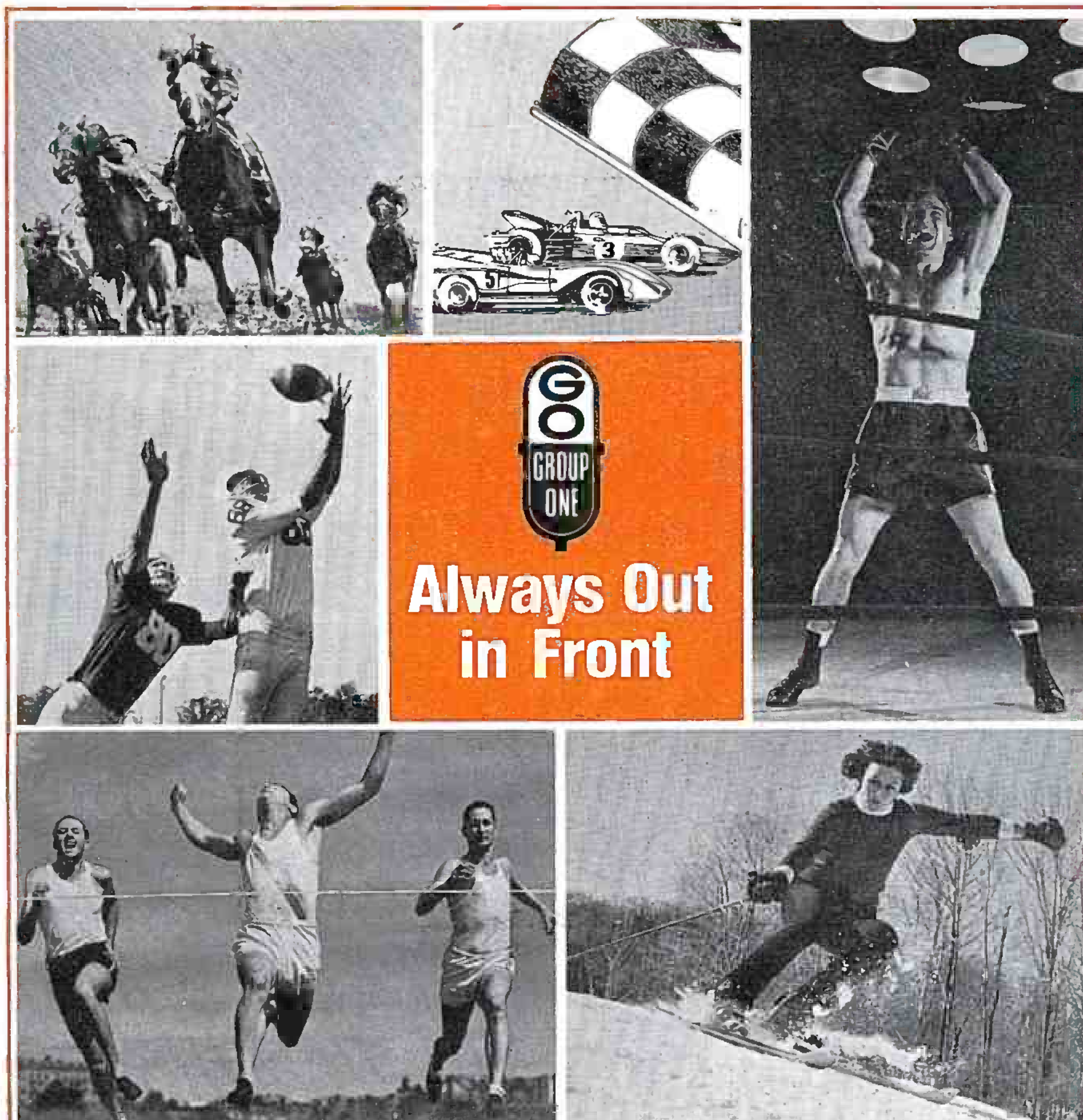
Sep. 4, 1978

The very expensive '78 model TV season
The TV switchers: KSTP latest to jump to ABC

Broadcasting Sep 4

The newsweekly of broadcasting and allied arts

Our 47th Year 1978



FROM DAVID WOLPER, EXECUTIVE PRODUCER OF "ROOTS,"
IN TIME FOR THE REBROADCASTING OF THE HISTORIC TV MINI-SERIES...

The Anatomy of The Most Spectacular Success in TV History

THE INSIDE STORY OF TV's "ROOTS"

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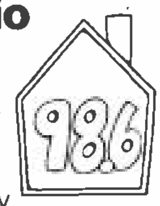
Things your ad agency might have never told you about radio.

Do you sell spaghetti? Golf balls? X-Ray equipment? Maybe yogurt? Or perfume? Whatever you sell, we'd like to give you a few mind-bogglers about radio that might amaze you, and your advertising agency.

98.6% of homes have radio



Hard to believe, but it's true. There is virtually no escape from radio. There's one in practically every home in the United States. And there are more than *five* radios in the average American residence, more than *three* times the number of TV sets. Is this madness? No. Because people listen to radio everywhere. In their living rooms, bedrooms, kitchens, dens, workshops, patios, at the beach, at sporting events, in their cars, and on the job. There's even a "rubber ducky" radio, designed to float in the bathtub. Is it any wonder that radio reaches almost everyone (96% of the U.S. population, 12 and over) within one week?

People spend almost as much time with radio as they do with TV

Ready for some more surprises? Adults, 18 plus, spend almost as much time listening to radio (3 hours, 27 minutes per day) as they do watching the picture tube (3 hours, 49 minutes) and much, much more time than they spend with other media such as newspapers (37 minutes daily) and magazines (20 minutes daily). Some folks, in fact, such as working women, spend more time with radio than they do with TV. What's more, radio's listening patterns are more consistent, hardly varying from season to season.

The last of the great salesmen

And if you do sell spaghetti (or anything else, for that matter), consider this important fact. Among all the major media, radio has the last word when it comes to selling shoppers. Why? Because most Americans drive to the marketplace and you can't read a newspaper or watch TV while you're driving a car. But you can listen to the car radio. And most people do. Which is the reason why so much radio advertising comes from retailers, a shrewd breed known for their exceptionally hard noses. Want to know more about this low-cost, hard-working medium? Write to Kevin Cox, VP Sales, NBC Radio Network, 30 Rockefeller Plaza, NY, NY 10020

Hearing is believing

NBC Radio Network

Sources: "Radio Facts." RAB; TVB (TV sets per home); RADAR, Spring/Fall, 1977. Nielsen NAD, 7 Report Average, 1977. *Note:* Audience and related data are based on estimates provided by various rating services and are subject to the qualifications of these services. Copies of such qualifications available on request.

The Week in Brief

Quite a coup. On hand for the contract signing that will switch the affiliation of Hubbard Broadcasting's KSTP-TV Minneapolis-St. Paul from NBC to ABC after 30 years are (l to r): Robert F. Fountain, ABC vice president of affiliate relations; Stanley S. Hubbard, president and general manager, Hubbard Broadcasting; his father, Stanley E. Hubbard, chairman and chief executive officer, and James E. Duffy, ABC Television president. **PAGE 19.**

REVAMPED FEE PLAN □ Daytime Broadcasters Association's Livesay suggests a new formula for radio station payments under the Communications Act rewrite. A delighted Van Deerlin says it is better than his own staff's recommendation. **PAGE 20.**

MAY URGES CAUTION □ NAB's radio board chairman warns against jumping on the rewrite bandwagon before specifics of the legislation are worked out. Also, the House Communications Subcommittee hears testimony in Denver from broadcasters with doubts. **PAGE 20.**

CLUTTER SUGGESTIONS □ Eight proposals to relieve such congestion are reviewed by an NAB committee. Action is deferred, but there is hope that something definite can be offered by October. **PAGE 21.**

CHECK, PLEASE □ It's going to cost the networks about 20% more this year to put on their programs, another unsettling element in a new season that featured major schedule shifts by NBC as late as last week. **PAGE 22.**

DON'T GET BURNED AGAIN □ A committee of the American Bar Association can't come up with a way to rectify First Amendment wrongs that have saddled broadcasting in the past. But it warns against making similar mistakes with cable in the future. **PAGE 23.**

SHAKE-UP IN MARKETS □ Arbitron Television's new estimates of TV households in its 212 ADI's reflect wholesale change. In the top 10, San Francisco bumps Boston from fifth and Dallas-Fort Worth takes over 10th from Pittsburgh. **PAGE 26.**

FLORIDA FUROR □ Outlet Broadcasting Co. complains to Nielsen that its May book for Orlando-Daytona Beach puts audience figures too low. **PAGE 28.**

JOHNSON'S NCCB □ The former FCC commissioner won't say one way or another, but a Ralph Nader take-over of the National Citizens Committee for Broadcasting may be in the offing. **PAGE 30.**

BROWN OPTIMISTIC □ The FCC commissioner says inquiries to the commission indicate a number of transfers of stations to minority groups by tax certificates or distress sales could be coming soon. **PAGE 33.**

COMPLAINT ABOUT CANADA □ A group of 15 border TV stations has asked the White House's Strauss for help against the dominion's tax policy that it says is cutting into the broadcasters' business. **PAGE 34.**

AND ON THE OTHER BORDER □ The advertising agency for XETRA-AM-FM files an antitrust suit against 17 stations in the San Diego area. It charges "unlawful conduct" that adversely affected its ability to obtain business for the Mexican stations. **PAGE 35.**

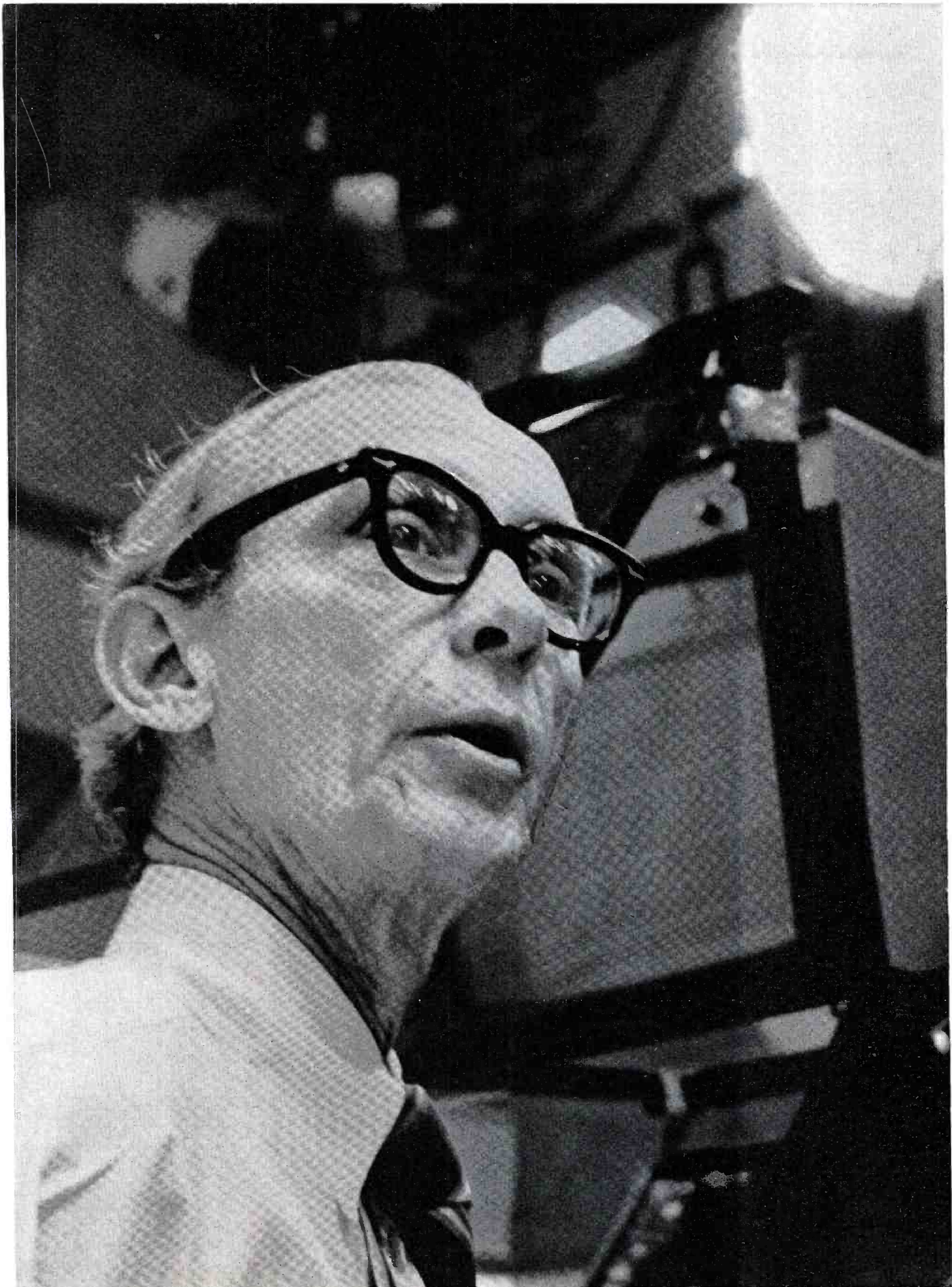
VIEWER WATCHING □ Corporation for Public Broadcasting is undertaking a study of TV viewer needs and interests and wants to upgrade its program selection and funding processes. **PAGE 36.**

APPEALS COURT OK □ Public broadcasters win for second time in court when the U.S. Court of Appeals in Washington declares unconstitutional a law requiring noncommercial, but not commercial, stations to record and save all public-issue broadcasts. **PAGE 40.**

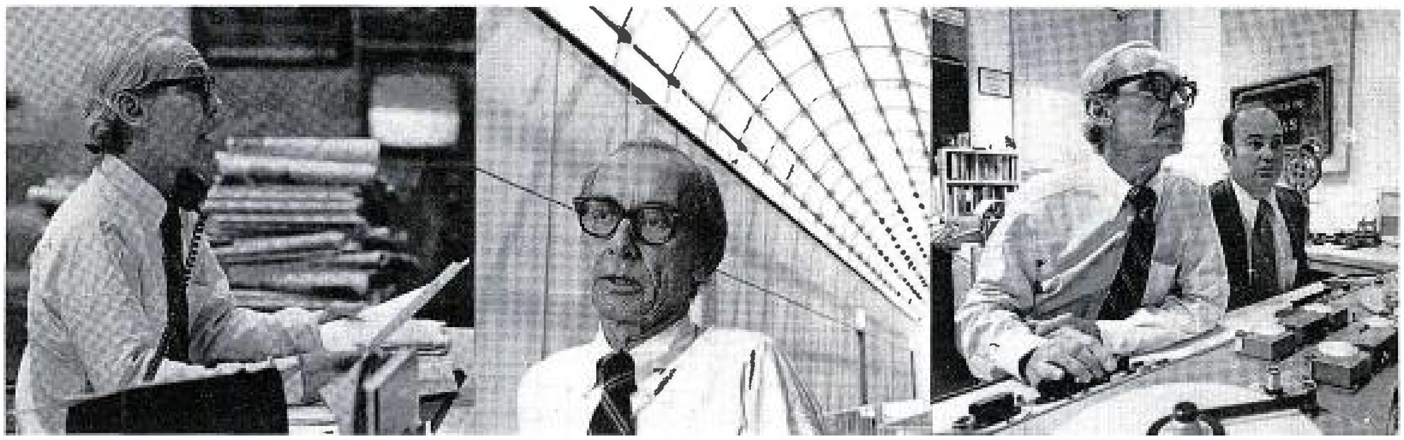
REASONER'S RETURN □ The veteran newsman and original member of CBS's *60 Minutes* team is returning to that show next year. **PAGE 40.**

HARD WORK AND OPPORTUNITY □ That's the happy meld that insured success for Harry O'Connor. And as chairman of O'Connor Creative Services, he plans to keep applying that formula in future programing endeavors. **PAGE 66.**

Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $35, two years $65, three years $90. Canadian and other international subscriptions add $12 per year, U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: Broadcasting Yearbook $37.50, Cable Sourcebook $20, Across the Dial-Around the Channels $2.25 (by mail, prepaid only, $3).



RAY MILLER



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

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

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

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

"Of course, TV stations should try to make difficult stories as uncomplicated and 'un-dull' as possible. It's not easy. The selection of reporters is the key. We do pay some attention to cosmetics, but no one here was hired because of his or her looks. All of our people have journalistic credentials. They all write. No one is here just to read someone else's copy.

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

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

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

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

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

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

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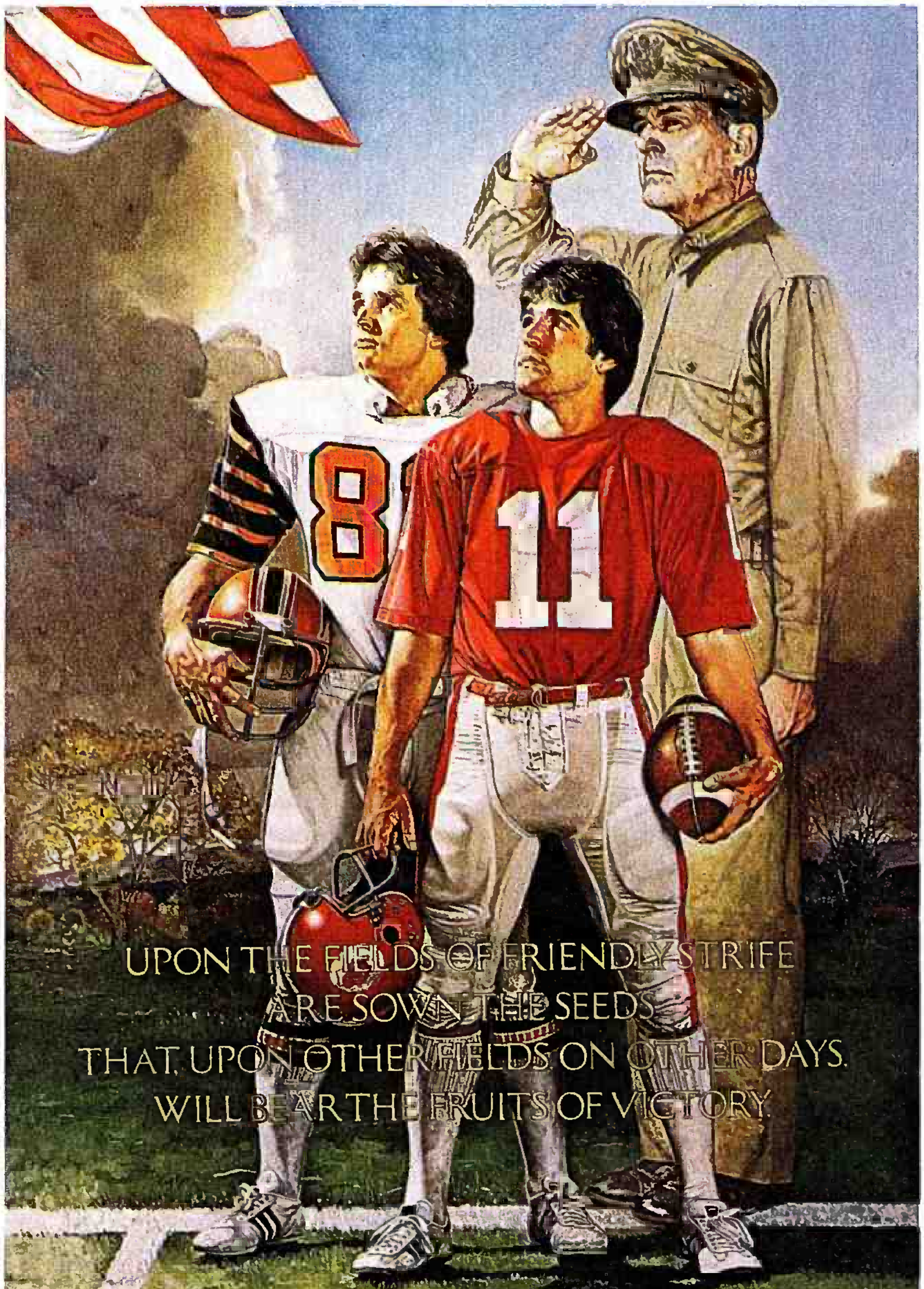

This painting by Joseph Csatari will hang in the College Football Hall of Fame.

Gridiron heroes of all generations will live forever in the unique new College Football Hall of Fame built by Taft Broadcasting Company for the National Football Foundation adjacent to our Kings Island Family Entertainment Center, Cincinnati, Ohio. It will commemorate the Spirit of Competition that typifies America. That same spirit prevails in our business philosophy.

Our success and profits grow by competing in the expanding areas of family entertainment. Taft Broadcasting is more than radio and TV stations. We're also Hanna-Barbera Productions and themed amusement parks.

For complete information on our steady growth, write to Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

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Informing and entertaining the American family.

Scouts still out

With White House staff still unready to make recommendations to President Carter for appointment to FCC seat now held by Margita White, names of Republican women who have been interviewed for that job continue to surface. One is Jane Lockshin, director of planning analysis for Singer Co., New York. Mrs. Lockshin, economist, previously worked for RCA. She was interviewed at White House several weeks ago, is said to be among those still under consideration. Another is Rosalyn Oakes, member of Vermont Public Service Board. Some reports have it that she is no longer among live candidates, but Mrs. Oakes says her supporters, who include members of Vermont congressional delegation, have been told by White House she is still under consideration.

White House apparently is recruiting talent scouts from other agencies in search for candidates. Mrs. Lockshin, for instance, was contacted initially by Paul Bortz, deputy assistant secretary of commerce for communications and information, after her name came up in discussion among officials of that agency. It may be month before President gets list from which to choose.

745,000 per point

Nielsen network rating point in season opening this month will be worth 745,000 TV homes, up 2% from 729,000 in past season. Nielsen estimates U.S. TV homes at 74.5 million (excluding Hawaii and Alaska), or 97.7% penetration of continental U.S. homes. Persons aged 2 and over in TV households are estimated at 204,660,000, up marginally from 203,990,000 in past season, while women 18-49—one of leading demographics—are put at 48,420,000, up 1%. New estimates became effective Sept. 1.

Tightrope

Cautionary letter to members from National Association of Broadcasters radio board chairman, Walter May (see page 20), underscores association's dilemma in dealing with Communications Act rewrite. Suspicions are being aired that House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) is trying to drive wedge between radio and TV halves of association with constant reminders that rewrite offers radio broadcasters more than they ever dreamed possible. He has found friend in National Radio Broadcasters Association, which, saying it is tired of riding TV's coattails, will go along with Mr. Van Deerlin, with some reservations.

It is those reservations that NAB wants to play up. Proposed license fee, ownership restrictions and EEO provision (requiring commission to contemplate revocation of radio license for failure cited by any EEO enforcement authority) are bad bargains for radio, NAB argues. Association has trouble with daytime broadcasters, who are being assured by Mr. Van Deerlin that bill favors their fight for full time, but NAB officials say their message is getting through to most radio operators. At association's rewrite meetings across country in July and August, officials say, there was "healthy skepticism" among 400 broadcasters who attended—both radio and TV.

High crime?

Space-age technology could be source of new headaches for broadcasters using it. Anyone with earth station apparently can intercept and make use of program material being transmitted by satellite. And that is not theoretical problem. ABC and RCA have complained to FCC about cable television system that they say "pirated" ABC Sports production being sent by RCA Americom domestic satellite, and put it on its lines even before ABC telecast it. "Obviously," says letter from ABC counsel to commission, "this was improper."

ABC is urging commission to consider rule banning such pirating—it would specifically prohibit use of satellite transmissions by anyone not authorized by sender.

No takers

If FCC finds new chief engineer to replace Raymond Spence, whom broadcasters accused of antibroadcasting bias, person will have to renounce any ambition to become member of FCC itself. One highly placed Washington engineer was considered for post, but when he asked Chairman Charles D. Ferris for his endorsement for FCC vacancy that might occur after three years, he was reportedly turned down flat. Both Mr. Ferris and his Republican predecessor, Richard E. Wiley, have scanned field for Spence successor, without avail.

It's nice being No. 1

ABC-TV officials do not deny that shift of KSTP-TV Minneapolis-St. Paul from NBC to ABC (page 19) could be forerunner of several others—not necessarily from NBC-TV alone. Beyond admitting "conversations" within six-month negotiating period permitted under FCC regulations, ABC officials won't talk. Network affiliation contracts are for two years, with termination notice by either side six months prior to expiration.

Inhibitions

Ever wonder why TV networks, which own FCC's five-station limit on V's, don't go for one or two U's allowable under commission's multiple-ownership rules? Network sources say it's considered from time to time, but that there are several negative factors. Among them (in no particular order): Union contracts that networks have would run operating costs up far above those for comparable stations. There'd undoubtedly be affiliate-relations problems—if not affiliates' suits—in markets involved if network-owned U took over network affiliation. On other hand, if U were operated as independent, network might be said to have "two voices" in community.

Finally, in current regulatory climate, with both FCC and Congress emphasizing diversity, it might be difficult if not impossible to get FCC approval of acquisition. Both NBC and CBS once owned U's—"which," one source said, "might in itself be reason enough for them not to try again."

Down home

Bert Lance, deposed director of Office of Management and Budget, joined WXIA-TV Atlanta as commentator six months ago (BROADCASTING, Jan. 23) amid publicity barrage about bigger ratings for station and possible syndication. What happened? Not much. Except for brief flare of publicity when in magazine interview he blamed "Jewish ownership of the press" for heavy media coverage of Arab U.S. investments, he appears to be toiling away in journalistic obscurity, although station reports up to 100 letters a week in response to Lance commentaries.

Test case

Network program executives will be watching ABC-TV's rerun of *Roots* closely this week—and not for entertainment. Repeat showing of most successful miniseries ever aired will be prime test of ability to get more than one-run mileage from long forms. And with mini costs averaging maxi $800,000 or more per hour, networks want more than one-shot revenues.

Rerun performance of other minis has been decidedly unspectacular, and feeling is that if *Roots* can't do it, what will? It has fair shot at it, having been given year and half rest without being preceded by sequel (tentatively scheduled for first quarter, 1979).

Business Briefly

TV only

Kroger ☐ Grocery store chain is slotting four-month television effort to begin this month. Campbell-Mithun, Chicago, is placing spots in approximately 50 markets, using all dayparts. Target: women, 18 to 49.

McCulloch ☐ Chain saws will be subject of TV campaign in more than 30 markets starting later this month until early December, with Benton & Bowles, New York, arranging buy. Target: men, 25 to 54.

Amana ☐ Various refrigerator, air-conditioner and electric appliance products will get TV flights starting late this month and continuing for six-, eight- and 12-week flights, depending on market. Grey-North, Chicago, is placing spots in about 30 markets in fringe periods. Target: men and women, 25-54.

Albertsons ☐ Supermarket chain begins three-month TV campaign in late October. Foote, Cone & Belding/Honig, Los Angeles, will schedule spots in 14 markets during day, fringe and prime time. Target: women, 25-49.

Menley & James ☐ Pharmaceutical firm starts two-month TV drive for Contac cold medicine in late October. Ogilvy & Mather, New York, will select fringe periods in 12 markets. Target: women, 18 to 49, and adults, 18 to 34.

Ideal Toy Co. ☐ Company is launching record fall TV advertising campaign in about 150 markets, with varying start dates but the large bulk beginning in mid-September with placement by Helfgott, Towne & Silverman, New York. Target: children, 6 to 12, and women, 21 to 39.

Pennzoil ☐ Gumout carburetor cleaner will be spotlighted in nine-week TV flight beginning in early October. Eisaman, Johns & Law, New York, will place spots in about 30 markets in fringe and news periods. Target: men, 25-49.

Rep appointments

- ☐ KWTV(TV) Oklahoma City: Harrington, Righter & Parsons Inc., New York.
- ☐ Global Television Network, Ontario: Devney-O'Connor Inc., New York (for Eastern U.S., Chicago, Minneapolis and Detroit).
- ☐ KATT-AM-FM Oklahoma City: CBS-FM National Sales, New York.
- ☐ WLRG(FM) Roanoke, Va.: Selcom Inc., New York.
- ☐ WBRK-AM-FM Pittsfield, Mass.: The Queen Co., Boston.
- ☐ WQMT(FM) Chatsworth, Ga.: Southern Spot Sales, Raleigh, N.C.

Winchell's ☐ Donut division of Denny's prepares six-week TV promotion beginning in early October. Foote, Cone & Belding/Honig, Los Angeles, will seek spots in 22 markets during fringe, day and prime time. Target: women, 25-49.

Fine Jeweler's Guild ☐ Jewelry guild places six-week TV flight beginning in early November. Glenn, Bozell & Jacobs, Dallas, will select spots in 35-40 markets during news, fringe, prime and special time. Target: adults, 25-54.

San Giorgio ☐ Company focuses on its Delmonico macaroni in six-week TV promotion beginning this week. Creamer, New York, will handle spots in four markets during day and fringe time. Target: women, 25-54.

Deere & Co. ☐ Company's Snow Throwers will be spotlighted in four-week TV flight to be carried in approximately 50 markets, starting in mid-September. N W Ayer ABH International, Chicago, is agency. Target: men, 25 and over.

Dep ☐ Distributor of hair grooming products schedules four-week TV flight for its Dep Amino shampoo and conditioner starting this week. Asher-Gould, Beverly Hills, Calif., will place spots in Los Angeles, San Francisco, Dallas-Fort Worth, Houston and Boston. Target: total women.

Jack-In-the-Box ☐ Division of

Foodmaker-Ralston Purina Co. plans one-month TV drive starting in early September for its Jack-In-the-Box restaurants. Wells, Rich, Greene, New York, will schedule spots in three markets. Target: adults, 18-34.

Geo. A. Hormel □ Meat products group highlights its Cure/81 ham in four-week TV promotion beginning late this month. BBDO, Minneapolis, will arrange spots in eight markets during fringe and day time. Target: women, 25-34.

Wella □ Hair-care products group features its Wella Balsam shampoo in one-month TV flight beginning this week. James Neal Harvey, New York, will select spots in 20 markets during fringe and prime time. Target: women, 18-34.

NAPA □ National Automotive Part Association prepares three-week TV campaign beginning this week. Matthews, Cremins, McLean, Charlotte, N.C., will select spots in 100 markets during news, late fringe and prime access time. Target: adults, 18-49.

Noxell □ Company focuses on its Lestoil cleaning product in three-week TV campaign beginning in early September. Foote, Cone & Belding, New York, will buy spots in 50 markets during day and fringe time. Target: women, 18-49.

Jeno's □ Food products group places three-week TV promotion for its Jeno's frozen pizza starting this week. J.F.P. & Associates, Duluth, Minn., will arrange spots in five markets during fringe and prime time. Target: total women.

Taylor Wine □ Division of Coca-Cola starts two-week TV campaign in early October. Kenyon & Eckhardt, New York, will schedule spots in about 20 markets during prime, late news and late fringe time. Target: men and women, 18-49.

William G. Bell □ Food products group features its seasoning and stuffing products in two-week TV push starting in early October. Kenyon & Eckhardt, Boston, will place spots in 10 markets during day, fringe and prime time. Target: women, 25-64.

Comfort Enterprises □ Division of Herrmidifer plans two-week TV buy for its humidifiers starting in late October. Fondren/Miller, Lancaster, Pa., will arrange spots during fringe and prime time. Target: adults, 25-49.

VWI Corp. □ Van Wyck International, electric appliance company, slates one-week TV push beginning in December. Trans America Media, New York, will handle spots in at least 44 markets during day, fringe and prime time. Target: women, 18-49.

'Midnight/Globe' □ Thirteen-week TV campaign is breaking on all six VHF commercial TV stations in New York this month in latest phase of $1.5 million circulation-building campaign for *Midnight/Globe*, two-million-circulation weekly supermarket tabloid. Certified Advertising Inc., New York media-buying service, is placing spots on or adjacent to talk-variety shows and local early and late news shows and daytime game programs. Target: women, 21 to 54.

Radio only

Washington Dairy Products Commission □ Commission launches eight-week radio campaign in mid-September. Ricks-Ehrig, Seattle, will handle spots in 15 markets. Target: adults, 18-34.

Eddie Bauer Stores □ Subsidiary of General Mills arranges six-to-eight week radio buy for its Eddie Bauer outdoor garments and equipment, starting this month. George Lowe Adv., Seattle, will schedule spots in seven markets. Target: men, 25-54.

Eastern Airlines □ Six-week radio effort is being launched this month spread over eight-week period. Young & Rubicam, New York, is scheduling commercials in about 15 markets. Target: men, 35 to 49.

General Motors □ Car manufacturer slates six-week radio push beginning this week. Campbell-Ewald, Los Angeles, will seek spots in 16 California markets including San Diego and San Francisco. Target: men, 25-54.

Chock Full O'Nuts □ Coffee company arranges six-week radio flight beginning this week. Peerless Advertising (in-house agency) New York, will pick spots in Los Angeles, Chicago and San Francisco. Target: women, 25-54.

Ben Hill Griffin □ Company features its Orange Nip drink in six-week radio drive starting this month. Louis Benito Advertising, Tampa, Fla., will select spots in Chicago, Atlanta, Milwaukee and Tampa. Target: women, 25-54.

Pacific Bartlett Pear Growers □ Group places six-week radio promotion beginning this month. Evans/Pacific, Portland, Ore., will buy spots in 50-60 markets including Boston, New York, St. Louis and New Orleans. Target: women, 18 and over.

Sun Co. □ Sunmark Industries petroleum division arranges six-week radio flight starting in late October. Lewis & Gilman, Philadelphia, will seek spots in Pittsburgh and Cincinnatti. Target: men, 35-64.

Ovaltine □ Company launches four-week radio promotion beginning in late October, for its regular Ovaltine and hot cocoa mix. TBWA/Baron, Costello & Fine, New York, will pick spots in 42 markets including Dallas, Phoenix, Philadelphia and Seattle. Target: women, 18-49.

Seth Thomas □ Clock and watch manufacturer slates four-week radio buy starting in November. Max Falk Associates, New York, will handle spots in New York, Chicago and Los Angeles. Target: men, 35 and over.

Dribeck Importers □ Beck's beer gets three-week radio drive beginning in late September. Della, Femina, Travisano & Partners, New York, will seek spots targeted to men, 18-49.

BAR reports television-network sales as of Aug. 20

ABC $861,309,700 (36.3%) □ CBS $784,305,300 (33.0%) □ NBC $728,249,000 (30.7%)

Day parts	Total minutes week ended Aug. 20	Total dollars week ended Aug. 20	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.	144	$ 936,300	4,778	$ 34,080,800	$ 29,786,100	+ 14.4
Monday-Friday 10 a.m.-6 p.m.	1,019	15,083,700	33,609	531,416,800	478,380,200	+ 11.1
Saturday-Sunday Sign-on-6 p.m.	284	5,359,400	10,164	247,942,300	225,395,700	+ 10.0
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,192,500	3,376	134,632,000	118,471,800	+ 13.6
Sunday 6 p.m.-7:30 p.m.	18	947,200	689	38,292,800	33,755,400	+ 13.4
Monday-Sunday 7:30 p.m.-11 p.m.	416	30,153,400	13,740	1,230,215,500	1,087,555,300	+ 13.1
Monday-Sunday 11 p.m.-Sign-off	226	4,950,300	7,289	157,284,700	145,471,400	+ 8.1
Total	2,207	$60,622,800	73,645	$2,373,864,900	$2,118,815,900	+ 12.0

Source: Broadcast Advertisers Reports

Monday Memo®

A broadcast advertising commentary from William H. Lynn, senior vice president of Ketchum, MacLeod & Grove, New York

A new way to deal with the new world of TV

It would be an understatement to say that network television has undergone some changes in the last three years.

We have gone from a world of predictable network standings—CBS, followed by NBC, with ABC bringing up the rear—to a complete reversal which finds ABC winning four and five nights a week and delivering eight of the top 10 shows for any audience demographic you want to read.

We have gone from a world of a prime-time "fall season" and "second season" plus a few summer replacements to a situation where schedules are uprooted virtually on a week-to-week basis, where program stunting is the rule rather than the exception.

We have seen the cycle shift from a buyer's market where we negotiated a bottom line price—usually at a good advantage if the buyer were even half bright—to a sophisticated seller's market of price/demand curves plotted out by network financial geniuses bent on extracting every last dollar from the unwary buyer's pocket.

With 20/20 hindsight, it is obvious that the broadcast negotiators and program buyers used to live in a fairly predictable world, although at the time we thought it quite volatile. Little did we know how volatile it was going to become. We looked at pilot films and estimated program shares and audience demographics with reasonable assurance that unless the show was a real turkey, it would be on the air for the year.

While demographics were important, we dealt only with broad audience cuts. And knowing that the networks themselves had certain audience characteristics that flowed from show to show made our demographic estimating easy.

While the networks and their audiences had a good degree of stability, so did HUT (homes using television) levels. It was very easy to calculate next year's HUT level by extrapolating from the previous year's.

That's the way the TV world was. We predicted the future by drawing heavily on the past. But that past has been swept away and those of us who work in the medium have to find new guideposts and new ground rules for making our judgments; not only did the network relationships and scheduling techniques change, but Nielsen compounded the problem by sample changes that injected an unheard-of fluctuation into HUT levels, making them as difficult to predict as program ratings.

Clearly something had to be done to sharpen our program and audience estimating ability and enable us to keep them abreast of this constantly changing world.

William H. Lynn is corporate senior vice president of Ketchum, MacLeod & Grove. He is based in New York where he directs the network television negotiating for all KM&G clients. He is also media director of the New York office. Prior to joining KM&G, Mr. Lynn was vice president of marketing for American National Enterprises, New York, a theatrical motion picture company, as well as vice president and associate director of TV programing at BBDO.

At Ketchum, MacLeod & Grove we found the solution in the development of NET-PAK, a computer analysis program written by one of our top media research people. With it we could:

- Analyze 10 different audience demographics on a program-by-program basis.
- Obtain rating estimates for every prime-time network program on the schedule for each of the 10 demographics on a week-by-week basis.
- Account for rating, demographic and HUT level changes due to special program situations such as sweep weeks and baseball's World Series.
- When prices were entered into the program, it could tell the buyer which weeks would be the most efficient to buy any individual program for any desired demographic.

The refinements contained in this program enabled us to construct network TV plans on a commercial-by-commercial, week-by-week basis for any audience in order to optimize audience delivery within the budget and brand flighting constraints.

We had the program and we thought it would work. But we had to find a way to test it, because all the theories and printouts in the world were worth nothing if they didn't deliver on the bottom line with better plans and more efficient expenditure of our client's dollars.

We ran three tests where someone negotiated without NET-PAK, and the plan was checked via the computer program. When the buyer had come to what he thought was the bottom line, he was given access to NET-PAK for the final round of negotiation. The final effort in each test looked very different from and was demonstrably more efficient than what had gone before without access to the program. In terms of accuracy it enabled us to estimate audience within plus or minus 3%, on a demographic such as women 18-49.

Not very scientific, you might say. Perhaps not, but in practical terms it has enabled us to buy network TV better for our clients on an order of 2½%-3%. How would you like to have an extra 25 or 30 thousand dollars to spend for each million dollars of budget, or better still have the option of putting it into profits if you had made your rating point goals? Those are the kind of options we were able to give our clients with NET-PAK.

Though someone jokingly (or maybe seriously) suggested that we hook up our computer with the networks' computers and let them negotiate the deals without having people involved to foul things up, we are not heading for the world of 2001. All we are dealing with are giant "sorters" that can look over the endless possibilities you and I could never have time for. The big trick is to give it the right inputs. With those inputs, and a willingness to build plans based on our program evaluations rather than the network offerings, we can go a long way toward mitigating some of the more adverse effects of the continuing cost spiral.

But perhaps the most fascinating thing of all is that we are already at work on an even more sophisticated version of the original NET-PAK. With it we will input actual ratings into the program and use them as a basis for continuing revision of original estimates on a weekly basis. Besides increasing our negotiating accuracy, this new program will enable us to handle product allocations in a corporate buy based on the most up-to-date audience information available, which should make a significant contribution toward eliminating variances in individual brand delivery in any given flight.

We have come a long way from the TV world of three years ago, but it is highly probable that three years from now we will look back on today as the "easy time of our lives," and the computer programs we are so proud of now will be obsolete. We do a lot of running just to stay in place.

Datebook®

■ indicates new or revised listing

Also this week

Sept. 5—New deadline for comments in *FCC* inquiry into fairness doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 6.

■ **Sept. 6**—Règional meeting of *American Women in Radio and Television.* Fay Bergen, deputy commissioner on banking, will be guest speaker. 11:30 a.m., Governors Mansion, 990 Prospect Avenue, Hartford, Conn. Information: (203) 527-3233.

Sept. 6-8—*National Association of Broadcasters* seminar on labor relations. Wisconsin Center, University of Wisconsin, Madison.

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

Sept. 7—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters.* Benson hotel, Portland, Ore.

Sept. 8—*House Communications Subcommittee* field hearing on Communications Act rewrite. Trenton, N.J.

Sept. 8-9—*South Dakota Broadcasters Association* 12th annual Broadcasters Day. South Dakota State University campus and Staurolite Inn, Brookings, S.D.

Sept. 8-10—*Oklahoma Country Music Association* convention. Southgate Inn, Oklahoma City.

Sept. 9—Meeting of region 11 of *Radio Television News Director Association.* Marriott, Springfield, Mass.

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

Sept. 10-12—Western chapter convention of *National Religious Broadcasters.* Los Angeles Marriott hotel, Los Angeles. Information: Dr. Elliott Cole, Box 100, Arroyo Annex, Pasadena, Calif. 91109.

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

Also in September

Sept. 11-17—Philadelphia International Film Festival and Exposition of *International Association of Motion Pictures & Television Producers.* Sheraton hotel, Philadelphia. Information: Larry Smallwood Jr., (215) 849-2716.

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

Sept. 13-15—*National Association of Broadcasters* executive forum. Sheraton Convention Center, Reston, Va.

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

■ **Sept. 14**—National Town Meeting featuring Lowell Thomas. Meeting is series of Thursday morning discussions of current topics under grant from *Mobil.* Kennedy Center for the Performing Arts, Washington.

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

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

Sept. 15—Deadline for comments on question of whether *FCC* should reimburse expenses of outside participants to enable a broader range of views to be presented at FCC rulemaking proceedings (Docket 78-205). Replies are due Oct. 15.

