interest in Golden West, for financial support. Signal agreed to underwrite the costs as a public service, and the Los Angeles telecast carried only a brief announcement at the beginning and the end



of the program.

Golden West and Signal had some trepidation that the raw language and the strong subject matter might offend the sensitivities of viewers. A spokesman said screenings were held for groups in Los Angeles and Washington and the comments were uniformly positive. She added that of the estimated 1,600 telephone calls received after the telecast only 59 were negative and these were a reaction to the raw language.

Signal plans to place *Scared Straight!* on stations in the other nine top markets via the same public service-type sponsorship. In other markets the documentary will be available via distributor Alan Silverbach in Los Angeles.

## Program Briefs

**HUT watch.** 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 network news time up 1%. Late night and Saturday morning showed no change.

**Nobel effort.** WQED(TV) Pittsburgh, through exclusive agreement with Nobel Foundation, will present Nobel Prize awards special Dec. 12 on Public Broadcasting Service. Producing 90-minute show will be Trans World International. Show will include documentary portraits of 1978 laureates and coverage of awards ceremony, scheduled Dec. 10 in Sweden.

**Focus on blacks.** LeVar Burton will be host of *Black America*, which will run on Mutual Black Network Jan. 31-March 1, 1979. Star of *Roots* will narrate two-minute, 20-second vignettes, focusing on inventions and discoveries by black people. Afternoon series will be broadcast twice daily on weekends, twice on Saturdays and once on Sundays.

**Two to CBS.** CBS Entertainment has signed exclusive production deals with Earl Hamner, co-executive producer of *The Waltons*, and David Jacobs, creator of *Dallas* and upcoming CBS series, *Married: the First Year*.

**No cause.** Jewish War Veterans' petition to deny renewal of license of noncommercial WHYY-TV Wilmington, Del., because it aired program JWV said "incited hatred against both Jews and blacks" has been rejected by FCC. Program, *Black Perspective on the News*, broadcast on Sept. 30, 1977, featured discussions by representatives of Ku Klux Klan and American Nazi Party on goals and philosophies of their organizations. Commission said not only was it barred by First Amendment and Communications Act from censoring programs but it had made clear its position that its consideration of licensee's programming is limited to determining whether over-all programming served public interest.

Denial of renewal, commission said, cannot be based on "subjective determination" of viewer or group of viewers regarding what is or is not "good programming."

**New old idea.** Studiohouse Radio, Hollywood, has developed *The World at Our Fingertips*, radio soap opera. Show is set in present day Los Angeles and focuses on life and problems of character, Barbara Lamont, played by Judith Doty. Series, created and produced by George Gilbreath, is in 25-minute segments intended for Monday through Friday afternoon time slot. Information: *Gilbreath Creative Inc.*, 6565 Sunset Boulevard, Hollywood 90028; (213) 464-1133.

**Debut effort.** Program Development Group, cooperative of independents comprising WPXI(TV) New York, KTLA(TV) Los Angeles and five Field Enterprises UHF's, has taped first project. It's pilot for *Make Me Laugh*, half-hour co-production with Paramount TV, intended for late-night scheduling. Decision on property will be made this month; if PDG rejects it, Paramount may proceed on its own.

**Read on.** CBS Television Reading Program is offering scripts to students and guides to teachers for following prime time programs during first half of school year: "Day of Infamy" *Waltons* episode (Dec. 7); *Lovey: A Circle of Children, Part II* (Dec. 13) and *The Corn is Green* (to be scheduled in January). Affiliates handle

groundwork with local educators, newspapers and interested corporations. Ninety affiliates are expected to participate in 1978/79 school year, up from 30 last year.

## How TV deals with child abuse set as U. of Pa. panel topic

A national conference on child abuse, with sessions involving broadcasting, is planned at the University of Pennsylvania's Annenberg School of Communications in Philadelphia Nov. 20 and 21. Problems of portraying child abuse in television drama and of covering it in broadcast news are among subjects to be explored by panels that include, among others, the program standards vice presidents of all three networks: Herminio Trivias (NBC), Donn O'Brien (CBS) and Alfred Schneider (ABC). Other participants include Virginia Carter of Tandem Productions and TAT Communication Co.; Joanna Lee of Christiana Productions and John Furia, an independent producer.

Also on the program is an analysis of the networks' depiction of child abuse in prime time the last nine years by George Gerbner, dean of the Annenberg School, and the school's research coordinator, Nancy Signorielli.

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# The Broadcasting Playlist<sup>TM</sup> Nov 13

## Contemporary

Last week	This week	Title □ Artist	Label
1	1	MacArthur Park □ Donna Summer	Casablanca
2	2	You Needed Me □ Anne Murray	Capitol
4	3	Hot Child in the City □ Nick Gilder	Chrysalis
3	4	Kiss You All Over □ Exile	Warner Bros.
5	5	Whenever I Call You "Friend" □ Kenny Loggins	Columbia
9	6	Double Vision □ Foreigner	Atlantic
6	7	Reminiscing □ Little River Band	Harvest
11	8	How Much I Feel □ Ambrosia	Warner Bros.
8	9	Ready to Take a Chance Again □ Barry Manilow	Arista
7	10	Who Are You □ Who	MCA
13	11	You Never Done It Like That □ Captain and Tennille	A&M
17	12	I Love the Night Life □ Alicia Bridges	Polydor
18	13	Don't Bring Me Flowers □ Streisand/Diamond	Capitol
15	14	I Just Wanna Stop □ Gino Vannelli	A&M
20	15	Sharing the Night Together □ Dr. Hook	Capitol
21	16	Alive Again □ Chicago	Columbia
22	17	Time Passages □ Al Stewart	Arista
16	18	Love is in the Air □ John Paul Young	Scotti Bros.
34	19	One Nation Under a Groove □ Funkadelic	Warner Bros.
23	20	My Life □ Billy Joel	Columbia
—	21	Too Much Heaven □ Bee Gees	RSO
19	22	Beast of Burden □ Rolling Stones	Rolling Stones
28	23	Sweet Life □ Paul Davis	Bang
29	24	Strange Way □ Firefall	Atlantic
42	25	Le Freak □ Chic	Atlantic
12	26	Boogie Oogie Oogie □ A Taste of Honey	Capitol
24	27	(Our Love) Don't Throw It All Away □ Andy Gibb	RSO
32	28	Ooh Baby, Baby □ Linda Ronstadt	Asylum
10	29	Right Down the Line □ Gerry Rafferty	United Artists
14	30	Get Off □ Foxy	TK
26	31	Don't Want to Live Without It □ Pablo Cruise	A&M
25	32	Blue Collar Man □ Styx	A&M
38	33	Change of Heart □ Eric Carmen	Arista
36	34	Hold the Line □ Toto	Columbia
35	35	Macho Man □ Village People	Casablanca
33	36	Talking in Your Sleep □ Crystal Gayle	United Artists
43	37	Dance (Disco Heat) □ Sylvester	Fantasy
44	38	I'm Every Woman □ Chaka Khan	Warner Bros.
30	39	She's Always a Woman □ Billy Joel	Columbia
48	40	How You Gonna See Me Now □ Alice Cooper	Warner Bros.
39	41	Instant Replay □ Dan Hartman	Blue Sky
46	42	YMCA □ Village People	Casablanca
41	43	Straight On □ Heart	Portrait
—	44	New York Groove □ Ace Frehley	Casablanca
47	45	Bicycle Race □ Queen	Elektra
31	46	It's a Laugh □ Daryl Hall & John Oates	RCA
—	47	Fire □ Pointer Sisters	Planet
27	48	Don't Look Back □ Boston	Epic
—	49	Wavelength □ Van Morrison	Warner Bros.
—	50	The Power of Gold □ Fogelberg & Weisberg	Full Moon

## Playback

**Another Bee Gees biggie.** The Bee Gees have the Midas touch when it comes to making hits: Everything they record turns to gold and even platinum. And apparently their new single, *Too Much Heaven* (RSO), will not break the string. Added by most of "Playlist's" reporting stations this week, it enters the chart at 21. The single is a ballad with familiar Bee Gees harmonies, and many say it is reminiscent of *How Deep is Your Love*. Mark Laurence of WGUY(AM) Bangor, Me., calls it "phenomenal. It's nice not to hear disco from the Bee Gees." The single will be included in the group's next album, to be released in February. The title has not yet been determined, but according to RSO regional promotion manager, Tony Marino, it's a toss-up between *Spirit* and *Tragedy*. Also getting airplay is the single's flip side, *Rest Your Love on Me*, which will not be on the album, Mr. Marino says. It was added at WWOV(AM) Fort Wayne, Ind., where Sam DeVincent says "it has a country flavor." And C&W it is: It was written by the group two or three years ago for Glen Campbell, who never recorded it, says Mr. Marino. As for the rest of the album—the group's first studio album in nearly two and a half years—it will be mostly a "disco thing, close to *Nights On Broadway*," Mr. Marino reports.

**Chart breakers.** Kiss member Ace Frehley comes on the chart at 44 with a bolt this week with *New York Groove* (Casablanca). The rocker is from the album, *Ace Frehley*, one of the four solo albums released by each of the group's members. "It has strong kid appeal," says WGUY's Mr. Laurence. "It should move up quickly." Is the song's appeal restricted to the New York area? "No," he says. "The people of Bangor relate to New York about as much as the people of Barbados."

## Country

Last week	This week	Title □ Artist	Label
2	1	Sweet Desire □ Kendalls	Ovation
3	2	Sleeping Single in a Double Bed □ Barbara Mandrell	ABC
1	3	Little Things Mean a Lot □ Margo Smith	Warner Bros.
21	4	What Have You Got to Lose □ Tom T. Hall	RCA
10	5	Daylight □ T.G. Sheppard	Warner Bros.
14	6	Two Lonely People □ Moe Bandy	Columbia
12	7	Fadin' In, Fadin' Out □ Tommy Overstreet	ABC
5	8	Anyone Who Isn't Me Tonight □ K. Rogers & D. West	UA
7	9	Ain't No California □ Mel Tillis	MCA
6	10	I Just Want to Love You □ Eddie Rabbitt	Elektra
15	11	That's What You Do to Me □ Charly McClain	Epic
4	12	Let's Take the Long Way Around the World □ R. Milsap	RCA
11	13	Another Goodbye □ Donna Fargo	Warner Bros.
8	14	Cryin' Again □ Oak Ridge Boys	ABC
9	15	Tear Time □ Dave & Sugar	RCA
18	16	One Sided Conversation □ Gene Watson	Capitol
—	17	On My Knees □ Charlie Rich	Epic
13	18	Heartbreaker □ Dolly Parton	RCA
19	19	The Gambler □ Kenny Rogers	United Artists
16	20	... Back in Heaven □ Razy Bailey	RCA
—	21	Hubba Hubba □ Billy "Crash" Craddock	Capitol
—	23	Tulsa Time □ Don Williams	ABC
—	23	Bull and the Beaver □ Haggard/Williams	MCA
17	24	Who Am I to Say □ Statler Bros.	Mercury
24	25	Don't You Think This Outlaw Bit □ W. Jennings	RCA

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 <sup>▲</sup> indicates an upward movement of five or more chart positions between this week and last.



## Pierce calls for better perspective on viewers' tastes

**ABC executive says new study reveals public is less concerned with sex and violence, contrary to contention of some critics**

It's not sex and violence on television that people complain about, but program quality—or lack of it.

Frederick S. Pierce, president of ABC Television, said last week that that finding emerged from an ABC-commissioned study of public attitudes toward 26 shows that returned to the network schedules this fall, “including a number of shows that some critics had labeled ‘socially objectionable.’”

Mr. Pierce, addressing an International Radio and Television Society luncheon in New York last Monday, said the study's findings “were surprising, to say the least.” He continued:

“Very few of those interviewed complained about the existence or effect of so-called violent or sexual content in the surveyed shows. Instead, their complaints centered on such things as plot lines, actors and characterizations. In short, what prompted them to turn the set on or off was the quality of the show—not concerns about any perceived existences of violence, sex or moral issues.

“I think this is significant, especially when we remember instances where programs were maligned or misrepresented on hearsay, even before they were viewed. I'm not saying broadcasters shouldn't be concerned with violence or sex. But I am saying that often the most vocal or visible critics of television do not represent the views of the audience as a whole. And I'm saying that often, more controversy arises from the talk about television than from the talk and action on television.

“Those interested in the industry should be in touch with what viewers watch and why they watch it—not with what some think viewers should watch. The viewers as a whole are sometimes a quiet lot—but the clicks of their dials speak loud and clear.”

Mr. Pierce said “quality” in his book has to do with how well a program is executed, and is not necessarily synonymous with “intellectual” or “educational” or “socially significant.” And quality, he said, can be found in all sorts of programs, “from *Mork and Mindy* to *Holocaust*, from *Lou Grant* to *Taxi*, from *Quincy* to *Battlestar Galactica*, from *Good Morning, America* to *Saturday Night Live*.”

“The public,” he said, “is telling us: Give us quality, but don't get boxed in by yesterday's definition of the word. They're willing to try new forms and ideas. And we, in turn, have got to be willing to take risks in giving them new forms. As broadcasters, we make mistakes—but we can't let the fear of mistakes stop us from pre-

senting the public with new choices.”

The misconception that “makes the least sense to me,” Mr. Pierce said, is the one that says “Americans really hate television—they just watch it because it's there.”

Actually, he said, “Americans do really like television” but feel defensive about how much they watch it “because there's a confusion about TV's role.

“Americans watch television because they enjoy it. Yes, television can also educate—and should. And it does. But more than any other reason, Americans watch television to be informed and entertained. As viewers, we need to quit feeling guilty about how someone else thinks we should spend our leisure time, and accept television for the information and entertainment medium that it is.

“... The crux of it is that television is not an isolated industry serving a select, narrow consumer. Perhaps no other service or product directly touches more people than television today. And because we serve so many diverse publics and interests, the key to maintaining our relevance is understanding everything we can about our viewers, their lifestyles and attitudes.

“Television's constituency,” Mr. Pierce said, “is the audience as a whole. That's why I believe that a broadcaster's underlying concern is to be certain that the voices he responds to speak for the majority of his viewers. We must listen to the voices, but know whom they represent. We cannot let programing decisions be based on the narrow interests of a noisy few, or let the most vocal segments divert our attention.

“We need to understand that not every show on television—or, for that matter, every book that is published—is a classic. Tastes change, interests change and people change. I like to think of television as visual library—with something to appeal to virtually every taste....

“Not every show has to deal with a subject of social significance—any more than every show should leave the audience laughing.

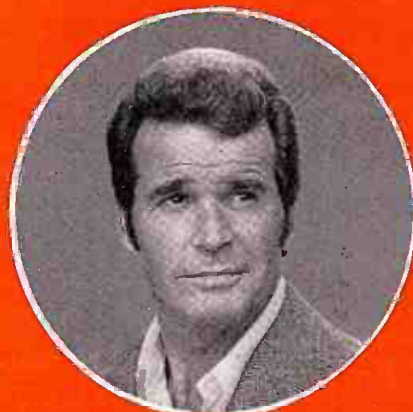
“It is important that television does not move too far ahead—nor lag too far behind—the ever-changing interests and needs of the public....

“But we owe it to the viewing public to fulfill that responsibility, knowing the rich potential of this unique medium to entertain, inform and bear witness to our times.

“And above all, we should never stop striving to improve the level of quality and craftsmanship in everything we present. That is what makes the business such an exciting and vital one.”

In a question session after the speech, Mr. Pierce was asked whether ABC would apply President Carter's suggested 7% limit on price increase to TV commercial time. He replied that ABC was still studying the President's proposals but that “as a company we will comply with the spirit of the wage and price guidelines.”

To another question he said he considered the TV Code Review Board's plan to reduce “clutter” a stride in the right direction.



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for you...**

## ATC subsidiary to set up cable service in Queens

**New York City board awards franchise for 20-year period, subject to waiver of present 15-year limitation; 36-channel capacity with two-way service planned**

American Television and Communications Corp.'s Knickerbocker Communications Corp. last week was awarded a 20-year cable TV franchise for an area covering more than 600,000 households in the New York borough of Queens.

In approving the Knickerbocker application after two-and-a-half years of negotiations, the New York City Board of Estimates specified that wiring be started next year and completed by 1985.

Knickerbocker agreed to provide two-way capability in the system, making possible its use for fire- and burglar-alarm services, polling and communications among city agencies. The system is to have 36-channel capacity but will offer only 30 channels at first.

Knickerbocker was the only company bidding for the entire borough. The Board of Estimates gave a local group, Queens County Community Cable, additional time to establish its financial qualifications for a franchise covering three Queens neighborhoods. If it fails to do so, the franchise for those neighborhoods is to go to Knickerbocker.

Knickerbocker still needs certification by the New York State Cable Commission—and for that it will need a waiver of the state agency's 15-year limit on franchises. City officials said the Knickerbocker grant was made for 20 years because 15 years didn't seem enough in view of the length of time Knickerbocker would need to build such a large system and the heavy costs involved. They appeared confident the state would grant the waiver.

ATC, Knickerbocker's owner, would be merged into Time Inc.—already a minority

owner of ATC—in a stock deal valued at close to \$140 million, now pending before the FCC. Although the commission staff found no reason to hold a hearing on possible antitrust problems, FCC Chairman Charles D. Ferris has expressed concern about antitrust implications in a merger of "the number one programmer," Time Inc.'s Home Box Office, with "the number two cable system," ATC (BROADCASTING, Oct. 30). Time Inc. and ATC have extended their own deadline for completion of the deal to Nov. 20.

## Cable news via satellite

The *Community Antenna Television Journal* is going electronic this week. On Thursday (Nov. 16) cable industry officials with access to the RCA Satcom satellite will be able to watch *Satellite Magazine*, a new one-hour weekly news program about the satellite and cable industries. The program is being produced by Bob Cooper, editor of *CATJ*, the publication of the Community Antenna Television Association, in cooperation with the school of broadcast journalism at the University of Oklahoma.

"Our whole premise is to simply provide a national television vehicle through which the cable industry can thrash out its own problems and deal with its explosive growth," Mr. Cooper said. He said the program is costing up to \$1,000 a week to put on—\$250 a week for satellite time and \$500 to \$750 a week for production.

The first show, which will be fed at noon NYT, will feature a video tour of RCA Americom's Vernon Valley, N.J., earth facility; a look at Showtime's production center, and an interview with Edward Taylor, president of Southern Satellite System. The Dec. 7 show, which will examine satellite technical problems, will be seen at the Western Cable Show in Anaheim, Calif.

Although CATA will carry the costs for the new program at first, Mr. Cooper said, he expects that the program "ultimately will become an advertising medium." There will be no charge to systems picking up the program.

## Tall towers: great expectations for Class IV's

**Kansas station owner says if antennas were higher, these low-power AM's could up their powers with longer wavelengths**

The operator of one of the country's approximately 1,000 Class IV AM stations has suggested a method by which, he says, such stations could increase their power—and coverage—at night without causing interference to co-channel stations, and he is asking for support for the idea.

James D. Harbart, president of KSEK(AM) Pittsburg, Kan., has petitioned the FCC to permit most Class IV's to operate at night with 500w or even 1,000w, if they employ one-half or five-eighths wave-length antennas. (Wavelength is a function of antenna height.) At present, Class IV's operate with 1kw daytime and 250w nighttime.

Mr. Harbart said a station with a five-eighths wavelength antenna should be permitted to operate with 1kw, and one with a one-half wavelength antenna, with 500w. (Most Class IV's operate with 1/4 wavelength antennas.) And he has written some 100 Class IV's asking them to file comments supporting the proposal.

Mr. Harbart contends that not only would the coverage area be increased substantially—it would be doubled—but that interference to co-channel stations would be decreased by a factor of 10.

Mr. Harbart, who relies in part at least on FCC rules and calculations, notes that the shorter the wavelength, the higher the radiation to the ionosphere and resulting reflection down to other stations. With one-half or five-eighths wavelength, more of the energy is radiated to the ground.

How tall the towers would depend on the frequency involved. Mr. Harbart said that on 1340 khz, on which KSEK operates, a five-eighths wavelength would require a 460-foot tower, and a one-half wavelength, a 380-foot tower. A one-quarter wavelength requires a 195-foot tower.

Mr. Harbart's petition (RM 3228) does not seek the same authority for all stations at present. It says Class IV's within 500 miles of the Canadian and Mexican borders would be obliged to comply with power limits in existing treaties with those countries until the treaties can be modified.

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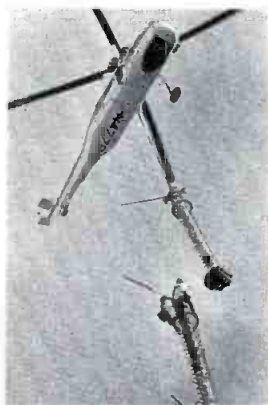
## Technical Briefs

**CBN buys RCA.** RCA Broadcast Systems reports Christian Broadcasting Network, Virginia Beach, Va., has ordered RCA color television cameras valued at more than \$1.5 million to be installed at CBN's new production center in Virginia Beach.



# In Sync

Up and coming in broadcast technology



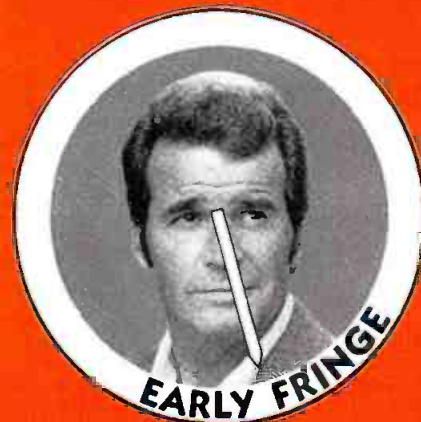
**Round and round it goes.** On Oct. 22, WOTV(TV) Boston, a new ch. 68 outlet scheduled to begin broadcasting Dec. 1, installed a Cetec Jampro circularly polarized antenna atop that city's 55-story Prudential Center (see picture). According to Joe Niccoli, general manager, the station expects the new antenna to provide it with a grade A signal extending 30 to 40 miles. It is expected, too, that viewers will be seeing fewer "ghosts," less "snow" and less distortion on their sets as a result of the new antenna. □ □ □ **A particular need.** The WOTV antenna will be used to transmit regular UHF programming, but it also will be put to use some six hours a day through the week and 12 hours a day Saturdays and Sundays to beam the scrambled signal of Universal Subscription Television Inc., a firm building a network of subscription television stations around the country (BROADCASTING, May 22). According to Rinaldo Brutoco, president of Universal,

subscriber homes will be fitted with circularly polarized receiving antennas that will make their home pictures "second to none" in the Boston market. There will be, however, a "hefty" installation fee of something "under \$100" and a monthly fee of about \$16. Universal is considering installing circular antennas at its other outlets after the company "sees how it looks in Boston," says Mr. Brutoco. □ □ □ **How the antenna works.** Differing from conventional horizontally radiated signals, a circularly polarized transmission radiates in both the horizontal and vertical planes—in a "corkscrew" pattern of signals alternating millions of times each second between the two planes. According to Cetec, the result is "a stronger and more constant signal"—strong enough that the primary signal can overpower any signal that has been bounced off obstructing buildings or terrain. Cetec says there are fewer than 10 circularly polarized television installations in operation. □ □ □ **Recycling.** Remember Jimmy Carter's call-in show on CBS-TV last year (BROADCASTING, March 14, 1977)? WRC(AM) Washington, an NBC O&O, did, and it has acquired one of three special telephone interconnection devices designed by Bell Labs and the local C&P Telephone Co. for the President's appearance. WRC is using the new gear "more or less on an experimental basis" as part of its switch from an all-news to a news-talk format, according to Scott Standiford, the station's engineer in charge of the project. (The unit is so new, a C&P official said, that not only has the phone company not given it a name, it has yet to receive tariff approval on it. The official said the other two units are "on a shelf somewhere" and not being used.) □ □ □ **What's so special?** Although, as Mr. Standiford says, the new gear is basically a "variation of the speaker phone" used on most radio call-in shows, it was "designed specifically for broadcast use" and, as a result, conversation "sounds much cleaner on the air" than over conventional hook-ups that have a tendency to "clip" speech. The new equipment allows the station's listeners to hear both a program's host and his callers with no distortion or interference. □ □ □ **Rare, but well done.** The C&P official said that the device was rigged up by telephone company technicians under the time pressures imposed by the White House and CBS before the President went on the air. As a result, he said, the unit at WRC is "not the final one" the station will have. Similar time pressures resulted in WRC acquiring the unit. It is "not being offered to the general public," the C&P official said. □ □ □ **Looking.** Robert A. Luff, vice president for engineering at the National Cable Television Association, has an idea. He says that NCTA is "seriously considering" establishing a "separate technician's day, with an independent program offered at a lower, no-frills registration fee," at next year's association convention in Las Vegas (May 20-23). He says it's part of a new program that will place greater emphasis on the practical as well as theoretical side of cable television technology. Other ideas he says NCTA is considering for the technical conference include adding a series of "informal, round-table discussions" on technical issues and special displays of hardware in a "noncommercial or learning environment." Mr. Luff's looking for comments from the industry on the ideas.

**Acquisition.** Acrodyne Industries, Montgomeryville, Pa.-based manufacturer of low-power TV transmitters and translators, has been purchased by Whittaker Corp., Los Angeles, for undisclosed price. Acrodyne will continue to operate under present management as wholly owned subsidiary. Whittaker, with operations in metals, technology, marine, life sciences and chemicals fields, is traded on New

York Stock Exchange and reported sales of \$720 million for fiscal 1977.

**Light reading.** Electronic Industries Association has available copies of 1978 Telecommunications—Trends and Directions, compilation of papers presented at EIA's 1978 spring conference. Copies are \$8 available from Mary Kay Lewis, EIA, 2001 Eye Street, N.W., Washington 20006.



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## Media

**A.B. Hartman**, VP and general manager of Westinghouse Broadcasting's KDKA(AM) Pittsburgh, named to same post at company's WBZ(AM) Boston. He succeeds **William Cusak**, who continues as VP of Westinghouse radio group. **Tony Hirsh**, general sales manager of Westinghouse's WINS(AM) New York, succeeds Mr. Hartman as VP and general manager of KDKA.

**F. Craig Magee**, general manager, WAKR(AM)-WAEZ(FM) Akron, Ohio, joins KWK(AM) St. Louis in same capacity.

**Mike Knox**, general sales manager, KOY(AM) Phoenix, named general manager of co-owned KQYT(FM) there.

**Dan B. Speare**, owner of Dan B. Speare Broadcast Enterprises, advertising business in Bakersfield, Calif., becomes owner, president and general manager of KPMC(AM) Bakersfield. **George Gholston**, operations manager, Speare Broadcast Enterprises, named operations manager for KPMC.

**Charlie Eads**, sales manager, KGAL(AM) Lebanon, Ore., appointed general manager.

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**Richard P. Kale**, VP-general manager of KEX(AM)-KQFM(FM) Portland, Ore., named VP of radio for licensee, Golden West Broadcasters, Los Angeles. He will be responsible for GWB's five AM and three FM stations, Major Market Radio, national radio representative firm, and Market-Buy-Market, radio research computer service. **Luis G. Nogales**, VP of business and legal affairs, GWB, named senior VP-administration. **Michael M. Schreter**, VP-finance and administration and treasurer, named VP-finance and planning.



Kale



Hoyt

**Tom Hoyt**, VP, Taft Broadcasting of Houston, named president and chairman, Heftel Broadcasting Corp. He will make headquarters in Chicago where Heftel has bought WLUP(FM), subject to FCC approval. Heftel is owned by Representative Cecil Heftel (D-Hawaii). It owns KGMB(AM) Honolulu, KGMD-TV Hilo and KGMV(TV) Wailuku, all Hawaii, and last month received FCC approval for purchase of WSMJ(FM) Greenfield, Ind. (BROADCASTING, Nov. 6).

**Charles A. Macatee**, general manager of WMAL(AM) Washington from 1974 until 1977 and more recently broadcast management consultant for radio and marketing/program consultant, based in Washington, for Peters Productions, named station manager, KLIF(AM) Dallas.

**John J. Porteous**, general sales manager, WJAR(AM) Providence, R.I., joins co-owned WDBO-AM-FM Orlando, Fla., as station manager.

**Jeffrey S. Rosen**, senior attorney, NBC, New York, promoted to senior counsel, responsible for legal and regulatory matters relating to government affairs and litigation.

**Clifford Brane**, from WTON(AM) Staunton, Va., joins noncommercial WMRA(FM) Harrisonburg, Va., as development director.

**John Brady**, in various financial posts for Viacom International since 1972, named director of financial planning department.

## Broadcast Advertising

**Sumner Charles**, account executive, D'Arcy-MacManus & Masius, New York, elected VP. **George N. Stephan**, account executive, Foote, Cone & Belding, New York, joins DM&M there as account executive on M&M/Mars account. **Charles Mora**, copywriter, Tracy-Locke Advertising, Denver, joins

DM&M, New York, as copywriter on M&M/Mars.

**Wayne Fickinger**, chairman of J. Walter Thompson's U.S. operations committee, and member of JWT board of directors and executive committee, based in New York, named to newly created post of president and chief operating officer of JWT's operations in North America.



Fickinger



Phillips

**William E. Phillips**, president of Ogilvy & Mather, New York, assumes additional title of chairman and will function as chief executive officer of U.S. company, succeeding Andrew Kershaw, who died Oct. 28 (BROADCASTING, Nov. 6).

**Donna Schwartz**, advertising manager of Los Angeles savings and loan company, joins Needham, Harper & Steers, New York, as account executive.

**Ted Sanko**, responsible for Ragu sauce account at Waring & LaRosa, New York, joins Venet Advertising there as VP-account supervisor on Prince macaroni and Tuscan Farms accounts.

**Barnard Nosbaum**, executive art director, and **Harry Wilson**, associate creative director, Leo Burnett Advertising, Chicago, elected VP's.

**Tom Hartke**, audio-visual production manager, Sive Associates, Young & Rubicam subsidiary in Cincinnati, named broadcast production manager.

**Norman R. Thomas**, director of sales and marketing for plastics and synthetics division of Norton Co., Akron, Ohio, joins Fahlgren & Ferris, Toledo, Ohio, as director of marketing services.



Bahr

**Warren A. Bahr**, executive VP and chief operating officer of Isidore Lefkowitz Elgort Inc., New York, and formerly executive VP of communications services at Young & Rubicam, New York, named VP, corporate development, John Blair & Co., New York.

**Marc Schacher**, director of TV sales research for Katz Television, named VP of Katz marketing division, New York.



**Connie Adams**, producer of *Harden and Weaver Show*, WMAL(AM) Washington, joins R. Joseph Harrill & Farr, Chevy Chase, Md., as VP-public relations.

**Jerry Jones** of Katz Agency elected president of newly formed chapter of Station Representatives Association in Los Angeles. **Tom Carroll** of Harrington, Righter & Parsons, named vice chairman; **Bob Miggins**, Telerep, named treasurer and **Bob Dickenson**, MMT Sales, secretary. New SRA chapter is also being formed in San Francisco. SRA, based in New York, also has chapters in Chicago, Dallas and Minneapolis.

**Anthony C. Rocco**, VP and director of special projects, sports sales, ABC-TV, New York, named VP of business development, sales. **Robert J. Cagliero**, VP and national director of sales proposals, named VP of early-morning sales. **Marvin F. Goldsmith**, account executive, ABC-TV sports sales, named VP of prime-time sales proposals.

**Steven B. Engles**, assistant general manager and director of sales, WROC-TV Rochester, N.Y., joins WJZ-TV Baltimore as general sales manager.

**Jeffrey Trumper**, from KGGO(TV) Des Moines, Iowa, joins KWK(AM) St. Louis as general sales manager.

**Scott Fey**, from WXYV(FM) Baltimore, named general sales manager of co-owned WMP5(AM) Memphis.

**Tom Simkins**, VP-sales, WCOL(AM) Columbus, Ohio, appointed general sales manager of WCOL and co-owned WXGT(FM) there. **Bill Caridas**, also VP-sales, WCOL, named local sales manager, WCOL-WXGT.

**Mel A. Stebbins**, sales manager, WJIM-TV Lansing, Mich., joins WTOL-TV Toledo, Ohio, as local sales director.

**Fred Murr**, in sales department of WAVE(AM)



**Honored.** Joan Ganz Cooney, president of the Children's Television Workshop, received the distinguished service award of the National Association of Educational Broadcasters at its convention in Washington two weeks ago. (She's pictured here being congratulated by FCC Chairman Charles Ferris.) Mrs. Cooney said she hoped that CTW's new science program for children (BROADCASTING, Oct. 30) could be previewed before next year's NAEB convention, and announced that the Public Broadcasting Service would show a *Sesame Street* Christmas special on Dec. 3.

Louisville, Ky., named sales manager.

**Joel F. Frensdorf**, director of special accounts, WMMS(FM) Cleveland, named local sales manager.

**Ted Holmes**, account executive, KPMC(AM) Bakersfield, Calif., named sales manager.

**Marge McDowell**, regional director in charge of radio and TV, Young & Rubicam, Los Angeles, joins KHJ-TV there as account executive.

## Programing

**Tom Tannenbaum**, senior VP, Universal Television, Los Angeles, joins Columbia Pictures TV there as executive VP involved in all areas of programing and development.

**Sandy Russell Gartin**, freelance consultant to ABC on children's programing, named manager, children's programing, East Coast, ABC Entertainment.



Ceslik

**Joseph Ceslik**, vice president, operations, syndication division, United Artists Television, New York, named VP, domestic syndication sales administration and operations, ITC Entertainment, New York.

**Todd Gaulocher**, VP-motion picture sales, Viacom Enterprises, New York, named VP-

domestic sales.

**Paul Bogrow**, director of prime time program practices, Hollywood, CBS, assumes additional responsibilities for dramas based on fact.

**Michael Piller**, senior editor in program practices working with dramas based on fact, appointed director of dramas based on fact, program practices, Hollywood, reporting to Mr. Bogrow.

**Dayna Kalins**, associate director of contracts, ABC, Los Angeles, and **Michael Wallach**, attorney, business affairs, RCA, Los Angeles, join Columbia Pictures Television, Burbank, Calif., as associate directors of business affairs.

**Don Laricke**, from WGR-TV Buffalo, N.Y., joins WBZ-TV Boston as director in programing department.

**Bobby Hattrick**, program director, WDG(AM) Minneapolis, joins KWK(AM) St. Louis in same capacity.

**Shirley Jacobi**, manager of traffic, KMOX(AM) St. Louis, named director of program operations. **Mary Foster**, manager of data processing, succeeds her.

**Peter A. Frid**, acting program director, non-commercial WSBE-TV Providence, R.I., named director of programing.

**Chuck Mitchell**, from *Downbeat Magazine*, Chicago, joins WRVR(FM) New York as music director and assistant program director.

**Linda Hill**, traffic manager, WCIX-TV Miami, joins WJLA-TV Washington as operations supervisor in traffic department.

**Stephen Linden**, art director, WCVB-TV Boston, joins noncommercial KQED-FM-TV San Francisco in same capacity.



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# MCATV

## News and Public Affairs



Hollaus

**Meredith Hollaus**, reporter and newscaster, WNBC(AM) New York, named director of news and public affairs for WNBC and co-owned WYNY(FM) there.

**James Disch**, executive producer, WGN-TV Chicago, named assistant news director for WGN-AM-TV.

**Hans J. Krause**, news coordinator, WJBF(TV)

Augusta, Ga., joins WRDW-TV there as news director.

**Elliott Wiser**, reporter for noncommercial WAMU-FM Washington, joins noncommercial WMRA(FM) Harrisonburg, Va., as director of news and public affairs.

**George Caldwell**, correspondent, ABC News, New York, and **Cindy Martin**, consumer reporter and anchor, KAKE-TV Wichita, Kan., join KPRC-TV Houston as anchors.

**Kathleen Sullivan**, associate producer, KNXT(TV) Los Angeles, joins KTVX(TV) Salt Lake City as co-anchor.

**Kimberly Ann Sedgwick**, reporter, KTAR-TV Mesa (Phoenix), Ariz., and **Jose Santiago**, from WFSB-TV Hartford, Conn., join KYW-TV Philadelphia as general assignment reporters.