Sept. 15—*Pacific Pioneer Broadcasters* luncheon to present Carbon Mike Award to veteran radio-TV personality Pat Buttram. Sportsmen's Lodge, Studio City, Calif.

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

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

Sept. 17-20—*National Radio Broadcasters Associ-*

ation annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

Sept. 18-19—*National Association of Broadcasters* seminar on directional antennas. Airport Holiday Inn, Cleveland.

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

Sept. 20—Season's first newsmaker luncheon of *International Radio and Television Society*, with address by FCC Chairman Charles Ferris. Waldorf Astoria hotel, New York.

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

Sept. 20-22—Fall meeting of *Minnesota Broadcasters Association*. John Summers, National Association of Broadcasters executive vice president, and Earl Stanley of Dow, Lohnes & Albertson will speak. Holiday Inn, Bemidji, Minn.

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

Sept. 21-22—Annual broadcast symposium of *IEEE Broadcast, Cable and Consumer Electronics Society*. Washington hotel, Washington. Information: Ogden Prestholdt, (202) 296-2315.

Sept. 22-23—*Common Carrier Association for Telecommunications* second annual multipoint distribution service seminar. Marriott Twin Bridges hotel, Washington. Information: Richard L. Vega, (301) 728-6697.

Sept. 22-24—Southwest area regional meeting, *American Women in Radio and Television*. Fairmont hotel, New Orleans.

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

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

Sept. 23—*House Communications Subcommittee* field hearing on Communications Act rewrite. U.S. Court of Appeals building, New Orleans.

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

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

Sept. 25-27—*Council of Better Business Bureaus* eighth national assembly. Theme will be "Advertising and the Public Interest." Among speakers and participants will be Leonard Matthews, Young & Rubicam National; Alfred R. Schneider, ABC; Barton Cummings, Compton Advertising; Howard Bell, American Advertising Federation; James C. Nelson, Hoefer, Dieterich & Brown; Charles Stuart, Bank of America; Karl Koss, General Electric; Ray D. Genette, Chevron USA; Archa A. Knowlton, General Foods; William A. Dyer Jr., Indianapolis Newspapers; and Kenneth Schwartz, Opinion Research Corp. Allen Neuharth, Gannett Co., will be featured speaker. St. Francis hotel, San Francisco.

Sept. 25-29—Seventh International Broadcasting convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society* and *Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

Sept. 26—*American Council for Better Broadcasts* public conference, "TV Is a Member of Your Family." United Seminary, Dayton, Ohio. Information: ACBB, 120 East Wilson Street, Madison, Wis. 53703.

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

■ **Sept. 27-28**—*National Association of Broadcasters/NABOB* seminar for black stations owners. NAB headquarters, Washington.

Sept. 27-30—Fall meeting, *Pennsylvania Cable Television Association*. Host Inn, Harrisburg.

Sept. 28-29—Midwestern chapter convention of *National Religious Broadcasters*. Hyatt Regency, Indianapolis. Information: Ken Hettinga, Box 212, Suring, Wis. 54174.

Sept. 29—National symposium on Teacher Guides to Television parent participation TV workshop project, sponsored by *WRC-TV Washington*. FCC Commissioner Abbott Washburn will be keynote speaker. L'Enfant Plaza hotel, Washington.

Sept. 29—*Society of Broadcast Engineers* regional convention. Syracuse (N.Y.) Hilton Inn. Information: C.F. Mulvey, WIXT(TV) Syracuse.

Sept. 29-30—50th annual "Ruffian Reunion" to celebrate WRUF(AM) Gainesville, Fla., 50th year. University of Florida, Gainesville.

Sept. 29-Oct. 1—West Central area regional meeting, *American Women in Radio and Television*. Hilton Plaza Inn, Kansas City, Mo.

Sept. 29-Oct. 1—*Massachusetts Broadcasters Association* convention. Speaker: Representative Edward J. Markey (D-Mass.), member of Communications Subcommittee; Marion Stephenson, vice president, NBC Radio; James Gabbert, president, National Radio Broadcasters Association.

Sept. 29-Oct. 1—Western area regional meeting, *American Women in Radio and Television*. Huntley Lodge, Big Sky, Mont.

Sept. 30—Deadline for entries in *Atomic Industrial Forums* Forum Awards for significant contributions by news media to public understanding of atomic energy. Information, entry forms: Mary Ellen Warren, AIF, 7101, Wisconsin Avenue, Washington 20014, or Myra Shaughnessy, AIF, 103 Park Avenue South, New York 10017.

October

Oct. 1—Deadline for entries, *U.S. Television Commercials Festival*. Information, entry forms: 1008 Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.

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

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

Oct. 2—Deadline for comments on *FCC* inquiry into fund-raising for educational broadcasting stations (Docket 21136). Replies are due Nov. 1.

■ **Oct. 3-5**—Eighth annual conference of *Western Educational Society for Telecommunications*. Red Lion Inn, Sacramento, Calif. Contact: Doree Steinmann, Consumnes River College, Sacramento 95823.

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

Oct. 4-5—*Ohio Association of Broadcasters* license-renewal workshop and fall convention. Speakers will include Representative Tom Luken (D-Ohio) and Jane Pauley of NBC-TV. Marriott East, Columbus, Ohio.

Oct. 4-6—*National Association of Broadcasters* television code board meeting. Harbor Town, Sea Pines Plantation, Hilton Head Island, S.C.

Oct. 4-6—*Nevada Broadcasters Association* annual convention. Hyatt-Tahoe, Lake Tahoe, Nev.

Oct. 5—Forum on the development and application of a marketing information system, sponsored by *Advertising Research Foundation, Business Advertising Research Council*. Headquarters of Cincinnati Inc.

Major Meetings

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

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

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel. 1979 conference will be at Caesar's Palace, Las Vegas; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Sept. 25-29—Seventh International Broadcasting convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society* and *Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

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

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

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

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

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

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

March 9-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

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

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

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

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

June 8-13, 1979—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

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

Where Things Stand

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

Advertising legislation. House-Senate conference committee working on long-pending energy bill has compromised House provision stopping electric and natural gas utilities from passing on costs of institutional, promotional and political advertising to consumers, so that matter is left to state regulation. New draft says states can institute advertising restrictions within two years, with federal government permitted to act as intervenor in rate regulation. Measure his to be returned to both houses of Congress for final approval. In other legislation, Senator Edward Kennedy's (D-Mass.) Health Subcommittee has deleted provision from its health reform bill that would have required nutritional messages in certain broadcast commercials.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), in comments filed earlier this year with FCC regarding proposed systems for AM stereo broadcasting, concluded that systems it tested—Magnavox, Motorola and Belar Corp.—all worked and differences among them were "consequence of proponents' system-design philosophy." Systems not involved in the NAMSRC testing have been proposed by Harris Corp. and Kahn Communications. NAMSRC (made up of representatives of National Association of Broadcasters, National Radio Broadcasters Association, Electronic Industries Association, Institute of Electrical and Electronics Engineers) and other broadcast groups, public, equipment manufacturers and auto makers were overwhelmingly in favor of idea in general (BROADCASTING, Jan. 9). At NAB convention workshop, industry people were predicting FCC decision on AM stereo system by beginning of next year (BROADCASTING, April 17).

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, are fighting on; Justice has asked court to consolidate cases and proposed agenda that calls for trial beginning Oct. 16 (BROADCASTING, Nov. 28, 1977). CBS and NBC have asked court to dismiss suits (BROADCASTING, April 3). Federal Trade Commission has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31).

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

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

Blanking intervals. FCC in June issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (up to 23) for vertical and .66 microsecond tolerance (up to 12 microseconds) for horizontal to give industry time to correct problem. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed in August to "identify problem areas and recommend corrective action" to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups.

Broadcasting in Congress. Path has been cleared finally to open House of Representatives debates to daily live broadcast coverage, but not in way satisfying to broadcast news operations. House voted 235 to 150 to control broadcast feed of its chamber proceedings itself, rather than let network pool produce it (BROADCASTING, June 19). Partly as effort to win networks' sympathies, House committee headed by Charles Rose (D-N.C.) has upgraded TV plan ("Closed Circuit," Aug. 21), in hopes of producing TV feed of sufficient quality and variety to entice regular commercial broadcast use. House proceedings are already available to radio broadcasters, who are permitted to pick up audio by way of House's public address system. In Senate, there has been no action on similar proposals for live broadcast coverage, but that body took unprecedented step early this year of letting radio in to cover its debate on Panama Canal treaties (BROADCASTING, Feb. 13 et seq.).

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (BROADCASTING, March 20); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry (BROADCASTING, June 26). On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) put off indefinitely introducing bill to give cable "legislative mandate" while House Communications Subcommittee works on issue in its rewrite of Communications Act.

Carter use of broadcasting. President has held 37 televised press conferences since assuming office, averaging more than campaign promise to hold them twice monthly. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks; more such exposure can be anticipated with official return to Carter camp of campaign media adviser Gerald Rafshoon (BROADCASTING, May 29).

Children's advertising. Federal Trade Commission has instituted rulemaking looking toward ban on advertising on television to children under age 8, prohibition of ads for highly sugared products and obligatory counteradvertising for sugared-product spots that are permitted (BROADCASTING, March 13). Comments on proposal are due Nov. 24. Hearings will be held Jan. 15 in San Francisco and Jan. 29 in Washington. Strongest reaction to date has come from House and Senate Appropriations Committees, former having amended its FTC appropriation bill to prohibit commission from banning advertising for foods that Food and Drug Administration deems safe (BROADCASTING, May 29). Entire appropriation was tabled on House floor because of parliamentary problem, but fight will be revived in House-Senate conference committee. Senate's FTC appropriation bill is accompanied by warning that proposed children's advertising rule poses potential First Amendment conflict. FCC, meanwhile, has reopened its inquiry into whole spectrum of children's television (BROADCASTING, July 31); comments are due Nov. 1.

Communications Act rewrite. House Communications Subcommittee is nearing end of hearings on basement-to-attic rewrite of Communications Act, introduced in June by subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (Fla.). (BROADCASTING, June 12). Meeting every week since mid-July, subcommittee, has heard from present and former FCC commissioners, administration, broadcasters, cable and common carrier industries and citizen groups (BROADCASTING, July 24, et seq.). Broadcasting chapter of proposed new act, H.R. 13015, is set for hearings week of Sept. 11. Bill proposes radical reforms, primarily designed to deregulate broadcasting and other communications industries, but at same time would institute new procedures that broadcasters find objectionable—for instance, new license fee that all users of spectrum would have to pay government. First try at fee schedule for broadcasters was generally panned (BROADCASTING, July 24 and 31). Mr. Van Deerlin said it and rest of bill will go back on drawing board for alterations before being submitted to subcommittee for mark-up early next year (BROADCASTING, Aug. 14).

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19). Legislation (H.R. 5577) also has been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and to bar divestiture of crossowned media.

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

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, and rulemaking proposal in this area languishes at commission. In broadcast EEO area, comments have been filed on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry (BROADCASTING, May 1). As for FCC's internal EEO: It's poor, according to report by Citizens Communications Center, which contended that top jobs are held by white males (BROADCASTING, April 3).

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

FCC fees. Commission has embarked on effort to determine how much of $163 million in fees it received between 1970 and 1976 was collected illegally and to make necessary refunds. It is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Original schedule called for refunds to begin last month; that deadline has now slipped to "late fall" (BROADCASTING, June 5). Broadcasters' share of fees paid to FCC is estimated at $47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

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

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

License renewal legislation. House Communications Subcommittee's rewrite of Communications Act, with its provision for indefinite license terms for radio and five-year terms for TV (also becoming indefinite after 10 years), supersedes bills in House seeking to lengthen license terms and make broadcast licenses more secure against challenges. House subcommittee will not deal with renewal issue separately from rewrite. Senate Communications Subcommittee, meantime, shows little interest in issue, although renewal bills broadcasters seek are pending there—including one by Commerce Committee ranking Republican, James Pearson (Kan.), to lengthen license term to five years and require FCC to renew license if station's programing is responsive to the community and if operation of the licensee's station in previous term has been without "serious deficiencies."

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

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (BROADCASTING, Aug. 21, 28). Committee's negotiations for new Broadcast Music Inc. licenses are temporarily in abeyance. In TV, similar all-industry committee is negotiating for new TV-station licenses with ASCAP, expects to negotiate later with BMI, meanwhile has conferred informally about it with Justice Department, which is party to consent decree governing ASCAP's operations. In network TV, ASCAP and BMI have asked Supreme Court to review—and CBS Inc. has urged it not to—appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses (BROADCASTING, Aug. 28).

Network inquiry. FCC's network inquiry has begun as staff is in place at commission (BROADCASTING, July 31). Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime-time ratings averages, Sept. 5, 1977-Aug. 24, 1978: ABC 18.7, CBS 17.2, NBC 16.6.

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

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

Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice has held two hearings on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (BROADCASTING, April 3 and May 29). Mr. Kastenmeier indicated he may hold still more, but has acknowledged that legislation's chances for passage are virtually nil, unless Senate shows some interest—which it has not done.

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

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

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum and major report sponsored by task force is out (see story, this issue). National UHF Broadcasters Association has held first membership meeting (BROADCASTING, March 18, 1977). Commission has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (BROADCASTING, Dec. 19, 1977).

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

Open Mike®

Spoken from the heartland

EDITOR: So William H. Ginsberg, the newly appointed economic assistant to FCC Chairman Charles Ferris, thinks that the grant of a broadcast license is a "great gift to the broadcaster, and is there some way to introduce more competition into broadcasting (BROADCASTING, July 24)?" Well now, this is the last kind of "economic assistance" that broadcasters need from another Ivy League bureaucrat who is apparently stuffed full of way-out, liberal, give-away theories but is sadly lacking in practical business experience and just plain common sense.

Mr. Ginsberg might be interested to know that many small-town radio broadcasters started by risking and mortgaging everything they owned and then borrowing even more. If this earns a "great gift" so be it.

And as regards competition, the marketplace takes care of this very well, thank you. In our small town of Charlotte, population about 9,000, there are nine AM and FM radio stations [from nearby Lansing, Mich.], all soliciting business along with the *Lansing State Journal*, three Lansing and Battle Creek TV stations and several weekly newspapers and shoppers. Even Mr. Ginsberg should agree that this is more than enough competition.

As a matter of fact, Mr. Ginsberg probably makes twice the salary of the average small-town broadcaster, and all he has to do is sit back and dream up new ways to offer "economic assistance." But we can do well without his brand of this commodity. And to think that the taxpayers, including broadcasters, are paying for this, too.

As a closing thought, if all departments of the federal government could ever rid themselves of all the starry-eyed, addle-brained raft of bureaucrats now so evident, the national budget could be balanced in no time with resulting prosperity for everybody—maybe even Mr. Ginsberg.—*Roy McLean, president emeritus,* WCER-AM-FM *Charlotte, Mich.*

(William Ginsberg was hired as an "expert", a spokesman says, in communications industry economics, at a salary of $180.88 per day.)

Didn't survive the cut

EDITOR: In your Aug. 7 special report on football, I could not find reference to the unique situation in St. Louis where there were no local television broadcasts of Cardinal preseason games.—*Thomas A. Poelker, St. Louis.*

(For space reasons, a paragraph was deleted from the end of the story. Along the lines of the July 31 "Closed Circuit," it reported that for the second year in a row, the Cardinals would be the only National Football League club without preseason coverage on local television. In 1977, the team rejected three bids for rights, claiming offers were too low. This year a spokesman for the Cardinals said Charles V. Bidwell, managing partner, is worried about overexposure.)

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Top of the Week

ABC-TV bags largest game yet in affiliation hunt: KSTP-TV

Pioneer station in Minneapolis drops NBC after 30 years despite pleas from Silverman and Adams; it's 19th affiliate to switch to ABC since ratings ascendancy

ABC-TV pulled the biggest coup in its long campaign to upgrade its affiliate list last week by signing KSTP-TV Minneapolis-St. Paul away from NBC-TV.

The signing, despite the personal intervention of NBC President Fred Silverman, brought to 19 the number of affiliates ABC has taken from rival networks since it took over top perch in the prime-time ratings two and a half years ago. Most, although not all, of those changes came on ABC's initiative.

Despite the earlier victories in ABC's affiliation campaign, in the view of most observers none could compare with the acquisition of KSTP-TV, billed as the third television station to go on the air in the U.S., the country's first all-color station, the first with a regularly scheduled daily news program, the first with news in color, an NBC affiliate for 30 years and owned by a pioneer operator, Hubbard Broadcasting Inc., whose AM affiliation with NBC goes back 50 years.

In addition, KSTP-TV has the dominant news operation in the market, ranked the 14th ADI, and one of the strongest in the country—which ABC clearly hopes will provide rub-off benefits for its own third-place newscasts.

"Unless they sign an NBC or CBS O&O," one observer said, "they'll have a hard time topping this one."

The importance both sides attached to the new alliance was reflected in the fact that the announcement, usually made by presidents or vice presidents, was made in this case by Leonard H. Goldenson, chairman of ABC Inc., and Stanley E. Hubbard, 81-year-old founder and still chairman and chief executive officer of Hubbard Broadcasting.

KSTP-TV's decision to go with ABC was made last Monday, despite a visit the previous week by NBC President Silverman, Vice Chairman David C. Adams and Ray Timothy, executive vice president for affiliate relations. They flew out in a plane owned by RCA, NBC's parent company, for a special presentation to dissuade Mr. Hubbard and his son, Stanley S. Hubbard, president and general manager of the Hubbard stations, from changing.

"They're all fine people," Stanley S. Hubbard said last week, "and they made an excellent presentation."

But, obviously, so did ABC's people, and Mr. Hubbard said he felt a special compatibility with that network.

"We at KSTP-TV have prided ourselves on our reputation as young, aggressive broadcasters, as programers with imagination, with a feeling of responsibility to our community. ABC is not afraid to try the new and different, and we feel its management is most compatible with our philosophy," the younger Mr. Hubbard said.

Stanley E. Hubbard said that "ABC's leadership over the past seasons was a consideration" but that "ABC's long-range potential for continuing that leadership" was the deciding factor.

"We feel ABC is the network of the future. It has the strongest management team in broadcasting today and therefore has been able to give much more thought to future planning for its audience needs and interests."

NBC officials said part of their trouble in holding onto the channel 5 station was that KSTP-TV wants to extend its range with a network of translators that would get into two areas where NBC-TV has affiliates but ABC-TV does not: Alexandria, Minn., and Eau Claire, Wis. They said KSTP-TV hoped to put in perhaps as many as 30 translators, which it could do as an ABC affiliate but would have to cut back to six or seven as an NBC outlet, in view of NBC's affiliations in Alexandria (KCMT[TV]) and Eau Claire (WEAU-TV).

A big part of NBC's pitch was that its ratings are going to rise and ABC's will decline, and that this, coupled with the translators that would be possible as an NBC affiliate, would largely if not wholly offset the audience gains from moving to ABC and installing the larger number of translators. NBC officials urged the Hubbards to wait at least a year or so before making a final decision.

But late Monday afternoon the elder Mr. Hubbard called them and told them the move to ABC was on.

In on the contract sessions with the Hubbards were James E. Duffy, ABC-TV president, and Robert F. Fountain, ABC vice president in charge of affiliate relations, who had been ABC's principal negotiator in the deal.

The younger Mr. Hubbard confirmed last week that he plans to build a network of translators, and intended to do so regardless of the KSTP-TV affiliation—and, in fact, applied for one in Alexandria some time ago. He would not confirm that the total number might reach 30, saying final plans have not been decided on.

Just when the affiliation change will take place depends in part upon when NBC-TV settles on a new affiliate in the market. Its contract with KSTP-TV runs to next March 5—which is also said to be termination date of ABC's contract with its current affiliate, KMSP-TV (channel 9). There are two other commercial V's there: WCCO-TV (channel 4), which is affiliated with CBS-TV, and Metromedia's WTCN-TV (channel 11), an independent.

NBC officials said they intended to

From one to another. ABC's tally of station changes, not including satellites, since Jan. 1, 1976, follows ("acquired" means ABC obtained a primary affiliate in a market where it had no primary before; "switch" means a change of primary affiliations within a market):

1976—acquired KRGV-TV Weslaco, Tex., ch. 5, from NBC on March 15; acquired KEVN-TV Rapid City, S.D., ch. 7, from CBS on July 11; switched to KXLY-TV Spokane, ch. 4 and formerly with CBS, on Aug. 8; acquired KXLF-TV Butte, Mont., ch. 4, from CBS Aug. 30; took on two new stations—KDUB-TV Dubuque, Iowa, ch. 40, and WECA-TV Tallahassee, Fla., ch. 27—on Sept. 12 and Sept. 16, respectively.

1977—acquired WBOY-TV Clarksburg, W. Va., ch. 12, from NBC on Jan. 3; switched to WISN-TV Milwaukee, ch. 12 and formerly on CBS, March 27; switched to WPRI-TV Providence, R.I., ch. 12 and formerly with CBS, and to KGTV(TV) San Diego, ch. 10 and formerly NBC, both on June 27; acquired WCBI-TV Columbus, Miss., ch. 4, from CBS Aug. 28; acquired KWTX-TV Waco, Tex., ch. 10, from CBS Sept. 4; switched to WBRZ-TV Baton Rouge, ch. 2 and formerly on NBC, Sept. 5; switched to WTEN(TV) Albany, N.Y., ch. 10 and formerly on CBS, Oct. 23; switched to WAAY-TV Huntsville, Ala., ch. 31 and formerly on NBC, Dec. 11.

1978—acquired KOBI(TV) Medford, Ore., ch. 5, and KOTI(TV) Klamath Falls, Ore., both from CBS on May 1; switched to WSOC-TV Charlotte, N.C., ch. 9 and formerly on NBC, July 1; acquired KFPW-TV Fort Smith, Ark., ch. 40, from CBS, also July 1; acquired KTWO-TV Casper, Wyo., ch. 2, from NBC Sept. 1; acquired KSTP-TV Minneapolis-St. Paul, ch. 5, from NBC, effective date to be determined.

"weigh the values of all the stations that are available" before deciding on a new affiliation. The speculation was that if NBC chose KMSP-TV, the present ABC outlet, the exchange of affiliations would occur before the March 5 expiration of the contracts. If NBC did not choose KMSP-TV, however, it was speculated that KMSP-TV would hold ABC to the full term of its contract.

Hubbard Broadcasting will remain an NBC television affiliate in Albuquerque, N.M., where it owns KOB-TV. The younger Mr. Hubbard said last week that he had no intention of moving KOB-TV from NBC. Hubbard Broadcasting also owns independent WTOG(TV) St. Petersburg, Fla., and, in radio, an AM and FM in both Minneapolis-St. Paul and Albuquerque and an AM in Cypress Gardens, Fla.

KSTP-TV is the 21st station ABC has signed—not counting seven satellites—since Jan. 1, 1976, when its ascendancy to prime-time leadership began. Two of those were new stations; the rest came from the other networks—11 from CBS and eight from NBC.

At least two of the changes arose when stations defected from ABC: its acquisition of KXLY-TV Spokane, Wash., after CBS moved to KREM-TV Spokane in 1976, and ABC's acquisition of WISN-TV Milwaukee when CBS changed to WITI-TV Milwaukee in 1977. In addition, KMVT(TV) Twin Falls, Idaho, defected from ABC in favor of NBC in 1977.

ABC-TV now has 200 primary affiliates—up from 182 in January 1976. The signing of KSTP-TV doesn't change the total, but ABC isn't worrying about that. As ABC Inc. Chairman Leonard Goldenson said:

"There's no better way to begin the television season than with good news like this. KSTP-TV is a pillar in television annals, known nationally for its innovative spirit and foresight in broadcasting. This is a tremendous vote of confidence."

Van Deerlin buys new premise for radio fees

It comes from a broadcaster and is scaled to station power

A schedule of radio license fees drafted by a broadcaster and differing radically from the schedule proposed by the House Communications Subcommittee staff has been substituted for the original in the subcommittee's consideration of a rewrite of the Communications Act.

The plan, devised by Ray Livesay, chairman of the Daytime Broadcasters Association, would impose higher fees for some stations than those the subcommittee staff proposed (BROADCASTING, July 24), as in the case of a class I-B clear channel station, which under the staff proposal would pay $10,700 annually, but under the Livesay proposal would pay $20,400. In some cases the Livesay fees are lower. All class II full-time stations, for instance, would pay $10,700 a year under the staff proposal. But under the daytimers' they would pay anywhere from $600 to $6,000.

The proceeds from all AM's would be roughly the same under both proposals. Total AM fees under the daytimer plan would amount to $5,838,900, according to Mr. Livesay's calculations. Under the staff proposal they would total $5,403,710.

The chief difference between the two schedules is that Mr. Livesay took into account an AM station's power, while the subcommittee staff didn't. The result, subcommittee Chairman Lionel Van Deerlin (D-Calif.) wrote Mr. Livesay, is "far superior to the radio fee schedule put forward in the staff memo." Mr. Van Deerlin said the subcommittee would adopt the daytimer plan "as discussion fee schedules" and discard the staff's effort.

Under the daytimer proposal, AM's would be charged the following (the staff figures, for comparison, are shown in parentheses): I-A clear, 50 kw—$40,800 ($40,800); I-B clear, 50 kw—$20,400 ($10,700); class II full time: 50 kw—$6,000, 10-40 kw—$3,000, 5 kw—$1,800, 1-4 kw—$1,200, 0.25-0.9 kw—$600 ($10,700 for the whole category); class II daytime; 50 kw—$3,000, 10-40 kw—$1,200, 5 kw—$600, 1-4 kw—$400, 0.25-0.9 kw—$300 ($700 for the whole category); class III full time: 5 kw—$1,800, 1-4 kw—$1,200, 0.25-0.9 kw—$600; ($350 for the whole category); class III daytime: 5 kw—$900, 1-4 kw—$600, 0.25-0.9 kw—$400 ($250 for the whole category); class IV full time: 1 kw day, 250 w night—$600 ($211).

Mr. Livesay offered no changes in the FM fees, which are set in the staff proposal at $400 for class A FM's and $2,500 for class B and C. But he wrote Mr. Van Deerlin that such flat fees are inequitable. "We must realize that many of these small class A FM's ... gross less than $100,000 annually."

The above plan is Mr. Livesay's second choice of two plans he submitted to the subcommittee chairman. His other would charge all radio stations 0.1% of their annual gross revenues, a method he said has the twin advantages of being fair to all stations and of guaranteeing annual growth in fees of 10% in line with the radio industry's own growth record. Under that arrangement, he calculated, the collective radio payment of $2,693,581 in 1978 would increase to $18,121,046 by 1998.

But Mr. Van Deerlin rejected that proposal, because gross revenues reflect the quality of a station's programing and sales efforts, he said. It would be "wrong and unfair" to charge different fees to two stations of the same class in the same market, he wrote. "A spectrum fee should be related to the resource used and denied to others—not to how effectively the resource is used."

May on rewrite: Don't be too anxious to accept

NAB radio board chairman warns changes will probably be made; committee's hearing in Denver also hears broadcaster doubts

The chairman of the National Association of Broadcasters radio board, Walter May of WPKE(AM)-WDHR(FM) Pikeville, Ky., is urging radio broadcasters to restrain their glee over the proposed deregulation of radio in the Communications Act rewrite and refrain from getting on any rewrite bandwagons.

"I've heard a few radio friends of mine say that they think we ought to support this bill and throw the weight of the industry behind it ... I understand your reaction, and it's tempting to join you," Mr. May writes in this week's NAB newsletter, *Highlights*. But he won't join them, he says, because the bill is likely to undergo some changes that may not be good for radio in future drafts and committee markups in Congress.

The first draft of the bill has its problems, he says, chief among them the proposed license fee that broadcasters would have to pay for occupancy of the spectrum. The proposed fees for radio in a House Communications Subcommittee staff working paper "didn't look too bad," Mr. May says. But "I'm not prepared to concede that I should pay any additional fee to the government over and above the taxes I now pay."

Nor does he agree with the proposed tighter restrictions on ownership that would limit broadcast owners to five radio stations, and would bar most future AM-FM combinations in the same market. Mr. May says he is also disturbed by a provision in the bill that would require the proposed Communications Regulatory Commission to distribute licenses so that "each community in the United States, regardless of size, is provided with the maximum full-time local television and radio broadcasting services."

The rewrite is far more liberal with radio than with television, and has prompted one association, the National Radio Broadcasters Association, to announce its support for the measure. Mr. May, however, urges radio braodcasters to adopt the NAB rewrite stance which touches on both radio and television. That position, adopted by the NAB joint board at its June meeting this year, endorses only the parts of the new bill that it likes. It is a "flexible" position, Mr. May says.

"Let's get these [problems] straightened out before we go embracing this bill with open arms," he writes. "If you sign the first contract someone puts in front of you without a careful reading, you'll be a poor man right quick,"

Last week, other broadcasters were expressing doubts about the rewrite at the fourth of the Communications Subcommittee's field hearings on the bill in Denver. Stephen Heater of KSPN(FM) Aspen, Colo., president of the Colorado Broadcasters Association and a member of the NRBA board, said he isn't afraid of new radio competition in his market. "Let the people of Aspen rather than distant regulators determine their [broadcasters'] destiny, their standard of the seven dirty words and their need for alternative voices," he said. But he objected to the proposed ownership restrictions in the new bill and urged that the license fee, "if proper at all," not be made "confiscatory."

Robert Greenlee of KADE(AM)-KBCO(FM) Boulder argued that the grandfathering provision that protects existing AM-FM combinations will only serve conglomerates in the long run. Small owners, like himself, will eventually have to break up their properties under the bill, and local radio will suffer, he said.

Alvin Flanagan of KBTV(TV) Denver and Jay Gardner of KRDO-TV Colorado Springs argued that deletion of the "public interest standard" currently underpinning broadcast regulation would result in years of litigation and uncertainty over the purposes of the new act. Representative Timothy Wirth (D-Colo.), the subcommittee member who presided at the Colorado hearing, indicated he agreed that the standard should be reinstated in the bill.

Struggling to a consensus on TV clutter

Code board committee meets, plows through various proposals for reducing nonprogram time, hopes to have something concrete for full board meeting in October

The time-standards committee of the National Association of Broadcasters TV code board last week reviewed at least eight proposals for reducing TV clutter, but deferred action until later this month.

"It was about all we could do to go over them carefully in the four-hour meeting," one participant reported. The committee is to meet again Oct. 3, on the eve of the TV code board's three-day meeting at Hilton Head Island, S.C., and Michael Kievman of Cox Broadcasting, committee chairman, said he also planned to call an earlier session this month. The committee hopes to have a recommendation—or at least alternative recommendations—ready for the full board's Oct. 4-6 meeting.

Most of the plans centered on reduction of promos in prime time, although Mr. Kievman was said to have introduced one that was more complex and far-reaching, dealing with clutter in all or virtually all dayparts—including proposed changes in the Saturday-morning children's block.

NBC-TV was said by some participants to have backed away—or as one source put it, "did a 180-degree turn"—from its publicly announced advocacy of a reduction in prime-time nonprogram time to nine minutes from the present nine and a half. Herminio Traviesas, NBC vice president, broadcast standards policy, denied the nine-minute plan had been abandoned but pointed out that "if you have improper definitions [of nonprogram time] you don't accomplish anything." He declined to give details of the NBC proposal.

Other sources said Mr. Traviesas had offered alternative proposals: keep nonprogram time at nine and a half minutes but eliminate all exceptions except "a few minor ones," or cut it to nine minutes and permit certain exceptions—or, as a third alternative, adopt some other plan that would effectively reduce clutter.

ABC-TV and CBS-TV offered proposals anticipating no reduction of nonprogram time but tightening restrictions on promos that may be considered as program time ("Closed Circuit," Aug. 21). The Association of National Advertisers and the American Association of Advertising Agencies submitted plans said to center on their long-time insistence on 51 minutes of "pure" programing per prime-time hour. At least two other plans reportedly were offered by broadcasters.

In Brief

Four advertising and trade associations in another effort to have Federal Trade Commission Chairman **Michael Pertschuk disqualified** from participating in commission **inquiry into children's TV advertising,** last week sought help from U.S. district judge in Washington. Association of National Advertisers, American Association of Advertising Agencies, American Advertising Federation and Toy Manufacturers of America Inc. have asked Judge Louis Oberdorfer to issue preliminary injunction removing Chairman Pertschuk from inquiry. As they have before, groups charged Chairman Pertschuk with bias on issue.

□

Reporter **Myron Farber** of *New York Times* is out of jail; New Jersey Supreme Court last Wednesday **stayed his indefinite prison sentence** and suspended $5,000-a-day fine against *Times,* pending hearing tomorrow (Sept. 5) on lower court ruling that newsman must surrender notes and files dealing with murder case. Mr. Farber's been incarcerated and fine has been in force since Aug. 4. In related development, 30 media organizations, including National Association of Broadcasters, networks, American Society of Newspaper Editors, and newspapers, filed friend of court brief urging New Jersey Supreme Court to vacate contempt orders to which lower court subjected Mr. Farber and *Times.*

□

"ABC-TV's '20/20' needs its eyes examined," said **Mobil Oil Corp.** in nearly **$100,000 worth of full-page ads** in seven major-market newspapers, *Wall Street Journal* and three New York City "strike" papers. Mobil took space after network refused company time to rebut Aug. 8 *20/20* piece on pending natural gas deregulation legislation. Ad said gas-bill report was "shocking," "irresponsible" and offered Mobil's version of "facts... that '20/20' chose to ignore" and "proper correction" to issues segment did not cover. ABC maintains story was fair and balanced.

□

Day after shift of KSTP-TV Minneapolis-St. Paul from NBC-TV to ABC-TV affiliation was announced (page 19) **ABC stock for first time closed higher** (59 1/2) on New York Exchange **than CBS** (59 3/8). That was Wednesday. Next day CBS was back on top with 58 7/8 to ABC's 58 3/8. Friday closings: ABC, 59; CBS, 58 3/4. RCA, running in low 30's lately, closed week at 32 3/4.

□

California legislature has passed law prohibiting search warrants for **"fishing expeditions"** in newsrooms. Police must subpoena specifics; notebooks, outtakes, etc., cannot be subpoenaed; anything broadcast or published can, however. It was university in that state that was involved in U.S. Supreme Court's *Stanford Daily* decision (BROADCASTING, June 5), which journalists feared would allow them to become tools of police investigations.

□

House Communications Subcommittee has scheduled four consecutive days **Sept. 11-14** for hearings on **broadcast chapter** of Communications Act rewrite. Witness list as of last week contained 45 names.

□

Petition to deny was filed last week against WOOK(FM) Washington by Metropolitan Washington Coalition for Latino Radio. Also, competing application against station was filed by District Broadcasting Co. WOOK was involved in controversial switch in call letters that resulted in loss of Spanish-language format in city (BROADCASTING, May 1).

□

Los Angeles district attorney's office is reportedly investigating alleged **financial wrongdoing** by former employes at Westinghouse Broadcasting Co.'s KFWB(AM) there. In mid-July Westinghouse executives, both at KFWB and New York headquarters, had denied any knowledge of financial improprieties.

□

Charles S. Steinberg, 63, former CBS-TV VP, public information, died of leukemia Friday at Mt. Sinai hospital in New York. He had been professor of communications arts at Hunter College, New York, since 1972 when he left CBS after 15-year career there. Dr. Steinberg was author of numerous books and articles on communications. Survivors include his wife, Hortense, and daughter, Harriett.

Sunday

	ABC	CBS	NBC
7:00	Hardy Boys (Universal) $425,000	60 Minutes (CBS News) $170,000	Wonderful World of Disney (Walt Disney) $440,000
7:30			
8:00	Battlestar: Galactica* (Universal) $570,000	Mary* (MTM) $405,000	Big Events/ Centennial* (Universal) $1.5 million
8:30			
9:00	ABC Sunday Night Movie (Various) $1.2 million	All in the Family (Tandem) $290,000	
9:30		Alice (Warner Bros.) $180,000	
10:00		Kaz* (Lorimar) $390,000	Lifeline* (Tomorrow Entertainment) $200,000
10:30			

(*)Asterisk indicates new show.

Costs are climbing, line-ups are changing

Production costs for prime time jump more than 20%, miniseries help balloon the bill; NBC-TV, meanwhile, makes more adjustments

The new prime-time television schedule is going to be the costliest, and has been one of the most confusing, ever. As late as last week, NBC-TV was orchestrating changes in its fall line-up, hoping to gain some edge in an escalating competition among the networks that has helped push the total price for the three-network schedule to a conservatively estimated $730 million, an increase of at least 20%.

The $730 million buys 61 series and eight two-hour movie slots for a total of 69 shows, four fewer than last year. Prices for individual shows (see schedule charts) are estimates culled from a variety of industry sources, and represent the cost of one original episode and one rerun of each program (excluding *60 Minutes* and variety shows, which are usually run only once because of the number of singers, dancers, musicians and others who would be on line for residual payments from reruns). Individual program costs were multiplied by 24, the average for a season's worth of episodes, to come up with the $730 million over-all cost.

And that estimate is conservative because it does not include the cost of one-shot specials and, in particular, the miniseries that all the networks will be using extensively this year. It is generally figured that miniseries average about $800,000 an hour to produce, or about $200,000 more than movies—which themselves are 28% more expensive this year than last.

The 20% cost increase this year reflects—besides an across-the-board 10%-12% inflation factor and the increased use of movies—such influences as ABC's new *Monday Night Football* contract with the National Football League and the cost of that network's new series, *Battlestar Galactica,* probably the most ever paid for a weekly program. ABC also has to pay more to keep producers and stars of its

Monday

	ABC	CBS	NBC
8:00	Welcome Back, Kotter (Komack/ Warner Bros.) $250,000	WKRP in Cincinnati* (MTM) $190,000	Little House on the Prairie (NBC) $425,000
8:30	Operation Petticoat (Universal) $230,000	People* (Time-Life Television) $170,000	
9:00	Monday Night Football (ABC) $1.5 million	M*A*S*H (20th Century-Fox) $235,000	Monday Night at the Movies (Various) $1.2 million
9:30		One Day at a Time (TAT) $195,000	
10:00		Lou Grant (MTM) $407,000	
10:30			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Paramount) $275,000	Paper Chase* (20th Century-Fox) $420,000	Grandpa Goes to Washington* (Paramount) $380,000
8:30	Laverne and Shirley (Paramount) $260,000		
9:00	Three's Company (Nicholl/Ross/ West) $205,000	The CBS Tuesday Night Movies (Various) $1.2 million	Big Event (Various) $1.2 million
9:30	Taxi* (John Charles Walters/ Paramount) $200,000		
10:00	Starsky and Hutch (Spelling/ Goldberg) $455,000		
10:30			

Wednesday

	ABC	CBS	NBC
8:00	Eight is Enough (Lorimar) $400,000	The Jeffersons (TAT) $192,000	Dick Clark's Live Wednesday* (Dick Clark) $360,000
8:30		In the Beginning* (TAT) $175,000	
9:00	Charlie's Angels (Spelling-Goldberg) $440,000	The CBS Wednesday Night Movies (Various) $1.2 million	NBC Wednesday Night at the Movies* (Various) $1.2 million
9:30			
10:00	Vega$* (Aaron Spelling) $430,000		
10:30			

Thursday

	ABC	CBS	NBC
8:00	Mork and Mindy* (Paramount) $190,000	The Waltons (Lorimar) $415,000	Project UFO (Jack Webb) $395,000
8:30	What's Happening (TOY) $190,000		
9:00	Barney Miller (Danny Arnold) $215,000	Hawaii Five-O (CBS/Leonard Freeman) $430,000	Quincy (Universal) $405,000
9:30	Soap (Witt, Thomas, Harris) $205,000		
10:00	Family (Spelling/ Goldberg) $400,000	Barnaby Jones (Quinn Martin) $400,000	W.E.B.* (Bolan/ 20th Century-Fox) $385,000
10:30			

Friday

	ABC	CBS	NBC
8:00	Donny and Marie (Osmonds) $330,000	Wonder Woman (Warner Bros.) $412,000	Waverly Wonders* (Lorimar) $200,000
8:30			Who's Watching the Kids* (Henderson/ Paramount) $185,000
9:00	The ABC Friday Night Movie (Various) $1.2 million	The Incredible Hulk (Kenneth Johnson/ Universal) $385,000	Rockford Files (Universal) $420,000
9:30			
10:00		Flying High* (Mark Carliner) $375,000	The Eddie Capra Mysteries* (Universal) $390,000
10:30			

Saturday

	ABC	CBS	NBC
8:00	Carter Country (TOY) $190,000	Rhoda (MTM) $200,000	CHiPs (MGM) $395,000
8:30	Apple Pie* (TAT) $175,000	Good Times (Tandem) $195,000	
9:00	Love Boat (Spelling/ Cramer) $425,000	American Girls* (Bennett/ Katleman/ Columbia) $375,000	Specials/ Undercover Cop* (Premieres/ Columbia) $400,000
9:30			
10:00	Fantasy Island (Spelling/ Goldberg) $425,000	Dallas (Lorimar) $380,000	Sword of Justice* (Larson/ Universal) $390,000
10:30			

many successful series satisfied, while NBC is buying itself out of the basement.

Buying, and tearing up its schedule at the 11th hour. Last week, NBC-TV announced sweeping revisions in its fall prime-time schedule that—barring unanticipated countermoves from the other networks—may have finally set the stage for the kick-off of the 1978-79 season.

NBC's revisions changed the time period of five series on five nights of the week and, as expected, leave *Runaways* off the schedule (BROADCASTING, Aug. 28). Also announced was a blockbuster series of movies that will be aired in the first two weeks of the season and a Dec. 2 premiere for the weekly prime-time version of NBC News's *Weekend*.

The schedule changes are as follows:

□ *Grandpa Goes to Washington* moves from Wednesdays, 9-10 p.m. NYT, to *Runaways'* former slot on Tuesday, 8-9 p.m.

□ *Lifeline* moves from 10-11 p.m. Wednesday to the same time period on Sunday, beginning Oct. 8. That moves *The Eddie Capra Mysteries* to Fridays, 10-11 p.m., behind *Rockford Files*, and the two shows will be promoted jointly as the *NBC Mystery Double Feature. Sword of Justice*, formerly in *Capra's* new time period, moves to 10-11 p.m. Saturday.

□ Accommodating the move of *Grandpa* and *Lifeline* out of their Wednesday time periods will be the new *NBC Wednesday Night at the Movies*, premiering Sept. 20. *Saturday Night at the Movies*, in turn, gives way to a series of specials at 9-10 p.m. and *Sword of Justice* at 10-11 p.m. The specials include a two-part reunion movie, *Rescue From Gilligan's Island*, and a four-part series called *Undercover*, starring David Cassidy.

The series of specials ends when *Weekend* takes its weekly berth in the 10-11 p.m. time period, at which time *Sword of Justice* moves up to 9-10 p.m. To be featured on *Weekend's* premiere telecast are exclusive films of the world's first test-tube baby, Louise Joy Brown, which include shots of her delivery by caesarean section.

Movie titles to be aired by NBC to help launch its new season include "Audrey Rose," "Airport '77" (with "new footage specially filmed to enhance and expand the story of the theatrical motion picture"), "Burnt Offerings," "The Other Side of the Mountain," "Missouri Breaks" with Marlon Brando and Jack Nicholson and "Zuma Beach" with Suzanne Somers.

Also last week, in a closed-circuit presentation to affiliates, NBC-TV's senior vice president of programs, Paul Klein, detailed the network's development projects in the works for mid-season. The 40 or so series, he said, lean heavily toward comedy—"Up until now we haven't exactly dazzled them in the comedy department," Mr. Klein said. He added that "all appeal to adults, young and old." And, he concluded, "Never have we been in such solid shape."

First Amendment: Lawyers say don't make same mistakes with cable television

ABA unit's law journal article can't come up with way to undo what it sees as damage to broadcasting

A committee of the American Bar Association that studied the First Amendment implications of broadcast regulation has had no trouble concluding that 50 years of FCC regulation and court decisions have left broadcasters with reduced free-press rights. But agreeing on what, if anything, should be done to remedy the situation proved an impossible task.

Instead, the committee fastened on a recommendation regarding cable television, a newer industry burdened with a correspondingly shorter history of government regulation: "There should be no content regulation of cable television programing." But such freedom, the committee says, should come only at the price of ending integration of cable program origination and distribution functions.

The work of the Communications Committee of the American Bar Association's Science and Technology Section is the subject of an article to appear in the next issue of the *Federal Communications Law Journal*. The article—" 'Peculiar Characteristics': an Analysis of the First Amendment Implications of Broadcast Regulation"—was written by Henry Goldberg, who is now the committee chairman, and Michael Couzens. And it is likely to be studied by the House Communications Subcommittee as it considers the proposed rewrite of the Communications Act. The report is to be reviewed by the executive council of the ABA Science and Technology Section. If approved there, it will be submitted to the ABA's House of Delegates at its midwinter meeting in February for consideration as an ABA statement.

The article makes the point that "a licensing scheme and a regulatory agency make it virtually impossible to achieve the type of laissez faire regime required for a complete freedom of expression in the broadcast media." The courts, specifically including the Supreme Court in the 1968 *Red Lion* decision affirming the FCC's fairness doctrine, are said to have left broadcasters to "discretionary and taste-by-taste adjudication by a regulatory agency, with little guidance or control."

What to do?

The committee members who contributed to the article divided into groups representing a broad range of views.

One group, representing what was said to be a "distinctly minority viewpoint," argued for the status quo. This group was said to feel that regulation of program content is "the public's only safeguard against the self-interest of the broadcasters."

At the other extreme were those who argued for an "absolutist view of the First Amendment." The article says the group held that "First Amendment values take precedence over all the social values that might be served by program content regulation."

Between those two points of view were another two.

One was advanced by a group holding that since "this is not the best of all worlds," some program content regulation is inevitable. The group would attempt to "minimize" such regulation "when feasible" and avoid qualitative judgments of content "when possible." But it would "extract some public service program performance" from broadcasters in areas such as news and public affairs and service to children.

The other position was advanced by a group arguing for a restructuring of broadcasting to make the radio-TV marketplace more competitive. The group contends that this would permit a frontal attack on the marketplace "flaws" that are said to make program controls necessary.

With that disparity of views to contend with, the committee was unable to reach a consensus. But there was agreement that the history of broadcast regulation should be avoided in cable television.

The committee sees the danger of such a rerun. The article says that cable operators, no less than broadcasters, would acquiesce in program regulation rather than agree to an industry structure that would increase competition. And it adds that there are social and economic values present in cable television that make it unlikely that program controls can be resisted indefinitely.

However, the committee was concerned over the prospect of unfettered cable systems operating as they do today, controlling channel capacity and program content. "The multichannel capacity of most cable systems, when combined with the economic incentives of a medium that is a natural monopoly, could lead to an intolerable concentration of power in the hands of the cable system operator," the article says.

Accordingly, the committee recommends "a structural change," under which "the vertical integration of the program origination and program distribution functions" would be barred. The committee notes that such a separations policy has been proposed by a number of groups who have studied the problem.

Besides Messrs. Goldberg and Couzens, the article credits with assisting in its preparation Marcus Cohn, chairman of the committee at the time the report was written; Henry Geller, assistant secretary of commerce for communications and information; Albert H. Kramer, director of the Federal Trade Commission's Bureau of Consumer Protection; Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters; former FCC Commissioners Kenneth A. Cox and Lee Loevinger; Morton Hamburg; Katherine Hallgarten; Willard Unkerholtz and Roy Russo.

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Big changes in market ranks

Latest list of Arbitron ADI's shows wholesale moves; San Francisco bumps Boston from fifth and Pittsburgh loses 10th to Dallas-Fort Worth

Shake-ups in market rankings occur all down the line in Arbitron Television's new estimates of TV households in its 212 Areas of Dominant Influence (ADI's).

The new estimates, for the 1978-79 year, go into effect at Arbitron with its October and November local TV audience measurements. ADI estimates and rankings are also widely used by agencies and advertisers in spot TV buying, by stations in preparing sales ammunition and by the FCC.

The estimates are based on TV penetration figures compiled by Arbitron and applied to total-household figures supplied by Market Statistics Inc.

The new list contains one more ADI than last year's. Victoria, Tex., is the new entry, ranked 206th in the field of 212. It qualified through audience increases to meet Arbitron's ADI standards, one of which is that the home station must have at least a 20% share in its home county. With the addition of Victoria, Miles City-Glendive, Mont., slips from 211th last year to 212th.

At the other and of the rankings, three changes occur in the top 10. New York, Los Angeles, Chicago and Philadelphia retain the first four positions in that order, but San Francisco moves from sixth place in the 1977-78 list to fifth in the new order while Boston slips from fifth to sixth.

Pittsburgh drops out of the top 10, to number 11, and Dallas-Fort Worth, 11th in 1977-78, replaces it in 10th. Detroit, Washington and Cleveland remain undisturbed in seventh, eighth and ninth places respectively.

In markets 11 through 20—in addition to Pittsburgh's move to 11th—Houston moves from 13th to 12th, changing places with St. Louis.

In the next 10 markets, Denver remains 21st and Kansas City, Mo., 27th, but all others change. Sacramento-Stockton moves up from 23d to 22d and Portland, Ore., from 24th to 23d, while Hartford-New Haven, Conn., goes from 22d to 24th. The 1977-78 tie between Milwaukee and Cincinnati for 25th place is broken in Milwaukee's favor, which takes 25th while Cincinnati goes to 26th. San Diego goes from 30th to 28th; Buffalo, N.Y., from 28th to 29th and Nashville from 31st to 30th.

In markets 31-40, Providence, R.I., goes into 31st place from 29th; Columbus, Ohio, remains at 32; Phoenix goes from 34 to 33; Charlotte, N.C., from 33 to 34; Memphis remains at 35; New Orleans stays at 36; Greenville-Spartanburg, S.C.-Asheville, N.C., remains at 37; Oklahoma City goes from 39 to 38; Grand Rapids-Kalamazoo-Battle Creek, Mich., moves from 38 to 39, and Orlando-Daytona Beach, Fla., holds on to 40.

In the 41-50 group, every position is changed. Wilkes Barre-Scranton, Pa., goes from 42 to 41; Raleigh-Durham, N.C., moves from 51 to 42; Louisville, Ky., goes from 45 to 43; Charleston-Huntington, W.Va., goes from 43 to 44; Albany-Schenectady-Troy, N.Y., drops from 41 to 45; Dayton, Ohio, rises from 49 to 46; Harrisburg-York-Lancaster-Lebanon, Pa., climbs from 50 to 47; Norfolk-Portsmouth-Newport News-Hampton, Va., slips from 46 to 48; Salt Lake City drops from 44 to 49, and Birmingham, Ala., goes from 48 to 50.

The complete list follows:

Market	ADI TV HH	% of U.S.	1977/78 Rank	1978/79 Rank
Abilene-Sweetwater, Tex.	97,100	.13	154	**155**
Albany, Ga.	106,100	.14	139	**150**
Albany-Schenectady-Troy, N.Y.	437,200	.59	41	**45**
Albuquerque, N.M.	276,200	.37	79	**77**
Alexandria, La.	64,400	.09	169	**171**
Alexandria, Minn.	100,300	.14	162	**152**
Alpena, Mich.	13,700	.02	210	**211**
Amarillo, Tex.	150,100	.20	108	**117**
Anchorage	64,600	.09	170	**170**
Anniston, Ala.	37,800	.05	195	**191**
Ardmore-Ada, Okla.	63,600	.08	174	**174**
Atlanta	902,500	1.22	16	**16**
Augusta, Ga.	160,500	.22	107	**108**
Austin, Tex.	190,700	.26	98	**97**
Bakersfield, Calif.	99,000	.13	151	**154**
Baltimore	797,500	1.08	19	**19**
Bangor, Me.	112,800	.15	146	**146**
Baton Rouge	194,300	.26	99	**95**
Beaumont-Port Arthur, Tex.	146,900	.20	123	**120**
Bellingham, Wash.	32,300	.04	197	**197**
Billings, Mont.	79,600	.11	167	**161**
Biloxi-Gulfport-Pascagoula, Miss.	49,000	.07	181	**183**
Binghamton, N.Y.	145,000	.20	122	**122**
Birmingham, Ala.	421,500	.57	48	**50**
Bluefield-Beckley-Oak Hill, W. Va.	133,500	.18	134	**132**
Boise, Idaho	122,800	.17	140	**141**
Boston	1,788,300	2.42	5	**6**
Bowling Green, Ky.	31,900	.04	198	**198**
Bristol,Va.-Kingsport-Johnson City, Tenn.	239,100	.32	83	**84**
Buffalo, N.Y.	624,200	.84	28	**29**
Burlington, Vt.-Plattsburgh, N.Y.	208,000	.28	101	**90**
Casper-Riverton, Wyo.	51,200	.07	185	**178**
Cedar Rapids-Waterloo, Iowa	296,000	.40	73	**70**
Charleston, S.C.	144,200	.20	114	**124**
Charleston-Huntington, W.Va.	443,400	.60	43	**44**
Charlotte, N.C.	530,900	.72	33	**34**
Chattanooga	283,600	.38	82	**73**
Cheyenne, Wyo.	55,000	.07	176	**176**
Chicago	2,806,600	3.80	3	**3**
Chico-Redding, Calif.	114,500	.15	148	**145**
Cincinnati	635,300	.86	25	**26**
Clarksburg-Weston, W.Va.	74,900	.10	161	**165**
Cleveland	1,304,200	1.76	9	**9**
Colorado Springs-Pueblo	179,600	.24	100	**103**
Columbia, S.C.	188,800	.26	97	**99**
Columbia-Jefferson City, Mo.	125,300	.17	133	**139**
Columbus, Ga.	146,300	.20	117	**121**
Columbus, Ohio	546,200	.74	32	**32**
Columbus-Tupelo, Miss.	131,100	.18	142	**136**
Corpus Christi, Tex.	133,000	.18	128	**133**
Dallas-Fort Worth	1,115,300	1.51	11	**10**
Davenport, Iowa-Rock Island-Moline, Ill. (Quad City)	282,800	.38	69	**74**
Dayton, Ohio	432,300	.58	49	**46**
Denver	694,000	.94	21	**21**
Des Moines, Iowa	337,100	.46	62	**63**
Detroit	1,590,700	2.15	7	**7**
Dothan, Ala.	90,900	.12	156	**157**
Duluth, Minn.-Superior, Wis.	165,400	.22	111	**107**
El Centro, Calif.-Yuma, Ariz.	48,800	.07	180	**184**
El Paso, Tex.	172,500	.23	102	**105**
Elmira, N.Y.	81,300	.11	159	**160**
Erie, Pa.	132,600	.18	125	**135**
Eugene, Ore.	136,200	.18	128	**128**
Eureka, Calif.	48,500	.07	184	**185**
Evansville, Ind.	214,000	.29	91	**87**
Fargo, N.D.	180,600	.24	96	**101**
Farmington, N.M.	21,000	.03	206	**205**
Flagstaff, Ariz.	18,500	.03	207	**207**
Flint-Saginaw-Bay City, Mich.	385,500	.52	52	**55**
Florence, S.C.	83,900	.11	158	**159**
Fort Myers, Fla.	120,800	.16	144	**142**
Fort Smith, Ark.	79,400	.11	160	**162**
Fort Wayne, Ind.	189,200	.26	89	**98**
Fresno, Calif.	304,100	.41	70	**69**

Market	ADI TV HH	% of U.S.	1977/78 Rank	1978/79 Rank
Gainesville, Fla.	53,300	.07	178	**177**
Grand Junction, Colo.	42,700	.06	192	**188**
Grand Rapids-Kalamazoo-Battle Creek, Mich.	472,900	.64	38	**39**
Great Falls, Mont.	59,600	.08	175	**175**
Green Bay, Wis.	320,000	.43	67	**66**
Greensboro-Winston Salem-High Point, N.C.	397,600	.54	53	**53**
Greenville-New Bern-Washington, N.C.	196,000	.27	87	**94**
Greenville-Spartanburg, S.C.-Asheville, N.C.	504,800	.68	37	**37**
Greenwood-Greenville, Miss.	36,000	.05	189	**192**
Harrisburg-York-Lancaster-Lebanon, Pa.	430,800	.58	50	**47**
Harrisonburg, Va.	31,800	.04	196	**199**
Hartford-New Haven, Conn.	670,400	.91	22	**24**
Helena, Mont.	14,000	.02	209	**210**
Houston	1,009,500	1.37	13	**12**
Huntsville-Decatur-Florence, Ala.	191,000	.26	92	**96**
Idaho Falls-Pocatello, Idaho	78,200	.11	164	**163**
Indianapolis	762,800	1.03	20	**20**
Jackson, Miss.	239,400	.32	81	**83**
Jackson, Tenn.	38,600	.05	190	**190**
Jacksonville, Fla.	324,700	.44	64	**64**
Johnstown-Altoona, Pa.	287,500	.39	75	**72**
Jonesboro, Ark.	63,400	.09	172	**172**
Joplin, Mo.-Pittsburg, Kan.	153,400	.21	115	**113**
Kansas City, Mo.	629,300	.85	27	**27**
Knoxville, Tenn.	349,200	.47	60	**60**
La Crosse-Eau Claire, Wis.	140,000	.19	121	**126**
Lafayette, Ind.	35,600	.05	194	**193**
Lafayette, La.	151,500	.21	116	**115**
Lake Charles, La.	62,700	.08	173	**173**
Lansing, Mich.	196,900	.27	94	**93**
Laredo, Tex.	25,400	.03	204	**204**
Las Vegas	129,900	.18	136	**137**
Laurel-Hattiesburg, Miss.	73,000	.10	165	**167**
Lexington, Ky.	211,000	.29	88	**89**
Lima, Ohio	35,100	.05	193	**194**
Lincoln-Hastings-Kearney, Neb.	240,600	.33	85	**82**
Little Rock, Ark.	378,800	.51	55	**58**
Los Angeles	3,882,800	5.25	2	**2**
Louisville, Ky.	449,200	.61	45	**43**
Lubbock, Tex.	143,000	.19	130	**125**
Macon, Ga.	112,000	.15	141	**147**
Madison, Wis.	175,200	.24	105	**104**
Mankato, Minn.	45,900	.06	188	**186**
Marquette, Mich.	51,200	.07	177	**178**
McAllen-Brownsville-Lower Rio Grande Valley, Tex.	126,400	.17	143	**138**
Medford, Ore.	96,900	.13	155	**156**
Memphis	524,000	.71	35	**35**
Meridian, Miss.	68,100	.09	170	**169**
Miami	946,900	1.28	15	**15**
Miles City-Glendive, Mont.	8,600	.01	211	**212**
Milwaukee	638,700	.86	25	**25**
Minneapolis-St. Paul	962,800	1.30	14	**14**
Minot-Bismarck-Dickinson, N.D.	118,900	.16	144	**143**
Missoula-Butte, Mont.	99,600	.13	150	**153**
Mobile, Ala.-Pensacola, Fla.	337,700	.46	63	**62**

Market	ADI TV HH	% of U.S.	1977/78 Rank	1978/79 Rank
Monroe, La.-El Dorado, Ark.	170,900	.23	113	**106**
Montgomery, Ala.	147,700	.20	119	**119**
Nashville	575,200	.78	31	**30**
New Orleans	511,400	.69	36	**36**
New York	6,375,500	8.63	1	**1**
Norfolk-Portsmouth-Newport News-Hampton, Va.	429,000	.58	46	**48**
North Platte, Neb.	14,400	.02	208	**209**
Odessa-Midland, Tex.	110,300	.15	147	**149**
Oklahoma City	475,300	.64	39	**38**
Omaha	314,700	.43	65	**68**
Orlando-Daytona Beach, Fla.	468,100	.63	40	**40**
Ottumwa, Iowa-Kirksville, Mo.	27,800	.04	200	**202**
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	278,000	.38	77	**76**
Palm Springs, Calif.	45,200	.06	186	**187**
Panama City, Fla.	51,200	.07	179	**178**
Parkersburg, W.Va.	30,100	.04	199	**200**
Peoria, Ill.	211,800	.29	90	**88**
Philadelphia	2,364,000	3.20	4	**4**
Phoenix	540,300	.73	34	**33**
Pittsburgh	1,098,900	1.49	10	**11**
Portland, Ore.	672,500	.91	24	**23**
Portland-Poland Spring, Me.	267,300	.36	74	**79**
Presque Isle, Me.	28,700	.04	201	**201**
Providence	559,700	.76	29	**31**
Quincy, Ill.-Hannibal, Mo.	117,900	.16	138	**144**
Raleigh-Durham, N.C.	451,800	.61	51	**42**
Rapid City, S.D.	74,700	.10	168	**166**
Reno	111,500	.15	152	**148**
Richmond, Va.	381,600	.52	58	**56**
Roanoke-Lynchburg, Va.	319,300	.43	68	**67**
Rochester, N.Y.	323,200	.44	66	**65**
Rochester, Minn.-Mason City, Iowa-Austin, Minn.	132,800	.18	124	**134**
Rockford, Ill.	180,900	.24	104	**100**
Roswell, N.M.	50,000	.07	182	**182**
Sacramento-Stockton, Calif.	674,400	.91	23	**22**
St. Joseph, Mo.	50,100	.07	183	**181**
St. Louis	971,900	1.32	12	**13**
Salinas-Monterey, Calif. (including San Jose, Calif.)	154,100	.21	106	**112**
Salisbury, Md.	69,900	.09	166	**168**
Salt Lake City	423,900	.57	44	**49**
San Angelo, Tex.	32,600	.04	202	**196**
San Antonio, Tex.	406,700	.55	47	**51**
San Diego	624,500	.85	30	**28**
San Francisco	1,804,800	2.44	6	**5**
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	150,900	.20	120	**116**
Savannah, Ga.	152,200	.21	137	**114**
Seattle-Tacoma, Wash.	854,000	1.16	18	**18**
Selma, Ala.	17,300	.02	205	**208**
Shreveport, La.-Texarkana, Tex.	360,900	.49	59	**59**
Sioux City, Iowa	144,900	.20	109	**123**
Sioux Falls-Mitchell, S.D.	201,000	.27	95	**92**
South Bend-Elkart, Ind.	269,800	.37	76	**78**
Spokane, Wash.	282,300	.38	72	**75**
Springfield, Mass.	219,400	.30	86	**86**
Springfield, Mo.	234,200	.32	84	**85**
Springfield-Decatur-Champaign, Ill.	288,800	.39	71	**71**
Syracuse, N.Y.	340,800	.46	61	**61**
Tallahassee, Fla.	124,200	.17	153	**140**
Tampa-St. Petersburg, Fla.	875,900	1.19	17	**17**
Terre Haute, Ind.	160,200	.22	112	**109**
Toledo, Ohio	381,400	.52	54	**57**
Topeka, Kan.	134,000	.18	135	**131**
Traverse City-Cadillac, Mich.	149,300	.20	127	**118**
Tucson, Ariz.	203,700	.28	93	**91**
Tulsa, Okla.	397,800	.54	57	**52**
Tuscaloosa, Ala.	39,500	.05	191	**189**
Twin Falls, Idaho	34,700	.05	187	**195**
Tyler, Tex.	89,400	.12	157	**158**
Utica, N.Y.	102,400	.14	149	**151**
Victoria, B.C.	19,100	.03		**206**
Waco-Temple, Tex.	179,700	.24	103	**102**
Washington	1,363,900	1.85	8	**8**
Watertown-Carthage, N.Y.	76,700	.10	163	**164**
Wausau-Rhinelander, Wis.	134,100	.18	126	**130**
West Palm Beach, Fla.	244,300	.33	80	**81**
Wheeling, W.Va.-Steubenville, Ohio	156,800	.21	110	**111**
Wichita-Hutchinson, Kan.	393,300	.53	56	**54**
Wichita Falls, Tex.-Lawton, Okla.	160,000	.22	118	**110**
Wilkes Barre-Scranton, Pa.	456,100	.62	42	**41**
Wilmington, N.C.	135,300	.18	132	**129**
Yakima, Wash.	139,000	.19	131	**127**
Youngstown, Ohio	251,100	.34	78	**80**
Zanesville, Ohio	27,700	.04	203	**203**

Florida furor

Outlet's Henderson complains to Nielsen that its May book for Orlando-Daytona Beach put audience figures far too low

A new dispute over the accuracy of local TV audience measurements has broken out over the May reports for Orlando-Daytona Beach, Fla., with David E. Henderson, president of Outlet Broadcasting, charging that A.C. Nielsen's measurement of that market was far off the mark.

It was so far off, Mr. Henderson said last week, that he has called upon Nielsen to withdraw the report—and that if Nielsen doesn't do so, he is prepared to consult his attorneys "to see if there is any relief I can obtain."

All that he has gotten from Nielsen thus far, he said, is assurance that his complaint has been taken under advisement. This, he said, is doing Outlet's Orlando station, WDBO-TV, no good in its efforts to sell on the basis of a ratings book that, he contends, seriously understates the extent of television viewing in Orlando-Daytona Beach.

He based his complaint on an analysis of the May reports—both Nielsen's and Arbitron Television's—that was done for Outlet by Robert L. Owens, president of Audience Information Management Inc., a consulting firm based in Stamford, Conn.

This was by no means the first complaint about TV measurements in the Orlando-Daytona Beach area. Walter Windsor, general manager of WFTV(TV) Orlando, has been a persistent critic of discrepancies he has found between Nielsen and Arbitron reports (BROADCASTING, Feb. 7, 1977, et seq.).

Mr. Owens's analyses, Mr. Henderson told Nielsen in a letter, show that Nielsen's May report for Orlando "does not reflect what happened in this market in May.

"It disagrees with your prior [years'] findings," he continued, "which the Arbitron report does not. Your report has stated that audiences are lower by two HUT [homes using television] points than at any time in the past six years, while Arbitron's reports states that audiences are higher than three of the past six years and equal to last year.

"Your own network service agrees with Arbitron rather than with your report, since viewing for the first six months of this year has set new records."

The analysis by Mr. Owens—who points out that he is a one-time Arbitron executive—deals with Orlando-Daytona Beach HUT generally, not with audiences reported for any single station.

Comparing the May findings of Nielsen with those of Arbitron for several years, Mr. Owens concludes that the Arbitron reports have been more stable, and that Arbitron's in-tab samples in the market have been "closer to the universe"—that is, the actual population being surveyed—over the years and particularly in May 1978.

In two dayparts in May 1978—9 a.m. to

noon and noon to 4:30 p.m.—Mr. Owens found statistically significant "differences between the two services." "This tells us," his report said, "that from 9 a.m. to 4:30 p.m., virtually the entire working day, the two services were not surveying the same population."

When the two reports were compared in terms of persons using television, Mr. Owens continued, statistically significant differences were found not only from 9 a.m. to 4:30 but also from 7:30 p.m. to 8 p.m. insofar as women 18-49 were concerned.

"We believe," Mr. Owens's report concluded, "that the service that has shown the most stable estimates over time and that produces samples that conform more closely to the universe being measured in terms of age and sex distribution is the service that is correct. In the instance of May 1978 in Orlando-Daytona Beach, that service is Arbitron ... [The Nielsen report] does not reflect the viewing behavior of the population but understates it to a remarkable degree."

Mr. Henderson said last week that Mr. Owens is currently analyzing the July reports for Orlando-Daytona Beach and is "finding different sets of problems" from those in May. The July analysis has not been completed.

Nielsen authorities said last week that they have responded to Mr. Henderson and will continue to stay in touch with him but they had nothing to say publicly about the issue.

RAM: latest word in radio ratings field

RAM Research, in the past best known for its specialized research for radio stations, particularly music and other program research, has quietly entered the growing radio audience-measurement business.

RAM—for Radio Audience Measurement—authorities say the company is now doing radio ratings in 65 markets, including all of the top 50. It uses one-day diaries, measures 50 weeks a year and makes the information available to clients "within weeks rather than months after a survey period," officials say.

There is an RAM Quarterly Report every month, covering approximately the last 100 days. This contains daily average quarter-hour and cume person estimates by standard dayparts, 6 a.m. to midnight, and by demographics. For programing purposes there is a weekly report covering approximately the last five weeks, also with daypart and demographic data.

In addition, RAM says, daily ratings are accessible by zip code or any combination of zip codes through a computer terminal supplied to client stations, and other services include qualitative information linking radio listening and product usage; music data and a rating report on radio listeners who don't read newspapers (for use in selling radio against newspapers).

RAM Research is a service of Cyberdynamics Corp., a data-processing company. Both are based at El Cajon, Calif.

RAM is one of three recent entries in the radio audience measurement field, currently dominated by Arbitron Radio. The others are Audits & Surveys' A&S/TRAC-7 (BROADCASTING, March 20) and Burke Marketing Research Inc.'s Burke Broadcast Research (BROADCASTING, March 27), both of which plan to start measuring some major markets this fall. All three new services have applied to the Broadcast Rating Council for accreditation.

Arbitron supported on promotion policy

Rating company's campaign against diary distortions draws broadcaster approval

The radio committee of the Broadcast Rating Council, meeting for the first time in New York, has applauded Arbitron's policy against diary-distortion promotions—and urged that it apply the policy consistently.

Furthermore, the committee asserted that ignorance of Arbitron's policy or voluntary after-the-fact actions by stations should not be considered mitigating circumstances.

Arbitron, in crackdowns on promotions it considers capable of distorting listener diary entries, has recently "delisted" some stations, publishing their audience data in supplements rather than in the regular books for their markets, and in another case has published the data in the regular book but with a flag calling attention to the promotion (BROADCASTING, Aug. 7).

The radio committee endorsement of Arbitron's policy reaffirms an earlier rating council action. But in addition to the committee's advice about no mitigating circumstances, the radio committee asked Arbitron to set up a procedure to inform stations of its policy so potential distortions could be avoided.

The committee also came out against exhortations by radio stations seeking to encourage public cooperation with ratings services. It claimed this opens the door for possible bias.

The Broadcast Rating Council board will take up the committee's recommendations Sept. 21.

Financial managers to go where money is

The 18th annual conference of the Broadcast Financial Management Association in Las Vegas, Sept. 17-20, will focus on the expanding role of the financial executive in television and radio.

Topics at the conference, which is expected to attract a record attendance of 1,000, will include pensions, equal employment, internal auditing, federal legislation, music licensing, liability, credit and collections, taxes and cost-saving plans. Additionally, eight large suppliers of broadcast automation equipment will be exhibiting the latest models in computerized accounting, traffic, sales and administrative systems.

BFM's wholly owned subsidiary, BCA-Credit Information Inc., will hold its annual conference concurrently.

The keynote speaker at the BFM conference, at the Dunes hotel, will be Somers H. White, a Phoenix consultant and former bank president, who will discuss "How to Borrow the Money at Half the Cost." One highlight of the meeting will be a special general session at which general managers of a radio and a TV station will discuss what they expect from their financial managers. Panelists will be Hal Protter, vice president and general manager of KPLR-TV St. Louis, and Pat Norman, vice president and general manager of KFRC(AM) San Francisco.

Chamber opposes reimbursement idea

The Chamber of Commerce of the United States in comments last week urged the FCC not to establish a program to reimburse groups with "special interest views" to present before the agency. The commission has asked for comments (deadline

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

Company	Period/Ended	Current and change: Revenues	% Change	Net Income	% Change	Per Share	Year earlier: Revenues	Net Income	Per Share
American Television & Communications	Year 6/30	$69,963,000	+31.6	$10,161,602	+65.1	$2.53	$53,172,000	$6,155,000	$1.67
Ampex	3 mo. 7/29	87,171,000	+23.2	5,609,000	+24.0	.49	70,774,000	4,522,000	.41
Comcast	6 mo. 6/30	7,539,091	+25.0	535,403	+74.8	.33	6,029,502	306,373	.18
Communications Properties	9 mo. 7/31	25,043,000	+24.8	3,398,000	+90.7	.68	20,074,000	1,782,000	.37
Eastman Kodak	24 wk. 6/11	2,945,498,000	+15.5	332,764,000	+45.2	2.06	2,550,196,000	229,225,000	1.42
Foote, Cone & Belding Communications	6 mo. 6/30	50,853,000	+33.4	4,065,000	+26.8	1.60	38,126,000	3,207,000	1.33
Knight-Ridder Newspapers	6 mo. 6/30	227,077,000	+18.4	23,652,000	+33.1	1.44	191,769,000	17,769,000	1.10
Lin Broadcasting	6 mo. 6/30	24,218,000	+19.9	5,094,000	+48.8	1.82	20,194,000	3,424,000	1.25
Marvin Josephson Associates	Year 6/30	31,753,000	+10.2	4,089,000	+ 2.1	2.03	28,826,000	4,003,000	2.09
Reeves Telecom	6 mo. 6/30	1,372,931	+10.3	179,833	+ 7.0	.08	1,244,393	168,010	.06
Schering-Plough	6 mo. 6/30	537,512,000	+13.5	147,053,000	+13.3	1.94	473,525,000	129,838,000	1.63
Sonderling	6 mo. 6/30	18,850,000	+37.1	1,422,000	+43.1	1.28	13,755,000	992,000	.90
Taft Broadcasting	3 mo. 6/30	43,687,979	+31.7	5,978,023	+41.1	1.42	33,166,947	4,235,837	1.04
TPC Communications	6 mo. 5/31	2,057,000	+18.0	189,000	+76.6	.24	1,743,000	107,000	.25

Sept. 15) to determine whether it has legal power to grant such compensation in rulemaking proceedings.

It would be unfair and improper for the government to pay such costs for one group and not for others with different views, the chamber contends. There are several legal precedents that support the position that the agency, without statutory authority, may not use federal funds to reimburse private interest groups, the chamber said.

Some agencies do reimburse groups or individuals. The chamber has opposed reimbursement actions by six others besides the FCC.

Johnson's NCCB: Nader take-over may be in offing

Consumer crusader may bring financially ailing broadcast citizen group under wing

Ralph Nader, who practically invented the consumer movement, is regarded as a good bet to involve himself soon in broadcasting matters. His vehicle would be the financially troubled National Citizens Committee for Broadcasting, which is now headed by former FCC Commissioner Nicholas Johnson. Talks between the two regarding some form of takeover of NCCB by what has been called the "Nader conglomerate" of public interest organizations have been going on for several weeks, and a resolution of the matter is expected in September. Several sources aware of the talks said odds favor a takeover.

Mr. Johnson, who began criticizing the broadcasting establishment in his days on the commission, between 1967 and 1974, and hasn't stopped yet, has had some successes at NCCB. Its campaign against television violence, with its studies designed to reveal advertisers and networks responsible for the most and least violence, has attracted attention.

But Mr. Johnson confirmed last week that NCCB is in reduced circumstances. Where it once operated with a staff of "20 or more" on annual budgets of up to $300,000, it is now getting along with "two to four people." NCCB's *Access*, a kind of citizen movement trade magazine, has ceased publication, although Mr. Johnson held out hope for its re-emergence.

He did not deny that talks with Mr. Nader were under way, but declined to comment on them. "There is nothing to announce at this point," Mr. Johnson said.

But, he appeared to confirm speculation that he would leave NCCB in the event of a Nader takeover. "I never intended to make NCCB a full-time job for life," he said. The NCCB job is expected to be filled by Samuel Simon, an attorney in the Federal Trade Commission's Bureau of Consumer Protection who onced worked in a Nader organization.

Mr. Johnson would not be bowing out of the consumer movement, in any case. Besides maintaining his interest in NCCB and other citizen groups concerned with broadcasting, he would devote more of his time to the National Citizens Communications Lobby, which he also heads, as well as to his other occupations of teaching, writing and lecturing.

NCCL, whose function has been defined as aimed at assuring the public "diversity, choice and participation" in broadcasting matters, is supported by the dues of its members, both individuals and organizations. Its staff is small—Mr. Johnson and Townes Osborn, executive director, plus some volunteers.

At present, NCCL's principal target is the rewrite of the Communications Act now being considered by the House Communications Subcommittee. NCCL has attacked it as stripping members of the public of rights they have under present law. As part of its opposition, NCCL is

Settling in. Oklahoma Governor David Boren (at mike) was among more than 400 guests at the official dedication Aug. 15 of Radio Plaza, the new home of KTOK(AM)-KZUE(FM) Oklahoma City and the Oklahoma News Network. Located at 50 Penn Place, Radio Plaza consists of two floors of offices and studios on the plaza level between a three-tiered shopping esplanade and 16-story office building. L-r: Ken Grimes, senior vice president of KTOK; Rick Parrish, general manager, Oklahoma News Network; Governor Boren; Fred Walker, president, Broad Street Communications Corp.; John Dayle, KTOK talk show host, and Kenny Belford, vice president and general manager of KZUE. Insilco Broadcast Group, a subsidiary of Broad Street, owns KTOK, KZUE and the Oklahoma News Network, as well as other radio properties in the East and South.

"Look: in the first book after KIFM went to TM's Beautiful Rock we grabbed a 5.5 share of Adults 18-49. That's now up to a 7.0 share."

—Ken Cowan
Executive Vice President and General Manager
KIFM–San Diego

Naturally, Ken Cowan is jubilant because his ratings have zoomed. KIFM not only has a 7.0 share of Adults 18-49*; today it's also the #1 station for Women 18-49*.

Read on to find out what KIFM listeners say about TM's Beautiful Rock.

When Ken Cowan first contacted TM Programming, we went to work studying the San Diego market. We felt that the percentage of Adults 25-34 listening to *any* station in the market was below average.

Evidently, nobody in San Diego/FM was programming for this important demographic. So we recommended TM's Beautiful Rock. This format is designed especially for the 25-34 demographic, with strong listening in the 18-24 and 35-49 groups.

Did it work? Ken Cowan's ratings say "Yes!" So do his listeners.

"We've gotten hundreds of letters," said Ken. "They say things like, 'Where have you been all these years?' and 'Don't change,' and 'Finally, a radio station we can listen to all day.'"

TM's Beautiful Rock doesn't intrude. So you get loyal, long-hour listeners in homes and offices. If this format is beginning to sound like beautiful music to you, you're not alone.

"It's tomorrow's beautiful music," predicted Ken Cowan. Then he thought for a moment. "Actually, it's *today's* beautiful music. The only difference is we've got Leo Sayer instead of Montovani."

Do you remember the fantastic growth of beautiful music formats in the 50's and 60's? That growth is being repeated—but with a new kind of beautiful music.

TM calls it Beautiful Rock. KIFM happens to call it *mellow music*. You can call it whatever you like. It's the beautiful music of the future, but you can put it to work for your station right now. Before you make any programming decision, you should call TM Programming and find out more about it.

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

*Metro Share basis, 6 a.m.-Mid, Mon-Sun, in Apr/May '78 ARB.

Beautiful ROCK T.M.

TM TM Programming
1349 Regal Row
Dallas, Texas 75247

building a coalition of groups not normally concerned with media matters but that, Mr. Johnson says, should be concerned about the rewrite ("Closed Circuit," Aug. 14). "When you eliminate the requirement of public service and public affairs programing," he said, "you adversely affect people who benefit from those requirements."

According to Ms. Osborne, some 40 organizations thus far have indicated an interest in joining what is being called the Coalition for the Public's Rights in Broadcasting.

And last week, Mr. Johnson announced the names of an ad hoc steering committee. Kathleen Nolan, president of the Screen Actors Guild, will serve as "chair." Others are Ron Brown, of the National Urban League; Joseph Rauh, of the Leadership Conference on Civil Rights; Eugene Casraiss, of the United Auto Workers; Eleanore Smeal, president of the National Organization for Women; David Brody, of the Anti-Defamation League of B'nai B'rith; Mr. Johnson, and Ms. Osborne, who will direct the committee's day-to-day activities.

Mr. Johnson said the principal function of the steering committee would be to serve as a clearinghouse of information for the coalition. "We won't have a coalition position" on matters, he said. Rather, the aim would be to provide the groups with information "to enable them to be as effective as possible."

Changing Hands

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

Proposed

■ WALL-AM-FM Middletown, N.Y.: Sold by Castle Communications to Sillerman-Morrow Broadcast Group for $1,875,000. Seller, which is owned by James F. O'Grady and 15 others, owns WHPN(AM)-WHVS(FM) Hyde Park, N.Y. Buyer is owned by Robert Sillerman, son of Mickey Sillerman who was founder of Keystone Broadcasting System and television programing and sales pioneer, and Bruce (Cousin Brucie) Morrow, broadcast personality. WALL is on 1430 khz with 1 kw daytime and 250 w night. WALL-FM is on 92.7 mhz with 3 kw and antenna 190 feet above average terrain. Broker: Keith W. Horton Co.

■ WVOK(AM) Birmingham, Ala.: Sold by Voice of Dixie Inc. to Mac Sanders for $1.1 million. Seller, owned by William E. Benns, Cyril M. Brennan and members of their families, also owns WVOK-FM Birmingham. Benns family owns WFLI(AM) Lookout Mountain, Tenn.; WZAM(AM) Norfolk, Va., and WMYK(FM) Elizabeth City, N.C. Mr. Sanders owns WJRB(AM) Madison (Nashville), Tenn. WVOK is 50 kw daytimer on 690 khz. Broker: Blackburn & Co.

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

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

■ KBFM(FM) Edinburg, Tex.: Sold by Cameo Broadcasters to Edinburg Broadcasting Co. for $375,000. Seller is owned by Larry L. Rose, president, Riley Beveto, Preston Henrichson and Frank E. Westerman, who have no other broadcast interests. Buyer is owned by Richard Oppenhimer, D. Kent Anderson and Robert Clarke. All are principals in KIXL(AM) Austin, Tex., and Messrs. Anderson and Clarke are part owners (20% each) of KIVA-TV Farmington, N.M. KBFM is on 104.1 mhz with 100 kw and antenna 405 feet above average terrain. Broker: Norman Fischer & Associates.

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

■ KCLT(AM) Lockhart, Tex.: Sold by Radio Caldwell County Inc. to Triple R Broadcasting Inc. for $215,000 plus $25,000 for covenant not to compete. Seller is principally owned by L. M. Preuss III, who owns KANI(AM) Wharton, Tex. Buyer is owned by Ralph D. Copeland and members of family, who also own KIKZ(AM) Seminole, Tex. KCLT is 250 w daytimer daytimer on 1060 khz. Broker: Norman Fischer & Associates.

■ Other station sales proposed last week included: WFIZ(FM) Conneaut, Ohio (see page 50).

Approved

■ WRBD(AM)-WCKO(FM) Pompano Beach, Fla.: Sold by Radio Broward Inc. to Rose Broadcasting Co. for $1.7 million plus $200,000 covenant not to compete. Seller is principally owned by Donald J. Owler, who has no other broadcast interests. Buyer is equally owned by Glenn A. Killoren, Robert F. Bell and John H. O'Neil. All are former officers and minority stockholders in WVON(AM)-WGCI(FM) Chicago, WDEE(AM) Detroit and WIXY(AM)-WDOK(FM) Cleveland. Mr. O'Neil owns Florida restaurant and Dallas manufacturing firm. Mr. Bell is principal owner of WXLL(AM) Decatur, Ill., and part owner of WCGL(AM) Jacksonville, Fla., and KFMR(FM) Fremont, Calif. Mr. Killoren is secretary of Chicago investment management firm. WRBD is 5 kw daytimer on 1470 khz. WCKO is on 102.7 mhz with 100 kw and antenna 350 feet above average terrain.

■ WKNX(AM) Saginaw, Mich.: Sold by Lake Huron Broadcasting Corp. to Radiocom Ltd. for $600,000. Seller is owned by William J. Edwards (56.7%) and Howard H. Wolfe (43.3%). It also owns KENR(AM)-KRBE(FM) Houston. Buyer is owned by Robert MacVay and his wife, Dana (41% jointly), Keith Gensheimer (15%) and 10 others. Mr. MacVay is principal in KLIK(AM)-KJFF(FM) Jefferson City, Mo; KBUK(AM) Portage, Mich; WSTL(AM) Eminence, Ky., and WIVQ(FM) Peru, Ill. Mr. Gensheimer also has interest in KBUK, WIVQ, WSTL and WKTN-FM Kenton, Ohio. WKNX is 10 kw daytimer on 1210 khz.

■ WCHO-AM-FM Washington Court House, Ohio: Sold by Court House Broadcasting to Community Service Radio Inc. for $350,000. Seller is principally owned by W. N. Nungesser, president and general manager, who has no other broadcast interests. Buyer is principally owned by David C. Keister who owns WCBK-AM-FM Martinsville, Ind., and recently bought, WCNB-AM-FM Connersville, Ind. (BROADCASTING, July 31). WCHO is 500 w daytimer on 1250 khz. WCHO-FM is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ KBBB-AM-FM Borger, Tex.: Sold by Dr. Orville M. Rippy to Borger Broadcasting Corp. for $300,000. Seller is practicing physician in Stillwater, Okla., and has no other broadcast interests. Buyer is owned by R. Smith Schuneman, president of Media Loft Inc., Minneapolis educational and corporate media production firm; Robert Schneider, employe of McMartin Industries, broadcast equipment firm, and Dr. Hugh Weigman and Dr. John Cecil III, both Hays, Kan., radiologists. None has other broadcast interests. KBBB is 5 kw daytimer on 1600 khz. KBBB-FM is on 104.3 mhz with 26 kw and antenna 175 feet above average terrain.