**Brook Stanford**, general assignment reporter, and producer and anchor of Sunday newscast,

KOMO-TV Seattle, named health, science and technology reporter and will continue Sunday newscast assignment. **Timothy E. Hillard**, production assistant, succeeds Mr. Stanford as general assignment reporter. **Kathryn Ann Linwood**, regional and general assignment reporter, WFMV-TV Greensboro, N.C., succeeds Mr. Hillard as production assistant.

**Henry J. Siegel**, section chief in news film and videotape library, CBS News, New York, named director of CBS News archives department.

**Craig Roberts**, senior news reporter, WCIX-TV Miami, joins WTSP-TV Tampa-St. Petersburg, Fla., as weekend anchor. **Adele Tyre**, reporter-anchor-producer, KUTV(TV) Salt Lake City, joins WTSP-TV as general assignment reporter.

**Norm Howard**, in sales and programming for Warner Cable in Bakersfield, Calif., joins KPMC(AM) there as news and sports director. **Dr. Richard Bilas**, professor, California State at Bakersfield, and **Jan Bilas**, nurse at San Joaquin hospital there, join KPMC as public affairs directors.

**Judith Simms**, director of program operations, KMOX(AM) St. Louis, named director of public affairs and community relations. **Mildred Gaddis Odomes**, reporter, KTRK-TV Houston, joins KMOX in same capacity.

**Lorrie Sarafin**, news director, noncommercial WCWP(FM) Brookville, N.Y., joins news department of WBLI(FM) Patchogue, N.Y.

**Suzanne Fuqua**, director of promotion and public affairs, WHFT(TV) Miami, named host of public affairs program.

## Cable

**Charles Halrston**, director of film and program development, NBC Entertainment, Los Angeles, joins Showtime, New York, as VP of programming.

**Carl Dietze**, regional supervisor, affiliate relations, ABC-TV, New York, joins UA-Columbia Cablevision, Oakland, N.J., as account executive.

**Barbara Sanford**, graduate, Syracuse (N.Y.) University, joins Madison (Wis.) Community Access Center, Cable Four, as training coordinator. She is also film assistant, noncommercial WHA-TV Madison.

## Broadcast Technology

**Charles B. Radloff**, president of Oak Switch division of Oak Industries, Crystal Lake, Ill., assumes additional responsibilities as VP-operations of components group of Oak. **William Q. Douglass**, president and general manager of Harper-Wyman de Mexico, Mexico City, joins Oak switch division as executive VP.

**Jack Calaway**, VP of research and development, Vidtronics Co., Los Angeles, named VP-engineering after four-month leave of absence.

**James Broderick**, international sales manager, Scully Audio, Mountain View, Calif., named audio product manager for audio-video systems division of Ampex Corp., Redwood City, Calif.

**Robert C. Sprague Sr.**, founder of Sprague Electric Co., North Adams, Mass., given EIA Medal of Honor by Electronic Industries Association, trade group's highest award.



**Accolade.** Julius Barnathan, president of broadcast operations and engineering for ABC (left), was awarded a special commendation award by William D. Hedden, president of the Society of Motion Picture and Television Engineers, at the society's convention in New York two weeks ago. The ABC Executive, who developed many of the innovative video techniques employed in the network's sports programs, was cited for his "leadership in developing new technologies and willingness to share his knowledge."

## Allied Fields

**Stanley D. Moss**, deputy director of International Communication Agency's television and film service, Washington, named director. He succeeds **McKinney Russell** who now heads ICA's operations in Brazil.

**Alain J. Tessier**, former president of Axion Market Research Bureau, New York, has joined Audits & Surveys, New York, to develop client service programs and to assist in A&S/TRAC-7 radio audience measurement service expansion into major markets.

**Donald H. McGannon**, president and chairman of Group W, New York, will receive 1978 Equal Opportunity Day Award of National Urban League for his leadership in equal opportunity and corporate social responsibility in broadcast industry at dinner in New York on Thursday (Nov. 16).

## Deaths

**William C. Miller**, 41, general manager of WJRH(AM) Gallipolis, Ohio, and VP of licensee of station, Wagner Broadcasting Co., died Oct. 27 in crash of two private planes in Gallipolis. Mr. Miller worked for noncommercial WOUB-AM-FM Athens and WMPO-AM-FM Middleport, both Ohio, before joining WJRH in 1968 as production manager. He was named VP-general manager in 1974. Survivors include his father, sister and two brothers.

**Bruce Rice**, 50, sports director, KCMO-TV Kansas City, Mo., died there Oct. 31 of heart attack. Mr. Rice joined KCMO-TV in 1961 after working as sports director for KNX-AM-FM Los Angeles and CBS Radio there.

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# For the Record<sup>®</sup>

As compiled by BROADCASTING, Oct. 30 through Nov. 3 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.

## Ownership Changes

### Applications

■ **KGSC-TV** (ch. 36) San Jose, Calif.—Seeks assignment of license from Continental Urban Television Corp. to Booth American Co. for approximately \$9 million. Seller: Vincent B. Welsh, chairman, and seven others, none of whom has other broadcast interests. Buyer: group owner of seven AM's and seven FM's, owned by John L. Booth, his wife, Louise and their sons John L. II and Ralph H. II. Ann. Nov. 3.

■ **WLOE(AM)-WEAF(FM)** Eden, N.C.: Sold (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 94.5 mhz, 27 kw)—Seeks assignment of license from So Com Inc. to Carolina Virginia Broadcasting Co. for \$450,000. Seller: owned by David Clark, W. Jackson Brown and five others. Messrs. Clark and Brown are part owners of **WLON(AM)** Lincolnton, N.C. None of other stockholders has other broadcast interests. Buyer: Mary Ann S. Bohi (66.6%) and Virginia King Terry (33.3%). Their husbands, Eugene and Frank are president and general manager and business manager and personnel director, respectively, at **WGHP-TV** High Point, N.C. Ann. Nov. 6.

■ **WWGM(AM)** Nashville, Tenn. (AM: 1560 khz, 10 kw-D)—Seeks assignment of license from Crawford Radio Enterprises to Dean A. Crawford for \$265,680. Seller: subsidiary of Crawford Broadcasting Co., group owner which is selling **KPBC(AM)**, **WYCA(FM)**, and 50% of **WDJC(FM)** (see below). Buyer: Mr. Crawford, part owner of seller, is songwriter and artist living in Laguna Beach, Calif. Ann. Nov. 6.

■ **KPBC(AM)** Dallas, **WYCA(FM)** Hammond, Ind. and 50% of **WDJC(FM)** Birmingham, Ala. (AM: 1040 khz, 1 kw-D; FM: 92.3 mhz, 30 kw and FM: 93.7 mhz, 100 kw, respectively)—Seeks assignment of licenses from Crawford Broadcasting Co. to Donald B. Crawford for \$2,316,764. Seller: owned by Ruth C. Porter and her children, owns **WPEO(AM)** Peoria, Ill.; **WMUZ(FM)** Detroit; **WDCX(FM)** Buffalo, N.Y.; **KELR(AM)** El Reno, Okla.; **WDAC(FM)** Lancaster, Pa. and have sold, subject to FCC approval, **KFMK(FM)** Houston, Tex. (BROADCASTING, July 24) and **WWGM(AM)** Nashville, Tenn. (see above). Buyer: Donald Crawford, is son of Ruth Porter and

14% owner of Crawford Broadcasting. He additionally owns 50% of **WDJC**. Ann. Nov. 3.

### Grants

■ **KQEO(AM)** Albuquerque, N.M. (AM: 920 khz, 1 kw-D, 250 w-D)—Broadcast Bureau granted assignment of license from Swanson Broadcasting Inc. to Sunbelt Communications Inc. for \$900,000 plus \$100,000 covenant not to compete. Seller: group owner of **KLEO(AM)** Wichita, Kan.; **WBYU(FM)** New Orleans; **KKNG(FM)** Oklahoma City; **KRMG(AM)** Tulsa, Okla.; **KFJZ-AM-FM** Fort Worth, and **KKYX(AM)** San Antonio, Tex. It owns Texas State Network, Continental News service and Spanish Information Network, all Fort Worth. Swanson Broadcasting is principally owned by Gerlock H. Swanson, president. Buyer: equally owned by C. T. Robinson, William C. Moyes and Michael B. Hesser, who own **KSly(AM)**-**KUNA(FM)** San Luis Obispo, Calif. and **KMYR(FM)** Albuquerque and operate The Research Group, perceptual audience research firm. Action Oct. 27.

■ **WANC-TV** Asheville, N.C. (ch. 21)—Broadcast Bureau granted assignment of license from WISE-TV Inc. to Carolina Christian Broadcasting Inc. for \$60,000. Seller is principally owned by Mrs. H. H. Thoms and her daughter, Matilann T. Gennett. They also own **WCOG(AM)** Greensboro, N.C., **WEAM(AM)** Arlington, Va. and **WKLM(AM)** Wilmington, N.C. Buyer is owned by James H. Thompson (94.3%), W. N. Leslie (4.3%) and Fred E. Crain (1.4%). They also own **WGGs-TV** Greenville, S.C., of which **WANC-TV** is a satellite. Action Oct. 26.

## Facilities Changes

### AM applications

■ **WWNS** Statesboro, Ga.—Seeks CP to make changes in ant. system (increase height).

■ **WETT** Ocean City, Md.—Seeks CP to change TL; install new trans.

■ **KDOV** Ashland, Ore.—Seeks CP to change TL and SL.

### FM applications

■ **WZGC** Atlanta, Ga.—Seeks CP to change SL; change type trans.; change type ant.; change ERP: 17.96kw (H&V).

■ **WFBQ** Indianapolis, Ind.—Seeks CP to make change in ant. system; change type trans.; change type ant.; change TPO.

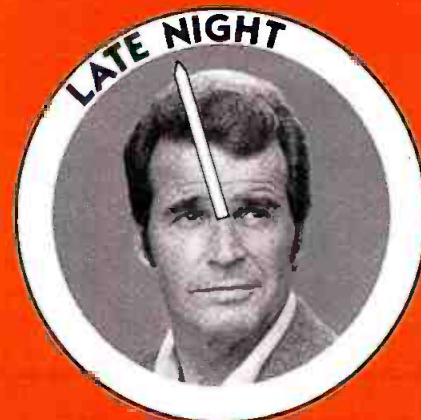
■ **WNAP** Indianapolis, Ind.—Seeks CP to change TL; change type ant.; make changes in ant. system (increase height); ERP: 5kw (H&V); HAAT: 1022 ft. (H&V); change type trans.

■ **WWYN** Carthage, Miss.—Seeks mod. of CP to change TL and SL; change type trans.; make changes in ant. system; change type ant.; change TPO.

■ **\*WWCU** Cullowhee, N.C.—Seeks CP to install new aux. trans. at main TL.

■ **WZVS-FM** Vieques, P.R.—Seeks mod. of CP to make changes in ant. system; change HAAT: 952 ft. (H&V).

■ **WYXE** Sun Prairie, Wis.—Seeks CP to make change in antenna system; change type ant.; HAAT: 400 ft. (H&V); change TPO.



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# MCA TV

## 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

## In Contest

### Designated for hearing

■ Denver and Boulder, Colo. (Granfalloon Denver Educational Broadcasting Inc. and University of Colorado) **Educational FM proceeding:** (BC Doc. 78-292-293)—Acting Chief ALJ Lenore G. Ehrig designated ALJ James F. Tierney as presiding judge; scheduled prehearing conference for Dec. 5, hearing for Jan. 17. Action Oct. 23.

■ Omaha, Neb. and Council Bluffs, Iowa (Webster-Baker Broadcasting Co. et al.) **AM-FM proceeding:** (BC Doc. 78-337-345)—Acting Chief ALJ Lenore G. Ehrig designated ALJ Frederick J. Coufal as presiding

judge; scheduled prehearing conference for Dec. 4, hearing for Jan. 16. Action Oct. 20.

■ Johnstown, N.Y.—FCC has designated for hearing applications of Street Broadcasting Corp. for renewal of its licenses for WIZR-AM-FM Johnstown. (BC Doc. 78-353-4). Action Oct. 19.

### Procedural ruling

■ Gilmer, Tex. (KHYM Broadcasting Co. and Daniels Broadcasting Inc.) **FM proceeding:** (Doc. 21281-2)—ALJ James K. Cullen Jr. scheduled hearing for Dec. 11. Action Oct. 19.

### Action

■ San Francisco—FCC renewed license for Bahia de San Francisco Television Co.'s KDTV(TV), rejecting

petition to deny filed by Committee on Children's Television and Bay Area Hispanic Institute for Advancement. Action Oct. 24.

■ Lares, Puerto Rico (Lares Broadcasting Corp.) **AM proceeding:** (Doc. 20969)—ALJ Thomas B. Fitzpatrick granted application for new AM to operate on 1200 khz and terminated proceeding. Action Oct. 25.

## Rulemaking

### Proposed

■ Upstate New York—Howard M. Ginsburg and Russel Kinsley seek amendment FM table of assignments to 1) delete ch. 237A from Saranac Lake and add 269A there; add ch. 237A to South Burlington, Vt.; add ch. 272A to Tupper Lake, and add ch. 288A to Lake Placid; or 2) delete ch. 237A from Saranac Lake and assign it to South Burlington, Vt.; add ch. 272A to Tupper Lake and add ch. 269A to Lake Placid. (RM-3212). Received Sept. 31.

■ Lakeport, Calif.—Lake County Broadcasting Co. (KBLC[AM]) seeks amendment FM table of assignments to assign ch. 252A to Lakeport (RM-3213). Received Sept. 7.

■ Plainview, Tex.—Panhandle Broadcasting Inc. (KKYN[AM]) seeks amendment FM table of assignments to assign ch. 294 to Plainview (RM-3214). Received Sept. 7.

■ Marina del Rey, Calif.—John C. Butler seeks amendment FM table of assignments to assign ch. 224A to Paradise, Calif. (RM-3215). Received Sept. 11.

■ Big Pine Key, Fla.—Lower Keys Broadcasting Corp. seeks amendment FM table of assignments to assign ch. 228A to Big Pine Key (RM-3217). Received Sept. 13.

■ East Orleans, Mass.—Rosemary D. Nelson seeks amendment FM table of assignments to assign ch. 298 to Chatham, Mass. (RM-3218). Received Sept. 13.

■ Scottsbluff, Neb.—Media Inc. seeks amendment FM table of assignments to assign ch. 267 to

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Bridgeport, Neb. (RM-3219). Received Sept. 14.

■ Roanoke, Va.—Blue Ridge ETV Association Inc. (WBRA-TV and WSVN-TV) seek amendment TV table of assignments to assign ch. \*52 to Marion, Va. as reserved educational channel (RM-3220). Received Sept. 21.

■ Old Bridge, N.J.—Blonder-Tongue Laboratories Inc. requests rule requiring CATV systems to carry signals of local subscription TV stations (RM-3223) Received Sept. 22.

■ Covington, Ind.—DOXA Inc. seeks amendment FM table of assignments to assign ch. 224A to Covington-Veedersburg, Ind. (RM-3224) Received Sept. 25.

■ Cedar Falls, Iowa—Farmer City Broadcasting seeks amendment FM table of assignments to assign ch. 252A to Farmer City, Ill. (RM-3225). Received Sept. 25.

## Translators

### New station grants

■ K55BT Deming, N.M.—Marsh Media of El Paso granted CP for new UHF translator to rebroadcast signal of KVIA (ch. 13) El Paso, Tex.

■ W09AZ, W11AW, North Creek and Sodom, N.Y.—Town of Johnsbury granted CP's for new VHF translators to rebroadcast signals of WCDC (ch. 19), Adams, Mass. and WKTV (ch. 2) Utica, N.Y.

■ K13PH Cave Junction, Ore.—Southern Oregon Education Co. granted CP for new VHF translator to rebroadcast signal to KSYS-TV (ch. 8) Medford, Ore.

■ K13PI Ruch/Applegate, Ore.—Southern Oregon Education Co. Granted CP for new VHF translator to rebroadcast signal of KSYS-TV (ch. 8) Medford, Ore.

■ K57BE Wendover, Utah—Wendover City granted CP for new UHF translator to rebroadcast signal of KUED-TV (ch. 7) Salt Lake City.

■ K55BS Randolph, Woodruff, Utah—University of Utah granted CP for new UHF translator to rebroadcast signal of KUED-TV (ch. 7) Salt Lake City.

■ K10LA Issaquah, Mirrormont, Wash.—Television Reception District No. 2 of King County granted CP for new VHF translator to rebroadcast signal of KIRO (ch. 7) Seattle, Wash.

■ K45AC Wenatchee, East Wenatchee, Wash.—King Broadcasting Co. granted CP for new UHF translator to rebroadcast signal of KREM (ch. 2) Spokane, Wash.

## Cable

### Service registrations

■ The following operators of CATV systems have filed service registrations:

■ Teleprompter, for Loring Air Force base, Me. (ME0035) add signals.

■ Warner Cable of Akron, for Akron, Barberton, Cuyahoga Falls, Fairlawn, Stow and Tallmadge, Ohio (OH0006, 0217-8, 42-3, 83) add signals.

■ Teleprompter, for Caribou, Fort Fairfield and Limestone, Me. (ME0004,43,45) add signals.

■ Blue Run TV Cable, for Dunnellon, Fla. (FL0258) add signals.

■ Tri-Cities Broadcasting, for Amory, Miss. (MS0002) new system.

■ Manteca Cablevision, for Manteca and San Joaquin, Calif. (CA0557-0639) add signals.

■ Teleprompter, for Commerce, Hunt, Cut Bank and Glacier, Tex. (TX0157,419,023,72) add signals.

■ Point View Cable TV, for Henderson, Mason and Point Pleasant, W.Va. (WV0493,372,66) add signals.

■ Sammons Communications, for Russellville, Ala. (AL0018) add signals.

■ Storer Cable TV, for Banning, Calif. (CA0304) add signals.

■ Warner Cable of Galax, for Galax, Va. (VA0027) add signals.

■ Trans-Am Communications, for Ala, Okla. (OK0035) add signals.

■ Warner Cable, for Russellville, Ark. (AR0013) add signals.