■ KLIL(FM) Ukiah, Calif.: Sold by KLIL Inc. to Broadcasting Corp. of Mendocino for $250,000. Seller is principally owned by Woodrow W. White, president and general manager, who has no other broadcast interests. Buyer is equally owned by Guilford R. Dye and his wife, Gudrun. Mr. Dye works for Los Angeles finance and investment firm and has no other broadcast interests. KLIL is on 94.5 mhz with 6.7 kw and antenna, 1,120 feet above average terrain.

■ Other station sales approved last week included: WNTU(FM) Naples, Fla. (see page 50).

Brown expects FCC policy to swell minority ownership

FCC commissioner says tax concessions will make sellers out of many licensees with problems

Inquiries to the FCC indicate that a number of transfers of stations to minority groups involving either tax certificates or distress sales will be coming soon, Commissioner Tyrone Brown told the National Association of Black Journalists in Chicago.

A tax certificate issued by the FCC allows sellers to defer gains on broadcast properties sold to groups with substantial minority participation. Also, the FCC allows licenses designated for hearing for various reasons to be, in some cases, sold to minority groups at substantially reduced prices.

Mr. Brown said many license holders who were in hearing at the time the distress sale policy was announced (BROADCASTING, May 22) "have not had an opportunity to decide whether they wish to dispose of their broadcast outlets to groups with significant minority participation rather than risking the outcome of the hearing process." He said the commission should consider permitting those licensees to notify the commission by a certain date if they wish to transfer their licenses to minority groups. Unless there are overriding reasons for not doing so, he said he hoped the commission would rule in coming weeks that the already designated stations could sell to minorities if they so chose.

"I wish I could report that our tax certificate and distress sale policies have resulted in a number of sales to minority groups in the three months [since] they were announced. That has not been the case," Mr. Brown said. The commission is aware, he said, that an increase in minority ownership will depend on the willingness of the "private capital markets to extend financing to minority entrepreneurs." Banks, insurance companies and capital venture funds appear to have taken a greater interest in financing sales to minority owners in light of the commission priority, he said.

Media Briefs

INTV sets date. Association of Independent Television Stations will hold its annual convention at Shoreham hotel, Washington, Feb. 4-7, 1979.

Torch bearer. Jack Harris, president, KPRC-AM-TV Houston, will receive 1978 Torch of Liberty Award from Antidefamation League in Houston at banquet Sept. 28 at which Julian Goodman, NBC chairman, will speak.

Less work. Broadcasters would not have to submit tapes of all news and other locally produced programing to claim cable copyright fees, under proposal of Copyright Royalty Tribunal. Plan says they would need only to produce signed affidavits that they have recordings on file whenever disputes arise.

In the family. ABC Inc. reports it has sold Mid-Distributing Co., part of ABC Record and Tape Sales Corp., to Raymond A. Pockrandt, who had been chief operating officer of unit prior to sale. Mid-State distributes electronic appliances and parts in Iowa and Missouri.

Sun and fun. Twentieth Century-Fox Film Corp., Beverly Hills, Calif., has reached agreement in principle to acquire for about $72 million all common and preferred stock outstanding of Pebble Beach Corp., Pebble Beach, Calif., which operates lodge and several golf courses in that area. Last June Fox merged Aspen Skiing Corp. into one of company's units.

Duffy hits 'delusions'. In speech in Peoria, Ill., where he received Illinois Broadcasters Association Distinguished Service Award for 1978, James E. Duffy, president of ABC Television, warned it is "dangerous delusion" to believe that social and health problems can be solved by tampering with television content. "You can't take the candy bar off television and eliminate the cavity," Mr. Duffy said, referring to FTC proposal to ban or limit advertising of specific products on children's programs. He noted that while cigarette advertising has been banned from television, cigarette sales have increased. Mr. Duffy said he believes that much negative commentary directed at television results from "exaggerated notions of the power, size and profitability of broadcasting."

Antique collector. Capital Cities Communications, group station and newspaper owner, has offered "at least $70 million" for *Hartford* (Conn.) *Courant*, largest daily newspaper in Connecticut and said to be oldest in U.S., founded in 1764. Directors of Hartford Courant Co., paper's owner, oppose sale, saying *Courant* should remain independent—as it has been "for 214 years"—and under local ownership. However, stockholders will be asked to cast "advisory vote" indicating their perference. Principal owners are employes, former employes and their heirs and employes' pension fund. Capital Cities had no comment other than to confirm its readiness to buy.

Broadcast Advertising®

U.S. TV's seek trade reprisals against Canada

Group of 15 TV stations, led by WIVB-TV Buffalo, N.Y., submit complaint against Canada's tax policy on ads, seek White House action

Fifteen U.S. border television stations have signed a complaint delivered last week to U.S. Trade Representative Robert Strauss alleging that Canadian tax policy is a discriminatory and unreasonable barrier restricting U.S. commerce.

About 30 or 35 border stations are said to be affected by the Income Tax Act of Canada, known as Bill C-58 and implemented Sept. 22, 1976, which says Canadians cannot deduct advertising costs as a business expense if the advertising was purchased in foreign media and directed primarily to a market in Canada. Deductions are permitted for advertising in Canadian media.

A group led by Leslie G. Arries Jr., president of Buffalo Broadcasting Co., owner of WIVB-TV Buffalo, N.Y., said total advertising revenues from Canadian accounts dropped from $18.9 million in 1975 to $16.8 million in 1976 and to $9.2 million in 1977. Net amounts paid to U.S. broadcasters dropped from $14.1 million in 1975 to $6.1 million in 1977. Revenues will drop even further this year, the group said, because C-58 for the first time is fully implemented—there are no more grandfathered contracts.

Despite intervention from the U.S. Senate, Mr. Strauss, the U.S. Treasury Department, Commerce Secretary Juanita Kreps and the State Department, the Canadian government has steadfastly refused to negotiate what it considers to be an internal tax policy. Attorney Bart Fisher, representing the signing stations, said last week's complaint, made under Section 301 of the Trade Act of 1974, is the most ambitious attempt to date to get Canada to negotiate.

After hearings, if a complaint committee headed by Mr. Strauss finds merit in the stations' case, it will recommend to President Carter that some action be taken. Actions could include withdrawing, suspending or preventing application of the benefits of trade agreements, or the imposition of duties, fees or other import restrictions on the products or services of the offending country.

To emphasize that it is attempting to get Canada to negotiate, the group is offering compromises. It said affected border stations could set up separate corporations in Canada that paid income taxes on income from Canadian advertising, or could reinvest some of the money in programs directed at Canadian audiences or in production of programing originating in Canada.

Among companies not signing the complaint was Taft Broadcasting Co., owner of WGR-TV Buffalo. A spokesman said Taft feels "very strongly" that C-58 is unfair and discriminatory "and is very unhappy about it." But the spokesman said "in Taft's judgment this is not a good time to file that complaint." Other unsigned stations, including Capital Cities Communications Inc.'s WKBW-TV Buffalo, may be concerned about timing as well, but Mr. Fisher said he hopes they will eventually sign or take part in the hearings, tentatively scheduled for Nov. 29 and 30. As it is, he said, signed stations represent major border market areas.

The Canadian embassy redistributed a March explanation of its position on the bill, saying it was necessary to strengthen its native broadcasting industry. It said the $20 million Canadian advertisers had been paying U.S. broadcasters represented 10% of total Canadian TV advertising revenue but only 0.5% of that of the United States. An attachment to the explanation said recent annual reports of the two unsigned Buffalo stations showed Canadian advertising losses were insignificant (Mr. Arries said his station got about 30% of its advertising revenues from Canada). Only four stations, the Canadians said, have derived a major portion of their revenues from Canada—KVOS-TV Bellingham, Wash., the most "since it was established to benefit almost entirely from ... advertising directed to ... Vancouver, an area that it was not licensed to serve."

Signed stations are KXMD-TV Williston, KXMC-TV Minot, KTHI-TV Fargo, WDAZ-TV Grand Forks-Devils Lake, all North Dakota; KVOS-TV Bellingham and KXLY-TV Spokane, both Washington; WIVB-TV Buffalo and WWNY-TV Watertown, both New York; KCFW-TV Kalispell and KFBB-TV Great Falls, both Montana; WPBN-TV Traverse City and WTOM-TV Cheyboygan, both Michigan; WVII-TV Bangor, Me.; WSEE(TV) Erie, Pa., and WEZF-TV

An ad is an ad ... The FCC has said TV stations may refuse to broadcast a political advertisement when the video tape does not meet FCC technical standards for vertical and horizontal blanking intervals (BROADCASTING, Aug. 21, 28). Washington communications attorney Christopher J. Reynolds had asked for a declaratory ruling, saying rejection of an advertisement might be considered censorship which is prohibited by law.

The FCC said reviewing tapes for conformity to technical rules would be analogous to reviewing them for sponsorship identification, would not constitute censorship of content and would not violate Section 315(a) of the Communications Act. "Since you state that you do not accept ads that do not comply with ... technical standards from commercial advertisers, you would not be required to accept them from political candidates," the commission said.

One medium's loss is another's gain. Radio stations in the New York area are experiencing increased billings anywhere from 10% to 30% as a result of the city's newspaper strike, according to a survey by the New York Market Radio Broadcasters. The NYMRAD check even found some stations turning away advertising because requests were outrunning availabilities. Billings were coming both from old-line retail accounts and from new businesses, a NYMRAD spokesman said. TV stations are also sharing in the wealth, although not to the same extent. Gains are fairly modest—in the 10% range, some stations said—and one TV executive noted that lead time for preparing commercials was a hindrance.

tisements comparing one beer to another.

The letters were sparked by an Anheuser-Busch complaint to the FTC that Miller Brewing Co. was misleading consumers into thinking its Lowenbrau beer was brewed in Germany, when in fact, it is brewed in the United States in a process Anheuser-Busch claims is not as good as the one in Germany. The commission is continuing a closed investigation into the complaint and in the process is working with the bureau in several other areas.

The FTC apparently believes that the Bureau of Alcohol, Tobacco and Firearms is not giving a broad enough interpretation to its "disparaging a competitor" regulation. The bureau will not allow advertisments that show a truthful comparison if in its opinion the advertisement belittles a competing product. The FTC staff would like to see regulations that encourage more comparative advertising, and in a third letter, will probably urge the bureau to allow truthful comparative advertisements the bureau might have considered "disparaging" in the past.

Both the FTC and the bureau have called the letters "friendly," and have said they want to work with each other. One way they are working together, besides conferring on the comparative advertising issue, is on a study on alcoholic beverage advertising with the National Institute on Alcohol Abuse and Alcoholism and the National Highway Traffic Safety Commission.

An objective of the study is to determine whether advertising induces minors to begin drinking, encourages alcoholics or problem drinkers to drink excessively, or causes current drinkers to drink more. The FTC wants to find out what information is being conveyed to the public, and the Bureau of Alcohol, Tobacco and Firearms wants to find out how consumers see such advertisements and how they affect consumer impressions and beliefs about alcohol consumption.

CPB out to upgrade program selection, funding methods

Main aim is to attract bigger, diverse audiences

The Corporation for Public Broadcasting last week set out on what it called "an extensive exploration of the needs and interests" of the nation's television viewers. At the same time, it is continuing its effort, begun last November, to develop what it calls "more effective and responsible" methods of funding programing.

The efforts, expected to be concluded in about 18 months, are related; the findings of the programing search will help establish the spending priorities. "In the past," Courtland Anderson, CPB executive vice president, said last week, "faults could be traced to the fact that we funded programs on an ad hoc basis, based on what was available."

The study to determine programing needs and to identify the kinds of programing responsive to them represents an effort by CPB to broaden public broadcasting's audience. For while the focus will be on those who now watch public television, Mr. Anderson said the concerns of those who do not will also be examined.

The research effort will be many-sided. It will involve talks with broadcast professionals, including public television station managers, a review of what the commercial networks are presenting and of programs planned or in production. In addition, the CPB research department will attempt to develop techniques to determine what the public wants to see. ("Often a viewer will tell a researcher he wants to see what's good for the viewer," Mr. Anderson said. "We're trying to get an honest assessment of what people want to see as well as what's good for them.")

Panels of experts will be one of the mechanisms tested in the corporation's new approach to funding television programing. "We want them [the panels] to be advisory," Mr. Anderson said. "The question is: How do we assemble the panels so they are fair to the people making programing proposals and get the best results? We don't want them to be CARE packages for producers; we do want the best programs for the public."

Children's programing is one category that CPB already considers a high priority matter. CPB staff members are said to be completing plans for a demonstration project for children's programing. And children will be among the "experts" staffing panels that will recommend program projects. CPB said the children's opinions will be weighed along with those of educators, broadcasters and others believed knowledgeable about children's programing.

CPB's efforts to develop new funding techniques thus far have resulted in the

Burlington, Vt.

Complaining stations say Canada is getting something it is not paying for, that U.S. programs have been used as the basis of one of the most extensive and sophisticated cable industries in the world where major cities are up to 80% wired; yet U.S. stations that provide programing used by Canadian cables are not allowed to compete for the Canadian advertising dollar.

In addition stations recall the threat that all commercials on U.S. stations would be deleted by Canadian cable systems. Commercial deletion was suspended, however, in September 1976 when C-58 was implemented. The object of C-58 is to keep television revenues in Canada and thus build up domestic Canadian film and broadcast production. The Canadian government in 1976 intimated that if C-58 didn't work, it might consider going back to commercial deletion.

Mr. Fisher said, in retrospect, commercial deletion was preferable to C-58 because deletion, besides being "very expensive," was done on a random basis. An advertiser took his chances. But C-58 hits everything, all the time, he said. He said the two accomplish the same thing and the same Canadian criticism aimed at commercial deletion should apply to C-58.

Meanwhile, complaining stations are after all the leverage they can get. Canada has been smarting from changes in the U.S. tax laws that discourage deductions for expenses at foreign conventions. Canada is now classified as "foreign," and is said to be feeling the impact. The 15 stations are urging Congress to resist attempts to exempt Canada from the U.S. tax designation until they get "just compensation for our broadcasting services."

CDC buys Paperwork

Control Data Corp., Minneapolis, has reached an agreement in principle to acquire Paperwork Systems Inc., Bellingham, Wash., which offers computer-based services in traffic, management and accounting functions for TV and radio stations ("Closed Circuit," Aug. 28).

Paperwork Systems has about 230 station clients while Control Data is involved in the same field for more than 70 radio stations, and is planning to offer services to TV stations, through its Station Business Systems.

Terms of the agreement were not disclosed, but the sale price is understood to be about $750,000. It is contemplated that Paperwork Systems will be merged into Station Business Systems and their base moved to Greenwich, Conn., after the transaction is completed. The preliminary agreement is subject to approval by the boards of directors of both companies.

Joseph Coons is president of PSI and it is expected that he would hold the same post with the combined operation. Theodore F. Shaker is chief executive officer of Station Business Systems and also president of Arbitron, a CDC subsidiary.

San Diego-Mexico feud escalates to border war

Ad agency for XETRA-AM-FM files antitrust suit against 17 stations for minimum $3 million each

The long-brewing dispute between San Diego radio stations and the owner of two Mexican stations in Rosarito, Baja California Norte, erupted last week into an antitrust suit in which the 13 licensees of 17 San Diego stations are being sued for at least $3 million each.

The plaintiff is the advertising agency for XETRA-AM-FM, Noble Multimedia Communications, which lists San Diego as its principal place of business.

Noble contends, in the suit filed in the U.S. District Court for the Southern District of California, that, since 1970, the San Diego stations and unnamed "co-conspirators" have engaged in actions directed against it that violate the Sherman and Clayton antitrust acts.

Specifically, Noble charges that the San Diego stations and the "co-conspirators" joined in an effort to prevent it from doing business in the San Diego market and "untruthfully and illegally published statements" to the effect that Noble was a Mexican company "which intended to divert millions of dollars in advertising revenues out of the United States and into Mexico."

The complaint alleges that the "unlawful conduct" has adversely affected Noble's ability to acquire advertising for XETRA-AM-FM in San Diego, and caused it "to suffer injury to its goodwill and customer acceptance and to be deprived of substantial income which it otherwise would receive."

Noble is asking triple the amount of damages it has suffered—the amount to be determined at trial—and that judgments of $1 million be entered against each defendant on each of three causes of action.

The suit was filed as the controversy builds to a climax, with the expected change soon in XETRA-FM's format and facilities that is bound to make the station more of a competitive threat in San Diego than it is now. At present, the Mexican AM and FM stations broadcast simultaneously the same programing, in English—the AM with 50 kw and the FM with 3 kw. The format is aimed at the 30-year-old-and-older group. XETRA-FM has announced plans to broadcast from a new facility in Tijuana, nearer San Diego than is Rosarito, with 100 kw, employing a format aimed at 12-to-34-year-olds, primarily in English.

The San Diego stations, which have banded together in a Committee for Equality in Radio Frequencies (CERF), have made it clear they would seek to block those plans by preventing XETRA-FM from obtaining the programing for the new format, which is to be recorded in the U.S. and shipped across the border (BROADCASTING, July 10).

Section 325(b) of the Communications Act prohibits the delivery of programs to a foreign country for broadcast into the U.S. without FCC permission. The question is whether that section applies to tapes delivered by hand as well as to material transmitted electronically. XETRA's lawyers say that it does not, CERF's that it does. CERF would argue that the proposed programing violates a U.S.-Mexican agreement that stations provide effective programing for nationals within those countries' borders.

Mark Fowler, counsel for CERF, characterized the antitrust suit as "a sham ... an effort to drive us from filing what we intend to file," and said the effort would fail. "Anybody can sue anybody at any time," he said. "But winning is something else."

The defendants are Broadmoor Broadcasting Corp. (KSON-AM-FM); KGB Inc. (KGB-AM-FM); Southwestern Broadcasting Inc. (KPRI[FM]); West Coast Media Inc. (KIFM[FM]); Parker Industries Inc. (KYXY[FM]; Midwest Television, Inc. (KFMB-AM-FM-TV); KOZN Inc. (KOZN-FM); Retlaw Enterprises (KOGO[AM]); KCBQ Inc. (KCBQ[AM]); Lee Bartell & Associates (KMJC[AM]); Eleven-Fifty Corp. (KEZL[FM]); Pacific and Southern Co. (KSDO[AM]) and Storer Broadcasting Co. (KCST-TV).

FTC, bureau of Treasury debate what's on tap for beer advertising

Commission and Alcohol, Tobacco and Firearms are brewing up new regulations that would allow more comparative commercials

An exchange of letters between the Federal Trade Commission and the Treasury Department may result in clearer definitions in regulations of comparative advertising of beers.

A letter from the commission urges Treasury's Bureau of Alcohol, Tobacco and Firearms to allow more comparative advertising. The FTC said the bureau's traditional interpretation of regulations barring beer advertising that "disparages" a competitor's product has led to a virtual ban on comparative advertising.

Some brewers, including Anheuser-Busch, agreed with the FTC, saying such advertising was often not run because breweries knew in advance what the bureau's position would be, and advertising campaigns were too expensive to risk starting one that might be stopped by the government.

In an answering letter, the bureau said it prohibits advertising that "disparages" a competitor's product, but does not prohibit comparative advertising as such. And it pointed out several current adverdesign of six methods of distributing funds. Mr. Anderson said the study will probably produce "three or four funding proposals." Among those now under study is one that calls for major ("more or less block") program grants to specific production entites, Mr. Anderson said. As examples, he said KCET(TV) Los Angeles might be provided with funds to do dramatic programing, while WETA-TV Washington or WNET(TV) New York might be given money for public affairs programs.

Other proposals being examined include grants to consortia of stations or independent producers for the production of specific kinds of programing, and to the Public Broadcasting Service for acquiring, advertising and promoting programs, and for financing the "step-up" of acclaimed local programs to programs for national distribution.

Mr. Anderson also mentioned proposals for using the Station Program Cooperative, through which the public television stations pledge funds to the Public Broadcasting Service for the programs they want to broadcast, as a vehicle to provide funding. He said CPB could provide a "general discount to SPC," through a partial underwrite of programs. That, he said, would give stations more decision-making authority by giving them more money. Or, he said, CPB might provide discounts for specific kinds of programs its research indicates meet special needs—programs designed for minority groups, for instance.

Another proposal under consideration would be designed, in effect, to reward past contributions to the national schedule of public broadcasting. Block grants to stations or independent producers would be based on their programing contributions over the preceding three years. However, without elaborating, Mr. Anderson said that proposal, which has been described as an "incentive plan," posed "a number of problems."

CPB this fiscal year will spend about $15 million on national television programs. Expected increases in federal appropriations would boost the funding level to as much as $40 million in 1981.

Teens are focus of latest Capcities documentary series

Capital Cities Communications Inc., already in the syndication market with two documentaries involving energy, is expanding in the direction of teen-age concerns.

It announced plans for barter distribution of four *Capital Cities Family Specials*, produced by Capcities in conjunction with Paulist Productions of Los Angeles. The half-hour programs, with two commercial minutes for stations and two for national advertisers, are *This One for Dad* (about the death of a parent); *Loser Take All* (racial prejudice); *It Can't Happen to Me* (alcoholism), and *When, Jenny? When?* (sex).

So far, Capcities claims 35% clearance; advertisers haven't yet been signed.

While prime-time or prime-time access slots are being souught, stations will be given six-week periods within which to schedule each show. The first, for example, will be available between Nov. 15 and Dec. 31, the others later. In addition, two of the specials will be repeated.

In announcing the series, Capcities stressed that the dramatizations won't talk down to teen-agers or be "sugar-coated moralistic lessons." Television stars will be featured, including Maureen McCormick of *The Brady Bunch* and Dick Van Patten of *Eight is Enough*.

The four *Family Specials* are in addition to the public affairs documentaries the company plans to continue offering. Last April Capcities presented *The 45 Billion Dollar Connection* and a year earlier, *We Will Freeze in the Dark*. Another documentary is targeted for this December; its subject matter hasn't been announced.

Wussler's first pact

Pyramid Enterprises Ltd., New York, formed by Robert Wussler after he resigned as president of CBS Sports last April, has made its first production agreement; a multiyear deal with the Watkins Glen Grand Prix Corp. and CBS Sports.

The Oct. 1 international auto racing event from Watkins Glen, N.Y., will be taped and carried on the *CBS Sports Spectacular* as a one-hour segment on Oct. 7. Mr. Wussler said he is also putting together other television projects in entertainment and sports specials and programs that deal in facts and historical events.

Program Briefs

Healthy start. Lexington Broadcast Services, in conjunction with parent, Grey Advertising, has cleared *Health Watch,* 52 two-and-a-half minute television features, in 25 markets including those of NBC owned-and-operated TV's. Series features WNBC-TV New York's Frank Field and covers range from heart disease to arthritis. Distribution is on time bank or cash basis.

Year four. With television series already sold in 90 markets, Metromedia Producers Corp. has renewed Gemini Productions' (Ralph Edwards) *Cross-Wits* for fourth year. Daily game show has Jack Clark as host.

New dramatist. ABC Television's second "ABC Theater Award" has been given to Lee Hunkins, New York playwright with off-off-Broadway productions to her credit. Teleplay was developed at this year's New Drama for Television Project at National Playwrights Conference of Eugene O'Neill Memorial Theatre Center at Waterford, Conn. Ms. Hunkins has received $10,000 and ABC Inc. grant has been given to Playwrights Conference. Ms. Hunkins's teleplay, "Hollow Image," will be produced during 1978-79 as *ABC Theater* presentation.

Joins up. Lila Garrett, three-time Emmy-Award winner, has signed with Metromedia Producers Corp., bringing three one-hour network development projects *Impulse* (tentative title) for NBC-TV and *Ms. Michael's Law* and *Getting There* for CBS-TV.

First listen. Representative Donald Clausen (R-Calif.) was host of preview of new radio series by San Francisco Symphony Orchestra. Concerts are recorded live at San Francisco's War Memorial Opera House and produced by Parkway Productions Inc., Washington. Broadcasts, sponsored by Christian Brothers Wines and Brandies, will begin airing this month in at least 22 markets.

Once burned. Series of White House concerts beginning with cellist and conductor of National Symphony Orchestra Mstislav Rostropovich Sept. 17 are to be filmed using funds from Corporation for Public Broadcasting and offered to public TV stations by WETA-TV Washingon. Station previously filmed pianist Vladimir Horowitz at White House (BROADCASTING, March 6) using CPB money and started flap when it announced overseas syndication (BROADCASTING, April 3). This time, WETA President Ward Chamberlain said there will be no foreign distribution—no other rights at all—"We are covering this as an event."

Best in public radio. Six public radio stations have received Corporation for Public Broadcasting awards: WQED-FM Pittsburgh and WILL(AM) Urbana, Ill., for public awareness programs; KPBS-FM San Diego and KAXE(FM) Grand Rapids, Minn., for public participation, and WGUC(FM) Cincinnati and WKAR-FM East Lansing, Mich., for local fund raising.

Love-hate. ABC's Howard Cosell is America's best-liked—and least-liked—TV sports announcer, according to a survey reported in the Aug. 19-25 *TV Guide.* In a poll conducted for the magazine by Opinion Research Corp. among some 1,000 adults, 20% put him at the top of their best-liked list while 39% voted him least-liked. Frank Gifford placed second on the best-liked list with 13%, but nobody came close in the least-liked category: Curt Gowdy ranked second with 3%. The respondents were also ambivalent on sports they'd like to see more or less of on TV. Baseball got the highest "more" vote with 16%, though 10% wanted less. Pro football was next: 13% wanted more, 14% wanted less. But absolute tops was "none": 22% wanted no sport carried more, and 22% wanted none carried less.

Pin-up. A 22-year old suburban Washington woman whose experiences as a teacher convinced her that television had a pervasive influence on children's lives decided to go after the person she thinks most responsible for TV's negative effects. The result is that Terri Cotton has started Citizens for No-More-of-the-Same TV, is beginning a newsletter and is overwhelmed at response from her "Wanted" poster on Fred Silverman.

A graduate of the University of Miami in special education, Miss Cotton and her father, Stan Cotton, a Washington public relations man, came up with the poster idea after reading a magazine article blaming NBC's new president for the present state of commercial television, which she finds deplorable. "Wanted, for wholesale destruction of civilization, lowering of American tastes, killing off new ideas, foisting more-of-the-same-TV programs on the unsuspecting public," the poster reads, over a picture of Mr. Silverman, who is called "Fast Freddie or The Man with the Golden Gut." Miss Cotton has seen her poster covered in the *Washington Post* and has been contacted for interviews by the print and broadcast media, including NBC radio network. Four NBC executives have asked to have posters sent to their homes, she said.

With help of the National Parent-Teachers Association and various other citizen-oriented organizations, she hopes to sell posters nationwide to help finance her crusade for better programing. Right now, besides getting the newsletter started, Miss Cotton said the main goal of her group is to meet with Mr. Silverman himself. "I have some suggestions for him," she said.

Record robbery. Entire album collection—more than 2,000 LP's valued at $5,000—was stolen last week from WBAW-AM-FM Barnwell, S.C. Station's getting by on its library of 45's and has started to rebuild supply of albums.

New direction. American International Television, already in syndication with films and series (*Comeback* and *Juke-Box* among new offerings in coming season), now also is setting sights on network television. Development deal with NBC-TV has been signed for possible half-hour youth-oriented comedy series, *Record City,* Producing are James T. Aubrey Jr., former president of CBS-TV and MGM, and Joe Byrne. In addition, AITV's talking to networks about made-for-TV movies.

'Kaz' goes abroad. Worldvision Enterprises has acquired international distribution rights to new CBS-TV lawyer series, *Kaz.*

Identified flying producer. Gene Levitt has been named co-producer of *Project UFO,* NBC-TV series from Jack Webb's Mark VII Productions. Mr. Levitt was creator of ABC-TV series, *Fantasy Island,* according to ABC and now NBC. However, his parentage of show is still being disputed by New York writer, Dennis Maitland, who filed $30-million suit against ABC claiming idea for show was stolen from him. Suit is now in discovery stage.

Nine out of 10. Metromedia Producers Corp., New York, has sold *Merv Griffin Show* to WFLD-TV Chicago, putting program in nine of top-10 U.S. markets (sole exception: Detroit). Ninety-minute show now is sold in 96 markets.

Salvaging pilot. Unusual pilot is in works for ABC-TV at Bennett/Katleman Productions, in association with Columbia

Pictures TV. Titled *Salvage,* it stars Andy Griffith as garbage man who decides to harvest space-age refuse left behind on moon by U.S. missions there.

Football, American style. Viacom has signed as exclusive foreign distributor of National Football League films, and is to distribute NFL games overseas during 1979.

Astin to ABC. John Astin, actor, director, writer and producer, has signed nonexclusive deal with ABC-TV to develop TV projects through his company, Banjo Films Ltd. Mr. Astin until recently starred in ABC series, *Operation Petticoat.*

Moments to 1980. NBC Sports will produce series of spot reports up to two minutes in length on great achievements in Olympic games history. Series, to be called *Olympic Moments,* is sponsored in full by AT&T, and will air throughout NBC Sports programing from Sept. 2 to start of 1980 games.

Good Book to TV. NBC-TV plans three-part miniseries of *Stories From the Bible,* to air during National Bible Week, Nov. 19-25. Charles E. Sellier's Schick Sunn Classic Productions will produce.

Hill and Eubanks to Fox. Production company of Michael Hill and Bob Eubanks has signed exclusive deal with 20th Century-Fox to develop syndicated TV programs for prime-time access and network specials and series.

Stews in a stew

Last Monday's airing of the CBS pilot for *Flying High* drew an angry protest from the Association of Flight Attendants, Washington, which said the show depicts its members as "brainless sex goddesses."

Patricia D. Robertson, president of the association, said Tuesday that the program's depiction of three novice stewardesses is "demeaning and just not accurate." The program used "every stereotype and cliche that has ever been used," she said. "We have worked for many years to dispel the mistaken image of flight attendants as sex goddesses, and this program is a real setback in those efforts.

"The show concentrates more on bosoms than brains and more on sex than safety," she said. "We are professionals. Safety is our business—not sex."

A CBS spokesman said it is not the network's intention to downgrade or embarrass airline stewardesses. The program the group has seen, he pointed out, was a movie pilot, and he expressed the hope that the stewardesses would watch the first two or three shows rather than base their judgment on the pilot.

ABC sues Redd Foxx

ABC Inc., charging breach of contract, has sued comedian Redd Foxx, EF-OH-EX-EX Productions, Redd Foxx Productions and Redd Foxx Enterprises in Los Angeles Superior Court for more than $5 million and asked that he be stopped "from rendering his services as an entertainer to any person or entity other than ABC."

The suit, filed by the law firm of Wyman, Bautzer, Rothman & Kuchel, charges that Mr. Foxx had been contracted in October 1975 to come up with a pilot for a series in which he was to star. ABC claimed he has refused to follow through on the deal.

The $5 million-plus being sought in general damages by ABC is based on Mr. Foxx's alleged "failure and refusal to package, produce and deliver" the pilot. Additionally, ABC wants $350,000 plus interest for advances said to have been supplied to Mr. Foxx and his companies, as well as another $60,000 plus interest ABC said it gave two of the companies for production of a show entitled *Big Diamond George.*

Moreover, ABC wants Mr. Foxx to pay for court expenses.

When Mr. Foxx left NBC and *Sanford & Son,* his move to ABC involved the subsequently canceled *Redd Foxx Show* and development of other projects. Before leaving *Sanford & Son,* however, Mr. Foxx, in 1974, had faced a breach of contract suit from Tandem Productions; that was settled out of court.

Mr. Foxx could not be reached for comment.

Appeals court gives close call to public broadcasters

On 5-to-4 split, it declares unconstitutionality of law requiring noncommercial stations to keep audio tapes of public-issue broadcasts

Public broadcasting interests have come out on top a second time in a court fight over a statute they claim violates their First Amendment right to freedom of the press and their Fifth Amendment right to equal protection of the laws. The full nine-court bench of the U.S. Court of Appeals in Washington, in a 5-to-4 decision, held that the statute—and the FCC regulations implementing it—violate the Fifth Amendment.

However, there was considerable sentiment among some of the judges also for the First Amendment argument. Indeed, Chief Judge J. Skelly Wright, who wrote the majority opinion, said that the case posed the "specter of government censorship and control"—and not only for public broadcasting but for "all broadcasting."

"For if this legislation is constitutional as to public broadcasting," he added, "similar legislation as to all broadcasting is standing in the wings."

At issue is a requirement that all noncommercial radio and television stations that receive federal funds make audio tapes for use by the FCC or members of the public of any broadcast "in which any issue of public importance is discussed." The broadcasters, who must retain the recordings for 60 days, may request reimbursement from the public.

Judge Wright said: "If the government can require the most pervasive and effective information medium in the history of this country to make tapes of its broadcasting for possible government inspection, in its own self interest that medium will trim its sails to abide the prevailing winds."

Only one other member of the court—Judge Malcolm R. Wilkey—joined Judge Wright in that conclusion, as well as in other sections of the opinion in which he held the law violated the First Amendment.

Judges David Bazelon and Spottswood W. Robinson III, in separate concurring statements, said Judge Wright was persuasive in arguing the recording requirement violates the First Amendment. (Judge Wright said it "was intended ... to impose the threat of congressional or government control over the content of noncommercial public affairs broadcasting.")

But they both said the Fifth Amendment argument is stronger. And, as Judge Bazelon said, "it is thus unnecessary to decide whether the chill imposed by this statue" in First Amendment rights "is sufficient to require its invalidation."

Along with Judge Carl McGowan, they joined Judge Wright in his Fifth Amendment argument, which was based largely on the ground that commercial broadcasters are not burdened with a similar requirement.

The requirement had already been held to be in violation of the Fifth Amendment by a three-judge panel of the court, in a decision handed down last year (BROADCASTING, Sept. 19, 1977). However, the full court agreed to reconsider the matter after the commission petitioned for rehearing. The FCC's implementing regulations were adopted in 1975, two years after the law was adopted.

Judge Wright said that if the recording requirement is to withstand "equal-protection scrutiny," particularly where "fundamental rights are involved," a showing must be made that "its application to noncommercial broadcasters and not to commercial broadcasters furthers a substantial government interest and that it is narrowly tailored to serve that interest."

And none of the goals the commission said the rules were intended to serve justifies the distinction, Judge Wright maintained. The commission cited three—oversight of the use of federal money, preservation of significant programs and enforcement of statutory requirement that noncommercial broadcasters assure "objectivity and balance" in every program or series of programs of a controversial nature that they present.

The four dissenting judges, however, fixed on the "objectivity and balance" standard—one more rigorous than that applicable to broadcasters generally under the fairness doctrine—as sufficient justification. Congressional oversight of noncommercial broadcasters' performance under that standard "is a legitimate and substantial government interest," wrote Judge Harold Leventhal, in a dissenting statement in which Judge Edward Allen Tamm joined.

Judge Leventhal also said that although the requirement "may be pesky, it is a minimal burden," and does not violate the First Amendment because "it does not preclude expression of ideas."

Judge Leventhal interpreted the law in a manner that limits its scope. Read literally—as Judge Wright said it must be—Judge Leventhal said it would apply to every station (even commercial stations) that received any federal funds, for any purpose, after 1973, the year in which the law was enacted. Judge Leventhal said the law was intended to apply only to funds provided for programs subject to the objectivity and balance requirement.

However, the two remaining dissenters—Judges George E. MacKinnon and Roger Robb—would not accept Judge Leventhal's interpretation. Judge MacKinnon, who wrote the statement in which Judge Robb joined, said the statute is "valid in its entirety" and "should be given its plain reading."

To Judge Wright, one of the flaws of the legislation is that there is no necessary correlation between the content of programing presented by noncommercial stations and federal funding. He noted that not all publicly funded programing deals with public affairs, and not all public affairs programs are publicly funded. "In practice, then," he said, "any intersection between public support of a particular program and the application of [the law] is little more than coincidental."

The decision constitutes a personal setback for Senator Robert Griffin (R-Mich.). He was the author of the bill that embodied the requirement, and persuaded the FCC to adopt broader implementing regulations than it had originally planned. What's more, after the three-judge panel of the court ruled the law unconstitutional and the full court agreed to rehear the case, his attorneys filed a friend of the court brief, arguing for the law's constitutionality.

Reasoner's return

Veteran newsman and original member of '60 Minutes' team goes back to show next year

Harry Reasoner is going full circle.

The network newsman who launched *60 Minutes* on CBS-TV a decade ago with Mike Wallace and later moved to the co-anchor seat at *ABC Evening News,* not only has returned to CBS News, but also will get his old job and title back.

Announced last week was the addition of a fourth correspondent/co-editor to *60 Minutes,* Harry Reasoner, who joins Mr. Wallace, Dan Rather and Morley Safer.

According to CBS News, a fourth person is needed to lighten the workload on Messrs. Wallace, Rather and Safer, who are said to be responsible for preparing 38 stories per year each. With Mr. Reasoner on board, it is expected that each will do about 30 pieces, as well as be available for other CBS News assignments.

The four correspondents/co-editors will rotate, each appearing for three out of four weeks. No other format changes in the series are anticipated.

Mr. Reasoner, questioned later, said he doesn't expect to show up on *60 Minutes* pieces until January, explaining that he wants to complete one or two *CBS Reports* and already has been assigned to election night coverage. He will, however, begin *60 Minutes* production earlier.

When he returned to CBS News earlier this year, it was for the position of chief correspondent and co-editor of *CBS Reports.* At the time, Mr. Reasoner said, he knew management was scouting for a fourth member of the *60 Minutes* team but that he was returning for *CBS Reports.*

As for the assignment switch, he admitted having "mixed feelings" and added that "management decided this was the thing to do."

When Mr. Reasoner left *60 Minutes* in 1970 to go to ABC News, Morley Safer was teamed with Mike Wallace. Dan Rather joined in 1975.

Selective shield

82-year-old Maryland law protects reporters from naming sources only for material printed or aired

Journalists' concern with shield laws and the protection they afford against the forced divulging of sources focused attention last week on what is said to be the first, and probably one of the oddest, shield laws in the nation—Maryland's.

The state attorney general's office last week said that the shield law adopted by the Maryland legislature in 1896 protects reporters from being forced to divulge sources if the material involved has been published or (since a 1949 amendment) broadcast on radio or television.

However, the attorney general's office said, in an opinion requested by a state legislator, if the material has not been published or broadcast, a reporter has no such protection.

The law provides that a reporter "may not be compelled to disclose, in any legal proceeding or trial or before any committee of the legislature or elsewhere, the source of any news or information procured by him for and published in the newspaper or disseminated by the radio or television station" where he is employed.

The opinion noted that of 26 states having shield laws, only Maryland and three others specifically required publication or dissemination of information before the privilege can be invoked, the opinion said.

Assistant Attorney General William C. Wilburn, who issued the opinion along with Attorney General Francis Burch, sought to make clear that the opinion merely tracked a law that was written and adopted by a legislature 82 years ago. "We didn't say anything the law doesn't say," he said. "The opinion is a straight, standard interpretation of the law."

NBC study underscores appetite for TV news

An analysis prepared by NBC Television indicates that, contrary to the claims of some TV critics, viewers of television in general are also the heaviest viewers of television news.

NBC's tabulation was based on the Nielsen Television Index for the week of June 26. It shows the ratings of each of the three TV network's early evening news programs for each quintile of the audience, based on total weekly viewing. NBC noted that the data are based on household tuning but said it "is very likely that persons viewing data would show extremely similar patterns."

Quintile	Average hours of TV per week	Average rating: NBC	CBS	ABC	Total three network ratings
Lightest viewing	4.7	3	2	1	6
Second lightest	18.4	7	7	4	18
Middle viewing	31.7	9	15	7	31
Second heaviest	44.9	15	10	10	35
Heaviest viewing	72.6	14	17	10	41

Journalism Briefs

Bureau for hire. Television News Associates of Washington recently began operations, offering variety of what it calls "inexpensive" news services to television stations. Services include audio reports, magnetic-striped 16 mm film reports, actualities, voice over for network video and research. Ward Bodner, operations director, said average cost of silent film report should be less than $75, with cost for same film with sound possibly twice that amount. Audio reports will be sent out on cassette by express mail or by telephone hook-up and will include any tag out the subscriber desires. For $100, exclusive access to service in market can be insured. Information: (202) 466-7700.

Commerce orientation. U.S. Commerce Department has scheduled briefing for broadcast general managers in Washington Oct. 17-19 to introduce top department officials and acquaint broadcasters with Commerce activities for future news and feature stories. Program begins with reception in office of Secretary Juanita Kreps and includes field trips to Census Bureau and National Bureau of Standards and presentations by department officials including Henry Geller, assistant secretary for communications and information.

Bandwidth reduction losing out as space saver

Report of FCC's UHF Task Force says consumer costs would be too high; O'Neal study offends neither television nor land mobile

Down memory lane. Collection of home entertainment memorabilia spanning more than 100 years was placed on exhibit Aug. 23 at the High Museum in Atlanta to celebrate the 30th anniversary of WSB-TV Atlanta. The exhibit of more than 20 appliances, assembled from various sources by the RCA Corp., has had previous showings in cooperation with WLWT(TV) Cincinnati; WGHP-TV High Point, N.C.; WBAL-TV Baltimore and WBZ-TV Boston. Tucker Madawick (right) holds a replica of Edison's first phonograph (circa 1877) and is surrounded by a 1924 Atwater Kent radio (top); 1902 Victor I crank type phonograph, and RCA's recent SelectaVision video cassette recorder. Additional artifacts (left photo) are (clockwise) horn for 1907 Edison Gem phonograph; 1918 crank type Victor Talking Machine; 1929 NBC microphone; Nipper and the 1902 Victor I phonograph.

The FCC's UHF Task Force report on methods for reducing the amount of spectrum space that both UHF and VHF television channels require (BROADCASTING, Aug. 28) seems likely to form an important addition to the literature on the increasingly critical issue of how spectrum might be conserved. But for the moment, it has not served to add appreciably to the controversy involved in land mobile's effort to obtain spectrum now used by UHF television.

Neither side rushed to publicize its reactions to the report or even to form them. But it was clear that land mobile interests find the report comforting, and for a number of reasons.

William Borman of Motorola Inc., regarded as a leading spokesman in Washington for land mobile interests, saw the report as supporting land mobile's argument that the FCC, as it prepares for the World Administrative Radio Conference to be held in Geneva next year, should adhere to a policy of "flexibility" regarding the UHF portion of the spectrum.

Neither Mr. Borman nor anyone else expects decisions on reducing television bandwidth to be made any time in the foreseeable future. But, Mr. Borman said, "Some future commission will have to handle a serious spectrum-congestion problem. We should give that future commission the elbowroom necessary to make decisions."

Mr. Borman also appeared to feel the report points up the problems a previous UHF Task Force study poses for land mobile interests. That report described a narrowband technique that, at least theoretically, would permit creation of seven to 10 times more channels in existing mobile radio bands. Field tests of the concept are under way by the state of California. However, land mobile interests, noting that the technique is incompatible with the current system, say it would make existing equipment obsolete and that is the problem with proposals for reducing television bandwidth. (On the other hand, interlacing the narrowband technology with existing channels is possible. The task force estimated that the interlacing technique would double the number of land mobile channels available.)

The Association of Maximum Service Telecasters, which monitors spectrum matters as closely as any broadcast group, appeared to be comfortable with the task force report, the bulk of which was written by John B. O'Neal Jr., of North Carolina State University.

Tom E. Paro, AMST's president, in a prepared statement, expressed pleasure with the report's "realization that, unlike the new land mobile technology that could be implemented without major disruption of existing uses, a reduction in television bandwidth could be accomplished only at the expense of the public's huge investment in present reception equipment."

He also noted that the report recognizes that bandwidth and technical quality are trade-offs. AMST, he said, "believes that the public's television service should not be sacrificed for television bandwidth reduction."

Dr. Raymond M. Wilmotte, who headed the work Task Force, said in an overview preceding the report that, although a television bandwidth reduction system could have large benefits in terms of expanding the number of television stations or in saving spectrum, the costs would be large because of the need to replace "the millions of existing receivers with new receivers probably higher priced."

He also said that bandwidth reduction techniques generally involve some deterioration in the quality that existing standards provide.

However, one of the systems described in the report might be compatible with present systems. It is CBS's STRAP—Simultaneous Transmission and Recovery of Alternating Pictures—which transmits two programs on alternate fields over the same bandwidth simultaneously. Dr. Wilmotte said the system, which has been employed experimentally (BROADCASTING, Dec. 12, 1977) produces picture quality that is virtually as good as that of a conventional system. But he said the present cost of equipment needed in connection with the system makes it impractical for home use at present. He said it runs into the "thousands of dollars." The report says "hundreds" but Dr. Wilmotte said that was inadvertant.)

Another technique that Dr. Wilmotte described as "promising" is "adjacent channel interleaving," a concept developed by Dr. O'Neal. It could reduce the present 6 mhz band to an estimated 4 mhz. Dr. Wilmotte said the narrower band that would result might be useful for special applications different from that of the regular television band. However, since "the practical and political problems" involved would be considerable, Dr. Wilmotte said, "the benefits expected ... would have to be large." He said the receiver required by the system would cost up to $150 more than a conventional one.

The two other techniques discussed in the report are sampledot and variable scanning. Sampledot—in effect, a slow-scan process—could permit a reduction in bandwidth to 1 mhz. But Dr. Wilmotte said that since the degradation of picture quality involved would be severe, the system is no longer being developed. As for variable scanning, Dr. Wilmotte said that "at this stage" it is merely an idea that "might be promising."

Dr. O'Neal is not sanguine about the prospect of reducing television bandwidth. "Although the rationale for bandwidth compression ... seems convincing," he says, "such compression systems have never been reduced to practice, and it is not known at this time whether such systems will ever be practical."

Technical Briefs

Patented scramble. Joseph L. Stern and Dr. Joseph Garodnick, president and vice president, respectively, of Stern Telecommunications Corp., New York, were awarded patent for pay TV scrambling system. System, called Promo, scrambles TV sound and picture and replaces audio with signal that can be used for promotional message so that nonsubscribers tuned to pay-TV channel receive unviewable picture and hear promotional message. Decoder is also available with key control for parental guidance and hotel program service. Another version is also available for per-program service.

That's a switcher. American Data Corp., Huntsville, Ala., announced sale of multistage audio-video distribution switching system to Christian Broadcasting Network, Virginia Beach, Va. System, valued at $525,000, is designed for 100 inputs and 50 outputs and uses microprocessor-based computer control interface.

Sold. Fernseh Division of Robert Bosch Corp., Saddle Brook, N.J., completed sale of $500,000 worth of Fernseh BCN video tape recorders to Premore Inc., Hollywood production firm for CBS-TV show, *Alice.* Four recorders will be used in computer editing system and four portables will be used in studio and on location.

Hot line. Sony Corp. of America has established telephone hot line for buyers of its broadcast equipment. Information on parts, service and technical problems is available by calling Sony offices: New York, (212) 361-0014; Chicago, (312) 647-9596, and Los Angeles, (213) 635-6322.

Big buy. The smiles are the result of the signing of a $2 million-plus contract by Gaylord Broadcasting for 26 Philips Broadcast Equipment Corp. color TV cameras for Gaylord's five TV stations. Shaking hands are James R. Terrell, Gaylord treasurer (l), and Paul Bergquist, Philips president, while looking on are (l to r): William Amos, Philips vice president-marketing; William Kessell, consultant to Gaylord group, and Richard Bock, Philips regional manager. Gaylord's purchase consists of 18 LDK-25 studio cameras, four LDK-15L production portable and studio cameras and four LDK-14 ENG/EFP cameras.

Cablecasting

Access answer?

In speech to public access conference, Van Deerlin says regulating cable as common carrier may stimulate more local channels

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) says he doesn't think federal regulation is the best way to guarantee public access on cable television. But treating cable as a common carrier might do the trick.

Without endorsing the concept, the co-author of the Communications Act rewrite said he was listening to suggestions that cable be regulated as a common carrier, with cable owners able only to provide channels, for the use of others. The text from which he delivered his speech to the National Conference on Public Access Cable Television, Aug. 25 in San Diego, says: "Perhaps common carrier status for cable television is exactly the vehicle needed to accomplish not only public access goals, but others as well."

The subcommittee chairman indicated he is opposed to Congress, the FCC or any other federal entity requiring cable systems to set aside one or more channels for access. In some communities three access channels may not be enough, he said, while in others one may be too many. "Who should administer a public access channel or channels?" he asked. And what happens to small systems for which mandatory access may create severe economic problems?

These are problems that "defy national policy," he said. They are better dealt with at the state and local level.

"It is our hope that communities all across the country will have cable systems offering extensive access opportunities. More than would ever be mandated by the federal government," he said. But it is hoped they will provide access, not because they were ordered to from Washington, but "because there is a genuine need for such services."

Mr. Van Deerlin, in discussing the option of regulating cable as a common carrier, called mandatory access "a short-term solution to a problem which will only grow more complex as time goes by. As we consider the future of our communications facilities and services, don't we owe ourselves more than short-term, interim palliatives?"

Cable Briefs

Money to grow. Cablevision of New Jersey has signed seven-year $3.5-million revolving credit and term loan agreement with Philadelphia National Bank for expansion of system in Bergen county, N.J.

Granted. As result of special election, voters in Wichita Falls, Tex., awarded city's cable TV franchise to Vista Cablevision, subsidiary of American Television and Communications Corp. System will serve 35,700 households with two separate packages—12-channel and 36-channel—and three pay TV options: Home Box Office, Fanfare and Family Movie Channel.

Beefed up. Sammons Communications, Dallas-based multiple-system operation, has increased its commitment to Showtime premium cable service. Original contract with Viacom subsidiary called for Showtime availability on 13 systems; now it's up to 20, meaning base of more than 100,000 subscribers.

Again, please. Federal appellate court has been asked to review FCC decision denying waiver of rules prohibiting existing shareholder from acquiring new stock interest in grandfathered, broadcast-cable cross-owned combination. Marsh Media Ltd., licensee of KVII-TV Amarillo, Tex., was required Feb. 8 to divest additional 25% interest it had acquired in Total Television of Amarillo cable system. On July 18, commission denied Marsh rules waiver. In ordering Marsh to divest, commission ruled that Marsh's right of first refusal was not grandfathered interest.

NCTA to FCC: hurry up

The National Cable Television Association has asked the FCC to move more quickly in its proceeding to resolve signal carriage issues facing "saturated" cable systems.

FCC rules require cable systems to carry all "local" broadcast signals in their market, and a system at the juncture of two or more markets might be required to carry all local signals from more than one market, saturating the system's capacity and limiting non-broadcast services it could offer.

All comments in the proceeding have been in for more than three months, NCTA said, and affected systems are stalled in making decisions on new system capacity, rebuilds and service contracts for new channel uses.

Ways to expand service to rural areas to be examined

A study to determine how rural communities might benefit from improved use of telecommunications services has been announced by the Commerce Department's National Telecommunications and Information Administration.

Two or more persons presently employed in rural areas will be trained to assess how the public and social needs of their communities might be met by satellites, two-way cable television and other conventional or advanced services. Also, how these services might affect emergency medicine, education and law enforcement.

So far, NTIA said only the home communities of the "two or more" participants will be involved in the study.

The Broadcasting

Playlist™ Sep 4

Contemporary

Last week	*This week*	*Title* □ *Artist*	*Label*
1	1	*Three Times a Lady*□ **Commodores**	Motown
2	2	*Grease*□ **Frankie Valli**	RSO
3	3	*Boogie Oogie Oogie*□ **A Taste of Honey**	Capitol
4	4	*Miss You*□ **Rolling Stones**	Rolling Stones
5	5	*Love Will Find a Way*□ **Pablo Cruise**	A&M
7	6	*Hot Blooded*□ **Foreigner**	Atlantic
8	7	*An Everlasting Love*□ **Andy Gibb**	RSO
6	8	*Last Dance*□ **Donna Summer**	Casablanca
9	9	*Hopelessly Devoted to You*□ **Olivia Newton-John**	RSO
11	10	*Shame*□ **Evelyn "Champagne" King**	RCA
12	11	*My Angel Baby*□ **Toby Beau**	RCA
17	⚡ 12	*Summer Night*□ **John Travolta/Olivia Newton-John**	RSO
10	13	*Copacabana*□ **Barry Manilow**	Arista
14	14	*Life's Been Good*□ **Joe Walsh**	Asylum
18	15	*Got to Get You Into My Life*□ **Earth, Wind and Fire**	Columbia
15	16	*Fool If You Think It's Over*□ **Chris Rea**	United Artists
16	17	*Stuff Like That*□ **Quincy Jones**	A&M
20	18	*Kiss You All Over*□ **Exile**	Warner Bros.
19	19	*Get Off*□ **Foxy**	TK
22	20	*Don't Look Back*□ **Boston**	Epic
23	21	*Hot Child in the City*□ **Nick Gilder**	Chrysalis
25	22	*Whenever I Call You "Friend"*□ **Kenny Loggins**	Columbia
24	23	*Reminiscing*□ **Little River Band**	Harvest
13	24	*Magnet and Steel*□ **Walter Egan**	Columbia
26	25	*You*□ **Rita Coolidge**	A&M
35	⚡ 26	*Right Down the Line*□ **Gerry Rafferty**	United Artists
34	⚡ 27	*You Needed Me*□ **Anne Murray**	Capitol
32	28	*Close the Door*□ **Teddy Pendergrass**	Phila. Intl.
30	29	*Two Tickets to Paradise*□ **Eddie Money**	Columbia
29	30	*Back in the U.S.A.*□ **Linda Ronstadt**	Asylum
31	31	*Hollywood Nights*□ **Bob Seger**	Capitol
36	32	*You and I*□ **Rick James**	Gordy
46	⚡ 33	*Love is in the Air*□ **John Paul Young**	Scotti Bros.
33	34	*You're the One That I Want*□ **Travolta/Newton-John**	RSO
42	⚡ 35	*Oh Darling*□ **Robin Gibb**	RSO
28	36	*Two Out of Three Ain't Bad*□ **Meatloaf**	Epic
37	37	*She's Always a Woman*□ **Billy Joel**	Columbia
—	⚡ 38	*Paradise by the Dashboard Light*□ **Meatloaf**	Epic
27	39	*Baker Street*□ **Gerry Rafferty**	United Artists
—	⚡ 40	*Beast of Burden*□ **Rolling Stones**	Rolling Stones
49	⚡ 41	*Double Vision*□ **Foreigner**	Atlantic
40	42	*Talking in your Sleep*□ **Crystal Gayle**	United Artists
—	⚡ 43	*I Love the Nightlife*□ **Alicia Bridges**	Polydor
43	44	*Took the Last Train*□ **David Gates**	Elektra
—	⚡ 45	*You Never Done It Like That*□ **Captain and Tennille**	A&M
38	46	*Just What I Needed*□ **The Cars**	Elektra
48	47	*Who Are You*□ **Who**	RCA
—	48	*Josie*□ **Steely Dan**	ABC
—	49	*How Much I Feel*□ **Ambrosia**	Warner Bros.
—	50	*It's a Laugh*□ **Daryl Hall & John Oates**	RCA

Playback

Gathering no moss. The Rolling Stones are making up for lost time with the *Some Girls* (Rolling Stones) LP. While *Miss You* continues hot at four this week, a new cut, *Beast of Burden,* enters at 40. Ed Alexander of KTKT(AM) Tucson, Ariz., says: "It's the most commercial song on the album after *Miss You.* It's more bluesy, and Jagger was always good at the blues. It has an infectious, keep-on-pumping beat." **Doing it a new way.** Music directors agree that the Captain and Tennille have done something different with their new single, *You Never Done It Like That* (A&M). It enters "Playlist" at 45 and Keith Luke of WJJL(AM) Niagara Falls, N.Y., says: "It's going to be the biggest hit of the summer. They've really broken out of their mold." And Rick Christy of WSER(AM) Elkton, Md., concurs. "It's one of the best records they've ever put out," he says. "It has has more general appeal to contemporary and top 40 than the MOR they usually attract." Bill Vancil of WISM(AM) Madison, Wis., says "lyrically and musically, it's more R-rated than you're used to hearing from them." **Food for thought.** *How Much I Feel* (Warner Bros.) by Ambrosia enters the chart at 49 and Bob Hooper of KKXL(AM) Grand Forks, N.D., says the new single "has potential. It's relatively mellow and has mass appeal... It's pretty middle of the road and could fit almost any format. **Last laugh.** The Hall and Oates new single, *It's a Laugh* (RCA), just makes "Playlist" at 50 and "it looks like it's going to do very well." So says Jack Starr of KHFI-FM Austin, Tex. "It's typical Hall and Oates: with good harmonies, good vocals." And Jeff Frank of WAEB(AM) Allentown, Pa., says "the lyric line is very strong. It should hit home for any teen-ager ... it's a good record."

Country

Last week	*This week*	*Title* □ *Artist*	*Label*
5	1	*Hello Mexico*□ **Johnny Duncan**	Columbia
10	⚡ 2	*Talking in Your Sleep*□ **Crystal Gayle**	United Artists
22	⚡ 3	*Rose Colored Glasses*□ **John Conlee**	ABC
9	⚡ 4	*Beautiful Woman*□ **Charlie Rich**	Epic
4	5	*Womanhood*□ **Tammy Wynette**	Epic
8	6	*Rake and Ramblin' Man*□ **Don Williams**	ABC
12	⚡ 7	*When I Stop Leaving*□ **Charley Pride**	RCA
6	8	*Boogie Grass Band*□ **Conway Twitty**	MCA
2	9	*Blue Skies*□ **Willie Nelson**	Columbia
7	10	*Love Me With All of Your Heart*□ **J. Rodriguez**	Mercury
3	11	*I'll Find It Where I Can*□ **Jerry Lee Lewis**	Mercury
1	12	*I've Always Been Crazy*□ **Waylon Jennings**	Columbia
25	⚡ 13	*Let's Shake Hands*□ **Kenny O'Dell**	Capricorn
13	14	*You Don't Love Me Anymore*□ **Eddie Rabbitt**	Elektra
15	15	*You Needed Me*□ **Anne Murray**	Capitol
14	16	*Love or Something Like It*□ **Kenny Rogers**	UA
—	⚡ 17	*If You've Got Ten Minutes*□ **Joe Stampley**	Epic
11	18	*I'll Just Take It Out in Love*□ **George Jones**	Epic
—	⚡ 19	*If the World Ran Out of Love*□ **Brown & Cornelius**	RCA
16	20	*From Seven 'til Ten*□ **Loretta Lynn & Conway Twitty**	MCA
—	⚡ 21	*Hopelessly Devoted to You*□ **Olivia Newton-John**	RSO
—	22	*Come See Me and Come Lonely*□ **Dottie West**	UA
18	23	*We Belong Together*□ **Susie Allanson**	Warner Bros.
21	24	*Only One Love in My Life*□ **Ronnie Milsap**	RCA
24	25	*Who Am I to Say*□ **Statler Bros.**	Mercury

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

Fates & Fortunes®

Media

Howard N. Kay, retired Navy captain, and former commander of Naval Education and Training Center, Newport, R.I., named director of corporate affairs for Outlet Co., Providence, R.I. He succeeds **Robin B. Martin,** who resigned to assume management role in his own broadcasting interests. Mr. Martin is president of companies that own WOLF(AM) Syracuse, N.Y., and WRUN(AM) and WKGW(FM) Utica, N.Y., and have substantial interest in WMGW(AM) and WZPR(FM) Meadville, Pa.

Appointments, WGN of California, licensee of KCRA(AM)-KCTC(FM) Sacramento: **Virgil Clemons,** station manager, named VP-director of broadcasting; **Dean Cull,** director of operations, named VP-manager of operations, and **Jerry Davis,** business manager, named VP.

Tom Baker, assistant general manager and general sales manager, WGMS-AM-FM Washington, appointed general manager of co-owned WROR(FM) Boston.


Liggins

Catherine E. Liggins, general manager, WHUR-FM Washington, named general manager of WYCB(AM) there, which went on air last month.

Alan Beck, general sales manager, WCBM(AM) Baltimore, joins WLIF(FM) there as general manager.

Doug Matthews, television sales representative, Katz Agency, Chicago, appointed general manager of WFIR(AM)-WPVR(FM) Roanoke, Va.

Michael Kirchen, sales manager, WCMD(AM) Cumberland, Md., named general manager of WFMC(AM) Goldsboro, N.C.

Jack Bowe, news director, KHAS-TV Hastings, Neb., appointed assistant general manager.

Eddie Graham, account executive, KAAY(AM)-KEZQ(FM) Little Rock, Ark., appointed assistant manager.

John A. Mendosa, assistant general attorney in labor affairs and legal affairs department, ABC, West Coast, Los Angeles, named general attorney.

Daniel C. Agan, associate director of station independence program, Public Broadcasting Service, Washington, named director. **Eileen Burke,** from noncommercial KETC(TV) St. Louis, and **Amy B. Meyers,** from noncommercial WGBH-TV Boston, named associate directors of program at PBS.

Susan Sampson, director of advertising and promotion manager, WDAF-TV Kansas City, Mo., joins WBZ-TV Boston as creative services director.


Rubens


Ordover


Hooper


Lenard


Milavsky


Gray

In reorganization of NBC research department, **William S. Rubens,** VP, research and corporate planning, becomes VP, research; **Alfred Ordover,** VP, corporate planning, named VP, broadcast research; **George Hooper,** VP, research and marketing, NBC Television Stations Division, designated VP, audience research; **Kathryn Lenard,** director, radio research, appointed VP; **J. Ronald Milavsky,** VP; social research, appointed VP, news and social research, and **Stu Gray,** VP, research, appointed VP, research planning.

Fred F. Friedman, manager, technology assessment, RCA Corp., Princeton, N.J., named director, planning and administration, management information systems, NBC, New York.

George Border, director of information services, Copperweld Corp., Pittsburgh, appointed head of computer services division of Christian Broadcasting Network, Virginia Beach, Va.

Paul R. Huber, station manager, WRKD-AM-FM Rockland, Maine, resigns. **Terrance Economy,** sales manager there, named acting station manager.

Broadcast Advertising

Jacqueline DaCosta, senior VP, media director and director of media information and analysis, Ted Bates & Co., New York, named to new post of special assistant to Walter Reichel, senior VP and executive director-media. **Fred Brandt,** VP and associate director, media information and analysis, appointed director of that unit, succeeding Ms. DaCosta. **Virginia Gladstone,** media director, named VP. **Arthur Savitt,** associate director of research, named VP, director of research. **Thomas Zito,** VP and account director, named management representative.

Named VP's, Leo Burnett USA, Chicago: **Greg Blaine,** associate media director, and **John Miller, Dan Reid,** and **Bill Sommerschield,** all account supervisors.

Sy Goldis, director of media services, and **Mark Zizzamia,** management supervisor, Doyle Dane Bernbach, New York, elected senior VP's.

Fred Manley, senior VP, Cunningham & Walsh, San Francisco, appointed senior creative officer of Western division, which includes both Los Angeles and San Francisco offices. **Josh Portugal,** creative director of D'Arcy-MacManus & Masius there, joins C&W as creative director of San Francisco office.

Mark Earle, Bud Gilson, Steve Gramps and **Marc Rodgers,** account supervisors, Benton & Bowles, New York, named VP's.

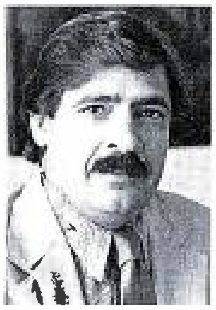
Appointments, D'Arcy-MacManus & Masius, St. Louis: **Talmage E. Newton III,** account group supervisor, elected VP; **Mary Riggs,** production business manager, Leo Burnett, Chicago, joins DM&M as broadcast production coordinator; **William Lynton Edwards III,** from Pet Inc., named account executive, and **Alan E. Rado,** art director, Cunningham & Walsh, New York, joins DM&M in same capacity. Appointments, DM&M, New York: **John T. Flynn,** VP-finance, appointed VP-administration and member of New York management committee; **Alice T. McCullough,** executive secretary there, named office manager, and **Robert Cochran,** director of broadcasting and promotions, National Football League, named executive adviser to agency's corporate television department.

Thomas L. Stacey, account supervisor in Bozell & Jacobs's Milwaukee office, joins company's New York office as VP-account services.

Mark C. Rutman, president of National Public Relations Counsel, appointed executive VP of Grey & Davis, New York. NPRC is merging into Grey & Davis.

Tom Ruffino, from Leo Burnett, Chicago, joins Tatham-Laird & Kudner there as account supervisor. **Mark Holtzer,** from Abraham & Straus department store, New York, joins TLK account management training program in Chicago.


Cohen


Overaker


Mabley

Named senior VP's at J. Walter Thompson Co.'s Eastern division in New York: **Arthur Cohen** and **John Overaker,** managing director and creative director respectively of Lansdowne Advertising, new division of JWT, and **Thomas Mabley III,** VP and creative director in agency's New York office.

Barry Wright, from Oakland, Calif., food store chain, joins Foote, Cone & Belding/Honig, San Francisco, as media planner. **Myrna David,** from Leo Burnett, Chicago, joins FCB/Honig as senior project director in research department.

Ron Harrison, from RKO Radio Group, joins McKown & Co., Los Angeles as executive VP. Company produces sales seminars for stations.

James J. Neville, account supervisor, DKG Advertising, New York, named media-marketing director for Chester Gore Co. there.

Tom Atkins, from WLWT(TV) Cincinnati, named VP for public relations, Northlich, Stolley Advertising there.

Norman Berger, from Weintraub & Associates, St. Louis, joins Kenrick Advertising there as account executive.

Appointments, Evans/Pacific Advertising, Seattle: **Jim Webb,** from Clinton E. Frank, San Francisco, named senior copywriter; **Anita Carmin-Tomisser,** media secretary, named copywriter; **Judy Kenworthy,** from secretarial position, named assistant account executive; **Sylvia Peters,** also from secretarial position, named assistant production manager, and **Barbara Peterson,** assistant controller, named production traffic manager.

Taylor Green, from Morris, White & Associates, Charlotte, N.C., joins Waters Advertising, Newport News, Va., as copywriter and radio-television producer. **Dick Ross,** assistant art director, Lawler, Ballard & Little Advertising, Norfolk, Va., joins Waters as art director and designer.

John N. Catlett, VP-general manager, WPIX-FM New York, joins Torbet-Lasker there as VP-marketing.

Patricia H. Clemency, director of marketing and promotion, Avery-Knodel Television, New York, elected VP.

Gordon L. French, research specialist, joins Broadcast Data Base/HR Television, New York, as VP of marketing and research.

Raleigh Fitzpatrick, sales manager, Katz American Television, Los Angeles, appointed sales manager of Katz Television Continental there. **Richard London,** from Telerep there, succeeds Mr. Fitzpatrick.

Robert T. Jacobs, account executive, NBC Spot Sales, Chicago, joins Blair Television's NBC sales team there. **Mark A. Arminio,** trainee with Blair Television in Chicago, named account executive on Blair's NBC sales team in Los Angeles.

Dick Gold, director of sales, KNBC-TV Los Angeles, and **Steve Mathis,** VP-general manager of WNAC-TV Boston, join Air Time International's new West Coast office, Los Angeles, as executive VP's.

Terry Shlofrock, account executive in CTS Spot Television Sales office, CBS, New York, named national sales manager, CBS-owned KNXT(TV) Los Angeles.

Dick Wexo, sales manager, WDSU-TV New Orleans, named general sales manager, WPLG(TV) Miami. **Rufus K. DeVane,** account executive, Top Market Television, Chicago, joins WPLG as national sales manager.

David B. Totty, local and regional sales manager, WTVR-TV Richmond, Va., appointed general sales manager.

Frank Seymour, account executive, WLWT(TV) Cincinnati, named sales manager. **Walter Jacobs,** account executive there, and **Jerry Imsicke,** graduate, Xavier University, Cincinnati, named senior account executives.

Earl Bechtel, manager of Taft Broadcasting's Cleveland sales office, joins WUAB(TV) Cleveland (Lorain) as account executive.


Hunter

Lew Hunter, in sales department KBRT(AM)-KBIG(FM) Los Angeles, appointed VP-sales.

Anthony Rose Jr., account executive, WKYS(FM) Washington, appointed retail sales manager.

Robert W. McCurdy, account executive, WNDE(AM)-WFBQ(FM) Indianapolis, appointed local sales manager.

Lester Lyons, account executive, WLVI-TV Cambridge, Mass., joins sales staff of WITS(AM) Boston.

Bob Bellin, account executive, WBCN(FM) Boston, joins WVBF(FM) there in same capacity.

Carl E. Lund, sales manager, KWEN(FM) Tulsa, Okla., joins KTOW-AM-FM there in same capacity. **Gerry Wilburn,** also from KWEN joins KTOW as sales supervisor. **Marcia Baker** and **Judi Wallace,** both from KWEN, join KTOW as sales representatives.

Shelton Kellum, general manager, WBBS(AM) Jacksonville, N.C., joins WRCM(FM) there as sales manager.

Tim McReynolds, from WIGO(AM) Atlanta, joins WENN-AM-FM Birmingham, Ala., as account executive.

David Vaughan, from U.S. Army Recruiting Station, Iowa City, and **Randa Huebbe,** manager of Iowa City office of Answer Iowa Inc., named account executives, KRNA (FM) Iowa City.

Programing

Sy Weintraub, veteran television and motion picture distributor, who has been consultant in recent years, named chairman of Columbia Pictures Industries Inc.'s new Filmed Entertainment Group, which includes Columbia Pictures, Columbia Pictures Television and Columbia Pay TV. He will be part of newly formed office of chief executive, which also includes four other top CPI officers. Mr. Weintraub once was head of Flamingo Films and Sol Lesser Productions. **George Blaug,** VP-European sales, based in London for Columbia Pictures Television, named VP-international sales operations, Los Angeles.

George C. Reeves, VP, program and talent acquisition, ABC Entertainment, Century City, Calif., named senior VP, acquisitions. **Mari Lyn Henry,** associate casting director, Cunningham & Walsh, joins ABC Entertainment as manager, casting, East Coast.

Jeane Renick, director of daytime programs, CBS Entertainment, Hollywood, appointed director of daytime programs in New York. **Arnold Brustin,** director of special projects for CBS Entertainment in Hollywood, named director of business affairs administration.

Eric Koopmann, director, computer operations, system software and telecommunications, NBC, New York, appointed VP, operations and system software.

Robert Alexander, analyst-planner for McKinsey & Co., New York, management consultant, named VP-business affairs, Gateway Productions, New York, producer-distributor of documentary, educational and corporate films.

Quigg Lawrence, owner of Candyapple Productions, Richmond, Va., joins Gavin/Conner Productions, New York, as VP and head of company's Dallas office.

Joseph M. Sugar, president of Joe Sugar Inc., representative and consultant for independent production projects, named executive VP in charge of worldwide sales and distribution for American International Pictures, and president of its distribution subsidiary, American International Pictures Distribution Co., Beverly Hills, Calif.

Jim Fitzgerald, executive producer of NBC-TV's *World's Largest Indoor Country Music Show,* and **Vincent Scarza,** producer-director, form TV and film production company in New York, Scarza/Fitzgerald Productions Ltd.

Stan Sellers, in sales department of Show Biz Inc., Nashville, named sales manager. **Dick Montgomery,** from WTVF(TV) Nashville, joins Show Biz as regional sales manager.

Fred Warner, promotion writer/producer, CBS-TV, Hollywood, named promotion manager, Group W Productions' *EveryDay,* Hollywood.

Jay Strong, manager of production operations, KNXT(TV) Los Angeles, named assistant director of programing.

Bill Unwin, film and production coordinator, KMOX-TV St. Louis, named production manager. **Kerry Garcia,** timing clerk in film department there, named manager of commercial clearance and program practices.

Oran D. Gough, director of operations, WEAT-AM-FM-TV West Palm Beach, Fla., named pro-

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duction manager for WPTV(TV) there.

Judith Ann Girard, program manager, WBNG-TV Binghamton, N.Y., joins co-owned WOWK-TV Huntington, W.Va., in same capacity.

Michael Drake, anchor-producer, WOWK-TV Huntington, W.Va., joins KTXL(TV) Sacramento, Calif., as senior producer. **Joe Moskowitz,** reporter, WDSU-TV New Orleans, joins KTXL as sports director. **Stuart Satow,** intern there, named sports reporter.

Paul Dicker, program director and operations manager, KCRG-TV Cedar Rapids, Iowa, appointed assistant program director for WDTN(TV) Dayton, Ohio.

Paul Ryan, anchor-reporter, KRON-TV San Francisco, joins KOMO-TV Seattle as series reporter and host of station's new program, *PM Northwest.*

Ann Butler, from WTOP-TV (now WDVM-TV) Washington, joins WFSB-TV Hartford, Conn., as host of *PM Magazine.*

Bill Bailey, air personality and program director, KSLQ(FM) St. Louis, joins WKYS(FM) Washington in same capacity.

Ron West, from KARM(AM) Fresno, Calif., joins KSON(AM) San Diego as music director and air personality.

Dan Lovett, sports director, WJLA-TV Washington, joins ABC's American Entertainment Radio Network, New York.

Mike Nolan, sports reporter, WPLG(TV) Miami, takes on additional duties as sports director for WGBS(AM) there.

Bill Orwig, sports director, KTVX(TV) Salt Lake City, joins KGTV(TV) San Diego as weekend sportscaster.

Jackie Willis, in art department of KTRK-TV Houston, named art director.

News and Public Affairs

John Baker, executive news producer, WTOP(TV), now WDVM(TV) Washington, joins WDIV(TV) Detroit in same capacity.

Al Mann, host of program, International Media Service, Washington, joins WXII(TV) Winston-Salem, N.C., as executive news director.

Richard Tuininga Jr., assistant news director and producer, WYTV(TV) Youngstown, Ohio, joins WBNS-TV Columbus, Ohio, as producer of 11 p.m. news. **Michele Holden,** city-county reporter, WDHO-TV Toledo, Ohio, joins WBNS-TV as reporter. **Don Hatcher,** photographer for KWTV(TV) Oklahoma City, joins WBNS-TV in same capacity.

Beverly M. Poppell, director of community affairs and reporter, WRFM(FM) New York, joins WCBS-FM there as director of news and public affairs.

Ken Taylor, anchor, WINZ(AM) Miami, appointed news and program director. He succeeds **Steve Daily,** who will devote full time to WINZ news reporting and commentary.

Carol Jaques, reporter, WJAR(AM) Providence, R.I., appointed news director.

David A. Galletly, producer-reporter, noncommercial WAMC(FM) Albany, N.Y., appointed news director.

Alice Chapman, RKO General's equal employment compliance manager, New York, appointed director of public service and community affairs, WOR(AM) New York, owned by RKO.

ATAS honors Paley. William S. Paley, chairman of CBS Inc., has been named by board of governors of Academy of Television Arts and Sciences to receive its first annual Governor's Award for "outstanding contributions to the television industry." Award to Mr. Paley cites his "corporate and creative broadcasting leadership spanning more than 50 years." It will be presented to Mr. Paley during the 30th annual Emmy Awards, to be carried on Sept. 17 over CBS-TV.

Delores Handy, weekend anchor, reporter and host of public affairs program, WTTG(TV) Washington, and **Paul Udell,** anchor, WTHR(TV) Indianapolis, named co-anchors of WTTG's 10 p.m. news.

Mark S. Haines, reporter and weekend co-anchor, WPRI-TV Providence, R.I., named 11 p.m. anchor and co-anchor of 6 p.m. news.

Sharon Jones, reporter, KMOL-TV San Antonio, named weekend anchor.

Patrick VanHorn, reporter, KYTV(TV) Springfield, Mo., joins WLKY-TV Louisville, Ky., as weekend anchor-reporter.

Jondra Phillips, editor, AP Radio, Washington, joins WASH(FM) there as morning newscaster.

Michael H. Stines, general assignment and investigative reporter, WCOD-FM Hyannis, Mass., given additional duties as weekend anchor.

Diane Sawyer, assistant to former President Richard Nixon on writing of his memoirs, joins CBS News as reporter assigned to Washington bureau.

Russ Nichols, reporter, WXIA-TV Atlanta, joins KABC-TV Los Angeles in same capacity.

Jim Newman, business reporter, NBC Radio News, New York, joins KTLA(TV) Los Angeles in same capacity.

Nicki Grandberry, from WXEX-TV Petersburg, Va., named reporter, WJBK-TV Detroit.

Tracy Larkin, producer-program host, WSFA-TV Montgomery, Ala., named public affairs director.

Charlotte Scot, press secretary and director of communications for Democratic Party, Washington, named director of public affairs, noncommercial WCBB(TV) Augusta, Me.

Carol Colman, investigative reporter, WRFM(FM) New York, appointed director of community affairs.

Promotion and PR

John H. Howard, assistant director, press information, CBS Entertainment Hollywood, named director.

John Skouras, coordinator of East Coast advertising and publicity, Columbia Pictures, New York, named director of advertising, publicity and promotion for motion picture division of MGM, based at company's New York office.

Donald D. Perry, finance coordinator, KOA-TV Denver, named promotion manager.

Lana Vrabel, intern, WUAB(TV) Cleveland (Lorain), named press and publicity coordinator. **David Howitt,** with studio crew of WUAB, named assistant director of advertising and promotion.

Terry E. Simpson, from WTTV(TV) Bloomington, Ind. (Indianapolis), joins WDTN(TV) Dayton, Ohio, as promotion director.

Bob Baron, group program director for co-owned WAAY(AM) Huntsville, Ala., and WNUE(AM) Fort Walton Beach, Fla., appointed promotions and public relations director for WAAY-TV Huntsville.

Rhodon (his full name), creative director, KVAL-TV Eugene, Ore., joins KTVL(TV) Medford, Ore., as promotion and public service director.

Monica A. Marchuska, in production department of WSTV-TV Steubenville, Ohio, named promotion manager.

Bette Finch Martin, from WCKT(TV) Miami, named manager of program promotion, noncommercial WPBT(TV) there.

James P. Barrett, public information director, National Public Radio, Washington, named director of external relations, supervising NPR's relations with foreign broadcasters and commercial domestic broadcast organizations and agencies.

Elliot (Doc) Pollock, air personality, noncommercial KDIC(FM) Grinnell, Iowa, named director of media communications.

Richard H. Frishman, publicity director for Planned Television Arts Ltd., broadcast public relations firm in New York, appointed VP.

Gail Roberts, director of press and public information, West Coast, Columbia Records, Los Angeles, opens Gail Roberts Public Relations, Encino, Calif.

Bill Butler, promotion manager, WSPA-TV Spartanburg, S.C., joins WDAF-TV Kansas City, Mo., as director of advertising and promotion. **Chuck Jolley,** operations manager, WSPA-FM Spartanburg, succeeds Mr. Butler.

Tim Miller, from KFDX-TV Wichita Falls, Tex., appointed advertising and promotion manager for KOTV(TV) Tulsa, Okla.

Dana Heer-Maley, assistant to program director, WDAE(AM) Tampa, Fla., named promotion director.

Cable

Grubbs

John Grubbs, national director of radio operations, Storer Broadcasting Co., Miami, appointed VP-special projects for Storer Cable TV Division.

David W. Spangler, general manager of Greater Lafayette (Ind.) Cable TV, and **Tom Beltram,** manager of First Illinois Cable TV, Springfield, exchange positions. Both systems are owned by Communications Properties.

Harmon White, president of Community TV and Americable Inc., Laconia, N.H., appointed president of New England Cable Television Association.

Michael Berlin, assistant chief engineer, Pace University, New York, joins Syracuse (N.Y.) Cablesystems as cablecast facilities supervisor. **Mary Patricia Scala,** television production and broadcast journalism teacher at State University of New York, Oswego, joins Syracuse Cablesystems as programing manager. **Kathleen O'Brien,** bookkeeper and accountant there, named financial manager. **David Richards,** from Syracuse liquor distributor, joins cable system as customer service manager.

Equipment and Engineering

Dr. G. Theodore Nygreen, director of television stations systems, NBC, New York, appointed VP-systems development.

James V. Napier, president of Continental Telephone Corp., Atlanta, elected to board of directors of Scientific-Atlanta there.

Joseph A. Haimes, director of replacement tube and solid state product management, RCA, Debtford, N.J., named director of sound products management, RCA distributor and special products division.

S. Erek Jenstad, area manager-Western hemisphere in Ampex international division, named director of marketing for Ampex Corp.'s magnetic tape division, Redwood City, Calif.

Donald L. Kobes, advertising and marketing manager, U.S. Pioneer Electronics Corp., Moonachie, N.J., joins Michel-Cather Inc. there as director of hi-fi products marketing in agency's Home Entertainment and Commercial Electronics Group.

Allied Fields

Dennis R. Israel, former executive VP of Straus Communications, New York, and general manager of its WMCA(AM) New York, has formed consultancy firm in association with Jack Hilton Inc., New York, consultant in corporate communications. Mr. Israel also is president of Greater Long Island Communications Inc., and recently announced his first station acquisition, WGLI(AM) Babylon, N.Y.

Byron L. Beach, account executive for A.C. Nielsen Co.'s Marketing Research Services U.S.A., Hackensack, N.J., named VP.

Bob Harper, general program and operations manager of WERE(AM)-WGCL(FM) Cleveland, joins Frank N. Magid Associates Cedar Rapids, Iowa, and after orientation period will relocate to company's Dallas office in October.

Nancy K. Littlefield, freelance TV and motion picture producer, named director of mayor's office for motion pictures and television, New York. **Sam Robert,** head of property department of EUE Screen Gems, New York, appointed special consultant to unit which works to encourage TV and motion picture production in New York.

Georganna Hall, project director, Audience Development Inc., Dallas, appointed research specialist, Media Associates, research and consulting firm for television news, Dallas.

Deaths

Donald W. Thornburgh, 84, VP-general manager, WCAU-AM-FM-TV Philadelphia from 1949 to 1958, died Aug. 28 at Lankenau hospital, Philadelphia, after long illness. Mr. Thornburgh joined CBS as salesman in Chicago in 1930, later managed its WBBM(AM) Chicago and was VP in charge of CBS West Coast operations before moving to WCAU stations, then owned by *Philadelphia Bulletin.* He remained in charge of stations briefly after they were bought in 1958 by CBS, moved to *Bulletin* as VP and retired in 1970.

Robert Gregory, 40, director of engineering, Catholic Television Network of Chicago, died Aug. 11 of cancer at Northwest Community hospital there. Survivors include his wife, Diane, and two daughters.

Charles Boyer, 78, film star and founding partner of Four Star Productions, died Aug. 26 at home of friend in Phoenix. His death was ruled suicide and followed death of his wife Aug. 24. Mr. Boyer was VP in charge of financing for Four Star.

Eleanor Green, 29, reporter for KFWB(AM) Los Angeles, died Aug. 28 at her home of brain aneurysm. Before she joined KFWB, she worked for KFI(AM) there, WBZ-AM-FM Boston and KYW(AM) Philadelphia. Survivors include her husband, Virgil Roberts.

For the Record®

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 21 through Aug. 25.

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. *—noncommercial.

New Stations

FM applications

■ Lonoke, Ark.—Lonoke County Radio seeks 106.3 mhz, 3 kw, HAAT 300 ft. Address; P.O. Box 293, Lonoke 72086. Estimated construction cost $68,353; first-year operating cost $128,753; revenue $73,584. Format: MOR. Principals: Connie K. Voll (75%) and her husband, Robert E. Voll (25%). Mrs. Voll is registered nurse. Mr. Voll is chief cinematographer at J.M. Associates, television production firm in Little Rock, Ark. and was, until 1975, chief photographer at KTHV-TV Little Rock. Ann. June 15.

■ Garberville, Calif.—Daniel J. Healy seeks 100.1 mhz, 1 kw, HAAT 2,527 ft. Address: 25 Maple, Woodacre, Calif. 94973. Estimated construction cost $14,180; first-year operating cost $26,450; revenue undetermined. Format: contemporary, C&W. Principal: Mr. Healy is audio recording engineer, musical arranger and producer at G.D. Productions, San Rafel, Calif. and has no other broadcast interests. Ann. July 26.