■ Warner Cable of Marinette, for Peshigo, Wis. (WI0181) new system.

■ Riverfront Cablevision, for Riverton, N.J. (NJ0304) new system.

■ Teleprompter Southeast, for Homes Beach, Anna Maria and Bradenton Beach, Fla. (FL0177-8, 291) add signals.

■ Blytheville TV Cable, for Blytheville, Ark. (AR0001) add signals.

■ Home and Auto Supply, for Smyth, Va. (VA0181) add signals.

■ Ohio Valley Cable, for Boaz, Williamstown, St. Marys, Sistersville, W.Va.; Crooksville, Roseville, Marietta and Reno, Ohio (WV0016,8,7,168; OH0090,93-5) add signals.

■ Home and Auto Supply, for Marion, Va. (VA0038) add signals.

■ New Vision Cable, for Paden City and New Martinsville, W.Va. (WV0122-3) add signals.

■ Manhattan Cable Television, for New York (NY0234) add signals.

■ Ellenville CATV Associates, for Ellenville, Fallsburg, Waring, Rochester and Mamakating, N.Y. (NY0436-9,441) add signals.

■ Community Television of Utah, for Riverdale, Utah (UT0035) new system.

■ Midway Cable TV, for Kansas City, Kan. (KS0045) add signals.

■ Vernon CATV, for Vernon, Tex. (TX0319) add signals.

■ UA-Columbia Cablevision, for Schertz, Tex. (TX0494) new system.

■ Orange County Cablevision, for Wallkill, N.Y. (NY0717) add signals.

■ Point View Cable TV, for Mason, New Haven, W.Va.; Middleport, Pomeroy, Gallipolis, Greenville and Syracuse, Ohio (WV0492,364; OH0219,246,220,494,592) add signals.

■ Riverfront Cablevision, for Cinnaminson, Palmyra N.J. (NJ0305-6) new system.

■ Teltron Cable TV, for Rothschild, Wis. (WI0182) new system.

■ Warner Cable, for Pittsfield, Richmond, Mass. (MA002896) add signals.

■ Teleprompter, for Presque Isle, Me. (ME0042) add signals.

■ New Ulm TV Signal, for New Ulm, Minn. (MN0033) new systems.

■ Clinton County Cable, for Wilmington, Ohio (OH0328) add signals.

■ Southeastern Cablevision, for Trainer, Marcus Hook, Chester and Eddystone, Pa. (PA1710-3) new system.

■ Cablecom-General for Dyersburg, Tenn. (TN0047); Clarksdale, Miss. (MS0010) add signals.

■ Audubon Electronics, for Berlin, Gloucester, Pemberton and Stratford, N.J. (NJ0307-10) new system.

■ Liberty Communications, for Sweet Home, Lebanon, Junction City, Harrisburg, Corvallis, Philomath, Ore. (OR0130,67,68,193,47,48) add signals.

■ Liberty TV Cable, for South Haven, Mich. and Angola, Ind. (MI0042;IN0024) add signals.

### Certification actions

■ The following operators of CATV systems have received certificates of compliance:

■ Alcona Cablevision, for Harrisville, and Lincoln, Mich. (CAC-12983-5); Williamson County Cable TV, for Brentwood, Williamson and Franklin, Tenn. (CAC-13027-9); Warner Cable of Fayetteville, for Fayetteville, Farmington, Greenland and Washington, Ark. (CAC-13502-6); Blatt Brothers TV Cable, for Union City, Corry, Wayne and Columbus, Pa. (CAC-12916-9); Waco Cablevision, for Hewitt, Tex. (CAC-13236); Newchannels, for Lee, N.Y. (CAC-13305); Southern Television Systems, for Colorado City and Lorraine, Tex. (CAC-11444-5); Warner Cable of Fayetteville, for Elkins, Ark. (CAC-13505).

## Call Letters

### Applications

Call	Sought by
<b>New AM</b>	
KJEM	JEM Broadcasting, Bentonville, Ark.
<b>New FM's</b>	
KVVO	Kenneth B. Orchard, Victorville, Calif.
*WUFT-FM	University of Florida, Gainesville, Fla.
*WUWF	University of West Florida, Milton, Fla.
WDAX-FM	John Davidson, McRae, Ga.
KLXL	Tower Power, Dubuque, Iowa
KOAK-FM	Red Oak Radio, Red Oak, Iowa
*WNOB	Radio for Blind and Print Handicapped, New Orleans
WCTD-FM	Caroline Broadcasting, Federalsburg, Md.
KLWT-FM	Lebanon Broadcasting, Lebanon, Mo.
WYSS	Saegertown Broadcasting, Saegertown, Pa.
*WJDZ	Community Educational Group, Levittown, Pa.
WONE	Broadley Enterprises, Cleveland, Tenn.
KEYE-FM	Perrytown Radio, Perrytown, Tex.
*WVNP	W.Va. Educational Broadcasting, Wheeling, W.Va.
<b>New TV's</b>	
WTSG	Southcoast Broadcasting, Albany, Ga.
*KBME	Prairie Public Television, Bismarck, N.D.
<b>Existing AM's</b>	
WJBR	WTUX Wilmington, Del.
WPCF	WSCM Panama City, Fla.
WYNR-AM	WPIQ Brunswick, Ga.
WVEL	WSIV Pekin, Ill.
KQXL	KWRG New Roads, La.
KRLB	KDAV Lubbock, Tex.
<b>Existing FM's</b>	
WZYP	WJOF Athens, Ala.
KNDE	KFMM Tuscon, Ariz.
KTTI	KALJ Yuma, Ariz.
KLPO	KEZQ Little Rock, Ark.
WPIZ	WYNR-FM Brunswick, Ga.
WGLO	WSIV-FM Pekin, Ill.
WXLK	WFIA-FM Louisville, Ky.
WTYX	WKXI-FM Jackson, Miss.
WWOR	WWOL-FM Buffalo, N.Y.
WZNT	WSRA San Juan, P.R.
<b>Existing TV's</b>	
KSTS	KQWT San Jose, Calif.
KDLH-TV	KDAL-TV Duluth, Minn.

### Grants

Call	Assigned to
<b>New AM</b>	
WLTM	Mountain Broadcasting, Franklin, N.C.
<b>New FM's</b>	
*KCIC	Pear Park Baptist Schools, Grand Junction, Colo.
*WMCi	Massasoit Community College, Brockton, Mass.
WLFE	Little Falls Radio, Little Falls, Minn.
KBZN	Northern Sun, Bozeman, Mont.
<b>New TV</b>	
WJFT-TV	Southwest Broadcasting, Albany, Ga.
<b>Existing AM's</b>	
KDJQ	KDKB Mesa, Ariz.
KIDO	KMMA Boise, Idaho
KQXV	KRCB Council Bluffs, Iowa
WRTR	WQTC Two Rivers, Wis.
<b>Existing FM's</b>	
KDKB	KDKB-FM Mesa, Ariz.
KKGO	KBCA Los Angeles
KSNR	KBLF-FM Red Bluff, Calif.
KAER	KFBK-FM Sacramento, Calif.
WYLY	WHLY Leesburg, Fla.
KFRX	KFOR-FM Lincoln, Neb.
WBCQ	WVCO-FM Bucyrus, Ohio
<b>Existing TV</b>	
WPTF-TV	WRDU-TV Durham, N.C.



# Professional Cards

<b>ATLANTIC RESEARCH CORP.</b> Jansky & Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400	<b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE	<b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCEE	<b>COHEN and DIPPELL, P.C.</b> CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCCE
<b>CARL T. JONES ASSOCS.</b> (Formerly Gautney & Jones) CONSULTING ENGINEERS 2990 Telestar Ct., Suite 405 (703) 560-6800 Falls Church, Va. 22042 Member AFCCE	<b>LOHNES &amp; CULVER</b> Consulting Engineers 1156 15th St. N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCCE	<b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE	<b>SILLIMAN, MOFFET &amp; KOWALSKI</b> Washington, D.C. Area 8701 Ga. Ave., Silver Spring, MD 20910 <b>ROBERT M. SILLIMAN, P.E.</b> (301) 589-8288 1925 N. Lynn St., Arlington, VA 22209 <b>JOHN A. MOFFET, P.E.</b> (703) 841-0500 Member AFCCE
<b>STEEL, ANDRUS &amp; ASSOCIATES</b> 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 Member AFCCE	<b>HAMMETT &amp; EDISON, INC.</b> CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCCE	<b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114	<b>JULES COHEN &amp; ASSOCIATES</b> Suite 400 1730 M St., N.W. 659-3707 Washington, D.C. 20036 Member AFCCE
<b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEE	<b>VIR JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 <b>DENVER, COLORADO</b> Member AFCCE	<b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339	<b>ROSNER TELEVISION SYSTEMS</b> CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967
<b>JOHN H. MULLANEY</b> Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCCE	<b>HATFIELD &amp; DAWSON</b> Consulting Engineers Broadcast and Communications 3525 Stone Way N. Seattle, Washington 98103 (206) 633-2885 Member AFCCE	<b>MIDWEST ENGINEERING ASSOCIATES</b> Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCCE	<b>DAWKINS ESPY</b> Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 <b>BEVERLY HILLS, CALIF.</b> (213) 272-3344
<b>MATTHEW J. VLISSIDES, P.E.</b> STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 358-9504 Member AFCCE	<b>C. P. CROSSNO &amp; ASSOCIATES</b> CONSULTING ENGINEERS P. O. BOX 18312 DALLAS, TEXAS 75218 Computer Aided, Design & Allocation Studies Field Engineering, Aerial Radiation Measurements (214) 321-9140	<b>Satellite Telecom Services, Inc.</b> Earth Station Engineering Consultants 2965 Flowers Rd., So. Atlanta, Ga 30341 404-455-8369	<b>RADIO ENGINEERING CO.</b> P.O. Box 2352, Palos Verdes, Ca. 90274 CONSULTANTS ALLOCATIONS, INSTALLATIONS, FIELD ANTENNA & TYPE ACCEPTANCE MEASUREMENTS <b>NORWOOD J. PATTERSON</b> (213) 541-7379 Serving Broadcasters over 35 years
<b>JOHN F.X. BROWNE &amp; ASSOCIATES, INC.</b> 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	<b>WILLIAM B. CARR &amp; ASSOCIATES, INC.</b> DALLAS/FORT WORTH GLENN B. CALLISON 15745 Terrace Lawn Circle, Dallas, Texas 75240. 214/233-6034 <b>WILLIAM B. CARR, P.E.</b> 1805 Hardgrove Lane, Burleson, Texas 76028. 817/295-1181 MEMBER AFCCE	<b>E.M.R. ENGINEERING, INC.</b> P.O. BOX 766, CHAMPELVIEW, TEX 77530 (713) 452-6147 CONSULTING ENGINEERS COMMUNICATION SYSTEMS, ALLOCATIONS, BROADCAST SYSTEMS & MICRO-WAVE SYSTEMS <b>FRED L. ZELLNER</b>	<b>DON'T BE A STRANGER</b> To Broadcasting's 157,000+ Readers Display your Professional or Service Card here it will be seen by the decision-making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services *1977 Readership Survey showing 44 readers per copy

# Services

<b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777	<b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810	<b>BILL DAHLSTEN &amp; ASSOCIATES</b> Radio Representatives Offices Nationwide 1680 N. Vine St. Los Angeles, Ca. 90028 (213) 464-9263 Natl. & Reg. Representation WE INCREASE SALES	<b>dataworld inc</b> Technical broadcast data base Engineering computations FCC actions "flag" service 1302 18th St., N.W., Suite 502 Washington, D. C. 20036 (202) 296-4790
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# Classified Advertising

## 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.

**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.

**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.

**"\$10,000 Plus, Yearly For a take charge Program Manager** at Adult Contemporary fulltime Michigan station. Strong voice and production abilities a must. First letter should spell out your experience, abilities and why we should hire you. Reply in confidence. E.O.E. Box P-133.

**Expanding Religious Radio** Group Owner seeking experienced top management and sales persons. If you are not worth \$25,000 to \$40,000 annually please do not apply. Full resume with references required. Box P-140.

**Need sales oriented manager and operations manager** for two small market Mid-West stations. Ownership opportunity for the right person with successful chain. Box P-148.

**GSM/Asst GM** needed to administer staff and manage successful sales force. An opportunity to join an expanding California broadcasting company. Send complete resume and track record with first letter. Send to Bill Sigel, Vice President/General Manager, Forrest Communications, P.O. Box 1460, Salinas, CA 93902. EOE.

**Public radio station KPBX-FM** in Spokane, Washington will begin broadcasting within 6 months after the employment of a station manager early in 1979. Persons who feel themselves qualified for this position are encouraged to submit letter of interest, detailed resume, three references by November 30 to Herbert A. Stocker, Whitworth College, Spokane, WA 99251. Applicants will receive position description by return mail. Screening schedule is Dec. 1-15; strongest applicants invited to interview by Dec. 22. Final decision projected by January 4. Minimum initial salary of \$18,500 (17% additional benefits). Limited budget available for pre employment expenses.

**Contemporary AM** and beautiful music FM in growing upstate New York city. Need aggressive salesperson. Only stations in the county. We need a hard-working person to grow with us. Minimum \$12,000/year plus override and bonus for right person. Send resume to: Timothy Lyman, Operations Manager, WKAJ AM-FM, Box 557, Saratoga Springs, NY 12866. Equal Opportunity Employer.

**FM Sales Manager**, with sportscasting and production talent. Apply by resume only. Send tape. WVNA Radio, P.O. 477 Tusculumbia, AL 35674. E.O.E.

### HELP WANTED SALES

**Florida Station** seeks Sales Manger 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.

**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.

**Southeast Florida, MOR, AM-FM** adjacent to everything needs two Small Market, well organized, spec spot selling, self starting pros. Ground floor opportunity with hustling new owners. \$12,000, car, incentives, benefits. EOE. Resume, references to Box P-120.

**California Daytimer** seeks strong sales manager in personal billing, promotions, merchandising training, motivating sales staff. Excellent compensation. Send resume to Box P-126.

**Want to step up??** Take charge? A Midwest Small Market is looking for a Street Fighter Sales Manager, who can Sell, Train, and Promote Radio and Print Media. You only answer to owner. All replies confidential. Box P-128.

**Sales person**—grow with young company salary, accounts, airshift at start. Management, even ownership available later. EOE. Box P-143.

**Sales-Operations Director.** Emphasis, sales and sales direction. 5-figure salary, plus commission. Great Plains medium market. Box P-145.

**Springfield, Illinois'** fastest-growing radio station grows again! We need a dynamic salesperson with creative writing/campaign development capabilities. Experience a plus. Call Jim Lundgren at WMAY, 217—629-7077. EOE.

**Experienced sales professional** needed by top-rated contemporary. Good list, draw, expenses, benefits. Send resume to Don Blesse, WQIO, Box 9260, Canton, OH 44711. E.O.E.

**Experienced salespersons**—Excellent opportunity for ambitious self-starting individuals. Sales positions open on the Central Coast of California. Please send resume and track record to BILL SIGEL, Vice President/General Manager, Forrest Communications, P.O. Box 1460, Salinas, CA 93902. EOE.

**Radio Advertising Salesperson** in AM-FM station. Proven sales ability, write and produce copy. Dialects, voices preferred. Must have musical abilities and ability to write and score for jingles. Experience with musicians and sound studios mandatory. Must have or be willing to acquire Third Phone. KISU-KSNN, Box 97, Pocatello, ID 83201.

### 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 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.

**Immediate Opening** for Announcer and Sales. North Carolina Coast. Modern Country Music. Call Marvin Crook - WDZD, 919—754-8171.

**Personality announcer** to fill an evening shift at KEWL. 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.

**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.

**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, PO 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.

**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.

**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.

**First phone** with interest in engineering to handle routine maintenance at KMNR in Cameron, Mo. and KAAN in Bethany, Mo. Some announcing at KAAN. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIX Radio, Moberly, MO. Phone: 816—263-1230.

**We're looking** for an individual who enjoys communicating one-on-one with the listener. Excellent pay, benefits. Station is located in a Midwest market of 40,000. Box P-124.

**Announcer** for big, small market, traditional country station in mountainous Far West. Also production, monitor automated FM and some local news gathering. Join staff of twenty with much room for advancement. Salary plus incentives. E.O.E. Box P-135.

**Professional, Mature-sounding** personality and production announcer wanted by regional Adult AM-FM. Lake Michigan Shoreline Community. Beautiful area, excellent working conditions, benefits. Send resume to Box P-146.

**Wanted Announcer** who can sell. We'll teach you the rest. Northeast. Not ambitious—don't apply. Box P-154.

**Maine vacationland**, mountains, lakes, ocean. FM. drive-time, top 40 personality, strong on production. Great opportunity for professional individual with one of Maine's largest operations. Maine's second largest market. Salary \$8,500 - \$10,500 plus talent fees. Tape, resume, Don Zihlman, WLAM, Box 929, Lewiston, ME 04240. No beginners. EOE.

**The Lure of the Sea.** Major New England FM (50 KW) Beautiful Music seeks an energetic, seasoned announcer for on-air and production. Must understand automation and all facets of successful Beautiful Music station operation. Station located on the beach. \$1300/month to start. EOE. Reply in confidence to Box N-15.

**WBNO Radio, Bryan, Ohio**, needs early morning announcer. Must have minimum three years experience. Local news background important. BA degree necessary. Salary commensurate with qualifications. Send resume to WBNO Radio, Box 603, Bryan, OH 43506.

**The best of both worlds**, studio in small town, signal covers large nearby cities. 100,000 watt FM with young staff seeking experienced announcer. Some news, mostly production. Call Frank Newell for interview appointment 402—643-4571.



## HELP WANTED ANNOUNCERS CONTINUED

**Colorado Springs MOR** station has immediate openings for two mature experienced announcers. Vacancies created when two valued employees left for management jobs in other markets. Requirements: smooth delivery/good voice/excellent production ability. Job includes AM record show, production of commercials for AM & automated FM, some news & remote appearances. Rush resume and tape with D.J. news and production samples to: David G. Hixson, PD., KRDO Radio, Box 1457, Colorado Springs, CO 80907.

**Fulltime AM, Adult Contemporary** has immediate openings. Must be experienced, good production, able to follow directions. Send tape, resume to Mark Shannon, PO. Box 990, Reidsville, NC 27320. Before 2, 919-349-4361. EOE.

**Personality, Production** essential for immediate opening. A/C North Central PA AM looking for good voice who wants to get involved. Award winning facilities, good pay and benefits. Resume (including salary) and tape to Ken Sawyer, WWPA, Box 2168, Williamsport, PA (E.O.E.) Re-emphasize Production.

**WCOD-FM Cape Cod.** We're the leading station in the market; we have modern studios, new equipment, and an outstanding opportunity now for an afternoon drive pro. Send Aircheck/Prod. sample, resume, and salary requirements to Ray Brown, PD, WCOD, 105 Stevens St. Hyannis, MA 02601.

**Automated FM Country Stereo** needs morning person for live assist with Bill Robinson of Music Works. Production too. Contact Jim Simpson... 919-438-8111. Insurance, profit sharing etc... E.O.E.

## HELP WANTED TECHNICAL

**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.

**Assistant Engineer** needed KEWI/KSWT Topeka. Must possess First Class FCC License. Call Wayne Nelson, C.E. 913-272-2122 for further information. An Equal Opportunity Employer.

**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.

**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.

**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 PO. Box 11670, Lexington, KY 40577. An equal opportunity employer.

**First phone** with interest in engineering to handle routine maintenance at KMRN in Cameron, Mo. and KAAN in Bethany, Mo. Some announcing at KAAN. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIX Radio, Moberly, MO. Phone: 816-263-1230.

**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.

**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.

**Chief Engineer** who likes the challenge of fast growth and the variety of multiple systems. RPU, RENG, PA, multiple studios, directional AM, C-FM, new construction and rising sophistication in a small market that offers lower living costs and extensive outdoor recreation in the far West. A big work load and an equally big future if you grow with us. EOE. Twelve thousand to start, plus incentives. Box P-116.

**Young Engineer** who loves to play radio and help build a dynamite AM-FM combo in Southeast Texas needed. We've got a young, talented and dedicated staff that has a load of fun ... and we might even pay you! First phone and references. No pets. Box P-136.

**10KW Radio Station** on small Pacific island (American Samoa) needs first-phone engineer. Station applying for increased power. Contact L. Berger, 1060 Bishop, Honolulu, HI 96813 E.O.E.

**Progressive group owner** needs chief engineer for class IV AM and 25 kw automated FM stereo. Send resume to Trans Western Communications at 2985 Bank of America Center, San Francisco, CA 94104, or call 415-989-0680.

**Chief Engineer.** Immediate Opening. KW daytime and 10KW FM Stereo. City of 25,000 population, West Central Illinois. Complete charge. Technical only. No Announcing. WLDS/WEAL, PO. Box 1180, Jacksonville, IL 62651. Equal Opportunity Employer

**Broadcast Engineer**—must be sharp on maintenance of audio and RF. First class ticket required. Contact Chief Engineer, WGH AM-FM, PO. Box 98, Newport News, VA 23607 or 804-826-1310.

**Chief Engineer** for 5,000 Watt Regional AM and automated Class A FM in beautiful Central Pennsylvania. Our present Chief promoted to sister station. Group owners are well known and respected. Male/female EEO employer. Send resume and salary requirements to Harvey J. Tate, WCMB/WSFM, PO. Box 3433, Harrisburg, PA 17105.

## HELP WANTED NEWS

**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.

**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, PO. 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.

**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 Gulfway, Port Arthur, TX 77640, 713-963-1276.

**An Eastern small market** radio station close to Baltimore and Washington is looking for a fulltime news reporter. Only experienced need apply, salary open. An Equal Opportunity Employer. Reply to Box P-112.

**News Director.** Immediate opening, experienced preferred. Mark Shannon, WFRC Reidsville, NC. 919-349-4361.

**News person** to write and deliver local news at strong AM/FM in New England. Professional voice and delivery important. Three person staff, News director potential preferred. If you are good, there is much opportunity. Group station. \$9,100-10,400. Box P-155.

**South's most listened-to** radio station has an opening for a top quality news announcer/reporter. Good opportunity for someone who writes for the ear, not eye. Knowledge of Texas governmental and tax structure a must. Tape and Resume to Carl Cramer, News Director, WBAP Radio, 3900 Barnett, Fort Worth, TX 76103. This Capital Cities Communication station aggressively supports equal opportunity and affirmative action.

**Assistant to News Director:** Some experience. Write James Thompson, WPPA, Pottsville, PA 17901.

**News person**—Metro New York suburban station with strong commitment to local news seeks dedicated, experienced hard-working news person to gather, write and deliver news, and do it well. Willingness to learn or working knowledge of automation essential. Tape and resume to Kevin O'Keefe, WVIP, Radio Circle, Mt. Kisco, NY 10549.

**We Have a Good** job at a good station and are looking for a good person to fill it. Willing to pay \$210 a week for the right person. If you want to work news on-air and on-the-street in an active, happy, two person department, check us out. We're a 5-K AM with a good reputation in a booming Wyoming City. We're looking for a person serious about work, with journalism background or education. Call David King, News Director, KIML, Gillette, WY immediately 307-682-4747.

## 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/ME.

**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.

**Medium market Midwest AM/FM** needs take charge PD for true MOR approach. Complete resume with salary desired in first letter. Box P-121.

**Can you motivate** the staff of a news and information formatted AM/FM. Put your super track record to work in our 5 agriculturally based counties. Send your resume and references to Box P-130.

**Operations Director.** Staff direction, anchor morning news, and selling. Mature. Experienced. 5-figure income. West-Midwest medium. Box P-147.

**California Program Director.** Golden opportunity for strong, mass appeal DJ ready to move up to No. 1 rated powerhouse 50KW FM. Work with a No. 1 team. Must be a leader and work hard. Call Gary Willson, K-104, 12592 S. Cedar Ave, Fresno, CA 93725. 209-834-5904.

**Florida, Bonnevillie, Beautiful Music FM** seeks: experienced, professional; announcer/copywriter, production person. Voice, mature delivery, good music interest a must. Contact Gene Hester, WMFQ, Ocala, FL 904-732-2442.

**WNVY, Pensacola, Florida,** needs experienced Program Director. Must be a creative leader, strong in promotional ability. Tape and resume to: G.M. 2070 North Palafox. 32501. EOE.

## SITUATIONS WANTED MANAGEMENT

**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.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**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.

**General Manager**—Successful major and medium market General Management background. Employed successfully General Manager West Coast. Want relocation general management Florida. Box P-77.

**General Manager**. Experienced all phases. Major Market track record, references. Seeking long term opportunity. Box P-97.

**Foreign position wanted**. Fifteen years successful experience (on air, management, sales). Excellent references. Well traveled, educated. No dependents. Box P-123.

**Hard Working**—Sales and community oriented General Manager available for Small to Medium size market. 30 years experience all phases of Radio. If you're looking for these qualifications I have them and want to share. I'm looking for security. Box P-125.

**Sales Manager** with excellent credentials seeks position with aggressive organization. Prefer Top 50 ADI. Box P-132.

**GM or GM Trainee**. Intelligent, creative, hard-working. Reply in confidence to Box P-152.

**Wharton graduate** with a unique combination of experience in both marketing and broadcasting. Trained in sales at Philadelphia's number one station and experienced in radio news. For a valuable new addition to your management or sales team contact Andrew Goldberg, Box 290, 3901 Locust Walk, Philadelphia, PA 19104, 215-349-8823.

**Broadcast Pro**. For 6 months in a row I've outsold my Sales Manager. He fired me. If you're a West Coast station looking for a street smart sales mgr. for dynamic leadership and increased sales—call me before your competitor does. 503-757-7388.

## SITUATIONS WANTED SALES

**Young Account Executive** presently employed by AD Agency and still learning wishes for Radio sales or Cable opportunities. Box P-142.

## SITUATIONS WANTED ANNOUNCERS

**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.

**Articulate Communicator**, experienced, top 40 and MOR seeks medium—large market on East Coast. All others considered. Box P-56.

**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.

**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.

**Experienced Country Music** and MOR DJ. Excellent production and newscasts. Third Ticket. Available now. Box P-141.

**Mornings go better** with me. Take the challenge and see! Experience. 1st. Box P-129.

**DJ, tight board**, good news, commercials, endorsed MOR/AOR/Easy listening looking for break, willing to go anywhere, ready now. Box P-156.

**Sales-minded DJ!** Experienced, 3rd., top phone salesman, copywriter. Nostalgia nut, pleasant voice with selling personality. Wants weekends with suburban NYC station with personality MOR and/or jazz format. Write Ernie Favaro, 775 Concourse Village East, Bronx, NY 10451.

**Philadelphia Announcer** 30 yrs, male, single, 2 yrs college. 7 years experience. Prefer Top 40 or MOR within 50 miles of Phila. You'll be impressed by tape. Can work for low salary. Not a Prima Dona, will work hard, willing to help out on all levels of operation. P.O. Box 17729, Phila. PA 19135.

**Announcer, seeking first job**. Smooth delivery and newscasts, trained in all phases, 3rd endorsed, tape and resume upon request. 415-454-7084 or write Ron Stetler, 185 Larkspur No. 307, San Rafael, CA 94901.

**College grad**, with 3rd and 4 years experience is seeking first professional job. Willing to relocate. Call 312-599-2556.

**Community Minded Announcer** Looking for Positive Career move, Oklahoma, Texas, New Mexico, or West. Good voice, production, topical humor. 5 yrs. experience. Bill Betts 308-384-3543 after 2 CST.

**Cheerful Experienced Announcer, P-B-P** creative production, tight board, hardwork. Looking for Medium Market situation as Announcer/Sports Director. Prefer Northeast. If you'd like the Smilin' Voice of Walter Fowler: 803-383-5303.

**Presently Earning Chicken Feed**, want to move up to Peanuts. Experienced, creative Radio Pro. Ken 914-856-6757.

## 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.

**Chief Engineer**, 28 yrs. AM FM DA at present located in Northern Arizona. Box P-87.

## SITUATIONS WANTED NEWS

**Outside reporting only**. Radio newsman, 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.

**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.

**Newsperson experienced** in gathering, writing, delivery, interviews, public affairs. Pleasant voice, good with tape. First phone. Prefer Southeast. Box P-111.

**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. Will relocate. Virginia Perez, 1677 Belmar Rd. Cleveland Heights, OH, 216-932-9280.

**Recent college grad** with a dynamic personality looking for a sports or news position in radio/TV. Everything covered thoroughly & intelligently plus super PBP. Good voice goes with good cred. Call Ed 618-654-8440.

**Sportscaster, excellent** Play-By-Play basketball and other sports, actualities, commentaries. Current Sports Director looking for larger market. B.A. Journalism, 906-774-3987.

## 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.

**Kent Verbeck** Formerly KFRX, KGFV, KRNY seeks on or off-air position in Midwest. 1st. Automation. Box 80751 Lincoln 68501.

**All your programming needs** met. Versatile three-member team will study your market, custom design programs, formats, hire additional staff and manage broadcast operations of small to medium market station in Northeast. Team meets all minority requirements. On-air and management experience; currently employed in broadcasting. Box P-113.

**Creative commercial concepts**—outstanding organizational ability. Available now for larger market stations and groups. Box P-134.

**12-year broadcaster** seeking active programming position with solid station experiencing ratings problems. ARB expert, working with top consultants at medium-market major-group winner. Sales Management/on-air background, various formats. I'll produce long-term progress in exchange for executive freedom and excellent compensation. Box P-153.

**Want Job as Record Music Librarian** on Radio or Television Station. Have good music background. I'm an artist of children's variety. Like to sing advertising. Call Bob Smith 417-865-0585 or write to 315 South Dollison, Springfield, MO 65806.

# TELEVISION

## HELP WANTED MANAGEMENT

**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.

**Studio Manager**. WGBH-TV has an opening for an innovative, experienced Studio/Production Manager to supervise day-to-day operation of studio and remote production activities. Responsibilities also include supervision, evaluation and training of 20+ technical personnel and involvement in the production planning process. Minimum of four years' practical experience in studio/staff management required as well as state of the art familiarity with production operations and production tools. Salary negotiable to the mid-20's. WGBH is an equal opportunity employer. Send a complete resume to: WGBH-TV, Personnel Department-SM, 125 Western Ave., Boston, MA 02134.

**Graphic Designer** for WHA Television, University of Wisconsin-Extension, Madison. Responsible for preparation and design of art work for use in public television production and print materials, including TV station break slides, TV illustrations, video cell animation, charts, graphs, maps, title and credit sequences, large scale program promotion, newspaper ads, posters, direct mail pieces, and monthly publications. Bachelor's degree or equivalent required, and a minimum of two years successful experience in television graphics and design for broadcasting print materials, with evidence of successful professional accomplishment and recognition by peers. TV graphic experience will be given preference. Written and oral communication skills required. Applications close December 1, 1978. Salary per annum \$11,250-minimum based on July 1 - June 30 fiscal year. For application write to Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.



# THE EASY WAY TO ADVANCE YOUR CAREER!

A guaranteed job-changing system that gets results:  
more money...prestige...power...growth.

Chances are you're not completely satisfied with your career. You share a dilemma with millions of people: *underemployment*—the stagnation of your talent and enthusiasm.

Here's a revolutionary new answer to both *underemployment* and *unemployment*: the Job Leads Career Kit.

It was originally designed to serve those in the media professions (broadcasting, communications, entertainment, etc.). Now, the system is being made available to job seekers in all lines of work. It can help you get your first job...get a better job...or get more out of the job you already have.

Here's what you'll receive as part of your Career Kit:

## 1 What Color Is Your Parachute?

This 300-page bestseller blows the lid off the traditional job search techniques. *What Color Is Your Parachute?* (A Practical Manual for Job-Hunters & Career-Changers) is packed with priceless information.

It shows you how to turn the tables and screen out the employers who don't interest you...how to overcome and triumph if you're rejected in the job marketplace...why you don't necessarily need experience or credentials...how to uncover the perfect job in an unlikely place...when to bypass the personnel department...what *never* to say during the interview...how to negotiate salary, raises, promotions...how to successfully shift to a new career when your experience doesn't match your goals—and much, much more.

## 2 The Quick Job-Hunting Map

This practical series of exercises gives you detailed help in analyzing skills and finding the right career field. The Quick Job-Hunting Map is becoming a valuable tool for career counselors and

agencies as well as individuals seeking new jobs or new careers. For easy use, this full-length guide is incorporated in your edition of *What Color Is Your Parachute?*

## 3 Job Leads Adviser

In question-and-answer format, this handy booklet shows how to solve the 'nuts and bolts' problems you'll face in building a career. It answers many questions...among them:

- How do I get that first job?
- Will lack of union membership stall my career?
- I'd like to work overseas. Will I have a problem getting a visa?
- Should I use an employment agency? Which one?
- Where can a woman go for in-depth career counseling?
- Which government program will pay me to get job skills?
- and many, many more.

## 4 Tea Leaves: A New Look at Résumés

This amazing report reveals a new approach to using résumés. It shows how to present your past so that employers will see a promising future for you in the organization. Most important, it explains when using a résumé can help and—ironically—when it can actually hurt your chance of getting the job. Must reading.

### FREE BONUS: Résumé Rebate

A second-rate résumé can doom your job search to complete failure. What you need is a custom-crafted résumé. A résumé that will package your unique skills and talents...grab the employer's attention...and convince him to choose you for the job. A résumé prepared by the Job Leads Résumé Service can do just that. By

ordering your Career Kit now, you'll be eligible for a \$5 discount off the regular preparation fee. Naturally, you'll be under no obligation to request this extra service. But if you later decide to order within thirty days, you'll receive a guaranteed rebate of \$5. This bonus is absolutely free!

Here's what job seekers and the experts say:

"This is the best job-hunter's and job-changer's guide ever written."

—Northern Illinois University

"One of the finest contributions to literature on life/work planning."

—Harvard Business Review

"I've been hired."

—R.W., Santa Cruz, California

"THANK YOU! I have the right career at the right price."

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You're invited to step into a new career experience. Send for your Job Leads Career Kit now. Clip the coupon and mail with your payment today!

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**YES**, rush me the Job Leads Career Kit so that I can give my career a big boost. My check or money order is enclosed.

☐ \$18 Kit includes *What Color Is Your Parachute?* (job-hunting manual), *The Quick Job-Hunting Map*, *Job Leads Adviser*, *Tea Leaves* (résumé guide), and \$5 Résumé Rebate.

☐ \$38 Includes *all* of the above plus a 20-issue subscription to Job Leads—the weekly newsletter covering employment opportunities in the glamorous media professions.

(California residents add 6% sales tax.)

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**No-Risk Guarantee:** Examine your Job Leads Career Kit at your leisure. If it fails to meet your expectations in any way, simply return the material within 30 days for a full and prompt refund.

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## HELP WANTED MANAGEMENT CONTINUED

**General Manager.** We need a person with proven management abilities to develop the full potential of a major Midwestern public television station. Must have executive public broadcasting experience. Minimum of a B.A. degree. Salary and attractive benefit package. Equal opportunity employer. Send resume and references to: Search Committee, P.O. Box 118, Detroit, MI 48232. Attn: Dept. 5359.

## HELP WANTED SALES

**Account Executive:** Looking for an aggressive, highly motivated local salesperson interested in building a career with a major broadcast group. Needs heavy broadcast experience with emphasis on retailer contact and co-op development. If you qualify, please send background information to: Al DeVaney, WTCN-TV, 441 Boone Ave. No., Minneapolis, MN 55427. All replies will be held in confidence. An equal opportunity employer.

**Local Sales Manager** needed for No. 1 group owned VHF station in the Southeast. Must have proven local sales ability and strong leadership and motivational capabilities. Experience in regional and/or national sales desirable. Please send resume and salary requirements to Hugh Robinson, WSFA-TV, Montgomery, AL. Equal Opportunity Employer.

## 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.

**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, P.O. Box 30380, Lansing, MI 48909.

**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.

**CBS affiliate in Buffalo, NY**, looking for experienced engineer capable of managing studio operations, transmitter, color remote unit, earth station(s) and implementation of ENG system. An Equal Opportunity Employer. Mail resume to George Lilly, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207.