■ Ventura, Calif.—James E. Sylvester seeks 107.1 mhz, 0.28 kw, HAAT 872 ft. Address: P.O. Box 6395 Ventura 93003. Estimated construction cost $51,102; first-year operating cost $105,830; revenue $124,606. Format: pop. Principal: Mr. Sylvester owns Grayling Broadcasting Co. which sold, early this year, WGRY(AM)-WQON(FM) Grayling, Mich. He has no other broadcast interests. Ann. June 2.

■ Harlon, Iowa—Shelby Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT 300 ft. Address: 114 First St., Waverly 50677. Estimated construction cost $61,862; first-year operating cost $57,400; revenue $60,000. Format: MOR. Principals: John W. Talbott (66.6%) and Don L. Hagemann (33.3%). Mr. Talbott owns KWAY-AM-FM Waverly, Iowa. Mr. Hagemann is attorney with banking and funeral home interests. Ann. July 24.

■ *Wayne, N.J.—William Paterson State College seeks 88.9 mhz, 34 kw, HAAT 369 ft. Address: 300 Pompton Rd., Wayne 07470. Estimated construction cost $17,805; first-year operating cost $9,000. Format: variety. Applicant is state college. Ann. June 26.

■ Baker, Ore.—Oregon Trail Broadcasting Inc. seeks 95.3 mhx, 3 kw, HAAT-199 ft. Address: 2032 Auburn Ave., Baker 97814. Estimated construction cost $24,-200; first-year operating cost $5,400; revenue $24,000. Format: MOR. Principals: Barbara L. Lockwood (92%), her husband, Kenneth B. Lockwood (7%) and Kenneth Holden (1%), who own KBKR(AM) Baker, Ore. Ann. July 24.

■ *Lorton. Va.—Ethnic Broadcasting Foundation seeks 88.1 mhz, 10 w. Address: P.O. Box 2903, Washington, D.C. 20013. Estimated construction cost $7,000. Format: variety. Applicant is nonstock, non-profit corporation for educational community radio. J. Morgan Hodges is president. Ann. June 26.

FM grants

■ *Levittown, P.R.—Broadcast Bureau granted Community Educational Group Corp. 88.9 mhz, 10 w, HAAT 50 ft. P.O. address: BM-5 Dr. Villalobos St., Levittown 00638. Estimated construction cost $3,120; first-year operating cost $2,900. Format: educational. Applicant is non-profit corporation, Jimmy Diaz, president. Action Aug. 18.

■ Ogden, Utah—Broadcast Bureau granted merger of Ben Lomond Broadcasting Co. and Group Communications Inc. and granted Ben Lomond 97.9 mhz, 48.95 kw. HAAT 699 ft. P.O. address 1506 Gibson Avenue; Ogden 84401. Estimated construction cost $57,739; first-year operating cost $18,000; revenue $20,000. Principals: Arch G. Webb, president (10%), United Broadcasting Co. (60%), et al. Mr. Webb is also president of United Broadcasting, licensee of KYOG(AM) Ogden. Action July 31.

Ownership Changes

Applications

■ WQDY-AM-FM Calais, Me. (AM: 1230 khz, 1 kw-D, 250 W-N; FM: 92.7 mhz, 3 kw)—Seeks transfer of control of WQDY Inc. from Robert E. and Mildred C. Smith (100% before; none after) to I.B.C. Inc. Consideration: $425,000 Principals: Mr. & Mrs. Smith are transfering all stock to buyer which is owned (100%) by Daniel F. Hollingsdale who is general manager of stations. Ann. Aug. 23.

■ WJCO(AM) Jackson, Mich. (AM: 1510 khz, 5 kw-D)—Seeks assignment of license from Television Corp. of Michigan to Dudley Communications Inc. for $240,000. Seller: principally owned by Edward E. Wilson, president, who owns WILX-TV Jackson. Buyer: owned (100%) by Dallas D. Dudley who owns retail clothing stores in Lansing, Mich.; has no other broadcast interests. Ann. Aug. 23.

■ WFIZ-FM Conneaut, Ohio (FM: 105.5 mhz, 2.5 kw)—Seeks assignment of license from Contemporary Media Inc. to Bible Broadcasting Inc. for $125,000. Seller: owned by Donald A. Bruck, Louis C. Oswald and Raymond E. Firment, who also own WWOW(AM) Conneaut. Buyer: nonstock, nonprofit corporation for religious braodcasting; Roger P. Hogle, president. It has no other broadcast interests. Ann. Aug. 18.

■ WNOK-AM-FM Columbia, S.C. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 104.7 mhz, 100 kw)—Seeks assignment of license from Capital Communications Inc. to Audubon Broadcasting Co. for $1,066,000. Seller: owned (100%) by J.C. Lewis Jr. who also owns WLTX-TV Columbia, and WJCL-FM-TV Savannah, Ga. Buyer: owned (100%) by Pegram Harrison. Mr. Harrison is attorney in Atlanta, has interest in bottling company in Pittstown, Pa. He has no other broadcast interests. Ann. Aug. 23.

Grants

■ KLIL(FM) Ukiah, Calif. (FM: 94.5 mhz, 6.7 kw)—Seeks assignment of license from KLIL Inc. to Broadcasting Corp. of Medocino for $250,000. Seller: principally owned by Woodrow W. White (85%), Augustine G. Solomon (13%), both of Calpella, John R. McKean (1.5%), Castro Valley and John Oliveira (.5%) of Fresno, Calif. None has other broadcast interests. Buyer is equally owned by Guilford R. Dye and his wife, Gudrun. Mr. Dye has had extensive broadcast production and news experience, currently works for Los Angeles finance and investment firm. He has no other broadcast interests. Ann. June 7.

■ WNTU (FM-CP) Naples, Fla. (FM: 97.7 mhz, 3 kw)—Sterling Communication Corp. granted assignment of construction permit to Tallahassee Broadcasting Co. for $20,000. Seller: principally owned by Abe Voron, executive vice president of government relations, National Radio Broadcasters Association. Buyer: principally owned by B.J.F. Timm who also owns WANM(AM)-WGLF(FM) Tallahassee and WOZN(AM) Jacksonville, both Fla. and WQCK(AM)-WRBN(FM) Warner Robins and WDMG-AM-FM Douglas, both Ga. Action Aug. 4.

Facilities Changes

TV actions

■ WIPB(TV), (ch. 49) Muncie, Ind.,—Granted mod. of license covering decrease of aural ERP to 14.2 kw; remote control permitted. Action Aug. 4.

■ KWTX-TV, Waco, Tex.—Granted mod. of CP to change ERP: 186 kw; ant. height 1,810 ft.; change type trans. and ant. Action Aug. 7.

AM actions

■ WEUP Huntsville, Ala.,—Granted license covering changes. Action Aug. 4.

■ KDTA Delta, Colo.—Granted license covering permit for changes. Action Aug. 9.

■ KBRR Leadville, Colo.—Granted license covering permit for changes.

■ WCMG Jacksonville, Fla.—Granted license covering permit for changes. Action Aug. 9.

■ WINZ Miami, Fla.—Granted license covering changes. Action Aug. 4.

■ WNWS South Miami, Fla.—Granted mod. of license covering change in SL. Action Aug. 14.

■ WLEJ Ellijay, Ga.—Gilmer County Broadcasting Co. granted license covering permit for new AM. Action Aug. 9.

■ WPEH Louisville, Ga.—Granted license covering permit for changes. Action Aug. 9.

■ WXRS Swainsboro, Ga.—WSJ Radio Inc. granted license covering new AM station. Action Aug. 9.

■ WSUI Iowa City, Iowa—Granted mod. of license to redescribe SL; remote control permitted. Action Aug. 14.

■ WSON Henderson, Ky.—Granted license covering permit for changes. Action Aug. 9.

■ WTOW Towson, Md.—Dismissed application for CP to make changes in ant. system. Action Aug. 9.

■ WAGY Forest City, N.C.—Granted license covering permit for changes. Action Aug. 9.

■ KHOL Beulah, N.D.—Granted mod. of CP for extension fo completion date for new station to Dec. 30. Action July 14.

■ KMAV Maryville, N.D.—Granted license covering permit for changes.

■ WPDC Elizabethtown, Pa.,—Granted license covering permit for changes. Action Aug. 9.

■ WDNH Honesdale, Pa.—Granted mod. of license covering change of licensee name to WAEN Broadcasting Corp. Action July 14.

■ WKMC Roaring Spring, Pa.—Granted license covering changes. Action July 14.

■ WARV Warwick-East Greenwich, R.I.—Granted license covering permit for changes. Action Aug. 9.

■ WAMG Gallatin, Tenn.—Granted license covering permit for changes. Action Aug. 9.

■ KTNT Tacoma, Wash.—Granted license covering permit for changes. Action Aug. 9.

■ KWYX Everett, Wash.—Granted mod. of license covering change of license name to Prime Time Broadcasting, Inc. Action July 14.

■ KOMO Seattle, Wash.—Granted mod. of license covering change of licensee name to Fisher Broadcasting, Inc. Action July 14.

■ KVAN Vancouver, Wash.—Granted license covering changes. Action July 14.

■ WDSM Superior, Wis.—Granted license covering permit for changes. Action Aug. 9.

FM actions

■ KJOI Los Angeles—Granted license covering changes; ERP 75 kw (H&V); ant. height 1,180 feet (H&V). Action Aug. 4.

■ KPRI San Diego—Granted license covering changes; ERP 50 kw (H&V); ant. height 230 feet (H&V). Action Aug. 4.

■ KKHI-FM San Francisco—Granted license covering changes; ERP 8.6 kw (H&B); ant. height 1,200 feet (H&B). Action Aug. 4.

■ *KZSU Stanford, Calif.—Granted license covering changes; ERP 500 (H&V); ant. height -10 feet (H&V). Action Aug. 4.

■ WIOF Waterbury, Conn.—Granted license covering changes; ERP 14 kw (H&V); ant. height 840 feet (H&V). Action Aug. 4.

■ *WDNA Miami, Fla.—Granted CP to replace expired permit for new station. Action Aug. 14.

■ WDBO-FM Orlando, Fla.—Granted license covering changes; ERP 80 kw (H&V); ant. height 1,320 feet (H&V). Action Aug. 4.

■ WIPE-FM Americus, Ga.—Granted license covering changes; ERP 3 kw (H&V); ant. height 180 feet (H&V). Action Aug. 4.

■ *WRFG Atlanta, Ga.—Granted license covering changes; ERP 1.25 kw (H&V); ant. height 295 feet (H&V). Action Aug. 4.

■ WHCG Metter, Ga.—Granted license covering changes; ERP 3 kw (H&V); ant. height 300 feet (H&V). Action Aug. 4.

■ WTOC-FM Savannah, Ga.—Granted license covering changes; ERP 89 kw (H&V); ant. height 1,320 feet (H&V). Action Aug. 4.

■ WRBN-FM Warner Robins, Ga.—Granted license covering changes; ERP 3 kw (H&V); ant. height 205 feet (H&V). Action Aug. 4.

■ *KBSU Boise, Idaho—Granted license covering changes. Action Aug. 4.

■ WFYR Chicago, Ill.—Granted license covering changes; ERP 12.5 kw (H&V); ant. height 860 feet (H&V). Action Aug. 4.

■ *WIPU Fort Wayne, Ind.—Granted mod. of CP to change SL. Action Aug. 4.

■ KKEZ Fort Dodge, Iowa—Granted license covering changes; ERP 100 kw (H&V); ant. height 600 feet. Action Aug. 4.

■ *KSUI Iowa City, Iowa—Granted license covering changes; ERP 100 kw (H&V); ant. height 1,300 feet (H&V). Action Aug. 4.

■ KTRO Leavenworth, Kan.—Granted license covering changes; ERP 100 kw (H&V); ant. height 410 feet (H&V). Action Aug. 4.

■ WLBJ-FM Bowling Green, Ky.—Granted license covering changes; ERP 3 kw (H&V); ant. height 180 feet (H&V). Action Aug. 4.

■ *WOEL-FM Elkton, Md.—Granted mod. of permit to extend completion date to Feb. 1, 1979. Action Aug. 14.

■ KLDN Eldon, Mo.—Granted mod. of permit to change SL; remote control permitted. Action Aug. 14.

■ WREO Ashtabula, Ohio—Granted license to redescribe TL and SL. Action July 24.

■ WTUE Dayton, Ohio—Granted license covering changes; ERP 50 kw (H&V); ant. height 500 feet (H&V). Action July 14.

■ WBEA Elyria, Ohio—Granted license covering changes; ERP 50 kw (H&V); ant. height 285 feet (H&V). Action July 14. (BLH-7761).

■ WWJM New Lexington, Ohio—Granted license covering changes; ERP 3 kw (H&V); ant. height 300 feet (H&V). Action July 14. (BLH-7767).

■ KEOK Tahlequah, Okla.—Granted license covering changes; ERP 3 kw (H&V); ant. height 300 feet (H&V). Action July 14.

■ KLBM-FM La Grande, Ore.—Granted license covering changes: ERP 1.3 kw (H&V); ant. height -420 feet (H&V). Action July 14.

■ WMGK Philadelphia,—Granted license covering changes: ERP 12.5 kw (H&V); ant. height 1,010 feet (H&V). Action July 14.

■ WEEP-FM Pittsburgh, Pa.—Granted license covering changes: ERP 50 kw (H&V); ant. height 500 feet (H&V). Action July 14.

■ WKSA-FM Isabela, P.R.—Granted license covering changes: ERP 42 kw (H&V); ant. height -26 feet (H&V). Action July 14.

■ WJES Johnston, S.C.,—Granted CP to increase power to 1 kw, change frequency to 1190 khz and change type trans.; remote control permitted. Action July 14.

■ KKLS Rapid City, S.D.—Granted mod. of CP to operate trans. by remote control. Action July 14.

■ KEZB El Paso, Tex.—Granted license covering changes: ERP 88 kw (H&V); ant. height 1,390 feet (H&V). Action July 14.

■ KFWD Fort Worth, Tex.—Granted license covering changes: ERP 57 kw (H&V); ant. height 1,420 feet (H&V). Action July 14.

■ *KUHF Houston, Tex.—Granted license covering changes: ERP 27 kw (H&V); ant. height 970 feet (H&V). Action July 14.

■ KTEZ Lubbock, Tex.—Granted license covering new aux. ERP 4.2 kw (H&V); ant. height 750 feet (H&V). Action July 14.

■ KEZX Seattle, Wash.—Granted license covering changes: ERP 96 kw (H&V); ant. height 1,110 feet (H&V). Action July 14.

■ KYYX Seattle, Wash.—Granted license covering changes: ERP 81 kw (H&V); ant. height 1,220 feet. Action July 14.

In Contest

Designated for hearing

■ Costa Mesa, Newport Beach, Pasadena, Fullerton and Whittier Calif. (Charles W. Jobbins et al) **AM proceeding:** (Doc. 15752,54-6,64-6)—Chief ALJ Chester F. Naumowicz Jr. withdrew from participation in case and designated ALJ Ruben Lozner to serve as presiding judge. Action Aug. 16.

■ Indianapolis (Peoples Broadcasting et al) **FM proceeding:** (BC Doc. 78-243-247)—Chief ALJ designated ALJ Byron E. Harrison as presiding judge; scheduled prehearing conference for Oct. 5 and hearing for Nov. 20. Action Aug. 23.

■ Vancouver, Wash. (Rose Broadcasting Co.) **AM proceeding:** (BC Doc. 78-209-212)—ALJ Chester F. Naumowicz Jr. designated as presiding judge; prehearing conference scheduled for Sept. 28 and hearing for Nov. 13. Action Aug. 17.

Fines

■ KFAT(FM) Gilroy, Calif.—Notified of apparent liability for $2,000 for repeated failure to maintain power within authorized limits. Action Aug. 11.

■ WBCC(AM) Chipley, Fla.—Notified of apparent liability for $1,000 for repeated failure to accurately log commercials. Action Aug. 21.

■ WTMC(AM) Ocala, Fla.—Notified of apparent liability for $300 for failure to make equipment performance measures at specified times. Action Aug. 9.

■ WCMR(AM) Elkhart, Ind.—Notified of apparent liability for $600 for Repeated failure to make field strength measurements once per week. Action Aug. 11.

■ WLTH(AM) Gary, Ind.—Notified of apparent liability for $250 for failure to provide means to change trans. power output at remote control location. Action Aug. 9.

■ KTTI-FM Columbus, Neb.—Notified of apparent liability for $250 for failure to calibrate output power at specified intervals. Action Aug. 18.

■ WBEX-AM-FM Chillicothe, Ohio—Notified of apparent liability for $1,000 for failure to offer equal access opportunity for legally qualified political candidates. Action Aug. 14.

■ KVYL(AM) Holdenville, Okla.—Ordered to forfeit $250 for repeated violation of sponsorship identification rules. Action Aug. 15.

■ KIKM-FM Sherman, Tex.—Notified of apparent liability for $250 for failure to calibrate remote control metering once per week. Action Aug. 14.

■ KEYY(AM) Provo, Utah—Ordered to forfeit $100 for failure to file renewal application on time. Action Aug. 14.

■ KXRO, Aberdeen, Wash.—Notified of apparent liability for forfeiture of $1,000 for failure to do equipment performance measurements. Action Au. 11.

■ WUST Washington, D.C.—Notified of apparent liability for forfeiture of $2,000 for repeated failure to make entries in program log showing total duration of commercial matter. Action August 9.

■ WFSP Kingwood, W.Va.—Ordered to forfeit $250 for repeated operation with a antenna input power greater than 105 percent of authorized power. Action August 12.

Rulemaking

Actions

■ On request of Great River Communications Inc. (WGRC[FM], Hannibal, Mo.) extended from Aug. 18 to Aug. 28 time to respond to petition for rulemaking filed by Kenneth L. and Myra L. Bass, Rodney L. and Lynette Peterson, and Harold and Henrietta Sprick, requesting assignment of FM Channel 269A (101.7 mhz) to Monroe City, Mo. (RM-3146). Action Aug. 17.

■ On request of Gaylord Broadcasting Co. (KRKE-AM-FM, Albuquerque, N.M.) extended from Aug. 18 to Oct. 12 time to respond to petition filed by D. Garry Munson and John Charles Larsh, requesting assignment of FM Channel 279 (103.7 mhz) to Alameda, N.M. (RM-3144). Action Aug. 17.

■ In response to request by Western Slope Communications Inc. extended from Aug. 24 to Sept. 7 time for replying to opposition to Western's petition involving proposed television channel assignments in Glenwood Springs, Colo., and Price and Vernal, Utah (RM-3140). Action August 18.

Allocations

Proposed

■ Tyler, Tex.—Broadcast Bureau proposed assigning 99.3 mhz to Tyler as that community's fourth FM in response to petition by Smith County Broadcasters (WTBB[AM] Tyler) to assign that channel to Whitehouse, Tex. (BC Doc. 78-264). Comments due Oct. 16, replies Nov. 6.

Actions

■ Atlantic Beach, Fla.—FCC authorized WJNJ-FM to switch from 104.9 mhz to 104.5 mhz. Action July 31.

■ Boca Chica Key, Fla.—Broadcast Bureau denied petition by John T. Galanses and Wayne R. Seifert to assign 93.5 mhz to Boca Chica Key, Fla. as its first FM assignment. Action Aug. 16.

Translators

New stations

■ K04JF Nulato, Alaska—Village of Nulato granted license covering permit for new VHF TV translator. Action July 10.

■ K10KT Greasewood, Arix.—Greasewood Community Club granted license covering permit for new VHF TV translator. Action July 10.

■ K02IY Essex Area, Calif.—Essex Community Television granted license covering permit for new VHF TV translator station. Action July 10.

■ Salinas and Hollister, Calif.—Returned as unacceptable for filing application by Western Translators for new FM translator station on Channel 224. Action July 21.

■ K08JM, K10KY, Shelter Cove, Calif.—Shelter Cove Pioneers Inc. Granted CP's for new VHF television translators to operate on 180-186, 192-198 mhz; rebroadcast signals of KIEM-TV and KVIQ-TV Eureka, Ca. Action July 5.

■ K69BU Jack's Cabin area, Colo.—Gunnison County Television Inc. granted CP for new UHF TV translator to operate on 800-806 mhz; rebroadcast KTSC-TV, Pueblo, Colo. Action June 30.

■ K276AJ, Leaderville, Colo.—Lake County TV-FM Inc. granted license covering a new FM translator station. Action Aug. 4.

■ K269AC Des Moines, Iowa—Iowa Christian Translators Inc. granted license covering a new FM translator station. Action Aug. 4.

■ K11OK, K13PD, K06JK, Dayton, Nev.—Senior Citizens of Dayton, Nevada Inc. granted CP for new VHF television translators to operate on 198-204, 210-216, 82-88 mhz, to be used with KCRL-TV, KTVN-TV, and KOLO-TV Reno. Action July 10.
K60AN Henderson, Nev.—Summa Corp. granted license covering permit for new UHF TV translator. Action July 10.

■ W66AE Hawleyton, N.Y.—Granted mod. of permit to extend completion date for UHF TV translator to Jan. 14, 1979. Action July 10.

■ W66AF, W69AH Montour Falls, N.Y.—Board of Cooperative Educational Services of Schuyler-Chemung-Tioga counties granted license covering permit for new UHF TV translator. Action July 10.

■ W60AI New York, NY.—Wometco Blonder-Tongue Broadcasting Corp. granted license covering permit for new UHF TV translator to rebroadcast signals of WTVG. Action July 10.

■ K63BD Gallup, N.M., University of New Mexico—Granted CP for new UHF TV translator to operate on 764-770 mhz, to rebroadcast signals of KNME-TV, Albuquerque. Action June 13.

■ W05AT Andrews, N.C.—Multimedia Inc. granted CP for new VHF TV translator to operate on 76-82 mhz; rebroadcast signal of WBIR-TV, Knoxville, Tenn. Action June 30.

Summary of Broadcasting

FCC tabulations as of June 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,526	43	4,568
Commercial FM	2,976	1	69	3,047	120	3,166
Educational FM	920	0	36	959	74	1,030
Total Radio	8,391	5	131	8,532	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

*Special temporary authorization

**Includes off-air licenses

■ W66AK Gates Mills, Ohio—Granted mod. of permit to extend completion for UHF TV translator to Jan. 14, 1979. Action July 10.

■ K03EZ, K05GK, Willowdale, Ore.—Cross Keys Television Corp. Granted CPs for new VHF television translators to operate on 60-66, 76-82 mhz, to be used with KOAC(TV) Corvallis, Ore. and KEZI(TV) Eugene, Ore. Action July 5.

■ W65AL Martinsburg, Pa.—John R. Powley granted CP for new UHF TV translator to operate on 776-782 mhz; rebroadcast signal of WOPC-TV, Altoona, Pa. Action June 30.

■ W51AC Reading and adjacent communities, Pa.—South Central Educational Broadcasting Council granted license covering permit for new UHF TV translator. Action July 10.

■ W28AA Cookesville, Tenn.—WCPT-TV granted license covering permit for new VHF TV translator. Action July 10.

■ W39AB Greenville, Tenn.—Holston Valley Broadcasting Corp granted license covering permit for new UHF TV translator. Action July 10.

■ K61BC, K63BC, K65BE, Kimble county, Tex.—North Llano Television Corp. granted CPs for new UHF TV translator stations to operate on 752-758, 764-770, 776-782 mhz, to rebroadcast signals of KENS-TV, KMOL(TV) and KSAT-TV San Antonio, Tex. Action June 1.

■ K61AT Logan, Utah Cache County Municipal Corp. granted license covering permit for new UHF TV translator. Action July 10.

■ K55BO Tropic, Utah—Granted CP to change frequency; change principal community to Rural Garfield and Kane County,; change type trans. and make changes in ant. system for UHF TV translator. Action June 30.

■ K03ER, Riverton, Arapahoe and rural Fremone county, Wyo.—Riverton Fremont TV Club, Inc. granted license covering permit for new VHF translator. Action July 14.

■ K292BD Rock Springs and Dry Lake, Wyo.—Upper Bear River Television Service granted CP for new FM translator station to operate on 106.3 mhz; rebroadcast signal of KLUB-FM, Salt Lake City. Action Aug. 9.

Facilities changes

■ K05EZ Kenai, Sterling, Kasilof and Soldotna, Alaska,—Granted CP to replace expired permit for changes in VHF TV translator station. Action July 10.

■ K04GG, Bieber, Little Valley and Fall River Mills, Calif.; K13JT, Hat Creek and Burney, Calif.—Returned as unacceptable for filing applications to make changes in existing VHF TV translator. Action July 21.

■ K61AE Daggett, Calif.—Granted license covering changes in VHF TV translator. Action July 10.

■ K82BC Gilroy and Morgan Hill, Calif.—Granted license covering permit for changes for UHF TV translator. Action July 10.

■ K05DZ Quincy Calif.—Sacramento Valley Television Inc. granted CP for VHF TV translator to change amplifier and increase output power to 10 w. Action July 14.

■ K13LM Lapwai, Idaho—Returned as unacceptable for filing application for changes in existing television translator. Action Aug. 14.

■ K58AS, K66AB, K68BJ, Redwood Falls, Minn.—Granted CP's to change frequencies of UHF TV translator stations. Action June 30.

■ K56AU Columbia, Mo.—Granted mod. of permit to extend completion date for UHF TV translator to Jan. 14, 1979. Action July 10.

■ K11CI, Madison Valley, Mont.—Madison T.V. Association Inc. granted CP for VHF television translator to change type trans.; increase output power to 10 w and make changes in ant. system. Action July 14.

■ K252AE Big Timber, Mont.—Returned as unacceptable for filing by Christian Enterprises for changes in existing FM translator. Action July 21.

■ K12HC Gregory-Burke, S.D.—Granted CP for VHF television translator to increase output power to 10 w; change type trans. Action July 14.

■ K09MP and K13NV Curlew and Malo, Wash.—Granted CPs for VHF television translator to change amplifier, increase output power to 10 w. Action July 14.

■ K292AY Port Townsend, Wash.—Granted mod. of permit for FM translator to extend completion date to January 28, 1979. Action July 28.

■ W54AB Poughkeepsie, N.Y.—Granted mod. of CP for UHF TV translator station to extend competion date to Feb. 2, 1979. Action Aug. 2.

■ K11OL Willowdale, Ore.—Granted CP for VHF television translator to change frequency from ch. 3 to ch. 11; change primary TV station to KVAL(TV) Eugene Ore.; make changes in ant. system. Action July 5.

Cable

Applications

■ The following operators of CATV systems have requested certificates of compliance:

■ Warner Cable of Olean, for Allegany, Olean, Portville, N.Y. (CAC-13343-8); changes.

■ Baker TV and Sound, for Trenton, Ohio (CAC-13499); commence operation.

■ Cablevision, for Bell, Tex. (CAC-13500); commence operation.

■ Clinton Cablevision, for Clinton, S.C. (CAC-13501); changes.

■ Warner Cablevision, for Fayetteville, Farmington, Greenland, Elkins and Washington, Ark. (CAC-13502-6); changes.

■ CSH, for Hammond, La. (CAC-13507); changes.

■ Cablesystems South, for Ponchatoula, and Tangipahoa, La. (CAC-13508,9); changes.

■ Warner Cable, for Claremont, N.H. and Weathersfield, Vt. (CAC-13510,1); changes.

■ Aircapital Cablevision, for Wichita, Kan. (CAC-13512); changes.

■ Warner Cable, for Bellows Falls, Vt. and North Walpole, N.H. (CAC-13513,15); changes.

■ Cable Television Co., for Southport, N.C. (CAC-13516); commence operation.

■ Vision Cable Communications, for Morehead City, N.C. (CAC-13517); commence operation.

■ The Colosseum Corp., for Bay St. Louis, Waveland and Hancock, Miss. (CAC-13518-20); Commence operation.

Actions

■ Honolulu—Oceanic Cablevision Inc. granted permission to carry KTVU(TV) Oakland, Calif. as second distant independent signal and petition for special relief filed by Lee Enterprises Inc. (KGMB-TV), KHON-TV (Inc.) and Western Telestations Inc. (KITV[TV]) Honolulu, granted to require Oceanic to provide syndicated program exclusivity. Action July 27. Ann. Aug. 15.

■ Charlotte, N.C.—Cablevision of Charlotte granted STA to add WTCG(TV) Atlanta and delete WTTG(TV) Washington. Action Aug. 23.

■ Rice Lake, Wis.—Midwest Radio-Television Inc. granted certificate of compliance to system ommitted when franchise application was filed in April. Action Aug. 23.

■ FCC denied National Association of Broadcasters' petition for reconsideration of a February 7 FCC decision refusing to adopt rules to restrict cable television systems' carriage of AM and FM radio stations. Action July 27. Ann. Aug. 18.

Services

Professional Cards

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Wanted: Manager for new 3Kw FM station in New York State. Must be heavily sales oriented. Hire out now and set up operation. Income geared to sales production. All replies confidential. Box K-112.

Operations Director needed by one of Northern California's top beautiful music stations. Must have mature voice and copywriting experience and ability to motivate others. Send detailed resume and audition tape to: Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. EOE.

Manager/Sales Leader to run rebounding AM, year-around vacation town. Yellowstone entrance. Some sales in city, hour away. Profit share. Earn part ownership. Box M-14.

General Sales Manager position awaits right person! Heavy experience, retail and ad agencies. Not a desk job, but solid growth career position with major broadcasting company. $2,000 a month draw, commission, overrides, bonuses, profit sharing, benefits. Person selected will make $$$$ on AM and FM. Box M-29.

Sales Manager—Major black radio station in New Orleans seeks proven manager that can sell, build, train and motivate a sales staff. Must have successful history of promotions and merchandising and long term contracts. If you're good, we can negotiate. Equal Opportunity Employer. Box M-38.

Radio Station Director. WNHU Radio, student-operated, 1700-watt, nonprofit FM radio station licensed to the University of New Haven, is seeking a director to serve as chief executive officer of a broadcast facility licensed for full-time operation with a 1 mv/m coverage radius of 20 miles and a potential audience of 2.4 million. Candidates should have working knowledge of all aspects of the operation of a nonprofit college or university FM radio station including experience in license renewal, community ascertainment, development of public affairs, educational and news programming and recruitment and motivation of an all-volunteer, student staff. Familiarity with engineering desirable; however, a technician with first class license handles engineering compliance. Credentials for academic appointment desirable; master's degree minimum required. Third class radiotelephone operator's license with broadcast endorsement required before assuming duties. Twelve-month position; one month's vacation. Full university benefits. Salary commensurate with experience. Candidates should be able to assume duties before January 15, 1979. Applications must be received by Dr. Michael York, chairman, search committee, University of New Haven, West Haven, CT 06516, before September 30, 1978. University of New Haven is an affirmative action/equal opportunity institution.

Station/Sales Manager Salary, override and bonus, Hospital and Life Insurance. Send detailed resume including your sales record. WCSS, Box 69, Amsterdam, NY 12010.

Station Manager, WETA/FM 90.09, Washington, D.C. WETA is seeking applicants for a position as Station Manager for WETA/FM, a listener-supporter, non-commercial radio station. The position includes full responsiblity as program director with major responsibility for programming decisions, personnel management, development, public relations, and representing the station to the community. Applicants should have a minimum of three years experience in management of a radio station and knowledge of radio production. Through knowledge of classical music and public affairs essential. Fundraising and public relations ability required. Good writing and speaking ability essential. Salary: 25,000-35,000 per annum. Contact: Ms. Darnell Barber, Personnel Manager, WETA TV/FM, P.O. Box 2626, Washington, D.C. 20013. 703—998-2855.

HELP WANTED SALES

Sell at a professional Iowa station. Arbitron No. One. Box J-40.

Outstanding Midwest modern country station seeking salesperson. Excellent fringe benefits and potential. EOE. Send resume, financial requirements, and inquiries to Box K-135.

KARV—One of America's Top Small Market stations... wants to hire a solid salesperson. Contact Kermit Womack-GM.

WTTS/WGTC Needs Experienced radio sales person to take over and expand active list of accounts. Liberal commission. Contact Charlotte Webb, WTTS/WGTC, 535 South Walnut Street, Bloomington, IN 47401. Phone 812—332-3366. An Equal Opportunity Employer.

Exciting Opportunity with new group to sell top rated stations in Southwest market of 40,000 at national recreation area. Potential for management role with expansion. Choice account list with big $ earnings. Send resume to 'BBC', Box 167, Albert Lea, MN 56007 or call 507—377-1866.

Account executive—Major black radio station in New Orleans seeks experienced salesperson. Radio sales not necessary but helpful. Good pay, good benefits. Equal Opportunity Employer. Box M-27.

Hard-hitting, professional salesperson for leading Florida non-metro contemporary. Immediate potential $15,000. Call Rick Cosner 904—732-8000. Affirmative action EOE.

Ft. Lauderdale, Fla. Spot sales between religious programs for SE Florida's largest gospel station. Must be proven sales or Sales Manager. WEXY Radio—Sales, 1600 New York Ave., Deland, FL 32720.

Experienced Radio Sales Pro-regional concept, exceptionally high commission rate. Wisconsin Independant Network, P.O. Box 2391, Appleton, WI 54913.

HELP WANTED ANNOUNCERS

Mid-Day At Southeastern Medium Market. Modern Country. Good production a must. Top-notch operation with dollars for the right person. Send resume and references today! Box K-52.

5,000 watt Michigan station is seeking a newsman/announcer with sports interest and play by play ability. Send complete resume and salary requirements to Box K-147.

Kentucky—Top 40 announcer. Must be self-starter and interested in making the extra buck. Call Jim Ballard 606—248-5842.

Announcer/Chief Engineer for central Virginia Non-directional daytime Country Music station. Salary commensurate ability. Send resume, air tape, requirements to Box 8, Crozet, VA 22932.

Personality Announcer wanted for WOVV-FM a Rock station. Person must be experienced and have at least a 3rd Class License. Applicants will be judged on their personality, (funny, witty, topical) voice quality, production ability, talent and ability to read with color, enthusiasm and clarity. Send audition tape and resume with starting salary to Randolph Millar, WOVV, Box 3192, Fort Pierce, FL 33450. Equal Opportunity Employer.

Air Talent needed immediately for contemporary music evening shift. Competitive Midwest medium market. Personality, desire and experience a must ... no beginners please. ARB No. 1. Good bucks. Rush tape and resume to Joe London, Vice President, WMOH, 220 High Street, Hamilton, OH 45011, EOE M/F.

Morning Personality needed for top-rated adult-contemporary station in pleasant college community. Experience and maturity required, as well as production skills and a third endorsed license. Excellent pay and benefits. Send aircheck and resume to WTKO, Box 10, Ithaca, NY 14850 EOE.

Experienced mature personality for established PM drive slot in medium market. First opening in four years—created by promotion. Please! No drifters. If you're looking for a stepping stone to a larger market, don't apply. We want a communicator who is looking for long-term growth with a growing organization. Excellent salary, benefits. Must be able to communicate effectively to 25-44 adults on air and in production. Equal Opportunity Employer. Tapes and resumes only (no calls accepted) Program Manager, KLMS, P.O. Box 81804, Lincoln, NE 68501.

Small Market Modern Country radio station looking for disc jockey with 5 years minimum experience—send tape, resume & salary requirements to P.O. Box 123, Cypress Gardens, FL 33880. An equal opportunity employer.

Minimum Two Years experience in Rock. Upper Midwest. Box K-125.

Announcer Wanted—5000 Watt Station Western Pennsylvania. Experience necessary. Good salary-benefits. Send resume Box M-7.

Jazz packager/Independent producer wanted for New York Metropolitan area. Midnight to 5:00 am. Soft sophisticated jazz. Generous commission arrangement. Sell during day, program at night. Great opportunity for reliable business oriented programmer. Box M-39.

Community-minded Midwest AM/FM seeks experienced announcer that can handle all phases of broadcasting, from interviews to sports, news and board work. PD potential a strong selling point. Box M-51.

Announcer-Carlina's top billing small market station. Experience, talent, and maturity necessary. Benefits plus profit sharing. EOE. Box J-99.

Writer-Broadcaster—To assist in production of radio skiing conditions broadcasts. Background in journalism or broadcasting very desirable, and skiing experience essential. Monthly salary in $700-900 range depending on ability and experience. Mail resume and demo tape to: Mr. Mill Moore, Phillip Camp Associates, Cox Road, Woodstock, VT 05091.

Announcers at 100,000 watt automated Middle Tennessee Station. Good contemporary music voice and good production a must. Send tape and resume to WBGY, Westside Drive, Tullahoma, TN 37388.

Immediate Opening for mature, pleasant morning announcer. Must be proficient in production. Need warm personality for live show on Beautiful Music Stereo FM. Highly rated in the market and all new studios and offices. Excellent opportunity for right person to join young and motivated staff. Rush tape and resume to Hal McArthur, General Manager, WLRG-FM, P.O. Box 8428, Roanoke, VA 24014. 703—989-4591. E.O.E.

Experienced Announcers needed immediately, new AM, FM contemporaries. Tape, resume, Program Director, KIDO, Box 8087, Boise, ID 83707.

Needed Immediately: Some real radio entertainers with relaxed, human, conversational delivery. Excellent production a must. Our company pay and benefits are among the finest. Our standards are high ... if yours are too, call John Walton 406—761-1310 or T&R to KEIN, P.O. Box 1239, Great Falls, MT 59403. EOE.

Needed now. Creative up-tempo afternoon announcer for outstanding MOR operation. Great working conditions, room for advancement and full company benefits. 3rd required. Send T&R to Joe Gallagher, PD, WFIN Findlay, OH 45840. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Small Market Ohio AM-FM, Adult Contemporary, seeks morning entertainer with 1st ticket. Also accepting tapes for evening shift from 3rds. Call 419—586-5134 or mail info to PD, Box 492, Celina, OH 45822.

Announcer for "Tender Lovin' Country". PBP helpful. Call Dick Ryall, 208—733-3381, or send tape and resume at once. KTLC, Box 65, Twin Falls, ID 83301. EOE/MF.

America's No. 1 Secondary needs Production Pro for prime airshift. Good bucks for right talent. Rush tape and resume to Jim Roberts, WDIF, Box 524, Marion, OH 43302.

Non-commercial religious station looking for experienced announcer. Background in religious radio is important. Also writing copy. EOE. If qualified, send resume and tape to WIBI, P.O. Box 126, Carlinville, IL 62626.

Morning Personality to join one of the nation's hottest stations. Good track record and past rating success a must. Great opportunity for a community-minded entertainer. Rush tape and resume to WFMS, Indianapolis 46218. EOE M/F.

No. 1 Stero Rocker needs 6-Midnight Jock. Good voice & production a must. Experienced only. Immediate opening. Roger Manning, P.O. Box 1565, El Dorado, AR 71730. E.O.E.

Move on up. WJJS, Central Virginia's No. 1 Black FM is looking for experienced air talent with heavy production skills. If you're tight and your radio vibes are right, phone Tony Love at 804—846-1331. Equal Opportunity Employer.

Cincinnati Metro. Modern Country FM Station seeks experienced announcer. Must be reliable. Good production. Send air check and resume to: WSCH; P.O. Box 99.3, Aurora, IN 47001.

WPOR AM and FM Portland Maine needs a top notch mid day/production person. Modern Country format. Equal opportunity employer. Send tape and resume to Tom Hennessey, WPOR 562 Congress St. Portland, ME 04101.

Classical Music Announcer for Commercial FM. Experienced only. Send resume & air-check to: KFSD-FM, 1540 Sixth Avenue, San Diego, CA 92101. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED TECHNICAL

Chief Engineer—Northeast. Group owner needs aggressive chief. Must be a self starter and capable of working without supervision. All benefits. Equal Opportunity Employer. Box K-82.

Chief Engineer for Directional AM and automated FM in Medium Southern Market. Must be a competitor. Send resume, references, and salary requirements to Box K-133.

Chief Engineer or holder of 2nd class ticket who plans to go for first. Strong on maintenance. AM/FM, including sophisticated automated FM. Call or write: William B. Chesson, GM, WSTV/WRKY, 320 Market Street, Steubenville, OH 43942. 614—282-0911. EOE.

Chief Engineer/Announcer for central Virginia non-directional daytime Country Music station. Salary commensurate ability. Send resume, air tape, requirements to Box 8, Crozet, Va 22932.

Chief Engineer for Montana FM station. Must have experience in high power transmitters, automation, STL, studio equipment. New facilities and excellent working conditions. Good benefits and salary for the right individual. Contact Meyer Broadcasting Company, 1645 Central Ave., Billings, MT 59102. E.E.O.

To a Fellow Chief Engineer: after a long career I'm going fishing. I want to help find a good replacement for myself at this 5,000 Watt Regional AM Station with a new 100,000 Watt automated FM station to go on the air within weeks. This is a good outfit to work for. For further information call me at KLMR Radio, Lamar, CO. 303—336-2206, Chief Engineer.

Chief Engineer, AM, Automated FM, studios. Responsible, organized in technical and administration. Contact Morgan Langan, GM, KCAP AM/FM, Helena, MT. E.O.E.

Houston's leading AM/FM station seeks a studio maintenance engineer who will be solely responsible for maintenance of a number of studios and broadcast equipment. Requirements include a first phone license, at least three years experience in stereo studio maintenance, ability to work alone in making efficient repairs, and a quality conscience attitude for scheduled preventative maintenance. Formal electronics analog and digital training highly desireable. Transmitter experience helpful but not necessary as this position involves studio maintenance only. Usual company benefits plus profit sharing, paid retirement and much more. Contact Chief Engineer, KILT, 500 Lovett Blvd., Houston, TX 77006.

Northeast. Engineer-consultant to assist in construction of new FM facility. Must have experience in studio construction and transmission facilities. First class license preferred. Box M-43.

Immediate opening—Chief Engineer with maintenance background. Full time Class IV AM and 3 KW automated FM in Atlantic City, NJ. Call Mr. Johnstone, 609—344-5113 Equal Opportunity Employer.

Chief Needed with Automation and Directional experience. WIBG/WSLT Ocean City, NJ 08226. 609—399-1555.

Stable, Profitable 5 KW Directional plus Stereo stations in great area for living looking for a real Chief and willing to pay for one. Send resume and salary requirements to Steve French, KMON, No. 7. Holiday Village, Great Falls, Mt 59404.

HELP WANTED NEWS

Newsperson ... Self-starter, who will develop an interest in the community. Good writing and production ability a must. Small Market, but good exposure. 90 miles from NYC. EOE. Box K-129.