**San Diego NBC affiliate** wants first class licensed VTR/switcher for on-air operations. Experienced applicants only please. Contact Richard Schreier, Production Manager, KCST-TV, Box 11039, San Diego, CA 92111, phone 714-279-3939. An equal opportunity employer M/F.

**Central California NBC affiliate** is looking for a TV engineer with strong background in all phases of commercial television engineering, especially maintenance, 2-inch reel-to-reel video tape machines and TCR-100 cartridge tape equipment. ENG experience/knowledge highly desirable. First class FCC license mandatory. 40-hour week, salary \$18,000-\$19,000 range, excellent fringe benefits. Send complete resume to Personnel Manager, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786 or contact Bob Hess, Chief Engineer, 209-268-6666. An Affirmative Action, Equal Opportunity Employer.

**Maintenance and Operations Engineer**—For color production facility in major market. Responsible for maintenance and operation of television studio equipment including three 3/4" VCR's and two VPR-1's. Should have First Class license; one year's experience a definite plus. Salary open, good benefits. Call or write: Craig E. Blohm, Production Supervisor, CRC-TV, 6555 W. College Dr., Palos Heights, IL 60463, 312-371-8700.

**Studio maintenance engineer** with First Class FCC License. Three years minimum broadcast experience including digital technology. Send resume to Jim Doyas, KTVK-TV, P.O. Box 5068, Phoenix, AZ 85010 602-266-5691.

**Control room engineer-operator.** Camera setup, tape loading, transmitter watch, etc. No switching. First Phone required. Experience preferred but will consider promising entry-level applicant. Resume and salary requirements to Chief Engineer, WCOV-TV, P.O. Box 2505, Montgomery, AL 36105. An Equal Opportunity Employer.

**Maintenance Engineer.** WGBH-TV, one of the nation's leading public TV stations and national production agencies, has an opening for a Maintenance Engineer. A minimum of 5 years' experience covering all phases of installation and maintenance of state of the art color TV equipment is required. This would include cameras, video switchers, video tape recorders, and video distribution systems. Of particular importance is background in the maintenance of digital equipment. We offer an excellent benefit package and competitive salary. WGBH-TV is an equal opportunity employer and encourage applications from minority and female engineers. Send complete resume and salary history to WGBH-TV, Personnel Department-ME, 125 Western Ave., Boston, MA 02134.

**Maintenance Engineer**—1st Class License, VTR and 3/4" tape machine experience; ideal recreational location. Write or call WMBB-TV, P.O. Box 1340, Panama City, FL 32401; 904-769-2313, Attn: Larry Young, Chief Engineer.

**Engineer II.** Humboldt, Iowa area. Salary range - \$12,500-\$17,000. Operates electronic equipment, makes minor adjustments at Transmitter site. Minimum Qualifications: 1st Class FCC licensure plus 1 year experience maintaining, operating and repairing TV transmitter facility. Iowa Public Broadcasting Network, Personnel Office, P.O. Box 1758, Des Moines, IA 50306, 515-281-4498. An EEO/AA Employer.

**Production Engineering Supervisor**, full-time for KETC-TV. The applicant must possess extensive background in electronic engineering, plus a valid 1st Class FCC license. Extensive knowledge of broadcast production equipment maintenance is essential. Previous supervisory experience in television desired. Duties include the ability to perform and administer all the technical operations and engineering functions of the Production Engineering Department. Salary \$16,000 - \$17,000. Send resume to P.O. Box 24130, St. Louis, MO, 63130, by November 30, 1978. An Equal Opportunity Employer.

**Excellent Opportunity For Broadcast Engineer.** Good working conditions, best equipment, good salary and fringe benefits in quality station. Broadcast maintenance engineering experience and first class FCC license required. Send complete resume to Personnel Manager, WFMY-TV, P.O. Box TV-2, Greensboro, NC. Confidentiality maintained.

**San Francisco.** Videotape editor experienced on CMX 340X system. Minimum two years of production editing on CMX. 1st phone preferable. Some VTR mtce. experience desirable. Salary based on past experience, paying up to \$453 per week. Send resume with past employment history to KQED, Inc. 500-8th St., San Francisco, CA 94103.

## HELP WANTED NEWS

**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, P.O. 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, P.O. Box 2009, Durham, NC 27702. EOE.

**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.

**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.

**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.

**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.

**Weekend Anchor.** Will also Co-Anchor noon three days a week. Must be familiar with SOF and ENG. Would consider someone with several years Radio experience. Send tape and resume, no telephone calls to Ron Heller, KTVO, P.O. Box 945, Kirksville, MO 63501.

**TV Writer**—send work sample. Frank Jones, UMC 85, Utah State University, Logan, UT 84322.

**Assignment Editor-Reporter.** All ENG News Department seeks aggressive news pro. Videocassette and resume to Jim Bradley, WHSV-TV, P.O. Box TV 3, Harrisonburg, VA 22801. EOE.

**Network affiliate** on small Pacific Island (Guam) looking for two television news reporters with ENG experience. Contact L. Berger, 1060 Bishop, Honolulu, HI 96813. E.O.E.

**We're a Leader** in the local news ratings in a highly competitive market. We're live, we're ENG with a staff of 20 solid journalists. I'm leaving my position as the chief administrator of the news dept. and I'm looking for my replacement. Contact Rick Prouse, KARD-TV, P.O. Box 333, Wichita, KS 67201, 316-265-5631.

**Weather Anchor:** For 6 and 11 p.m. news Monday through Friday. Experienced only. Should have knowledge of meteorology. Strong air presentation essential. Will work with color weather radar. Possibility of environmental reporting. Will fill quickly. Resume and salary requirements to Ron Miller, News Director, WWBT, Box 12, Richmond, VA 23201. No Calls.

**Producer**—need experienced Producer for 11 PM newscast. Must have background in all facets of news and news production including ENG and Live Microwave Feeds. Format requires someone who thinks good journalism, knows visual techniques, can supervise writing and an outstanding staff. Contact Howard Kelley, News Director, WTLV, Jacksonville, FL. 904-354-1212.

**TV News Anchor** and reporter. We're looking for a solid news anchor person with experience who can communicate well with the audience. The job will involve anchoring one prime cast daily plus reporting assignments. Five-day week, excellent benefits, degree preferred. Top-rated station in Midwest market. If you are experienced and good, we'd like to hear from you. Send complete resume and cassette air-check to The Mitchell Group, 4440 Vineland, North Hollywood, CA 91602.

## 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.

**Talk Show Host/Producer.** Send Tape and resume to: Judy Girard/WOWK-TV, 625 4th Avenue, Huntington, WV 25701. An EEO Gateway Communications Station.

**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.



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## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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**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.

**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.

**Producer/Director** for PTV Station. Responsible for producing programs for Channel 49 Studio, Fairfield, CT and statewide network. Demonstrated competence in origination & development of programming concepts, scripting, casting, & directing for multi-camera live studio telecasts to single camera field production. Knowledge of Connecticut geography and ability to cultivate relationships with surrounding creative community essential. EEO, Affirmative Action Employer. Send resumes by Nov. 15 to Rita Dorman, CPTV, 24 Summit St., Hartford, CT 06106.

**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.

**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 PO. Box 8, 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.

**Commercial Producer** for top 100 network affiliate in Midwest. Must be take-charge individual who is experienced in coordinating commercial production efforts. Equal Opportunity Employer. Reply to Box P-117.

**Production Manager** wanted for small station/large group. Emphasis on local commercial production. Extensive production background essential. EOE. Box P-137.

**Production Manager.** Leading independent in top 10 market. Strong experience in commercial, promotion and sports production. An equal opportunity employer. Box P-139.

**Producer-Director** for market leader. Creative, self-starter with minimum of two years experience in directing news, commercials and local programming. An Equal Opportunity Employer. Send resume and salary requirements to Box P-149.

**Producer/Director...** Minimum 6 years directing news and sports remotes. Heavy on commercial studio and location production. Willing to work early or late shift. Salary commensurate to experience. Tape and resume to Production Manager WPTF-TV, P.O. Box 3540, Durham, NC 27702.

**TV Program Director.** Program Director/TV for University TV Center. Must be creative and experienced in all aspects of production. Minimum of four to five years of commercial or Public TV experience in producing and directing. B.A. required. Send resume, production credits, references and tape to: Director of Broadcasting, Youngstown State University, 410 Wick Avenue, Youngstown, OH 44555. Closing date November 24. An Equal Opportunity Employer.

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**Network affiliate** on small Pacific island (Guam) looking for production manager with ENG experience. Contact L. Berger, 1060 Bishop, Honolulu, HI 96813. E.O.E.

**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.

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## SITUATIONS WANTED MANAGEMENT

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**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.

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## SITUATIONS WANTED TECHNICAL

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**First class license** engineer with thirty years experience in AM, TV, CATV, operation, maintenance, and construction. Desire supervisory position with progressive firm in Mid West or South West. Box P-150.

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## SITUATIONS WANTED NEWS

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**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.

**Have camera, will travel.** Well organized, hardworking woman wants position as regional correspondent. Solid background as reporter, presently anchoring. Ready to go the road for professional news operation. Box P-115.

**Editor: Film** and ENG with 16mm camera work. I've a natural feel for structure, rhythm, and creativity. Recently from Miami market but will go anywhere. David Box P-138.

**Editorial Writer/Commentator** they'll tune in for. Down-the-middle American views, but always an original twist. Write or call for audition cassette and resume, which will be sent immediately. Thirty-year-old family man; fourth generation journalist; BA journalism, Master of Business Administration; willing to pitch in on other assignments; available now; will locate anywhere. Joe Nixon, 1948 Lake Shore Drive, Michigan City, IN 46360. Phone 219-872-5657 anytime. If no answer, my answering service weekdays and Saturday mornings is 219-879-5633.

**Entertaining Radio Sports** Director ready to hit the screen. A Sportscaster who has the potential for development in a Major Market. Call 301-686-7560.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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**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.

**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.

**Producer-Director/Production** Specialist desperately needs responsible position with outstanding organization. 7 years professional studio/remote experience. Graham Brinton, 215-664-3346.

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## CABLE

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## HELP WANTED TECHNICAL

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**"State-of-the-Art"** requirement for progressive Video engineer. Large sophisticated Cable TV system requires video baseband waveform specialist. Bob Watson or Donn Nelson 1651 E. 4th St. No. 244, Santa Ana, CA 92701, 714-973-1722.

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## ALLIED FIELDS

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## HELP WANTED MANAGEMENT

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**Dean, School of Communication.** The American University in Washington, DC seeks a Dean for its School of Communication. Responsible for graduate and undergraduate programs in print and broadcast journalism, visual media and public communication. Should have an appropriate advanced degree and/or extensive professional and/or academic experience. Should also have a distinguished record of publication or production in the areas of communication, media, or public affairs. Salary: Negotiable. Apply to: SOC Dean Search Committee, School of Communication, The American University, Washington, DC 20016. Deadline: December 15, 1978. An Affirmative Action/Equal Opportunity Employer.

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## HELP WANTED SALES

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**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.

**Salesperson Television Commercials.** Salesperson for the world's leading producer of Syndicated Television Commercials. Excellent job for conscientious salesperson. Must travel 32 weeks annually by car starting January 1979. Continued expansion necessitates hiring additional representative Northwestern territory. Product has unparalleled acceptance among local advertisers. Salesperson must have quality background, impeccable integrity. Draw account against earned commissions. Include resume. Box P-127.

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## HELP WANTED TECHNICAL

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**Engineer Wanted** for non-profit production/access center. 1 1/2 years in maintenance and repair of small format b/w and color video, capability to modify and design, commitment to alternative media necessary. Salary: \$11,000/yr. plus benefits. Resume deadline: 12/5/78. University Community Video/Studio A Rarig Center/U of Minn./Mpls, MN 55455. E.O.E.

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## HELP WANTED NEWS

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**The American University** School of Communication in Washington, D.C. seeks graduate assistants with fulltime journalistic experience to work in teaching and professional positions while earning a Masters Degree in Journalism and Public Affairs. Tasks include writing and airing newscasts over WAMU-FM, 50,000-watt public broadcast station, direct involvement with television news bureau operations in Washington, and writing for our American News Service. This is a 1 year fulltime program. For information, write Dean, School of Communication, The American University, Washington, D.C. An Equal Opportunity/Affirmative Action Employer.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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**Producer-director** needed to head radio/TV/film staff of a major land grant university, an experienced professional to supervise creation and production of films, film clips, radio and TV program materials, and PSA's for campus and statewide media use. Also production and media contact responsibilities. Completion of a standard college or university program in appropriate field and six years of progressively responsible experience are required. Commercial radio and television experience essential, familiarity with a similar university unit desirable. Salary in mid-teens. Excellent opportunity for creative professional with demonstrated supervisory experience. Write to Ms. Ann Weisend, Personnel Office, Virginia Tech, Blacksburg, VA 24061. Virginia Tech is an Equal Opportunity/Affirmative Action 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 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 (614-422-7438).

**Department Head/Professor** or Associate Professor of Communication. Department offering bachelors and masters degrees in journalism, speech communication and radio-TV. Qualifications: Ph.D. or equivalent, teaching experience, outstanding professional and/or scholarly achievements, administrative ability. Send vita and 3 letters of recommendation by Dec. 1, 1978, to Dr. Lawrence Haapanen, Department of Communication, Utah State University, Logan, UT 84322. Affirmative Action, Equal Opportunity Employer.

**Tenure-track position,** Academic, Assistant Professor, fall, 1979, undergraduate courses in broadcast reporting and news production. Profession experience in television news including newscast and ENG required. Master's required, Doctorate preferred. Washington State University is an equal opportunity/affirmative action employer. Send letters of application, vitae and three letters of recommendation to Pamela Miller, Department of Communications, Washington State University, Pullman, WA 99164. Review of applications and the selection process will begin February 15, 1979.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide 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.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Heliex** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**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.

**For Sale**—Datatron 5050-200 Edit Console with JAM Sync Generator for Time Code Editing. \$9500, Bob Brandon, KPRC, Houston, 713-771-4631.

**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.).

**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. 404-568-1155.

**For Sale:** Datatron Tempo Control Track Editing System, including two 2850-A Sony Video Recorders. Call: Lorrie Church 201-445-1711.

**For Sale:** TR-22 VTR, TR-4 VTR, and 3 CEI-280 studio cameras. Contact Al Evans, WXON-TV, Detroit, 313-355-2901.

**Low Priced Broadcast Parts**—excess parts stock on Harris, Ampex, Scully and others offered at 40% and 60% off Harris list price. Write for free list or call for availability at 217-222-8200, ext. 3500, 3501 or 3502. Harris Broadcast Products Division, Service Parts Department. P.O. Box 4290, Quincy, IL 62301.

**20 KW FM transmitter**—Gates FM 20B, excellent, in use. M. Cooper. 215-379-6585.

**1 KW FM and AM Transmitters**—Gates FM-1H3, FM-1G, McMartin BA-1K. M. Cooper 215-379-6585.

**For Sale**—LPB 10 watt FM transmitter, Used only 1 1/2 months. \$1400 or best offer. Cost \$1550 new. Contact KOJC-FM at 1-319-366-0279 for more information. Write to KOJC-FM, P.O. Box 2937 Cedar Rapids, IA 52406. Call 1-319-365-7797 after 5pm.

**Character Generator, 3M D-3000** with 2 fonts, 1 year old. Asking \$5,200. Call E.J. Stewart, Inc. 215-543-7600.

**Schafer 902 Automation System**...excellent condition. Used only a few months. 615-457-1380 or 615-457-2697 Charles Phillips.

## 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 Twineing, 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.

**"The Radio Personality"**. Topical humor, biweekly. Free sample. 1509 Country Club Court, Franklin, TN 37064.

**Discover the Original** comedy series about radio: WHY-53. Free episode you can air. Schnrt Productions 212-527-5996.

**Complete show material.** Page for every day. \$5. per month. Advantage, Box 153, Mt. Prospect, IL 60056.

## 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.

**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.

**Airchecks**—New York Metro broadcast stations (made to order or 24 hour sampling). Write for more information, fees: PO Box 317, Brooklyn, NY 11209.

## 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.

**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.

**First Class FCC License** in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.



## RADIO

### 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 MANAGER

to replace good person going into ownership—should know Raleigh, Durham, Chapel Hill area. Excellent sound—24 hour A.M. Pay will be salary, percentage of profits & opportunity to go into ownership—all replies confidential. Box P-114. E.O.E.

#### 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

#### Atlanta's Z-93

The south's most exciting radio station is looking for a contemporary oriented assistant chief engineer. Experience with FM transmitters and a knowledge of competitive audio and studio equipment maintenance is desirable. New studios just completed, new transmitter site about to be built. Excellent opportunity for advancement with dynamic parent company. Contact John Hutson, Chief Engineer, Z-93, 33 North Avenue, Atlanta 30308.

### Help Wanted Technical Continued

## Radio Frequency Systems Engineer

The individual we seek should possess a minimum of two years operational experience, including TV or AM/FM, Microwave and 2-way communications. FCC First Class license required; Engineering degree helpful.

## Maintenance Engineer

For this position we require someone with 2 years maintenance experience in broadcasting. Knowledge of a variety of broadcasting equipment required. First class FCC license required.

**Both positions are based in  
CHICAGO**

**and offer competitive salaries and  
generous company benefits**

Qualified applicants should send resume including salary history and requirements, indicating position desired, in confidence to: Ms. M. Maleska, Personnel, American Broadcasting Company, 1330 Avenue of the Americas, New York, N.Y. 10019. An equal opportunity employer m/f.

**American Broadcasting Company**



### Help Wanted Announcers

#### 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.

#### ALL NIGHT TALKER

All-talk WBBG Radio in Cleveland is now accepting resumes from creative, up-tempo talk show hosts for it's all night slot. If you're ready to make a move up to major market radio, this is your chance. Send complete resume and tape immediately to Joe Restifo, WBBG Radio, 3940 Euclid Avenue, Cleveland, Ohio 44115. WBBG is an equal opportunity employer.

### 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.

### 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.

#### TELEVISION

#### Help Wanted News

#### TV NEWS DIRECTOR

Top 50 market station seeking skilled person. E.N.G. and film. Submit detailed resume to Box P-122.

#### 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, VP & General Manager, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN, 55427. An Equal Opportunity Employer.

## Help Wanted News Continued

### 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, VP & General Manager, WTCN-TV 441 Boone Avenue North, Minneapolis, MN, 55427. An Equal Opportunity Employer.

## Help Wanted Programing, Production, Others

### WPHL-TV PHILADELPHIA

One of the most aggressive independent stations in the country, with one of the best equipped and finest production houses on the East coast, has two openings.

**PRODUCTION COORDINATOR** - Created because the last one moved up, this position entails assisting the Director of Creative Services in the selling, scheduling and administration of a production department that does programs and commercials for national, regional and local accounts, as well as producing over 100 sporting events per year, including Phillies baseball. The person selected for this will have a good knowledge of production, administrative ability and be capable of writing simple retail commercial copy.

**PROGRAM-PROMOTION COORDINATOR** This job involves a great amount of administrative responsibility and requires someone with day-to-day program scheduling ability. The person selected for this will be the right hand to the Station Manager and will, among other things, take viewer calls, schedule movies, prepare rating service logs, do ascertainties, issue weekly program schedules and maintain contact with program distributors. Prior experience in a program department (preferably an independent) is a must.

WPHL-TV has excellent employee benefits and offers pleasant surroundings and a very friendly atmosphere. We are an equal opportunity employer and encourage applications from females and minorities. Please send a detailed resume with salary requirements to:

Ted Baze  
Vice President and Station Manager  
WPHL-TV  
5001 Wynnefield Avenue  
Philadelphia, PA 19131

## Help Wanted Programing, Production, Others

### COMMERCIAL DIRECTOR

Production company in top ten East Coast market needs first rate commercial director with resume and reel to prove qualifications in video tape and film directing.

Excellent salary, fees and fringe benefits. Send information to

**Box P-158.**

An Equal Opportunity Employer M/F/H/VETS

## Help Wanted Technical

### 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 Technical Continued

### 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

### 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.

## Situations Wanted Management

### CREATIVE/EXPERIENCED ADMINISTRATOR

(Yale/Harvard education), able to plan, organize and coordinate work situations where numerous diverse demands are involved, seeks executive or consulting position in broadcasting, Box 57096, Washington, D.C. 20037.

## 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  
(717) 823-3101

**WBRE-TV**  
WILKES-BARRE, PA.



**ALLIED FIELDS**  
Help Wanted Programing, Production, Others

## CUSTOMER SERVICE REPRESENTATIVES

Kaman Sciences Corporation is looking for individuals to assist our clients in the installation and implementation of BCS computer systems at radio and television stations throughout the country.

Applicants should have traffic, operations and/or billing experience and be willing and able to travel. We offer competitive salary with excellent company benefits.

Please send resume in confidence to: KAMAN SCIENCES CORPORATION, Attn: RD, PO Box 7463, Colorado Springs, Colorado 80933.

**KAMAN SCIENCES CORPORATION**  
*Colorado Springs, Colo.*

An Equal Opportunity Employer Male/Female

### Help Wanted Sales

#### DATA PROCESSING SALESPERSON

Convert your contacts in radio or TV to big \$. We've got experience servicing broadcasters, and can deliver the station management systems that you sell. If you are a professional salesperson, with b'cast management know-how, send your resume, or a letter describing your experience, to Box P-119.

### Business Opportunities

#### 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.

### Business Opportunities Continued

#### Investor Group

available to invest and consult on all phases of TV operations from CP to full growth. Able to provide working capital, solutions or management expertise if required. Got a problem? Write in confidence. Box P-157.

#### 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.

### Radio Programing

#### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
...included in each series



#### Program Distributors

410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



#### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors

410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

### Television Programing

#### 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.

### Audience Research

#### Professional Research Services

SURVEYS from \$339.00 • Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employees

6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

### Wanted To Buy Stations

#### SMALL MARKET STATIONS

Group owner desires AM, FM or AM/FM station in West, Southwest, Northwest or Rocky Mountains. All replies confidential. Box P-151.

### For Sale Stations

#### 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.

#### MEDIA BROKERS APPRAISERS

RICHARD A. SHAHEEN  
435 NORTH MICHIGAN • CHICAGO 60611  
312-467-0040



#### RALPH E. MEADOR

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

### Select Media Brokers

N.C. daytimer adjacent to metro market, terms.

N.C. daytimer, terms.  
Daytimer. Washington State, terms.

P.O. Box 5  
Albany, Georgia 31702  
(912) 883-4908

**NORTHERN NEW ENGLAND . . . A property with a history of profit and with growth potential as well. Power AM and Class B FM with broad coverage. All cash required at middle-to-upper six figures.**

*Low frequency power AM asking \$500K on terms including real estate. Call our man in New England for details. That's Bob Kimel, (802) 524-5963.*

**THE KEITH W. HORTON CO., INC.**

Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138

**BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.**

**Elmira Office**

Keith W. Horton  
Dick Kozacko  
Keith Horton, Jr.  
Ken Chapin  
Bill Cook

**New England**

Robert J. Kimel  
Box 270  
St. Albans, Vt. 05478  
(802) 524-5963 or  
(802) 524-3159

**Southeast**

Jerry (Chip) Chiappetta  
601 Elkcam Circle  
Marco Island, Fla. 33937  
(813) 394-7579

**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

**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.

**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

**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

**FAST ACTION REQUIRED  
Full Time 5 Kw AM**

Market revenues total about \$6-million. Station revenues now ranging between \$500,000 and \$600,000. Stable economy, low unemployment (3.4% today), college & university environment in the Southeast. No minority ownership nor full time minority programmed station in the market. Regional frequency.

PRINCIPALS ONLY, QUALIFICATIONS IN FIRST INQUIRY, PLEASE.

\$1,300,000 Cash  
Reply Box P-118.

- 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. \$460,000.
- 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

**BROADCASTING'S  
CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

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.



**STATIONS**

MW Small	AM	\$300K
E Sub	AM/FM	\$695K
W Metro	AM/FM	\$675K
MW Metro	AM	\$1,700MM

**CONTACT**

Cash	Paul Crowder	(615) 298-4986
\$199K	Warren Gregory	(203) 767-1203
29%	Ray Stanfield	(213) 363-5764
\$493K	Jim Mackin	(312) 354-3340
\$210K	Warren Gregory	(203) 767-1203

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341.



# Stock Index

Stock Symbol	Exch.	Closing Tues. Nov. 7	Closing Wed. Nov. 1	Net change in week	% change in week	High	1978	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
<b>Broadcasting</b>											
ABC	N	35	37 1/4	- 2 1/4	- 6.04	41 1/4	23 1/2	8		27,472	961,520
CAPITAL CITIES	CCB	N	41	41 3/4	- 3/4	- 1.79	75	12		14,300	586,300
CBS	N	53	53 3/8	- 3/8	- .70	64	43 7/8	8		28,100	1,489,300
COX	N	52	52 1/2	- 1/2	- .95	56 1/2	25 1/2	13		6,667	346,684
GROSS TELECASTING	GGG	A	17 5/8	17 1/4	+ 3/8	+ 2.17	23 7/8	13 5/8	7	800	14,100
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2		11 3/4	3 7/8	21		462	5,313
LIN	LINB	O	34 3/4	33 3/4	+ 1	+ 2.96	43	16 1/2	10	2,789	96,917
METROMEDIA	MET	N	46 1/2	48 1/4	- 1 3/4	- 3.62	71	25 1/4	8	5,134	238,731
MOCNEY	MOON	O	4 1/2	4 1/2		5 1/2	1 7/8			425	1,912
RAHALL*	RAHL	O	20 1/2	20 1/4	+ 1/4	+ 1.23	21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRIP	O	44	44 1/2	- 1/2	- 1.12	52	30 1/2	9	2,589	113,916
STARR	SBG	M	12 1/4	11 3/8	+ 7/8	+ 7.69	13 1/2		13	1,512	18,522
STCRER	SBK	N	29 1/4	28 3/4	+ 1/2	+ 1.73	34 7/8	19 3/8	9	4,893	143,120
TAFT	TFB	N	18 1/4	19	- 3/4	- 3.94	24 7/8	12 1/4	7	8,508	155,271
TOTAL										104,915	4,197,518

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	9 1/2	9	+ 1/2	+ 5.55	14 7/8	3 3/4	9	1,233	11,713
AMERICAN FAMILY	AFL	N	10 1/8	11	- 7/8	- 7.95	17 1/8	10 1/8	4	10,536	106,677
JOHN BLAIR	BJ	N	22	23	- 1	- 4.34	31 3/8	11 1/8	5	2,447	53,834
CHARTER CO.	CHR	N	4 3/4	4 7/8	- 1/8	- 2.56	8	3 7/8	5	17,941	85,219
CHRIS-CRAFT	CCN	N	7 5/8	7 3/8	+ 1/4	+ 3.38	11 3/8	4 1/2	69	4,413	33,649
COCA-COLA NEW YORK	KNY	N	6 3/8	6 3/4	- 3/8	- 5.55	9 1/4	6 3/8	9	17,641	112,461
COMBINED COMM.	CCA	N	30 1/2	28 3/8	+ 2 1/8	+ 7.48	45 1/8	19	13	10,308	314,394
COWLES	CWL	N	18 1/8	18	+ 1/8	+ .69	25 1/4	12 1/2	16	3,969	71,938
DUN & BRADSTREET	DNB	N	32 1/8	32 1/4	- 1/8	- .38	38	26 1/4	14	27,886	895,837
FAIRCHILD IND.	FEN	N	24 1/4	24 5/8	- 3/8	- 1.52	35 1/4	9 1/2	7	5,708	138,419
FUQUA	FQA	N	9	9		13 5/8	8		5	12,661	113,949
GANNETT CO.	GCI	N	43 7/8	43 1/4	+ 5/8	+ 1.44	49	32 3/4	15	22,430	984,116
GENERAL TIRE	GY	N	23 1/4	24 1/8	- 7/8	- 3.62	30 5/8	22 3/8	5	22,710	528,007
GLOBE BROADCASTING*	GLBTA	O	4 1/2	4 1/2		4 3/4	2 1/8			2,772	12,474
GRAY COMMUN.		O	20	20		24	8		7	475	9,500
HARTE-HANKS	HMN	N	41 1/2	39 7/8	+ 1 5/8	+ 4.07	48 3/4	26	26	9,088	377,152
JEFFERSON-PILOT	JP	N	29 1/4	30 1/2	- 1 1/4	- 4.09	34 1/2	26 5/8	8	23,224	679,302
MARVIN JOSEPHSON	MRVN	O	13 1/4	13	+ 1/4	+ 1.92	18 1/4	10 1/4	7	2,013	26,672
KANSAS STATE NET.	KSN	O	10 5/8	10 5/8		14 3/8	4 3/4	10		1,727	18,349
KNIGHT-RIDDER	KPN	N	23 7/8	23 1/4	+ 5/8	+ 2.68	28 1/8	13 1/4	11	32,797	783,028
LEE ENTERPRISES*	LEE	N	37	37		38 1/2	22 1/4	11		4,895	181,115
LIBERTY	LC	N	27 1/4	26 7/8	+ 3/8	+ 1.39	33 7/8	18	7	6,762	184,264
MCGRAW-HILL	MHP	N	20 5/8	22 1/4	- 1 5/8	- 7.30	25 3/4	15 5/8	9	24,682	509,066
MEDIA GENERAL	MEG	A	18 5/8	18 1/4	+ 3/8	+ 2.05	23 1/8	13 5/8	10	7,451	138,774
MEREDITH	MDP	N	27	28	- 1	- 3.57	40 1/4	17 3/8	6	3,074	82,998
MULTIMEDIA	MMED	O	22 1/2	22 3/4	- 1/4	- 1.09	28 1/4	16 1/4	11	6,630	149,175
NEW YORK TIMES CO.	NYKA	A	23 1/2	25 7/8	- 2 3/8	- 9.17	31 5/8	15 3/4	9	11,599	272,576
OUTLET CO.	OTU	N	22 3/8	23 3/8	- 1	- 4.27	32 7/8	16 5/8	6	2,445	54,706
POST CORP.	POST	O	28 3/4	29	- 1/4	- .86	38 3/4	16 1/4	7	905	26,018
REEVES TELECOM	RBT	A	2 1/2	2 3/8	+ 1/8	+ 5.26	3 3/4	1 3/4	25	2,388	5,970
ROLLINS	ROL	N	16 3/4	17 3/4	- 1	- 5.63	24 1/4	14 7/8	8	13,407	224,567
RUST CRAFT	RUS	A	27 7/8	27 5/8	+ 1/4	+ .90	30 1/2	8 1/2	16	2,311	64,419
SAN JUAN RACING	SJR	N	11 1/8	10	+ 1 1/8	+ 11.25	14 1/8	7 5/8	20	2,509	27,912
SCHERING-PLOUGH	SGP	N	27 1/4	28 5/8	- 1 3/8	- 4.80	44 3/4	26 3/8	8	53,703	1,463,406
SONDERLING	SDB	A	22 1/4	23	- 3/4	- 3.26	24 3/8	8 3/8	8	1,105	24,586
TECH OPERATIONS	TO	A	5 1/8	5 1/2	- 3/8	- 6.81	8 3/4	2 3/8	47	1,344	6,888
TIMES MIRROR CO.	TMC	N	29 3/8	30 1/4	- 7/8	- 2.89	35	20 3/4	9	34,811	1,022,573
TURNER COMM.		O	16	16		16	5			3,800	60,800
WASHINGTON POST CO.	WPO	A	39 1/2	39 1/4	+ 1/4	+ .63	47 5/8	21 3/4	8	8,134	321,293
WOMETCO	WOM	N	13 3/8	14 1/8	- 3/4	- 5.30	18 1/4	10 7/8	8	8,524	114,008
TOTAL										432,458	10,291,804

## Cablecasting

ACTON CORP.	ATN	A	9 5/8	9	+ 5/8	+ 6.94	13 5/8	3 1/8	7	2,421	23,302
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	44	45 3/4	- 1 3/4	- 3.82	52	19 3/4	17	4,016	176,704
ATHENA COMM.*		O	4 1/2	4 1/2		5 1/2	1/8			2,125	9,562
BURNUP & SIMS	BSIM	O	3 1/8	3 3/4	- 5/8	- 16.66	6 1/8	3 1/8	16	8,381	26,190
CABLE INFO.*		O	2 1/4	2 1/4		3	1/4	11		648	1,458
COMCAST		O	10 1/4	10 1/2	- 1/4	- 2.38	14 1/4	3 3/4	12	1,583	16,225
COMMUN. PROPERTIES	COMU	O	15 1/4	15 1/4		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	GRI	N	26 1/4	26 1/2	- 1/4	- .94	40	17 5/8	7	7,641	200,576
GENEVE CORP.	GENV	O	12 3/4	11 1/4	+ 1 1/2	+ 13.33	15 3/4	7 1/2	5	1,121	14,292
TELE-COMMUNICATIONS	TCOM	O	14 5/8	14 7/8	- 1/4	- 1.68	19 1/8	2 7/8	52	5,327	77,907
TELEPROMPTER	TP	N	9 5/8	10 5/8	- 1	- 9.41	14 1/4	6 3/4	16	16,926	162,912
TEXSCAN	TEXS	O	1 3/8	1 1/2	- 1/8	- 8.33	2 7/8	1 1/4	8	786	1,080
TIME INC.	TL	N	41 1/8	43	- 1 7/8	- 4.36	50	31 3/4	8	20,505	843,268
TOCOM	TOCM	O	9 1/4	9 1/4		11	2 1/4	20		993	9,185
UA-COLUMBIA CABLE	UACC	O	31 3/4	31 1/4	+ 1/2	+ 1.60	40 1/4	15 1/2	17	1,679	53,308
UNITED CABLE TV	UCTV	O	17	16 1/2	+ 1/2	+ 3.03	24	3 7/8	16	2,047	34,799
VIACOM	VIA	N	22 1/8	24	- 1 7/8	- 7.81	27 1/8	16 5/8	13	3,799	84,052
TOTAL										87,195	1,814,770

Stock symbol	Exch.	Closing Tues. Nov. 7	Closing Wed. Nov. 1	Net change in week	% change in week	High	1978	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
<b>Programing</b>											
COLUMBIA PICTURES	CPS	N	17 1/2	17 1/8	+ 3/8	+ 2.18	24 1/2	7 3/8	4	9,749	170,607
DISNEY	OIS	N	36 5/8	32 1/4	+ 4 3/8	+ 13.56	47 5/8	32 1/4	13	32,397	1,186,540
FILMWAYS	FWY	N	11 1/4	10 7/8	+ 3/8	+ 3.44	17	6 7/8	7	4,113	46,271
FOUR STAR*			2 1/8	2 1/8			2 1/8	1/2	21	666	1,415
GULF + WESTERN	GW	N	12 1/4	12 5/8	- 3/8	- 2.97	18 3/8	10 1/4	4	48,177	590,168
MCA	MCA	N	47	46	+ 1	+ 2.17	59 3/4	32	8	18,619	875,093
MGM	MGM	N	40	36 1/4	+ 3 3/4	+ 10.34	54	16	14	14,551	582,040
TRANSAMERICA	TA	N	15	16	- 1	- 6.25	19	13 1/4	5	66,475	997,125
20TH CENTURY-FOX	TF	N	27 3/8	26 1/4	+ 1 1/8	+ 4.28	39 3/8	10	3	7,907	216,454
VIDEO CORP. OF AMER	O	5	4 3/4	+ 1/4	+ 5.26	9 3/4	3 1/2	10		988	4,940
WARNER	WCI	N	40	41 3/4	- 1 3/4	- 4.19	56 7/8	25 3/4	7	14,054	562,160
WRATHER	WCO	A	11	11			14 7/8	4 1/2	26	2,303	25,333
TOTAL										219,999	5,258,146