KARV wants to hire a qualified News Director. Contact Kermit Womack-GM.

First News Director opening in nine years. Need experienced professional who can direct growing four-person news department and anchor mornings at one of America's four greatest radio stations. Absolute management commitment and support to news, information, and complete community involvement. Three mobile units with two-way Marti capability, AP, ABC, weather and farm wires, fully equipped newsroom. We want authority and accuracy on the air, heavy use of audio, and ability to creatively direct others. Send edited tape, complete resume, impeccable personal and professional recommendations, written philosophy of news operation and salary requirements to Andy Hilger, President, WJON Radio, St. Cloud, MN, an EOE employer.

Need Immediately News Director Northern California. Must be a digger and have authoritive on air delivery. Box M-2.

Where have all the good broadcasters gone? We currently have a News/Sports opening and a night show opening but we're not getting quality people to apply for these positions. If you're good and have commercial radio experience send resume to Box M-11.

Director Ecumedia News Service. Responsible overall direction and development of inter-faith broadcast news agency in New York City. Willingness to travel. Experienced newsperson, good radio delivery, and ability as administrator. Able to deal with a national and interfaith perspective. Salary range is seventeen to twenty thousand plus benefits. Send letter, resume, list of references, and audio tape to ENS Directorship, Room 520, 475 Riverside Drive, New York, NY 10027. E.O.E.

Hard working radio journalist for late afternoon/night news shift, and sports pbp backup. Please do not apply if unwilling to work nights, including weekends. Min. 2 yrs. exp. in a working newsroom situation, gathering, writing and airing news, plus actual pbp experience. Solid station, with new facilities and outstanding news and sports reputation. Send resume and tape to News Dir., WCTC, Box 100, New Brunswick, NJ 08903.

Experienced Newsperson, to do afternoon drive and some outside work. (M/F EEO) Send tapes and resumes to Doug Anthony, news director, WUBE, 225 E. 6th Street, Cincinnati, OH 45201. No calls Please.

Immediate opening Sports Announcer with a minimum of three years hockey play by play experience. Job details general on air sports reporting duties plus play by play of Cincinnati Stingers. Send tape and resume to Programing Department, WLW Radio, 3 East 4th Street, Cincinnati, OH 45302. No phone calls. EEO/MF.

Chief Radio Editor—Responsible for manning radio desk in combined radio-TV newsroom. Supervise daily radio news gathering effort and anchor major radio newscasts. Some TV work possible. Tape, resume and salary requirements to Ken Keller, News Director, WHBF Radio-TV, Telco Building, Rock Island, IL 61201.

Newly formed radio network needs anchor/editors, statehouse reporter and farm director. Must be experienced and professional. Tape and resume to Kelly Walker, KAKE Radio, Box 1240, Wichita, KS 67201. EEO Employer.

Newsperson needed with investigative reporting experience and good on-the-air presentation for Number One Southwest Radio Station with strong news image. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume and tape to: Bob Durgin, KTOK Radio, Insilco Broadcast Group, P.O. Box 1000, Oklahoma City, OK 73101.

Immediate Opening For experienced news person. Must really love news and community involvement. Will be responsible for gathering and reporting all local news and public affairs. Need intelligent and mature approach for Beautiful Music Stereo FM. All new studios and offices. Excellent opportunity for right person to join young and motivated staff. Rush tape and resume to Hal McArthur, General Manager, WLRG-FM, P.O. Box 8428, Roanoke, VA. 24014. 703—989-4591. E.O.E.

News and Public Affiars Director. Responsible for daily operation of the news and public affairs department; reporting to the Program Director. Responsible for training and supervision of student news and public affairs staff; coordinate news gathering, editing and on-air broadcast news. Qualifications: Demonstrated practical experience and knowledge of news and public affairs areas; Valid FCC 3rd Class License with broadcast endorsement; B.A. in Communications Field or liberal arts required; Minimum of two years in broadcast news required. Experience must be from NPR qualified or commercial station. Satary: $10,500. Resume, tape, three letters of recommendation to: Dr. Donald L. McConkey, Dean, School of Fine Arts and Communication; James Madison University; Harrisonburg, VA 22807. Applications deadline is September 15, 1978. James Madison University is an Equal Opportunity/Affirmative Action Employer.

Newsperson—Must have first class license. Resume and tape to Kent Braverman, KCJJ, Box 2118, Iowa City, IA 52240.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production, promotion, and news. New studios for creative person. No air shift. Pay, $9,000 plus. Tape and resume to WOXO/WXIV, Norway, Maine 04268.

We Need Experienced Program Director. Must be able to pull top board shift, plan and implement promotions, and administer air staff. Only heavy hitters need apply. WNVY, 2070 North Palafox, Pensacola 32501. EOE.

Programmer/production director needed. We are looking for a professional broadcaster who takes pride in his work. Good pay and benefits, a great place to live, and career opportunities with a young and growing group operation. Send tape and resume to Tom Manley, P.O. Box 1107, Harrisonburg, VA 22801. EOE.

Experienced Production Person for top MOR station in Mountain West. Must be able to communicate and entertain. Resume, references, aircheck, and production tape to R. Kincaid, KOTA AM-TV, Box 1760, Rapid City, SD 57709. EOE.

HELP WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

Are you knowledgeable, agressive, promotion minded, experienced, willing to accept the responsibility of programming one of the nations great medium market radio stations? If so, contact Ralph E. Hacker, WVLK Radio, Lexington, KY, 606—254-1151.

Sharp Program Manager for adult contemporary AM, fully automated FM. Capable of daily phone talk show, complete staff control. Knowledgable leader needed. Also need morning personality, good on promotion. Both positions require strong production. Mideast near Pittsburgh. EOE. Resume and salary requirements to Box M-24.

PD/Announcer for Modern Country medium market California. Must know programming, administration and F.C.C. Take charge of successful programming and help grow. Box M-40.

Producer/Director for public radio station to perform all production aspects necessary to produce high quality radio programs. Must have Bachelor's Degree (preferably in communication field), 3rd phone (endorsed), minimum 1 year experience (2 to 3 preferred). Available immediately. Send letter of intent, resume and non-returnable sample of radio productions to: K. Jensen, Mgr., KUAC-FM, University of Alaska, Fairbanks, AK 99701. The University of Alaska is an Equal Opportunity/Affirmative Action Employer.

Radio Reporter/Producer KRSW FM, Worthington/ Marshall Minnesota, a member station of the Minnesota Public Radio network, seeks a reporter/producer to support local programming effort of KRSW in Southwestern Minnesota and Eastern South Dakota. On-location recording, news features, interviews, reports. Knowledge of local and state governmental units helpful. Ability to work in radio medium required. $8,000/annum. Send resume, references and sample tape to Jim Boyd, Mgr, KRSW, Worthington, MN 56187. EEO/AA.

KTOK Radio, Oklahoma City, OK has an immediate opening for a creative and talented person to write and produce commercial copy and handle total station production. Send air check and complete resume to B. J. Wexler, KTOK Radio, Insilco Broadcast Group, P.O. Box 1000, Oklahoma City, OK 73101.

SITUATIONS WANTED MANAGEMENT

General Manager Top 50 Mkt. only. Records and references at your request. Former idea bank member, R.A.B. background. Box K-22.

General Manager/Expert experience in sales, programing, production and personnel. Increased revenue and audience in six months. Exceptional ability. Box K-64.

General Manager/General Sales Manager seeking greater opportunity and challenges. Successfully employed with nearly 20 years experience all phases of station operations. Presently Central California Coast. Interview at my expense. Box K-111.

GM/GSM radio. Strengths: Sales, promotion, engineering. Can make your station better. Have personally billed 130k at $9 spot. Can create sales team, dynamic sales-producing promotions, bring engineering better than reg. Hard-worker, ambitious, late twenties, single. Earning 23.5k. Go anywhere. Call 603—432-5877 evenings.

I am looking for an opportunity for my sales promotion ideas and sales training ability to make you and me more money. Major Markets only need reply. Box M-10.

General Manager with top 10 and 50 market experience wishes to relocate. Strong in Programming, Administration, Sales and Sales Training. Knowledgeable in FCC and EEO. Box M-13.

General Manager. 17 years experience in all facets, sales and programming. Currently employed, looking to relocate to Southeast. Reliable, hard-worker, references. Box M-25.

Want to Make Money? Aggressive experienced Sales Manager with strong programming, news and sports background seeks GM slot in small market preferrable Midwest or South. Box M-26.

SITUATIONS WANTED ANNOUNCERS

Black PD, 1st phone ticket. 12 yrs. major market experience production. Tape and resume on request. Box K-76.

Ready for a move to your station. Experienced. Let's talk. Box K-127.

Bright, Educated, Career/ Oriented, loves people, sharp broadcast talents, committed to excellence, desires work. Employed. Doug Olson, 1539 South 28 Street, Arlington VA 22206. 703—684-9198.

D.J. wants to help small market station in New England, Northern Jersey, Southeast NY. Some experience, 3rd endorsed. Call Keith 414—769-6966 afternoons, evenings.

Dinkytown Dues. M.D. Jock A.M. Exper. superlative production and on air flair. Seeking FM Rock slot middle or major city. Holding two degrees and other impressive credentials. D.H. Saultman, 426 7th St. Burlington, CO 80807, 303—346-5255.

4 year pro seeks greater challenge. Experience as News Director - talk - PBP - DJ - Music Director - production. First Phone. Presently Employed. Will relocate. Call John 602—865-4641.

Experienced First Phone Announcer, 33, seeking position in Florida. Experienced in MOR, Beautiful Music, Adult Contemporary, Modern Country, and other formats. Good commercial and news delivery. Box M-1.

A Good Fulltime Jazz Show is not hard to find. It's here. 30, 1st, 8 yrs. radio. Let's talk Jazz. Box M-12.

Modern Country Personality/PD of wealthy, regional powerhouse seeking better money/benefits in Eastern MC Station. Last 4 ARBs No. 1. Box M-16.

Attention Florida: Eleven years of success from super production to contemporary radio. Seeking the challenge of advancement with reputable Sunshine Station. Box M-17.

1st Phone Top 40 Personality, 4 1/2 years experience in several areas: Production Director, Music Director. Interested? Write then, right now! Box M-32.

Experienced 1st phone announcer desires Idaho, Colorado, Wyoming, Nebraska, Iowa area market, any size, any format. Box M-48.

I'll never lie to you. Brains, results, energy and professional training are highlights of my audition tape. Available now. No market "Too Small." Box M-53.

Announcer/D.J. (Third Endorsed) 20 years experience. Very mobile wheelchair amputee. 12 years on current job. MOR/Contemporary market. Prefer below Mason-Dixon Line—East of Mississippi River. Can deliver, talk, produce. Bill Minton, 1904 Moore Ave., Greeneville, TN 37743 call 615—639-9594 between 6:30-9 P.M.

Funny DJ Show. No stereotype, no gimmicks, First Phone. John, 502—368-6108.

Communications Degree 15 months commercial experience plus 7 months in sales. Any market West of Texas. 1—313—329-3204.

Don Imus is working and I am looking ... 1st Phone/ Programmer/Rock Jock. Call Bobby 303—773-2875, write 6377 S. Fairfax Way, Denver 80121.

Air Personality—3rd Endorsed, expertly trained. Can relocate anywhere immediately! Tape and resume available upon request. Call Paul Scott at 312—824-0676. Between 2—midnight (cst) or write : 677 Lyman, DesPlaines, IL 60016.

Announcer: strong news, commercials, production. Prefer Southern Lower Michigan area. Will work part time Detroit. Call 1—313-882-7371 ask for John.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer seeks position with well managed station. Box M-5.

Chief Engr. 30 yrs, AM FM DA installations a specialty. Western states. Box M-6.

Chief of dominate station in a Top 10 market is seeking a position as same or as Director of Engineering for a group. Experience includes: management, high power, DA's, construction, etc. Dedicated individual with good references. West or Southwest is preferred, but all replies considered regardless of size or location. Box K-86.

Hotshot—3 years high power major market staff engineer looking for station that appreciates importance of technical quality. AM-directionals, FM-Stereo, STL, RPU, automation. Box M-49.

SITUATIONS WANTED NEWS

Sports Director and "Voice" of Major College's football and basketball/hockey teams. Six years college and high school experience. Currently Sports Director/ PBP ECAC Division II/Salesman in NE small market. Contact Peter Cooney 802—388-6077.

Newscaster/Reporter, West or Central. Experienced in news, production, copywriting. Intern KBON, WMMM. News Director KUQR. BA Communications, 3rd phone. Douglas Clark, 5 Hyde Ridge, Weston, CT 06883, 203—227-1441.

Experienced, knowledgeable news man. BA in Journalism. Third phone. Now working. I'm young and enthusiastic. Sportswriting a specialty. Box K-148.

Willing to work hard. UNC Graduate, BA Broadcast Journalism. Stringer experience. Will relocate for first break. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704—525-1477.

Woman, 27, seeks first position in radio (announcing/news). Third endorsed. Pleasant voice. International relations degree. Print communications experience (interviewing, writing, editing, photography, design). Also strong administrative skills. Prefer NE location, but open to others. Box M-23.

Pro News Team ... husband/wife ... we've brought actuality news to small, major and statewide markets ... want strong management commitment to local political and people news. For 20K between us, you'll get great tape and lots of overtime. Can part-time other positions. References, tape. Box M-37.

Stop! Want to improve your news department? 11 year veteran handles news and sports with ease and expertise. Excellent references, stable, dependable. Seeking pleasant working atmosphere—any market. Box M-42.

Now working, but ready to move. Young pro currently heading two person news department. Prefer city of 100,000 plus. Jack Messmer, Box 416, Celina, OH 45822.

Do you know me? I don't do credit card ads but I do know what news is. I write well and have a degree and a 3rd endorsed. Call Tony Beahan at 201—891-2018. Write 331 Village Pl, Wyckoff, NJ 07481.

Newsman: Experience in middle, major markets and wire services. B. A. Communication and Government. ND experience too. Call, write Morgan Lyons 817—756-5647, 1709 South 1st, Waco, TX 76706.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced creative copywriter/voiceover seeks radio station in New York tri-state area. Can also write and deliver news. Good female radio voice—broadcast trained. B.A. 3rd Endorsed. Copy samples and tape upon request. Box M-44.

Program-Production Director. Experienced all phases/Production/Copywriting/Announcing/News. Relocatable. $850 minimum. Medium markets only. Bruce 312—246-1121.

Country PD wants Medium Market. Background experience in air, production, music and sales. Tape and resume. 601—638-7535, Dave.

TELEVISION

HELP WANTED MANAGEMENT

Controller to establish and monitor detailed cost-control systems and simultaneously provide innovative input at top management level of widespread TV and radio group. Demanding but rewarding job with considerable travel involved. Reply Box K-43.

Promotion Manager. A real challenge for someone with experience as an Assistant Promotion Manager, ready to move up to run their own show. Group owned UHF station in N.E. market needs a bright, aggressive, cooperative individual to take over. Excellent opportunities. An equal opportunity employer. Send resume and samples of your work. Box M-57.

Director of Broadcasting. Applicant must have a Bachelor's degree and a proven record of responsibility and achievement in this position. Responsibilities include programming and production activities plus the supervision of a staff of 28 professionals. Excellent salary and benefits. Deadline for applications is on or before September 19, 1978. Send resume to Assistant Station Manager, WYES-TV, 916 Navarre, New Orleans, LA 70184. WYES-TV is an equal opportunity employer.

HELP WANTED TECHNICAL

Videotape Maintenance Engineer for quad VTR's and other related equipment for post production and duplication house. Prefer FCC 1st and at least one year's experience. Call collect 313—971-3600, or send résumé to Robert Stapleton, NET Television, 2715 Packard, Ann Arbor, MI 48104.

Maintenance-Operating Engineers wanted for expanding major market ABC affiliate. Minimum five years experience in television broadcast engineering. Prefer Certified Broadcast Engineer who is well established in maintenance and automated operations. First phone a must. Send resume, references and salary requirement to Box K-95. Equal Opportunity Employer.

Videotape Engineers for quad VTR's, Computer Editors and Color Cameras. Operation and maintenance experience required. Major Midwest Production Facility. Call Lee Short, General Television Network-Detroit, Michigan 313—548-2500 Collect.

Chief Engineer—Are you an aggressive, goal oriented number two person in an engineering department who is ready to move up but is blocked behind a good chief? Small market, southern net affiliate seeks new leadership and it could be your own show. Background should be heavy in maintenance, editing systems, ENG, color studio production equipment, 1st class FCC license. Salary commensurate with your abilities and experience. A solid growing company with a management commitment to technical excellence. EOE. Box K-113.

Maintenance engineer for new mobile van being built by Philadelphia area production facility. Should be familiar with RCA cameras and tape, Grass Valley switching. Start by October 1, 1978. Reply to Director of Engineering c/o Box K-136.

Chief Engineer—for network VHF in Southeastern US. Working chief strong in studio maintenance. Will consider present staff level technician who is ready to move up. First phone required. Good salary and benefits. Equal Opportunity Employer. Send resume in confidence to Box K-146.

TV Studio Engineer with heavy maintenance experience on quad VTRs and Sony Helical equipment. Minimum 3 yrs. experience, but salary depends on experience. Excellent working conditions with progressive employer in medium Mountain West market. EOE. Send resume, references to Box K-150.

Maintenance Engineer—3 years TV maintenance experience including VTR, camera, digital, FCC First Class License required. Contact Dave McKelvey, C.E. WBBH, 3719 Central Ave. Ft. Myers, FL 33901, 813—936-0195 EOE.

Religious Production Company needs maintenance technician for remote truck. Call 312—246-7905 or write Holy Spirit Productions, Inc., 4924 Fair Elms, Western Springs, IL 60558.

Chief Engineer—Instructional Television Network, Dallas based closed-circuit network with 10 originating studios and multiple receive sites in monochrome and color. Chief Engineer responsible for system design, operation and maintenance. Equipment includes microwave, studio, site and switching hardware. Supervision of small staff. Experience should include 3-5 years video broadcasting, CCTV or ITFS plus design and development of hardware and management level responsibilities. First class phone plus BSEE degree required. MSEE degree preferred. Salary $23,000-$28,000 based on qualifications and experience. Excellent fringe package. Send application and resume to: E. L. Crandell, Executive Vice President, TAGER, P.O. Box 688, Richardson, TX 75080 or call 214—231-7211.

Technician needed for installation, operation, and maintenace of production and broadcast equipment for public TV station. Must have 1st class. Salary $15,-768-19,008. Application deadline September 22, 1978. Contact Personnel Commission, Office of Santa Clara County Superintendent of Schools, 100 Skyport Drive, San Jose, CA 95110. 408—299-3701. EOE/AAA.

Assistant Chief Engineer. Immediate opening—looking for strong, technical and administrative background for top 50 market in Southeast. Position leading to Chief Engineer. Equal Opportunity Employer. Send resume to Box M-47.

Meredith Video Productions has several openings immediately and in the next three (3) months for experienced Technical Directors and Maintenance personnel. TDs must have video switching and VTR Time Code editing experience in a Commercial Production operation. Transmitter and Studio facility maintenance opportunities include a large variety of Teleproduction and RF equipment. This opportunity is the one you always worked for, but never found. Salary: $275 to $375/week commensurate with experience. Send resume today to: KCMO-TV/Meredith Video Productions, 4500 Johnson Drive, Fairway, KS 66205, 913—677-7254. Attn: Steve Smith, Director of Engineering, EOE.

HELP WANTED NEWS

Weather conscious sunbelt dominant VHF wants to upgrade service. Needs weather pro/personality who can do crack reporting in that and related fields. If you can't make those dull statistics mean something, don't apply. Box K-15.

A Progressive AM-FM-TV operation in the Midwest is seeking a news person for a Reporter-Producer position. Prior experience in Radio and TV news required. Journalism degree preferred. Excellent opportunity for advancement. An equal opportunity employer. Send resume and writing samples to: Box K-119.

If you are an experienced, talented anchor/reporter and have a desire to work for a top-flight news operation in the Midwest, let us know. Box K-145.

Producer-Anchor to inaugurate early morning half-hour newscast for 76th market news leader. Includes developing Public Affairs and/or farm segments. All-ENG. Experience and degree preferred. Send tape, resume and salary requirements to Tom Butler, ND, WPSD-TV, Box 1197, Paducah, KY 42001.

Reporter Position: Experienced general assignments reporter. Minimum 3-5 years experience. Work in capital city atmosphere; familiarity with ENG and film. Hard worker, good writer. Cassette and resume on first contact. Contact Clark Edwards, News Director, WSFA-TV, Montgomery, AL. Equal Opportunity Employer.

Producer/Writer: Need quality oriented pro to produce, direct and host minority and public affairs programming. Writing abilities a must. Good organizational and conceptual skills essential. Bachelor's degree in Broadcasting/Journalism/English or related field plus two years' experience preferred or equivalent experience. Salary range: $11,071-$15,-307. Send tape and resume to WJWJ-TV (an affiliate of S.C. ETV Network), P.O. Box 1165, Beaufort, SC 29902. Equal Opportunity Employer.

Co-anchor for aggressive Upper Midwest network affiliate. Must have anchor experience. Send resume to Box M-18.

ENG Cameraperson. Must be strong on editing and live shots, film shooting and editing experience also required. Need someone with hustle and creativity. Contact Bill Applegate, News Director WKBW-TV, Buffalo, NY. An equal opportunity employer.

Issues Investigator: Investigate editorial topics and present in various forms ranging from mini-documentaries, multiple-part series, half-hour documentaries, or 90-second editorials. Must be experienced street-wise with demonstratable track record. Must be familiar with both ENG and film. A capital city market. EOE. Cassette and resume on first letter. Contact Clark Edwards, News Director, WSFA-TV, Montgomery, AL.

TV Weathercaster for number 1 rated Rocky Mountain TV. Must be experienced and currently on air. Salary commensurate with experience. Send tapes to Program Director, KIFI TV, Idaho Falls, ID 83401 or call 208—523-1171. An EOE Employer.

Weather: We are looking for a strong weather personality for our 6 & 11 p.m. newscast. Must have substantial weather background and on air experience. We need a pro with a proven track record. This is not a beginners position. Send tape and resume to Allen Jones, News Director, WTVD, P.O. Box 2009, Durham, NC 27702. E.O.E.

Wanted: TV News Producer for Midwest ABC Affiliate. Must have minimum of 1-year experience as News Producer. Send resume, writing samples, salary requirement in first letter. An EOE Employer. Box M-8.

News Editor. Midwest commercial network station affiliated with major university journalism school seeks experienced newsperson to make assignments and generally supervise newsroom. Includes faculty appointment. MA preferred. Applicants must possess thorough knowledge of all elements of TV news and be able to work well with large, eager young staff. Equal Opportunity Employer. Letter and resume to Box M-22.

News Film Photographer for Upper Midwest Medium Market station. Good opportunity for person with limited experience but knowledge of 16MM sound film. Some editing and lab work. An Equal Opportunity Employer. Resume to Box M-33.

Assignment Editor. Immediate opening for Assignment Editor with experience in organizing the daily assignment operation of a 17 member News Department; should have experience in writing and editing stories, and a working knowledge of ENG; salary DOE; submit resume to Linda Imboden, P.O. Box 15047, Las Vegas, NV 89114.

Sports Director/Anchor needed. Must be very sports oriented and capable of being a one-person operation. Send resume to KAAL-TV, Box 577, Austin, MN 55912. An Equal Opportunity Employer.

Sportscaster—Energetic, experienced week-end sportscaster and general sports reporter. Benefits. Equal Opportunity Employer. Send video-cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Sports Director. Weekday Anchor to work with full time assistant. Must have 2 years anchor experience and ability to package film effectively. Send resume and VTR of anchor and film production work to: John Miller, 110 3rd Street, Norfolk, VA 23510. An EOE.

News Photographer. Immediate opening for News Photographer with experience in mini-camera, records, and other photographic equipment; salary DOE; submit resume to Linda Imboden, P.O. Box 15047, Las Vegas, NV 89114.

General Assignment Reporter for top fifty, group owned, ABC affiliate. Submit resume and video cassette to: News Director, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. An equal opportunity, affirmative action employer.

Weathercaster... Personable and experienced in TV weathercasting with emphasis on accuracy and presentation. Send tape and resume to Tom Moo, News Director, WTVW-TV, 477 Carpenter St., Evansville, IN 47701. An Equal Opportunity Employer.

News Anchor Position. Looking for person with journalism and, or radio news background. Send resume, video tape, or radio audition cassette to Ray Alloway, KMOM-TV, Drawer "N", Monahans, TX 79756.

HELP WANTED NEWS CONTINUED

News Reporter/Weekend Anchor. Immediate opening for Weekend Anchor Reporter with experience in researching, collecting, analyzing, producing and writing broadcast copy for newsworthy events; must be familiar with ENG and other technical equipment; salary DOE; submit resume to Linda Imboden, P.O. Box 15047, Las Vegas, NV 89114.

Anchor needed—Experience necessary. Must be bright and energetic. EOE. Fast growing sun belt area. Send video-cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Reporter—We want a communicator. KFSN-TV in Fresno, California is looking for a General Assignment reporter with anchor potential who can communicate through the TV screen. If you have good appearance and speaking voice and want to learn, you might be the person we're looking for. We require a videotape or picture with your resume. Sent to John Howell, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications is an equal opportunity employer.

News Reporter Wanted: Experienced field reporter needed for top 40 market. Send resume and references to Andrew Shinnick, WTVN-TV, Box 718, Columbus, OH 43216. WTVN-TV an Equal Opportunity Employer.

Sports Reporter/Weekend Anchor. Immediate opening for Weekend Anchor Sports Reporter with experience in researching, writing, and producing sports coverage; must be familiar with ENG capabilities; salary DOE; submit resume to Linda Imboden, P.O. Box 15047, Las Vegas, NV 89114.

News Anchor. An excellent opportunity available with network affiliate on Sunbelt West Coast. Top twenty-five markets, solid news operation. Particularly invite talented, strong personalities from markets 25-100 to apply. Send resume only to the Box Number; we will contact you regarding tapes. An Equal Opportunity Employer. Reply to Box M-56.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production/Promotion Director—Active manager to schedule and supervise program and commercial production and station promotion. Must be able to plan work for active studio. Only self starter need apply. An Equal Opportunity Employer. Send resume to Box K-121.

Senior Producer for WMVS/WMVT and (BPS) Milwaukee Wisconsin. Assume primary responsibility for overseeing production and quality control of local programming. Bachelors degree and five years producing experience. Minimum salary $19,800.00. Equal Opportunity Employer. Send resume to: Employee Services, Milwaukee Area Technical College, Milwaukee, WI 53203.

Television Production Manager for WMVS/WMVT (PBS) Milwaukee Wisconsin. Assume primary responsibility for scheduling of production facilities and production support staff. Bachelors degree and four years experience in producing and directing. Minimum salary $19,800.00. Equal opportunity Employer. Send resume to: Employee Services, Milwaukee Area Technical College, Milwaukee, WI 53203.

Promotion/Development Director for public TV station in Southwest. Degree and professional experience in media promotion and/or fund-raising required. Good writing ability essential. $13,000 up. Resume, references and writing samples by September 15, 1978 to J. Dryden, KRWG-TV, Box 3J, Las Cruces, NM 88003. 505—646-2212. An Equal Opportunity/Affirmative Action Employer.

Director of Programming and Development. For two stations serving over four million people. Must be an aggressive programmer, strong supervisor, and imaginative director of small but growing development effort. Salary negotiable. Qualified women and minorities encouraged to apply. Deadline for applications: September 25. Submit resume to John Hershberber, WNEO/WEAO, 1640 Franklin Avenue, Kent, OH 44240. An Equal Opportunity Employer.

Photographer Wanted at Channel 12 in Augusta, GA. Must be good with ENG and VCR. Send samples of your work along with a resume to News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. WRDW is an Affirmative Action Equal Opportunity Employer.

Vibrant Talk Host/Public Affairs Producer for top fifty, group owned, ABC Affiliate. Experience required. Excellent interviewer with good on-camera presence and commercial voice. Be prepared to work hard. Submit resume and video cassette to: Leo MacCourtney, VP & GM, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. An equal opportunity, affirmative action employer.

Experienced Producer/Director needed to direct and switch a very complicated number 1 rated early and late news in the top 10 market. Must have a production and flair to handle other entertainment and public affairs programming. Please forward a complete resume with salary requirements to Box M-3. An Equal Opportunity Employer.

We are a group-owned, network-affiliated VHF in a top-40 market. Excellent staff and facilities. We are looking for an experienced Program Director with imagination, creative ideas and ability to carry them out. Should be strong on program research, aware of syndicated and feature packages on market and general knowledge of total station operation. Person filling this job will be working with other professionals and should be capable of constantly up-grading quality of everything on the air. We have heavy commitment to local news and public affairs. We are an Equal Opportunity Employer. Females and Minorities are urged to apply. Please send letter, resume, reference, information on awards, accomplishments, ect. to Box M-19.

Charlotte PTV Station needs Producer/Talent with demonstrated abilities in writing, organization, research, and budget control. Experience in public affairs programming top priority. Resume reel should be supplied on request. Closing date September 15. Send resume to: Preston Allison, P.O. Box 149, Charlotte, NC 28230 EOE.

News Producer—11 PM Producer. Top 30 market—number one station. Fast-paced format. Need a bright, tough, up and comer who is quick and good. Contact Bill Applegate, News Director, WKBW-TV, Buffalo, NY. An equal opportunity employer.

Associate Producer/Feature Reporter Wanted. TV Magazine show seeks associate producer/feature reporter. Must have television experience. Send 3/4" videocassette and resume to: Bonnie Arnold, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115.

Producer/Director—ABC Affiliate in Medium Market has immediate opening. Primary duties include morning news and variety of commercial productions. Directing experience and knowledge of TV operations essential. Send resume to: Frank Marafiote, Production Mgr. WYTV, Inc. 3800 Shady Run Rd., Youngstown, OH 44502. EOE. No phone calls please.

SITUATIONS WANTED MANAGEMENT

Radio Station Manager doubling as Sales Manager. Formerly TV Anchor. Looking for new opportunity. Billing is $33,000 per month higher than same month last year. TV ratings highest ever in market. 160,000 metro. Box K-105.

Profit producing, sales oriented GM from small market (125-150) seeks stable, growing career opportunity in similar or medium sized market. Exceptional track record, credentials, references. Box K-110.

SITUATIONS WANTED NEWS

News Director-Anchor. Dedicated professional. Strong leader. Competent administrator. Excellent ratings. Awards. Degree. 10 years TV experience. Box K-85.

Sportscaster who loves sports. Looking for new challenges. Enthusiastic worker. Can do it all. 6 years experience. Box K-144.

Need a reporter, newswriter, cameraman? Serious minded recent graduate with news internship experience at WPVI in Philadelphia seeks first job, willing to relocate. Sal Urbano 215—755-0775.

Proven weekend sports anchor seeks sports anchor or reporters position in small or medium market. Smooth young pro. Box M-9.

Sportscaster/Reporter—Medium market TV Sports Director looking for major sports market anchor and/or reporting. I'm knowledgeable with ten years experience in all phases of TV and radio sports. Selected as top sportscaster in present market. Willing to work hard. Box M-21.

10 year pro—news or sports anchor. Polished, dependable, work well with others. Will improve your ratings. Relocate anywhere for right situation. Box M-34.

Weather Personality—15 years Nashville, New Orleans, Memphis. Straight, bright presentation, field reporting, visuals. Cassette available. Box M-36.

Need news director, assignment editor, producer who believes substance keeps ratings longer than cosmetic approach to journalism? West only. Box M-46.

College grad with news interest seeks first TV job anywhere in USA. Market size immaterial. Single, 28, BA communications, currently radio jock. Devoted, energetic, willing to learn. Satisfaction guaranteed. Robert Headland, 384 Sixth St., Beaver, PA 15009, 412—775-8862.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Operations/Program Manager seeks challenge in major market, or station manager in small/medium market. 15 years experience; all phases of TV operations, production, programming, sales, promotion. Radio-TV degree. Box K-9.

Write and produce good commercials. Excellent client contact. Want program production opportunity also. Ready for Top Fifty. Box M-15.

L.A. Director now on staff, seeks position in S.F. Bay Area. Total Production, News, Sports, Comml background. Box M-20.

Production/photographer, writer, announcer. Degree, three years experience. Dependable young family man seeking to advance in all phases of television. 316—276-2311, 316—275-6580.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Chair, Department of Journalism. Duties: Administering a department with 400 students; providing leadership in curriculum development and support to off-campus internships. Requirements: Significant professional experience in the media and effective teaching experience. Some consideration will be given to scholarly publications and research. A Master's Degree is required, a Ph.D. is preferable, and you should have at least one degree in Journalism, Communications, or other related discipline. (Exceptional professional accomplishments in lieu of earned advance degrees may also be acceptable.) Privileges: A fine salary commensurate with your ability; a senior faculty position with the rank of full or associate professor. Resumes and nominations will be accepted through October 15, 1978. Send letters of nomination and resumes to Professor Robert W. Miller, Chairman, Selection Committee, 228 Stearns Center, Room B, Northeastern University, Boston, MA 02115. Northeastern University is an Equal Opportunity/Affirmative Action Title IX Employer.

HELP WANTED TECHNICAL

Expanding Midwest Video Tape Facility requires a Chief Engineer to fill new position. Experience of 2", CMX computer editing and film to tape an advantage. This is an excellent opportunity to join a company concerned with technical and creative excellence. Send your resume to Box K-128.

Expanding Midwest Video Facility requires Bench Technician. Knowledge of 2", film to tape, Sony 2850 and digital editing systems an advantage. Here is an opportunity to join a company concerned with creative and technical excellence. Send your resume to Box K-128.

HELP WANTED TECHNICAL CONTINUED

Wanted: One engineer/construction type mature individual to work for an aggressive, well paying, communication organization. Ground floor opportunity and plenty of independence. Send resumes to Box M-4.

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: UHF TV Transmitters Instant cash paid for all models. Call Bill Kitchen: 404—568-1155.

Wanted—used color ENG camera and recorder ... Sony ... or equivalent 3/4 inch. Contact Chuck Martin, KVOP, Plainview, TX.

TK-27 Film Chain and TR-60 Videorecorder. 901—458-2521 C.E.

600 ft. to 700 ft. guyed tower (for T.V.). 300 ft. self-supporting tower. Also for sale: 265 ft. tower, 24 inches diameter, $3,000. 200 ft. tower, 12 inches diameter, $1,600. Bill Angle, Jr., Angle Tower Erectors, P.O. Box 55, Greenville, NC 27834. 919—752-7323.

Beginning automation. Looking for good used equipment. Tape decks, Carousels, Programmer. KCMX, Van Sias, 503—482-2211.

Used tall tower wanted with elevator. Will buy either standing or on the ground. Prefer 1,000 to 1,500 feet tall. Would consider shorter tower with elevator. Contact Jerrell Shepherd, KRES, Inc., Moberly, Missouri. 816—263-1600.

FOR SALE EQUIPMENT

5" Air Heliax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312—266-2600.

16MM Jamieson Color Processor Mark IV with Polyethelene Tanks. Good condition, as is where is. Offer, contact Charlie Riley, 808—537-3991.

IVC 960 1 inch Video Tape Recorder, W/analog TBC, DOC, $2500. Mike Lincoln 415—956-5101.

FM Transmitters (used): 20 KW, 15 KW, 10 KW, 7.5KW, 5 KW, 1KW Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314—334-6097.

AM Transmitters (used); 20 KW, 15 KW, 10 KW, 7.5KW, 5 KW, 1KW Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314—334-6097.

Beautiful Music Library—Approx. 1,900 records. Artists ... Mantovani, Glenn Miller, Benny Goodman, Arte Shaw and more. Some irreplaceable. A steal at $2,700. 817—691-0066.

Used 3KW FM Transmitter, Limiters, Volumaxes, Remote Control and Cart Machines. Call 404—487-9559.

1 KW AM McMartin transmitter 2 years old. Like new, M. Cooper, 215—379-6585.

Ampex 440B, with manual, NAB hubs, $1300, Gene Wilson, 318—757-4200.

15 kw FM transmitter, heavy duty 6 bay cp antenna, extras, all good condition. 801—753-5523.

Never used 5K FM Transmitter and stereo exceiter. Still in carton at factory. Both for $14,000. Call 203—235-5747.

Used Six Months—Average and Peak Limiter; Cartridge Recorder/Reproducer, Mono; Reel-to-Reel Recorder/Reproducer, full tract mono 7 1/2-15 IPS; tapes cartridges, recorders and miscellaneous. Call 213—462-6371.

Gates BC-IT AM transmitter, complete with audio processor. Excellent. $3500. Available 45 days. 208—743-2503.

For Sale. A complete Schafer 800 Automation system, including all production encoding and recording equipment. System has a 15-event automatic network programmer, four Ampex 2-track stereo reel-to-reel playback decks, four 24-tray SMC stereo playback cartridge carousels, time announce cartridge decks, one SMC single stereo playback cart machine. The "Brain" for the system has four format capability for half-hour or quarter-hour use. System comes complete with six racks and two Teletype decoders. Contact Jim Mattison, K-E-L-T, P.O. Box 711, Harlingen, TX 78550. Phone 512—423-3910.

One of nation's most complete Schafer Automation Systems. Good operating condition. Ten racks, random access carousel cart system, digital time clock, time selector panel, 4 spot locaters with four Ampex tape decks, McCarta cart machine, 2 TRU-8 makeup units, Ampex AG-350 with Schafer TRU-8 makeup unit, slow speed Schafer logger, Mosley relay control panel, time machine with 2 Ampex decks, Schafer brain and sub-brain with sequence selector panel, 4 rack-mounted Ampex decks. Under certain circumstances, there is enough equipment to automate two stations. $2,000 down. $424.95 per month for 60 months. 615—756-7635.

Television Trailer—Pritchard-King. Contact: A. F. Associates, Inc. 201—767-1000, 100 Stonehurst Court, Northvale, NJ 07647.

SMC DP-1 Automation System. 4 decks, 4 carousels, logger, more. 3 years old. Also, two towers, both 36" face. One is very heavy, 280 ft., on ground. Other is 250 ft. plus 110 ft. pole atop, standing. Alex Bowab, WKXI, 2662 Bailey, Jackson, MS 39213.

Surplus TTU-30A Equipment being removed from service—excellent condition. 1 MI-19086-F-16 Filterplexer (Ch. 16). 2 VA-890A Klystron (Ch. 14 thru Ch. 29). 2 VA-1590B Electromagnet Assy. (Ch. 14 thru Ch. 29). 2 MI-561549-L Ch. 16 Harmonic Filters (Ch. 16). Call Morrie Lamb, WLIO Television, 419—228-8835.

COMEDY

"Free" D. J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

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

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404—231-9884).

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.

505 Successful radio shows. Expect something unique. Details free. Worldwide, 3 Sandia, Edison, NJ 08817.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215—525-9873.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303—795-3288.

Careers in Broadcasting: Cassette tapes and guide which offer realistic information about jobs in radio and television. Excellent promotion tool for stations; gift to schools etc. Written and produced by broadcaster. $9.95 Guaranteed. Write Media West, E. 302 - 26th, Spokane, WA 99203.

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 F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! $9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577, 813—955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none, contact Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214—352-3242.

"Riches in Radio". New book explores the How To of selling radio time. This special offer only $10.95. America Media, 7610 Garden Grove Blvd. Westminster, CA 92683.

RADIO

Help Wanted Sales

FM SALES MANAGER

Major Southern Market
Class C
An Equal Opportunity Employer
Respond to Box M-28.

Help Wanted Management

GENERAL SALES MANAGER

Aggressive, take-charge person, capable of handling an active list, plus administering sales dept. Must have excellent credentials. Salary commensurate with ability. Send your resume to:

S. Edward Hawkins, Jr.
Vice President & General Manager
WITH AM & FM
7 East Lexington Street
Baltimore, Maryland 21202

General Manager
WYLD RADIO
NEW ORLEANS

Must have prior experience as a General Manager. Send replies to: Jon Peterson, P.O. Box 15860, Orlando, Florida 32858.

An Equal Opportunity Employer

Help Wanted Technical

CHIEF ENGINEER
Metromedia's WASH Radio
Washington, D.C.

Experienced in operation and maintenance of studio equipment, FM transmitters, and digital systems. Must be innovative. Qualified applicants should send resumes to: Susan Breakefield, WASH Radio, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016: EOE.

INSTRUCTOR
Teach 1st Class F.C.C. Licensing
7:00 P.M. to 11:00 P.M. Mondays through Fridays
Call: Columbia College-Hollywood
925 North LaBrea Ave.
Hollywood, CA 90038
(213) 851-0550
Applicants must reside in Greater Los Angeles Area

CHIEF ENGINEER
SOUTH FLORIDA

Working Chief Experienced in Both Studio and Transmitter Maintenance. Major Non-Directional Facility Under Leading Group Ownership.

Must Be A Self-Starter With Full Knowledge of Audio Chain And Present State of the Art.

Our Employees Know of This Ad. Send Resume and Salary Requirements to Box M-31.

AN EQUAL OPPORTUNITY EMPLOYER

Situations Wanted Programing, Production, Others

MAJOR MARKET

Program Director-Operations Manager seeking bigger opportunity.

Box K-116.

Help Wanted News

NEWS DIRECTOR

Top rated Midwest station seeks community oriented news director/morning news editor. Excellent salary for the right individual. Send tape and resume to: Joe London, Vice President, WMOH, 220 High Street, Hamilton, Ohio 45011. EOE M/F.

Help Wanted Programing, Production, Others

SUNBELT GROUP BROADCASTER
needs the following personnel

PROGRAM DIRECTOR

for a highly competitive Top 40 Station. You must have P.D. experience, carry an Air Shift, and be an administrator.

PROGRAM DIRECTOR

for Modern Country Station.

CHIEF ENGINEER

for Directional AM and automated FM. Must be a competitor for the best sound in town.

Send resume, references, and financial requirements first letter to Box K-118. Equal Opportunity Employer.

Situations Wanted Management

Broadcasting Executive

Last ten tears chief operating officer broadcasting division of major national co. Broad corporative experience. Plus AM FM CATV. Not just interested in desk job will travel sales programing employe benefits union negotiations finance acquisition college BS Administration. Box K-96.

Help Wanted Technical Continued

CHIEF ENGINEER

In Colorado. Here is an opportunity to take charge of the technical rebuilding of a Public Television Station in Sunny Colorado. Broad range Television station experience essential. Opening now available at $20,000 plus. Call 303–549-3220. Equal opportunity affirmative action employer.