## Service

BBOO INC.	BROO	O	33 1/4	33 1/4			38 3/4	22 1/2	8	2,513	83,557
COMSAT	CO	N	38 1/2	39 5/8	- 1 1/8	- 2.83	48 3/4	28 3/4	11	10,000	385,000
DOYLE OANE BERNBACH	DOYL	O	17	17			31	16 3/4	4	1,776	30,192
FOOTE CGNE & BELDING	FCB	N	16 3/4	18 1/4	- 1 1/2	- 8.21	23 1/8	14 3/4	6	2,538	42,511
GREY ADVERTISING	GREY	O	27 1/4	27	+ 1/4	+ .92	34	16 1/2	4	624	17,004
INTERPUBLIC GROUP	IPG	N	32 1/2	33	- 1/2	- 1.51	39 1/4	22 1/2	7	2,387	77,577
MCI COMMUNICATIONS	MCIC	O	3 3/8	3 1/2	- 1/8	- 3.57	5 3/4	7/8	34	20,361	68,718
MOVIELAB	MOV	A	2 5/8	2 3/8	+ 1/4	+ 10.52	3 3/4	1	12	1,414	3,711
MPO VIDEOTRONICS	MPO	A	4 3/8	4 5/8	- 1/4	- 5.40	65 3/8	4	5	520	2,275
A. C. NIELSEN	NIELB	O	23	23 5/8	- 5/8	- 2.64	28 1/2	18 7/8	11	10,980	252,540
OGILVY & MATHER	OGIL	O	21	21			56 1/2	21	7	3,610	75,810
TPC COMMUNICATIONS	TPCC	O	8 5/8	8 5/8			10 1/2	2 1/4	16	899	7,753
J. WALTER THOMPSON	JWT	N	21	22 1/2	- 1 1/2	- 6.66	32 7/8	15 1/8	5	2,649	55,629
WESTERN UNION	WU	N	15 1/2	16 3/8	- 7/8	- 5.34	21 1/4	15 1/2	6	15,177	235,243
TOTAL										75,448	1,337,520

## Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	5 5/8	6	- 3/8	- 6.25	10 1/4	2 3/8	5	1,672	9,405
AMPEX	APX	N	12 5/8	12 5/8			19 1/4	7 3/8	10	10,928	137,966
ARVIN INDUSTRIES	ARV	N	13 1/2	14 1/4	- 3/4	- 5.26	22 1/2	13 1/2	4	5,959	80,446
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4 1/4	3 3/4	+ 1/2	+ 13.33	5 3/4	1 3/4	10	2,127	9,039
COHU	COH	A	3 1/2	3 3/8	+ 1/8	+ 3.70	5 1/2	2 1/8	11	1,732	6,062
CONRAC	CAX	N	14 1/8	15 1/4	- 1 1/8	- 7.37	27 1/4	14 1/8	7	2,030	28,673
EASTMAN KODAK	EASKD	N	58 1/4	56	+ 2 1/4	+ 4.01	86 3/4	42	13	161,376	9,400,152
FARINON	FARN	O	9 1/4	9 1/2	- 1/4	- 2.63	16 1/2	8	9	4,754	43,974
GENERAL ELECTRIC	GE	N	47 3/4	50 3/4	- 3	- 5.91	56 5/8	44 1/2	9	184,581	8,813,742
HARRIS CORP.	HRS	N	31 1/4	32 3/8	- 1 1/8	- 3.47	35 3/4	19 7/8	15	25,189	787,156
HARVEL INDUSTRIES*	HARV	C	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 5/8	1 5/8			2 5/8	1/4		2,701	4,389
M/A COM. INC.	MAI	N	28 1/4	30 7/8	- 2 5/8	- 8.50	41 7/8	20 1/4	13	1,320	37,290
3M	MMM	N	58 5/8	59 7/8	- 1 1/4	- 2.08	64 3/4	43 1/2	14	116,473	6,828,229
MOTOROLA	MOT	N	41	44 3/4	- 3 3/4	- 8.37	56 7/8	34 1/4	11	28,544	1,170,304
N. AMERICAN PHILIPS	NPH	N	25 1/2	25 5/8	- 1/8	- .48	36	24 3/4	5	12,033	306,841
DAK INDUSTRIES	DAK	N	22 3/8	25 1/8	- 2 3/4	- 10.94	36	9 5/8	23	1,801	40,297
RCA	RCA	N	25 3/4	23 7/8	+ 1 7/8	+ 7.85	33 5/8	22 3/4	8	74,819	1,926,589
ROCKWELL INTL.	ROK	N	31 1/2	32 3/8	- 7/8	- 2.70	37 1/4	28 1/4	6	33,900	1,067,850
RSC INDUSTRIES	RSC	A	2 3/4	2 3/4			4	1 5/8	15	2,412	6,633
SCIENTIFIC-ATLANTA	SFA	A	27 5/8	29	- 1 3/8	- 4.74	35 5/8	16 3/4	13	2,471	68,261
SONY CORP.	SNE	N	7 3/4	7 3/8	+ 3/8	+ 5.08	10 3/8	7	13	172,500	1,336,875
TEKTRONIX	TEK	N	41 3/8	42 3/8	- 1	- 2.35	68 1/2	28 1/4	13	17,995	744,543
TELEMATION	TLMT	O	1 3/4	1 3/4			2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	O	9 1/2	7 7/8	+ 1 5/8	+ 20.63	12 3/4	6 1/2	25	4,200	39,900
VARIAN ASSOCIATES	VAR	N	13	14 1/4	- 1 1/4	- 8.77	21	13	8	6,838	88,894
WESTINGHOUSE	WX	N	16 5/8	17 5/8	- 1	- 5.67	24 1/2	16 1/4	5	86,582	1,439,425
ZENITH	ZE	N	13 5/8	13 1/4	+ 3/8	+ 2.83	28	11 3/8	34	18,800	256,150
TOTAL										986,164	34,683,914

GRAND TOTAL 1,906,179 57,583,672

Standard & Poor's 400 Industrials Average 104.27 106.55 -2.28

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.



## Kodak's Ken Mason: film is here to stay

With his mind more on baseball than business at the time, Ken Mason figures he probably was a pretty "unreliable" employe back in the summer of 1935 when he first went to work for the Eastman Kodak Co. in his home town of Rochester, N.Y.

Forty-three years later, Ken Mason is still with Kodak, is back in Rochester and has proved himself reliable enough to be in charge of all domestic marketing for Kodak's motion picture, television and audio-visual product lines that amount to more than \$200 million in business yearly.

For the television line alone, that means everything from sales, advertising and budgeting to promotion and customer contact for products ranging from 16mm film to multiplexers, filters and lenses. The networks and virtually all U.S. TV stations are or at one time or another have been among his customers. As general manager of Kodak's motion picture and audio-visual markets division, which encompasses the TV market, he is responsible for 170 employees. He's held that title—and also that of assistant vice president of Kodak—since March 1974.

From the time Mr. Mason reported in at Kodak Park's cine processing department in 1935 and up to the present (discounting college and military service), Mr. Mason has been a Kodak company man. He can cite only two other jobs: one as a newspaper delivery boy and another for the Rochester Board of Education.

He admits it took some prodding to get him back to Kodak after World War II during which he was head of the processing division at the Navy's Photographic Science Laboratory in Washington. But after that, he recalls "I never said no to Kodak. I always took them on faith."

The faith Mr. Mason put in Kodak meant working his way up in Rochester; moving on to manage regional divisions in Chicago (1951-65), New York (1965-70) and Hollywood (1970-73), and back to Rochester on Jan. 1, 1974.

In particular his trust in the company was tested with the new year 1974 when Kodak brought him back from Hollywood where he was Pacific southern regional manager to Rochester for what seemed a lateral move as manager, product programs and research for the motion picture and audio-visual markets division. Only a few months thereafter he was named general manager of the entire division—his current job.

When Mr. Mason first went back to Kodak after the war, it was around the time his company had brought out Eastman Color Negative ("the 35 mm color



Kenneth Marceus Mason—assistant vice president, Eastman Kodak Co., and general manager, motion picture and audio-visual markets division; b. Sept. 21, 1917, Rochester, N.Y.; BA cum laude, Washington and Jefferson College, Washington, Pa., 1938; lieutenant, U.S. Navy, Photographic Science Laboratory, Washington, 1943-46; joined Kodak with summer job, 1935; various technical positions (when not in college) 1935-38; technician, film developing department, 1939; estimator, film planning department, 1942; staff engineer, Kodak office motion picture film department, 1946; manager, Midwest division, motion picture film department, Chicago, 1951; general manager (title change through reorganization), 1963; (again after reorganization) regional manager, New York City region, 1965; regional manager, Pacific southern region, Hollywood, 1970; manager, product programs and research, motion picture and audio-visual markets division, Kodak office, Rochester, Jan. 1, 1974; present position since March 1974; president, Society of Motion Picture and Television Engineers, 1974-75; m. Edna Light, 1941; children—Ken Jr., 37; John L., 36; Richard K., 33; Thomas S., 28; Stephen W., 23.

revolution"). And although he considers that the most outstanding breakthrough he's seen in-house, it's certainly not the only one. He has been in the center of television news's own color revolution: Among other things, Kodak brought out, in 1966, a high-quality—and in those days relatively high speed—16 mm color TV film that was widely used by television newsmen. And some 10 years later it came out with a really high-speed color film, capable of being "pushed" to ASA speeds of 1600.

But then there also has been another revolution Kodak has had to contend with—one not born in its research labs:

video tape. "Anyone who says tape is not here is kidding himself," Mr. Mason says, adding however, that "film has a strong and solid future." When it comes to "versatility, quality and 'look,'" he says, "film is pretty hard to match."

There are those who would challenge that, even some who one day see exclusive use of video tape for the television industry. Mr. Mason disagrees. As he sees it, the choice isn't either/or for the television executive and he talks of "continuing developments on an integrated approach" using both film and tape where they best fit. Kodak, he points out, has a subsidiary, Spin Physics, that manufactures heads for quadruplex tape machines.

Among the major challenges ahead for Kodak he mentions is to make the film process "more economical."

From the start, Mr. Mason says, "the glamour of the motion picture has always fascinated me." It was not the fascination of creating "the motion pictures of my dreams," however, but rather one of developing and selling the raw materials.

Over-all, Ken Mason uses the word "uncomplicated" to describe himself. While he may have to show up at the office on weekends, he claims the job isn't an all-encompassing preoccupation. "I'm very selfish about my private life when I have the chance to be," he says, claiming such hobbies as golf in the summer and paddle tennis in the winter. Washington and Jefferson College in Pennsylvania, his alma mater, also plays a big part. His five sons all were graduated from there, and Mr. Mason sits on the college's board of trustees.

Ken Mason mentions the expression "you can't go home again," with a smile. Back in Rochester, after Chicago, New York and Hollywood, he literally has done just that. And he claims "maybe that's been my salvation." He doesn't deny also enjoying the glamour available in bigger cities but claims now perhaps to have "the best of both worlds."

There are the meetings with top-flight executives, two two-to-three-week business trips a year abroad, participation in the Society of Motion Picture and Television Engineers (he was president in 1974 and 1975) and the like. But then he's always back to a "sleepy suburb of Rochester, where he gardens in the spring and where, this winter, he will probably take good advantage of the snowblower his wife, Edna, just gave him for his birthday.

Under present company policy, Mr. Mason will be retiring from Kodak in about four years, after well over four decades with the company.

No doubt, Ken Mason will do more. But in the meantime his mind is on working for Kodak, not leaving. Clearly reliable.

## Political action

A week before the election of Nov. 7, a divided FCC ordered a daytime radio station in Hibbing, Minn., to sell a U.S. senator, running for re-election, five minutes for a political commercial at a specified rate (BROADCASTING, Nov. 6).

At the same time, the FCC's Complaints and Compliance Division was counting the largest volume of complaints and requests for information about political broadcasting law and rules ever received at that office ("Closed Circuit," Nov. 6).

The commission's gross intrusion into the Hibbing licensee's affairs and the busy signals on telephone lines leading into the Complaints and Compliance Division were demonstrations of two sections of the Communications Act in action. In the Hibbing case, the FCC stretched its authority under Section 312(a)7, which was inserted in the act as part of the election reform legislation of 1972 and which gives the FCC power to revoke a license "for willful or repeated failure to allow reasonable access" by candidates for federal office. Complaints and Compliance has been kept busy by Section 312(a)7 and by Section 315 which contains the equal-time rule for all candidates, in the act from its beginning, and the fairness doctrine, inserted in 1959. The longer these sections remain in the act, the more the government will usurp the licensees' authority and dictate the conditions of political discourse on radio and television.

This may be what some politicians want. The people of the United States deserve better.

Broadcasters who seek emancipation from the debilitating political broadcasting law have a champion, Senator William Proxmire (D-Wis.), who has been vainly crying for repeal of Section 315 as an offense to the First Amendment and who, if Section 312(a)7 continues to be abused, will logically oppose it too. Are broadcasters making the maximum effort to help in the Proxmire crusade?

## Adult education

New York has its newspapers back, and it is fair to say that New Yorkers are happier with them than without them.

The 88-day strike was not, however, as disruptive of the city's commerce as had originally been feared. By all accounts, retail sales held up or increased despite the loss of major newspapers as advertising vehicles. Theater attendance showed no decline. Restaurants were busy.

That business went on so well for predominantly newspaper advertisers in a virtually newspaperless environment does not mean that old habits will not reassert themselves now that the newspapers have resumed publication. Retailers and the agencies that handle retail and specialty accounts are staffed with people who are veterans in the preparation and placement of newspaper ads. The line of least resistance will lead back to the familiar typewriter and paste pot.

It is hard to believe, however, that the more innovative retail managers will let themselves be dragged back to the old ways by drones in their advertising departments. They have at hand 88 days of traffic and sales records to remind themselves that customers respond at least as well to radio and television messages as to print advertising.

It is also reasonable to assume that the retailer who discovers the right mixture and imaginative execution of broadcast and print advertising will begin to disadvantage his competitors who return to principal reliance on print. No merchant whose vista ex-

tends beyond his next white sale is likely to go on thinking that there is sanctuary to be found in any one medium.

The broadcasters of New York, the Radio Advertising Bureau and the Television Bureau of Advertising have the opportunity to compel a review of advertising customs. Out of the review could come new levels of sophistication and effectiveness in the use of radio, television and newspapers as local media.

## Uncle's buyers' guide

Against the sensible opposition of the National Association of Broadcasters, the FCC has voted to compile and maintain a list of minority representatives who want to buy broadcasting stations (BROADCASTING, Nov. 6). It may appear to be a helpful way to assist outsiders to get in. The betting here is that the FCC is creating a monster.

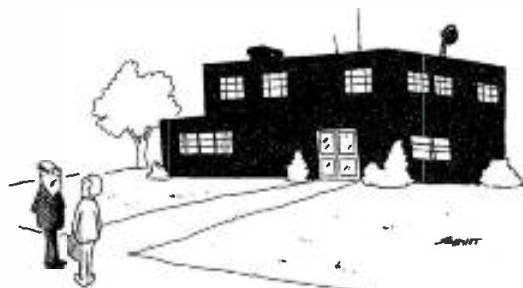
The mere existence of a list will confer a favored status on those who are admitted to it, obligating the FCC to devise a selection process for admission or exclusion. Sellers will sell to buyers outside the list only at the risk of obstruction to their applications for approval of transfer. As the process goes on, the FCC will assume the roles of auditor, to check the financial and other qualifications of minority aspirants, and broker, to persuade sellers to meet the prices on its list. If the Communications Act gives the FCC either of those assignments, it is in language that has escaped us.

## An inconvenience

The advertising organizations that joined forces to attack the qualifications of Federal Trade Commission Chairman Michael Pertschuk to preside over the agency's inquiry into children's television advertising are rightfully claiming victory. Not only Mr. Pertschuk but also his henchmen, henchwomen and the inquiry itself stand discredited, now that a U.S. district judge has as much as said that Mr. Pertschuk staged the inquiry merely to reach his own foregone conclusions.

Sad to say, there is no sign that Mr. Pertschuk has wavered in his conviction that advertising and advertisers are evil forces, which higher powers have appointed Mr. Pertschuk to subdue. In future he may restrain himself from the candor of prejudicial utterances that the plaintiffs in Judge Gerhard A. Gesell's court laid out in devastating evidence. It would be out of character, however, for a Pertschuk to concede that those who make a living in the commercial world may claim parity in rectitude with the civil service.

Perhaps President Carter will wonder about the wisdom of his choice to head the FTC. Don't count on it.



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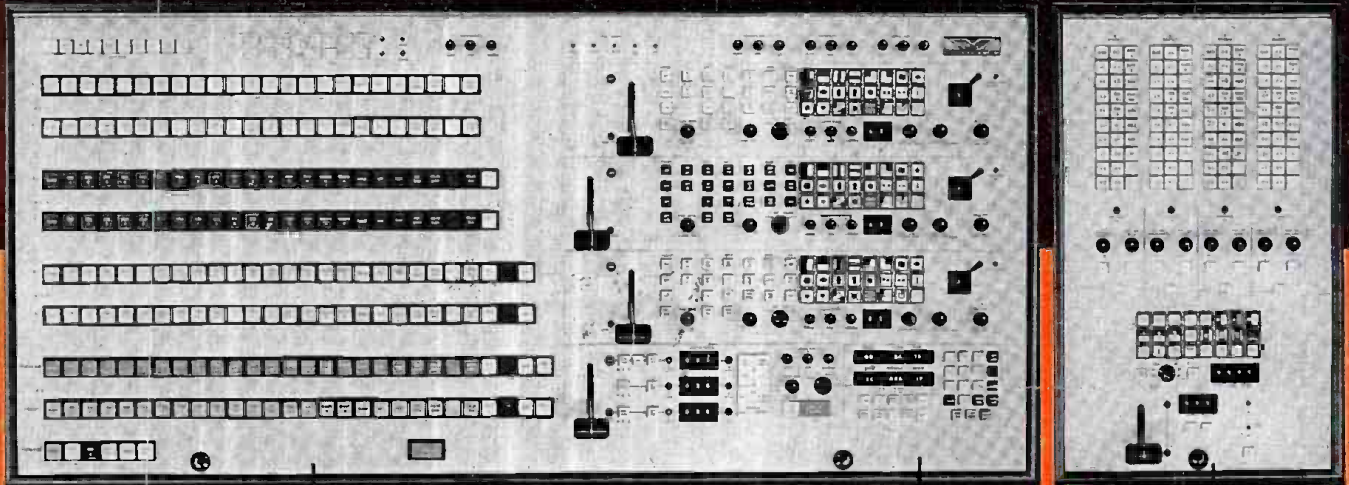
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