Expanding color production facility in New York City has following job openings:

1) **VIDEOTAPE EDITOR** - 3/4" automated facility. Must know basic electronics and video systems.

2) **VIDEO TECHNICIAN** - Must be knowledgeable in all areas of television engineering including maintenance.

Please send resume and indicate availability. Box M-41.

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.

TELEVISION
Help Wanted Technical

Video Tape Technician

JOHN DEERE

Deere & Company, a major industrial equipment manufacturer is currently seeking a qualified Video Tape Technician.

The individual we select will be responsible for the maintenance and operation of all equipment in the video studio at our Industrial Training Center. Requirements include experience in T.V. production and T.V. electronics. A knowledge of helical scan video equipment for color production is a definite plus.

We offer a competitive salary and comprehensive benefits that include paid relocation to Iowa. Send complete resume, including salary history to:

Ronald H. Like
Deere & Company
Moline, Illinois 61265
An Equal Opportunity Employer M/F

BROADCAST TECHNICAL SPECIALISTS

To support a continuing growth pattern, RCA Broadcast Systems is looking for broadcast specialists who are willing to travel and apply their skills in practical hands-on applications. This is an ideal opportunity to expand your knowledge and grow with the industry leader.

Your experience should include maintenance of cameras, video tape machines or RF products. BS or equivalent desirable.

We offer excellent starting salaries and a comprehensive benefits program.

If you qualify, send your resume and salary requirement to:

Mr. M. H. Kessler, Mgr. Employment
RCA Broadcast Systems, Dept. B-94
Bldg. 3-2
Camden, NJ 08102

We are an equal opportunity employer F/M.

RCA

Help Wanted Management

MANAGER

ESTABLISHED EASTERN
CABLE TV SYSTEM
Send Resume To
Box K-75

NEW VHF

New VHF Independent, seeks complete staff, est. air date Mid October, Gen. Sales Mgr. & sales staff, news people and Director. Also commercial Directors and Producers. Learn with us, contribute and be compensated. Live in the sunny south, fish, hunt and surf. Box M-55.

TV FINANCIAL MANAGEMENT

Group-owned CBS-TV affiliate seeking a person with an accounting background who is interested in developing a financial management career with our company. Accounting degree and cost-control/business-administration experience are essential, combined with an active interest in broadcasting and a willingness to learn our business.

Send resume and compensation history to:
Mr. Jerry Gabert
Vice President, Finance
Corinthian Broadcasting Corporation
280 Park Avenue
New York, N.Y. 10017

An Equal Opportunity Employer
A Member of the Dun & Bradstreet Group

Associate Producer for Cultural Affairs

For weekly Arts and Entertainment magazine format in major T.V. market. Duties: Develop and create program material and story ideas; produce studio and film pieces; order production facilities; act as assignment Editor under direction of the Producer. Requires bachelor's degree in Journalism or the Arts. With arts and journalism experience; experience in interviewing, film and tape production, post production, three years broadcast T.V. experience with magazine format series or news periodical. Salary $992 to $1413, excellent fringe benefits. Application deadline: September 15, 1978. Contact Gary Gibson, KCTS/9, University of Washington, 4045 Brooklyn Avenue N.E., Seattle, WA 98105

Equal Opportunity Affirmative Action Employer

Help Wanted News

WHAT'S AN A/P - R/P?

It's a weekend Anchor/Producer who can handle Reporting/Photography on weekdays. That's what our group owned Net Aff. "V" is looking for. With a staff of 20, all we need is you! An Equal Opportunity Employer. Reply Box M-52.

Assignment Editor

Top 20 Market, previous news experience required. Must be able to supervise daily newsgathering activities. Looking for someone with strong leadership qualities, good ideas, strong production values, and ENG experience.

Send resume to Box M-30. EOE/M/F.

Help Wanted Announcers

Booth Announcer With Limited On-Camera Work

Top 20 Market TV Station needs effective Booth Announcer with multivoice talents for commercials, promos, PSAs. Applicants should also have on-camera abilities. Previous experience in similar position required. Salary in low 20's for right person. Send full details, including tape, to:

Libby Stevens
Personnel Manager
WMAR-TV
6400 York Road
Baltimore, Maryland 21212
EOE M/F.

ALLIED FIELDS

Help Wanted Sales

ACCOUNT EXECUTIVE

Arbitron's New York office has an immediate opening for a salesperson to call on television broadcasters and broadcasting representatives. We're looking for an outstanding individual with 3-5 years experience in the broadcast sales/research field. If you are a person who can "get the job done", send your resume and salary history to:

Personnel Manager

ARBITRON

THE ARBITRON COMPANY a research service of CONTROL DATA CORPORATION

4320 Ammendale Road
Beltsville, Maryland 20705

An Affirmative Action Employer M/F

Radio Programing

THE BIG BANDS ARE BACK

One 55-minute weekly program of Big Band sounds with host Jim Bolen.

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410 South Main
Jonesboro, Arkansas 72401
501—972-5884

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starring William Conrad
BACK ON THE AIR!
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Program Distributors

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Jonesboro, Arkansas 72401
Phone: 501—972-5884

Employment Service

FREE JOB LISTING!

At least 60 new job openings per week are available in "Hot Tips"—The World's Best EXCLUSIVELY RADIO jobs source. FREE SAMPLE! Write PO Box 678, Daytona Bch. FLA 32017 or call our 24 hour Hotline—(904) 252-3861. $12 for 13 issues (3 mos.) or $30 per yr. (50 issues) ALL issues GUARANTEED!

For Sale Equipment

Composite Stereo Automation

4-19 inch relay racks; 5 Control Design (Corp. Carousals; Control Design Corp. Time Announcer Control, Broadcast Products AR20000 Automation Control with Audio Amplifier, and Digital Clock Control; Schafer Encoder and Decoder with Extel Printer and teletype Encoder; Jacks, plugs and wiring intact. Most manuals included. Call John Tomasiewicz, C.E. WIOF (203) 758-4459.

Free Film

FREE FILMS? CALL MODERN TV

The leading distributor. We have the most. PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd. New Hyde Park, NY 11040. (516) 437-6300.

Consultants

Attention Owner/Operator Management

Team available to consult on all phases of TV operation, from CP to full growth. Able to provide solutions, working capital, management or all of the above. Got a problem? Write in confidence. Box M-57.

Wanted To Buy Stations

WANTED TO PURCHASE

Metro or Suburban Top 60 Mkt. FM-AM/FM Stations, which currently generate a positive cash flow but are operating below their sales potential. All replies confidential. J.A. Balch, II, Phelps Corner, Warehouse Pt., Conn. 06088.

For Sale Stations

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/826-0385	202/223-1553
Suite 214	Suite 417
11661 San	1730 Rhode
Vicente Blvd.	Island Ave. N.W.
Los Angeles, CA. 90049	Washington, D.C. 20036

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312•467•0040

- **UHF TV construction permit. Southern Michigan. Covering about 1,000,000. $350,000 or lower as approved by FCC.**
- **Fulltimer in Kodiak Alaska covering 150 mile radius. Only commercial station in area. Billing $10,000 per month on telephone-no salesmen. Low overhead, real estate. $260,000. Terms.**
- **Fulltimer. City in Kentucky. Billing $200,000. Good buy. $500,000.**
- **AM/FM in New Hampshire. Real Estate. Profitable. $460,000.**
- **Daytimer. Ethnic. SE North Carolina. $160,000.**
- **Fulltimer in coastal Georgia. Good billing. $550,000.**
- **Powerful daytimer. N. part of W.Va. Good billing. Super value $560,000. Terms.**
- **Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Shopping Center population of 40,000. Good real estate. $270,000. Terms.**
- **FM with good signal in Georgia city. Good billing. $500,000.**
- **Fort Worth-Dallas area. Fantastic coverage. Billing $500,000. Make offer.**
- **CP for Class "C". Now Class "A". Texas. Good buy. $240,000.**
- **Cable TV operation in Indiana. A good buy. $360,000.**
- **FM in greater Washington, DC area. Good Terms. Low price.**
- **N.C. Daytimer. Real estate. Growing market. $400,000. Terms.**
- **FM in Central Pa. $225,000. 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

For Sale Stations Continued

HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION
OVER A DECADE OF SERVICE TO BROADCASTERS

The Holt Corporation	Holt Corporation West
Box 111	Box 8205
Bethlehem, PA 18016	Dallas, TX 75205
215-865-3775	214-526-8081

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816—259-2544

CLASS A FM

Medium size market East central Indiana $150,000 terms plus real estate available or rent with purchase option contact Joe Doakes P.O. Box 19112 or (317) 632-1461 Indianapolis.

MW	Small	CATV	$230K	29%
W	Medium	FM	$475K	Cash
E	Major	AM	$725K	$210K
MW	Major	FM	$1.6MM	Cash
MW	Major	AM/FM	$2.7MM	$521K

Atlanta, Boston, Chicago, Dallas, Los Angeles

CHAPMAN ASSOCIATES
nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga. 30341

Mid-South Fulltime Class IV AM

In prosperous 25,000 population city. Excellent cash price - $235,000; 1.3 x 1977 sales. Please only financially qualified buyers inquire. No brokers. Box M-45.

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**

THE KEITH W. HORTON COMPANY

P.O. Box 948
Elmira, N.Y. 14902
(607) 733-7138

BROKERS AND CONSULTANTS TO THE COMMUNICATIONS INDUSTRY

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: $1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. $5.00 weekly minimum. All other classifications: 80¢ per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

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

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Broadcasting

	Stock symbol	Exch.	Closing Wed. Aug. 30	Closing Wed. Aug. 23	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ABC	ABC	N	59 1/2	62	- 2 1/2	- 4.03	62	35 3/8	10	18,315	1,089,742
CAPITAL CITIES	CCB	N	46 1/4	45	+ 1 1/4	+ 2.77	75	42 1/2	7	14,230	658,137
CBS	CBS	N	59 3/8	62 7/8	- 3 1/2	- 5.56	64	43 7/8	9	28,100	1,668,437
COX	COX	N	48	47 1/2	+ 1/2	+ 1.05	48	25 1/2	12	6,637	318,576
GROSS TELECASTING	GGG	A	21 1/4	22	- 3/4	- 3.40	23 7/8	13 [illegible]/8	9	800	17,000
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	40 3/4	40 1/4	+ 1/2	+ 1.24	42 3/4	16 1/2	12	2,801	114,140
METROMEDIA	MET	N	62 5/8	61 1/2	+ 1 1/8	+ 1.82	64 1/2	25 1/4	12	4,815	301,539
MOONEY*	MOON	O	3 3/4	3 3/4			5 1/2	1 7/8		425	1,593
RAHALL	RAHL	O	20	20			21 1/4	8 5/8	22	1,264	25,280
SCRIPPS-HOWARD	SCRP	O	51	51			52	30 1/2	11	2,589	132,039
STARR	SBG	M	13 3/8	13 3/8			13 1/2		13	1,512	20,223
STORER	SBK	N	34 1/4	34 7/8	- 5/8	- 1.79	34 7/8	19 3/8	11	4,884	167,277
TAFT	TFB	N	23	23 1/8	- 1/8	- .54	24 1/2	12 1/4	5	8,498	195,454
									TOTAL	95,332	4,714,750

Broadcasting with other major interests

	Stock symbol	Exch.	Closing Wed. Aug. 30	Closing Wed. Aug. 23	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ADAMS-RUSSELL	AAR	A	12 3/4	11	+ 1 3/4	+ 15.90	12 3/4	3 3/4	13	1,233	15,720
AMERICAN FAMILY	AFL	N	13 7/8	13 5/8	+ 1/4	+ 1.83	17 1/8	11 3/6	2	10,536	146,187
JOHN BLAIR	BJ	N	29 3/4	29 3/4			31 1/4	11 1/8	8	2,427	72,203
CHARTER CO.	CHR	N	6 1/8	6 1/4	- 1/8	- 2.00	8	3 7/8	6	17,573	107,634
CHRIS-CRAFT	CCN	N	10 3/4	11	- 1/4	- 2.27	11 3/8	4 1/2	26	4,413	47,439
COCA-COLA NEW YORK	KNY	N	8 1/8	7 7/8	+ 1/4	+ 3.17	9 1/4	7 3/4	1	17,641	143,333
COMBINED COMM.	CCA	N	33 1/2	33	+ 1/2	+ 1.51	45 1/8	19	15	10,551	353,458
COWLES	CWL	N	24 1/4	24 3/4	- 1/2	- 2.02	25 1/4	12 1/2	24	3,969	96,248
DUN & BRADSTREET	DNB	N	37 1/8	38	- 7/8	- 2.30	38	26 1/4	17	27,869	1,034,636
FAIRCHILD IND.	FEN	N	34 1/4	34 3/8	- 1/8	- .36	34 3/8	9 1/2	13	5,708	195,499
FUQUA	FQA	N	12 7/8	13 1/2	- 5/8	- 4.62	13 1/2	8	8	9,396	120,973
GANNETT CO.	GCI	N	47 1/2	46 7/8	+ 5/8	+ 1.33	49	32 3/4	18	22,430	1,065,425
GENERAL TIRE	GY	N	29 1/2	29 3/4	- 1/4	- .84	29 3/4	22 3/8	6	22,707	669,856
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.		O	23 1/2	22 1/2	+ 1	+ 4.44	24	8	9	475	11,162
HARTE-HANKS	HHN	N	46 1/2	46 1/2			48 3/4	26	16	4,540	211,110
JEFFERSON-PILOT	JP	N	32 3/4	34	- 1 1/4	- 3.67	34	26 5/8	10	23,224	760,586
MARVIN JOSEPHSON	MRVN	O	13 1/2	14	- 1/2	- 3.57	17 1/4	10 1/4	7	2,013	27,175
KANSAS STATE NET.	KSN	O	12 7/8	12 3/4	+ 1/8	+ .98	13 3/8	4 3/4	12	1,727	22,235
KNIGHT-RIDDER	KRN	N	54	52 3/8	+ 1 5/8	+ 3.10	54	37 3/4	14	16,000	864,000
LEE ENTERPRISES	LNT	N	38 1/2	28 3/8	+ 10 1/8	+ 35.68	38 1/2	22 1/4	15	4,895	188,457
LIBERTY	LC	N	31 7/8	31 3/4	+ 1/8	+ .39	31 7/8	18	8	6,762	215,538
MCGRAW-HILL	MHP	N	25 1/8	24 7/8	+ 1/4	+ 1.00	25 1/8	15 5/8	11	24,682	620,135
MEDIA GENERAL	MEG	A	23 1/8	23 1/8			23 1/8	13 5/8	13	7,451	172,304
MEREDITH	MDP	N	37 3/4	38 1/8	- 3/8	- .98	40 1/4	17 3/8	8	3,074	116,043
MULTIMEDIA	MMED	O	26 1/2	27 3/4	- 1 1/4	- 4.50	28 1/4	16 1/4	14	6,624	175,536
NEW YORK TIMES CO.	NYKA	A	30	29 1/4	+ 3/4	+ 2.56	31 5/8	15 3/4	12	11,599	347,970
OUTLET CO.	DTU	N	29 5/8	29 3/4	- 1/8	- .42	30	16 5/8	8	2,415	71,544
POST CORP.	POST	O	38	38 1/4	- 1/4	- .65	38 3/4	16 1/4	11	867	32,946
REEVES TELECOM	RBT	A	2 7/8	2 7/8			3 3/8	1 3/4	41	2,388	6,865
ROLLINS	ROL	N	21 1/8	21 3/4	- 5/8	- 2.87	24 1/4	14 7/8	11	33,000	697,125
RUST CRAFT	RUS	A	27 3/4	28	- 1/4	- .89	28 1/2	8 1/2	17	2,297	63,741
SAN JUAN RACING	SJR	N	12	11 3/4	+ 1/4	+ 2.12	14 1/8	7 5/8	17	2,509	30,108
SCHERING-PLOUGH	SGP	N	35 1/4	36	- 3/4	- 2.08	44 3/4	26 3/8	11	53,703	1,893,030
SONDERLING	SDB	A	21 3/8	21 5/8	- 1/4	- 1.15	21 5/8	8 3/8	9	1,105	23,619
TECH OPERATIONS	TO	A	6 1/2	6 7/8	- 3/8	- 5.45	7 3/8	2 3/8	163	1,344	8,736
TIMES MIRROR CO.	TMC	N	33 5/8	33 1/8	+ 1/2	+ 1.50	34	20 3/4	11	34,811	1,170,519
TURNER COMM.*		O	12 1/2	12 1/2			12 1/2	5		3,800	47,500
WASHINGTON POST CO.	WPO	A	43 3/4	44 3/4	- 1	- 2.23	47 5/8	21 3/4	10	8,200	358,750
WOMETCO	WOM	N	17 3/4	17 5/8	+ 1/8	+ .70	18	10 7/8	11	9,554	169,583
									TOTAL	428,284	12,388,095

Cablecasting

	Stock symbol	Exch.	Closing Wed. Aug. 30	Closing Wed. Aug. 23	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ACTON CORP.	ATN	A	12 7/8	11 1/2	+ 1 3/8	+ 11.95	12 7/8	3 1/8	11	2,710	34,891
AMECO+	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	51 7/8	52	- 1/8	- .24	52	19 3/4	23	4,016	208,330
ATHENA COMM.		O	4 1/4	3 5/8	+ 5/8	+ 17.24	4 3/4	1/8		2,125	9,031
BURNUP & SIMS	BSIM	O	5 1/2	5 5/8	- 1/8	- 2.22	6 1/8	3 1/8	25	8,381	46,095
CABLE INFO.*		O	1/4	1/4			1 1/2	1/4	1	663	165
COMCAST		O	12 1/4	10 3/4	+ 1 1/2	+ 13.95	12 1/4	3 3/4	17	1,583	19,391
COMMUN. PROPERTIES	COMU	O	15 1/4	15 1/8	+ 1/8	+ .82	15 1/4	3 5/8	19	4,839	73,794
ENTRON*	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	37 3/4	34 3/4	+ 3	+ 8.63	37 3/4	17 5/8	12	7,581	286,182
GENEVE CORP.	GENV	O	14	15 1/8	- 1 1/8	- 7.43	15 3/4	7 1/2	7	1,121	15,694
TELE-COMMUNICATIONS	TCOM	O	18 1/4	18 1/8	+ 1/8	+ .68	19	2 7/8	261	5,281	96,378
TELEPROMPTER	TP	N	14 1/4	13 1/4	+ 1	+ 7.54	14 1/4	6 3/4	26	16,926	241,195
TEXSCAN	TEXS	O	2 7/8	2 3/4	+ 1/8	+ 4.54	2 7/8	1 1/4	17	786	2,259
TIME INC.	TL	N	49 3/8	50	- 5/8	- 1.25	50	31 3/4	10	20,450	1,009,718
TOCOM	TOCM	O	10 1/4	10	+ 1/4	+ 2.50	10 1/4	2 1/4	22	894	9,163
UA-COLUMBIA CABLE	UACC	O	39 1/4	37 1/4	+ 2	+ 5.36	39 1/4	15 1/2	23	1,679	65,900
UNITED CABLE TV	UCTV	O	23 3/4	20 1/4	+ 3 1/2	+ 17.28	23 3/4	3 7/8	30	1,915	45,481
VIACOM	VIA	N	23 5/8	25	- 1 3/8	- 5.50	25	9 1/2	15	3,795	89,656
									TOTAL	86,924	2,256,749

	Stock symbol	Exch.	Closing Wed. Aug. 30	Closing Wed. Aug. 23	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Programing											
COLUMBIA PICTURES	CPS	N	24	20	+ 4	+ 20.00	24	7 3/8	5	9,254	222,096
DISNEY	DIS	N	44 1/8	46 1/8	- 2	- 4.33	47 5/8	32 1/2	16	32,380	1,428,767
FILMWAYS	FWY	N	17	15 3/8	+ 1 5/8	+ 10.56	17	6 7/8	12	4,258	72,386
FOUR STAR			1 1/4	1 1/4			1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	15 7/8	16	- 1/8	- .78	18 3/8	10 1/4	6	48,215	765,413
MCA	MCA	N	59	59			59	32	11	18,619	1,098,521
MGM	MGM	N	54	43 7/8	+ 10 1/8	+ 23.07	54	16	21	14,551	785,754
TRANSAMERICA	TA	N	18 1/8	19	- 7/8	- 4.60	19	13 1/4	7	66,781	1,210,405
20TH CENTURY-FOX	TF	N	38 3/4	38 3/8	+ 3/8	+ .97	39 3/8	10	5	7,907	306,396
VIDEO CORP. OF AMER		O	5 1/2	5 1/2			9 3/4	3 1/2	11	988	5,434
WARNER	WCI	N	54 3/8	52 1/8	+ 2 1/4	+ 4.31	54 3/8	25 3/4	10	14,458	786,153
WRATHER	WCO	A	13 1/2	12 5/8	+ 7/8	+ 6.93	13 1/2	4 1/2	34	2,243	30,280
								TOTAL		220,320	6,712,437
Service											
BBDO INC.	BBDO	O	37 3/4	37 3/4			38 3/4	22 1/2	10	2,513	94,865
COMSAT	CQ	N	44 3/8	48 3/4	- 4 3/8	- 8.97	48 3/4	28 3/4	14	10,000	443,750
DOYLE DANE BERNBACH	DOYL	O	29	29 1/4	- 1/4	- .85	29 5/8	16 3/4	8	1,776	51,504
FOOTE CONE & BELDING	FCB	N	23	22 3/4	+ 1/4	+ 1.09	23 1/8	14 3/4	8	2,304	52,992
GREY ADVERTISING	GREY	O	31	32	- 1	- 3.12	34	16 1/2	4	624	19,344
INTERPUBLIC GROUP	IPG	N	36 7/8	37 1/4	- 3/8	- 1.00	39 1/4	22 1/2	9	2,387	88,020
MCI COMMUNICATIONS	MCIC	O	4 7/8	5	- 1/8	- 2.50	5	7/8	49	20,159	98,275
MOVIELAB	MOV	A	2 5/8	2 1/2	+ 1/8	+ 5.00	3	1	15	1,414	3,711
MPO VIDEOTRONICS	MPO	A	6 1/8	4 7/8	+ 1 1/4	+ 25.64	65 3/8	4	8	520	3,185
A. C. NIELSEN	NIELB	O	28 1/8	28	+ 1/8	+ .44	28 1/2	18 7/8	13	10,832	304,650
OGILVY & MATHER	OGIL	O	26 3/4	27 3/4	- 1	- 3.60	56 1/2	26 1/2	5	3,610	96,567
TPC COMMUNICATIONS	TPCC	O	7 1/8	7 3/8	- 1/4	- 3.38	7 3/8	2 1/4		925	6,590
J. WALTER THOMPSON	JWT	N	31 5/8	31 7/8	- 1/4	- .78	32 7/8	15 1/8	9	2,649	83,774
WESTERN UNION	WU	N	21 1/4	21 1/8	+ 1/8	+ .59	21 1/4	15 3/4	9	15,177	322,511
								TOTAL		74,890	1,669,738
Electronics/Manufacturing											
AEL INDUSTRIES	AELBA	O	9 1/2	7 7/8	+ 1 5/8	+ 20.63	9 1/2	2 3/8	9	1,672	15,884
AMPEX	APX	N	18 1/8	16 3/4	+ 1 3/8	+ 8.20	18 1/8	7 3/8	16	10,928	198,070
ARVIN INDUSTRIES	ARV	N	17 1/2	17 7/8	- 3/8	- 2.09	22 1/2	14 1/2	4	5,959	104,282
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	5 5/8	5 1/4	+ 3/8	+ 7.14	5 5/8	1 3/4	14	2,127	11,964
COHU	COH	A	4 1/2	4 1/4	+ 1/4	+ 5.88	4 1/2	2 1/8	13	1,733	7,798
CONRAC	CAX	N	22 5/8	23 1/2	- 7/8	- 3.72	27 1/4	19 1/4	8	2,030	45,928
EASTMAN KODAK	EASKD	N	64 1/4	65 3/4	- 1 1/2	- 2.28	86 3/4	42	15	161,370	10,368,022
FARINON	FARN	O	15	16 1/2	- 1 1/2	- 9.09	16 1/2	8	15	4,754	71,310
GENERAL ELECTRIC	GE	N	54 1/4	56 1/4	- 2	- 3.55	56 5/8	44 1/2	11	184,581	10,013,519
HARRIS CORP.	HRS	N	67 3/4	68 3/4	- 1	- 1.45	68 3/4	28	17	12,455	843,826
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM, INC.	MAI	N	37 3/4	37 3/4			41 7/8	20 1/4	19	1,320	49,830
3M	MMM	N	62 3/8	64 3/4	- 2 3/8	- 3.66	64 3/4	43 1/2	16	115,265	7,189,654
MOTOROLA	MOT	N	48 3/4	51 1/4	- 2 1/2	- 4.87	56 7/8	34 1/4	13	28,544	1,391,520
N. AMERICAN PHILIPS	NPH	N	31 3/4	32 3/8	- 5/8	- 1.93	36	24 3/4	7	12,033	382,047
OAK INDUSTRIES	OAK	N	30 1/8	29 1/8	+ 1	+ 3.43	34 1/8	9 5/8	46	1,801	54,255
RCA	RCA	N	32 1/2	32 1/2			32 5/8	22 3/4	10	74,817	2,431,552
ROCKWELL INTL.	ROK	N	34 3/4	34 5/8	+ 1/8	+ .36	36 3/4	28 1/4	7	33,600	1,167,600
RSC INDUSTRIES	RSC	A	3 1/4	3 1/4			3 1/4	1 5/8	45	2,690	8,742
SCIENTIFIC-ATLANTA	SFA	A	30 1/2	31 7/8	- 1 3/8	- 4.31	34 1/4	16 3/4	16	2,429	74,084
SONY CORP.	SNE	N	7 7/8	8	- 1/8	- 1.56	10 3/8	7	14	172,500	1,358,437
TEKTRONIX	TEK	N	43 3/8	44 1/8	- 3/4	- 1.69	68 1/2	28 1/4	14	17,912	776,933
TELEMATION	TLMT	O	1 1/4	1 1/4			2 1/4	1/2	2	1,050	1,312
VARIAN ASSOCIATES	VAR	N	18 1/2	18 3/4	- 1/4	- 1.33	21	14 3/4	12	6,838	126,503
WESTINGHOUSE	WX	N	23 1/4	24	- 3/4	- 3.12	24 1/2	16 1/4	7	86,656	2,014,752
ZENITH	ZE	N	17 7/8	17 3/4	+ 1/8	+ .70	28	11 3/8	24	18,818	336,371
								TOTAL		967,960	39,051,859
								GRAND TOTAL		1,873,710	66,793,628

	Closing Wed. Aug. 30	Closing Wed. Aug. 23	Net change in week
Standard & Poor's 400 Industrials Average	114.63	106.27	+7.36

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. Earnings figures are exclusive of extraordinary gains or losses.

Profile

Harry O'Connor: melding hard work with opportunity

Professionally speaking, Harry O'Connor seems to have been in the right places at the right times.

After dropping out of high school at 15 he drifted through such jobs as theater usher and drugstore clerk for a couple of years before moving into the YMCA in his hometown of San Antonio, Tex., where it didn't hurt to have an announcer assigned as a roommate. The association gave Mr. O'Connor insights on broadcasting and provided a helpful contact.

Years later, and with enough on-air experience to diminish his Texas drawl, Mr. O'Connor and his wife, Carole, were building their radio syndication business. Efrem *(The FBI)* Zimbalist Jr., who was already in the O'Connor Creative Services fold with his *Profiles in Greatness,* casually mentioned that he had a friend who might be interested in providing conservative commentary.

Mr. Zimbalist's friend was a former actor who went on to be the governor of California and presidential aspirant. And with Ronald Reagan on board, says Mr. O'Connor, came the turning point from a "medium-sized mom and pop shop."

Today, with personalities ranging from Mr. Reagan to recycled Groucho Marx, and with titles from *UFO Report* to *The Beauty Spot,* Mr. O'Connor claims domestic billings of about $1.5 million, with another $250,000-$300,000 from his Sydney, Australia, foreign base. He expects the figures next year to be in the neighborhood of $2 million-$2.5 million.

No doubt, time and place helped. But it was more than chance that brought Harry O'Connor from a "terribly poor" background in Texas to prominence in radio syndication and a North Hollywood home affectionately known as "the Reagan ranch."

Dollars signs aside, Mr. O'Connor admits that he always felt the need to achieve. Unwilling to wait out the high school years, he quit school. But even before he made the break, he found ways to show his stuff: At 14 he made Eagle Scout in his San Antonio troop.

His childhood, however, was far from one of total acceptance within the San Antonio community. Born Harry Rubinsky, he bore the brunt of anti-Semitism despite his Protestant upbringing. It wasn't until he began his radio work that he became Harry O'Connor, officially changed a few years later.

Despite the need for many business trips domestically and abroad, Mr. O'Connor considers himself "pretty provincial" and says he hates to travel. Born and raised in San Antonio, he was 25 before he left Texas; that's not to say he wasn't mobile jobwise, however.

Harry O'Connor—chairman, O'Connor Creative Services Inc., Hollywood, and president, O'Connor Creative Services Pty. Ltd., Sydney, Australia; b. March 22; 1926, San Antonio, Tex.; U.S. Army Special Services, entertainment, 1950; on-air work, KMAC(AM) San Antonio, 1943; KPAB(AM) Laredo, Tex., 1944; KWBU(AM) Corpus Christi, Tex., 1945-48; KMAC(AM) San Antonio, 1949-50; program director, WBOK(AM) New Orleans, 1951; general sales manager, KTXN(AM) Austin, Tex., 1952-55; salesman, KTSA(AM) San Antonio, 1956-57; general manager, KTEM(AM) Temple, Tex., 1958-59; principal and general manager, KTXO(AM) Sherman and KGKB(AM) Tyler, both Texas, 1960-61; O'Connor Co., Dallas consultancy, 1961-64; principal and president, Archer Productions, Hollywood, 1962; writer, producer, salesman, Mel Blanc Associates, Hollywood, 1964-67; founded O'Connor Creative Services with wife; Carole (m. Sept. 17, 1960), January 1968; chairman—Robin, 24, and Steven, 21, (by previous marriage); Timothy, 17; Dana Louise, 15; Patrick, 8.

Thanks to his former YMCA roommate, Joe Allison (now a music publisher in Nashville), Mr. O'Connor found an announcing slot at KMAC(AM) San Antonio. Better on-air opportunities moved him to KPAB(AM) Laredo, KWBU(AM) Corpus Christi and back to KMAC as a personality within a half-dozen years.

Crossing state lines finally came in 1951 when Mr. O'Connor, an award-winning "country" disk jockey, took over the program director's slot at WBOK(AM) New Orleans.

In 1960-61, Mr. O'Connor moved over to the ownership side as a principal and general manager of KTXO(AM) Sherman and KGKB(AM) Tyler, both Texas. By that time—having passed through various station ranks, both on and off air—he realized "small-market radio wasn't what I wanted to do with my life. It takes a certain type of guy. I wasn't that type."

Harry O'Connor then moved into the consulting business, assisting stations and program and production houses. In 1962, he formed one of his own, Archer Productions, specializing in custom station identifications.

By 1964, he had tied up with Mel Blanc (the voice of Bugs Bunny and Barney Rubble, among others) as a writer, producer and salesman for Hollywood-based Mel Blanc Associates. While Mr. O'Connor was there, the company added radio comedy to its inventory, which had consisted of comedy commercials.

Mr. O'Connor and his wife, a radio station veteran herself, struck out on their own in January 1968 with their present firm.

At first his intention was to do more in the line of program comedy. His initial effort was the comedic *Amazing Radio Adventures of Bonnie & Clyde.* That was followed by *Funnybirds,* short quips in the "Thurber Carnival"/*Laugh-in* style, and other humorous vehicles.

The first departure from comedy came in 1971, with a five-hour rock music documentary on Jesus, *The Christ Chronicles.* The following year, Mr. O'Connor began working with Efrem Zimbalist Jr. on *Profiles in Greatness,* tributes to achievements in various fields.

Although successful along the way, the real breakthrough for O'Connor Creative Services came when syndication of Ronald Reagan began in 1975. As Mr. O'Connor remembers, he was having an informal conversation with Mr. Zimbalist about the "preponderance of liberal viewpoints" on the airwaves and the lack of "outstanding daily conservative commentary." (Politically, Mr. O'Connor characterizes himself as a neo-conservative.)

The Reagan addition, Mr. O'Connor says, forced his company out of "mom and pop" status because of the need for a larger staff and mass marketing; there was also a move to expanded quarters in Universal City. Governor Reagan's station count was at 341 when he announced his candidacy for President; sales slipped when he was replaced on the program by Senator Barry Goldwater (R-Ariz.). Now back, Mr. Reagan's views are now aired by some 300 stations. Mr. O'Connor expected the number to reach 400 by February or March.

With that success and a domestic inventory of 25 properties as well as 35 available overseas, it might seem time for Harry O'Connor, the achiever, to turn his direction to another phase of the industry. In Mr. O'Connor's opinion, however, he has plenty of room to grow. "I don't think we're out of challenges," he says.

Editorials

Nothing sacred?

Seventeen seconds of tape shot for NBC News turned up on ABC-TV's *World News Tonight* the other evening, setting off a train of complaint, accusation, explanation and, finally, apology from ABC News. The story dealt with hostages being held in Managua, Nicaragua. ABC News said its people taped NBC's satellite transmission and that its executive producer used the segment because he hadn't been told that NBC News had canceled a pooling arrangement at the last minute. NBC News said it hadn't heard there was a pooling arrangement until the last minute and canceled it immediately.

The incident raises questions considerably more intriguing than this dispute. Network news people can and do routinely monitor incoming material that their competitors are sending by satellite to their own home offices—in itself a previously unheard-of element in competitive journalism. It is almost as if one newspaper's staff could see choice chunks of a rival paper's copy before it went to the composing room. With this system, no network need ever get beaten on a satellite story: Even with no pictures of its own to show, it can cover itself with a "tell" story.

Technically, of course, it needn't limit itself to a tell story. As the NBC-ABC incident demonstrated, it could easily tape its rival's pictures and use them. Network news people don't use them that way, of course, or at least not often and, let us hope, never willfully. Nor do they seem worried by lack of the security that is inherent in transmissions over private lines or in film sent in a can. They put their trust in professional ethics, if not the copyright laws, and we do not doubt that they are right to do so.

But the tantalizing question remains: How powerful will the temptations for piracy be when earth stations dot the countryside and programs of all kinds—not just news and sports—are transmitted as freely by satellite as they are now by landlines?

Coping with Canada

U.S. television stations near the Canadian border are suffering the effects of nationalist sentiment that has been developing within the government of Canada. With their revenues from Canadian advertising all but lost to a discriminatory Canadian tax law, they have asked the American government to consider trade retaliations.

Their latest appeal to the American authorities is understandable. Repeated overtures on a less formidable scale have been made to the Canadians by American officials without success. The affected broadcasters have concluded that only a threat to Canadian exports will draw attention in Ottawa.

We wonder, however, whether the border broadcasters are entirely realistic. They are asking their government to tell the Canadian parliament to repeal a tax law that it passed after extensive debate. Americans justifiably regard it as anti-American in the extreme, but however it may be viewed on this side of the border, it suits the present Canadian scheme of things. If conditions were reversed, the U.S. Congress would rise in outrage at a foreign intrusion in internal American affairs.

There may be no easy answers to the difficulties that Canada has created. Nor are answers likely to be simplified by the need for American and Canadian accommodations in the World Administrative Radio Conference of 1979, when international divisions of the spectrum will be made for the next 20 years.

Last chance?

A vanishing figure from the regulatory past is attempting a materialization. Nicholas Johnson, the Abbie Hoffman of the FCC during the turbulent sixties and early seventies, is trying to recruit a coalition that would rescue him and his organizational shells from the discard pile in Washington.

It is surely no coincidence that Mr. Johnson's new save-us-flower-children campaign was undertaken soon after the FCC, under an administration congenial to his causes, announced an inquiry looking toward the subsidization of citizen participation in FCC affairs. The announcement must have encouraged hope where not much hope was left. Mr. Johnson's National Citizens Committee for Broadcasting and National Citizens Communications Lobby—interchangeable parts under different names presumably to avoid tax liability for donors—have run out of angels.

Still, Mr. Johnson faces an uncertain interlude until the FCC can crank up the machinery that will make the money roll in. Hence the coalition, which he hopes initially to beguile into a unified campaign against the rewrite of the Communications Act ("Closed Circuit," Aug. 14). Union treasuries may tide him over until the FCC comes through.

It is a sign of Mr. Johnson's desperation that Ralph Nader has been invited in. If the two ever play the same act, Mr. Johnson must content himself with second billing.

Clearing the air

The report on "Television Bandwidth Reduction" from the FCC's UHF Task Force comes to a realistic conclusion. The technology exists to increase the capacity of a given block of television space, the report says, but only at prohibitive cost. Perhaps twice as many television signals could be passed in the 6 mhz channels that now carry one signal each, but only by the replacement of existing equipment with more expensive gear.

This report disposes of at least one argument that is occasionally advanced by rival claimants to frequencies now occupied by television broadcasting. The argument is that television squanders spectrum space by its use of 6 mhz bands. According to that view, the government need only to decree that the channels be reduced to, say, 4 mhz, and the total space occupied by television could be proportionately reduced.

If it could have been done 30 years ago, there would have been no argument against it. But now? Forget it.

Drawn for BROADCASTING by Jack Schmidt

"I'm sorry, sir, but you are three feet beyond our service area."

This could be the biggest thing to hit Charlotte TV since TV hit Charlotte

You remember TV in 1948. Nine-inch screens, Uncle Miltie, and terrible reception. But people crowded around Charlotte's only channel. Today, 30 years and four channels later, Charlotte again is excited about one channel. But this time it's by choice. Because WSOC-TV, with innovative local programming, has joined America's top-rated network, ABC, to bring Charlotte a new experience in news, public affairs, sports and entertainment. In 1948, one channel was all Charlotte had. Today, it's all Charlotte needs.

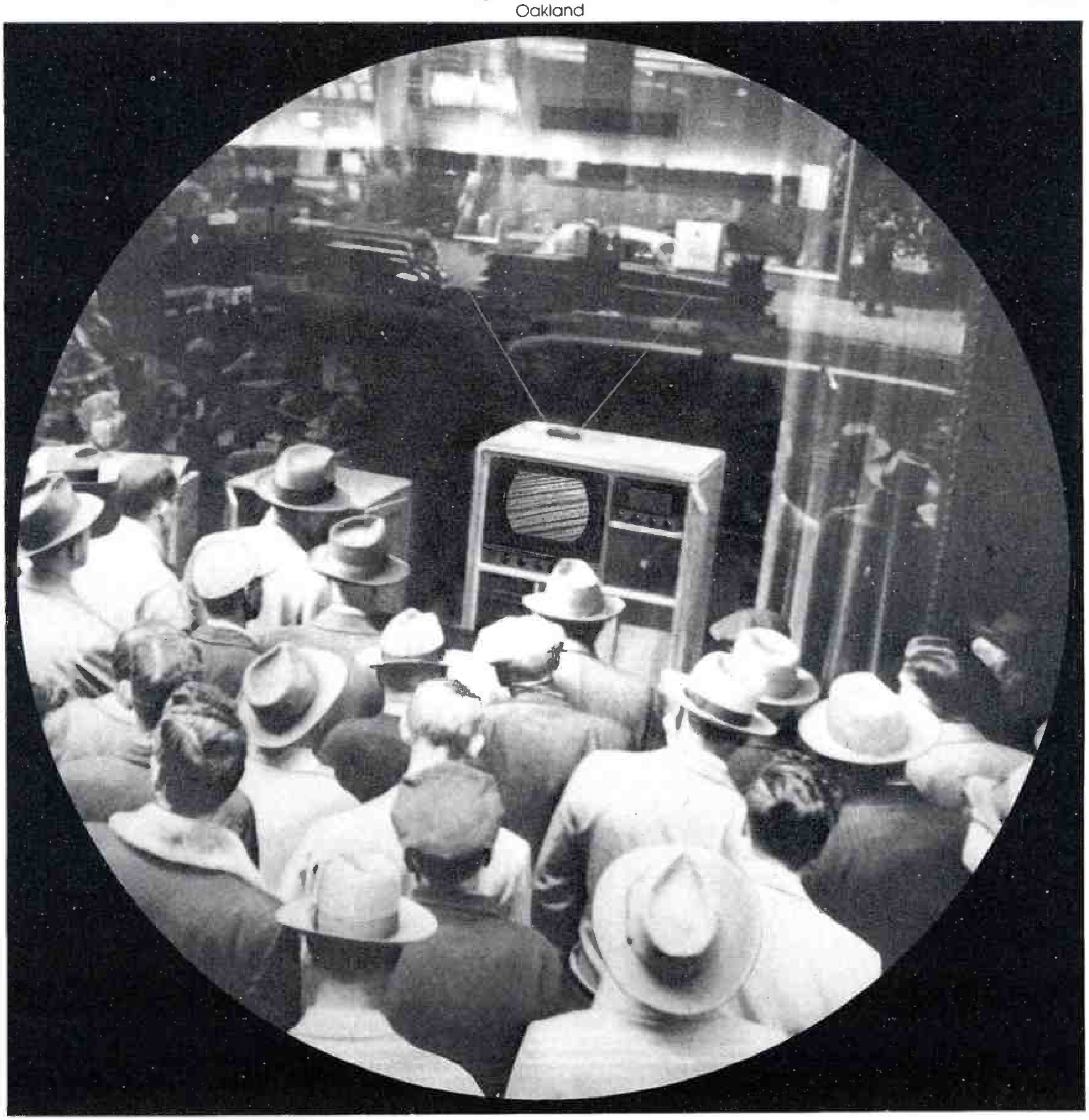
Cox TV stations are represented by TeleRep.

abc

NOW IT'S ALL ON 9 WSOC-TV

COX Broadcasting

WSB TV-AM-FM Atlanta	WHIO TV-AM-FM Dayton	WSOC TV-AM-FM Charlotte	WIIC-TV Pittsburgh	KTVU-TV San Francisco-Oakland	WIOD, WAIA-FM Miami	KFI, KOST-FM Los Angeles	WLIF-FM Baltimore	WWSH-FM Philadelphia



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